

Research Trends on Online Learning Toward Changes in Millennial Consumer Behavior in the Digital Era: A Bibliometric Analysis

Andreas Sang Aji Purbokusumo¹, M. Farid Wajdi², Muhammad Sholahuddin³, Fadli⁴

^{1,4} Universitas Terbuka, Indonesia

^{2,3} Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

Email: aji@ecampus.ut.ac.id

Abstract

The rapid development of digital technology, which affects almost every aspect of life, has also transformed the consumption behavior of the millennial generation toward digital domains. This study aims to analyze trends and changes in millennial consumer behavior in the digital era as an impact of online learning. Using bibliometric methods and VOSviewer visualization, data were collected from international publications (Scopus, Web of Science, Google Scholar) during the 2020–2025 period. The findings show that online learning has accelerated the adoption of digital consumption behaviors among millennials, with key terms such as consumer behavior, machine learning, e-commerce, and millennial forming interconnected clusters. The study also identifies a research gap related to loyalty and postpurchase behavior among millennials in the digital ecosystem. The results of this research are expected to serve as a reference for strengthening educational policy, digital economy development, and digital literacy to support the national agenda for superior human resource development and digital transformation in Indonesia.

Keywords: Consumer Behavior, Online Learning, Digital Era, Social Media, Millennial Generation

Introduction Section

Digital transformation has reshaped consumption patterns, particularly among millennials who are highly adaptive to technology (Mitta & Pamungkas, 2022; Govender & Yavisha, 2023; Sofiah et al., 2022; Himawan, 2024; Inggrida, 2019). The Covid-19 pandemic accelerated both online learning adoption and digital consumption behaviors (Imamah, 2023; Latifah et al., 2021; Mufidah et al., 2021; Pertiwi & Utama, 2020; Supratman, 2022). Millennials' shift from conventional to online transactions has been driven by accessibility, social media influence, and digital payment innovations (Ridha & Budiyanto, 2025; Amanda & Gewani, 2022; Febriani, 2020). Globally, online learning has become a key solution for education and training (Kutsiyyah, 2021; Deviananda & Mawardi, 2022; Thakur et al., 2022), pushing digital-native millennials (Burgess-wilkerson et al., 2018; "Education in the Digital World: From the Lens of Millennial Learners," 2023; Democratic et al., n.d.) to engage more actively online (Garas et al., 2012; Sitorus & ., 2024). Online learning fosters flexibility, collaboration, and enhanced digital capabilities compared to traditional methods (Inggrida, 2019; Technol et al., 2022; Otto et al., 2024), shaping millennials' decision-making, brand interaction, and information access (Hananto et al., 2024). Current studies highlight consumer behavior shifts influenced by online learning (Studi Magister Kajian Budaya & Ilmu Budaya, 2025; Ilmiah & Ilmiah, 2021), though research gaps remain regarding loyalty, post-purchase behavior, and integration of digital education (Rybackzewska et al., 2020; Wongsunopparat, 2022; Syamsudin et al., 2025). Few studies explore how online learning specifically affects millennial consumer behavior compared to social media or e-commerce influences (Lesmana, 2023; Jusuf, 2023; Indratno, 2021; Hakim, 2017). Thus, this bibliometric study seeks to explain how online learning impacts millennials' purchasing decisions and brand interactions in the digital era ("Education in the Digital World: From the Lens of Millennial Learners," 2023; Öztürk et al., 2024)..

Based on the current phenomenon and literature gap, this bibliometric study proposes the following key research questions:

RQ1: What are the research trends on online learning and millennial consumer behavior based on the number of publications per year?

RQ2: Which journals have published the most articles on online learning and changes in millennial consumer behavior?

RQ3: Which authors have contributed the most research publications on online learning and millennial consumer behavior?

RQ4: What disciplines or fields of study contribute to research on online learning and millennial consumer behavior?

RQ5: Which countries' authors have contributed the most to research publications and international collaborations related to online learning and millennial consumer behavior?

RQ6: Which articles are the most influential based on citation counts in the field of online learning and millennial consumer behavior?

RQ7: What are the main research topics in online learning and changes in millennial consumer behavior?

RQ8: What are potential future research topics related to online learning and millennial consumer behavior? Main Objective:

The main objective of this study is to identify and analyze the influence of online learning on changes in millennial consumer behavior within the context of purchasing decision-making and brand interaction. This research is expected to contribute to the development of consumer behavior theory in the context of online learning technology, which is currently underexplored in academic literature (Saibaba, 2021; Letters, 2025). The findings are anticipated to assist marketers and policymakers in formulating more effective strategies to address shifts in consumer behavior in the digital era, especially among millennials (Septiana & Damanuri, 2024; Jusuf, 2023; Roy PS, 2025).

Literature Review

This study is based on Consumer Behavior Theory (JASMINE, 2014; SaThierbach et al., 2015; Wardhana et al., 2021; Putri Nugraha et al., 2021), which explains how individuals make purchasing decisions influenced by internal factors (psychological, demographic, experience) and external factors (social, cultural, technological). Models such as Engel-Kollat-Blackwell (Were, 2023; Narsis, 2023; El gozmir et al., 2024), Technology Acceptance Model (TAM) (Mimma Maripatul Uula & Sherrindra Avedta, 2023; Sukackè, 2019; Mikša & Sikirica, 2024; Ammenwerth, 2019; Pujiastuti, 2022), and Theory of Planned Behavior (TPB) (Wen, 2008; Sniehotta, 2009; Ajzen, 2020; Conner & Armitage, 1998; Miller, 2017; Armitage & Conner, 2010; Horne et al., 2017) highlight the role of perceived usefulness, perceived ease of use, and subjective norm in online purchasing decisions (Sin et al., 2012; Hanaysha et al., 2023; Wuan, 2012; Liat et al., 2014). Various theories help understand consumer behavior in e-commerce and online learning contexts, including the Theory of Planned Behavior (Ajzen, 1991), stating that attitude, subjective norms, and behavioral control influence online shopping intentions. Models linking consumer experiences with digital technology, such as the Stimulus-Organism-Response (S-O-R) model (Hochreiter et al., 2023; Bigne et al., 2020; Siregar & Ilham, 2022; Khairunnisa & Siagian, 2025), apply to understanding how online learning influences millennial consumer behavior (Pan et al., 2024). Online learning, referring to digital technology use in education, has rapidly developed, especially driven by the COVID19 pandemic (Murzal & Ridwan, 2021; Mustapha et al., 2021), offering flexible access to materials and increased participation (Jílková & Králová, 2021). It improves learning efficiency with new delivery methods (Shoraj & Kadiu, 2024) and is crucial in Indonesia for creating an inclusive educational ecosystem connecting learners worldwide (Zamjani et al., 2020). Millennials, born 1981-1996, are highly connected with digital technology and internet (Septiana & Damanuri, 2024; Gebi Angelina Zahra & Kukuh Setyo Pambudi, 2023; Jusuf, 2023), prefer digital platforms in daily life and shopping (SivaKumar & Gunasekaran, 2017), and appreciate convenience and speed in transactions (Setiawan et al., 2024; Henderson & Mcneil, 2024; Kalariya et al., 2024). Online learning contributes to changes in digital consumption by providing faster and broader access to information, shaping consumer behavior (Reyad et al., 2019; Cochoy et al., 2020; Centre of Higher Education & Prague, 2019). It acts as a key driver for millennial consumption behavior changes (Fanani, 2021; Tong et al., 2017; Chusak et al., 2022), with increased internet learning use familiarizing millennials with e-commerce and accelerating daily digital technology adoption (Fadillah et al., 2022; Shukla, 2023). Factors like convenience and easy access shape millennial online shopping preferences (Kalariya et al., 2024), and online learning enables exploration of various digital platforms in purchase decisions (Edy & Riyanto, 2020; Amalia & Belgiawan, 2025), affecting brand and product interactions (Ferreira et al., 2024, 2025). Despite many studies on millennial consumer behavior in e-commerce and online learning (Butler & Puwalski, 2011), gaps remain in loyalty and post-purchase behavior research (Habeeb & Sudhakar, 2021; Hwang, 2024), with few studies exploring long-term effects of online learning on millennial purchase decisions (A, 2024). Further research is needed on how online learning changes consumption patterns in developing countries like Indonesia amid rapid digital transformation (Baryanto et al., 2023). Given evolving online learning and millennial consumer shifts driven by digital technology (Metode et al., 2025), this literature review underpins further studies on online learning's impact on consumption patterns, aiming to understand consumer behavior dynamics within a growing digital ecosystem (Fitria, 2024; Deviananda & Mawardi, 2022).

Method

Research Design

This study applies bibliometric analysis to examine trends and changes in millennial consumer behavior in the context of online learning in the digital era (Luckyardi et al., 2024). This method enables quantitative evaluation and visualization of relevant literature to map relationships between concepts frequently discussed in the field (Kordecki, 2024; Afandi et al., 2025). Initial keywords used for the search included Consumer Behavior, Online Learning, Digital Era, Social Media, and Millennial Generation to capture research dimensions focused on millennials and their digital consumption behavior (Roy PS, 2025; Septiana & Damanuri, 2024). Data were collected primarily from the Scopus database due to its comprehensive international literature coverage in this field (Faruk et al., 2021; Reza & Silalahi, 2023), yielding 1,270 relevant documents. Specific query filtering narrowed this to 326 documents for detailed analysis, based on criteria including publication year (2015-2025), subject areas (Business, Economics, Sociology), article type, source type, and English language (Donthu et al., 2021; Jílková & Králová, 2021). The selection process applied inclusion and exclusion criteria to ensure focus on millennial consumer behavior in online learning contexts (Ciptono & Noviasari, 2023; Hanna & Rajkumar, 2025). Data analysis utilized visualization tools VOSviewer and Biblioshiny to identify frequent keywords, topic clusters, and conceptual relationships, highlighting key trends in e-commerce, digital literacy, and millennial consumption patterns (Lesmana, 2023; Angreni et al., 2024). The PRISMA scheme was employed for transparent and structured documentation of the selection process, illustrating steps from identification through to analysis of the 326 selected documents (Pham & Le, 2024).

Result and Discussion

Result

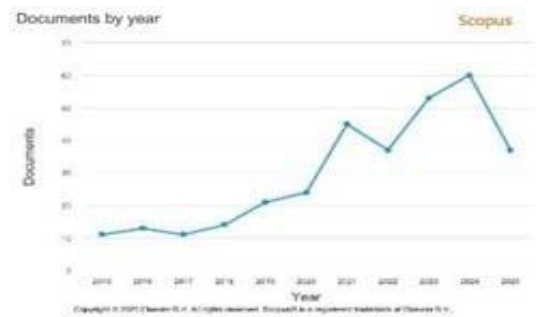


Figure 1. Research Trends

The graph shows that from 2015 to 2018, the number of published documents was relatively stable with slight year-to-year increases. However, starting in 2019, there was a significant surge, especially in 2020, likely linked to major shifts in sectors like education and consumer behavior due to the COVID-19 pandemic. The number of publications continued to rise in 2021 and 2022, peaking in 2024 with substantially higher outputs, indicating growing academic interest in online learning and millennial consumer behavior. Although there was a decline in 2025 (data up to July), this may reflect incomplete yearly data. Overall, the trend reflects increasing research attention since the pandemic (Edy & Riyanto, 2019).

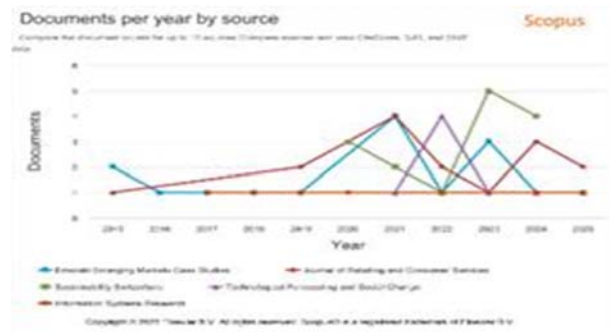


Figure 2. Leading Journals

The data shows significant fluctuations in the number of documents published annually from various journals between 2015 and 2025. Publication increases began around 2019, peaking in 2021 and 2023, notably in journals like Emerald Emerging Markets Case Studies, Journal of Retailing and Consumer Services, and Sustainability Switzerland. While some journals experienced declines after these peaks, Sustainability Switzerland saw its highest surge in 2023. Overall, this trend reflects shifting research focus driven by current issues and technological advancements worldwide (Pugnetti et al., 2023).

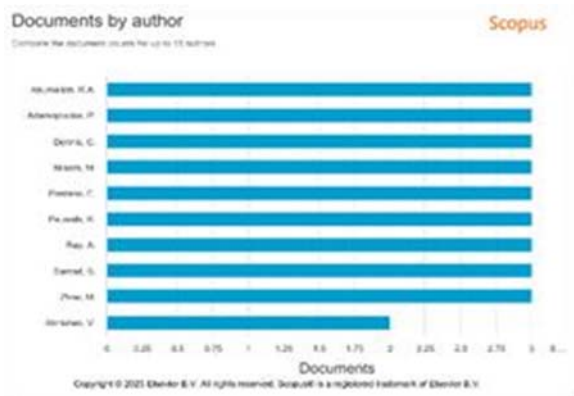


Figure 3. Leading Authors

The graph data indicates that each author contributed equally with two documents each, showing no significant dominance by any single author. This reflects a balanced collaboration among authors in the analyzed research topic.

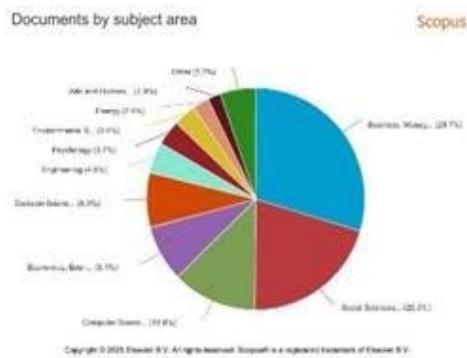


Figure 4. Contributing Academic Disciplines to the Research

Research documents mainly originate from Business and Management (29.7%) and Social Sciences (20.5%) fields, with significant contributions also from Computer Science (12.6%), Economics (8.1%), and Decision Science (8.0%). Other fields like engineering, psychology, environment, energy, and arts contribute to a lesser extent, indicating a primary focus on management, social sciences, and technology with a fairly balanced spread across related disciplines..

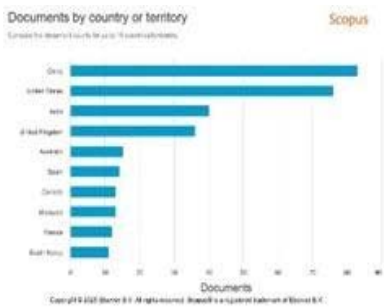


Figure 5. Country Contributions in Online Learning Research

China leads in the number of research documents published, followed by the United States, India, and the United Kingdom. Other countries like Australia, Spain, Canada, Malaysia, France, and South Korea contribute fewer documents.

This indicates dominance by major countries, especially China and the U.S., in scientific publications within this field, while others have a more limited contribution.

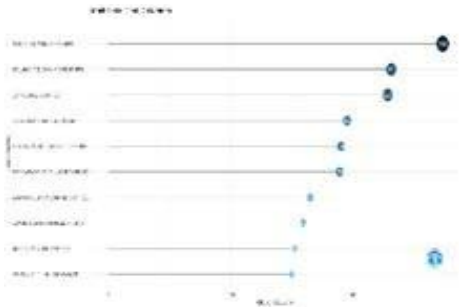


Figure 6. Articles with the Greatest Impact in Citations

Carlson J. (2018) in the Service field is the most cited work globally, with 273 citations. Other highly cited documents come from areas like consumer research, business, and strategy change, with citations ranging from 189 to 231. Overall, the top ten documents serve as influential references in this field, highlighting the significant impact of a few key publications.



Figure 7. Main Topics in Online Learning Research

The diagram shows that research themes are divided into main clusters. Central and rapidly growing topics include machine learning , consumption behavior , and sales , indicating their key role in research. Related themes like consumer behavior , learning , and elearning are also relevant but still in early development stages. Topics such as blended learning and chatgpt are in transitional areas, while moocs are declining. Overall, the research focus is on integrating digital technology and consumer behavior, with some themes expanding and others diminishing in relevance.

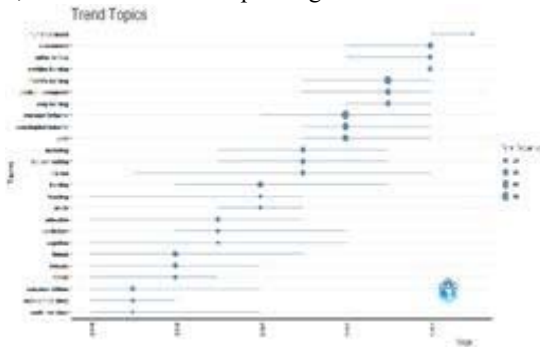


Figure 8. Research Trends

Research trends from 2020 to 2024 highlight machine learning, e-commerce, online reviews, and consumer behavior as the most prominent topics. Machine learning and e-commerce show the highest frequency, with related themes like deep learning, sales, and marketing also increasing. Overall, the trend reflects a shift toward leveraging digital technology and consumer behavior analysis in the evolving digital ecosystem.



Figure 9. Potential Topics for Future Research

The visualization indicates that the main research themes are "consumer behavior," "machine learning," and "consumption behavior," closely linked with topics like e-learning, sales, and human learning. The color clusters show strong integration between consumer behavior, online learning, and the use of digital technology. Overall, research focuses on the relationship between millennial consumer behavior, online learning, and rapidly advancing digital technology

Discussion

This bibliometric study shows a significant increase in publications since 2020, driven by the COVID-19 pandemic's impact on sectors like education, which shifted predominantly to online learning (Plus, 2022; Jílková & Králová, 2021). This shift influenced millennial consumer behavior, with increased reliance on e-commerce evident in countries with different economic profiles like South Africa and Germany. Publication peaks occurred in 2021 and 2023, reflecting urgent research demand, especially in journals focusing on developing markets and digital innovation. The digital transformation theory and innovation diffusion explain the rapid adoption of technology and corresponding shifts in organizational and individual behaviors. Author contributions are well distributed, highlighting balanced collaboration facilitated by open access and digital platforms, which widen knowledge dissemination and foster inter- and cross-disciplinary research (Oroud, 2015). Major research disciplines include Business and Management (29.7%) and Social Sciences (20.5%), with significant input from Computer Science, Economics, and Decision Science, reflecting multidimensional research addressing digital transformation and consumer behavior (Lesmana, 2023). China leads in publication volume followed by the United States, India, and the United Kingdom, showing strong national investments and policies supporting research (Pugnetti et al., 2023). The most influential publications include Carlson J. (2018) with 273 citations and others by De Langhe B. (2016) and Lo P-S. (2022), underscoring central themes in service research, consumer behavior, and business strategy. Major research themes cluster around consumer behavior, machine learning, and consumption behavior, closely integrating elearning, sales, and human learning within an interdisciplinary ecosystem. Emerging and transitional topics include blended learning, chatgpt, and MOOCs, showing ongoing evolution in digital learning and consumer research. Overall, the field reflects a shift towards integrating digital technology with consumer behavior analysis, emphasizing cross-disciplinary collaboration to address the challenges and opportunities of the digital era.

Conclusion

Conclusion

The study concludes that the analyzed data is limited to English publications in select databases (Scopus, Web of Science, Google Scholar), excluding local or non-English literature, and covers the period 2015–2025, missing recent trends beyond mid-2025. It is descriptive and lacks qualitative insights into behavioral change factors. Future research should expand data sources to include local and non-English literature and apply qualitative or mixed methods to explore factors influencing millennial loyalty and post-purchase behavior. Researchers are encouraged to investigate the specific impacts of online learning platforms and social media on consumer behavior. Recommendations include strengthening digital literacy and online learning integration in education policy to support positive consumption behavior transformation among millennials, adapting business marketing strategies to digital trends and tech-savvy consumers, and enhancing interdisciplinary and international collaboration for richer perspectives and innovation in digital consumer behavior research.

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