Investigating the Influence of Information Overload on Millennial Purchase Intent in the Java Online Market

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Abstract

This study aims to examine the impact of information overload on the purchase behavior of millennials residing in Java. This study investigates the potential factors contributing to information overload with a focus on online reviews and website layouts. This study aims to examine the relationships between online reviews, website design, and information overload, utilizing a theoretical framework grounded in information foraging theory and information processing theory. Employing partial least squares analysis, the primary objective is to examine the effects of Internet reviews and website designs on information overload and its subsequent influence on millennials' purchasing intentions. The study's findings reveal that internet reviews cause information overload, demonstrating an inverse relationship. Website design plays a crucial role in generating and strongly influencing information overload. This excess information has a significant impact on millennials' purchasing decisions. The results elucidate the complex interrelationship between online reviews, website layouts, information saturation, and consumer behavior, thereby providing valuable insights into consumer behavior in the digital marketplace.

Keywords: Information Overload, Millenials, Foraging Theory, Purchase Intention, Information Processing Theory.

1. Introduction

The Internet has become a crucial component of people's lives, as it enables numerous activities, including online shopping. As described by Bandara et al. (2019), online shopping refers to the act of consumers using the Internet to search, select, purchase, and evaluate goods and services to fulfill their needs. According to data from The Nielsen Company, online shopping in Indonesia experienced periodic growth between 2015 and 2020. However, this growth was accompanied by challenges such as difficulties in filtering information, particularly online reviews. A review is user-generated information that has the potential to capture significant interest and impact consumer purchase choices (Kang & Na, 2021; Kang & Na, 2022). Consumers often struggle to make informed purchasing decisions when relying solely on information from e-commerce or online retailers. They question the accuracy of the information provided about items or services that may favor e-commerce or online stores; therefore, they seek alternative consumer reviews that are subjective and reflect their personal experiences or opinions (Kang & Na, 2022).

In the rapidly evolving digital era, websites have become the primary representation of a company's identity and credibility in the eyes of consumers (Tarigan et al., 2022). One of the most crucial elements in website management is web design. Web design is not only about visual appearance, but also includes navigation structure, ease of use, speed of access, and the quality of information conveyed. According to Al-Adwan and Al-Horani (2019), effective web design meets the preferences and tastes of visitors while conveying information clearly and effectively. In other words, an optimally designed web design will improve the user experience and increase the possibility of creating customer satisfaction.

Previous studies have shown that web design quality has a positive impact on user satisfaction (Attar et al., 2021). Websites that display relevant information in an attractive appearance will be easier to navigate and are more likely to be considered professional by visitors. This is especially important in the context of e-commerce, where consumer trust in an online platform is primarily determined by their initial perception of the site's design (Basuki et al., 2022). As customer trust and comfort in browsing the website increase, the likelihood of them making transactions also increases. This indicates that web design also plays a role in supporting overall business performance (Bretas et al., 2025).

Web design aspects that affect user satisfaction include information quality, visual appeal, response speed, and the level of site interactivity. In addition, Benarto et al. (2019) also stated that a website that has

an attractive and informative appearance will encourage users to explore the available content further. For companies, this is important because good web design can be a strategic approach to increase profitability and customer loyalty.

Thus, web design is no longer just a technical necessity but has become an integral part of a digital marketing strategy that influences customer perception, purchasing decisions, and loyalty. Therefore, understanding the influence of web design on customer satisfaction is crucial to further study in this context.

Web design settings have a significant impact on consumers' purchasing decisions (Andini, 2023). The way content is structured has a significant impact on a website's success (Soto-Acosta et al., 2014). An unorganized and disjointed website can create difficulties for users in locating content, leading to web disorientation, a common issue faced by users while navigating websites (Pena-Garcia et al., 2020; Vogrincic-Haselbacher et al., 2021).

Web design and information are closely related in creating a practical and satisfying user experience. Web design serves as a visual and structural container that regulates how information is presented, accessed, and understood by users. In other words, the quality of web design will significantly determine how the information available on the website can be conveyed easily and attractively to visitors.

Good web design includes elements such as a clean layout, clear visual hierarchy, appropriate color and typography selection, and intuitive navigation. All of these elements work together to support efficient information delivery. Conversely, even if a website has beneficial content or information, if it is poorly designed, such as being difficult to read, challenging to navigate, or slow to access, users are likely to leave the website before absorbing the information.

According to Venkatakrishnan et al. (2023), relevant information presented effectively through a structured web design can increase customer satisfaction. In addition, Xiao et al. (2022) emphasized that the quality of information and visuals is an integral part of web design, having a direct impact on user satisfaction. This means that the success of information in influencing user behavior is primarily determined by how the information is packaged through web design.

In practice, web design must also adhere to the principles of usability and accessibility, ensuring that various user groups with diverse needs can access information. This includes page loading speed, responsiveness on various devices, and the use of easy-to-understand visual language. Thus, web design not only enhances the appearance of the website but is also a crucial tool in ensuring that the information conveyed reaches the target audience effectively and efficiently (Siagian et al., 2022).

Vogrincic-Haselbacher et al. (2021) suggest that a successful website minimizes consumer confusion due to web disorientation and information overload. Schneider's research suggests that information overload occurs when information is perceived as ambiguous, unclear, complex, or intensive (Teofilus et al., 2020).

Web design plays a crucial role in shaping e-satisfaction, which refers to the level of customer satisfaction with their experience when accessing and using a website (Dianat et al., 2019). In a digital context, user satisfaction is not only determined by the content of the website, but also by how the website is designed and presented. Web design encompasses various aspects, including visual appearance, navigation structure, access speed, and the ease of understanding information.

A well-designed website that is visually appealing, responsive, and easy to use can provide a positive user experience. Al-Adwan and Al-Horani (2019) stated that a web design that suits user preferences will increase their comfort while browsing the site, ultimately leading to greater satisfaction. Meanwhile, Shahrzadi et al. (2024) revealed that users tend to feel satisfied if the website displays relevant, structured, and professionally presented information. Additionally, previous studies have also supported a positive and significant relationship between web design and e-satisfaction. Xiao et al. (2022) found that web design elements, including information quality, visual appeal, response speed, and level of interactivity, have a significant impact on user satisfaction. This demonstrates that web design is not merely a cosmetic element, but also a strategic approach to creating value for users.

Web design also acts as a representation of a company's service quality. A website that looks professional, neat, and easy to use will increase user trust in the brand (Shahrzadi et al., 2024). This finding aligns with the research of Iskandar and Sholihat (2018), which suggests that the quality of web design can significantly impact a company's image and directly influence customer satisfaction levels. Thus, it can be said that the better the quality of a web design, the more likely users are to feel satisfied with the digital experience. This satisfaction is important because it is directly related to user loyalty, repurchase intentions, and recommendations to other users (Wang et al., 2023).

Based on the explanation above, the research objectives can be divided into three main lines: first, to determine the magnitude of the relationship between online reviews and information overload. Second, to obtain the magnitude of the influence of website design on information overload. Third, to obtain the magnitude of the influence of information overload on purchase intention.

2. Literature Review

2.1. Online Review, Website Design, and Information Overload

Website design, online reviews, and information overload are closely linked factors that significantly impact how consumers make decisions in the digital age. Website design is crucial for shaping user experiences and perceptions (Edy et al., 2021). Intricate visual components and unclear navigation can increase cognitive burden, leading to user annoyance and disorientation. Studies indicate that a website's layout and structural familiarity can enhance usability by reducing user confusion and simplifying decision-making (Fu et al., 2020; Teofilus et al., 2020). The width of a website, determined by the number of traversal levels, affects the user experience. Websites with excessive navigation can confuse visitors, resulting in information overload and choice paralysis.

Website design plays a strategic role in shaping users' initial perceptions of the credibility and quality of a digital platform (Venkatakrishnan et al., 2023). One important aspect influenced by web design is how consumers receive, trust, and convey online reviews. Good web design not only beautifies the appearance but also creates a comfortable, informative, and trustworthy environment for users to access and provide reviews (Wibowo et al., 2024).

When a website design is professional, easy to navigate, and responsive, users tend to trust the content presented, including reviews from other users. Strategically placing review elements, such as product ratings, customer testimonials, and easily accessible comment features, will enhance the visibility and credibility of the review. Conversely, poor design, such as difficulty finding the review section, a messy appearance, or review features that do not function optimally, can erode user trust in the displayed reviews.

Additionally, website design that incorporates social proof elements helps visitors make informed decisions based on reviews and testimonials. Users are more likely to read and consider reviews if they are attractive and easy to read, and website design plays a significant role in this. Web design also influences users' willingness to write reviews. Websites with intuitive interfaces and easily accessible review features tend to encourage more users to share their experiences. This means that user-friendly web design can increase the volume and quality of online reviews, which ultimately strengthens the reputation and trust of a brand or product in the eyes of new consumers. Thus, the relationship between website design and online reviews is reciprocal. Good web design facilitates user engagement with reviews, and optimally visible reviews will increase credibility and sales conversions on the platform.

Online reviews are crucial sources of information for consumers and significantly impact their shopping choices (Urrutikoetxea Arrieta et al., 2019; Siering & Janze, 2019). The attributes and robustness of reviews, including content quality, length, readability, and ratings, are crucial factors in evaluating their utility. Prior research has shown that lengthy evaluations and strong opinions, whether positive or negative, are more beneficial for consumers. The surplus of information in reviews can lead to information overload, causing decision fatigue when customers feel obligated to analyze all available information (Salim et al., 2019; Sun et al., 2019). Information overload is a psychological phenomenon in which individuals feel stressed and struggle to make decisions due to the overwhelming amount of information they must process. Online shopping can lead to information overload owing to the abundance and quality of product information displayed on e-commerce platforms. High-quality information is crucial for making educated decisions; however, an overwhelming amount of information can overwhelm consumers and hinder their capacity to make reasonable choices (Chen, 2018; Hu & Krishen, 2019).

Online reviews are one of the primary sources of information that consumers use in their decision-making process when shopping online (Yoo et al., 2024). Reviews from other users can offer valuable insights into product quality, past customer satisfaction, and potential risks associated with a purchase. However, as the number and volume of reviews available on various platforms increases, consumers are faced with the phenomenon of information overload.

Information overload occurs when you receive too much information in a short period, which impairs your ability to filter, process, and make decisions effectively. In the context of online reviews, information overload can arise from the large number of reviews available, the diversity of conflicting opinions, and the repetition of irrelevant content. Consumers faced with thousands of reviews of varying lengths, depths, and accuracies can feel overwhelmed, confused, and even delay their purchasing decisions (Attar et al., 2021).

Consumer reviews can increase trust in a product; however, excessive unstructured information can reduce the effectiveness of reviews in aiding the decision-making process (Cai & Yang, 2024). Online reviews are presented in a structured manner, with a verified purchase filtering system that utilizes summary ratings, thereby minimizing the risk of information overload. Personal characteristics of users, such as digital literacy, online shopping experience, and cognitive capacity, also influence their ability to overcome information overload. Users who are less accustomed to reading reviews tend to be more easily overwhelmed and confused by the large amount of information available.

Thus, a close relationship exists between online reviews and information overload (Fan et al., 2024). The more disorganized the reviews are, the more likely users are to experience information overload. This condition can reduce the effectiveness of reviews as a decision-making tool and even have a negative impact on customer satisfaction and loyalty (Kittel et al., 2025).

The correlation between website design, online reviews, and information overload underscores the importance of creating user-friendly interfaces that facilitate information processing and informed decision-making. Websites should prioritize simplicity, clarity, and ease of navigation to minimize cognitive burden and avoid information overload (Hu & Krishen, 2019; Roetzel, 2018). Online review platforms should optimize review formats and presentation styles to improve user understanding and reduce decision fatigue. Businesses can enhance consumers' online buying experience and boost sales and customer satisfaction by addressing these interconnected elements. Therefore, we conclude the following hypothesis:

H_1: There is a relationship between Online reviews and Information Overload.

H_2: There is a relationship between Website Design and Information Overload.

2.2. Information Overload and Purchase Intention

Information overload occurs when someone is exposed to an overwhelming amount of information, resulting in tension and confusion. This problem is especially significant in the realm of online buying, where consumers are overwhelmed by product details, reviews, and promotional content (Edmunds & Morris, 2000; Stanton & Paolo, 2012). Consumers may struggle to make informed purchasing decisions when faced with decision paralysis due to an overwhelming number of options and details. Information overload can harm purchase intentions by impeding consumers' information processing and causing them to postpone or forgo their purchasing decisions (Diepens, 2017; Roetzel, 2018).

Additionally, the quality of information is crucial for influencing purchase intention. Consumers' perceptions and attitudes towards items can be positively influenced by high-quality, relevant, accurate, and trustworthy information, leading to an increase in their purchase intentions (Hu & Krishen, 2019; Roetzel, 2018). However, low-quality or inaccurate information can erode consumer trust and confidence, leading to a reduced purchase intention. Emotional variables play a role in the connection between information overload and purchasing intention (Chen, 2018; Diepens, 2017). Studies have shown that consumers' emotions have a significant influence on their purchasing decisions. Positive emotions, such as enthusiasm or anticipation, can boost purchase intention by generating a feeling of urgency or a strong desire to obtain the good. Negative emotions, such as annoyance or anxiety resulting from information overload, can decrease purchase intention by eroding customers' confidence in decision-making and making them more cautious or hesitant about making a purchase (Pena-Garcia et al., 2020; Vogrincic-Haselbacher et al., 2021).

Emotional triggers and stimuli encountered during Internet buying influence the immediacy and spontaneity of purchase intentions. Consumers may feel impulses or urges to make a purchase when they encounter attractive products or persuasive offers, which influence their intention to buy. Information overload can hinder the decision-making process by inundating consumers with irrelevant or contradictory information, resulting in a decline in impulsive buying behavior (Hartmann et al., 2020; Vogrincic-Haselbacher et al., 2021). Ultimately, excessive information can significantly impact consumers' willingness to buy by creating cognitive and emotional barriers that hinder their decision-making. Businesses can reduce the impact of information overload and increase purchase intention by providing top-notch, pertinent information, simplifying the online purchasing process, and effectively utilizing emotional cues to connect with consumers. Hence, we propose the following hypotheses:

H_3: There is a relationship between Information Overload and Purchase Intention.

3. Methods

This study employed a quantitative methodology that utilized statistical analysis and numerical data gathered from a substantial sample size. A previous study demonstrated that a larger sample size enables a more precise analysis, supporting this strategy. The study's population consists of e-commerce users in Java, as indicated by data from the Katadata Insight Center, which reveals that most e-commerce users are located in Java. The sample was chosen using purposive sampling, specifically targeting Generation Z, who are users of e-commerce platforms such as Tokopedia and Shopee. To determine the number of samples, this study followed the guidelines (Sekaran & Bougie, 2016), which recommend a minimum ratio of 10:1 between the number of samples and variables. The study generated 750 samples, with 150 allocated to each of the two universities serving as the research centers.

The research data were collected using various media, including Instagram, Facebook, WhatsApp, and by joining a community of student associations at universities. Researchers distributed questionnaires through social media and communities to obtain representative data that was adequate. The distribution of

questionnaires is estimated at 750, with respondents receiving them online, allowing them to answer the questionnaire according to the established guidelines. Researchers set a specific time to collect questionnaires from the 572 respondents who returned, resulting in a response rate of 76.26%.

The results of the data distribution, as indicated by the questionnaires from respondents, showed that 212 (37.06%) were male and 360 (62.93%) were female. This condition suggests that women use social media more than men, particularly when searching for products tailored to their needs. The characteristics of respondents, based on the distribution of e-commerce platforms, are as follows: 64.16% (367) for Shopee and 35.83% (205) for others. Currently, it appears that the Shopee application is better known to respondents due to the numerous promotions and more attractive prices compared to other applications. The currently popular e-commerce platform for Generation Z is Shoppe, an e-commerce shopping platform that is both easy to install and use. The high dominance of female users in respondents reflects the tendency that women from Generation Z are more active in online shopping activities, primarily through the Shopee platform. This can be attributed to Shopee's marketing strategy, which targets numerous female consumers through features such as free shipping, flash sales, and collaborations with prominent female public figures. In addition, the preference for Shopee also indicates a high attachment to this platform's lifestyle, as Generation Z tends to prioritize convenience, attractive promotions, and interactivity in online shopping. Shopee offers high-quality facilities for users, providing ease of access and seamless integration with other platforms.

Generation Z in Indonesia shows a strong preference for Shopee as their primary e-commerce platform. Gen Z chooses Shopee over other platforms such as Tokopedia. This popularity is driven by the presence of interactive features such as Shopee Live and Shopee Video, which enable a more entertaining and engaging shopping experience. In addition to shopping, Gen Z also enjoys the entertainment content offered through the application, making Shopee not only a platform for transactions but also a means of digital entertainment. Ease of payment is also a significant attraction. Gen Z is very familiar with technology and prefers fast and practical digital payment methods. Shopee Pay, along with cash on delivery and mobile banking options, is a solution that suits their lifestyle. Shopee also consistently presents big promotions, such as national online shopping days, attractive discounts, free shipping, and cashback, which align with the character of Gen Z, who are price-sensitive and like to hunt for the best deals. In addition, Shopee strategically partners with influencers and brand ambassadors who are popular with Gen Z to build closer emotional connections. Gen Z also shows concern for local products and tends to support regulations that protect domestic industries. By combining promotional strategies, technological convenience, and an emotional and entertainment approach, Shopee has successfully built loyalty among Gen Z and made it a platform that is more than just a marketplace.

Information was gathered using a questionnaire with a 5-point Likert scale, which facilitated the analysis and collection of responses from participants. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), a statistical technique for estimating associations between variables. (Hair et al., 2014; Maziriri & Madinga, 2018). Data validity was assessed by examining convergence and discrimination, utilizing metrics including load factor significance, average variance extracted (AVE), and cross-loading. Composite Reliability was used to assess data reliability, with a value of 0.7 or greater indicating good reliability. Structural models in PLS-SEM analysis assess the connection between exogenous and endogenous latent variables using the substance theory. The methodology employed in this study aims to produce accurate and reliable findings on how specific factors influence the purchasing behavior of e-commerce consumers in Java.

4. Result

A sample size of at least 350 can be considered statistically significant if it exhibits a loading factor value of 0.3 or higher. Each indicator demonstrates a loading factor value exceeding 0.3, thereby confirming discriminant validity. Table 1 presents the values for AVE, Reliability, and coefficient of determination (R-squared).

Table 1. Validity, reliability, and R-squared

Variables	Indicators	Composite Reliability	Factor Loading	AVE	r-Square
Information Overload	IO1		0.6118		
	IO2	0.7810	0.8783	0.5487	0.0792
	IO3		0.7073		
Minat Beli	MB1		0.9328		
	MB2	0.9626	0.9545	0.8956	0.0472
	MB3		0.9517		
Online Review	OR1		0.8738		
	OR2		0.8389		
	OR3	0.8501	0.5525	0.5402	
	OR4		0.5681		
	OR6		0.7782		
Web Design	WD1		0.8991		
	WD2	0.9293	0.9154	0.8142	
	WD3		0.8922		

The data analysis results showed that the Average Variance Extracted (AVE) values for the indicators utilized were above 0.5, confirming the presence of convergent validity. Furthermore, the Composite Reliability value for each variable exceeded 0.7, indicating strong composite consistency. Table 1 indicates the link between the variables based on the R-squared test. The

test results indicated that online reviews and web design had a notable impact on information overload, increasing it by 7.92%. Additionally, information overload decreases buying interest by 4.72%. The results suggest that online reviews and web design play a significant role in shaping the amount of information people receive, ultimately impacting their purchasing interests. The t-statistics are analyzed, and the results are displayed in Table 2.

Table 2. Relationship between variables

Relationship Between Variabel	T-statistics	Notes
Online Review -> Information Overloaded	1.5717	Not Supported
Web Design -> Information Overloaded	7.5471	Supported
Information Overloaded -> Purchase Intention	5.3155	Supported

Each hypothesis in Table 2 has a T-statistic value greater than 1.96, except for the association between online review variables and information overload and the relationship between online review variables and purchase interest. Thus, one hypothesis is rejected. The study concludes that Internet reviews do not significantly influence information overload, as indicated by a t-value of 1.571700, which falls below the critical threshold of 1.96. It can be inferred that Internet reviews do not contribute to information overload, thereby rejecting the first hypothesis. This is likely because the respondents in this survey were students from five universities listed in the 2019 World University Ranking, suggesting that they possess advanced cognitive skills. Individuals with advanced cognitive abilities are less prone to information overload than are those with basic cognitive abilities.
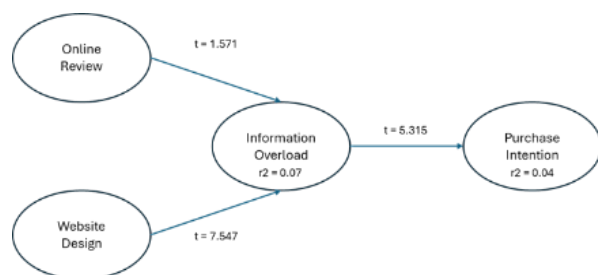

Figure 1. T statistics result

The study validates that website design significantly influences information overload, as indicated by the analysis results, which reveal a t-value of 7.547729, exceeding the accepted level of significance. This supports the second hypothesis, consistent with prior research by Soto-Acosta et al. (2014), who emphasize that the structure and presentation of information on websites can significantly impact consumer behavior. The study revealed that information overload had a substantial impact on purchase interest, with a t-value of 5.315561, surpassing the significance threshold. The results confirm the third hypothesis and align with

Tankovic and Benazic's (2018) research, highlighting that information overload can affect consumer purchasing behavior in online shopping.

5. Discussion

This phenomenon is highly relevant to the state of e-commerce in Indonesia, as an increasing number of e-commerce platforms, such as Tokopedia, Shopee, and Bukalapak, offer a wide range of products and services to consumers. A practical and informative website design can help consumers easily explore and locate the information they need without encountering confusion or excessive unnecessary content. Excessive and poorly organized information can cause information overload, which can impede the decision-making process for making a purchase. E-commerce companies in Indonesia must focus on their website design to offer a pleasant and efficient user experience, minimizing the risk of information overload that could deter purchasing interests.

The management implications of these findings emphasize the importance of prioritizing website design in Indonesia's e-commerce context. E-commerce organizations must recognize that their website design significantly influences the degree of information overload, which may impact consumer purchase intention. Consequently, they should focus on organizing and presenting relevant content while ensuring that the website's navigation is user-friendly and easily comprehensible. By concentrating on these aspects, e-commerce entities can mitigate the risk of information overload, which may disrupt consumers' online shopping experiences and diminish their purchase intentions. Moreover, employing analytical techniques such as Partial Least Squares Structural Equation Modeling (PLS-SEM) may facilitate an understanding of the relationship between website design, information overload, and consumer purchase intention. By applying these findings to their operational strategies, e-commerce organizations can enhance the quality of their consumer experience and strengthen their market position.

The academic significance of these findings underscores the necessity for continued research to understand consumer behavior in the e-commerce domain. This study contributes to our understanding of the relationship between website design, information overload, and consumer purchase intention, particularly in Indonesia's rapidly expanding e-commerce sector. These implications have a significant impact on the academic literature in the fields of management, marketing, and information technology. Furthermore, research methodologies such as Partial Least Squares Structural Equation Modeling (PLS-SEM) can serve as a framework for future researchers investigating the relationships between related variables in various contexts.

This study aims to enhance our understanding of the factors influencing consumer behavior in online purchasing, providing insights for refining management theories and practices to improve the consumer experience and enhance e-commerce business performance.

6. Conclusions

Future research should investigate additional aspects that could influence the relationship between website design, information overload, and consumers' buying interest in e-commerce in Indonesia. This research may encompass variables such as purchased product type, consumer preferences, and the user's level of online shopping experience. Moreover, additional research may focus on developing management solutions to mitigate information overload and increase consumer purchasing enthusiasm. Subsequent studies in this field can provide more profound and practical insights for e-commerce professionals and scholars to enhance their understanding of consumer behavior in increasingly complex online shopping environments.

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