**Managing Sustainable Consumption of e-Commerce Platforms in a Pandemic: a Uses and Gratification Theory (UGT) Perspective**

**Dian Novita, Berlintina Permatasari, Lia Febria Lina**

**Universitas Teknokrat Indonesia**

diannovita@teknokrat.ac.id

**ABSTRACT**

The purpose of this paper is to provide some important business guidance in managing sustainable consumption of e-commerce platforms by examine the effect of the perceived effectiveness of e-commerce platforms (PEEP) in perceived economic benefits to predict sustainable consumption and adding a pandemic fear as a boundary condition. Background: Pandemic has impact business activities, e-commerce growing faster as the number of online user increasing sharply, business need clear guidance to improve consumer intention of using e-commerce platforms over the time.Novelty: This study conducting research in different economics condition, it is in Indonesia, which is known as the highest online transaction country in South East Asia countries, thus it could provide different UGT prespective on e-commerce platforms. Research Methods: this research used quantitative survey and analysis method, using 330 samples with PLS analythical technique, support by warpPLS 7.0 and it also has adopted uses and gratification theory as a base of the conceptual model. Finding/Results: This research found a pandemic fear become a positive moderating effect to relationships among PEEP and economics benefits, but it has no effect to the relationships of economics benefit and sustainable consumption. This research contributed analysis of how economics benefits mediate the PEEP and sustainable consumption relation that also affected by pandemic fear Conclusion: implication for business and theory are also discussed.

*Keywords: Economics Benefits; E-commerce Platforms; Perceived Effectiveness; Sustainable Consumption; Pandemic Fear; Use And Gratification Theory*