

Article

To Analyze and Study the Buying Behaviour of Women Among the Gen Z and Millennials in Chennai

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A B S T R A C T

The trend of online shopping has dramatically increased in the years since the internet's birth, which has given us a plethora of additional opportunities and made everything readily available. As we can see, a sizeable percentage of internet users are from Gen Z, Millennials, other technologically advanced age groups. Both age groups appear to have a lot of influence and draw customers away from other purchases. The Millennial generation is the one who switched from traditional to online buying. Gen Z, on the other hand, was born during the era of the internet, thus everything was simple for them to utilise. For the study a sample size of 112 women respondents of the age group 18-41 years were taken through random sampling technique.

Keywords: Buying Behaviour, E-Commerce, Gen-Z, Millennials Online Shopping

Introduction

Online shopping is a rapidly expanding notion in today's world. As the number of online stores has grown, it is clear that more people are choosing to make purchases online rather than through traditional means of retail. Customers have access to more information, opportunities to compare products and prices, a larger selection of products, convenience, the ability to find desired things fast while shopping online.

E-Commerce, to take the phrase in its totality, is the practise of buying and selling goods or services over the internet. The development of smartphones has also contributed to a rise in laziness. The Millennial generation is the one who switched from traditional to online buying. Gen Z, on the other hand, was born during the era of the internet, thus everything was simple for them to utilise.

Need of the study

Based on the recent statistics from The Economic Times, by 2023, it is anticipated that India's e-commerce market will account for 7% of the nation's retail market, or USD 60 billion. The industry had a 2012 market value of USD 1.5 billion and increased to USD 2.5 to 2.8 billion in 2013. Compared to 2012, when there were 8 million internet shoppers, there were 20 million in 2013. Online, the typical shopper's basket has increased by 50% to 80%. Hence this study is crucial for understanding the buying behaviours of all online consumers and the variables that motivate them to make frequent purchases online.

Objective

- To find out the factors that motivate online shopping Gen Z and Millennials

- To identify if consumers get satisfied after purchasing online

Theoretical Framework

The researcher has chosen the Hawkins Stern Theory of Impulsive Buying. And is used in connection with a number of elements and goals of online shopping. The theory was first proposed in 1962 by Hawkins Stern, who gave it its name. In contrast to the majority of modern theories of consumer behaviour, this theory provided a distinctive viewpoint on consumers' purchasing behaviours.

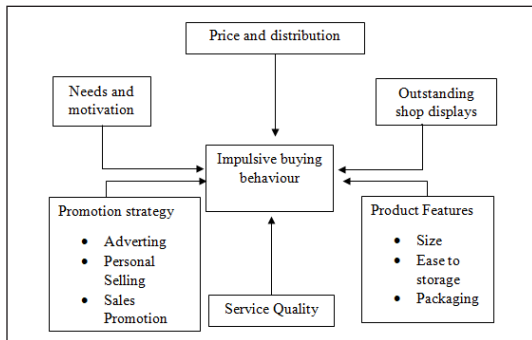


Figure 1. Hawkins Stern Theory of Impulsive Buying

Review of Literature

The goal of the study was to comprehend and examine the variables influencing Indian consumers' online purchase decisions. According to the study's findings, a customer's propensity to make an online purchase is significantly influenced by their gender, level of education, age, security concerns, level of technological comfort, frequency of previous online purchases. Product type, frequency of purchases, price all have an impact on consumer purchasing decisions. Their purchasing choices have also been proven to be influenced by the online retailer's delivery, return, refund policies. Upasana Kanchan, Naveen Kumar and Abhishek Gupta (2022)

The study finds that 50% of respondents shop on Amazon, 20% do so on Flipkart, 20% do so on Snapdeal, 7% do so on Myntra, 3% do so on Voonik. Online purchasing is a revolutionary experience that has significantly impacted customers' lives during the epidemic. By placing pressure on businesses to make the required adjustments and changes in order to appeal to the new market of informed customers, online shopping has boosted customer effectiveness and efficiency in their purchasing decisions as well as propelled enterprises to a new level. The study's findings demonstrate how important it is for businesses to take the online market seriously. Dr. Hansa Lysander Manohar and Mrs. B. Lakshmi (2021)

"Consumer Online Shopping Buying Behavior: Factors Affecting Consumer Behavior" (2019) Jitesh S. Parmar and Anurag Pandey. The study's findings indicate that a variety

of factors, such as demographics, social factors, consumer online shopping experience, computer and internet literacy, website design, social media, situational factors, enabling circumstances, product characteristics, sales promotion scheme, payment option, delivery of goods, after-sales services, have an impact on consumers' online shopping behaviour. In their study, researchers discovered seven variables that influence consumers' online shopping habits. Perceived usability, perceived danger, perceived usefulness are among these elements, along with the impact of website design, the state of the economy, the availability of goods, customer satisfaction.

A Study on Consumer Online Shopping Behavior in Kolkata (2021) Dr. Pushpak Singhal and Supriyo Patra This study examines the numerous factors that affect consumers' online shopping decisions. They examined the attitudes, behaviours, intentions people exhibit when they decide to make an online purchase using the Hierarchy of Effects Model. The responses of men and women to numerous product categories, such as clothing, beauty products, home items, electronic gadgets, have also been studied using a gender-specific distinction. Men shop online primarily based on practical considerations like cost, ease of use, brand availability, while women prioritise convenience over the main consideration we would have made—discounts. However, one of the primary motivations for shopping online is discounts. Men tend to prioritise gadgets, movie tickets, train or aircraft tickets when comparing the kind of items people in Kolkata seek for, while women favour beauty goods, accessories, clothing, as well as movie, train, flight tickets.

The research findings were statistically evaluated using structural equation modelling. The findings demonstrated that hedonic and utilitarian incentives had a considerable impact on attitudes toward online purchasing. It was also believed that attitude toward online buying acted as a mediator in the relationship between the independent factors and intention to shop online. The attitude toward online shopping also had a substantial impact on the desire to shop online. The straightforward explanation, however, made no difference in how individuals felt about online buying. In a connected society, the research has had a big impact on marketing tactics. Khomson Tunsakul (2020)

Today's globe is seeing a tremendous expansion of online purchasing. It is evident that more individuals are opting to shop online rather than in physical stores since the number of online retailers has increased. The Millennial (Generation Y) generation of consumers has a significant online market, which will by itself assist online retailers prosper in the future. As we can see, younger generations are less technologically savvy than this one, although using the internet more frequently. People use the internet for a

variety of activities, including online shopping, with great comfort. For more than 20 years, the millennial customer group has been a prominent marketing segment in the global market. This tendency is attributed to the age group's large population and exceptional purchasing power, which is greater than that of any other consumer segment .K. Soundarapandiyam, M. Ganesh (2018).

Research Methodology

In order to achieve the study's goals, a quantitative approach was used. The research design used in the study was an explorative research design. The target audience included women who fall under the category of Gen-Z and Millennials and age group of 18-41 years and those who purchased online on a regular basis. The sample size comprises of 112 respondents who shop online. The sampling technique used for the study was random sampling technique which was done with the help of formulating a questionnaire and spreading it forward.

Data Interpretation

In Table 1, 53 out of the total 112 respondents believe that the characteristics of the products have an impact on consumers' online buying behaviour. This information is based on the cumulative frequency responses. And overall, 1% of them, or only 1, disagree that internet shopping has any impact on consumers. In terms of preferred product qualities while purchasing online.

Table 1. Cumulative Frequency Distribution Table to Understand if the Product Characteristics Have an Impact on Online Shopping Behaviour of the Respondents

Response	Count	%
Strongly Agree	26	23%
Agree	53	47%
Neutral	28	25%
Disagree	4	3%
Strongly Disagree	1	1%
Total	112	100%

Table 2. Cumulative Frequency Distribution Table of the Crucial Factors Respondents Consider During Online Shopping

Factors	Count	%
All of the above	59	53%
Best Price	10	9%
Convenience, Fast Service, Returns and Exchange	21	19%

Products Reviews and Description	14	12%
UI/UX	4	3%
Offers, Security, Coupons and Deals	3	3%
Layouts and Readability of Information	1	1%
Total	112	100%

The research indicates the critical elements respondents take into account when choosing an item to purchase on online shopping websites or applications in table .According to the results, 53% of them preferred all of the aforementioned options, with convenience, quick service, returns, exchange coming in at a close second with a preference of 19% overall. Layouts and information readability were the least desired.

Table 3. Cumulative Frequency Table for Understanding the Respondents have Guilt Factor To Return the Product after Purchasing in Online Shopping Sites/ Apps

Response	Count	%
Strongly Agree	16	14%
Agree	35	31%
Neutral	30	27%
Disagree	19	17%
Strongly Disagree	12	11%
Total	112	100%

The overall frequency with which participants claimed they might feel guilty after completing an online purchase is shown in Table .The aforementioned data shows that 31% of respondents concur that they feel bad about returning a product they've already paid for. Additionally, 11% of respondents strongly disagree with it, while 27% are undecided about their feelings on it.

Table 3. Showcasing the Frequency whether the Responds Shop Products Online in Order to Reduce Feelings of Guilt, Anxiety, Helplessness, Loneliness, Depression

Response	Count	%
Yes	47	42%
No	43	38%
Maybe	22	20%
Total	112	100%

In table, a total of 47 respondents to the cumulative study's question regarding whether internet shopping helps to lessen the effects of guilt, worry, helplessness, loneliness, despair gave a yes response of 42%, while a total of 43 respondents gave a no answer of 38%. Additionally, 22 respondents (20% of the 45) believe it might have an impact.

Table 4. Cumulative Table Showcasing Whether the Responds Wish List in Order Feel Better or Change their Mood

Response	Count	%
Yes	59	53%
No	23	18%
Maybe	30	27%
Total	112	100%

When asked if they would consider buying any of the items on their wish lists to make themselves feel better or change their mood, the survey indicated that 59 respondents gave a yes response of 53% and 23 respondents offered a no answer of 18%, Likewise, 27% of the 30 respondents out of 112 who believe it might have an impact.

Table 5. Cumulative table for understanding the respondents have Guilt factor to return the product after purchasing in Online Shopping sites/ Apps

Response	Count	%
Strongly Agree	16	14%
Agree	35	31%
Neutral	30	27%
Disagree	19	17%
Strongly Disagree	12	11%
Total	112	100%

The overall frequency with which participants claimed they might feel guilty after completing an online purchase is shown in Table aforementioned data shows that 31% of respondents concur that they feel bad about returning a product they've already paid for. Additionally, 11% of respondents strongly disagree with it, while 27% are undecided about their feelings on it.

From the above data the researcher gets to understand about the factors that affect online shopping and get to know that the consumers prefer all of the factors mentioned which are Best Price, Convenience, Fast service, Returns and Exchange, Product Reviews and Description, UI-UX (User Interface-User Experience), Offers, Security, Coupons, Deals, Layouts and Readability of information among 112

respondents 59 of them had opted for all of the above. Researcher also gets to understand that if consumers get satisfied after purchasing online and it is found yes they get satisfied purchasing online due to the factors like 27% of the respondents neutrally agree to the fact that there is a guilt factor that affects the online shoppers after purchasing online. Also come to and understanding 53% that the consumers wish list products to change their mood and feel better. Following which 42% of them shop products online in order to reduce feelings of Guilt, Anxiety, Helplessness, Loneliness, Depression. And 31% of them Agree that they have guilty pleasure of returning the product once purchasing it, Hence all the factors helps the researcher understand that there is a satisfaction gained after purchasing online.

Conclusion

There were a total of 112 respondents who answered the questionnaire and took part and helped in conducting this research. The researcher learned when respondents made their online purchases, the data reveals that this was when they had demands and requirements. Due to the fact that online shopping is primarily reserved for frequent online shoppers and active internet users. The researcher tried his best to utilise the resources despite several limitations. This research will help the digital marketers and online advertisers to get a clear understanding about the consumers and the factors affect their buying behaviour. This research paper will also help women to understand and self-analyse about their purchasing patterns and what make them purchase online on a regular basis.

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