



## AN ANALYSIS OF GEN Z'S ONLINE SHOPPING BEHAVIOR: WITH SPECIAL REFERENCE TO MADURAI CITY

**DR. P. L. SAVITHREE <sup>1</sup> | MS. A. SHARON JEYA CHRISTIE <sup>2</sup>**

<sup>1</sup> ASSISTANT PROFESSOR, 0009-0001-6064-3134, DEPARTMENT OF COMMERCE, LADY DOAK COLLEGE, MADURAI.

<sup>2</sup> ASSISTANT PROFESSOR, 0009-0007-3217-1671, DEPARTMENT OF COMMERCE, LADY DOAK COLLEGE, MADURAI.

### ABSTRACT:

The rapid evolution of e-commerce has significantly transformed consumer buying behavior, particularly among Gen Z, a tech-savvy and digital-first generation. This study explores the factors influencing Gen Z's online shopping patterns in Madurai City, highlighting convenience, product variety, pricing, and social influence. The research highlights how personalized marketing strategies, social media engagement, and peer recommendations initiative purchase decisions. Additionally, the study examines trust, digital payment preferences, and customer service as critical determinants of customer satisfaction and loyalty. Findings suggest that Gen Z in Madurai values continuous user experiences and is motivated by both functionality and brand attitude.

### KEYWORDS:

**GEN Z, ONLINE SHOPPING, CONSUMER BEHAVIOR, MADURAI CITY, E-COMMERCE, DIGITAL PAYMENTS, SOCIAL INFLUENCE, CUSTOMER LOYALTY, PERSONALIZED MARKETING, USER EXPERIENCE.**

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### 1.1 INTRODUCTION

Online shopping has become an integral part of modern consumer life, reshaping traditional buying habits across generations. The initiation of digital technology has revolutionized retail experiences, shifting consumer preferences towards online shopping. Among the various generational associates, Gen Z (those born between the mid-1990s and early 2010s) stands out as a distinctive segment due to their deep integration with digital platforms and an affinity for innovation. Gen Z, often referred to as "digital natives," has grown up in an era dominated by smartphones, social media, and instant connectivity, shaping their expectations and behavior in the online marketplace.

In Madurai City, a cultural and economic hub in Tamil Nadu, online shopping is steadily gaining traction among Gen Z consumers. This generation is drawn to the convenience, variety, and flexibility offered by e-commerce platforms. Factors such as mobile-friendly interfaces, personalized recommendations, and digital payment options significantly influence their shopping choices. Moreover, social media plays a pivotal role in shaping their perceptions and purchasing decisions, often acting as a platform for discovering new brands and trends.

This study aims to analyze the key drivers of Gen Z's online shopping behavior in Madurai City, focusing on their preferences, motivations, and challenges. It also examines how local cultural gradations and socio-economic factors intersect with global digital trends, offering insights into

how businesses can effectively provide to this emerging consumer group.

### 1.2 REVIEW

**Adamczyk G., 2021**, in their article entitled "Compulsive and compensative buying among online shoppers: An empirical study", Online shopping addiction and its compensating counterpart are explored in the present research. Empirical data collected from a sample of consumers aged 15 and above, stratified by their usage or non-use of the e-commerce sector, provided for an estimate of this form of purchasing. Second, the findings provide light on the ways in which characteristics including online shopping frequency, online shopping expenditures relative to offline shopping, attitudes about online shopping, and socioeconomic status all play a role in this kind of purchasing.

**Georgie N.A., 2021**, in his article entitled "The influence of selected factors on online shopping behaviour: a study with respect to Kottayam district", investigated the extent to which customer preferences have a role in determining a business's fortunes. Online shopping, which uses the internet as a sales channel, has a similar dilemma due to the diversity of opinions held by online shoppers

**1.3 OBJECTIVES**

- To study the factors influencing online shopping behavior by gen z's.
- To find out the buying attitude among gen z's online shopping behavior.
- To analyze the attitude of the gen z's consumers towards internet usage.

**1.4 METHODOLOGY**

**1.4.1 SAMPLE TECHNIQUE**

Choosing a study sample is an important step in any research project since it is rarely efficient, practical, or ethical to study whole populations. In this study the sampling strategy used is convenient sampling. The sample size is 100. A small part of something intended as representative of the whole, or a subset of a population. In this research simple random sampling is being used.

**1.4.2 DATA COLLECTION AND SOURCE**

**PRIMARY DATA:** Questionnaire (The major type of information is Google form used for primary data)

**SECONDARY DATA:** Journals, Internet, newspaper etc.

**1.5 DATA ANALYSIS**

**Overall perception of online consumers buying behavior compared with Personal Variables**

One way ANOVA (F- test) was applied to find out whether there is significant difference among the online consumers classified in respect of each of the seven personal variables in the average perception on internet marketing.

**Null hypothesis:** "There is no significant difference in the average perception of consumer buying behavior grouped according to different personal variable." To test the null hypothesis the ANOVA test was applied and the result is depicted in Table 1

**TABLE 1**

**OVERALL PERCEPTION OF CONSUMER BUYING BEHAVIOR WISE PERSONAL VARIABLE**

Personal Variable		Mean	SD	Mean Square	F	Sig.
Gender	Male	39.92	4.997	231.019	8.308	.004*
	female	41.66	5.449			S
Age	Below 30	40.63	5.618	38.678	1.363	.257**
	30-40	41.14	4.904			NS
	Above 40	42.10	4.782			
Marital status	Single	40.67	5.503	32.790	1.154	.317**
	Married	41.32	5.098			NS
	other	45.00	.000			
No. of Family Members	2	45.50	.577	28.205	.991	.412**
	3	41.63	5.599			
	4	40.83	5.417			
	5	40.69	5.331			
	More than 5	40.76	4.863			NS
Educational Qualification	Professional	42.40	6.416	72.535	2.601	.036*
	UG	40.40	5.216			
	PG	41.75	4.834			
	School	43.40	5.807			
	other	39.33	4.590			S
Occupation	Students	40.24	5.520	87.263	3.151	.015*
	Employee	40.56	5.185			
	Business	41.95	4.295			
	Profession	43.66	5.433			

	Home maker	41.48	5.106			S
Family Income	Below25000	40.88	5.685	52.719	1.863	.157**
	25000-50000	40.52	4.945			
	Above 50000	42.19	5.103			NS

Source: primary data computed in SPSS

\*Significant @ 0.05 %( S) \*\* Not significant @ 0.05 %( NS)

The result shows that, the null hypothesis is rejected (significant) in gender, education, occupation whereas, the hypothesis is accepted in case of age, marital status, no of family members and family income. So it is inferred that except age, marital status, no of family members and family income, the other personal variables namely gender, education, occupation shows significant difference in the perception.

**OVERALL PERCEPTION OF CONSUMER BUYING BEHAVIOR WISE INTERNET USAGE VARIABLES**

One Way ANOVA (F-test) was applied to find whether there is significant difference among the online buyers classified in respect of each of the five Internet usage variables in the average perception on Internet marketing.

**Null hypothesis:** "There is no significant difference in the average perception of online buyers grouped according to different internet usage variables" To test the null hypothesis the ANOVA test was applied and the result is depicted in Table 2.

**TABLE 2**

**OVERALL PERCEPTION OF CONSUMER BUYING BEHAVIOR WISE INTERNET USAGE VARIABLES**

Internet usage Variable		Mean	SD	M.S	F	Sig.
Using computer	Less than I year	40.65	5.553	73.354	2.618	.050*
	1-4 years	40.63	5.135			
	4-6 years	40.00	5.390			
	More than 6 years	42.73	5.314			
	Total	40.96	5.333			S
Using internet	Less than I year	40.11	5.538	90.350	3.243	.022*
	1-4 years	40.92	5.091			
	4-6 years	40.77	4.563			
	More than 6 years	42.96	5.597			
	Total	40.96	5.333			S
Expertise of internet users	Beginner	40.43	5.623	103.707	3.708	.026*
	Expert	40.94	5.330			
	Intermediate	42.78	3.831			
	Total	40.96	5.333			S
Spending time on online	Less than I hour	39.92	5.335	161.107	5.926	.001*
	1-2 hours	39.80	4.872			
	2-3 hours	41.49	5.751			
	More than 3 hours	42.63	5.061			
	Total	40.96	5.333			S
Place of using internet	Home	40.92	5.563	12.363	.432	.786**
	Work place	40.22	5.059			

	Internet café	45.00	.000			
	Computer lab	41.08	5.138			
	On mobile phone	40.33	6.315			
	Total	40.96	5.333			NS

Source: primary data computed in SPSS

\*Significant @ 0.05 %( S) \*\* Not significant @ 0.05 %( NS)

ANOVA results show that, the null hypothesis is rejected (significant) in using computer, using internet, expertise of internet users, spending time on online whereas, the hypothesis is accepted (not significant) is place of using internet. So it is inferred that among the five groups four groups are significant difference in the perception while the other one variable do not show significant difference.

**Overall perception of online consumers buying behavior compared with Personal Variables, Using**

**Internet Variables, and Online shopping behavior wise perception of online consumers buying behavior – Chi Square analysis and ANOVA**

**Null hypothesis:** “There is no significant relationship between the selected variables and online consumers buying behavior” To test the null hypothesis the Chi square and ANOVA test was applied and the result is depicted in Table 3

**TABLE 3**

**OVERALL PERCEPTION OF ONLINE CONSUMERS BUYING BEHAVIOR COMPARED WITH PERSONAL VARIABLES, USING INTERNET VARIABLES, AND ONLINE SHOPPING BEHAVIOR WISE PERCEPTION OF ONLINE CONSUMERS BUYING BEHAVIOR – CHI SQUARE ANALYSIS**

Overall Perception of Consumer Buying Behavior and Personal Variables, Using Internet Variables, Online Shopping behavior and- Chi Square analysis- ANOVA						
S.No	Personal variables	Value	df	Sig	F	Sig
1	Gender	53.133	24	.001*	2.447	.000*
2	Age	94.319	48	.000*	2.022	.004*
3	Marital status	76.290	48	.006*	2.337	.001*
4	No. of family members	192.988	96	.000*	3.644	.000*
5	Education	191.157	96	.000*	1.347	.132**
6	Occupation	219.509	96	.000*	3.105	.000*
7	Family Income	110.396	48	.000*	3.441	.000*
8	Using Computer	126.923	72	.000*	1.872	.009*
9	Using Internet	163.194	72	.000*	2.076	.003*
10	Expertise of internet users	140.042	48	.000*	3.455	.000*
11	Spending time on online	170.651	72	.000*	2.607	.000*
12	Year of using online	198.118	96	.000*	3.285	.000*
13	Place of using internet	100.535	48	.000*	2.351	.000*
14	Product purchase	146.536 <sup>a</sup>	72	.000*	2.855	.000*
15	Website	222.163	96	.000*	1.349	.131**
16	Online purchase frequency	312.890	120	.000*	2.069	.003*
17	Online purchase influence	111.912	48	.000*	3.138	.000*
18	Purchase decision process	158.662	72	.000*	3.054	.000*
19	Amount spent for online	45.846	24	.005*	2.056	.003*

20	Mode of payment	208.960	72	.000*	3.551	.000*
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Source: primary data computed in SPSS

\*Significant @ 0.05 % (S) \*\* Not significant @ 0.05 % (NS)

It could be found from the above Table 3 that, the null hypothesis is rejected (significant) in all variables. It can be concluded that Personal variables, using internet variables, online shopping behavior variables have significantly influence with online consumer buying behavior.

### 1.6 FINDINGS AND SUGGESTIONS

This study examines the significant impact of internet purchasing on consumer behavior, with a focus on Gen Z in Madurai City. Online shopping has revolutionized the market, allowing consumers to access a wide range of products and services without leaving their homes. Over the past eight years, e-commerce platforms have dominated the retail industry, a trend that continues to thrive in India due to widespread and affordable internet access. Leading platforms like Amazon and Flipkart attract young consumers, particularly Gen Z, by offering competitive discounts and deals, which often encourage them to prefer online shopping over traditional retail outlets. The findings of this study reveal that Gen Z's online shopping behavior is shaped by various factors, including age, gender, price sensitivity, convenience, satisfaction levels, product quality, purchase frequency, and spending patterns.

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