

ANALYSING THE ONLINE BUYING BEHAVIOUR OF GEN X, Y & Z

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Abstract

The rapid evolution of e-commerce has significantly transformed consumer purchasing behavior across different generational cohorts. This study aims to analyze and compare the online buying behavior of Generation X, Y, and Z, examining their shopping habits, preferences, attitudes, satisfaction levels, and challenges encountered during online purchases. By utilizing a structured questionnaire distributed among 150 respondents, the study identifies key generational differences in aspects such as payment preferences, digital trust, brand loyalty, and sustainability concerns. The data collected are original in nature. The collected data were analysed by using the following statistical tools namely percentage analysis, independent t test, ANOVA. Findings indicate that while Gen X prioritizes security and reliability, Gen Y emphasizes convenience and product variety, whereas Gen Z favors digital engagement, speed, and ethical shopping choices.. Insights derived from this research offer valuable implications for businesses seeking to tailor their digital marketing strategies and enhance customer engagement. By understanding the distinct preferences and behaviors of each generation, e-commerce platforms can refine their services to improve user experience, build brand loyalty, and drive sales in a competitive digital marketplace.

Key Words

Online buying behaviour, generation X, Y, Z, digital marketing, consumer preferences, brand loyalty, emerging technologies, purchase decisions.

Introduction

The emergence of e-commerce has completely changed how people shop, and people of all ages are increasingly choosing to purchase products online. Understanding how different generations, such as Gen X, Y, and Z make purchases online is crucial as the digital world develops further. Each generation possesses unique characteristics, values, and shopping habits, shaped by their individual life experiences, cultural backgrounds, and levels of technological expertise. Gen X born between 1961 and 1980, is frequently described as a link between the digital and analog worlds.

Gen Y those born between 1981 and 1996, are frequently referred to as the "digital native" generation. This generation's online buying habits are influenced by their love of social media and need for rapid satisfaction. Gen Z born between 1997 and 2012, is the youngest and most digitally connected generation yet. This generation is renowned for its appreciation of sustainability, entrepreneurial spirit and authenticity, all of which have an impact on their online purchasing habits. Since each of these generations has unique traits and shopping preferences, it is crucial to examine their online purchasing patterns independently in order to understand their requirements, preferences and problems.

Research Gap

The existing literature on online buying behavior has primarily focused on understanding the preferences and behaviors of individual generations, such as Gen X, Y, and Z. However, there is a lack of research that examines the similarities and differences in online buying behavior across multiple generations. Furthermore, most studies have concentrated on specific aspects of online buying behavior, such as the role of social media or the impact of website design, without providing a comprehensive understanding of the complex factors that influence online purchasing decisions. My study aims to fill this research gap by analysing the online buying behaviour of gen X, Y and Z with a focus on understanding their shopping habits, preferences, attitude, satisfaction level and the problems faced by them.

By examining the online buying behavior of Gen X, Y, and Z consumers, my study aims to provide insights into the similarities and differences in their shopping habits, preferences, attitude, satisfaction level and the problems faced by them. The study's findings will contribute to the existing literature on online buying behavior and provide valuable implications for businesses and marketers seeking to develop effective online marketing strategies that cater to the unique needs and preferences of different generational cohorts.

Statement of the problem

The rapid growth of e-commerce has led to significant changes in consumer behavior, with different generations exhibiting distinct online shopping habits. Gen X, Gen Y, and Gen Z, each with unique experiences, values, and technological proficiency, are driving the online retail landscape. However, there is a lack of comprehensive research on the online buying behavior of these generations. For marketers, who find it difficult to create strategies that effectively target each age, this information gap has serious consequences.

Businesses need to know about Gen X, Gen Y, and Gen Z online purchasing habits in order to remain effective in the digital economy. However, rather than offering a thorough comparison of their online purchasing behaviors, previous research has mostly concentrated on certain generations. This research will give marketers and retailers important insights on how to effectively target each generation by analyzing the differences and similarities in their online buying behaviors, motives, and decision-making processes.

Objectives of the study

- To examine the online shopping habits, preferences, attitude among gen X, Y and Z.
- To identify the satisfaction level of the online buying behaviour among gen X, Y and Z.
- To examine the problems faced by the gen X, Y and Z while buying through online.
- To identify the online buying behaviour of gen X, Y and Z

Research methodology

The present study is analytical and descriptive in nature. A questionnaire was constructed to elicit the required information from the respondents. 150 sample respondents were selected for the study. A well-structured questionnaire was framed and collected using Google forms. This study is based on analysing the online buying behaviour of Gen X, Y, Z. Therefore the questions are related to various aspects of online shopping habits, preferences of online shoppers, online buying attitude, online buying behaviour, satisfaction level of online shoppers and problems faced by online shoppers.

Sampling design

The purposive random sampling method was adapted to collect data from Gen X, Y, Z. The total of 150 respondents participated in the study by filling out the questionnaire distributed through google forms.

Hypothesis Testing using ANOVA

H0 There is no significant difference between the age and online shopping habits, preferences, buying attitude, online buying behaviour, problems faced and satisfaction level of online shoppers of gen x, y, z

H1 There is a significant difference between the age and online shopping habits, preferences, buying attitude, online buying behaviour, problems faced and satisfaction level of online shoppers of gen x, y, z

Table 1

Variable	Age	Mean	Std. Deviation	F value	P value
Online shopping habits	12 - 27	30.5600	3.68206	4.229	0.016
	28 - 43	30.0800	3.54470		
	44 - 59	32.1200	3.77229		
	Total	30.9200	3.74617		
Preference of online shoppers	12 - 27	30.5800	4.21412	1.209	0.301
	28 - 43	31.4600	3.21483		
	44 - 59	31.6000	3.13636		
	Total	31.2133	3.56076		
Buying attitude of online shoppers	12 - 27	35.2400	4.13822	.760	0.469
	28 - 43	35.7600	3.32314		
	44 - 59	36.1600	3.71626		
	Total	35.7200	3.73469		
Online buying behaviour	12 - 27	30.2000	3.78504	6.199	0.003
	28 - 43	31.0200	2.99993		
	44 - 59	32.4800	2.99142		
	Total	31.2333	3.39248		
Problems faced by online shoppers	12 - 27	23.1200	3.06820	1.877	0.157
	28 - 43	23.3200	2.45315		
	44 - 59	24.1200	2.56061		
	Total	23.5200	2.72380		
Satisfaction level of online shoppers	12 - 27	23.5200	2.56539	1.910	0.152
	28 - 43	23.2000	2.26779		
	44 - 59	24.1800	2.86919		
	Total	23.6333	2.59431		

Source Computed Data

The above table shows that the significance value of online shopping habits and online buying behaviour .016 and .003 is less than 0.05. Thus the null hypothesis is rejected and conclude by accepting there is a significant difference in online shopping habits and buying behaviour of Gen X, Y and Z. In contrast the table shows the significance value of preferences, buying attitude, problems faced and satisfaction level of online shoppers 0.301, 0.469, 0.157 & 0.152 is greater than 0.05. Thus Null hypothesis is accepted and conclude that there is no significant difference in online buying behaviour of Gen X, Y and Z

Suggestions

- Online shopping platforms should customise marketing efforts for different age groups to better align with your shopping habits
- Online retailers should provide unique shopping habits of each generation
- Improving features like AI recommendations can attract all age groups.

Conclusion

This study gives significant insights into the online buying behavior, preferences, and issues experienced by customers. The data study demonstrates that respondents across different age groups, genders, and jobs have diverse trends in their online buying habits. Discounts and promotions were determined to be the most important factor affecting purchase decisions, whereas reduced pricing and outstanding customer service promoted recurrent purchases. Furthermore, a significant portion of respondents indicated that they were ready to switch entirely to online shopping, mostly for convenience and to avoid crowds.

Although most people agree that buying online is simple, there are still concerns about product defects, payment processing problems, and delivery delays. According to the study, service quality, return policies, and product expectations are the main factors that influence customer happiness, which emphasizes the necessity for e-commerce platforms to improve these areas.

The study's overall findings highlight the growing demand on online purchasing and the significance of resolving customer problems in order to provide a smooth shopping experience. Future studies could examine how online buying trends are changing, with a focus on how AI-driven personalization and sustainability issues affect consumer decisions. Businesses may increase confidence among customers and the state of e-commerce overall by resolving these important challenges.



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