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FACTORS INFLUENCING ONLINE SHOPPING OF GENERATION Y AND Z DURING COVID-19 IN GUJARAT

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Abstract

The world has effectively come to a standstill as a result of the COVID-19, which was brought on by a new corona virus known as SARS-CoV-2. This has an impact on the market, consumer demand, purchasing behaviour, and the global supply chain. The COVID 19 incident is an example of a critical situation that forces people to behave in unusual ways. The entire country was placed under a lockdown to stop the spread of sickness, which had negative effects on the market, the economy, and consumer buying habits for various products. Main objective of this study was effect of COVID-19 on online shopping in generation Y and Z. Data for the study was gathered using a Google form questionnaire, and 280 samples were used in the analysis. Data was evaluated using statistical tools like the T-test.

Introduction

Online shopping, often known as online retailing, is a type of electronic commerce that enables customers to make direct purchases from sellers using an online browser and the Internet. Alternative titles include: web store, online store, web shop, virtual store, and Internet shop. Business-to-consumer (B2C) online shopping is the act of purchasing goods or services from an online store in a manner physically similar to attending a brick-and-mortar store or shopping center. Business-to-business (B2B) internet buying occurs when a business purchases something from another business. The two largest of these online retailing companies, both based in the US, are Amazon.com and eBay.

Tim Berners-Lee developed the first World Wide Web server and browser in 1990, and it became available to buy in 1991. In 1994, other technological advancements appeared, including online banking, Pizza Hut's launch of an online store, SSL v2 encryption standard for safe data transfer, and Inter shop's first online store. Immediately after, in 1995, eBay and Amazon.com both established their online retail platforms.

On the back of expanding online retail trends and overcoming slowing economic development and rising inflation, India's e-commerce business increased by an impressive 88 percent in 2013 to reach \$ 16 billion. The e-commerce sector saw growth in 2013 thanks to rising Internet usage and the availability of various payment options. A rapidly expanding internet-connected population and improvements in related infrastructure, such as payment and delivery systems, are predicted to help India's e-commerce market grow to between \$50 and \$70 billion by 2020. (DNA, 2014)

Mobile phones, iPads, accessories, MP3 players, digital cameras, jewellery, electrical devices, clothing, home and kitchen appliances, lifestyle items including watches, books, cosmetic goods, and perfumes, as well as baby products, are the products that are most popularly purchased.

The e-commerce market in India increased from \$2.5 billion in 2009 to \$8.5 billion in 2012 and then increased by 88% to reach \$16 billion in 2013. According to the poll, the country's e-commerce business would grow to \$56 billion by 2023, primarily due to increased online retail. The availability of a wide

range of online services, aggressive online discounts, and rising fuel expenses all contributed to this growth.

India has Internet base of around 150 million as of August, 2013 which is close to 10 per cent of Internet penetration in India throws a very big opportunity for online retailers to grow and expand as the future of the Internet seems very bright. (Economic times, 2014) The size of India's e-commerce market in 2013 was around \$13 billion, according to a joint report of KPMG and Internet and Mobile Association of India (IAMAI). The online travel segment contributed over 70 percent of the total consumer e-commerce transactions last year. (DNA, 2014)

Pandemics have been documented since ancient times, thus they are not strictly a modern phenomena. Pandemics like the "Spanish Flu" (1918-1919), the "Asian Flu" (1957-1958), the "Hong Kong Flu" (1968), SARS-CoV-1 (2002-2003), and the "Swine Flu" of 2009-2010 have regularly had an impact on the world over the past few decades (Cherry, 2004; WHO, 2020). The SARS-CoV- virus, which began to spread over the world at the beginning of 2020.

The global crisis has shocked markets all across the world and is expected to have a lasting effect on the economy. Due to the severe disruption of end-to-end global supply chains and the escalating health issue, clothing manufacturers in Asia have been forced to pause production or minimize capacity, which has led to national limitations on people and economic activities. According to the Clothing Manufacturers Association of India (CMAI), the current pandemic may cause a 30 percent decline in sales for the apparel industry, increasing unemployment there to 10 to 15 percent.

Consumer involvement demonstrates the active participation of consumers in the decision-making process. However, it is necessary to study how the pandemic has affected the way customers utilize e-commerce and digital tools to decide what to buy. In the current COVID era, little has been done to assess how consumers feel about clothing from impoverished nations. Since customers drive the market today and are dealing with the COVID problem, understanding and analyzing Indian consumer behaviour is essential for a clothing company to succeed in the Indian market. The current study closes this gap and tries to investigate how COVID-19 has affected Indian consumers' purchasing decisions regarding online product. This study will examine how factors affect customers' e-commerce buying behaviour in light of the current extraordinary conditions in an effort to better understand the causes or factors in the paradigm shift of consumer behaviour during the COVID-19 crisis. This will ultimately help in the development of a relationship between customers' intents for online purchases and changes in their decision-making regarding online purchases of apparel products as a result of COVID-19.

Review of literature

Kholiya et.al. (2022) has an impact on the market, consumer demand, purchasing behaviour, and the global supply chain. The COVID 19 incident is an example of a critical situation that forces people to behave in unusual ways. The entire country was placed under a lockdown to stop the spread of sickness, which had negative effects on the market, the economy, and consumer buying habits for various products. The current study examines consumer behaviour intentions in the COVID-19 clothing setting. The study uses in-depth literature as well as consumer surveys to try and connect the links between how people buy clothing in regular times and during emergencies or pandemics. Utilizing the confirmatory factor analysis (CFA) technique, the research helped explain why consumers are increasingly buying clothing online. The researchers looked into the relationships between age groups, gender, and the frequency of apparel purchases during COVID in addition to the sociodemographic information of working personnel. A substantial link between the dependent and independent variables is not present, according to the findings. Online buying did, however, have a positive impact throughout the pandemic.

Nguyen Thi et.al. (2022) this study looked into the factors influencing Generation Y and Z's intention to continue purchasing online under the new normal. Using partial least squares structural equation

modelling, the multi-group analysis technique, and the data gathered from 847 Gen Y ers and Gen Z ers in Hanoi, Vietnam in March 2022, a conceptual framework that was an extension of the Technology Acceptance Model was empirically tested. Perceived utility, perceived simplicity of use, satisfaction, and environmental awareness were found to be facilitators of repurchase intention while perceived hazards of online purchasing were found to be a barrier. Notably, the barrier was found to have a higher negative impact on Gen Y's inclination to repurchase. Personalization showed high indirect effects through perceived utility, perceived ease of use, and satisfaction but was not directly related to the purpose. This study varies from past studies by focusing on and contrasting aspects influencing Gen Y and Gen Z in a developing country's intention to continue buying online when the COVID-19 is under good control.

Hung LE et.al. (2022) have COVID 19 outbreak recently encouraged e-commerce to grow incredibly successfully. As a result, internet firms and shops in Vietnam and other countries are increasingly interested in Gen Z youth in general and Gen Z students in particular as potential customers. The purpose of the study is to organise the theoretical underpinnings and pinpoint how Gen z students in Vietnam chose to shop online. This study uses a combination of qualitative and quantitative research approaches. The study's findings indicate that the five components in the proposed model—utility, usability, trustworthiness, awareness, and impact—have an impact on Gen Z students in Vietnam's decision to purchase online by way of an intermediary variable, namely, attitude.

Ayuni et.al.(2019) term Generation Z (Gen Z) refers to the generation that uses the Internet the most frequently and is the friendly to applications and websites. Gen Z members have been increasing, and by 2020, it is anticipated that they will make up the largest market group. In this study, we'll look at how e-service quality, e-customer value, e-satisfaction, and e-loyalty relate to one another. In total, 241 Gen Z respondents participated in this study. We used PLS 3, Sobel, and SPSS 23 to analyse the data. Five theories were put forth. The research showed that the expected predictor of online customer value and satisfaction was e-service quality. The results also clarify the relationship between online customer value and e-satisfaction and support the mediation role of online customer value between e-service quality and e-satisfaction.

Pham et.al. (2020) have Covid-19 epidemics has provided Vietnam with a chance for a recent, observable rise in online buying. Therefore, the purpose of this article is to explore how online shoppers respond to their purchase behaviour during Covid-19 from the viewpoint of perceived benefits. Based on information gathered from 427 Vietnamese online respondents during the Covid-19 social exclusion period, the study examines the function of Covid-19 as a moderator variable in the link between consumers' perceptions of the benefits of online shopping and those perceptions. These findings can help businesses deal with similar situations, provide a thorough picture of customer behaviour, and provide ways for the government to assist businesses more efficiently in the future.

Vaghela et.al.(2014) the act of purchasing products and services online via vendors who operate websites is known as online shopping. The primary goal of this research is to examine how consumers view internet purchasing and how gender affects this perspective. 150 respondents were chosen for this purpose using a practical sampling technique, and information was gathered using a standardised questionnaire. According to data research, the majority of customers believed that online buying was a better option than manual shopping, and most of them were happy with their online shopping experiences.

Jiang et.al. (2012) since convenience has been one of the main factors influencing consumer propensity to adopt online buying, the goal of this article is to determine the important convenience dimensions of the practise. The authors use in-depth focus groups with online shoppers to identify the characteristics of online shopping convenience. They then create and validate a tool with five key dimensions to measure online shopping convenience by analysing data gathered via a Web-based questionnaire survey. Access,

search, evaluation, transaction, and possession/post-purchase convenience were found to be the five dimensions of online purchasing convenience.

Research methodology

There are several methods for gathering data for behavioural research, but surveys are the most often used since they frequently combine interviews, questionnaires, observations, and instruments or inventories. A survey is an attempt to gauge the beliefs, attitudes, and traits of a sizable population, as well as to identify patterns and investigate links between various factors. Given that the current research is consumer behavior-based, a quantitative survey is thought to be relevant for the current study. Today's digital world has made online surveys the new standard. They have several benefits, including quick automation of data input and handling, easy accessibility, lower costs, higher response rates, etc.

Both primary and secondary data are used as the foundation for the study. The buying habits of Gujarat state residents, who utilise online shopping in generation Z during COVID-19 era. 10 of the 280 samples that were chosen were disqualified due to incomplete data. Data collected from November 2022. This group of respondents was picked through a convenience sampling strategy. Google Form is used to collect the respondents' information. A well-known five-point Likert scale was used, with 1 strongly disagree, 2 disagree, 3 neutral, 4 agreement, and 5 strongly agree. Numerous magazines, books, and websites are examples of secondary sources of information.

Objective

To know factor affecting consumer perception in online shopping

To analysis covid-19 effect on online shopping by generation Z

To know customer perception in online shopping after COVID-19

Sampling Technique	Convenience and snowball
Sample unit	Gen Y and Gen Z
Sample size	Total 280 out of 140 Respondent are female and 140 respondents are male
Tools for data Collections	Questionnaire through Google form based on 5 point Likert scale
Tools for data Analysis	T-test

Data analysis and interpretation

50% of the participants in our study were female, and the remaining 50% were men. The respondents belonged to Gen Y (1977-1995), with 51.6% of them being between the ages of 26 and 45. Gen Z made up the second-largest portion of the samples with 32.61%. (1995-2010). Gen X made up about 16.3% of the respondents (1965-1976). In view of this, it can be said that the majority of the survey participants were between the ages of 20 and 50. The fact that the study was done online and the respondents in this age range are more accustomed to using digital technology may be the cause.

H_0 : There is no important difference between the customer perception towards online shopping between male and female students.

H_1 : There is an important difference between the customer perception towards online shopping between male and female students.

At the 5% level of significance, the null hypothesis H_0 cannot be rejected because of the p value of .980. When significance is 5%. T-test value is -2.026 with Sig. (2-tailed) 0.45. Therefore, there was no discernible difference in how male and female members of generation Y and Z felt about online shopping.

Conclusion

Over the past ten years, online buying has become incredibly popular. This service, which is mainly used by the "Net- Generation," is quite handy. Online purchasing has many advantages, but there are also some possible issues that can crop up. Customers have been seen to have different purchasing behaviours while shopping online versus in-person. This makes it essential for shops to research consumer behaviour and implement changes in order to stay profitable and successful. The aggregate findings demonstrate that respondents had a favorable opinion of internet purchasing. This demonstrates how the projected expansion of online buying is justified.

The COVID 19 impacts have significantly altered how consumers view and make purchasing decisions. The goal of the study is to ascertain how COVID-19 has affected consumers' purchasing habits for clothing as well as the volume of online shopping done during the epidemic. According to the study's findings, COVID significantly influenced customers' online shopping habits. Because of the pandemic lockdown and social isolation, many favored online shopping product. Despite a declining tendency, their frequency of clothing purchases during the pandemic.

Research carried out in India suggested that a wide selection of products offered in showrooms is crucial for purchasing and promotional activities that might draw customers to physical stores, which is missing during the COVID-19 era.

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