



Understanding Gen-Z's Perspective on Customer Insights and Online Shopping Attitudes

Roohi Taj, Department of Commerce, School of Commerce, SunRise University, Alwar
Dr. Rajinder Singh, Professor, Department of Commerce, School of Commerce, SunRise University, Alwar

ABSTRACT

It is vital to comprehend the attitudes and customer insights of Generation Z regarding internet shopping in the current digitalized commercial center. It is therefore crucial to comprehend consumer insights derived from their purchasing behavior and capitalize on the primal emotions that motivate Gen-Z consumers to make purchases in order to guarantee the success of the correspondence campaign. The global, social, visual, and creatively dynamic Gen-Z population has been affected by digital technologies and has grown to be a sizable market group with considerable purchasing power. The children that were born between 1997 and 2010 make up Generation Z. The purpose of this essay is to examine and compare the internet shopping habits of Generation Z with those of the general public. The population's general computerized internet shopping patterns are presented in the paper. The study compares the outcomes with an emphasis on Gen Z's online shopping tendencies. In addition to a writing survey and a secondary data analysis, the research philosophy addresses studies focused on a sample of Gen Z. The survey analysis, situational examples, and suggestions for an online commerce system are all included in the findings.

Keywords: Gen-Z's Perspective, Customer Insights, Online Shopping Attitudes

1. INTRODUCTION

It takes a sophisticated method that considers Generation Z's unique traits and experiences to comprehend their viewpoint on customer insights and attitudes toward online buying. Gen Z is the first generation to have grown up fully immersed in the advanced age, having been born between the mid-1990s and the mid-2010s. Their early years spent in an innovative environment that was rapidly evolving has had a huge impact on their consumer expectations and behaviors.

When interacting with brands, Gen Z looks for transparency and credibility. They can quickly identify inauthenticity and are incredibly skilled at sorting through promotional messaging. This mistrust is a result of their continual exposure to social media and internet content, where they look for meaningful relationships and commitment. Gen Z customers are particularly drawn to brands that exhibit moral behavior, social responsibility, and a sincere commitment to their principles.

Furthermore, Gen Z demonstrates a preference for customized shopping experiences. They believe that companies should be aware of their unique requirements and preferences and use data insights to customize products and recommendations accordingly. The desire for customisation goes beyond suggestions for specific items to include tailored advertising campaigns and customer support exchanges.

Gen Z is an online shopper that prioritizes convenience and smooth interactions. They are digital natives who value dynamic platforms and apps that provide a simple, frictionless shopping experience. Principally, quick delivery alternatives and hassle-free returns are expected, along with speed and proficiency.

Businesses looking to engage with Gen Z successfully must quickly grasp these dynamics. Through the utilization of innovation and customer data, organizations may establish enduring relationships with this influential market niche by providing personalized, beneficial, and authentic experiences. This strategy improves customer reliability and places companies in a serious position in the increasingly digitalized business landscape, which is being influenced by the choices and actions of Generation Z.

2. LITERATURE REVIEW

Dorie and Loranger (2020) Examine the views of executives from different generations on retail and distribution, considering the unique expectations and habits of Generation Z. The study contrasts Gen Z with previous generational cohorts in terms of their digital knowledge



and propensity for individualized online experiences. It draws attention to the flexible first-shopping habits of Generation Z and their expectations for safe, easy-to-understand installment plans that work in harmony with their digital lifestyles.

Galhotra et al. (2023) Examine how Gen Z is utilizing digital payments and how it is affecting the security of online buying. The study looks at the ease and security perceptions of Gen Z about digital payment methods such as contactless payments, cryptocurrencies, and mobile wallets. It highlights the need of strong cybersecurity measures in promoting consumer confidence and adoption and notes that Gen Z's readiness to conduct online transactions depends on their faith in safe payment systems.

Hjertquist and Jung (2020) carry out a qualitative investigation on Gen Z's fashion industry purchasing habits, highlighting their commitment to environmental sustainability. The study investigates how Gen Z buyers weigh sustainability considerations including ethical sourcing, environmentally friendly materials, and open supply chains when making purchases. The statement highlights the preference of Generation Z for firms that share their environmental values, underscoring the increasing significance of sustainability programs in shaping consumer loyalty and brand perception.

Knihová (2019) explains how educational labs may support marketing tactics that are education-based and aimed toward Gen Z. The study investigates the ways in which interactive educational programs and experiential learning settings might captivate Gen Z customers and shape their brand choices. It emphasizes how valuable educational content is in fostering brand loyalty and trust among Gen Z, who place a high value on brands that are genuine, open, and provide ongoing learning opportunities.

Lifintsev et al. (2019) Analyze Gen Z's perspectives on cross-cultural exchanges in professional settings. The study investigates how Gen Z's views on diversity, inclusion, and global business practices are shaped by globalization and internet connectedness. It highlights the significance of culturally sensitive marketing tactics in reaching Gen Z by identifying their openness to global viewpoints and multicultural experiences as factors impacting their professional goals and consumer behaviors.

Majchrzak-Lepczyk and Blašková (2018) Examine how customers in the e-commerce industry perceive the value of logistics services. The study investigates how Gen Z customers interact with online retailers and what matters most to them: quick delivery, easy order fulfillment, and customized service. It emphasizes how important logistics are to Gen Z customers who prioritize dependability and simplicity when making online purchases, as well as how they can improve overall customer happiness and retention.

3. RESEARCH METHODOLOGY

In this study, the methods of analysis, synthesis, and comparison are employed. Based on recent months, the momentum research looks at Gen Z's online purchase trends. Answering important issues about Gen Z's computerized trends is the main goal of this research. More specifically, we need to identify the products that consumers are buying, how they typically pay for goods and services, and what their shopping preferences are in the B2C online business sector.

Secondary data were included in this report in addition to crucial data from the momentum research, based on the goals of the study. These data came from the annual research conducted by the Czech Association for Internet Business (APEK) and the Czech Statistical Office (CSU). 30 questions total, divided into three main sections that addressed the main facets of purchasing behavior, made up the survey. Purchased goods and services, payment plans, and purchase statements were among them. One hundred adult respondents, ages 15 to 24, answered the poll. The comprehensive study included 1,350 adults aged 25 to 55 who provided secondary data from the Czech Association for Web-Based Business and the Czech Statistical Office in addition to the survey's primary data. It must be noted that the poll is unrepresentative and only the beginning of a larger investigation of online shoppers.



4. FINDINGS AND RESULTS

The results of the poll that was discussed are summed up in this section, together with secondary data that was provided by the Czech Association for Web-based Business and the Czech Statistical Office. An rising trend can be seen in internet shopping. Data released by the Czech Statistical Office show that the number of consumers across all age groups and socioeconomic categories is steadily increasing. In the Czech Republic, the number of transactions (i.e., the total amount of money spent online) climbed from 1.015 million in 2019 to 2.426 million in 2023. In the first quarter of the time period under discussion, these transactions are done by people who have been in the business longer than 16 years. Most transactions are realized by women. Those with secondary training and between the ages of 25 and 44 who are employed, students, or moms on maternity leave, are the most energetic in the purchase process. In the first quarter of 2023, people who identify as Gen Z realized 18% of all transactions. The most popular things that are bought are general clothing, footwear, and fashion accessories. Drugs and cosmetics, sports clothing and equipment, books, and textbooks are the next most popular categories. Our survey indicates that the range of things purchased is different. Fashion accessories, footwear, and cosmetics were the top purchases made by Generation Z, followed by pharmaceuticals and makeup. The main difference between the research groups is their preferences for buying movies and music as well as their classes in terms of food, non-alcoholic beverages, and drinks.

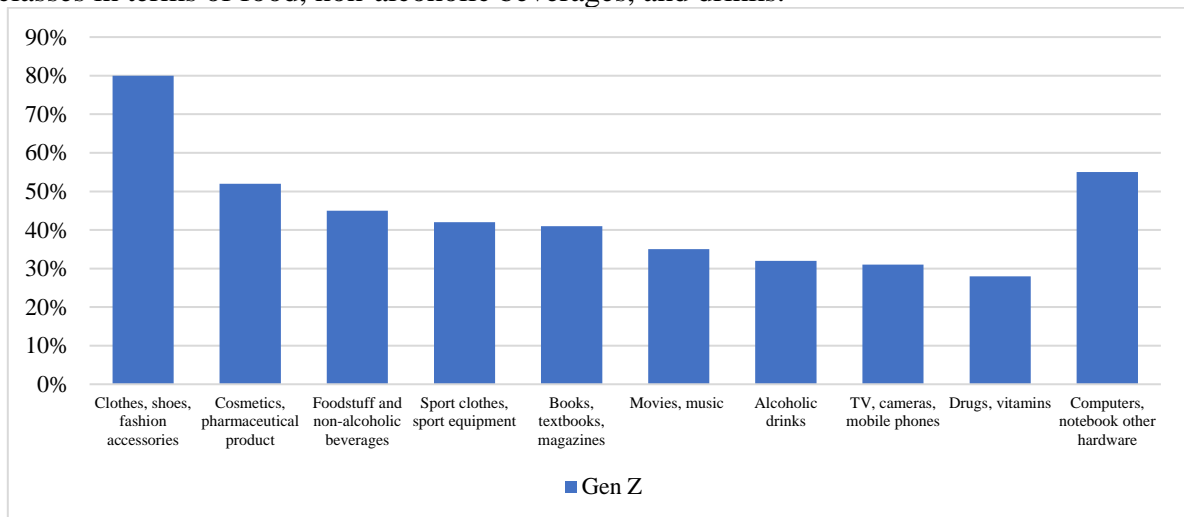


Figure 1: Purchased products (Gen Z)

The type of goods or services purchased and the customer's segment characteristics seem to show that the things that were purchased are different. The Z Generation favors goods related to hobbies and free time (books, sports, and cocktails, for example), but they also tend to buy meals and non-cocktail drinks more often than other generations. The most popular services to be purchased are tickets for flights, buses, and traffic. Gen Z tends to purchase services more frequently overall. By all accounts, Gen Z appears to be more interested in clinical advantages, cosmetics, and hairdresser services. According to the report, Gen Z tends to buy leisure-related services like hotels, excursions, and streaming music and films more frequently.

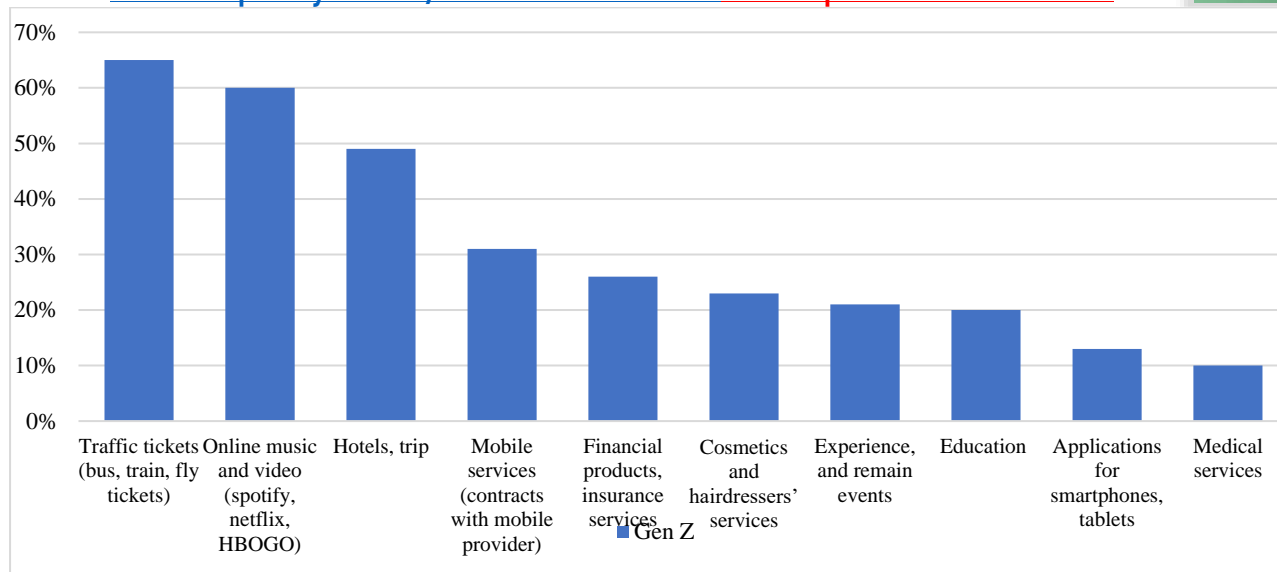


Figure2: Purchased Services (Gen Z)

We discovered that Gen Z's product and service preferences differ slightly from those of Survey question 1. Additionally, the survey compared customers who made purchases. We compared purchasing data that appeared to be crucial in explaining consumer behavior. We examined the tool that was used to look for and buy the goods and services. Gen Z primarily uses laptops and cellphones for product and service searches. Notebooks and smartphones are the most commonly used equipment for making purchases. The survey also addressed methods of payment.

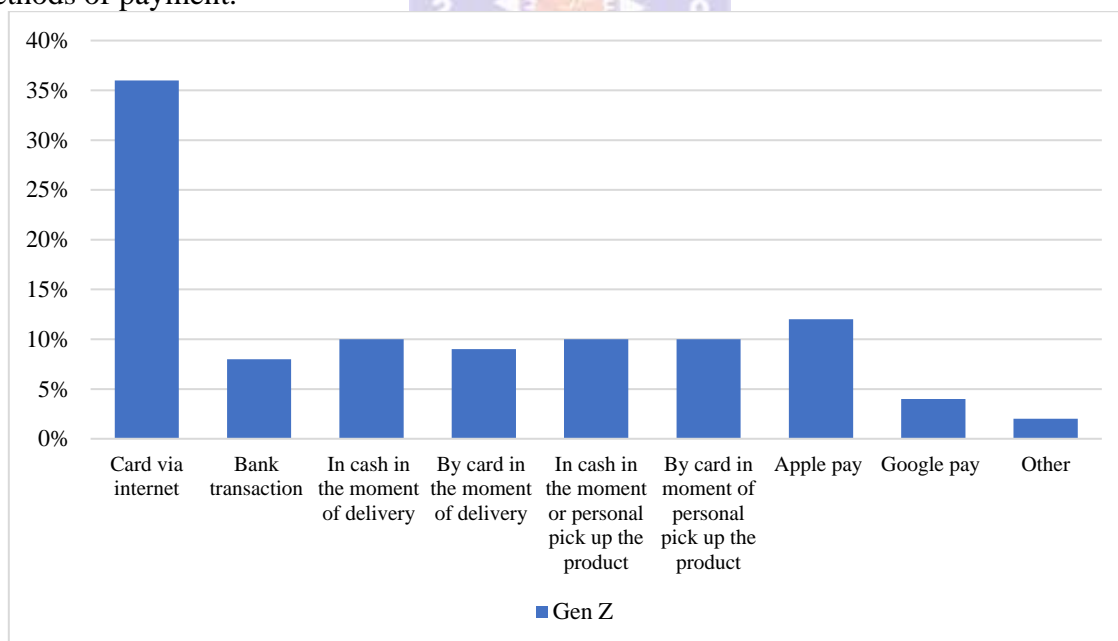


Figure3: Payment Method (Gen Z)

We found that the adoption of installment schemes varies throughout generation cohorts. While the strategies employed by all the examined Generations are the same, the installment strategy's share is distinct. The study also covered a range of topics related to shopping behavior. We identified three areas of interest: general opinions on online shopping, characteristics of e-shops that customers value most, and shopping tactics and methods for making judgments. We designed the study and concentrated on comparing Gen Z's shopping habits to those of other generations. We conducted an analysis of online shopping in certain domains, focusing on respondents' interest in particular e-shops and brands that their friends had bought, the causes of their anxiety when shopping online, and particular item qualities.

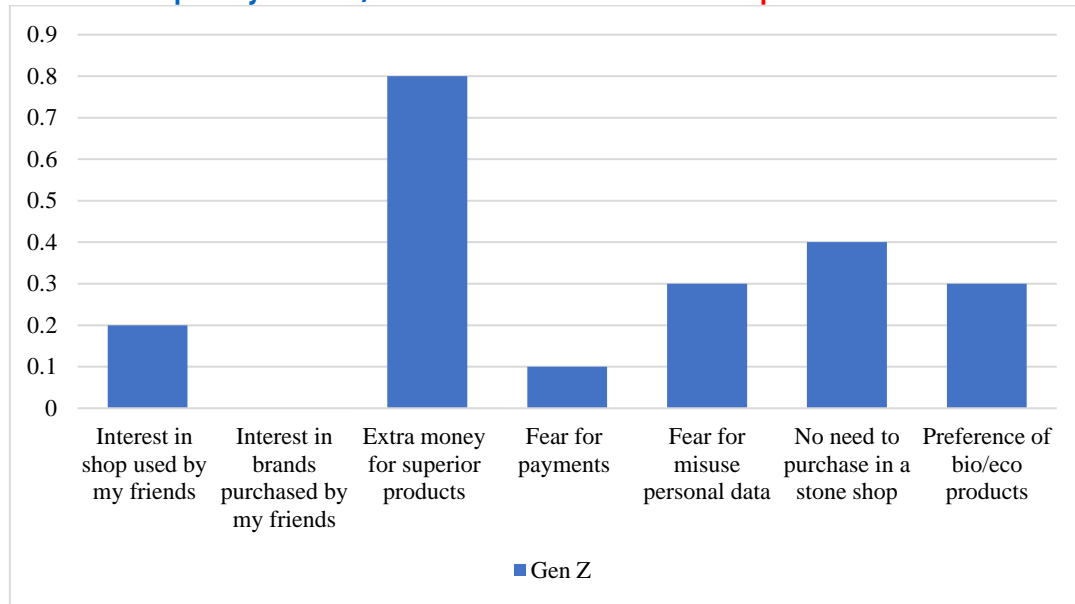


Figure4: Shopping Strategies (Gen Z)

Nearly thirty-three percent of the companions who participated in the analysis did not think that an e-shop's presence or activity on social media platforms would influence their choice. According to the third query, we thought that Gen Z's shopping habits were rather different from each other. It is fascinating to us that the opinions of influencers—friends, families, specialists, and their commentary—have a significant influence on the purchasing habits of all targeted generations.

5. CONCLUSION

A dynamic and complex environment driven by computerized familiarity and a demand for trustworthy encounters is revealed by comprehending Gen Z's perspective on customer insights and attitudes toward online buying. This generation appreciates openness, social responsibility, and individualized connections in their consumer process since they were raised in an environment of mechanical advancement and electronic interconnection. The study reveals that Gen Z's product and service preferences are somewhat different. Additionally, different generation cohorts utilize instalment techniques differently. Gen Z consumers are typically more adaptable to new technology, such as Apple Pay, in their shopping behavior. It appears reasonable to assume that the opinions of influencers—friends, relatives, specialists, and their commentary—have a significant influence on the purchasing habits of all generations under discussion. This study makes a significant commitment to the current state of the generational companion hypothesis concerning Gen-Z's propensity for online purchasing and customer insights.

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