



# International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

*(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)*



**Impact Factor: 8.699**

**Volume 14, Issue 4, April 2025**

# GenZ's Behaviour and Attitude towards Online Shopping: Trends and Insights

Dr. D. Sujini, Ashvanth. R.

Associate Professor, Department of commerce BPS, Dr. N.G.P. Arts and Science College, Coimbatore, India

Student, Department of commerce (BPS), Dr. N.G.P. Arts and Science College, Coimbatore, India

**ABSTRACT:** This study explores the behavioral patterns and attitudes of Gen Z toward online shopping, focusing on emerging trends and underlying psychological and social drivers. Using a mixed- method approach involving surveys and in-depth interviews, the research identifies key factors influencing Gen Z's online purchasing decisions, such as convenience, personalization, social media influence, peer reviews, and brand authenticity. Furthermore, the study highlights the increasing role of mobile commerce and influencer marketing in shaping preferences. These insights can inform marketers and e-commerce platforms aiming to optimize their strategies for capturing the loyalty of this digital-first generation.

**KEYWORDS:** Generation Z, online shopping behavior, e-commerce, consumer trends, digital marketing, mobile commerce, social media influence, buying attitude.

## I. INTRODUCTION

The rapid advancement of technology and digitalization has significantly transformed the global retail landscape, giving rise to e-commerce as a dominant force in consumer markets.

Online shopping has evolved beyond a mere convenience-driven activity for Gen Z; it is now an immersive experience driven by social media influence, personalized recommendations, and Technological innovations such as artificial intelligence (AI), augmented reality (AR), and Virtual reality (VR).

Gen Z's approach to online shopping is characterized by a blend of digital fluency, value-driven purchasing, and demand for authenticity and transparency. Their reliance on mobile commerce, social influence, and technology-driven shopping experiences sets them apart from previous generations.

## SCOPE OF THE STUDY

The study examines key factors influencing Gen Z's online purchasing decisions, including the impact of social media, mobile technology usage, and preferences for personalized shopping experiences. This study explores about how emerging technologies such as artificial intelligence (AI), augmented reality (AR), and virtual reality (VR) affect Gen Z's engagement with online retail platforms.

## OBJECTIVES OF THE STUDY

- ❖ To identify the factors influencing Gen Z's online shopping habits including product preferences, platforms, and payment methods.
- ❖ To examine how technology shapes Gen Z's shopping behavior.
- ❖ To explore Gen Z's perception of online brands, focusing on trust, authenticity, and social responsibility.

## II. REVIEW OF LITEATURE

• **Smith A. (2023)** This study explores Gen Z's demand for a highly refined online shopping experience. It highlights their expectation for personalized interactions and immediate satisfaction. The research underscores the need for e-commerce platforms to prioritize seamless, user-centric designs. Gen Z's digital fluency shapes their preferences for

instant gratification and tailored services. This research is vital for businesses aiming to cater to Gen Z's unique digital shopping habits.

• **Davis K. (2023)** This study explores Gen Z's receptiveness to augmented reality (AR) and virtual reality (VR) in online shopping. It details how these technologies enhance the shopping experience. The research highlights the potential for AR and VR to create immersive and engaging retail environments. Gen Z's comfort with technology makes them ideal candidates for immersive retail. This research is key to understanding the future of interactive e-commerce.

• **Rodriguez A. (2023)** This study focuses on Gen Z's expectation for fast and efficient delivery in online shopping. It details how rapid delivery enhances customer satisfaction and loyalty. The research highlights the importance of optimizing logistics for speed. Gen Z prioritizes convenience and speed in their online shopping experiences. This research is crucial for understanding delivery expectations.

• **Harris G. (2023)** This study explores Gen Z's potential engagement with shopping experiences in the meta verse. It details how virtual environments enhance retail interactions. The research highlights the potential for immersive virtual experiences. Gen Z's digital fluency makes them ideal candidates for meta verse retail. This research is key to understanding the future of retail.

### III. RESEARCH METHODOLOGY METHODS OF DATA

#### COLLECTION

Primary data, secondary data

#### SAMPLE TECHNIQUE

Convenient sampling, 100 individual consumer.

#### LIMITATION OF THE STUDY

The number of respondent is limited to 100 finding and suggestions are based on the information given by the respondents.

#### ANALYSIS AND INTREPRETATIONS

##### ➤ SIMPLE PERCENTAGE

TABLE 4.2.8  
Most Frequently purchased product in online

PRODUCTS	NO OF RESPONDENTS	NO OF PERCENTAGE
Beauty and Personal Care	13	13
Clothing and Accessories	50	50
Electronics	20	20
Groceries	17	17
Total	100	100



#### INTERPRETATION

From the table below 13% are the respondents are beauty and personal care, 50% of the respondents are clothing and accessories, 20% of the respondents are electronics, 17% of the respondents are groceries.

#### INFERENCE

A significant majority (50%) of respondents engage with clothing and accessories products, highlighting their prominence.



#### IV. FINDINGS

- A significant majority (50%) of respondents engage with clothing and accessories products, highlighting their prominence.

#### V. SUGGESTIONS

- Assess how these policies influence Gen Z's online purchase behaviour.
- Explore how delivery options and reliability influence purchasing decisions.
- Analyse how reviews, forums, and user-generated content affect purchasing decisions.

#### VI. CONCLUSIONS

This study reveals a young, predominantly female, college-student demographic that heavily relies on smartphones for online shopping, driven by price sensitivity, social media influence (especially instagram), and a preference for efficient delivery and cash-on-delivery. They value product reviews and are increasingly concerned with ethical and sustainable practices. To effectively cater to this market, retailers and e-commerce platforms must prioritize mobile optimization, competitive pricing, and transparent return policies, while also leveraging social media marketing and incorporating sustainable business practices.

#### REFERENCES

1. Rana, S.M.S., Azim, S.M.F., Arif, A.R.K., Sohel, M.S.I., & Priya, F.N. (2024). Investigating online shopping behavior of Generation Z: an application of theory of consumption values. *Journal of Contemporary Marketing Science*, 7(1), 17-37.
2. Singh, P. (2024). What drives or decelerates Generation Z? An empirical study navigating consumer buying intentions in online shopping. *SAGE Open*, 14(1).

#### WEBSITES

[www.google.com](http://www.google.com)

<https://onlinelibrary.wiley.com>



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA



# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 9940 572 462  6381 907 438  [ijirset@gmail.com](mailto:ijirset@gmail.com)



[www.ijirset.com](http://www.ijirset.com)

Scan to save the contact details