



## ONLINE SHOPPING MOTIVES, ATTITUDE, AND SHOPPING INTENTION OF GEN Z CONSUMERS

**Dr. Yashashwini. A**

*Associate Professor, CMS-Jain Deemed to be University, Bengaluru.*

### **Abstract**

*The internet's explosive growth has facilitated e-commerce and online retailing development. Consumers also benefit from product and service customization, ease of transactions, and real time interactive communications. Gen z consumers were the main target respondents in this study due to their growing number and dominance in global markets, including India. This study aimed to investigate whether gen z's online shopping intention would be influenced by such independent variables as hedonic motive, simplicity motive, and usefulness motive. In addition, attitude towards online shopping was hypothesized to mediate the relationship between the independent variables and online shopping intention. Furthermore, attitude towards online shopping had a significant impact on online shopping intention. However, simplicity motive did not have a significant impact on attitude towards online shopping. The findings have considerably contributed to marketing practices in the digitally connected world.*

**Keywords:** *Generation Z, Shopping Motive, Online Shopping, Attitude, Purchase Intention*

### **1. Introduction**

The explosive growth of the internet has facilitated e-commerce and online shopping for years. Consumers get what they want online, and sellers can expand their distribution and communication channels. The development of online shopping platforms allows consumers to customize products and services (such as trip booking, food ordering and online product design), simply make payments, and interact with sellers. However, e-commerce business is inundated with competition. Those who survive tend to understand customer needs and try to fulfill them.

Generation z (gen z) consumers have become an attractive prospect for retailers worldwide due to their growing numbers and dominance in global markets (tunsakul, 2018). According to previous studies, gen z consumers show less loyalty to specific brands, and it is not easy to grab and hold their attention (priporas et al., 2017). Born in 1995 or later in the digital era, gen z consumers are highly educated, innovative, and technologically savvy (bassiouni& hackley, 2014; priporas et al., 2017). Studies have revealed that gen z consumers are interested in new technologies, prefer simplicity, desire to feel safe, desire to escape from reality, have high expectations, and care more about experience (wood, 2013; priporas et al., 2017). Brown (2017) mentioned in his article *adreaction: engaging gen x, y, and z*, that it is not simple to access gen z consumers using advertising campaigns. They prefer ad content to other compositions, such as presenters or music. In addition, they tend to have selective exposure to ad campaigns in which they are interested, and not the campaigns that intrude upon their privacy.

### **2. Scope of the study**

This study emphasizes that gen z consumers' online shopping motives, attitude, and shopping intention. India gen z consumers were the focal respondent group of this study, due to their growing numbers and their influence on revenue streams of both online and offline businesses.



### 3. Research objectives

This research aimed to investigate the influence of online shopping motives on gen z consumers' attitude towards online shopping and online shopping intention. The objectives consisted of two parts:

1. whether online shopping motives consisting of hedonic motive, simplicity motive, and usefulness motive significantly influence Indian's attitude towards online shopping; and
2. Whether Indian gen z consumers' attitude towards online shopping has a significant impact on their online shopping intention.

### 4. Significance of the study

The study has value for e-commerce businesses to formulate online strategies to motivate gen z customers, to satisfy their needs as well as to retain them. Furthermore, the research implications will add to the store of academic knowledge concerning business management and marketing fields of study. Enhancing gen z customers' hedonic, simplicity, and usefulness experiences on online shopping platforms may increase revenues.

### 5. Conceptual framework and hypothesis development

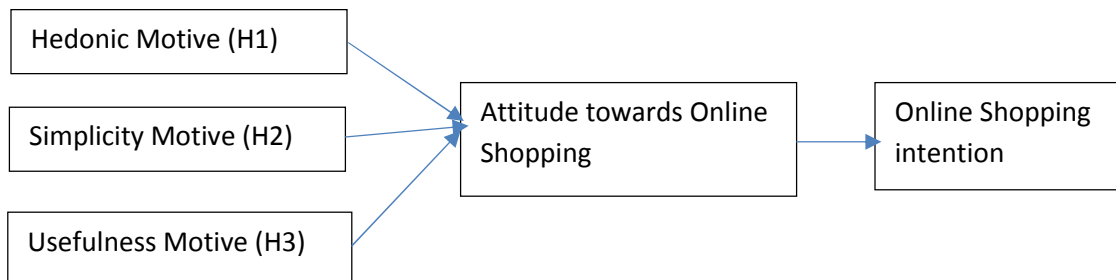
*H1*: hedonic motive had a significant impact on India gen z consumer's attitude towards online shopping.

*H2*: simplicity motive had a significant impact on India gen z consumers' attitude towards online shopping.

*H3*: usefulness motive had a significant impact on India gen z consumers' attitude towards online shopping.

*H4*: attitude towards online shopping had a significant impact on online purchase intention.

#### The conceptual model



### 6. Research methodology

#### Study respondents and sampling procedure

The target population was university undergraduates (as they are gen z consumers), who had favorite online stores as previously specified. The selection of target respondents was based on a purposive sampling method, which depended on the researcher's judgment that the sample would represent the target population. As the target respondents were the author's students, they were approached via line application groups for each class section in one semester.

#### Research instruments

Cronbach's  $\alpha$  = .937 as it greater than 0.7 which shows the reliability of sample size and study conducted.



Kmo and bartlett's test, goodness-of-fit test and anova were adopted as statistical tools for the study.

## 7. Data analysis and interpretation

**Table 1: reliability analysis**

Cronbach's alpha	N of items
.937	18

Cronbach's - .937 as it greater than 0.7 which shows the reliability of sample size and study conducted.

**Table 2: kmo and bartlett's test**

The significance level is less than 0.05 the research data is reliable.

**Table 3: goodness to fit test**

**Goodness-of-fit test**

Chi-square	Df	Sig.
314.218	102	.000

The significance level is less than 0.05 the research data is reliable.

H1: hedonic motive had a significant impact on india gen z consumer's attitude towards online shopping.

**Table 4: h1 testing**

<b>Kmo and bartlett's test</b>		
Kaiser-meyer-olkin measure of sampling adequacy.		.875
Bartlett's test of sphericity	Approx. Chi-square	1662.402
	Df	153
	Sig.	.000

**Model summary<sup>b</sup>**

Model	R	R square	Adjusted r square	Std. Error of the estimate	Change statistics				
					R square change	F change	Df1	Df2	Sig. change
1	.617 <sup>a</sup>	.380	.367	.77538	.380	28.216	3	138	.000



Anova <sup>a</sup>						
Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	50.892	3	16.964	28.216	.000 <sup>b</sup>
	Residual	82.967	138	.601		
	Total	133.859	141			

**Analysis**

The significance level is less than 0.05 null hypothesis is rejected “hedonic motive had a significant impact on india gen z consumer’s attitude towards online shopping”.

H2: simplicity motive had a significant impact on india gen z consumers’ attitude towards online shopping.

**Table 5:h2 testing**

Model summary <sup>b</sup>									
Model	R	R square	Adjusted r square	Std. Error of the estimate	Change statistics				
					R square change	F change	Df1	Df2	Sig. F change
1	.442 <sup>a</sup>	.195	.178	.72976	.195	11.162	3	138	.000

Anova <sup>a</sup>						
Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	17.832	3	5.944	11.162	.000 <sup>b</sup>
	Residual	73.492	138	.533		
	Total	91.324	141			

**Analysis**

The significance level is less than 0.05 null hypothesis is rejected “simplicity motive had a significant impact on india gen z consumers’ attitude towards online shopping.”

H3: usefulness motive had a significant impact on india gen z consumers’ attitude towards online shopping.

**Table 6:h3 testing**

Model summary <sup>b</sup>									
Model	R	R square	Adjusted r square	Std. Error of the estimate	Change statistics				
					R square change	F change	Df1	Df2	Sig. F change
1	.642 <sup>a</sup>	.412	.399	.59668	.412	32.170	3	138	.000

Anova <sup>a</sup>						
Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	34.361	3	11.454	32.170	.000 <sup>b</sup>
	Residual	49.132	138	.356		
	Total	83.493	141			



**Analysis**

The significance level is less than 0.05 null hypothesis is rejected “usefulness motive had a significant impact on india gen z consumers’ attitude towards online shopping.”

H4: attitude towards online shopping had a significant impact on online purchase intention.

**Table 7:h4 testing**

Model summary <sup>b</sup>									
Model	R	R square	Adjusted r square	Std. Error of the estimate	Change statistics				
					R square change	F change	Df1	Df2	Sig. change
1	.615 <sup>a</sup>	.378	.365	.57536	.378	27.974	3	138	.000

Anova <sup>a</sup>						
Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	27.781	3	9.260	27.974	.000 <sup>b</sup>
	Residual	45.683	138	.331		
	Total	73.465	141			

**Analysis**

The significance level is less than 0.05 null hypothesis is rejected “attitude towards online shopping had a significant impact on online purchase intention.”

**Table 8:i have fun when shopping from my favorite online stores**

I have fun when shopping from my favorite online stores					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	4	2.8	2.8	2.8
	Disagree	10	7.0	7.0	9.9
	Neutral	34	23.9	23.9	33.8
	Agree	62	43.7	43.7	77.5
	Strongly agree	32	22.5	22.5	100.0
Total		142	100.0	100.0	

**Table 9:when i shop from my favorite online stores, i feel happy**

When i shop from my favorite online stores, i feel happy					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Disagree	8	5.6	5.6	5.6
	Neutral	24	16.9	16.9	22.5
	Agree	74	52.1	52.1	74.6
	Strongly agree	36	25.4	25.4	100.0
	Total	142	100.0	100.0	



**Table 10:shopping from my favorite online stores is very entertaining**

<b>Shopping from my favorite online stores is very entertaining</b>					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	2	1.4	1.4	1.4
	Disagree	14	9.9	9.9	11.3
	Neutral	42	29.6	29.6	40.8
	Agree	84	59.2	59.2	100.0
	Total	142	100.0	100.0	

**Table 11:i find it easy to shop for what i want from my favorite online stores.**

<b>I find it easy to shop for what i want from my favorite online stores.</b>					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	6	4.2	4.2	4.2
	Disagree	10	7.0	7.0	11.3
	Neutral	28	19.7	19.7	31.0
	Agree	98	69.0	69.0	100.0
	Total	142	100.0	100.0	

**Table 12:my favorite online stores offer clear and understandable interactions.**

<b>My favorite online stores offer clear and understandable interactions.</b>					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	2	1.4	1.4	1.4
	Disagree	20	14.1	14.1	15.5
	Neutral	28	19.7	19.7	35.2
	Agree	92	64.8	64.8	100.0
	Total	142	100.0	100.0	

**Table 13:i am skillful at navigating through applications or web pages of my favorite stores.**

<b>I am skillful at navigating through applications or web pages of my favorite stores.</b>					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Disagree	2	1.4	1.4	1.4
	Neutral	40	28.2	28.2	29.6
	Agree	100	70.4	70.4	100.0
	Total	142	100.0	100.0	



**Table 14:overall, my favorite online stores are easy to use.**

<b>Overall, my favorite online stores are easy to use.</b>					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	2	1.4	1.4	1.4
	Disagree	6	4.2	4.2	5.6
	Neutral	32	22.5	22.5	28.2
	Agree	102	71.8	71.8	100.0
	Total	142	100.0	100.0	

**Table 15: my favorite online stores enable me to accomplish shopping very quickly**

<b>My favorite online stores enable me to accomplish shopping very quickly</b>					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	4	2.8	2.8	2.8
	Disagree	12	8.5	8.5	11.3
	Neutral	34	23.9	23.9	35.2
	Agree	92	64.8	64.8	100.0
	Total	142	100.0	100.0	

**Table 16: my favorite online stores enhance effectiveness in information search.**

<b>My favorite online stores enhance effectiveness in information search.</b>					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	4	2.8	2.8	2.8
	Disagree	6	4.2	4.2	7.0
	Neutral	42	29.6	29.6	36.6
	Agree	90	63.4	63.4	100.0
	Total	142	100.0	100.0	

**Table 17 :shopping from my favorite online stores is useful**

<b>Shopping from my favorite online stores is useful.</b>					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	2	1.4	1.4	1.4
	Disagree	6	4.2	4.2	5.6
	Neutral	38	26.8	26.8	32.4
	Agree	96	67.6	67.6	100.0
	Total	142	100.0	100.0	



**Table 18: my favorite online stores offer advantageous transactions.**

<b>My favorite online stores offer advantageous transactions.</b>					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	4	2.8	2.8	2.8
	Disagree	8	5.6	5.6	8.5
	Neutral	40	28.2	28.2	36.6
	Agree	90	63.4	63.4	100.0
	Total	142	100.0	100.0	

**Table 19: i feel that shopping from my favorite online stores is wise.**

<b>I feel that shopping from my favorite online stores is wise.</b>					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	2	1.4	1.4	1.4
	Disagree	14	9.9	9.9	11.3
	Neutral	54	38.0	38.0	49.3
	Agree	72	50.7	50.7	100.0
	Total	142	100.0	100.0	

**Table 20: i feel that shopping from my favorite online stores is good.**

<b>I feel that shopping from my favorite online stores is good.</b>					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	2	1.4	1.4	1.4
	Disagree	6	4.2	4.2	5.6
	Neutral	52	36.6	36.6	42.3
	Agree	82	57.7	57.7	100.0
	Total	142	100.0	100.0	

**Table 21: i feel that shopping from my favorite online stores is sensible.**

<b>I feel that shopping from my favorite online stores is sensible.</b>					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	4	2.8	2.8	2.8
	Disagree	16	11.3	11.3	14.1
	Neutral	46	32.4	32.4	46.5
	Agree	76	53.5	53.5	100.0
	Total	142	100.0	100.0	





**Table 22: i feel that shopping from my favorite online stores is rewarding.**

<b>I feel that shopping from my favorite online stores is rewarding.</b>					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	8	5.6	5.6	5.6
	Disagree	10	7.0	7.0	12.7
	Neutral	44	31.0	31.0	43.7
	Agree	80	56.3	56.3	100.0
	Total	142	100.0	100.0	

**Table 23: given a chance, i will continue shopping at my favorite online stores.**

<b>Given a chance, i will continue shopping at my favorite online stores.</b>					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	4	2.8	2.8	2.8
	Disagree	12	8.5	8.5	11.3
	Neutral	54	38.0	38.0	49.3
	Agree	72	50.7	50.7	100.0
	Total	142	100.0	100.0	

**Table 24: i am willing to shop at my favorite online stores in the near future.**

<b>I am willing to shop at my favorite online stores in the near future.</b>					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Disagree	10	7.0	7.0	7.0
	Neutral	46	32.4	32.4	39.4
	Agree	86	60.6	60.6	100.0
	Total	142	100.0	100.0	

**Table 25: i will continue shopping at my favorite online stores.**

<b>I will continue shopping at my favorite online stores.</b>					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	6	4.2	4.2	4.2
	Disagree	10	7.0	7.0	11.3
	Neutral	44	31.0	31.0	42.3
	Agree	82	57.7	57.7	100.0
	Total	142	100.0	100.0	



## **8. Findings and conclusion**

This study provides some useful implications for e-commerce and online shopping behavior. This research results are both consistent and different from the theory of tam and previous studies. Even though the study shows that simplicity motive does not significantly influence gen z consumers' attitude towards online shopping, it is recommended that simplicity of ease of use be taken into account in the development of online shopping platforms. Online retailers should still pay attention to providing a pleasant shopping experience. Many consumers enjoy shopping through flash sales, dynamic pricing (prices change regularly), or coupon collecting. In addition, simplicity of shopping platforms includes ease of subscription, transaction, page navigation, payment, and order tracking. Previous studies suggest that simplicity significantly influences behavioral intention and action. Lastly, online retailers should also pay attention to the usefulness of an online shopping platform. Smart phone users, for instance, keep mobile applications they find useful, and uninstall those they do not. Usefulness is the ability of a system to help users fulfill their goals, save cost and time, and quickly search for information. An e-marketplace such as ebay, lazada or shopee allows buyers to search for and compare product information, to get what they want, and to pay the best prices for products. E-marketplaces nowadays also give consumers hedonic experiences and are easy to use. Fulfilling users' motives will influence consumers' attitude and behavioral intention in the end.

## **9. Limitations and suggestions for further research**

The main limitation of this study was that it was conducted in a private university in which most respondents had a high level of purchasing power. Furthermore, the respondents are all thai nationals, and may not represent gen z in general. Future research is encouraged to expand comparisons between gen z consumers and other generations. As generational gaps and differences exist, research on gen z consumers' behavior in different business categories can add empirical knowledge about gen z consumers as compared to other generations.

## **Research implications**

This study provides some useful implications for e-commerce and online shopping behavior. This research results are both consistent and different from the theory of tam and previous studies. Even though the study shows that simplicity motive does not significantly influence gen z consumers' attitude towards online shopping, it is recommended that simplicity of ease of use be taken into account in the development of online shopping platforms. Online retailers should still pay attention to providing a pleasant shopping experience. Many consumers enjoy shopping through flash sales, dynamic pricing (prices change regularly), or coupon collecting. In addition, simplicity of shopping platforms includes ease of subscription, transaction, page navigation, payment, and order tracking. Previous studies suggest that simplicity significantly influences behavioral intention and action. Lastly, online retailers should also pay attention to the usefulness of an online shopping platform. Smart phone users, for instance, keep mobile applications they find useful, and uninstall those they do not. Usefulness is the ability of a system to help users fulfill their goals, save cost and time, and quickly search for information. An e-marketplace such as ebay, lazada or shopee allows buyers to search for and compare product information, to get what they want, and to pay the best prices for products. E-marketplaces nowadays also give consumers hedonic experiences and are easy to use. Fulfilling users' motives will influence consumers' attitude and behavioral intention in the end.

## **Limitations and suggestions for further research**

The main limitation of this study was that it was conducted in a private university in which most respondents had a high level of purchasing power. Furthermore, the respondents are all thai nationals,



and may not represent gen z in general. Future research is encouraged to expand comparisons between gen z consumers and other generations. As generational gaps and differences exist, research on gen z consumers' behavior in different business categories can add empirical knowledge about gen z consumers as compared to other generations.

## References

1. Abdul-munmin, a. (2010). Repeat purchase intentions in online shopping: the role of satisfaction, attitude, and online retailers' performance. *Journal of international consumer marketing*, 23(1), 5–20.
2. Ajzen, i. (2012). Attitudes and persuasion. In k. Deaux& m. Snyder (eds.). *The oxford handbook of personality and social psychology* (pp. 367-393). Oxford university press.
3. Alavi, s., rezaei, s., valaei, n., & ismail, w. (2016). Examining shopping mall consumer decision-making styles, satisfaction and purchase intention. *The international review of retail distribution and consumer research*, 26(3), 272–303.
4. Bassiouni, d., & hackley, c. (2014). Generation z' children's adaptation to digital consumer culture: a critical literature review. *Journal of customer behaviour*, 13(2), 113–133.
5. Berenson, m., & levine, d. (1999). *Basic business: concepts and applications* (7th ed.). Pearson education.
6. Bilgihan, a. (2016). Gen y customer loyalty in online shopping: an integrated model of trust, user experience and branding. *Computer in human behavior*, 61, 103–113.
7. Brown, m. (2017). Adreaction: engaging gen x, y, and z. (2017, january 10). <https://www.millwardbrown.com/resources/adreaction-engaging-gen-xy-and-z/>
8. Chang, m., cheung, w., & lai, v. (2012). Literature derived reference models for the adoption of online shopping. *Information and management*, 42(4), 543–559.
9. Childers, t., carr, c., peck, j., & carson, s. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of retailing*, 77(4), 511–535.
10. Chu, c., & lu, h. (2007). Factors influencing online music purchase intention in taiwan: an empirical study based on the value-intention framework. *Internet research*, 17(2), 139–155.
11. Davis, f. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *Mis quarterly*. 13(3), 319–340.
12. Escobar-rodriguez, t., & carvajal-trujillo, e. (2013). Online drivers of consumer purchase of website airline tickets. *Journal of air transport management*, 32, 58–64.
13. Fishbein, m., & ajzen, i. (1975). *Belief, attitude, intentions, and behavior: an introduction to theory and research*. Addison-wesley