

An Analytical Study of Consumer Behavior of Gen Z's in Ecommerce Sector in Sindhudurg District

Mr. Siddhant Satyavan Paradkar

Assistant Professor of Commerce

Vishwbhushan Bharatratna Dr. Babasaheb Ambedkar College, Ambdave, Mandangad, Ratnagiri

siddhantparadkar2000@gmail.com

Abstract: *The Gen Z Customers activities in Ecommerce platform rapidly increased day by day. This generation prefers online shopping other than to get easy access of their product. The rise of ecommerce dramatically changes the views, expectations, trust and demand of Gen Z's. This study investigate and analysis the Gen Z's customers demand, purchasing power, influencing factors, speed of access of product, types of products and demographical view through collection of data from interviews, survey and questionnaires . The new customers approach towards online shopping is depend upon brand loyalty, regular customers experience and preference of needs, The findings reveal personal Interest in products, digital literacy of products, Trend, categories of products and mode of payment. These study help to understand the overall current mindset of gen Z's towards online platforms. This research provide significant contribution in developing a new strategies, design simple and effective function and develop consumer oriented approach. Also useful for students, marketing firms, ecommerce companies, research scholars and local small business.*

In a present study there are 102 samples selected with multiple questions in Yes or No and choice based answer. Thus research mainly reveal the impact of trend, preference and income influence on purchasing power. Finally this research can adopt Humanistic and cognitive approach to observe customers expectations.

Keywords: Gen Z, Ecommerce, customers

1. Introduction

The Indian customer especially who live in rural area rapidly move from traditional buying practice to online shopping. In Sindhudurg district the large Number of population of live in rural areas and prefer buy products from offline market directly. But customers pattern with respect to online shopping specially Gen Z's revolutionary change after covid 19 pandemic because availability of personal Mobiles, Social Media Influence, Digital literacy and Price of products. Gen Z is a generation consist with persons born between 1997 to 2012 who's currently Gen Z,s dominance in online platforms is highest compare to others. With a consumer perspectives availability of favorites product is easy to identify and compare in shopping apps. The large varieties of product with affordable rate capture the intention of buyer.

In sindhudurg district there are 8 Talukas with different population density and mostly population depend on Agriculture, fishing and Mining activities. The district is situated southern part of maharashtra near by goa. The district doesn't have any large industry or any other large volume income sources that's why youngster have minimum salary and limited other income sources so they can prefer to buy affordable and less expensive products. Compare to other district availability of commodities are expensive and less varieties. According to 2011 census approximately 15 to 20% population belong to gen Z category which significant to expand ecommerce business. Purchase product on Online mode is quite reasonable than offline market. They are preferred modern lifestyle and social attraction to match current trend with usage of new accessories. The buyer satisfied experience invited new customer in this market. This



generation is financially aware but inactive regarding financial security. A Visual communication, quick to adopt new technology, hyper internet use promote variety-seeking buying consumer behavior.

2. STATEMENT OF THE PROBLEM:

The Ecommerce business is mostly depend upon digital literacy about online market activities.. Sometimes the target group in these research consumers facing lack of problems related to product quality, misrepresentation information regarding goods, fake & faulty product, etc. The taking trust on particular newly introduced item and buying it is anxious to buyer. Customers in remote areas prefer to do transactions in cash but when they transfer their payment mode into online way face issues like technical error, failure of payment, security issues, and unexpected additional shipping charge corresponding to it. Some purchase commodities which are manufacture outside district are costly compare to locally manufacture things. Here there is limitation to buy large size products. A handling a logistic and provide delivery within period is practically uncertain in district also refund policy is complex and poor customer care connection as well as support rise frustration of buyer. In offline market customer physically handle multiples things according to their choice but online platform all commodities experience in virtually and visually that's why only option to order a product on basis of rating and reviews given of users. Here in rural area customers are emotionally attach with traditional shopkeepers and they want same type of behavior from delivery service provider agency and gig workers.

3. OBJECTIVES:

1. To study the engagement of gen Z in digital marketplace.
2. To analyzing the trend, preference of products and preference of mode of payment.

4. HYPOTHESIS:

Ho : There is no difference in trend, preference ,mode of payment and purchasing power of gen Z's in Ecommerce activities.

5. METHODOLOGY:

In this research paper mixed methodology use for collection of data. The primary data collected from target audience through online and offline mode. Online survey done through google form with Yes or No type questions as well as multiple choice base answers questions and same type of data collected from offline mode. There 102 Samples of respondent selected who's belong to gen Z generation and probably income earners in sindhudurg district. There are 63 online and 39 offline sample collected for the research. The primary data design with reference to common issues face by customers during online shopping.

The necessary secondary data were collected from library study such as books, magazines, journals, newspapers, websites, YouTube videos and online shopping apps.

6. SIGNIFICANCE OF STUDY

The Ecommerce companies will expand their focus on consumer satisfaction and logistic and shipment services. Due to mostly rural area customer prefer to buy budget friendly trendy product therefore company increase the variety goods. The supply chain probably increases in recent years also handling complaint on customer care number make smoother the past. Especially delivery agency rebuilt there service platform in cities as well as remote area.

This research paper help to understand the problem faced by gen Z in online platform transactions. This research paper useful for students, teacher, and directors of institutions to understand the young customers approach towards online market. It is also useful for business strategy makers, government for policy making, newly started startups and small business units. This study also helpful for research scholars for further their research. Thus, all it can be beneficial for all stakeholders to know and identify the problem faced by gen Z in ecommerce market sector.



7. LIMITATION OF STUDY

In this research study only basic problems which are regularly faced by customers are denominated. The primary data is collected in December 2025 and January and February 2026 respectively. The research doing on the basis of respond given by respondent in sindhudurg district. The questionnaires' design according to gen z persons only. Also required secondary data is collected from books, Journal, magazines, newspapers and websites.

8. DATA ANALYSIS AND INTERPRETATION

The gen Z customers are trendy and fashionable generation incurring lots of expenses on their modern lifestyle. This data collected from primary source and all respondent are above 18 years old and Income earners. Some of them studying in colleges and doing part time job for earning money.

Table : 1

Age	Gender	No. of respondent	Gender	No. of respondent
21 and below	Male	10	Female	10
21 years		47		35
Above 21 years	TOTAL	57	TOTAL	45

Source: Primary data

There are total 102 samples are collected for research study. There 56% of respondent are male and 44% respondent are female who are working in jobs and most of them working in small sector and their income is less than 3,00,000 Rupees p.a.

Table: 2

PARTICULARS	Agree	Disagree	Agree %	Disagree%
1. Quality of product is decent as per price	70	32	69	31
2. Price reasonable compare to offline market	90	12	88	12
3. Purchased item reach within stipulated time	76	26	75	25
4. Delivery provide up to home	87	15	85	15
5. Problem faced while returning unwanted items	39	63	38	62
6. Behavior of delivery person satisfactory	89	13	87	13

Source: Primary data

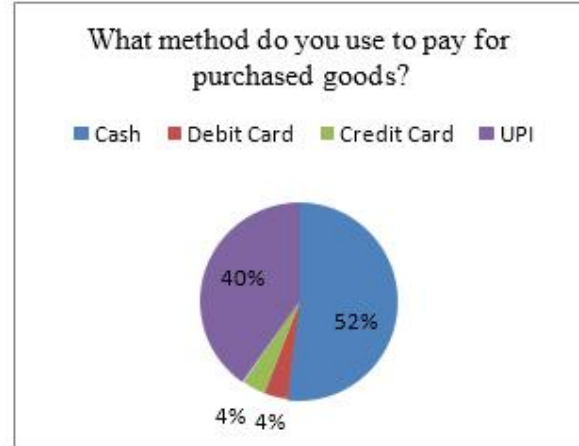
The above table no.02 show that customers responses on questionnaire set for research study. A responses of 70 persons on product quality is positive while 32 are not satisfied on quality. That's indicate there is need to improve standard of quality also provide goods according to price. In second question, there is opinion of buyers related to low price compare to offline market is highlight positive. There are 90 persons agreed on online purchase is profitable for them. Third question related to shipment services take by customers from providers. In study 76 customers satisfied and 26 are not satisfied. Its indicate connectivity of shipment agencies is good up to 75% of customers. In district Ecom Express, ExpressBees Blue Dart are majorly delivery agencies. According to 87 respondent delivery reach upto their home but 15 are disagree reason behind is some village located in extreme remote area specially villages located in western ghats and near by. In survey 39 persons faced problem while returning unwanted items but 63 are easily return their goods. Its show improve return policy to match customers satisfaction. In every transaction behavior of services providers attract more attention of customers. In study, there are 89 customers happy with delivery persons behavior



but 13 respondent are face some bad incidents from delivery person. But according to research majority 87% person happy with behavior of delivery persons.

Table : 03

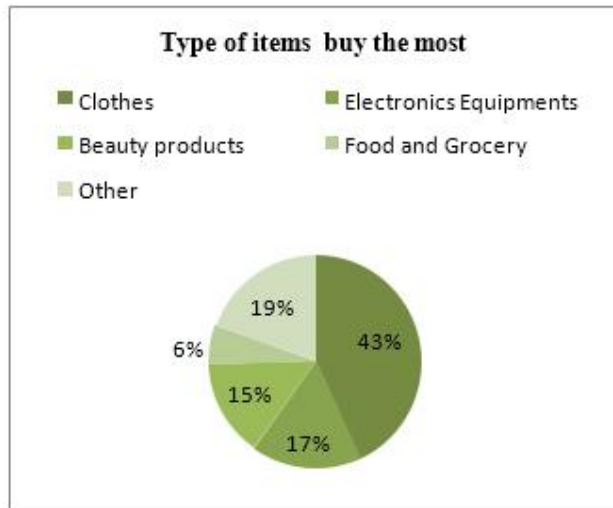
Method of Payment	
Cash	53
Debit Card	04
Credit Card	04
UPI	41



The above table. No.03 represent the payment of methods used by customers. According to research 53 customers used traditional cash method for payment which is 52% of survey. Another way like Debit card and Credit card payment options choose by only 4 persons respectively. But revolutionary transformation show in UPI payment method. There are 41 respondent doing payment through UPI which is 40% of survey. Its highlight the rise a digital literacy in young generation with in district.

Table: 04

Type of items buy the most	
Clothes	44
Electronics Equipments	17
Beauty products	15
Food and Grocery	06
Other	20

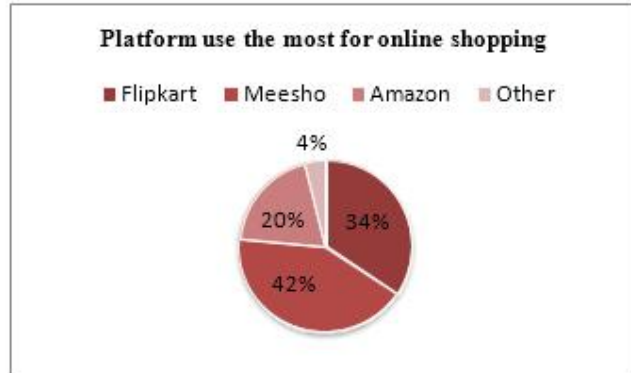


The above table no.04 shows preference of buyers regarding products which is purchase from online platform. In a district most of the commodities come from other district of maharashtra and from near by states like Karnataka and goa. The survey shows majority of customers prefer to buy clothes, there are 44 respondent mostly buy daily usage clothes. They are 44% of this survey. Following that 17 respondent prefer to buy electronic equipments like earbuds, mobiles, smart watch etc. they are nearly 17% of survey. 15% customers prefer to buy beauty products like cosmetics, jewellery etc. 06% are prefer to buy product related to food and grocery which is quite less because customer mostly purchase daily usage grocery from near by store. Lastly 20% of them purchase other products such as home appliances,



Table:05

Platform use the most for online shopping	
Flipkart	35
Amazon	20
Meesho	43
Other	04



The above table no.05 show the most use platform for online shopping. The research find 42% of buyer prefer Meesho for purchase online products. Following that Flipkart are prefer by 35% customer. Amazon used by 20% customers and 04% customers used other platforms for online shopping.

Table: 06

Usually spend on Purchase		
Range of Price	No. of respondent	Percentage
1 To 500	50	49
500 To 1000	32	31
Above 1000	20	20

The above table. 06 shows the range of product that gen Z customer frequently purchase. Most of the customers live in rural area so there are 50 customers which is 49% of survey prefer to buy product which is price under 500 rupees. The 32 customers nearly 31% of the study purchase product which price between 500 to 1000 rupees. And only 20 customers that's 20% of survey buy product is mark on above 1000 rupees.

9. HYPOTHESIS TESTING:

In the present study, the hypothesis frame is There is no difference in trend, preference and mode of payment. For testing this hypothesis, set a questionnaire related to ecommerce sector with point of view of gen Z. Includes Quality of product as per price,

Price compare to offline market, Purchased item reach within stipulated time, Delivery provide up to home, problem faced while returning unwanted items, Behavior of delivery person, preference of products, Mostly usage of shopping app and payment of mode.

For testing following hypothesis,

Ho : There is no difference in trend, preference ,mode of payment and purchasing power of gen Z's in online transactions

H1 : There is difference in trend, preference ,mode of payment and purchasing power of gen Z's in online transactions

Use calculation of percentage of respondent which is higher than others.

Trending App	
Meesho	42%
Flipkart	34%



Amazon	20%
Others	04%
Preference of Product	
Clothes	43%
Electronics Equipments	17%
Beauty Products	15%
Food and Grocery	06%
Other	19%
Mode of Payment	
Cash	52%
UPI	40%
Debit Card	04%
Credit Card	04%

Test Result:

There is huge difference in all hypothesis. With respect to Trending App Meesho has become highest usage and famous app in gen Z with 43% response. There are wide variety of products available in online platform but gen Z prefer to purchase clothes. Almost 43% customer purchase goods from online market at reasonable price. and also 52% of customer prefer cash on delivery in this study area.

10. FINDINGS AND SUGGESTIONS

It is observe that engagement of gen z in ecommerce sector is high compare to other generation. They are literate, financial aware, fashionables' and trendy according to changing scenario. Youngster are also digital literate its highlight through increase the UPI transactions for payment of order.

Suggestion: 1. The companies should increase variety of products which is available under 1000 rupees.

2 .Companies should improve the shipment service to purchased item reach within stipulated time

11. CONCLUSION:

The gen Z are passionate about purchase fashionable things at reasonable rate from trendy ecommerce platform . also its show that digital literacy, brand visibility, consumer behavior, trust are rapidly increase in rural area in gen Z's which can provide chance to companies expand their business.

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