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Abstract of Doctoral Dissertation

Online Shopping Behaviour of Gen X and Gen Y Consumers at Chennai City : An Empirical Study

VINOTHS*

Abstract

The increased use of Internet by the consumer's across various generations provides an emerging prospect for several online shopping sites. Online shopping is a much developed phenomena in Chennai. Consumers of different generations have become aware of the merits and demerits online shopping. The purpose of this work was to examine the different online factors that influence online shopping behaviour. A conceptual framework determining all the factors that influence online shopping behaviour is presented. Primary data was gathered from the sample size of 850 respondents. Author examined the variables' relationships using multiple linear regression and structural equation modelling. The major findings of the study determine that the variables of the study explained 39% influence towards online shopping behaviour. Price is identified as an influencing factor for both Gen X and Gen Y consumers.

JEL Code : C12; C30; J10; M31; M37; M38; O33; O40

Keywords : Online; Shopping; Consumer Behaviour; Gen X; Gen Y; Attitude; Customer Satisfaction; Customer Trust; SEM; Chennai; Tamil Nadu

I. Introduction

WEB-BASED SHOPPING OR E-Shopping allows customers to buy products or services from a retailer using an internet browser. Online shopping has risen, enabling retailers to employ E-commerce for cheaper distribution (Jun and Jaafar, 2011). Recent years have seen more online shopping (Chen, Ku and Yeh, 2019). Online shopping offers clients a wide range of products and business opportunities (Naseri, 2021). E-retailing is the most important component for companies to grasp their potential, according to Gopal, Deepika and Jindoliya (2016). Finances, quality,

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- The factors under study explained 40% variance in consumer behaviour of Gen X consumers, whereas the factors explained 25% variance in consumer behaviour of Gen Y consumer
- The developed SEM explained that all the study variables explained 39% of the influence on consumer behaviour towards online shopping.

VI. Suggestions and Conclusion

The online stores shall introduce exclusive schemes and products based on age-wise segmentation, which would help them to cater to all segments and increase their market share in those segments. Most of the online shopping took place after the official working hours, which indicated the online stores that new exclusive promotional activities or discounts shall be offered during that period. The online stores should ensure that the vendors deliver quality products and provide sophisticated payment gateways as trust is one of the most substantial factors determining consumer behaviour. Online stores biggest challenge is to make the online shopping process less time consuming and sophisticated as Gen Y customers being tech-savvy group looks for a more convenient method of online purchase. Online stores shall track the frequent buyers and provide them with loyalty cards/coupons exclusively for these frequent buyers to encourage them to purchase more and retain them as loyal customers.

The researcher made an exemplary attempt to demonstrate the importance of various demographic, socio-economic, and other influencing factors and its significant effect on consumer behaviour towards online shopping. Consumers are considered the king in marketing, and all marketing decisions are primarily based on the assumptions about consumer behaviour. Hence, to make optimal decisions, the study made efforts to understand online customers' purchase intention, which was mediated through intervening factors like satisfaction, attitude and trust, which were impacted by the primary dependent variables like price, quality, variety, convenience, and payment security.

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