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A STUDY ON ONLINE SHOPPING APPAREL AMONGST GENERATION – Z

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ABSTRACT

The term Generation Z (Gen Z) refers to the generation that uses the Internet the most often and is the friendliest to applications and websites. Gen Z membership has been increasing, and it is anticipated that by 2020, to surpass all other market segments in size. Future company strategies will be impacted by Gen Z, which will be exacerbated by the emergence of Industry 4.0, which will push businesses to alter their business models. One of the shifts is a paradigm shift by businesses toward an internet-based business model (e-business model/e-commerce), such as online stores, from the old business model. People's purchasing patterns have altered as a result of the fast expansion of online retailers, particularly among Gen Z. Online purchases seem to be on the rise among Generation Z. The easiest way to increase their lifelong loyalty is to target them.

Keywords: Generation Z, online shopping

1. INTRODUCTION

Indeed, the Internet has altered a number of facets of daily life. The most significant changes are made in information and technology significant determinants of improving social and economic situations. A digital presence not only offers new methods to operate a company but also new obstacles for companies trying to integrate the new technology and win over customers' loyalty. The importance of pleasure in boosting loyalty has been shown in several research.

The fourth industrial revolution, or Industry 4.0, is characterized by automation and data interchange. It entails using a variety of technologies to provide competitive advantages in the present global market. According to Giffi et al. (2018), the fast adoption of new gadgets to transmit, analyze, and use data has

caused the new notion of industry to have repercussions on economies, employment, and societies. This has caused these smart industries to have an impact on a variety of different sectors.

According to Nitschke et al. (2016), retail and consumer goods industries have both possibilities and problems as a result of Industry 4.0. In reality, businesses need to think about having both an online and offline outlet by learning the most recent technology that can handle real-time information and inventories as well as the ability to develop interface elements. Companies will lose the chance to join the market if they can't adapt to the new difficulties of Industry 4.0. The demise of conventional retailers has resulted in the closure of dozens of shops in malls (Isidore, 2017, Kestenbaum, 2017).

Online shopping websites are the most frequently visited websites by internet users in Indonesia (ASEANUP, 2019, Fierdha, 2017). Tokopedia and Bukalapak are the two unicorns (startups valued at over \$1 billion) among Indonesia's online retailers at the moment (Harsono, 2019). Online shopping websites are a growing industry trend that fuels fierce market rivalry.

The growth in internet and smartphone use is to blame for changes in people's buying habits. According to Kemp (2019), there were 366 million more internet users in 2018 than there were in 2017, and there were 100 million more smartphone users in 2018. Gen Z is sometimes referred to be a digital native who was heavily affected by early internet connection and online contact. Southeast Asia's Gen Z population is increasing yearly (Digital News Asia, 2017). Gen Z makes up roughly 45 million individuals in Indonesia (19.32% of the total population) (Purwandi, 2016). As a result, it is very lucrative to appeal to Gen Z and fulfill their wants.

In addition, Gen Z has a big impact on what families and households buy (Wegert, 2016). The majority of people globally use smartphones and the internet. Most internet users in Indonesia are between the ages of 15 and 19. (The Jakarta Post, 2018).

Gen Z is fully aware of the cost of any goods they would purchase since they are among the most educated generations. Gen Z will provide the biggest challenge to businesses in comparison to past generations since they are more concerned with getting the best items at the best prices than ever before (Priporas, Stylos, & Fotiadis, 2017). Although though Gen Z has less brand loyalty, businesses may address and avert challenges (efficiency, tough competition, globalization, and digitation) by attracting Gen Z as prospective consumers.

2. LITERATURE REVIEW

E-Service Excellence

Many scholars have studied the five fundamental elements of service quality established by Parasuraman et al. during the last several decades. According to them (Prentice, Wang, & Loureiro, 2019; Theodosiou et al., 2019; Lee et al., 2016; Martin-Domingo et al., 2019; Roy, S., & Bhatia, 2019), certain dimensions are context-specific and not always appropriate. As an example, consider how hotels, schools, banks, and hospitals provide their services.

It has been studied how important e-service quality is in the context of the internet. According to Santos (2018), the definition of e-service quality is "consumers' overall assessment and/or evaluation of their experiences in the e-marketplace." Providing superior quality is seen as a means of achieving customer satisfaction and their perception of value.

Creating unique dimensions for service quality in an online setting, some researchers have changed the five fundamental characteristics of service quality by Parasuraman et al (1985) (Loiacono et al., 2017) In this research, the five Ladhari (2017) dimensions—information, aesthetics, simplicity of use, security/privacy, and reliability—are used to evaluate the quality of e-services.

Gen Z is particularly familiar with technology since they were born in the digital age. While using technology and the Internet, they often want for comfort. A satisfying online shopping experience may be attained by offering high quality websites with eye-catching designs and layouts, thorough information, and an accessible/easy manner to browse or search for information and items on the websites (Akinci et al., 2018).

As a major point, however, enhancing quality not only helps businesses increase revenues and customer happiness (Zehir & Narckara, 2016), but it also benefits consumers (Woo, 2019,; Prebensen & Xie, 2017).

According to Parasuraman, Zeithaml, and Malhotra (2015) and Zehir & Narckara (2016), there is a substantial correlation between the many sorts of advantages, such as economic, social, and functional benefits, when buyers assess all the services provided by online shopping.

3. BACKGROUND OF THE STUDY

By fostering positive interactions between parties, online customer value is a vital aspect for determining economic, social, and functional benefits.

Both clients and suppliers are involved (Bressolles et al., 2015). These effects include the value that consumers anticipate after making the effort to acquire the goods. The number of consumers who are pleased with a product will increase as more customers get value from it (Kesari & Atulkar, 2016; Vijay et al., 2019). Moreover, Bressolles et al. (2015), Deng et al, Dennis (2019), Roy Dholakia & Zhao (2010), and others have identified e-service quality and online customer value as two critical factors for increasing customer satisfaction and loyalty.

However, there are less prior research on the subject of online customer value and the quality of e-services, with a special emphasis on Gen Z since they are digital natives. So, the goal of this research is to learn more about Gen Z's e-satisfaction and e-loyalty as prospective consumers in the digital age.

As most earlier research overlooked online customer value as a deciding factor of e-satisfaction and e-loyalty, this study also incorporates e-service quality and online customer value to capture the elements impacting e-satisfaction and e-loyalty (Bressolles et al., 2015). Given that there will be 2.6 billion members of Gen Z by 2020, the author predicts that their existence throughout the fourth industrial revolution will decide how successful businesses are (Thau, 2017). Lastly, this research evaluates the connection between online customer value, e-satisfaction, and e-loyalty among Generation Z.

4. RESEARCH METHODOLOGY

Methods for data collection

Methods for data collection

Primary Data

Secondary Data

Primary Data

Primary source of data was collected by questionnaire.

Secondary Data

Secondary source of data was collected from

Books

Journals

Magazines

Web's big data es

Sampling

The sample technique utilized for data gathering is convenient sampling. The convenience sampling method is a non-probability strategy.

Sampling size

Big data indicates the numbers of people to be surveyed. Though large samples give more reliable results than small samples but due to constraint of time and money,

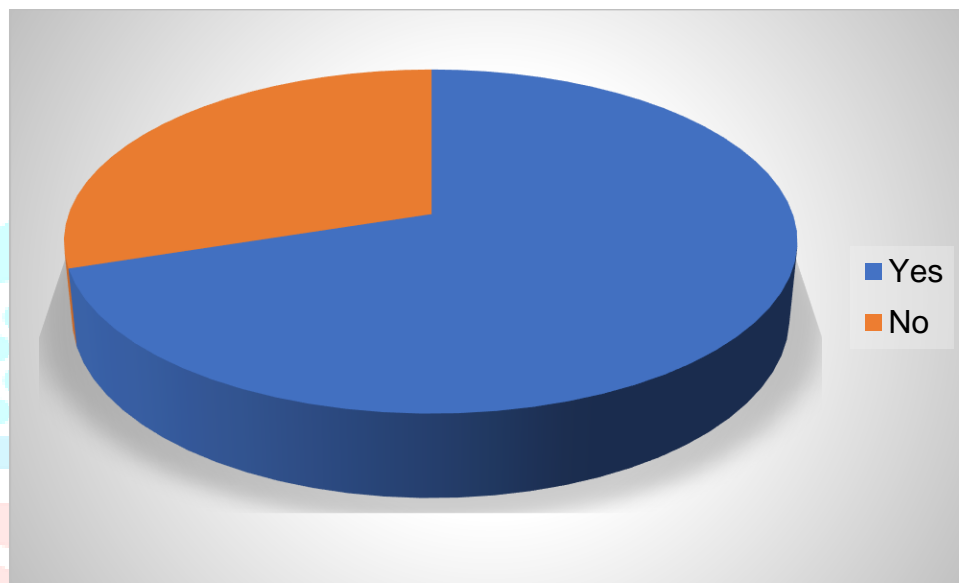
Plan of analysis

- Diagrammatic representation through graphs and charts
- Big data able inferences will be made after applying necessary statistical tools.
- Findings & suggestions will be given to make the study more useful.

5. DATA ANALYSIS

1. Is the study comparing the ease of buying online with that of going to a physical store?

Category	Respondents	Percentage
Yes	70	70%
No	30	30%

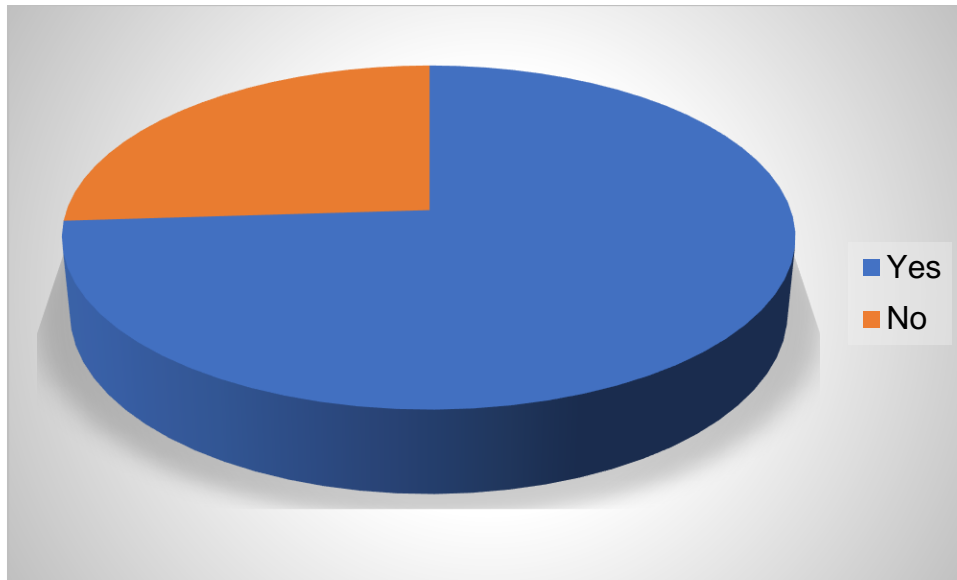


Interpretation:

The majority of those polled (70%) agree with the statement. Seventy percent of respondents felt no limits were placed on the project's approach or its characteristics.

2. Are the most notable variations between these two types of shopping.

Category	Respondents	Percentage
Yes	74	74%
No	26	26%



Interpretation:

The data shown above shows that seventy-four percent of respondents are confident that the project will provide an acceptable return on investment, while twenty-six percent are sceptical.

6. CONCLUSION

According to the findings, Generation Z has a somewhat different shopping behavior than previous generations. In addition, there are generational differences in the preferred ways of payment. Gen Z consumers are more likely to embrace novel payment methods like Apple Pay. It appears reasonable to infer that the recommendations of influential people have a significant impact on the purchasing habits of all the generations under consideration (friends, families, experts and their commentaries). In the context of consumer insights and the online buying attitude of Gen-Z, this research contributes significantly to the present state of generational cohort theory.

In addition, the results of this study demonstrate that impulse buying behavior varies considerably among age groups. This is because youth are more likely to make purchases on the spur of the moment than are the elderly. Finally, it has been shown that reliant and nonrelevant buyers have identical propensities for making spur-of-the-moment purchases. Many consumers' penchant for buying things on the spur of the moment might be to blame.

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