

Understanding Gen Z Online Shopping Motives Attitudes and Intentions: A Study with Reference to Gujarat State

Mohammadali Gulamhaidar Hajur¹, Dr. Ashish Janakray Dave²

¹Research Scholar, School of Commerce, Gujarat University, Ahmedabad, Gujarat, India

²Principal, Shri H K Commerce College, Gujarat University, Ahmedabad, Gujarat, India

Abstract:

The Internet's rapid expansion has greatly accelerated the growth of e-commerce, bringing numerous benefits to consumers, such as personalized products, convenient transactions, and interactive experiences. This study investigates the key factors influencing online shopping intentions among Generation Z (Gen Z) consumers in Gujarat, India. It specifically analyzes the roles of Hedonic Motivation, Simplicity Motivation, and Usefulness Motivation, employing exploratory factor analysis and multiple regression analysis. Data were collected from 400 Gen Z respondents across major cities in Gujarat, including Ahmedabad, Surat, Vadodara, and Rajkot. The results reveal that Simplicity Motivation has the most significant impact, highlighting the importance of user-friendly online platforms. Hedonic Motivation underscores the value of enjoyment and entertainment in shaping shopping preferences, while Usefulness Motivation emphasizes practical benefits such as saving time and money. Based on these findings, businesses are encouraged to focus on creating intuitive user interfaces, incorporating engaging features like virtual try-ons, and promoting the practical advantages of online shopping. For future research, it is recommended to explore additional factors, such as consumer trust and the role of emerging technologies like AI-driven personalization, to gain a deeper understanding of Gen Z's online shopping behaviors.

Key words: Online Shopping, Purchase Intention, Gen Z Shopping, Purchase Attitude

1 Introduction

The Internet's rapid expansion has transformed the way we shop online. It has made it easier for consumers to browse, select, and purchase products, while enabling businesses to reach a wider audience and improve communication. Online shopping platforms offer features like product customization—whether it's booking vacations, ordering meals, or personalizing items—making the experience more engaging and tailored. Additionally, these platforms simplify payment processes and foster direct interactions between buyers and sellers. However, the competitive nature of e-commerce demands that businesses deeply understand and effectively address the needs and preferences of their customers to stay ahead.

Generation Z (Gen Z), born from 1995 onward, has emerged as a key market segment for retailers worldwide due to their growing influence and numbers (Tunsakul, 2018). Studies suggest that Gen Z consumers are less likely to exhibit strong brand loyalty, posing challenges for businesses aiming to attract and retain their attention (Priporas, Stylos, & Fotiadis, 2017). Having grown up in a digital-first world,

this tech-savvy, highly educated, and innovative generation prioritizes convenience, personalization, and seamless online experiences (Bassiouni & Hackley, 2014; Priporas, Stylos, & Fotiadis, 2017).

Research indicates that Gen Z is highly attracted to emerging technologies, values simplicity, prioritizes safety, enjoys immersive experiences, and holds high expectations for the brands they support (Wood, 2013; Priporas, Stylos, & Fotiadis, 2017). According to Brown (2017), emphasizes that connecting with Gen Z through advertising can be challenging, as they prefer engaging and interactive ad content over elements like presenters or background music. This generation tends to engage selectively with campaigns that capture their interest, while actively avoiding ads perceived as intrusive. Tunsakul's (2018) findings further highlight that Gen Z responds positively to service environments featuring human interaction and visually appealing physical settings.

Understanding the consumer behavior of Generation Z is crucial for developing effective business and marketing strategies. This research aims to offer valuable insights into the online shopping habits of Gen Z, which could have significant implications for both academic theory and practical applications in the marketing world.

Focusing on Gen Z consumers in Gujarat, India, this study explores their motivations, attitudes, and intentions toward online shopping. This demographic has been selected due to their growing numbers and substantial impact on the revenue of both online and offline businesses. Understanding their shopping behaviors is key for companies looking to successfully engage with this influential group.

The research specifically investigates how different online shopping motivations—such as Hedonic, Simplicity, and Usefulness—affect Gen Z's attitudes toward online shopping. Additionally, it explores how these attitudes influence their likelihood of making online purchases. Through this analysis, the study seeks to provide actionable insights that businesses can use to better connect with and serve the needs of this digitally native generation.

2 Literature Review:

Hedonic motive refers to the pleasure and enjoyment consumers derive from the entire buying process, including the experience of using a product or service (Mort & Rose, 2004). It goes beyond the functional aspects of purchasing, focusing on emotional and sensory gratification. While consumer decision-making traditionally emphasizes rational, problem-solving information processing, hedonic motives introduce an experiential and emotional element, influencing behaviour through the desire for excitement and personal satisfaction (Escobar-Rodriguez & Carvajal-Trujillo, 2013). They are drawn to online shopping for its convenience, novelty, and the personalized experiences it offers, such as interactive features, virtual try-ons, and social media integration (Alizadeh, 2021). Social media platforms like Instagram and TikTok play a key role in shaping their shopping preferences, enabling seamless interactions with brands and influencers, further enhancing the hedonic appeal (Omar, Nazri, Osman, & Kassim, 2021). This generation values the excitement and discovery of new products, particularly those that reflect their personal identity, over traditional utilitarian factors.

Simplicity motive and usefulness motive, as conceptualized by Davis (1989) in the Technology Acceptance Model (TAM), continue to be relevant in understanding user adoption of new technologies, including mobile applications, social media platforms, and smart gadgets. The simplicity motive, derived from perceived ease of use, reflects a user's belief that a system or platform is easy to navigate, requiring minimal effort compared to alternatives. This motive plays a crucial role in shaping consumer behaviour, especially in online shopping, where convenience is a significant factor (Venkatesh & Bala, 2008).

Similarly, the usefulness motive, based on perceived usefulness, involves the belief that using a system will enhance a person’s performance or help achieve a specific goal. In today’s context, this can apply to a variety of consumer activities, such as achieving efficiency in online shopping or accessing critical information (Alalwan, Dwivedi, Rana, & Algharabat, 2018). Recent studies emphasize that perceived ease of use continues to strongly influence perceived usefulness, as simpler technologies tend to lead to greater perceived benefits in personal and professional contexts (Nikou & Maslov, 2021).

The concept of "online shopping intention" has emerged as a critical factor in understanding consumer behaviour, especially among Generation Z, who rely heavily on digital platforms for their shopping activities. This term refers to a consumer’s likelihood or willingness to make purchases from their preferred online store and encompasses both the pre-purchase and post-purchase phases (Ku, 2011). Online shopping intention is influenced by several elements such as perceived value, costs, and benefits of a market offering, similar to traditional purchase intention (Chu & Lu, 2007). As technology continues to evolve, Gen Z’s shopping intentions are shaped not only by traditional factors but also by newer elements like platform usability, interactivity, and social influence. According to recent studies, platform features like personalized product recommendations, seamless mobile access, and integration with social media play a pivotal role in shaping Gen Z’s intention to shop online (Omar, Nazri, Osman, & Kassim, 2021).

Attitude and perceived usefulness are still regarded as significant predictors of online shopping behaviour, following Davis' (1989) Technology Acceptance Model (TAM). Consumers with a positive attitude toward an online platform are more likely to follow through with purchasing actions (Kuo & Yen, 2009; Rezaei, Amin, & Ismail, 2016). Additionally, the ease of use, intuitive navigation, and trust-enhancing features such as secure payment options have been identified as critical to fostering favourable attitudes and stronger purchase intentions (Ali, Hasan, & Rahman, 2021). Moreover, social influence, which includes recommendations from peers and influencers, has become a vital element in determining Gen Z’s online shopping behaviour, especially on platforms like Instagram and TikTok, which encourage peer-to-peer influence (Omar, Nazri, Osman, & Kassim, 2021). For this demographic, social proof and authenticity are paramount when making online shopping decisions.

2.1 Conceptual Model and Hypothesis:

Figure 1 illustrates the conceptual model of this study, showcasing the relationships among the hypotheses. The model is grounded in Davis’ (1989) Technology Acceptance Model (TAM), where Hedonic Motive, Simplicity Motive, and Usefulness Motive are identified as key factors influencing consumer attitudes. These attitudes, in turn, impact Online Shopping Intention.

The connections between these variables are well-supported by existing literature, which emphasizes how each motivation influences consumer attitudes. The Hedonic Motive is associated with the enjoyment and fun of the shopping experience, while the Simplicity Motive focuses on the ease of using online platforms. The Usefulness Motive refers to the perceived value of achieving shopping goals efficiently. When combined, these factors play a crucial role in driving consumers' intention to shop online.

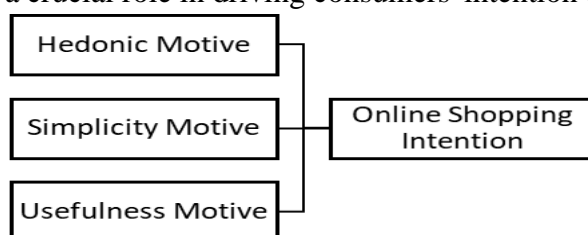


Figure 1 Proposed Model

Proposed Hypothesis:

H1 – Hedonic motive significantly affect Gen Z Online Shopping Intention.

H2 – Simplicity Motive significantly affect Gen Z Online Shopping Intention.

H3 – Usefulness significantly affect Gen Z Online Shopping Intention.

3 Research Methodology:**3.1 Research Design:**

This study employed a quantitative research design to examine the impact of Hedonic Motive, Simplicity Motive, and Usefulness Motive on Online Shopping Intention among Generation Z consumers. Data were collected through an online structured survey, which facilitated large-scale data collection and statistical analysis. The study was guided by the conceptual framework based on Davis' (1989) Technology Acceptance Model (TAM), which provided a foundation for understanding how these motivations influenced online shopping intentions.

3.2 Population and Sampling

The target population for this study consisted of Generation Z consumers, defined as individuals born between 1997 and 2012, who actively engaged in online shopping within the state of Gujarat. A purposive sampling method was employed to select respondents, ensuring that only those with substantial experience in online shopping were included. Participants were recruited through various online channels, including social media platforms (such as Facebook and Instagram) and email lists. The final sample comprised 400 respondents from a range of cities across Gujarat, including Ahmedabad, Surat, Vadodara, and Rajkot.

3.3 Data Collection Method

Data were collected using an online questionnaire created with Google Forms and distributed through social media platforms and email. The questionnaire was divided into four sections: demographic information, Hedonic Motive, Simplicity Motive, Usefulness Motive, and Online Shopping Intention. Each construct was assessed using a 5-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree," to measure respondents' attitudes and intentions toward online shopping. This approach allowed for efficient data collection from a broad audience, ensuring a diverse representation of Gen Z consumers.

3.4 Measurement of Scale:

The study measured key variables using established scales. Hedonic Motive was adapted from Escobar-Rodriguez & Carvajal-Trujillo (2013) to assess the enjoyment of online shopping, while Simplicity Motive and Usefulness Motive were based on Davis' (1989) Technology Acceptance Model, focusing on ease of use and practical benefits. Online Shopping Intention was adapted from Yang & Lai (2006), measuring the likelihood of future online purchases.

3.5 Data Analysis:

The data analysis involved exploratory factor analysis (EFA) to validate the factor structure and identify key dimensions influencing online shopping intentions. Multiple regression analysis was then performed to assess the impact of Hedonic Motive, Simplicity Motive, and Usefulness Motive on Gen Z's shopping intentions.

4 Result and Discussion:**4.1 Demographic Information:**

Demographic information provides main insight about the sight of the consumers which helps the policy makers to make effective strategy for targeted population. The demographic data reveals that the sample

is predominantly male (75.8%). The most common monthly family income is less than 20,000 (41%), followed by 20,001-40,000 (31%). Regarding online shopping behaviour, a significant portion of respondents purchase online infrequently, with 38.3% doing so once a year and 36% once every six months. Only a small fraction shop online more regularly, with 20.3% buying once a month and 5.5% once a week. This suggests that the majority of respondents are not frequent online shoppers, potentially due to financial constraints or other influencing factors.

Table 1 Demographic Information of the Respondents

Demographic Information		Frequency	Percent
Gender	Male	303	75.8
	Female	97	24.3
	Total	400	100
Monthly Family Income	Less than 20,000	164	41.0
	20,001 - 40,000	124	31.0
	40,001 - 60,000	81	20.3
	60,001 - 80,000	21	5.3
	More than 80,000	10	2.5
	Total	400	100.0
Frequency of purchase online	Once a week	22	5.5
	Once a month	81	20.3
	Once in six months	144	36.0
	Once in a year	153	38.3
	Total	400	100

4.2 Descriptive statistics:

The descriptive statistics show high mean scores across all questions, indicating that respondents generally have positive experiences with their favorite online stores. The means range from 4.04 to 4.31, with relatively low standard deviations, suggesting a consistent level of agreement among participants on factors such as ease of use, enjoyment, and intent to continue shopping.

Table 2 Descriptive Analysis

SN	Questions	Mea n	SD
HM 1	Shopping from my favourite online stores is an enjoyable experience.	4.08	0.86 7
HM 2	I feel a sense of happiness when I shop from my favourite online stores.	4.28	0.76 7
HM 3	Shopping from my favourite online stores provides great entertainment.	4.19	0.90 2
SM1	It is easy for me to find what I need when shopping from my favourite online stores.	4.31	0.75 1
SM2	The interactions on my favourite online stores are clear and straightforward.	4.11	0.8

SM3	I am confident in navigating through the apps or websites of my favourite stores.	4.18	0.768
SM4	Overall, my favourite online stores are user-friendly.	4.29	0.729
UM1	My favourite online stores allow me to complete my shopping quickly.	4.08	0.867
UM2	My favourite online stores improve the efficiency of my information search.	4.11	0.829
UM3	Shopping from my favourite online stores is highly practical and beneficial.	4.15	0.778
UM4	My favourite online stores provide beneficial and rewarding deals.	4.11	0.848
OSI1	If given the opportunity, I will keep shopping at my favourite online stores.	4.09	0.86
OSI2	I am inclined to shop at my favourite online stores in the near future.	4.04	0.842
OSI3	I intend to continue shopping at my favourite online stores.	4.16	0.778

4.3 Exploratory Factor Analysis:

The results of the KMO and Bartlett's Test confirm the suitability of the data for factor analysis. The KMO

Table 3 Measure of Sampling Adequacy is 0.821, indicating strong sampling adequacy, while Bartlett's Test of Sphericity ($\chi^2 = 9183.914$, $df = 1121$, $p < 0.001$) confirms significant correlations among variables. These findings validate that the data is appropriate for uncovering underlying factor structures.

Table 3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.818
Bartlett's Test of Sphericity	Approx. Chi-Square	9182.914
	df	1125
	Sig.	0

Rotated Component Matrix ^a					
Component					
Factors	Items	1	2	3	4
Hedonic Motive	HM1	0.762			
	HM3	0.709			
	HM2	0.686			
Simplicity Motive	SM2		0.758		
	SM1		0.695		
	SM3		0.679		
	SM4		0.628		

Usefulness Motive	UM2			0.756	
	UM4			0.724	
	UM3			0.665	
	UM1			0.624	
Online Shopping Intention	OSI3				0.753
	OSI1				0.695
	OSI2				0.665

The Rotated Component Matrix reveals that the factors influencing Gen Z's online shopping intention are clearly defined and strongly related to their respective items. The **Hedonic Motive** is driven by items such as HM1, HM3, and HM2, reflecting the enjoyment and pleasure of shopping online. The **Simplicity Motive** is represented by items like SM2, SM1, SM3, and SM4, highlighting the importance of ease and convenience in the shopping process. The **Usefulness Motive** is captured by items UM2, UM4, UM3, and UM1, focusing on the practical benefits of online shopping. Lastly, **Online Shopping Intention** is measured by items OSI3, OSI1, and OSI2, which strongly indicate the likelihood of Gen Z engaging in online shopping. Overall, the analysis shows that all factors have significant loadings, with each item strongly associated with its respective component, emphasizing the importance of enjoyment, ease, and practicality in driving online shopping intentions.

4.3.1 Multiple Regression:

The model demonstrates a moderate relationship between the predictors and the outcome variable, with an R value of 0.658, indicating a correlation of 65.8%. The R Square value of 0.593 suggests that 59.3% of the variance in the dependent variable is explained by the model. The Adjusted R Square, which accounts for the number of predictors in the model, is slightly lower at 0.458, reflecting a more conservative estimate of explained variance. The standard error of the estimate is 0.37507, indicating the average distance that the observed values deviate from the regression line. This suggests the model is reasonably effective in explaining the data.

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.658	0.593	0.458	0.37507

Table 5 Coefficient

Predictor Variable	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (β)	t	p-value
Constant	0.831	0.127	-	7.112	0
Hedonic Motive	0.197	0.043	0.27	3.104	0
Simplicity Motive	0.083	0.044	0.310	2.456	0.011
Usefulness Motive	0.121	0.041	0.141	2.838	0.004

The regression analysis shows that all three predictor variables—Hedonic Motive, Simplicity Motive, and Usefulness Motive—significantly influence online shopping intention among Gen Z consumers. The

unstandardized coefficients reveal that each factor has a positive effect on shopping intention, with Hedonic Motive ($B = 0.197$), Simplicity Motive ($B = 0.083$), and Usefulness Motive ($B = 0.121$). The standardized coefficients (β) show that Simplicity Motive has the strongest effect ($\beta = 0.310$), followed by Hedonic Motive ($\beta = 0.27$) and Usefulness Motive ($\beta = 0.141$). All predictors are statistically significant, with p-values of 0.011 and 0.004, indicating their positive influence on online shopping intention.

5 Conclusion and Implication

This study emphasizes that hedonic, simplicity, and usefulness motives significantly influence online shopping intentions among Gen Z consumers in Gujarat. The factor structure underlying these Motives and their relationship with online shopping intention was validated, with items loading strongly on their respective factors. The model demonstrated a moderate correlation ($R = 0.658$), explaining 59.3% of the variance in online shopping intentions ($R^2 = 0.593$), with an adjusted R^2 of 0.458. This indicates that while the model is effective, there is still room for improvement.

Among the predictor variables, hedonic Motive emerged as a critical driver, highlighting the importance of enjoyment and entertainment in shaping Gen Z's online shopping behaviour. Simplicity Motive had the highest standardized effect, suggesting that ease of use and streamlined experiences play a significant role in shaping consumer intentions. Usefulness Motive also showed a positive but somewhat weaker impact on shopping intentions, emphasizing the importance of practical benefits like time and cost efficiency.

E-commerce platforms targeting Gen Z consumers should focus on enhancing user enjoyment, simplifying navigation, and emphasizing practical benefits. By aligning their offerings with these Motiveal drivers, platforms can effectively capture and retain the attention of this demographic.

5.1 Limitations and Future Directions:

While this study provides meaningful insights, it does have several limitations. The sample, consisting of Gen Z consumers in Gujarat, may not fully represent the broader population, limiting the generalizability of the findings. Future research could incorporate more diverse samples to enhance external validity. Additionally, the reliance on self-reported data introduces the potential for response biases, such as social desirability. Incorporating behavioural data from actual online shopping transactions would help mitigate this limitation. Finally, although the model explains a substantial portion of the variance in online shopping intention, there may be other unexamined factors influencing consumer behaviour. Future studies could explore other predictors or moderators that may contribute to a more comprehensive model of online shopping intentions.

Future research could explore additional factors that may influence online shopping intentions, such as trust, perceived risk, or social influence, to gain a more comprehensive understanding of consumer behaviour. Investigating the interplay of these Motives with demographic variables (e.g., income, education level) and psychographic factors (e.g., lifestyle) would offer deeper insights. Longitudinal studies could be valuable in examining how these Motives evolve over time, especially as Gen Z's preferences and behaviours continue to shift in response to changing e-commerce environments and emerging technologies.

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