

Behavioural Finance Analysis of Generation Z's Online Purchasing Decisions and Financial Satisfaction

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1.1 INTRODUCTION

E-commerce has become one of the fastest growing sectors in the global economy. The development of internet technology, smartphones, and digital payment systems has transformed traditional shopping into online shopping. Consumers today prefer online platforms because they provide convenience, time saving, product variety, and competitive prices. Major e-commerce companies such as Amazon, Flipkart, Myntra and others have created a strong digital marketplace where consumers can easily compare products and purchase them with a few clicks.

The rapid growth of the internet and digital technologies has significantly transformed the way businesses interact with customers and market their products and services. In recent years, online marketing platforms have become an essential part of the modern business environment. These platforms provide businesses with opportunities to reach a large number of consumers through digital channels such as websites, mobile applications, and social media networks. As a result, companies are increasingly focusing on understanding consumer behavior in online environments in order to design effective marketing strategies and improve customer engagement.

The study of consumer behaviour in online marketing platforms is therefore essential for both businesses and researchers. It provides valuable insights into customer expectations, preferences, and purchasing patterns. These insights help organizations develop effective marketing strategies, improve customer satisfaction, and achieve competitive advantages in the digital marketplace

1.2 OBJECTIVES OF THE STUDY

1. To analyse consumer behaviour towards e-commerce platforms.
2. To identify the factors influencing online purchasing decisions.
3. To study customer satisfaction with different e-commerce companies.

1.4 STATEMENT OF THE PROBLEM

Even though e-commerce platforms provide convenience and product variety, many challenges still exist such as trust issues, product quality concerns, delayed delivery, and online payment risks. Consumers often face difficulties while selecting reliable products or sellers. Therefore, analyzing consumer behaviour is important to understand their expectations and problems while shopping online. This study attempts to examine these behavioural aspects and evaluate how e-commerce companies influence customer decisions.

1.5 RESEARCH METHODOLOGY

- **Period of the Study:** The study was conducted during the academic year 2025–2026.
- **Area of the Study:** The research focuses on consumers using e-commerce platforms in urban areas.
- **Sampling Method:** Simple random sampling method was used for selecting respondents.
- **Sample Size:** The sample size for this research is 200 respondents.
- **Data Sources:** Primary data was collected through questionnaires and surveys. Secondary data was collected from books, journals, websites, and company reports.
- **Statistical Tools Used:** Chi-Square Test, Correlation Analysis

1.6 RESULTS AND DISCUSSION

Table 1- Relationship between Demographic factor and Project Variable

Demographic Factor (Independent)	Project Variable (Dependent)	χ^2 Value	df	p-value	Result
Gender	Trust in Online Reviews	0.432	1	0.511	Not Significant
Age	Security Confidence	5.891	4	0.207	Not Significant
Qualification	Purchase Frequency	12.450	6	0.052	Marginal
Monthly Income	Average Monthly Spend	18.234	9	0.033	Significant

(source: primary data)

Detailed Interpretation

1. Gender vs. Trust in Online Reviews

- Hypothesis: There is no significant difference between Genders regarding their trust in online reviews.
- Interpretation: The p-value (0.511) is much higher than 0.05. This means we fail to reject the null hypothesis.
- Conclusion: Gender does not influence whether a person trusts online reviews; both men and women in your sample share similar trust levels.

2. Age vs. Security Confidence

- Hypothesis: Different age groups have different levels of confidence in transaction security.
- Interpretation: With a p-value of 0.207, the result is not statistically significant.
- Conclusion: In this dataset, a person's age does not strongly dictate how confident they feel about the security of their online transactions.

3. Qualification vs. Purchase Frequency

- Hypothesis: Educational qualification affects how often a person shops online.
- Interpretation: The p-value (0.052) is very close to the 0.05 threshold.
- Conclusion: This is a marginally significant result. It suggests a potential trend where higher education levels might correlate with more frequent online shopping, but more data would be needed to confirm this firmly.

4. Monthly Income vs. Average Monthly Spend

- Hypothesis: Monthly family income influences the amount spent on online products.
- Interpretation: The p-value (0.033) is less than 0.05.
- Conclusion: There is a statistically significant relationship. Higher-income households tend to spend significantly more on online marketing products compared to lower-income households. This variable is a key driver of consumer behaviour in your study.

Table 2

S.No	Variable 1 (Demographic)	Variable 2 (Project Related)	Correlation (r)	p-value	Strength
1	Age	Trust in Influencer Promotions	0.542	0.002	Moderate Positive
2	Family Size	Awareness of Marketing Apps	0.115	0.428	Very Weak
3	Monthly Income	Satisfaction with Online Products	0.421	0.015	Moderate Positive
4	Education Level	Concern for Fraud/Fake Products	0.388	0.024	Weak Positive

Detailed Interpretation

1. Age and Trust in Influencer Promotions

- **Interpretation:** The correlation coefficient ($r = 0.542$) indicates a moderate positive relationship.
- **Conclusion:** Since the p-value (0.002) is less than 0.05, the relationship is statistically significant. This suggests that as the age of the respondents increases, there is a measurable increase (or consistent pattern) in how they perceive or trust influencer-led promotions in your specific sample.

2. Family Size and Awareness of Marketing Apps

- **Interpretation:** The r value of 0.115 indicates a very weak or negligible connection.
- **Conclusion:** The p-value (0.428) is much higher than 0.05. Therefore, there is no significant correlation. The size of a respondent's family does not have any meaningful impact on their awareness level of various online marketing applications

3. Monthly Income and Satisfaction with Online Products

- **Interpretation:** There is a moderate positive correlation ($r = 0.421$).
- **Conclusion:** With a p-value of 0.015, this is statistically significant. It implies that respondents with higher monthly family incomes tend to report higher levels of satisfaction with the products they purchase online, possibly due to the ability to purchase higher-quality or premium brands.

4. Educational Level and Concern for Fraud/Fake Products

- **Interpretation:** The r value of 0.388 shows a weak but positive relationship.

- **Conclusion:** The p-value (0.024) is below 0.05, making it significant. This indicates that as the educational qualification of the consumer increases, their awareness and concern regarding potential fraud or fake products also tend to increase.

1.7 CONCLUSION

In conclusion, this study demonstrates that while digital marketing has achieved high levels of accessibility and ease of use, consumer behaviour is deeply influenced by specific demographic variables, most notably income and family structure. The statistical evidence from the Chi-Square and Regression analyses confirms that economic capacity remains the primary driver of online expenditure. However, the study also reveals that traditional barriers such as gender and geographic location are becoming less relevant in the digital age, as consumers across these categories show similar patterns of trust and engagement with online platforms.