

EXPLORING E-RETAIL WEBSITE USAGE PATTERNS AMONG GENERATION Y IN POST-COVID-19 MUMBAI: AN EMPIRICAL INVESTIGATION

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Abstract

Covid-19 is affecting many e-commerce businesses. Covid-19 crisis is likely to have long lasting effects on e-commerce. E-commerce is a business model that lets firms and individuals buy and sell products and services over the internet. Today 40% of internet usage made for online purchase. According to IBM'S report Covid-19-19 pandemic pushed the industry ahead by around five years. Moreover, after the Covid-19-19, social distancing and staying home is further expected to push the consumers towards online shopping. Descriptive research was conducted to conclude the study.

Keywords: Covid-19, E-retailing, Y Generation.

Introduction

Although Covid-19 massively impacted economic activities and led to complete shut-down of some sectors, it definitely helped in the surge of e-commerce and increased the use of digital transactions. The average share of internet users who made purchases online increased from 33% in developing countries before the pandemic to more than 60% following the onset of the pandemic, across 66 countries with statistics available (TOI, 29-10-2022).

The Net Generation (also called "Digital Natives," "Y Generation," "Next Generation," and "Millennials") is a group of individuals, born roughly between 1980 and 1994, who have been characterised by their familiarity with and reliance on information and communication technologies (ICTs) (Kennedy et al., 2006). The habits and purchase behaviour of the Y generation are mostly influenced by the media during the pandemic as well as post pandemic, both electronic and printed. Commonly, they are early adopters in most new things; they like to explore, and they are investigating frequent. Several reasons influence their purchasing decisions and buying behaviour towards online shopping.

This study examines the use of e-commerce due to Covid-19-19 pandemic and also attempts to find whether e-commerce became substitute source of traditional marketing.

Objectives of the Study

1. To determine the demographic profile of Y generation purchasing from e-retailing companies.

2. To study the usage pattern for e-retailing sites among the Y generation in Mumbai.
3. To recognize the type of products purchased by the Y generation from e-retailers.

Hypothesis

H₁: Females purchase more products from online retailing sites than males.

H₀: Females purchase do not purchase more products from online retailing sites than males.

Review of Literature

Tripathi, Shivam. 2020 Covid-19-19 pandemic creates new potentials and opportunities for e-commerce cooperation: more or less independent persons/organizations work together. Business actors can come together whenever they want it or whenever there is a need. It builds a global virtual place where every organization and person being interested in making business can come together without geographical restrictions. E-commerce increases the economic efficiency of business process, through coupling of business processes at the boundaries of the business partners. Mint, July 29, 2022 Evolved e-commerce buyers, though they were only 13% of total households who shopped online for FMCG goods between April 2020 to March 2022, contributed to 59% of spending on such goods. Evolved shoppers also tend to buy a greater variety of categories at roughly 10, while entrants buy 2.7. TOI, October 29, 2022 Exclusive platforms who only catered to one segment of the industry – such as Beauty platforms, Wellness platforms, medical platforms started to rise thereby giving hope to small brands as well to showcase their products. This helped in the surge of the E-

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commerce platforms. Alibaba, Amazon, JD.com and Pinduoduo increased their revenues by 70% between 2019 and 2021 and their share of total sales through all these 13 platforms rose from around 75% in 2018 and 2019 to over 80% in 2020 and 2021. ITA, 2022 As various pandemic-related business restrictions that prevented in-person activities crept across the world's regions, business turned to the pandemic-proof ecommerce sales channels for basic survival. Online, global consumers could not stop purchasing through their favorite websites (44% of global digital purchases) and online marketplaces (47% of global digital purchases). In response to this consumer migration to digital, Brazil, Spain, Japan saw the largest increase in number of businesses selling online as a reaction to the pandemic.

Research Methodology

For the present study, data were collected from both primary as well as secondary sources. In addition,

the researcher used a self-administered survey to conduct the research. As a result, a survey is more flexible, and opportunities for shirking genuine work are greatly reduced.

Secondary data was collected from relevant journals, national and international research, books, newspapers and business magazines.

Limitations of the study

The study is restricted to the suburban areas located in Mumbai city due to lack of time. Thus, selecting the area / geographic location and the sample size is a limitation of the study regarding the generalization of the results to other regions.

Findings and Observations

Table 1: Demographic Profile of Y Generation

Purchase from Online Retailing Website				
		Yes	No	Total
Gender	Male	171	46	217
	Female	224	59	283
Age	21-25 years	251	85	336
	26-30 years	54	4	58
	31-35 years	32	7	39
	36-40 years	58	9	67
Education	No Formal Education	3	2	5
	Schooling	10	7	17
	Graduate	201	68	269
	Post-Graduate	165	25	190
	PhD	11	1	12
	Post Doctorate	1	0	1
	Diploma	3	2	5
Monthly Family Income	Others	1	0	1
	Less than 1 Lac	148	65	213
	1-5 Lacs	151	33	184
	5-10 Lacs	55	5	60
	10-15 Lacs	18	1	19
Working Status	Above 15 Lacs	23	1	24
	Working	217	41	258
	Non-Working	178	64	242

Regression Model

Y (Dependent Variable): Purchase from e-retailing companies

X (Independent Variable): Demographic profile

Regression model can be defined as:

$$Y = X_1b_1 + X_2b_2 + X_3b_3 + X_4b_4$$

	Estimate	Sig. (p-value)
Gender (X1)	-.094	.683
Age (X2)	-.074	.585
Monthly Family Income (X3)	-.634	.000
Working Status (X4)	.340	.184

Table 2: Type of Products Purchased Online

Products Purchased Online		
	Responses	Percent
Apparel	20	17.1%
Electronics items	29	24.8%
Home Furnishings	13	11.1%
Books	17	14.5%
Grocery and nutrition-related products	17	14.5%
Pharmaceuticals	8	6.8%
Entertainment	5	4.3%
Kids Products	8	6.8%
Total	117	100.0%



Conclusion

This study conducted in the post Covid-19 times, found that the majority were doing online shopping because of wide variety of products, ease of shopping i.e. saving time, online payments/cash on delivery, home delivery, Offers and discounts lead to maximum of online purchasing.

The study also indicates that the Y generation is engaged more in buying apparel and electronic products through e-commerce sites.

Conflict of Interest

There is no conflict of interest between the authors in this manuscript.

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