Parental Influence on Gen Z's Online Buying Behavior

Ms. Vaipani Zile[1]

Mumbai Educational Trust Bandra, Mumbai

MMS 2020-22, Department of Management (Marketing)

Abstract: "Listen to your mother, she knows best…" the colloquial saying goes, highlighting parents' influence in shaping an individual. This influence can be extended to consumer behavior and buying decisions as well. (Kruger, 2016). Parents act like the chisel when comes to building personalities of an individual. It is imperative for a marketer to understand Generation Z's consumer behavior in order to analyze the market opportunity, target with the appropriate market strategy and more definite in decision making in order to achieve profitable goals. This paper illustrates the how and to what extent Gen Z's purchasing decisions are altered owing to their parents when it comes to put money into e-commerce websites. With the aim of yielding a framework for various factors laying out the same, an extensive research was conducted wherein data from 80 participants were collected based on their insights. The data was further analyzed to develop a framework of all the divergent factors that sources Gen Z to avert from buying online.

Index Terms – **Generation Z, E-commerce, Parental Influence, Buying online, Purchase habits**

1. Introduction

The concept 'consumer behavior' has been gaining importance since 1960. The evolution of marketing concept from a mere selling concept to consumer-oriented marketing has resulted in consumer behavior becoming an independent discipline. The growth of consumerism and consumer legislation emphasizes the importance that is given to the consumers (Shika). Consumer behavior is defined as the decision process of consumer's display when looking for, evaluating, buying, using and disposing of goods and services in an attempt to recognize consumer needs. It studies the reasons from social psychology, anthropology, economics, sociology, and psychology that influence consumers to purchase or not to purchase a product (Tan Kai Hun, 2014). The purpose of this conceptual paper is to attempt to demonstrate the impact of marital roles and family structure on consumer decision-making style (Hanzaee, November 2011). In the competitive business world, the marketer endlessly explores and understands the various influential factors of consumers in the buying decision making. Marketers give their best endeavors to understand who makes the purchase decision, the factors customer use to influence others to buy any product and the customer's influence at different stages of the buying decision process (Akter, 2017). The literature does not only describe the influence of parents in the Generation Z's buying decision stages, but it also discusses the degree and influence of other factors. A detailed comparison is made of the roles between all the factors and how they affect parental roles.

Theoretically, a buyer passes through four main stages when he or she makes any kind of purchase decision. These four stages are problem recognition, information search, evaluation of alternatives, and purchase decision (MUNTHIU, 2009). In marketing and consumer behavior, the family is a central phenomenon in the buying decision making (Suraj Commuri) process which plays a significant mediating role. The family combines with the individual within a larger society (Kumar, 2013). In the modern competitive business world, one of the fundamental objectives of marketers is to identify the buying decision maker in the family. It is critical to find out the key decision maker in a family because its role and influence change with the category of products, family size and structure (Tinson, 2008). This study guided the marketers to fully understand this new and promising segment and the parents and their role in the Generation Z's buying process.

2. Literature Review

2.1 Who is Gen Z?

Generation Z (or Zoomers for short) is the new cohort of young, digitally-native and hyper cognitive folks who already comprise 24.3% of the U.S. population. Born to Baby Boomers and older Gen Y parents, Gen Z is coming right after Millennial (Gen Y) on the generation scale (slidemodel.com, 2020). Gen Z considers itself extra accepting and open-minded than any era earlier than it. Almost half of Gen Z's are minorities, in comparison to 22% of baby Boomers, and the general public of Gen Z helps social actions together with Black Lives remember, transgender rights, and feminism. (www.insiderintelligence.com). The common Gen Z got their first phone just before their 12th birthday. They talk by and large thru social media and texts, and spend as a whole lot time on their telephones as older generations do watching television.

Most people of Gen Z's prefer streaming offerings to traditional cable, in addition to getting snackable content material they are able to get on their phones and computer systems. Gen Z is the most ethnically numerous and largest generation in American records, and eclipses all different generations before it in embracing range and inclusion. Gen Z will quickly become the maximum pivotal era to the destiny of retail, and plenty of could have huge spending energy by means of 2026. To capture a piece of this growing cohort, stores and brands want to start organizing relationships with Gen but Gen Z's are distinct from older generations, due to the fact they're the primary clients to have grown up thoroughly in the digital generation. After ignoring the virtual revolution and millennial buyers for too lengthy, retailers and brands have spent the closing decade trying to seize up to millennia's' interests and habits—so it's critical for them to get ahead of Gen Z's tendency to be online at all times, and make certain to satisfy this generation's digital expectations.
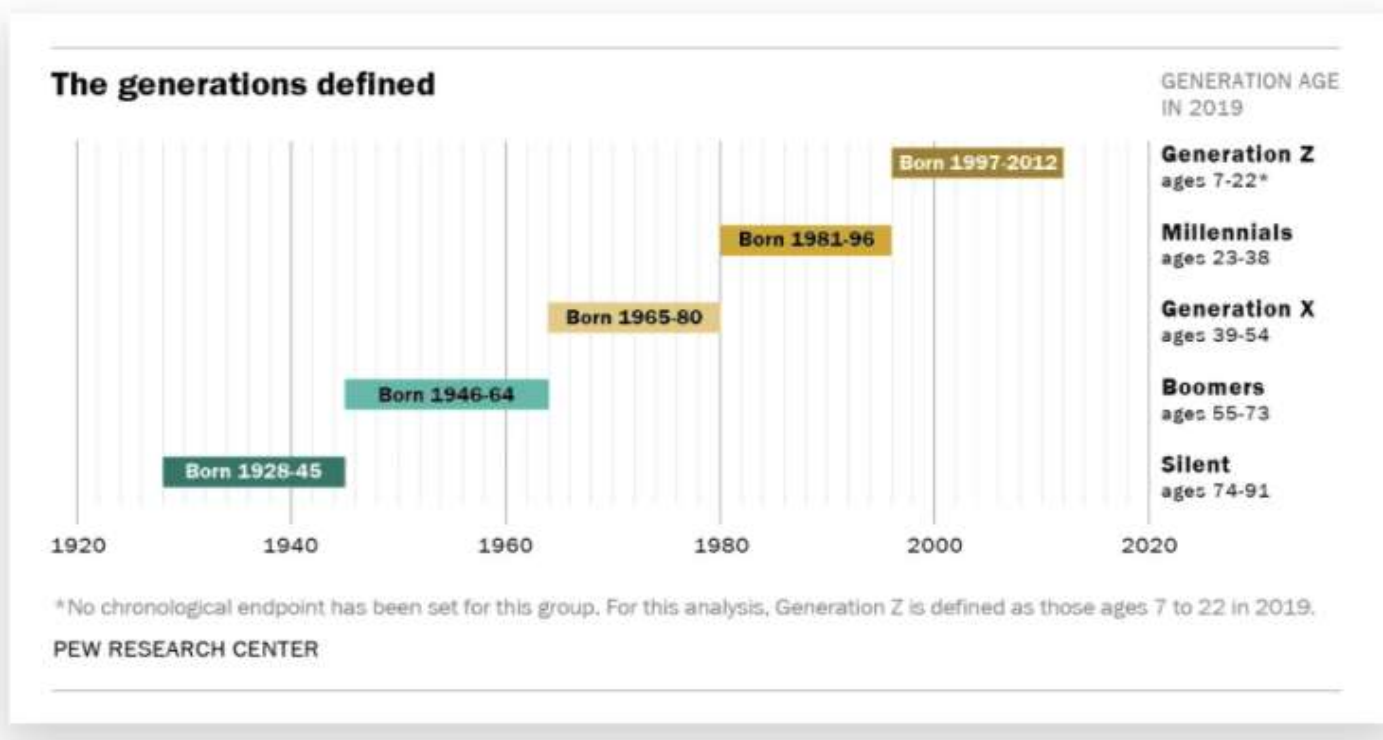
Gen Z is the maximum ethnically and racially diverse era up to date. 48% of them are ethnic minorities. Unlike their parents, they're manner extra tolerant. Greater than half of Zoomers want extra alternatives than "male/girl" in online bureaucracy, and that they call for the identical remedy from manufacturers. even as seventy six per cent of them say that they belong to a few religion, their perspectives are instead liberal (according to McKinsey). 42% of older Gen Z (elderly 17-23) already earns cash, either through freelancing or thru element-time work. Gen Z politics perspectives have a tendency to be inside the mild camp. But, forty six per cent of them are nevertheless now not completely determined and do not pick out themselves with any political parties (slidemodel.com, 2020)

2.2 How is Gen Z different than other generations?
Let us understand characteristics of Gen Z as compared to other generations across various aspects

	Baby Boomers	**Generation X**	**Millennial/ Generation Y**	**Generation Z**	**Generation Alpha**
Birth Years	1946 -1964	1964-1980	1980-1995	1995-2012	2012 onwards
Current Age	57 to 75	41 to 56	25 to 40	6 to 24	0 to 9
Generation Size	71.6 million	65.2 million	72.1 million	68 million	48 million+
Media Consumption	Biggest consumer of traditional media	Reads newspaper, listens radio. Spends 7 hours/week on Facebook	95% watch TV but OTT edges out. 32% uses computer for online purchases	Received smart phone at an average age of 15. Spends 3 hours/ day on mobile	Technology built in everyday items
Banking Habits	Prefer physical transactions	Does research online but prefer in person transactions	Have less brand loyalty. Use digital tools for	Debit/credit cards/net banking on priority.	Will expect integrated and personalized

			banking.		consumer experience.
Shaping Events	Post WWII and cold war	End of cold war, rise of personal computing	Explosion of internet and social media, 9/11, recession	Never saw a country at War, Global pandemic	Global pandemic.
Next in horizon	Social security jeopardy	Carries average debt of $142000	Huge student debt, delay in buying homes.	Strong appetite for financial education	Completely disconnected from cash.

Table 2.1 Source*: www.kasasa.com*

2.3 Gen Z as consumers

According to a survey done by *SAP INSIGHTS* 83.1% of generation Z cares more about groups being tremendous forces inside the global and improving people's lives than all others collaborating inside the survey (78.9%). It's a statistically widespread difference that shows that Gen Z is being attentive to corporate behaviors that go beyond promoting goods and services. but in spite of this choice to peer corporations impact fine trade, the shopping for considerations of era Z (like the also-young millennia, and not like older technology X's and toddler Boomers) are more focused on appearance and celeb endorsements than at the nice of the products and offerings they purchase And while asked approximately factors along with personal trust in business leaders and people leaders' ethical behavior, those young people care much less than the ones in older generations when thinking about key shopping choices (Connor Gaspar)

How Generation Z Differs from Other Generations in Buying Decisions

	Generation Z	Baby Boomers	Generation X	Millennials
Aesthetics	68%	59%	66%	69%
Celebrity endorsements	31%	11%	23%	35%
Online reviews	67%	53%	64%	74%
Product/service quality	77%	94%	87%	83%
Personal trust within leadership	60%	67%	63%	64%
Ethical behavior of leaders	64%	74%	68%	70%

Figure 1.2 *Source: https://insights.sap.com/*

The truth that Gen Z's are extra interested than others in appearance and celebrity endorsements than product first-rate or ethical behavior isn't an excuse for corporations to abandon their values. As a substitute, it's an possibility for virtual enterprise leaders to balance traditional characteristics – consisting of rate, excellent, and product functions – with network-based projects, from celebrities concerned with fundraisers to emblem sponsorship, to bolster their reference to Gen Z clients (Connor Gaspar).

2.4 Parental Influence

A child's earliest exposure to what it means to be male or female comes from parents (Lauer & Lauer, 1994; Santrock, 1994; Kaplan, 1991). The parents treat their children male or female in different manners when they are babies. The discrimination has been made in the style of dressing, type of dressing, colors of the dresses and their toys and expecting different behavior from the children belonging to different genders (Thorne, 1993). One study indicates that parents have differential expectations of sons and daughters as early as 24 hours after birth (Rubin, Provenzano, & Luria, 1974).

Children began to respond the internal messages of their parents belonging to their gender roles of social life when they are just of two years old. (Weinraub et al., 1984). A research has resulted with a conclusion that children of the age of two and a half years of age use gender stereotypes in negotiating their world and are likely to generalize gender stereotypes to a variety of activities, objects, and occupations (Fagot, Leinbach, & OBoyle, 1992; Cowan & Hoffman, 1986).

2.5 Types of Parental Influence on Personality Development of Children

2.5.1 Authoritarian
This type of parenting is characterized with the aid of adherence to rules. it is a dominating fashion and entails a whole lot of control. Such dad and mom trust in corporal punishments. Kids rose by means of such mother and father are believed to be authoritarian themselves, on both social as well as expert front (Lal, 2019).

2.5.2 Authoritative
Such dad and mom inspire youngsters to be unbiased. They also set limits and boundaries. Field is carried out but in a rewarding fashion. Such parenting will increase the level of independence within the baby. This ends in better management tendencies. Such youngsters have extraordinarily advanced social competencies and self-reliance (Lal, 2019).

2.5.3 Permissive
Permissive parents aren't too authoritative in nature. They set the policies, however hardly ever implement them and don't hand out punishments too often. Such dad and mom are forgiving and believe that youngsters might be youngsters. They act as pals rather than mother and father. Children with such dad and mom are more likely to battle academically, and don't respect guidelines and authority. Their health is not the quality as their dad and mom has allowed them any junk food which may be harmful to their well-being (Lal, 2019).

2.5.4 Uninvolved
Such mother and father have little or no idea about what their youngsters are doing. They rarely recognize wherein their toddler is and don't devote tons time to their kids. Such mother and father assume their children to raise themselves. It's far normally visible that parents with substance abuse or mental health troubles are un-involved mother and father. They're unable to cater to their toddler's physical or emotional needs (Lal, 2019).

3. Methodology

3.1 Research Approach
The research aims at studying how varied family backgrounds are related to purchasing powers of different individuals specially that belonging to born after 1995. It is important to consider the research question and aim of the study when deciding for a research strategy because the strategy has to reflect upon the question (Elda Ali, 2019). Family does play an important part in shaping an individual and therefore individual's choices. The basic approach to study its implications was to conduct a survey with subject as Gen Z with varied demographics. The survey's objective was to get to know the Gen Z's view on how their parent's influence when it comes to buying habits across different domains. The data was processed and analyzed via liker scale method to discuss the relationship between various factors that usually led parents to doubt the decisiveness of buying online. Conclusive analysis moreover focuses listing down the factors chronologically in order to get better prospects for marketers.

The survey is a very economical way of data collection and allows a collection of a large amount of data. Another advantage of using survey study is that a questionnaire gives an opportunity to every participant to respond to the exact same questions, which was learned to be very efficient in the collection of a large number of data (Elda Ali, 2019). From a methodological perspective, effective market segmentation requires meaningful bases or variables with which the total market can be divided. A demographic segmentation can be conducted easily, because popularity of demographic segmentation is the possible correlation between demographic characteristics and specialized consumer activities such as shopping and buying (Hanzaee, November 2011).

3.2 Choice of Method

An extensive survey was conducted targeting the Gen Z subjects wherein they were provided with a questionnaire. The questionnaire consisted of various statements subjected to their understanding of the parental conversations with respect to e-commerce websites. Various kinds of rating scales have been developed to measure attitudes directly (i.e. the person knows their attitude is being studied). The most widely used is the likert (McLeod, 2019) scale (1932). In its final form, the likert scale is a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement (McLeod, 2019). Also On the other hand, using survey strategy has some limitations as well, such as the number of questions, which would keep respondent´s attention, limited within the choices as well as no possibility of further comments, answers or questions from respondent´s side neither from researcher´s side (Elda Ali, 2019).

All the operational analysis was performed on a tool named SPSS. Launched in 1968, SPSS stands for "Statistical Package for the Social Sciences". It is an IBM tool. This software package is mainly used for statistical analysis of the data (Pedamkar). After collecting the information through the online questionnaire, this information needed to be transformed into usable —data‖ (Bryman and Bell, 2015). The rest of the variables were quantified, which means that the information was coded into numbers to facilitate the analysis of the quantitative data which is done by SPSS analytical package (Elda Ali, 2019).Codes act as tags that are placed on data about people to allow the information to be processed by the computer (Bryman and Bell, 2015). After all the variables were coded they were transported into SPSS so the analysis of the data could begin.

3.3 Sample Selection

The key factor in research design is sample selection and good sample selection and appropriate sample size saves and protects time, resources, money and enhances the strength of the study (Shorten, 2014). It is claimed that investigation of the whole population is impossible (Denscombe, 2009). It is almost infeasible to conduct a study that would reach every possible sample in the population of interest (Shorten, 2014). The subjects targeted for the survey strictly were born after 1995 thus depicting the Generation Z which was the only focus of this study. Data was collected from universities and organizations were Generation Z in prominent. While distributing the survey purchase power of an individual was taken into consideration. Any subjects with no background of e-commerce or low purchase power for varied categories were not taken into consideration. Target population was equally divergent amongst male and female, the ratio being 42:38.

3.4 Operationalization

This extensive study was conducted to develop a framework of all the factors that lead to divert a child from buying online owing to the parental influence. Furthermore, an analysis was done to study each factor's impact and why it causes to change the behavior.

Lack of physical verification	My parents usually divert me from buying online giving reasons like no product guarantee, no check on product quality, and lack of physical verification of the product
Long delivery time	They usually prefer going to shop and buy any specific product instead of waiting for the long delivery time of the e-commerce websites.
Fear of data leakage	My parents express strong concern about personal details and banking data getting leaked when buying from e-commerce websites
No COD option	My parents often don't prefer the e-commerce websites where COD (Cash on delivery) is restricted.
Extra shipping Charges	My parents stringently deny paying the extra shipping charge when it comes to buying online.

Lack of socializing	They often prefer to shop in person as it gives me an opportunity of socializing with friends and family and it's a fun altogether rather than simply ordering it online.
Complicated return process	My parents divert me from online purchase owing to reasons like return process is too complicated
Lack of trail experience	When it comes to buying clothes and accessories, lack of trail experience and inaccurate size becomes a dominant factor to divert from e-commerce websites.

Table3. 1

3.5 Reliability of data

Flawed data can lead to wrong conclusions. Particularly when stakes are high, we need to be sure that we are gathering the right data (Jang, 2020). Validity and reliability are two key factors to consider when developing and testing any survey instrument for use in gathering data. Attention to these considerations helps to ensure the quality of your survey instrument and the data collected for analysis and use (Jang, 2020). Reliability is more than just a good research tool. Without it, you run the risk of forming erroneous conclusions from your data, because if your data isn't reliable, your results are less meaningful (SurveyMethods, 2011).

Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group.   It is considered to be a measure of scale reliability (Bruin, 2006).

For the Cronbach's alpha:

$$\alpha = \frac{N\bar{c}}{\bar{v} + (N-1)\bar{c}}$$

Here N is equal to the number of items, $\bar{c}$ is the average inter-item covariance among the items and $\bar{v}$ equals the average variance.

One can see from this formula that if you increase the number of items, you increase Cronbach's alpha. Additionally, if the average inter-item correlation is low, alpha will be low. As the average inter-item correlation increases, cronbach's alpha increases as well holding the number of items constant (Bruin, 2006). The resulting α coefficient of reliability ranges from 0 to 1 in providing this overall assessment of a measure's reliability. (Goforth, 2015). If all of the scale items are entirely independent from one another (i.e., are not correlated or share no covariance), then α = 0; and, if all of the items have high covariance, then α will approach 1 as the number of items in the scale approaches infinity. In other words, the higher the α coefficient, the more the items have shared covariance and probably measure the same underlying concept (Goforth, 2015).

Alpha as an index of reliability should follow the assumptions of the essentially tau-equivalent approach. A low alpha appears if these assumptions are not meet. Alpha does not simply measure test homogeneity or unidimensionality as test reliability is a function of test length. A longer test increases the reliability of a test regardless of whether the test is homogenous or not (Dennick, 2011).

For this study, cronbach's alpha test was run using the software tool SPSS to study the reliability of the data collected via survey.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.739	.735	8

Table3. 2

Interpretation of Cronbach's alpha is muddled with a lack of agreement regarding the appropriate range of acceptability. A frequently cited acceptable range of Cronbach's alpha is a value of 0.70 or above (Howard). Thus If the value of the Cronbach's alpha coefficient is greater than or equal to 0.70, the result is acceptable since the coefficient is equal to or exceeds the minimum threshold minimum threshold of 0.70 (Nunnaly, 1978).

4. Results and Analysis

4.1 Mann Whitney Test

A Mann-Whitney U test also called the Wilcoxon rank-sum test compares the differences between two independent samples. Mann and Whitney's U-test or Wilcoxon rank-sum test is the non-parametric statistic hypothesis test that is used to analyze the difference between two independent samples of ordinal data (Zach, 2018). It is a statistical test used to determine if 2 groups are significantly different from each other on your variable of interest. Your variable of interest should be continuous and your 2 groups should have similar values on your variable of interest (statstest).

During the study ordinal scale data for the listed eight factors was run against the grouping variable gender. The test shows to what extent this factor varies when it comes to the grouping factor gender of the Generation Z.

Test Statistics[a]								
	Lack of physical verification	Long delivery time	Fear of data leakage	No COD option	Extra shipping Charges	Lack of socializing	Complicated return process	Lack of trail experience
Mann-Whitney U	615.000	582.000	686.500	772.000	769.500	685.000	642.000	655.500
Wilcoxon W	1518.000	1485.000	1589.500	1513.000	1510.500	1588.000	1545.000	1558.500
Z	-1.813	-2.156	-1.114	-.263	-.283	-1.137	-1.577	-1.465
Asymp. Sig. (2-tailed)	.007	.031	.265	.792	.777	.025	.115	.048
a. Grouping Variable: Gender								

Table 4.1

Above table depicts the test result output when run in SPSS. When it comes to lack of physical verification the p-value tends to 0.007 much lesser to the threshold of 0.05 depicting that there is a significant difference of parental influence on a male child as compared to female child. This effect is denoted by 'r' which if takes the value below 0.3; a non-significant effect can be concluded. For lack of physical verification this value comes out to be 0.13 showing very less or non-significant difference between the two. A moderate inference could be drawn stating that even though parents influence their differently owing to the factor lack of quality check the difference is not significant.

A long delivery time bothers everyone. Despite, it will still affect men and women being influenced by their parents' vision towards e-commerce websites non-identically based on how long they have to hold back after the order being placed. Thus exhibited by p-value 0.031 statistically much lower than 0.05 beyond which the difference have been rejected. Parental influence on men and women from Generation Z differs by an effect value 0.241 of 'r' which is still twice as much as lack of physical verification. Mann Whitney test thus puts evidence disclosing how both the components affect cohabitants distinctly.

Fear of personal and banking details getting leaked via e-commerce websites doesn't seem to have any difference on cohabitants irrespective of their gender. A p-value of 0.265 much higher as compared to 0.05 states that parents hold equal power on their child concerning security data mismanagement. Data security is not a gender specific element is what is concluded by the study.

Cash on delivery is a payment method wherein an online shopper chooses to pay for a purchase at the time of order fulfillment; instead of paying for it in advance. It is also commonly known as collect on delivery or cash on demand (Bhargava, 2022). In accordance with the output of Mann Whitney test an impact factor of 0.792 tending to much higher value depicts no difference in behavior regardless of gender specific role. The fear of insufficient quality check after paying money and complicated return procedures bends parents to equally divert their children from e-commerce websites despite of their gender.

Ecommerce shipping encompasses all services required to transport products purchased online from a retailer to the customer's delivery destination. 73% of shoppers expect affordable, fast deliveries whenever they shop online (Burns, 2019). Parental influence to avert children's online purchase power owing to the extra shipping charges accounts for no difference considering the gender of the child. A p-value of 0.777 beyond the acceptable range of 0.05 validates the same. Needless to say shipping charges is decisive factor when it comes to measure the purchase power of generation Z.

Man is a social animal. The action or practice of participating in social activities or mixing socially with others proves to be of utmost importance to human beings. Mostly humans prefer to practice it via shopping and purchasing. Visiting shopping malls is just not a need anymore. Moreover it falls in the category of wants and demands. This clearly explains why the p-value 0.025 is much below the threshold level pointing that parent's supremacy differs in their decision of letting their children purchase from online shopping websites.

One determining factor that has become more important in consumer's shopping preferences is whether a brand can offer a comprehensive returns policy. While the growth of e-commerce platforms in recent years provides an opportunity for retailers to capitalize on a wider pool of buyers, profit margins can often be limited by the logistical costs associated with fulfillment, deliveries and returns (Conroy). Returns have become more prevalent with e-commerce retailers because of their importance to customers which is exactly why a p value of 0.115 illustrates no change in parent's behavior to deflect from online purchasing.

Lack of trial experience adds extra concern for the parents. Unavailability of size information, lack of imagining how the product looks in reality, untrustworthiness are all elements that drive any parent to deflect their children when it comes to buying online. A very low p-value of 0.48 explains this substantially. While parents' continue to have very remarkable role in determining child's decision to buy via e-commerce websites, the p-value also tells that its effect is irrespective of the child's gender.

4.2 Descriptive Analysis

Descriptive statistics was used to provide an overview of the empirical findings. Following table illustrates a wider picture of the study conducted. Secondary analysis shows attitude difference of 42 males and 38 females in the survey conducted. Their responses were studied and following derivations were drawn.

Statistics			Lack of physical verification	Long delivery time	Fear of data leakage	No COD option	Extra shipping Charges	Lack of socializing	Complicated return process	Lack of trail experience
Gender										
Male	N	Valid	42	42	42	42	42	42	42	42
		Missing	0	0	0	0	0	0	0	0
	Mean		2.71	2.90	2.95	3.05	2.88	2.93	2.60	3.76
	Median		3.00	3.00	3.00	3.00	3.00	3.00	2.00	4.00
	Std. Deviation		1.088	1.122	1.168	1.081	1.131	1.045	1.083	1.008
	Skewness		.250	-.022	.000	-.098	-.075	.283	.770	-.844

		Std. Error of Skewness	.365	.365	.365	.365	.365	.365	.365	.365
		Kurtosis	-.691	-.655	-1.118	-1.241	-.977	-.127	-.108	.977
		Std. Error of Kurtosis	.717	.717	.717	.717	.717	.717	.717	.717
		Range	4	4	4	4	4	4	4	4
		Minimum	1	1	1	1	1	1	1	1
		Maximum	5	5	5	5	5	5	5	5
Female	N	Valid	38	38	38	38	38	38	38	38
		Missing	0	0	0	0	0	0	0	0
	Mean		3.24	3.42	3.26	3.05	2.82	3.21	2.95	4.08
	Median		4.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00
	Std. Deviation		1.422	1.106	1.178	1.229	1.205	1.189	1.089	.818
	Skewness		-.324	-.675	.083	.079	.080	-.024	-.023	-.776
	Std. Error of Skewness		.383	.383	.383	.383	.383	.383	.383	.383
	Kurtosis		-1.313	-.019	-1.223	-1.170	-.912	-.697	-.932	.486
	Std. Error of Kurtosis		.750	.750	.750	.750	.750	.750	.750	.750
	Range		4	4	4	4	4	4	4	3
	Minimum		1	1	1	1	1	1	1	2
	Maximum		5	5	5	5	5	5	5	5

Table 4.2

Likert scale produces ordinal data. Statistical mean gives important information about the data set at hand, and as a single number, can provide a lot of insights into the experiment and nature of the ordinal data (Kalla, 2009). The mean summarizes an entire dataset with a single number representing the data's center point or typical value (Frost). Statisticians refer to it as the central location of a distribution. You can think of it as the tendency of data to cluster around a middle value. (Frost). Mean in the above data for males is highest for the element lack of trail experience, i.e., 3.76 while for female its highest for the same accounting to 4.08, meaning lack of trial experience has the most effect in amending children's online purchase power by parents. They are most concerned by the fact that it is not possible to judge the product's usage physically via e-commerce websites leading them to have a strong disagreement on the subject. Lowest mean for males of 2.60 has been sighted in the category of complicated return process. Return processes least bother parents when it comes to a male child while mean for the same for females is 2.95 which is slightly more. For a female child belonging to Generation Z lowest mean has been concluded in the area of extra shipping charges that of 2.82. For all the products that a female wants to buy parents avert them owing to the extra shipping costs they have to pay. While for the same element, when it comes to influencing a male child's decision mean of 2.88 ranks third from the bottom signifying it's the third least factor amongst the list.

The element showing lack of physical verification shows significant difference in male's and female's perspective of their parents' intervention in their online purchase power with means of 2.71 and 3.24 respectively. But the highest difference between their perspectives of intervention is shown in the category of elongated delivery time with a mean of 2.90 and 3.42 for males and females respectively. However, lack of cash on delivery options affects both equally. The mean for the element accounts to 3.05 for males and females. Coming to the part of lack of socializing opportunities while buying from e-commerce websites, parents' intervention has been mapped by a mean of 2.60 and females intervention by a mean of 2.95. Both the numbers are significant enough to conclude that this is a very decisive factor when it comes to parent's vision on online purchase power. Then component fear of getting important banking and personal details getting leaked also plays a very important part. Mean of 2.95 for males as compared to 3.26 for female's outlines the fact that though there is significant difference of denying

online buying behavior for men and women of Gen Z by their parents, it is imperative to consider the above factor while determining the same.

Median is the middle most value of a given data set. It is the value that separates the higher half of the data set, from the lower half. After listing the data values in ascending order, the median is the data value with the same number of data values above it and below it (Taylor, 2018). Median as stated in the SPSS analysis is 3 for most of the factors like lack of physical verification, fear of data leakage, long delivery time, no cash on delivery payment method available or lack of socializing opportunities suggesting that for male children, responses are equally distributed on agreement and disagreement sides but for complicated return process the median being 2, depicts more male children agree experience intervention from parents' side while purchasing any online product. On the other hand median value 4 for lack of trial experience suggests that male children experience comparatively less intervention from parents as others. The data for median for females is equally distributed for aspects such as Fear of data leakage, No COD option, Extra shipping Charges, complicated return process and lack of socialization. Furthermore a median value of 4 for lack of physical verification, long delivery time and lack of trial experience conveys higher interventions experienced by daughters as compared to other listed factors. Standard deviation is the measure of dispersion of a set of data from its mean. It measures the absolute variability of a distribution; the higher the dispersion or variability, the greater is the standard deviation and greater will be the magnitude of the deviation of the value from their mean (economictimes, 2021).

Skewness is a measure of asymmetry or distortion of symmetric distribution. It measures the deviation of the given distribution of a random variable from a symmetric distribution, such as normal distribution. A normal distribution is without any skewness, as it is symmetrical on both sides. Hence, a curve is regarded as skewed if it is shifted towards the right or the left (corporatefinanceinstitute).
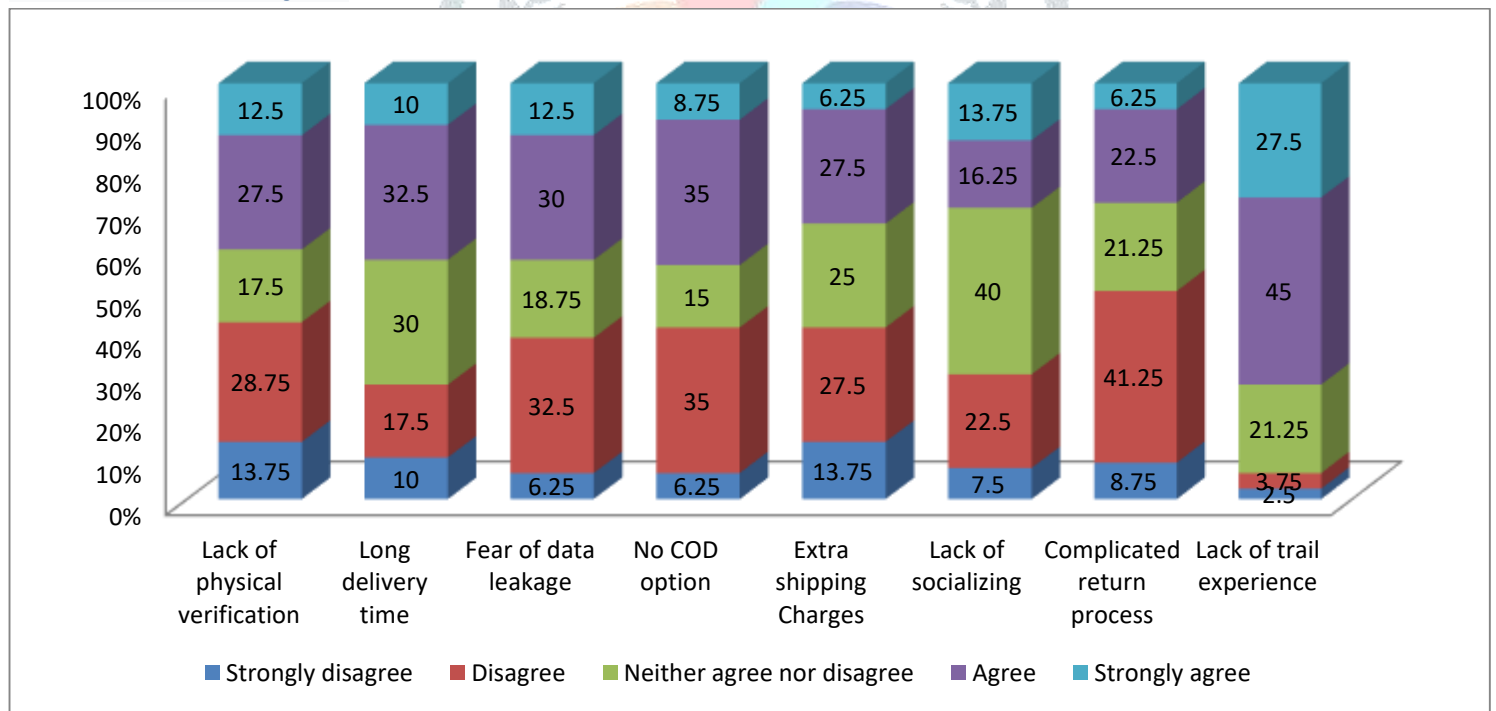
4.3 Overall Analysis

Figure 4.1

Above 3-D stacked bar graph shows the overall analysis of the study conducted. It clearly shows that most parents are insecure about the online products owing to the lack of trial experience. 45% Gen Z consumers states that their parents show a strong concern regarding the same. Also one as it is evident from the graph that only 6.25 % disagree to deny any parental intervention thus altering their purchase power, while 21.25% have a neutral view over the element. When it comes to study the lack of socializing component, least number of Gen Z illustrates an interfering pattern. While just 30% convey to disagree on the same, an overwhelming majority of 40% choose to

remain neutral. Complicated return procedures do not seem to bother much of the parents. Not only 41.25% disagree but also 8.75% strongly reveal that no such unsettling pattern have been shown by parents. A bunch of 28.75% signifies perturbation while buying online when it comes to complicated return processes. Fear of data leakage seems to bother 42.5% of parents causing to intercede. Although the one cannot ignore a sweeping amount of 38.75 % of Gen Z consumers showing disaccord to the same, while only 18.75% choose to remain unbiased. Analyzing the extra shipping charge element 33.75% Gen Z's agree to have affected by parental influence concerning the extra money they don't want to spend while 41.25 % shows disregard for the same.

The element with no cash on delivery shows the least number of neutral views. Subjects either agree to depict a strong intervention or disagree. While disagreement tends to a percentage of 41.25, 43.75% agree to have faced strong interventions from parent's side when it comes to shop online. Lack of physical verification in order to ensure quality checks causes inconvenience to 40 % of Gen Z costumers, although an almost equal consumers illustrates overlooking the same amounting to 42.75%. On the other hand subjects show a very contrast behavior for prolonged delivery times. While just 27.5% disagree to the fact of parents showing strong interference in shaping buying behavior, a majority of 42.5% seem to agree. They do believe that when it comes to prolonged waiting time after pacing the order, parents are not very comfortable to it.

5. Conclusion

As it is stated at the beginning of this research, the aim of this paper is to test the relationship between family complexity and influence strategies and whether and how they affect consumer buying behavior (Elda Ali, 2019). Every single person in the world is unique and each has his/her own personality traits. Personalities are like fingerprints. You will never find two of the exact same kind. Parental influence on personality development of any child is highly significant. It decides the kind of adults we grow into. It is important to ensure that parenting style supports healthy growth and development of the child (Lal, 2019). This measure extends in shaping buying behavior of an individual as well. An individual's purchase decisions are strongly affected by dominant nature of either parent or both, socio economic status, culture of the family, behavioral legacy he acquires from parents and the neighborhood he grows in.

Every aspect of this study stated that there is a very significant relationship on how parents perceive buying via e-commerce websites with that of their children's purchase decisions belonging to the Generation Z. This relationship was studied based on eight consequential factors, first being lack of physical verification. The largest trouble even as buying matters on line is that parents feel you don't have any assurance of a product's quality. Reviews aren't constantly reliable and all the research cannot assure you of a product's satisfactory; fraudulent sellers who intentionally lie to clients for growth of income are the top motive for faulty/sub-par products being offered on line (Mittal, 2017). According to survey conducted over half of the consumers said the biggest drawback of online shopping is not able to touch, feel, and try a product (51%), followed by lack of physical shopping experience (24%), possibility of damage for fragile item (11%), lack of interactivity (5%), scam & fraud issue (5%), and delay in delivery (4%) (v12data). Parents when they seem to intervene in their child's buying nature, continue to consider this element so as to avert their children from buying online. One predicament that constantly turns up while shopping online is when the orders are delivered. Although most of e-commerce sites have order tracking systems for their customers, they aren't always accurate. Shippers often turn up at customer's home when they are at work or out somewhere. There's no way to fix a particular time slot for the delivery to take place (Tram, 2021). Long delivery times are also a serious problem for B2C trade. Although in business-to-business, it can be offset by the price or volume of products. While certain e-commerce offer same day delivery, most stuck in deliveries in 2-3 days. Consumers don't like waiting when shopping online (Tram, 2021). According to a ComScore and UPS study in 2013, a startling 44% of consumers deserted their shopping carts because of disappointing estimated delivery times (smartdelivery, 2019). Furthermore, another ComScore and UPS published report found that a majority of the 14,000 online shoppers surveyed across the U.S., Canada, Europe, Asia, Australia and Mexico preferred to exercise better control over their shipping and delivery experiences. Today, savvier consumers even expect parcels to be rerouted based on their personal preferences (smartdelivery, 2019).Our study does depict the same effect. A majority of parents seem to deflect from putting money into e-commerce websites when they realize the prolonged estimated delivery and influence their children to do the same.

Flexible logistics is one of the key contributors that will deliver e-commerce websites a seat at the table of success through higher conversions and subsequently, brand loyalty. When shoppers share sensitive personal information with online retailers, they expect names, addresses, and credit card numbers to remain private. They usually don't trust retailers to care enough about privacy to implement secure systems and follow security best practices. Personal information is as valuable to criminals as it is to retailers, who are engaged in a constant battle of wits with criminals. Often, criminals have more resources and greater technical expertise, which means that, sometimes, the battle will be lost (Caldwell, 2018). A survey carried out by CompTIA showed that most Americans are willing to return to an online store that has leaked personal data, but only if there is evidence the retailer took the leak seriously, dealt with it transparently, and has taken steps to secure its platform (Caldwell, 2018). Customer data from e-Commerce websites is not only critical for the sales and analytics team, but it is also precious for threat actors (Singh, 2021). The lifecycle of any e-Commerce sale depends upon the internet, consumer payment and the retailer's website. All three vectors are attack entry points for cyber-criminals launching e-Commerce cyber security attacks. Consumers are targeted with phishing emails to steal payment information due to their internet presence (social media, emails, and phone numbers) (Singh, 2021). Owing to all these threats parents belonging to Generation Y prefer going to local shops and malls despite of all the services being offered by e-commerce websites like home delivery, 24*7 shopping available, all variety of products under one roof. In spite of being ease of payment methods readily available they themselves don't prefer buying online and convince their children as well to do the same.

It is a mode of payment where the customer pays by cash/card directly to the courier person or vendor only after the product is delivered. This is considered to be one of the most popular ways of the transaction in online buying and selling (Bhalla, 2021). Almost all nations where online businesses have flourished, COD have become a standard payment mode for shopping. Among them, some of the countries are India, Bangladesh, Thailand, and so on (Bhalla, 2021). According to Nielsen's Global Connected Commerce Survey (Business Insider), about 83% of consumers in India preferred using cash on delivery as a payment mode for online purchases. Most individuals do not have access to smartphones and bank accounts to resort to online banking (Bhalla, 2021). But in case the website you order from doesn't provide this option, customers especially belonging to Generation Y divert in their choices and so as their children owing to their influence. This study also clarifies that parents have different intervention level when it comes to restricted cash on delivery service. Studies continue to show that shipping costs are the #1 reason for cart abandonment. 74% of shoppers rate free shipping as important when checking out (Burns, 2019). Consumers usually think that if it is possible to walk to a nearby store and purchase the same product for low price then why put money into fancy e-commerce. Parents being the bread earners of the family have a major hold on decisions concerning spending money, which is why generation Z's purchase options are largely driven by parents for paying those extra charges. Going to malls and stores isn't just a need anymore. We actually enjoy this social opportunity to bond with friends and family. We like seeking other's opinion on what we buy especially how it will look on us. Somewhere this restriction is put on us while we do online shopping. We lack the opportunity of hanging out and socialize with friends, have a chit chat over trail experiences comes with their own advantages. Parents being busy with their jobs seem to have this is the only opportunity to spend more time with their kids, involving in their thought processes and getting to know how they perceive things, because of why they usually are a fond of going to local stores, shops and malls and tend to avoid purchasing via online modes. Inmar Intelligence released a survey, which took a look at the shopping and returns habits of more than 1,000 consumers across the United States. 40 percent of consumers indicated that they have held off on making an online purchase because they may have to return the item, indicating that consumer frustration with complicated returns processes (sdcexec, 2020). According to data from Inmar Intelligence, 72 percent of shoppers will purchase from a retailer again if the returns process is easy (sdcexec, 2020). Return rates run much higher in e-commerce, and the additional volume will have a significant impact," said Ken Bays, Vice President of Product Development at Inmar Intelligence. And so does it impact the Gen Y's ability to trust e-commerce websites. Gen Z consumers does illustrates to have experience strong parental perturbation as opposed to their decision of purchasing online.

Some practical implications that can be derived from the results of this paper for the Gen Z buying behavior are for us to understand how consumers are being influenced by their parents into buying them whatever they want (Elda Ali, 2019). Another implication can be for marketers that need to pay more attention to Gen Y as a marketing target group not only as direct consumers but as indirect consumers as influencers as well, because they play a very

important role in the secondary market, where they pose as influencer on the breadwinners that are their parents (Elda Ali, 2019).

Disclosure

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