Study on understanding the purchase behavior of Gen Z and Gen Y in Fashion Industry

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Abstract :　The paper aims to study the consumer behavior of Gen Y and Gen Z in online shopping and to know how they are different from each other when it comes to the fashion industry whether purchasing online or offline. The need, want and desire create demand in the market and it leads to focus on ecommerce as well as market stores. The macro demand representation provokes intentions of purchase decisions of consumers through various platforms. Factor analysis is used to reduce big dimensions and to find the most appropriate factor which leads to purchase intention. The paper aims to provide comparative analysis of both the generations that Y and Z. In the results it shows that Gen Y prefer purchasing from brick-and-mortar stores while Gen Z prefer shopping online from their electronic devices, say smartphones. Also Gen Z purchases frequently online while Gen Y just go through the reviews, gather data and do not take purchase decisions. Gen Z spend more time on social media and surf websites for a long time getting more exposure towards the internet and shopping more online. Gen Z likes to use eco-friendly products and likes to buy those if they get preference in online platforms as compared to Gen Y. Marketers need to build trust among the consumers because trust is very important in online shopping. They have to gain trust among Gen Y specially and make them more interested to purchase online. Gen z are more influenced by social media than Gen Y, other than that they do not have any specific differences specifically to the fashion industry.

OBJECTIVE OF STUDY- The primary objective is to understand the purchasing behavior of Generation Y and Generation Z in the Fashion Industry. The secondary objective is to know the differences of both the generations behind their purchasing decisions.

I. INTRODUCTION

The digital revolution has impacted all generations, with Gen Y and Gen Z being particularly affected. The rise of the Internet, smart devices, and social media has transformed communication and purchase decision-making. Both generations use smartphones for social media and product research, though they may still visit physical stores. The time spent online, especially among teenagers, is increasing. Consumers are more brand-aware, and social media marketing has become a significant marketing tool. Gen Y and Gen Z exhibit differences in purchasing behavior, influenced by various factors, including the fast-paced, globalized world and changing trends.

This research explores the differences in fashion choices between Gen Y and Gen Z. Gen Z's consumer values and preferences differ from earlier generations, making it crucial to understand their consumption characteristics. Gen Y is more focused on personal development and well-known brands. Both generations prefer offline stores, but Gen Z values in-store experiences. The fashion industry is becoming more digital, with e-commerce and digital marketing methods gaining importance.

1.1. Review of Literature

Generation Theory (Millennial-Gen Y and Gen Z)

Inglehart in 1977 proposed the generation theory which stated that populations can be divided into similar groups of people and generations based on their lifestyle, values, norms, characteristics and demography that impact their lives.Each generation has its own set of expectations, values, beliefs and culture. According to Egri and Ralston (2004), these factors shape the buying habits of the generation's members and their preference for particular brands and products, as well as their methods for acquiring information, shopping, returning goods, etc. (Parment 2011, 2013). Birth years have intervals of 25 years. There are six generations- Greatest Generation (before 1930s), Silent Generation, Baby Boomers (1946-1964), Gen X (1965-1981), Gen Y (1981-1996) and Gen Z (1997-2012). (Williams et al., 2010). Gen Y or millennials experience social explosion and rapid growth of the economy. Millennials have technological skills and modern behavior. Society is impacted by pop culture. Daily lives are impacted by the Internet. They are early adopters of technology and are the first generation to embrace communication technology and usage of tech

devices when they were introduced in the market. Generation Z could be considered the real cohort of digital natives, in contrast to their elders. They were the first Generation to have access to the Internet from birth.Gen Z cannot imagine the world without online communication (Wood 2013). They have all access to information from every corner of the world. They stay in regular contact with their friends, brands and businesses along with following celebrities and social media influencers.The technological prowess of Generation Z is impressive, as is their inventive and natural creativity. They continually look for solutions on their own since they desire to develop their own goods and/or services. They attempt to apply their imagination in every facet of life because they were raised in a dynamic atmosphere, and this directly affects how they purchase and seek out information (Matthews, 2008). Because the only genuine way to win customers' loyalty now is to customize products and services, businesses must adapt to this new reality. Sometimes their technological expertise creates problems for marketers as they can only reach them through social media and limitless opportunities provided by mass communications.

Fashion Industry

The researcher, Smriti (2019), explored the "Impact of Social Media on Generation Y for Buying Fashion Apparel." The study assumes that social media significantly influences Generation Y's consumer decision-making process, particularly for clothing, spanning from pre-purchase to post-purchase stages. Generation Y's dynamic engagement on platforms like Facebook, Youtube, Whatsapp, Instagram, Twitter, LinkedIn, Snapchat, and Pinterest was highlighted, with Facebook, Instagram, and Twitter being the primary choices for global marketers. With Generation Y projected to form three-quarters of the global workforce by 2025, their substantial spending on apparel provides businesses access to a sizable market. The fashion sector, employing over 300 million people globally and contributing significantly to the $1.3 trillion fashion industry, is influenced by sustainability. Notably, the environmentally conscious view of fashion is championed by Millennials and Generation Z, as per the PricewaterhouseCoopers (PwC) report "Millennials vs. Generation Z." This demographic places importance on sustainable practices, with wealthy millennials willing to pay a premium for products made by environmentally responsible businesses.

ONLINE SHOPPING

Dan-Cristian Dabija and Lavinia Lung published the article in 2019. According to the article, generations can be classified according to their values, norms, characteristics, expectations, experience, history, lifestyle, and the significant events that have had an impact on their lives. This classification also reveals that there are differences between these generations' buying habits. The generation known as Gen Y was born amid a time of economic advancement and the advent of the internet. Their lives are significantly impacted by the Internet. From their earliest years, members of this generation were the first to become familiar with and accept modern communication technology and its numerous devices. They were the first Generations to have access to the Internet from birth. The technological prowess of Generation Z is impressive, as is their inventive and natural creativity. They attempt to apply their imagination in every facet of life because they were raised in a dynamic atmosphere, and this directly affects how they purchase and seek out information. Their impressive technological prowess poses a significant problem for marketers, who can only reach them through social media, their virtual buddies, and the virtually limitless options offered by mass communication.

II.   RESEARCH METHODOLOGY

Data Source- SAMPLING

We have used Google questionnaire as our survey instrument. It was pilot tested among families, friends and colleagues. Data was collected of consumers aged between 10 years to 45 years considering Gen Y and Gen Z which included college and school students, working professionals, unemployed and those who have just started their working career. Respondents were particularly requested to ponder on fashion buying settings, while answering the questions. The survey had various demographics like gender, age and occupation.It also consisted of what platforms consumers are using, what type of fashion trend they prefer, frequency of buying, and what fashion product they often purchase. Validity of the research tool can be appraised by experts who can predict what it accurately measures (Dan-Cristian Dabija et al., 2019)

Random Sampling Technique was adopted in our research. In which we shared one google form to our total sample size consisting of 20 questions including their gender, generation, preference of shopping online. Our total sample size was 100 but we received 105 responses out of which 48 were males and 57 were females (Chart 1.1). As we did random sampling so the responses were totally random. We made sure that respondents were a minimum of 10 years old as this is the age when children start understanding new things especially about their likes and dislikes and what they want to consume. The results shared the characteristics of the total population. We received responses from 7 Millennia's(Gen Y) and received responses from 95 Gen Z (Chart 1.2).

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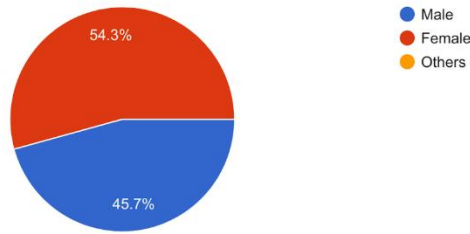
Gender
105 responses

Legend:
- Male
- Female
- Others

54.3%

45.7%

Chart 2.1

From which Generation do you belong?
105 responses

Legend:
- Gen Y (1977-1995)
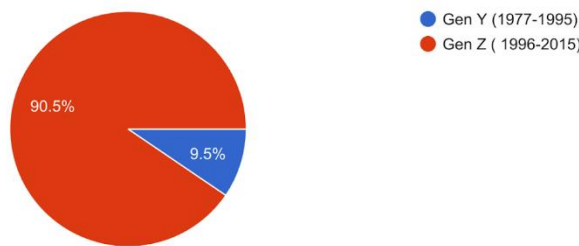- Gen Z (1996-2015)

90.5%

9.5%

Chart 2.2

Respondents by Occupation and Income

Out of 105 responses from Gen Y and Gen Z, 74.3% were students i.e. 78 were in number, 2.9% were self-employed i.e. 3 in number, again 2.9% were unemployed i.e. 3 in number, 19% were employed i.e. 20 in number and 1% were homemaker i.e. 1. Also people belonged from various states like Karnataka, Uttar Pradesh, Delhi, Madhya Pradesh, Chattisgarh, Andhra Pradesh , Jharkhand, Maharashtra etc. (Chart 1.3)

What is your Occupation?
105 responses

Legend:
- Employed
- Unemployed
- Student
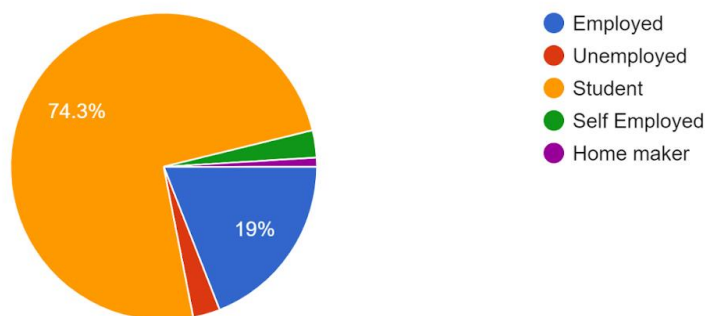- Self Employed
- Home maker

74.3%

19%

Chart 2.3

Out of 105 responses from Gen Y and Gen Z, 72.4% (76) were not earning, 6.7% (7) earn Rs. 10000 and below, 8.6% (9) earn Rs. 10000-Rs.50000, 11.4% (12) earn Rs.50000 and above and 1% (1) unemployed. Chart (1.5)
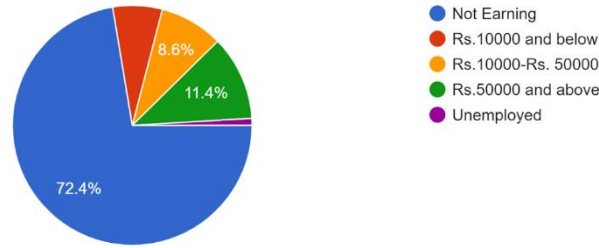
Chart 2.4

Respondents by expenditure in a month on buying fashion apparel
Out of 1.5 Respondents from Gen Y and Gen Z, 52.4% (55) spend Rs. 1000 and below, 43.8% (46) spend Rs. 1000-Rs.5000 and 3.8% (4) Rs. 5000 and above. Chart (1.6)
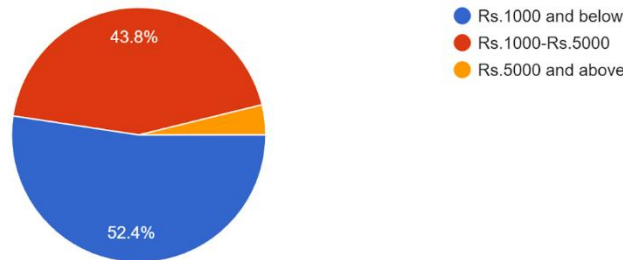

Chart 2.5

III.   RESULTS AND FINDINGS

We have made the questionnaire for the convenience of male and female respondents. We added different sections for both genders since the topic is fashion and it differs a lot in both genders. We wanted to get a better understanding and authentic answers from the respondents and thus we made sure to frame the questions very simply and answerable numerically. We mostly asked them their preferences in fashion products and to rate their experiences with buying those fashion products. This study is done to understand the current preferences of two generations on buying the most important thing for mankind after food. We have received 105 responses in which 48 respondents were male and 57 respondents were female. We will show the result of the responses that we received from our respondents and analyze the data and share the findings based on it.

Male & Female Respondents Result and analysis
We asked the male respondents a different set of questions like their wearing preferences from top to bottom and also other fashion related products which are quite relevant and famous among the generations, Thus we wanted to make sure that we cover everything related to modern fashion. We also divide the data among generations to understand the preference among two generations. We also asked respondents about the impact of social media and influencers on their purchase making decisions. We also asked them to rate the overall likeability of their shopping experience and suggestions taken from influencers. We also asked them their preferred website for buying the product online since fashion related products have the sense of question before buying online and is still considered risky and to that we wanted to check their most trusted website. We also asked them about the frequency of buying products and also added the preferred option of buying things by adding the option either online or offline and we ended the research questionnaire by putting a question why they prefer online or offline option more by putting an open discussion response box and we collected qualitative data on this question to understand the thought process of the male respondents who came from different generations, background, culture, region and the analyzations is there in the paper.
The purpose of this set of questionnaire is to get an understanding of two generations of males which have their own spending capacity and power to control the whole industry as a consumer as what they think about the current practice and their buying behavior, by understanding the data we can understand the flaws and feedback for this Industry and how they can increase the customer experience and make customer to come to their store or website quite often instead of when required.
Here we are analyzing every question we asked the respondents.

What do they wear on a day to day basis?
We asked them the first question on their choice of clothing they wear on a daily basis in which we gave them the options of formal, semi formal, casuals and streetwear. We asked them the question because if they prefer this wearing on a daily basis that means that they will also buy them more frequently. Out of 48 respondents we received, 20 respondents said that they wear formals, 15 said they wear casuals, 10 respondents often wear semi formals and one respondent said that he wears street wear daily. Now if we divide the data on two generations then among the respondents out of 48, 44 respondents hailed from Gen Z and only four respondents said that they belong to Gen Y. Both Gen Y respondents said that they wear formals on a daily basis as both of them are employed and earn 50000 rs. Gen Z respondents were 44 out of them, 18 wearing formal clothes on a daily basis, as most of them were students at a university and they were wearing it because of the college rules. Other Gen Z respondents wear semi formal clothes, casuals and streetwear on a daily basis, out of 48 respondents, 17 respondents had a spending capacity of 1000 and below rupees. Below chart explains the data in more detail.
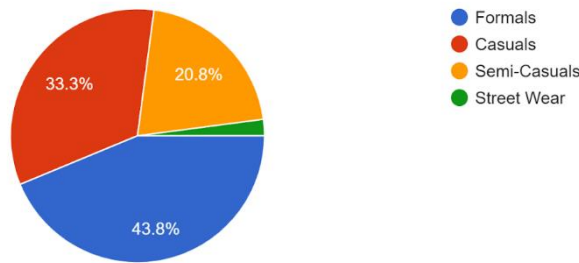

Chart 3.1

We asked the same question to **females** as well. Out of 57 females, 47.37% (27) wear casuals, 3.51% (2) wear formals, 38.5% (22) wear semi- casuals and 10.53% (6) wear street wear. Out of 57 female respondents, 6 were from Gen Y while 51 were from Gen Z. Only 33.33% (2) of the Gen Y females wear semi- casual clothing, while 50% (3) wear casuals and only 16.67% (1) wear formals and also no one wears streetwear. Now, only 47% (24) of Gen Z wear casuals, 1.9% (1) preferred formals because she was earning, 39.3% (20) wear semi casuals and all 11.7% (6) of them wear streetwear.

What do you prefer to wear on a day to day basis?
This question is related to the previous question, in this question we wanted to know their preferred clothing option or their go-to clothing option on a daily basis. As shown in the data and figure, Most of the respondents had to wear formals because of reasons like dress code or rules, but most of them prefer wearing casual and semi casuals for daily purposes, Which suggested that after their work they shift to casuals or semi casuals as their comfort clothing. Out of 48 respondents 26 of them preferred casuals and 11 of them preferred semi casuals. 6 and 5 respondents preferred streetwear and formals respectively. Five Respondents out of which one hailed from Gen Y had the same formal clothing preference as what they wear daily. These two questions suggested the preference of the respondents on clothing on a daily basis. The responses suggested that they mostly prefer wearing casual clothes.

We asked the same question to **female** respondents, out of 57, 54.3% (31) prefer wearing casuals, 10.5% (6) prefer wearing formals,31.5% (18) prefer semi-casuals while only 3.5% (2) prefer wearing street wear. Out of 6 Gen Y respondents, 33.3% (2) prefer casuals, 33.3% (2) prefer semi-casuals and 33.3% (2) prefer formals because mostly they are indulged in their work and no one prefer wearing street wear. While out of 51 female Gen Z respondents, 56.8% (29) prefer wearing casuals on daily basis, 7.8% (4) prefer formals due to their work and college, 31.3% (16) prefer semi-casuals while both 3.9% (2) of them prefer wearing street wear. Both the generations mostly prefer wearing casuals.
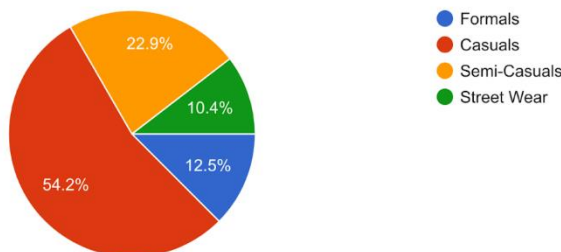

Chart 3.2

What type of Shoes do you prefer to wear on a day to day basis?

After asking them the questions about the preferences in clothing, We asked them about their preferences in footwear. We gave them the options of formals, sneakers, Running and loafers since these categories are quite famous in the market and they have the most market share right now and based on the assumptions that both generations would wear the given options on a daily basis we asked the respondents to respond where they had to select one option for their preference in footwear, The data which we received was interesting as we did not find any differences in both generations in male, They both acted in same way. The comparison in the data may look flawed since we have only two Gen Y representatives, but we managed to make the comparison in a very honest way possible. Out of the data that we received, 23 respondents preferred sneakers, 10 preferred running shoes, 5 preferred loafers and the rest 10 preferred formal shoes more. As explained above both generations acted in a same way, they both have multiple daily preferences

What type of Shoes do you prefer to wear on a day to day basis?
48 responses
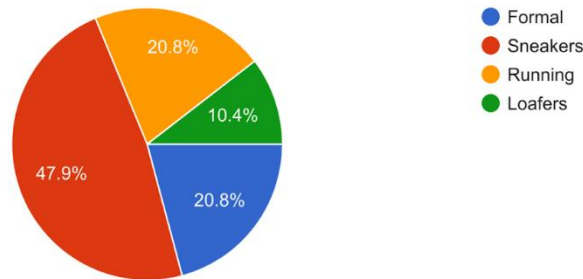
- Formal
- Sneakers
- Running
- Loafers

Chart 3.3

The same question we asked **female** respondents to know their shoes preference since shoes forms the major part of fashion and lifestyle. The comparison between the two generations may look flawed as we have collected less data of Gen Y respondents but we managed to make a comparison in an honest way. Out of 57 respondents data we have received, 7 like to wear formals, 12 each prefer wearing loafers and running shoes 26 prefer sneakers. We can see that most of the Gen Y and Gen Z females like to wear sneakers.

Which indicator do you prefer while buying?

We asked the respondents one of the most impotent factor while buying any product, specially while purchasing fashion related product, is it the quality or price. Now while analyzing the responses we got a pattern about the Indian consumer apart from the generation they belong to, they both consider both price and quality as the main factor while considering things to buy. Although 7 respondents think about price before buying the product, 8 respondents think about quality before purchasing. The Remaining 33 respondents think about both price and quality before buying. The rest data can be analyzed by the readers through chart.

Which indicator do you prefer while buying?
48 responses
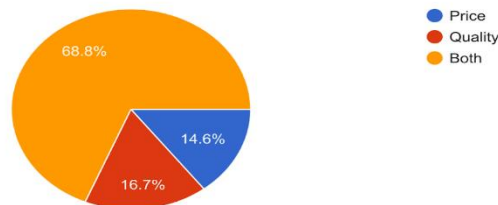
- Price
- Quality
- Both

Chart 3.4

We asked the same question to **female** respondents as well that what they prefer- price, quality or both. Out of 57 female respondents, 7% (4) prefer price while purchasing the fashion product irrespective of the quality, 20.4% (9) preferred quality over price and remaining 77% (44) considered price and quality both as important indicators while purchasing. We analyzed that both the categories of respondents Gen Y and Gen Z prefer both the factors while buying fashion accessories and products.

Did you ever purchase any fashion item based on an influencer's recommendation?

We asked this question to understand the likeability of people agreeing to an influencer's opinion. Today most of the audience is available on social media where influencers are a great way to reach a company to their target audience. A famous Influencers' opinion is considered as guaranteed conversion for the company. They pay lakhs of rupees to the influencers to promote their product and content. An influencer with more than million followers takes more than 4-5 lakh rupees for a promotion post or reel. Now the main question for a company is, is it even worth spending that much money to get leads on customers. Now there is also

one generation angle in this scenario that Gen Z will get more influenced by an influencer and buy the product. To understand and make a conclusion on the hypothesis, We asked the question to both the generation from the male audience. 17 respondents responded positively to this question, rest 31 respondents did not buy any product recommended by an influencer. All 17 of them were from Gen Z and the rest of them were from both Gen Y and Z. While removing the Gen Y in 31, more of Gen Z did not get influenced by the influencer's recommendation. ⅓ of Gen Z actually considered the influencer's recommendation on a product.

Did you ever purchase any fashion item based on an influencer's recommendation?
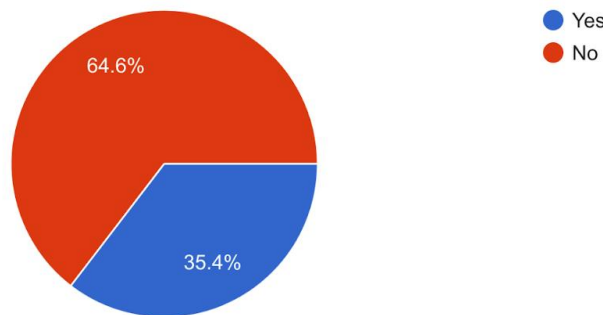48 responses

- Yes
- No

64.6%

35.4%

Chart 3.5

We collected the data from **females** as well to know whether their purchasing behavior for fashion products is affected by influencers or not. After collection we got 33 responses as 'Yes' while 24 responses as 'No'. In the Gen Z category, 58.8% are influenced by influencers before they make a purchase decision. They see influencers as their role model and fashion advisor while 41.1% do not get influenced. In the Gen Y category, 50% equally get influenced and not get influenced while making fashion product purchases. We can analyze that Gen Z considers recommendations more than Gen Y as they prefer fashion trends.

If yes, for the above question, how much rating would you like to give the product? (1 being the lowest)

This question is also connected to the previous question. We asked the participants to rate the product which they bought from an influencer's recommendation out of five. The reason for the question was to check how they like the product they bought which shows their satisfaction towards the product and likeability of buying the product again in future. Here 44% of the participants gave the product rating of 3, which means the product was not extraordinary and it was just okayish. Two participants gave the rating 2, One gave 5, other than that most people gave either 3 or 4.

If yes, for the above question, how much rating would you like to give the product? (1 being the lowest)
26 responses

- 1
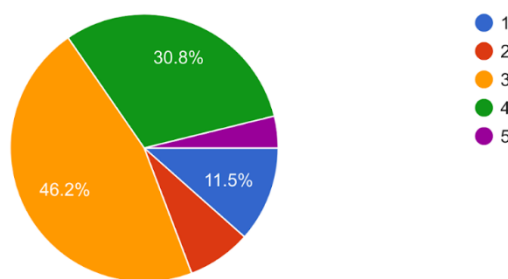- 2
- 3
- 4
- 5

30.8%

46.2%

11.5%

Chart 3.6

After knowing that both generations (**Females**) get influenced through influencers, we would like to know from them whether they were happy from the purchase or not and so we asked them to give the rating to the product. 45.6 % of Females gave rating 4 out of 5, 22.8% gave rating 3 out of 5, only 7% gave rating of 2 while 19% gave lowest rating of 1 out of 5.This shows that both Gen Y and Gen Z are satisfied with their purchases after receiving recommendations from influencers.

What is their most preferred clothing style?

The next question we asked to female respondents only to know their preferred style of clothing. Out of 57 responses, 19.2% (11) prefer Indian style of clothing, 47.3% (27) prefer Indo-Western style while 33.3% (19) like to have a western style. From data we got to know that no Gen Y prefers to wear western wear while the responses we got for western wear was all from Gen Z. For the other two preferences, the respondents were mixed.

Rating the influence of Social Media Ads on their buying preferences
We asked both males and females to give ratings if they have been influenced by social media ads before they make a purchase. Maximum no of males gave rating of 3 out of 5 while maximum number of females gave rating of 4 out of 5. No Gen Y males gave ratings of 1 and 5 while ratings of 2, 3 and 4 were given by both the generations of males.
No Gen Y females gave ratings of 4 and 2 while ratings of 3,1 and 5 were given by both.

What is their most preferred and trusted website for buying fashion items?
Another question was asking them about the website/application through which they consider purchasing and in this question we gave them a few websites like Amazon, Flipkart, Snapdeal, Shopify, Myntra and the product's own website. It was also a multiple choice question and respondents had to select their preferred website in which they buy products.The reason for asking this question was to understand the online platform customers usually trust in purchasing their preferred products. We wanted to know which platform is the most trusted platform among masses, Out of 48 respondents, 18 trusted Amazon and 16 trusted Myntra for their fashion related shopping, other platforms were Flipkart, Ajio, Meesho and Product's own website which were respectively around 5, 5, 0 and 4. Amazon is the most trusted among participants followed by Myntra (which specially focuses on selling fashion related goods). None of the respondents preferred Meesho as their most trusted shopping website.

What is your most preferred and trusted website for buying fashion items?
48 responses

- Myntra
- Flipkart
- Amazon
- Ajio
- Meesho
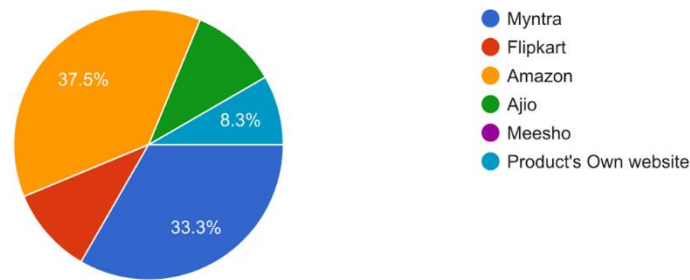- Product's Own website

37.5%   8.3%   33.3%

Chart 3.7

Female Responses and analysis
Where one third of the male respondents responded positively about Myntra, Female responses were positively tilted towards Myntra even more, thus Myntra was the most preferred and trusted partner between females and for men it is Amazon. 50% of Gen Y said that they trust Amazon whereas 50% of them trusted Myntra. Gen Z females were more comfortable towards Myntra 60% of the respondents said that they prefer Myntra. Around 12% of the Gen Z respondents are preferring the product's own website.

What is your most preferred and trusted website for buying fashion items?
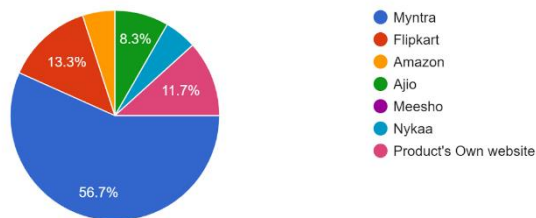60 responses

- Myntra
- Flipkart
- Amazon
- Ajio
- Meesho
- Nykaa
- Product's Own website

13.3%   8.3%   11.7%   56.7%

Chart 3.8

What fashion-related products do you often purchase online?
We asked the respondents about the products they purchase online more often to understand the shopping behavior of both the generations in online shopping. What products do they buy online more frequently and for which products they look for other options. We gave them different product options for their ease such as clothing, footwear, Belts, Cosmetics/grooming, Lenses and other accessories. It was a Multiple choice checkbox question, Out of 48 responses that we received 78.% (38) selected clothing, 25 selected footwear, 3 selected belts, 10 respondents selected cosmetics/grooming products which have their own wide range and both lenses and other accessories were selected by 4 respondents. Both generations have their own preferences in terms of things they order, Gen Y was more into ordering clothing and footwear but Gen Z was different in these terms and they were ordering multiple products such as men grooming and lenses/glasses. More details are given in the graph.

What fashion-related products do you often purchase online?
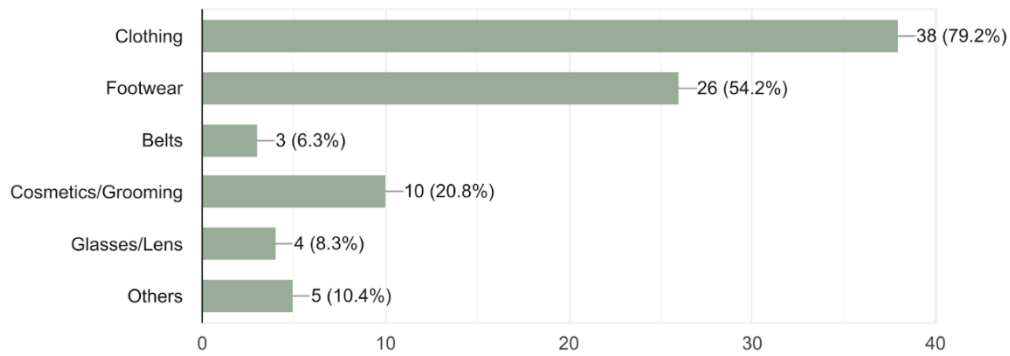48 responses

Chart 3.9

Female Responses and Analysis

We asked the same question to the female respondents but here we changed the options as we added more female centric options on the questionnaire. We added options like jewelry, Makeup, Lingerie and grooming accessories to it. Gen Y female respondents only focused on either clothing or grooming accessories whether the newer generation added more points like footwear, makeup kit, glasses, lingerie and even jewelry through online medium. Their behavior is more online friendly than Gen Y. Where Gen Y is only into clothing and accessories, Gen Z is giving more opportunities and space to newer categories in online shopping. We added the graph for more information.

What fashion-related products do you often purchase online?
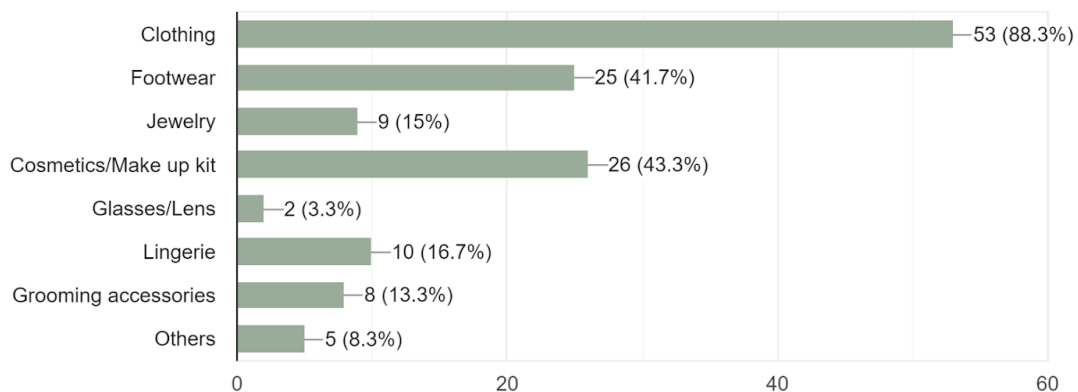60 responses

Chart 3.10

What is your frequency of buying products?

Another interesting thing in our research was their frequency of buying things online. We asked our respondents about the frequency of buying things online in which we gave them options of buying daily, weekly or 2-3 times a month, monthly or rarely, In our findings as shown in Chart, out of 48 respondents 45% of the respondents said that they do buy stuff rarely and 37.5% of the respondents said that they do buy it once a month, our research on the male respondents stated that most of them actually are non shopaholic, which means almost 80 % of the respondents were not interested in buying fashion stuff more often than the rest and other 16.6% of people were shopaholic with buying things more frequently. 75% of the male Gen Y respondents were less shopaholic and 77% of the Gen Z were less shopaholic, here we can consider a fact that the Gen Z respondents were mostly students with limited budget where as all Gen Y respondents were either employed or self employed which means that they were having a source of income and Gen Z were having little to no income which affected their response and other factor is that males mostly spend less in fashion stuffs rather than women. Which will be more explained in the women's evaluation. The following chart suggests some more information about the data of respondents for viewers.

What is your frequency of buying products?
48 responses

- Once in a week
- Once in 2-3 Week
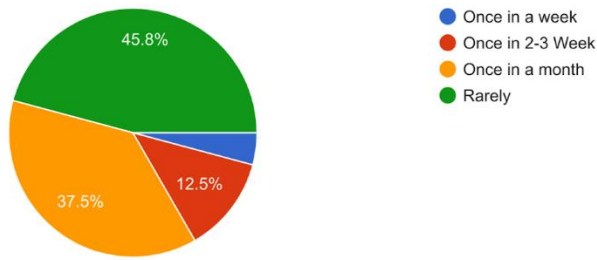- Once in a month
- Rarely

45.8%
37.5%
12.5%

Chart 3.11

Female respondents did have a different opinion in this question, out of 60 respondents that we received 62% of them said that they shop fashion products once in a month, only one respondent said that she shop once in a week. 18% of the respondents said that they rarely shop. We then divided the responses in two generations to understand it more. 85% of Gen Y respondents said that they shop once in a week, rest of the respondents prefer to shop once in 2-3 weeks. Gen Z responses were interesting and a little different then Gen Y. 51% Gen Z shop once in a month, 18% of the respondents said that they prefer to shop once in 2-3 weeks, our research also found one Gen Z who likes to shop regularly. Female respondents do like to shop more frequently than men. More information can be found in the chart given below.
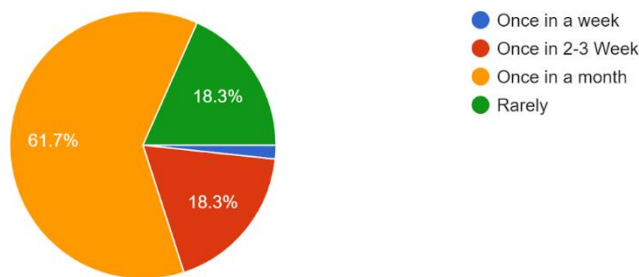
What is your frequency of buying products
60 responses

- Once in a week
- Once in 2-3 Week
- Once in a month
- Rarely

18.3%
61.7%
18.3%

Chart 3.12

Do you think you are a shopaholic?
As discussing the same point in the above question, we chose to ask the respondents directly about their shopping preferences. We asked them a simple question to know whether they actually like to shop or not more often. As suggested in the above question almost 85% of the male respondents said that they are not interested in shopping that much. Only 15% of respondents agreed that they are shopaholics and they like to shop more often. Interestingly all of these respondents were Gen Y and No Gen Y said that they are shopaholics. This also states that the current generation is more interested in shopping the new fashion stuff and new street wear or casual clothing is coming into trends of Gen Zs. Today's generation tends to wear new trendy clothes and that means that they shop or want to shop more.

Do you think you are a shopaholic?
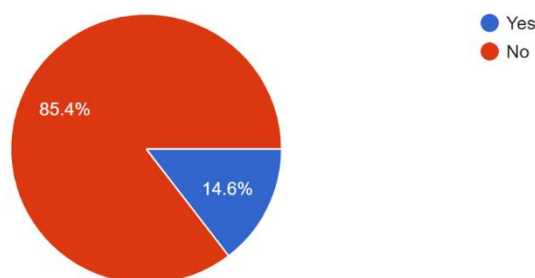48 responses

- Yes
- No

85.4%
14.6%

Chart 3.13

Female respondents were asked the same question with the same options and out of 60 responses 38% said yes and rest said no, which is higher than male respondents as suggested females tend to shop more than males. Gen Y females were more shopaholic

than Gen Z females. They are also more economically independent than Gen Z. 35% of the Gen Z respondents said that they are shopaholic and the rest 65% of the Gen Z respondents did not like shopping on a regular basis.
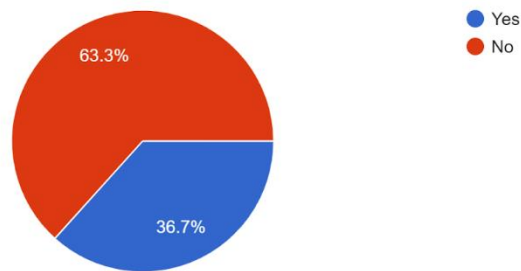

Chart 3.14

What is your preferred option for shopping for fashion products?
We asked them about their preferred option for shopping for fashion products. Today the market is seeing a slight shift towards online shopping as people are looking for more convenience which Ecommerce companies are providing them by offering home deliveries and they have also designed their UI interface very customer friendly, They also give many discounts through mega sale which happen twice/thrice a year. They are also using the help of AI in customer preferences, now customers can also try the products and check their size with the help of AI camera technology. They have so many features for easy returns and exchanges. Online Ecommerce companies have understood that customers are going towards their platform for online shopping for convenience and that is what they are offering to them. They are using technology in every part of customer interaction which led to customers buying their products. Whereas Offline option was always traditional where customers come to their shop and interact with a shopkeeper and select their product and then end up buying it with or without bargaining. There is nothing new in the area. Most shops are now a showroom with high comfort for customers to come and look for the product. Now these showrooms are focusing on products with comfort with the main aim to give customers a shopping experience which leads to customer satisfaction and retention. Through these questions we wanted to ask both of the generation about their preferred option for shopping for fashion products as Gen Y were borned when the internet was just started and Gen Z were borned when it was getting established in the world among masses, These generation have spent their life in Internet and they know how things work. We also gave them an option of both since they might prefer looking for the same product both online and offline and then they make their decision based on the price. 50% of the respondents said that they prefer both the options while they make their purchase. While 31% of them prefer online and only 19% of the respondents actually selected offline. 75% of gen Y prefer both and the rest selected online. Almost 50% of the gen Z respondents preferred both 33% of them selected online and the rest preferred offline option. Gen Z are more preferring offline than gen Y in our research. None of the gen Y respondents said that they only prefer offline shopping experience. Rest of the data is given in the chart.
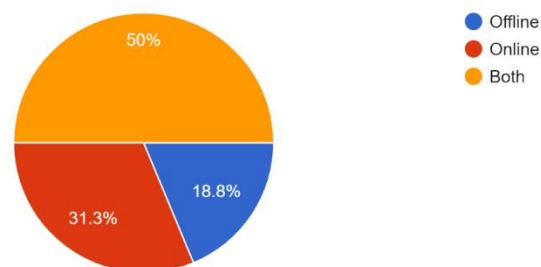

Chart 3.15

We also asked the female respondents the same question, In which we have found some interesting result 65% of the Gen Y respondent prefer both online and offline option and the rest prefer online option as it is similar to male gen Y response, The main answer to preferring online over offline is convenience and sale which they provide. Gen Z responses differ a little, 14% prefer offline over online, around 23% of the respondents said they prefer online options and the rest said both. We asked them further to explain about the result, now respondents preferring online said about the convenience and cheap price of brand and how it save their time, respondents preferring offline said that they want the touch feeling of the product before actually buying them which they can only get in offline mode, they also want to try the product before buying it. Another thing is they can check the size offline which makes it less tense for them since they will not be going through the return process. Readers can check the chart for more information.

What is your preferred option for shopping for fashion products?
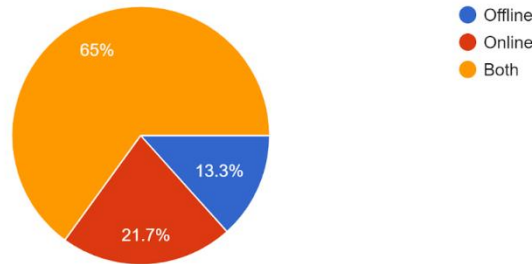60 responses

Chart 3.15

IV. CONCLUSION AND RECOMMENDATIONS

This research Was done to understand the difference between two earning generations to help marketers target them differently in the context of fashion. Fashion is a very wide term and it includes millions of items. We reached a conclusion by asking different sets of questions to both the generations. The apparel market in India is valued at $101 billion USD and it is growing at a whopping rate of 10% CAGR. Our research concluded on some things as following, Both Gen Y and Z were having similarities in terms of selecting apparel for their liking, in male industry both generation wanted to wear Formal and casual in a similar term but we saw some gender dis-similarities as Men wear formal clothing on their day to day basis where women wear casual clothing more often, Even in the preferences of wearing a cloth of their choice, more man wanted to wear formal wear where females wanted to wear casuals. Millennials were the first generation to use the internet widely and they are highly influenced by societal norms and culture, but Gen Zs are more open in the internet and they are more influenced by social media and celebrities. If we talk about social media and influencers then we get some differences in the both generations which are buying a product based on the recommendation of the influencers. Only 5% of the Gen Y respondents actually bought something on the recommendation of an influencer whereas Gen Z are more confident in believing Influencers while making a decision as 49% of the influencers said that they actually bought the product while watching a influencer's review, other than this 41% of the Gen Z are more influenced by social media ads rather than 15% of Gen Y. Social media is quite different the both generation in terms of purchasing behavior, Gen Y is monetarily more stable than Gen Zs and thus they are still the large consumer segment in terms of number and more marketers should currently look for Gen Y preference but they should not forget about the future Gen Z which are soon going to overpower gen Y. Other than social media & money, none of the factors can be considered as the differing factors for both generations by thus making our Null hypothesis correct. Both the Generations are pretty much the same in the buying behavior. Marketers should make a strategy to target both the generations that are Y and Z on the basis of their needs, preferences, expectations and attitudes. A well-thought-out strategy should be implemented by retailers because purchasing power of both the generations will increase in future and they will show greater preference to their loved brands, products and services. Though both the generations are tech oriented some of the people still prefer buying from physical and traditional stores rather than buying online. Both the generations even like to do window shopping through online platforms. Marketers need to make strong social media advertisements to attract both the generations because the data shows that consumers are attracted more by offers and deals.

V. ACKNOWLEDGEMENT

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