

Generation Z Consumer Decision-Making Styles: Cross-sectional Study in South Africa

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Abstract

Background: The internet has surely altered many facets of human existence. Innovations, particularly in information and technology, are critical drivers of economic and social progress.

Aim: The aim of the study is to determine factors that influence Gen Z shopping decision-making style.

Setting: This study was quantitative cross-sectional conducted in South Africa.

Material and Methods: A convenient sampling was used to sample the participants. The data was collected through a self-administered questionnaire measuring the Gen Z consumer decision-making styles. The data collected was analysed using IBM-SPSS version 30.0. Pearson's correlation and regression analysis was used to test relationships between variables. The Kruskal-Willis test was conducted to determine if there are differences between group. A p-value < 0.05 was considered statistically significant.

Results: The study involved 193 respondents, of whom 131 (68.2%) were aged 23 - 26 years, while 62 (31.8%) were aged 18 - 22 years. The majority of the respondents 98 (50.8%) were males, 91 (51.3%) were working, 149 (77.2%) have been using internet for 9 years or more, and 106 (54.9%) preferred both online-shopping and traditional-shopping. We found that brand loyalty shopper (p-value < 0.001), brand consciousness (p-value < 0.001), and traditional shopping confidence (p-value = 0.001), had a statistically significant impact on quality consciousness. We also found that there was no statistically significant difference between online shop-

ping, traditional shopping and both online shopping (p-values = 0.468).

Conclusion: The study found a correlation between quality consciousness and brand loyal shopper; brand consciousness, online store loyalty, online shopping confidence, and traditional shopping confidence. We also found that there were no differences between the preferred shopping methods when it comes to quality consciousness.

Contribution: This study contributed to a better understanding of the loyalty of Gen Z to brands, or their tendency to frequently switch brands based on novelty, trends, or social media recommendations.

Keywords: Generation Z; Quantitative; Decision-making style; Online shopping; Traditional shopping South Africa

Introduction

According to (Aithal 2024), the rise of technology has influenced the lives of all the generations, especially Generation Z (Gen Z). The development of the Internet, smart gadgets, and social media altered people's perspectives on life, how they interact with one another and how they make shopping-related decisions (Chaudhuri and Verma, 2017; Singh et al., 2019). According to (Dabija and Lung, 2019), the Internet is thought to be the fastest-growing shopping medium, being a swift and effective method of selling goods and services. It has significantly changed how businesses operate, allowing manufacturers to become retailers and retailers to grow by offering a limitless selection of goods and services that are always accessible and locations worldwide. Shopping is an economic activity in which consumers want the available goods or services presented by one or more retailers with to make a purchase (Datta Khan et al., 2023). There are many ways of this connectivity like some time it is differentiated by area, persons and mode. The shopping orientation of Generation Z tends to be different from that of preceding generations due to the constant political, cultural and socio-economic changes that occur in the society (Kananti et al., n.d.).

The dynamics of online information differs from that of information available in physical stores. Consequently, consumer needs vary considerably depending on the shopping medium (Burke, 2002). Many consumers wonder where to find the better deal, online or in nearby stores. Some people prefer to do their shopping online and then there are those that do not. When it comes to online and traditional shopping, consumers often have to decide more particularly based on their preferences (Datta Khan et al., 2023). Online shopping is a transaction between a seller and a buyer through an application installed on an electronic device such as a cell phone or computer and connected to the internet. Because its convenience it offers, many people believe that online shopping is one way to find the items they need. However, according to (Harahap and Amanah, 2018), online shopping can also be interpreted as a consumer's desire to spend money to buy the items they want in an online store. Traditional Shopping is defined as a procedure of buying a product by going to the shop personally (Kumar and Kumar, n.d.). This activity materializes when the buyer and the seller meet personally with each other. According to (Zikra and Yusra, 2016) shopping in person is something that everyone commonly does. It is important to recognise that factors that influence online and offline shopping are constantly changing. While In-store shopping provides consumers with a more authentic experience, online shopping can be a much more convenient (Schulze, 2020). As the use and popularity of e-commerce continues to increase, the question of why young consumers prefers to buy on the Internet needs to be understood. In this regard, the study aims to explore the previous studies relating to Generation Z consumers, thus, this research study aimed to examine the factors that influence consumers' decision-making (shopping orientations) style of online and traditional shopping, the following objectives will were pursued: To ascertain the demographic information of generation Z, to determine generation Z shopping orientation or purchase decision-making, with a particular emphasis on traditional shopping and online shopping, to determine the factors that influence generation Z shopping decision-making style, and to determine if generation Z shopping decision-making style differ between traditional and online shopping.

Shopping has changed as a result of the influence of technology, and with the emergence of online shopping more options have been provided to the consumers (Muntaqem and Raiker, 2019). The development of new communication and shopping technologies fos-

tered change in retail consumers' behaviour, resulting in a transition from traditional shopping to online shopping. The reason for this is that the Internet, as part of new technology, increasingly broadens and enhances today's purchasing decision-making purchasing decision making processes. There are still many consumers who are more inclined to purchase offline due to their reluctance to trust and use of technology innovations. However, consumers use both online and offline channels to acquire goods and services in accordance with their preferences (Schulze, 2020). Hence why this study holds significant relevance in unravelling the complexities of the Generation Z consumer decision-making style. This implies that the focus of this study will be placed on the shopping preferences of Generation Z. In addition, the study aims to give the reader a complete grasp of the factors that influence Gen Z shopping decision-making style in South Africa.

Materials and Methods

Participants and procedure

This cross-sectional, quantitative study was conducted in South Africa to evaluate Gen Z consumers' decision-making styles. Convenience sampling was used to gather the data, data was collected using the electronic link (using QuestionPro), in which individuals were asked to participate on social media platforms. The English language was used to collect the data. The questionnaire took respondents about six minutes to complete.

The G*power software (version 3.1.9.7) was used to do an a priori power analysis (Faul et al., 2007) to insure we had sufficient sample size to conduct the statistical techniques used in this article, and the findings showed that the sample size was adequate for valid results to identify small, medium, and large effects. The following values were set, crucial T value of 1.96 and a power of 0.8, alpha level of 0.05, and low effective size of 0.2 to obtain the necessary total sample size of 193 respondents.

IBM-SPSS statistics version 30.0 (Bryman, 2001) was used to prepare and analyze the data. Nominal and ordinal data were summarized using descriptive statistics like frequencies and percentages, whilst numerical variables were described using means and standard deviations (SD). Pearson's Correlation and multiple linear regression analysis were applied to tests to determine the factors that influence Generation Z shopping decision-making style, and Kruskal-Wallis analysis was applied to test if Generation Z shopping decision-making styles differ between traditional and online shopping. A p-value < 0.05 was considered statistically significant.

Measures

All constructions were measured using a five-point Likert scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Besides traditional store loyalty and traditional shopping confidence, all constructs were adapted from (Thangavel et al., 2022).

Demographic variables

The demographic variables included in the analysis were respondent's gender (1 = Female, 2 = Male), age groups (1 = 18 - 22 years, 2 = 23 - 26 years), home language (1 = Southern Sotho to 11=Other) all the official languages were included, work status (1 = high school learner to 4 = other), years using internet (1 = never to 4 = 9 years or more), frequency of shopping online (1 = never to 7 = 20 times or more), amount spend on internet shopping (1 = never to 8 = R10 001 or above) and preferred shopping method (1 = online shopping to 3 = both). The relevant descriptive statistics are reported in Table 2.

Brand loyal shoppers

Four were used to measure if Gen Z are brand loyal shoppers (BLS). Cronbach alpha (α) was high, the mean (M) indicated that respondents agreed with the items, and the standard deviation (SD) showed that the data was spread around the mean ($\alpha = 0.905$, M = 3.54, SD = 1.184). Scale items included: (1) I don't like to buy the same brand every time, (2) I buy my favourite brands over and over, (3) Once I find a brand I like, I stick to it, and (4) I try to stick to certain brands items (M = 3.37, SD = 0.938).

Brand consciousness

Brand consciousness (BC) was measured with three items: the first component of perceived threat was called susceptibility, was measured with five items: (1) the higher the price of the product, the better the quality is, (2) even though it may be costly, I prefer to buy popular brands, and (3) I purchase only branded items (M = 2.88, SD = 1.090).

Quality consciousness

Quality consciousness (QC) was measured using the following four items: (1) I do not mind paying a higher price if I can get a quality product, (2) I carefully considers the quality of products I buy, (3) I make special efforts to choose the best quality products, and (4) my expectations from the products I buy are very high (M = 4.02, SD = 0.846).

Confused by over choice

Confused by over choice (COC) was measured using the following three items: (1) all the information I get on different products confuses me, (2) the more I learn about different brands, the harder it seems to choose one, and (3) availability of many brands often make me confused when I shop (M = 2.63, SD = 0.927).

Price consciousness

Price consciousness (PC) was measured using the three following items: (1) I pay attention to the advertisements announce discounts, (2) I usually use discounts to save money, and (3) I carefully watch how much I spend (M = 3.80, SD = 0.975).

Convenience consciousness

Convenience consciousness (CC) was measured using the following items: (1) I prefer to shop online because it helps me to save time, (2) I like to get things delivered to my home rather than go and buy it from a shop, and (3) offline shopping takes lot of effort in terms of travel, parking and carrying back the items (M = 3.34, SD = 1.107).

Online store loyalty

Online store loyalty (OSL) was measured using the following items: (1) I tend to buy mainly from a particular online store, and (2) only my favourite online store(s) provides me with the best products (M = 2.99, SD = 1.035).

Online shopping confidence

Online shopping confidence (OSC) was measured using the following three items: (1) I think I am a good online shopper, (2) I have the ability to choose the right products online, and (3) I feel comfortable with the level of security online stores provide (M = 3.18, SD = 1.055).

Traditional store loyalty

Traditional store loyalty (TSL) was measured using the following items: (1) I tend to buy mainly from a particular in-person store or traditional store, (2) only my favourite in-person or traditional store provides me with the best products, and (3) I like to try new in-person or traditional shopping sites (M = 3.43, SD = 0.951).

Traditional shopping confidence

Traditional shopping confidence (TSC) was measured using the following three items: (1) I think I am a good traditional shopper, (2) I have the ability to choose the right products in-person, and (3) I feel secure with the degree of security when I go to in-person stores (M = 4.01, SD = 0.857).

Influence of reference group or socially desirable or Information seeking

The Influence of reference groups (IRG) were measured using the following three items: (1) I seek the opinion of others before buying something, (2) What others may think of my purchases often influences my shopping decision, (3) I like to buy things that people I admire use, and (4) I would discuss with others before deciding on the purchase (M = 3.07, SD = 1.125).

Validity (Exploratory factor analysis) and reliability of the instrument

Table 1 shows the outcomes of internal consistency and explore the structure of the Gen Z's shopping orientations constructs, the items were subjected to an exploratory factor analysis with principal axis factorising. It is evident that each construct factored out to a single factor using Kaiser's eigenvalue of greater than one criterion (Kaiser, 1970). The cumulative variance explained by all the factors from each construct are below 60% which is not consistent with (Hair et al., 2012; Streiner, 1994). However, they are consistent with (Moss et al., 2015). Moreover, Table 1 demonstrates that most items of the two constructs have factor loading that are over the 0.5 threshold, demonstrating its paramount importance to the components it loads (Hair, 1998). However, we had only one item from price consciousness was below the criteria of 0.5, we kept the item since according to (Moss et al., 2015), item with a factor loading above 0.4 have strong loadings.

<i>Constructs</i>	<i>Factor loadings</i>	<i>Eigenvalues</i>	<i>Variance explained by (%)</i>	<i>Kaiser-Meyer-Olkin</i>	<i>Bartlett's Test of Sphericity</i>	<i>Cronbach's Alpha (α)</i>
<i>Brand loyal shoppers</i>						
BLS1	0.613	2.262	56.554	0.726	<0.001	0.729
BLS2	0.795					
BLS3	0.838					
BLS4	0.742					
<i>Brand consciousness</i>						
BC1	0.641	1.717	57.227	0.603	<0.001	0.623
BC2	0.823					
BC3	0.793					
<i>Quality consciousness</i>						
QC1	0.693	2.359	58.979	0.729	<0.001	0.758
QC2	0.807					
QC3	0.818					
QC4	0.747					
<i>Confused by over choice</i>						
COC1	0.702	1.839	61.288	0.614	<0.001	0.680
COC2	0.855					
COC3	0.785					
COC4	0.702					
<i>Price consciousness</i>						
PC1	0.800	1.558	51.934	0.505	<0.001	0.655
PC2	0.860					
PC3	0.423					

Convenience consciousness						
CC1	0.890					
CC2	0.882					
CC3	0.695	2.053	68.448	0.627	<0.001	0.765
Online store loyalty						
OSL1	0.823					
OSL2	0.836	1.424	47.464	0.504	<0.001	0.580
Online shopping confidence						
OSC1	0.795					
OSC2	0.815	1.868	62.260	0.665	<0.001	0.695
OSC3	0.756					
Traditional store loyalty						
TSL1	0.783					
TSL2	0.795					
TSL3	0.672	1.696	56.545	0.622	<0.001	0.614
Traditional shopping confidence						
TSC1	0.767					
TSC2	0.829	1.932	64.387	0.672	<0.001	0.715
TSC3	0.810					
Influence of reference group						
IRG1	0.780					
IRG2	0.835					
IRG3	0.691					
IRG4	0.762	2.366	59.144	0.726	<0.001	0.768
<i>Source: created by author</i>						

Table 1: Validity and reliability of the instrument.

The first person to use the Measure of Sampling Adequacy (MSA) of factor analytic data matrices was Kaiser (1970). It was then modified by Kaiser and Rice (1974). We obtained a KMO value of 0.726 for brand loyal shoppers, 0.603 for brand consciousness, 0.729 for quality consciousness, 0.614 for confused by over choice, 0.505 for price consciousness, 0.504 for online store loyalty, 0.665 for online shopping confidence, 0.622 for traditional store loyalty, 0.672 for traditional shopping confidence, and 0.726 for influence of reference group. This shows that the data set was appropriate for factor analysis. In addition to validating the results of the Kaiser-Meyer Olkin measure of sample adequacy, the Bartlett’s Test of Sphericity showed a significant p-value < 0.01 level of significance (Bartlett, 1954). This suggests that the items had a strong or moderate association.

The dependability of the instrument was assessed using an internal consistency analysis. The ability of an instrument to produce consistent results over time is known as reliability (Gatewood et al., 2007). The findings of the reliability analysis performed on the three extracted elements revealed that the Cronbach’s alpha coefficients of 0.739 for brand loyal shoppers, 0.632 for brand consciousness, 0.758 for quality consciousness, 0.680 for confused by over choice, price consciousness 0.655, 0.765 for convenience consciousness, 0.580 for online store loyalty, 0.695 for online shopping confidence, 0.613 for traditional store loyalty, 0.715 for traditional shopping confidence, and we obtained Cronbach’s alpha coefficients of 0.768 influence of reference groups, according to (Cronbach, 1951)

the Cronbach's alpha above 0.7 is a good Cronbach's alpha. However, if a construct has a Cronbach's alpha above 0.5 it can still be used.

Results

Demographic information

The total of 247 respondents completed the survey; however, only 193 were included in the final analysis. This exclusion was due to some respondents skipping the majority of the questions, while others did not meet the selection criteria.

<i>Characteristics</i>	<i>Category</i>	<i>Frequency (n)</i>	<i>Percentage (%)</i>
Demographic data			
Gender	Male	98	50.8
	Female	91	47.2
	Prefer not to say	4	2.1
Age group, years	18 – 22	62	31.8
	23 – 26	131	68.2
Home language	Southern Sotho	28	14.5
	Northern Sotho	24	12.4
	IsiZulu	38	19.7
	IsiXhosa	21	10.9
	IsiNdebele	4	2.1
	Setswana	32	16.6
	Xitsonga	8	4.1
	Tshivenda	6	3.1
	Afrikaans	4	2.1
	English	23	11.9
	Other	5	2.6
Work status	High school learner	3	1.6
	University or College Student	80	41.5
	Working (full-time, piece jobs, hustler, etc.)	99	51.3
	Other	11	5.7
Number of years using internet	Never	1	0.5
	1 – 6 years	12	6.2
	4 – 8 years	31	16.1
	9 years or above	149	77.2
Frequency of shopping online	Never	18	9.3
	1 – 4 times	77	39.9
	5 – 8 times	32	16.6
	9 – 12 times	30	15.5
	13 – 16 times	9	4.7
	17 – 19 times	6	3.1
	20 times or more	21	10.9

Amounts spend on internet shopping	Never	17	8.8
	R1 - R1000	42	21.8
	R1001 - R2000	38	19.7
	R2001 - R4000	25	13.0
	R4001 - R6000	24	12.4
	R6001 - R8000	17	8.8
	R8001 - R10000	13	6.7
	R10 001 or above	17	8.8
Preferred shopping method	Online-shopping	27	14.0
	Traditional shopping (In-person Shopping)	60	31.1
	Both	106	54.9
<i>Source: by the authors</i>			

Table 2: Demographic characteristics of study respondents (n=193).

The majority of the respondents 98 (50.8%) were male, 131 (68.2%) were aged between 23 - 26 years old, 91 (51.3%) they were working either full-time, part-time, piece-job, or hustlers, 149 (77.2%) have been using internet for 9 years or more, and 106 (54.9%) preferred both online-shopping and traditional-shopping (in person shopping). A large portion of the respondents 38 (19.7%) spoke Isizulu at home, 77 (39.9%) shopped online 1 - 4 times in the past 12 months, 42 (21.8%) indicated that they spent R1 - R1000 for online shopping in the past 12 months. More information in Table 2.

Association between quality consciousness and shopping orientations of the Gen-Z's

Pearson correlation was conducted to determine the relationship between quality consciousness and shopping orientations of Generation Z.

	<i>QC</i>	<i>BLS</i>	<i>BC</i>	<i>COC</i>	<i>PC</i>	<i>CC</i>	<i>OSL</i>	<i>OSC</i>	<i>TSL</i>	<i>TSC</i>	<i>IRG</i>
<i>QC</i>	-										
<i>BLS</i>	.447**	-									
<i>BC</i>	.363**	.263**	-								
<i>COC</i>	.017	.098	.015	-							
<i>PC</i>	.133	.005	.029	.025	-						
<i>CC</i>	.092	.184*	.134	.131	.047	-					
<i>OSL</i>	.167*	.194**	.243**	.156*	.087	.376**	-				
<i>OSC</i>	.198**	.204**	.263**	-.113	.064	.431**	.481**	-			
<i>TSL</i>	.115	.207**	.116	.185**	.099	-.287**	.025	-.096	-		
<i>TSC</i>	.201**	-.006	.016	-.077	.145*	-.302**	.130	-.182*	.396**	-	
<i>IRG</i>	-.028	.075	.176*	.282**	.076	.094	-.167*	.024	.183*	.036	-
**p<.001, *p<.05											
<i>Source: by authors</i>											

Table 3: Correlation between quality consciousness and hopping orientations of Gen-Z.

Results shown in 3 indicate that there is no correlation between quality consciousness and confusion by over choice, convenience consciousness, price consciousness, traditional store loyalty and influence of reference group or socially desirable or Information seeking ($p > 0.05$). However, we found that there was a positive moderate correlation between quality consciousness and brand loyal shoppers ($p < .01$). We also found a positive moderate correlation between quality consciousness and brand consciousness of the Gen-Z's ($p < .01$). A positive weak correlation between quality consciousness and online store loyalty ($p < .05$) was evident. There was a positive weak correlation between quality consciousness and online shopping confidence ($p < .01$). Lastly, a positive weak correlation between quality consciousness and traditional shopping confidence ($p < .01$) was found.

Multiple linear regression analysis of the association between quality consciousness and shopping orientation of the Gen-Z's

This study used Multiple Linear Regression Analysis to identify the characteristics that influence pneumoconiosis knowledge. Multiple linear regression analysis is a statistical technique that examines linear correlations between a dependent variable and two or more independent variables (Pallant, 2020).

Model	R	R Square	Adjusted R Square	Durbin-Watson	p-value
1	.584	0.341	0.305	1.857	<.001

Source: by authors

Table 4: Model summary.

Table 4 shows that all of the assumptions were met except for the autocorrelation assumption between residuals. A strong correlation between quality consciousness and shopping orientations ($R = 0,0584$) was found. 34.1% of the variance was explained by the independent variables (shopping orientations). The independent variables added statistical significance to the model ($p < .001$).

Coefficients ^a									
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B		Std. Error Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	1.040	0.437		2.381	0.018	0.178	1.903		
BLS	0.351	0.060	0.381	5.796	0.000	0.231	0.470	0.840	1.190
BC	0.204	0.051	0.259	3.965	0.000	0.102	0.305	0.846	1.182
COC	0.039	0.057	0.046	0.691	0.491	-0.073	0.151	0.802	1.247
PC	0.091	0.058	0.097	1.579	0.116	-0.023	0.205	0.956	1.046
CC	-0.006	0.053	-0.009	-0.119	0.905	-0.111	0.099	0.644	1.553
OSL	0.034	0.073	0.034	0.462	0.644	-0.110	0.177	0.678	1.474
OSC	0.061	0.060	0.078	1.023	0.307	-0.057	0.178	0.622	1.608
TSL	-0.073	0.066	-0.081	-1.107	0.270	-0.204	0.057	0.677	1.477
TSC	0.227	0.065	0.241	3.497	0.001	0.099	0.355	0.764	1.309
IRG	-0.092	0.048	-0.124	-1.910	0.058	-0.186	0.003	0.863	1.159

Source by authors, a. Dependent Variable: Quality consciousness.

Table 5: Coefficients.

Evaluation of the independent variables presented in Table 5 suggest that brand loyalty shoppers (p -value < 0.001), brand consciousness (p -value < 0.001), and traditional shopping confidence (p -value = 0.001), had a statistically significant impact on quality consciousness.

In order to draw the right conclusion or conclusions from the output of a multiple linear regression analysis, it is necessary to examine and meet the assumptions of multicollinearity, normality, and homoscedasticity of the residuals. These assumptions apply to both the dependent and independent variables as well as the relationship overall, as stated in (Hair, 2010), Multicollinearity occurs when the independent variables in the regression model have a high degree of correlation with one another; tolerance values of less than 0.10 and variance inflation factor (VIF) values of greater than 10 (Pallant, 2020). Table 5 demonstrates unequivocally that all tolerance values are over 0.10 and VIF values are below 10, indicating that multicollinearity is not a problem for the model.

Kruskal-Wallis analysis of quality consciousness based on preferred shopping method

We conducted normality test to determine if each variable is normally distributed or not in order to evaluate if we need to conduct parametric test or non-parametric test. From Tables 6 we see the two p-values are less than 0.05 and one is above 0.05. We therefore have significant evidence to reject the null hypothesis that the variable follows a normal distribution, except one variable but for the one variable we assume if we consider small portions of the sample size we will get normal distribution. Thus, non-parametric test was conducted.

<i>K-S^a</i>					
	<i>groups</i>	<i>statistic</i>	<i>df</i>	<i>sig</i>	<i>Mean</i>
Quality consciousness	Online-shopping	0.148	27	0.134	4.04
	Traditional shopping	0.138	60	0.006	3.96
	Both	0.115	106	0.001	4.06

Source: by authors, a. Lilliefors Significance Correction, K-S – Kolmogorov-Smirnov

Table 6: Test of normality.

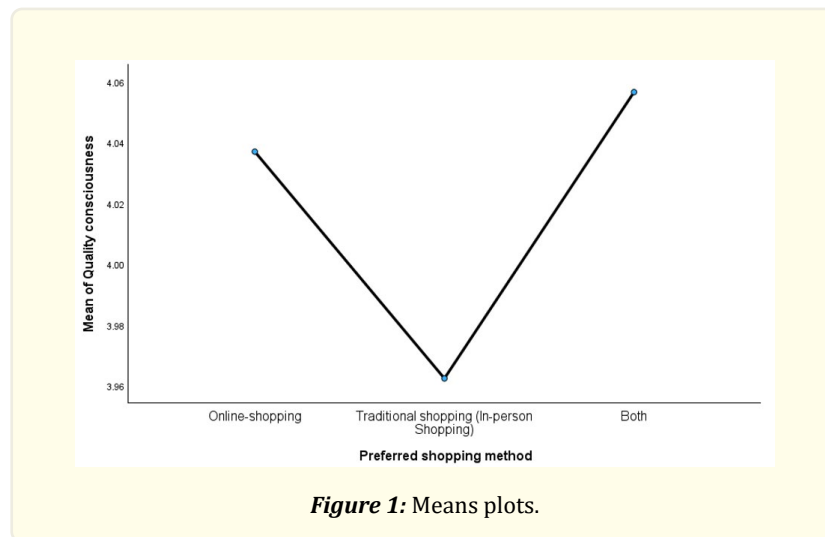
Kruskal-Wallis test was conducted determine if there a statistically significance difference between the preferred shopping method of the generation Z regarding quality consciousness. More information in Table 6.

	<i>Quality consciousness</i>
Kruskal-Wallis H	1.517
df	2
Asymp. Sig.	0.468

Source: by authors

Table 7: Test statistic.

We found that there was no statistically significant difference between the groups that were tested when it comes to quality consciousness (p-values = 0.468) Table 6. This is evident from Table 7 that respondent who preferred online-shopping scored 4.04 out of 5 and respondents who preferred traditional shopping scored 3.96 out of 5 and respondents who preferred both methods scored 4.06 out of 5 (also see Figure 1).



Discussion

The findings of the study on Generation Z shopping behaviour provide valuable insights across several themes, each of which is intricately connected to their consumer habits and preferences.

Demographic Information: The analysis of demographic data gathered from 193 respondents reveals that Generation Z were predominantly composed of individuals aged 23-26 years, with a gender distribution that is (50.8%) males this is contrary to work conducted in Turkey by (Şentürk, 2023) where majority of the respondents were females. However, our findings were in line with work by (Thangavel et al., 2022). A notable 51.3% of respondents were employed, indicating a level of economic engagement that can influence their shopping capabilities. Furthermore, a significant majority (77.2%) reported having over nine years of experience using the internet. This demographic profile underscores that Generation Z is a youthful and tech-savvy cohort that also likely has disposable income. Such characteristics play a crucial role in shaping their shopping preferences, with an inclination towards brands that resonate with their values and provide seamless online experiences.

Findings from the study indicate that there is a dual shopping orientation among Generation Z, with 54.9% of respondents expressing equal preference for both online and traditional shopping. This behaviour suggests a blend of practicality and experience, where Generation Z appreciates the convenience and extensive choices available online while simultaneously valuing the sensory engagement and immediate satisfaction offered by traditional shopping. The correlation analysis further highlights that quality is a pivotal factor in their shopping decisions, suggesting that brands targeting this demographic must prioritize quality alongside convenience and variety.

Study conducted by (Kamarudzaman and Harun, 2022) revealed that security, information availability, quality, shipping, price, and time were strong influential factors of customer satisfaction. The finding from the study conducted in Indonesia by (Immanuel and Danibrata, 2024) showed that e-satisfaction, online customer value, and e-satisfaction all influenced Gen Z e-loyalty. The study by (Hasman et al., 2023) revealed that electronic word-of-mouth, electronic service quality, and electronic satisfaction had a positive and statistically significant influence on electronic loyalty. The role of social influence is crucial in understanding Generation Z's shopping behaviour. In this research we measured the impact of reference groups, revealing a moderate reliance on the opinions and suggestions of peers, evident from a mean score of 3.07 regarding their influence on purchasing choices. This indicates that Generation Z often seeks social validation and support from peers before making significant buying decisions. Thus, brands and marketers must recognize the importance of cultivating a strong social presence and leveraging influencer marketing to reach this demographic effectively.

The study conducted in Indonesia by (Syahdan, 2021) revealed that benefit, ease of use, self-efficacy, trust, security, and perceived usefulness have an impact on Gen Z consumer perception. The study employed the Kruskal-Wallis test to investigate potential differences in shopping styles across various groups within Generation Z. While specific results are not extensively detailed, the correlations observed in the analysis suggest that factors like quality consciousness and social dynamics significantly impact their shopping behaviour these findings are consistent with results by (Şentürk, 2023) and (Axcell and Ellis, 2023). The varying confidence levels in traditional shopping settings compared to online environments further emphasize the complexity of their shopping styles. Generation Z's confidence in traditional shopping is notably influenced by social feedback, thereby indicating that both online and offline shopping experiences need to be thoughtfully designed to cater to their nuanced preferences.

Conclusion

In conclusion, the findings showcase that Generation Z's shopping behaviour is intricately shaped by their demographic attributes, a hybridization of shopping orientations, significant social influences, and distinctive shopping styles. These insights provide a framework for retailers and marketers to strategically align their offerings with the expectations and values of this influential demographic. The study found a correlation between quality consciousness and brand loyal shopper, brand consciousness, online store loyalty, online shopping confidence, and traditional shopping confidence. We also found there were no differences between the preferred shopping methods when it comes to quality consciousness.

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Authors' contributions

T.A.M and K.M. carried out the project development, carried out the data collection, and carried out the data collection supervising. T.A.M. carried out on the acquisition of analysis, interpretation of data. Both authors were responsible for manuscript writing and revising of the manuscript. Both authors reviewed the manuscript. The author(s) read and approved the final manuscript.

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Declarations

Ethics approval and consent for participation

The study was approved by the ethics committee of the faculty of humanities higher degree committee (REC-01-722-2024). All the procedures applied to the participants were in accordance with relevant guidelines and regulations. Informed consents were obtained from all participants.

Consent for publication

Not applicable.

Conflict of interests

The authors declare that they have no conflict of interest.

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