



Influence of Psychology on E-Commerce: A Study based on different Consumer Age Groups & their Impacts

Sahil Koul¹
Rohit Wanchoo²
Shafali Koul³

Abstract

Humans have evolved from being in jungles living a nomadic life to being able to search and find resources for their existence to further making optimize use of those resources to use them and also make them sustainable for the future generations. With these changing times not only physically humans have changed but so has the Psychology of people and their buying and decision making habits. Having a store to visit used to be a great past time and the psychology supporting that has its own story to tell but with the introduction of E-commerce and its association with the current user types has made it a hedonic factor to make purchase based decisions. The paper talks about this Psychological impact that was observed among the different age groups towards the E-commerce purchasing. Further it also aims to signify a relation of age based factors that might give impetus to more of the E-commerce business in the later part this decade. The paper also focuses on important aspects such as what people shop for online and is it only the younger population that's E-commerce savvy or there exist other trends to the notion as well. In the later parts of the research it will be analyzed that how technological advancements have made impact on the psychological behaviors of the people of various age groups for making an online purchase decision. A section of paper also talks about the factors which on a psychological level influence the online buying decision of the person and also the socio cultural impacts of the same. As per latest stats published in a research it was observed that the global outreach of click businesses have gained more pace over the last decade and is further expected to grow more later this Year. Not only this but some insights from the consumer surveys also suggest that psychological touch points have made the click businesses to switch over to mortar based centers as well. Thus we can say that psychology has a key role to drive the ecommerce businesses and the variations of consumer psychology among different age groups need to be analyzed to design effective frameworks that can fit in the current organizational context to cater the needs of varied customers and thereby having a positive E-Commerce growth. The design of the paper is to enlist all the factors that impact the buying of consumers then enlisting then on the basis of age groups and the prevalent psychology in that age group and then listing the impacts of these projected analyzed trends in the current E-commerce context. The paper has classified the age groups into three prime types for the analysis and these are Generation Z (People born after 2000), Millennials (age group ranging 18-35 years) & Generation X (age group ranging 36-50 years).

The main aim of the paper is to analyze and establish a trend that may be prevalent in these age groups and which can be helpful for the E-commerce businesses to grow their outreach to all segments of the prospected audience.

Keywords: Psychology, Consumer Behavior, E-Commerce, Hedonism, Age Demographics, Buying Decisions, Psych centric Behaviours.

¹ Student, The Business School, University of Jammu, koulsahils@yahoo.com

² Software Developer, TechAspect Solutions Pvt. Ltd., ron.bhat0@gmail.com,

³ Student, The Business School, University of Jammu, Shafallikaul19@gmail.com