



A Study on understanding millennial consumer perspective towards E-commerce: International Trade

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Abstract

With the enormous change of growth of e-commerce, most millennials choose it due of its 24/7 availability, convenience of access, and vast range of items and services. The number of people who buy items online is growing every day. It is critical for businesses to comprehend the elements that encourage people to purchase online. As a result, e-commerce has launched a new revolution in international trade. Its applications include expanding the space and area of international trade, shortening the distance and time of international trade, simplifying international trade procedures and processes, international trade globalization, intelligent, paperless. This research has been conducted in order to determine which are the issues of millennials towards the e-commerce.

I. Introduction

Millennials are a segment or age group also referred to as Generation Y. Because they entered adulthood around the turn of the millennium, they are known as millennials. According to the U.S. Census Bureau, this category includes people between the ages of 18 and 34.

The term e-commerce or electronic commerce, refers to buying, selling and services through the internet. E-commerce can happen in various forms, for example ordering goods, purchasing a service, buying information sources (articles, books). The mostly e-commerce players in the world market are amazon, eBay, zappos and jingdong.

Millennials are more receptive to internet purchasing than previous generations. They don't mind breaking the norms, breaking the conventions, and experimenting with new choices. This

generation is technologically aware and actively uses the internet to remain up to speed on global events.

International trade refers to the movements of goods and services between different countries abroad. The world's economy benefits from and is improved by this type of commerce. The most frequently traded items are goods like televisions, clothing, capital goods, machinery, food, and raw materials.

Governmental Rules in E-commerce

• Price

These Rules establish fresh limitations and conditions with regard to the price of their particulars, returns for defective or fake goods and services, late deliveries (except from cases of force majeure), and deceiving client reviews.

• Information display

When it comes marketplace platforms, the Platform is also required to provide specific information, such as the country of origin of the goods. However, the Rules are silent on the assessment of goods assembled, packaged, or manufactured in one country but licensed by an entity based in another country. Marketplace platforms must also make information about delivery options, payment options, refund policies, and their terms and conditions, which cover their interactions with sellers, readily available.

• Seller

Fake reviews: It's against the law for sellers to post testimonials about their products or services while assuming the identity of a customer.



- **Duty to withdraw**

Sellers are required to withdraw goods or services and refund payments if they are unsatisfactory, lacking, delivered late (barring cases of force majeure), lacking features that were advertised, or being used fraudulently.

Literature review

According to Kotler (1985) stated that a consumer market consists of all the individuals and households who buy or acquire goods and services for personal consumption. Customers or consumers vary tremendously in their ages, income, educational, levels, mobility patterns, and tastes.

The Millennials are also referred to as Generation Y (Gen Y), the Net Generation, Generation Next and Echo Boomers, who are born between 1977 and 2003 (Armstrong & Kotler, 2005). However, there are many different age definitions for this cohort but the age definition and name referred to as the Millennials is defined as those individuals born between 1982 and 2003 (Howe & Strauss, 2003).

E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals (C. Nisha and G. Sangeeta, 2012)

Awais Muhammad and Samin Tanzila (2012) indicate that use of internet has made the world a global village. The use of Internet has reduced the distances and brought the people together. A nation's back bone is commerce and it will be strengthened if backed by electronic tools in which e-commerce plays a vital role.

International trade development, the particular attention must be given to the sale of goods in foreign markets. J. E. Stiglitz et al. believes that the development of international trade means the increase of sales, expansion of product range, and creation of added value (Stiglitz et al., 2006). S.

S. Kuznets emphasizes that the growth of international trade volumes should be associated with

“running ahead technology” (Nobel Lectures, 1992). In literature it is stated that, generally, talking about the development of international trade, authors use terms “modernization” and “development”. While the “development” is often confused with “growth”, actually the concept of development is much

broader. Growth is defined as the application of traditional technologies in order to sell more of the same products, while development is associated with qualitative changes resulting from the use of advanced technologies (Grabowski et al., 2007; Stehrer et al., 2003; Ekholm et al., 2002).

According to J. E. Stiglitz's view, development is initiated by significant changes, which together create opportunities for companies that allow to extend the horizons of current knowledge, and to reduce isolation (Stiglitz, 2001).

II. Methodology

Based on the analysis of the current state of millennials consumer perspective towards E-commerce: International trade, the main objective of the paper is to identify the perspective of millennials consumers towards E-commerce, Demographics patterns and its impact and also the buying pattern using an online platform and to what extent a millennial trust goes on buying products on e-commerce platforms.

Primary data was used to obtain the questionnaire. Online questionnaire was distributed among the previous and recent students from college. A total of 100 respondents filled the questionnaire. The analysis was conducted by using SPSS platform. Results are presented in figures and tables.

Questionnaires

The first section of the questionnaire is based on demographic information such as age, gender, occupation and monthly income.

Second section of the questionnaire is based on knowing if the millennials are aware of e-commerce platforms and the buying pattern using an online platform.

Likert scales were used in the survey and ranged from “Strongly agree” to “Strongly disagree”.

III. Results

It shows that 58% respondents are male and 42% respondents are female. 59% are from 24 to 28 years old, 25% of 28 to 32 year old and 16% are in the interval of 32 to 38 years old. 41% receive an interval of 20000 to 30000, 24% are in the interval of 31000 to 40000, 17% are in the interval of 41000 to 50000 and 18% are above 50000. 96% of respondents are aware about e-commerce platforms and only 4% aren't aware which makes us conclude that e-commerce is growing globally. 17% use once in a week, 1% use once in a fortnight, 24% use in a month, 34% use during sales, 24% use on



occasions. To conclude we could notice that the majority use e-commerce mostly during sales, once in a month, and on occasions.33.8% on clothes, 21.1% on beauty, 8.1% on vehicle, 18.3% on health and 18.7% on fitness. To conclude we could notice that the majority spend on clothes and beauty.32.3% on Amazon, 21.5% on Alibaba, 17.9% on Ebay, 25.9% on Social Media and 2.4% on JingDong. We could notice that the majority use amazon and social

media platforms.19.9% use Paypal, 34.2% use net banking, 30.1% use debit cards and 15.8% use credit cards. To conclude we could notice that the majority use net banking and debit cards.

The table is showing that there is no relation between income and how much online millennials spent in online shopping per month.

**Income * How much do you spend on online shopping per month?
Crosstabulation**

Count		How much do you spend on online shopping per month?				Total
		Below 1000	1001 to 5000	5001 to 10 000	10 001 above	
Income	20000 to 30000	12	19	10	0	41
	31000 to 40000	1	8	13	2	24
	41000 to 50000	0	1	9	7	17
	Above 50000	0	3	6	9	18
Total		13	31	38	18	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	50.835 ^a	9	<.001
Likelihood Ratio	58.232	9	<.001
Linear-by-Linear Association	38.722	1	<.001
N of Valid Cases	100		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is 2.21.

H0: There is no relation between monthly income and the amount they spend on e-commerce shopping.

H1: There is a relation between monthly income and the amount they spend on e-commerce shopping.

The table is showing that gender have relations when it comes to e-commerce save card details for future use.

Gender * I do feel secure when the e-commerce platform save my card details for future uses Crosstabulation

Count		I do feel secure when the e-commerce platform save my card details for future uses					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	22	9	10	11	6	58
	Female	9	7	8	4	14	42
Total		31	16	18	15	20	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.089 ^a	4	.039
Likelihood Ratio	10.214	4	.037
Linear-by-Linear Association	4.911	1	.027
N of Valid Cases	100		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.30.

H0: There is no relation between gender and the e-commerce platform save my card details for future uses.

H1: There is a relation between gender and the e-commerce platform save my card details for future uses



IV. FINDINGS

Millennials are more familiar with the e-commerce platforms; due to this they have positive responses regarding buying products online and the majority prefer and are used to buy from e-commerce platforms rather than physically shop. Most of the millennials using e-commerce platforms are male. We could also find that it is less time consuming, cheaper to purchase and diversity of products on e-commerce platforms. Although the millennials prefer buy the products during the sales.

V. SUGGESTIONS

Fast and Free Shipping: Offer fast and free shipping, as millennials value convenience and may abandon their cart if they feel that shipping costs are too high.

Easy Returns: Make the returns process simple and hassle-free, with clear instructions and a user-friendly interface. Many millennials are wary of making purchases online due to the perceived risk of returns, so making the process easy can help to build trust and encourage repeat purchases.

Engage with Customers: Build relationships with customers through social media, email marketing, and live chat support. Engaging with customers regularly helps to build brand loyalty and creates a sense of community around your e-commerce platform.

VI. CONCLUSION

From the research we did on 'A Study on understanding millennial consumer perspective towards E-commerce: International Trade', we could conclude that millennials are more familiar with the e-commerce platform and use it often.

Millennials do not feel secure when e-commerce platforms save their card details due to the frauds that had happened in the past with purchasing.

Millennials view e-commerce as a global marketplace where they can buy products from all over the world. They are comfortable with cross-border purchases and may even seek out products that are not available in their own country.

In summary, the millennial consumer perspective towards e-commerce is improving in the positive way the e-commerce platforms are also implementing more services and products which make the consumers want to use more and more.

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