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A Study of Gen Z Buying Behaviour for FMCG Products

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ABSTRACT
Fast-moving Consumer Goods (FMCG) form a core part of daily consumption behaviour, especially among Generation Z consumers, who are highly informed, tech-savvy, and preference-driven. This study investigates the major determinants influencing their buying behaviour, particularly across three key factors: Perceived Convenience & Accessibility, Assortment & Price Promotions, and Trust & Quality Assurance. Additionally, the research examines how these factors influence consumer purchase intention and channel preference across retail formats such as grocery shops, malls, and online platforms. With changing lifestyle patterns, digital influence, and rising brand consciousness, Gen Z has emerged as a distinctive market segment requiring strategic attention. The study highlights a growing shift in consumer expectations toward convenience, wide product availability, and quality assurance. Retail choice is increasingly determined by the combined effect of these variables rather than individual elements alone. Therefore, the findings will assist retailers, marketers, and FMCG companies in designing more targeted marketing campaigns, optimizing retail channels, and enhancing consumer satisfaction to stay competitive in a rapidly evolving market landscape.
Keywords: Generation Z, FMCG, Buying Behaviour, Grocery Shops, Online Shopping.

1. INTRODUCTION

The Fast-Moving Consumer Goods (FMCG) industry occupies a significant space in the global economy, encompassing a wide range of essential products such as packaged foods, beverages, toiletries, and household consumables that are frequently purchased and consumed daily. In the Indian context, the FMCG sector is recognized as the fourth-largest industry contributing to economic growth, channel expansion, employment generation, and rural development. Liberalisation, rising disposable incomes, rapid urbanisation, and increasing penetration of modern retail formats have accelerated the growth of this sector in the last decade. Parallel to this market expansion, the emergence of a new consumer cohort, Generation Z (Gen Z), is transforming the consumption landscape by reshaping brand strategies, communication approaches, and product innovations.

Gen Z refers to individuals born between 1997 and 2012, representing a dominant demographic segment in India's population structure. This digital-first generation has been exposed to technology from an early age, making them highly adaptive to continuous change, instant connectivity, and digitized shopping experiences. Their familiarity with social media platforms, online reviews, e-commerce, and mobile payment systems positions them as informed, empowered, and demanding consumers. Unlike their predecessors, Gen Z purchasing behaviour is not solely driven by affordability and necessity but also by unique experiences, emotional engagement, peer influence, and brand authenticity. Their preferences are marked by a strong

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inclination toward convenience, rapid product delivery, attractive packaging, and superior quality, especially in the FMCG space where choices are abundant and switching costs are low.

One of the distinctive behavioural trends observed among Gen Z is their heightened awareness of sustainability, ethical production, and social responsibility. They tend to support brands that reflect transparency, environmental consciousness, cruelty-free production, and contribution to community welfare. A strong digital footprint further amplifies this behaviour, as this generation is constantly exposed to influencers, brand campaigns, user-generated content, and personalized advertisements. As a result, Gen Z consumers often engage in impulse buying driven by online stimuli and trend-based consumption rather than planned purchasing processes. Their shopping journey also seamlessly transitions between physical stores and digital channels, highlighting the importance of omnichannel retailing for FMCG brands.

Given the size of this generation and its increasing economic influence, understanding their buying behaviour is a strategic priority for marketers and retailers. Companies need to decode Gen Z's expectations, motivations, and purchase patterns to optimize product positioning, ensure brand loyalty, and remain competitive in a dynamic marketplace. Despite growing literature on consumer behaviour, limited research focuses exclusively on Gen Z's purchasing patterns within the FMCG category in emerging markets like India, where cultural diversity and income disparities further shape consumption choices. Therefore, exploring the determinants of buying behaviour, such as price sensitivity, promotional effectiveness, perceived quality, peer recommendations, digital engagement, and lifestyle orientation, is essential to derive practical insights for the FMCG industry.

This study aims to provide a comprehensive analysis of Gen Z buying behaviour for FMCG products by evaluating key influencing factors, behavioural intentions, and post-purchase responses. The outcomes of the research will help marketers, retailers, and policymakers to design innovative strategies that resonate with this tech-savvy, socially aware, experience-driven, and value-oriented generation, thereby contributing to their satisfaction and strengthening brand competitiveness in the long term.

2. REVIEW OF LITERATURE

Convenience continues to shape consumer behaviour in the fast-moving consumer goods (FMCG) market, serving as a quiet yet powerful driver behind every day purchasing decisions. Consumers frequently choose products like milk, soap, and snacks based on ease of access, minimal time involvement, and quick decision-making. Classic studies describe convenience goods as low-involvement items bought frequently with minimal cognitive effort, supported by strong distribution presence and competitive pricing (Kotler and Armstrong, 2012; Menke, 2017). Recent findings indicate that the perceived convenience of finding a product in a nearby store and confidence in its availability significantly influence brand choice in FMCG categories (Bayecha, 2024). Thus, convenience is not a supplementary factor but a primary motivator guiding habitual purchasing.

Assortment perception within retail further strengthens consumer satisfaction by assuring adequate choice and alignment with personal preferences. Shoppers do not evaluate product variety mathematically; instead, they intuitively assess whether the range fulfils their needs and tastes (Kök, Fisher, and Vaidyanathan, 2009). A well-structured assortment enhances satisfaction, repeat visits, and store loyalty by reinforcing a perception of relevance and shopping

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efficiency (Anupindi, Gupta and Venkataramanan, 2009). Complementing assortment strategy, price promotions serve as short-term demand stimulators. (Huang, Fildes, and Soopramanien, 2013) demonstrate that promotional offers increase sales not only for discounted products but also for competitive brands placed nearby. However, frequent promotions elevate demand unpredictability and foster habitual deal-seeking behaviour rather than brand commitment. This implies that retailers must carefully balance assortment breadth and promotional strategy to sustain both value perception and brand loyalty. (Wilkins and Ireland, 2020) further highlight that consumers increasingly evaluate promotions based on perceived product quality, quantity, and sustainability, emphasizing that value must remain intact even during discounts.

Trust and quality assurance remain fundamental pillars that strengthen long-term consumer relationships. Trust allows customers to develop confidence in product performance and brand promises, directly influencing both attitudinal and behavioural loyalty (Sirisha, Babu, and Sangeetha, 2015). In digital commerce environments where sensory evaluation is absent, trust is built through online reviews, detailed product descriptions, and credible quality certifications. Quality assurance plays a critical role in this process, especially as consumers become more health-conscious and environmentally aware. Certifications such as EcoCert or Vegan Society labels act as visible proof of ethical sourcing and product credibility (Szaban, 2023). At the supply chain level, transparency and collaboration between manufacturers, retailers, and consumers form what researchers call a "virtuous cycle of trust," enhancing customer satisfaction while strengthening competitive advantage through product consistency and innovation (Derqui, Fayos and Occhiocupo, 2022).

Purchase intention represents a psychological commitment signalling consumers' likelihood of choosing a brand in the future. Product design, packaging aesthetics, and emotional appeal significantly contribute to perceived value, thereby increasing purchase intention in FMCG categories (Wang et al., 2024). Brand familiarity and positive recognition also reinforce consumer confidence and lead to repeat purchase behaviours (Tariq et al., 2013). Moreover, modern consumers increasingly consider environmental and social well-being in their purchasing decisions. Sustainable and ethically marketed products foster positive emotional responses and influence intention by enabling customers to feel socially responsible and aligned with global sustainability goals (Lestari et al., 2023). Thus, purchase intention is evolving into a multidimensional outcome shaped by functional, emotional, and ethical perceptions.

Channel preference has undergone a significant transformation due to digitalization and shifting consumer expectations. In earlier times, customers relied mainly on proximity-based, habitual purchase behaviour involving local grocery shops and supermarkets (Dad, 2012). However, interactive retail formats and technology-driven fulfilment systems have expanded consumer choices across malls, hypermarkets, and online platforms. Distribution efficiency, such as wide channel coverage, reliable stock availability, and minimized logistical delays, strongly impacts consumer outlet selection (Trihatmoko, Mulyani and Q.A., 2020). Economic value also influences channel preference, as customers seek competitive prices, loyalty offers, and bundled savings that reward frequent shopping (Tsey, Boachie-Mensah and Agyapong, 2022). Online grocery platforms offer convenience and time savings, especially for urban Consumers facing mobility challenges, although concerns about freshness remain. and handling of perishable items (Pitts et al., 2018). Conversely, malls provide combined shopping, leisure, entertainment, and lifestyle experiences, which enhance emotional involvement and attract quality-conscious customers

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(Nasim and Shamshir, 2022; Suvadarshini and Singh, 2024). Still, neighbourhood grocery shops continue to hold relevance due to trust, relationship bonding, and immediate accessibility, particularly where consumers prefer to personally inspect food items for freshness (Escaron et al., 2013).

Research Gap: The existing literature provides valuable insights into consumer behaviour toward FMCG products, emphasizing convenience, assortment perception, price promotions, trust, and purchase intention as influential factors. However, much of the prior research examines these variables in isolation, focusing either on pricing strategies (Huang et al., 2013), assortment perceptions (Kök et al., 2009), or trust and quality cues (Sirisha et al., 2015; Szaban, 2023). Limited studies explore how these elements collectively shape consumers' choice of retail channels, particularly in a dynamic marketplace where customers alternate between grocery shops, malls, and online platforms. Furthermore, earlier studies often reflect generalized market contexts without capturing changing post-pandemic shopping behaviours, where convenience and digital engagement have become stronger drivers of decision-making.
Additionally, most research has been conducted in international environments, with relatively fewer empirical studies focusing on Indian consumers, especially in metropolitan regions where modern and traditional retail formats coexist. While shopping malls deliver experience-driven environments and online grocery platforms offer time-saving benefits, neighbourhood grocery shops still dominate essential purchase behaviour due to trust and immediate access. Despite this, the evolving multichannel ecosystem, there is limited understanding of how channel preference interacts with perceived assortment, price-value perception, and trust to influence purchase intention in India's FMCG sector. This gap highlights the need for a comprehensive study that integrates these factors to better explain and predict consumer behaviour across different retail channels in the Indian context.

3. RESEARCH METHODOLOGY

3.1 Research Design

This study adopts a descriptive research design, as the primary purpose is to systematically describe the influencing factors of FMCG buying behaviour among Generation Z consumers, and compare their purchase intention and channel preference across multiple retail formats such as grocery shops, malls, and online platforms. A descriptive design is considered appropriate because it helps examine the current attitudes, perceptions, and behavioural outcomes of consumers without manipulating any variables.

3.2 Nature of Research

The research is quantitative in nature, supported by statistical analysis to derive objective and generalizable results. Responses were measured using structured Likert-scale questions to quantify consumer perceptions and behavioural patterns.

3.3 Population and Sampling Design

The target population for this study consisted of Generation Z consumers aged 18–28 years who actively purchase FMCG products. As this age group constitutes a dominant segment of India's consumer market, it offers valuable insights into the evolving retail preferences.

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A simple random sampling technique was used to select respondents, ensuring each potential participant had an equal chance of being included. This method reduces sampling bias and improves the reliability of responses collected.

- **Population**: Gen Z buyers in urban/metro regions
- **Sampling Technique**: Simple Random Sampling
- **Sampling Unit**: Individual Gen Z consumers
- **Sample Size**: 400 respondents

3.4 Data Collection

The study relied on primary data collected using a well-structured, closed-ended questionnaire administered online and offline to ensure wider reach and accessibility. Respondents were assured of confidentiality, and the questionnaire was self-administered to minimize investigator bias.

Secondary data was obtained from scholarly journals, research articles, government reports, and recognized academic websites to build the conceptual background and support literature review.

4. DATA ANALYSIS

4.1 Reliability Test

Test of reliability of scale: This test is used for validation of Likert scale used in the questionnaire.

To validate the scale in this study Cronbach Alpha test is applied. Test is applied for all 400 respondents. Following table represents the results of the test:

Table 1: Cronbach Alpha test

Sr. No	Variables	No. of Question	Cronbach Value	Accept
1	Perceived Convenience & Accessibility	5	0.830	Scale is reliable and accepted
2	Assortment & Price Promotions	5	0.787	Scale is reliable and accepted
3	Trust & Quality Assurance	5	0.810	Scale is reliable and accepted
4	Purchase Intention	9	0.890	Scale is reliable and accepted
5	Channel Preference / Share	9	0.873	Scale is reliable and accepted

Above results indicate that all the Cronbach Alpha values for all the four variables is more than the required value of 0.700. Hence the test is accepted. Conclusion is **scale is reliable and accepted.**

Table 2: Demographic Factor

Sr. No	Demographic Factor	Category	Frequency	Percent
1	Gender	Male	171	42.8
		Female	229	57.3

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2	Age Group	18-20 Years	272	68.0
		21-23 Years	48	12.0
		24-26 Years	43	10.8
		27-28 Years	37	9.3
3	Qualification	HSC	64	16.0
		Undergraduate	242	60.5
		Graduate	51	12.8
		Postgraduate	40	10.0
		Professional Degree	3	.8

The demographic frequencies show that out of 400 respondents, 171 were male (42.8%) and 229 were female (57.3%), indicating majority female participation. The age-wise distribution reveals that 272 respondents (68.0%) belong to the 18–20 years group, followed by 48 respondents (12.0%) in the 21–23 years category, 43 respondents (10.8%) aged 24–26 years, and 37 respondents (9.3%) aged 27–28 years, showing that the sample is dominated by younger consumers. In terms of qualification, the majority 242 respondents (60.5%) are undergraduates, while 64 respondents (16.0%) have completed HSC, 51 respondents (12.8%) are graduates, 40 respondents (10.0%) hold postgraduate qualifications, and a small proportion of 3 respondents (0.8%) hold a professional degree. These frequency numbers collectively indicate that the study predominantly includes young and educated participants.

4.2 Objective and Hypothesis

Objective 1 - To Study the factors influencing purchase of FMCG products among generation Z.

Null Hypothesis H_{01}: There is no significant impact of influencing factors of FMCG products among generation Z.

Alternate Hypothesis H_{11}: There is a significant impact of influencing factors of FMCG products among generation Z.

To test the above null hypothesis One sample Test is applied. Results are as follows.

Table 3: One-Sample Test

	Test Value = 60			
	t	df	P-value	Mean Difference
Perceived Convenience & Accessibility	17.192	399	.000	13.830
Assortment & Price Promotions	17.104	399	.000	12.430
Trust & Quality Assurance	23.540	399	.000	16.440

Conclusion for Perceived Convenience & Accessibility: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore, one sample test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted. Therefore, there is a significant impact of influencing factors of FMCG products among generation Z.

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Conclusion for Assortment & Price Promotions: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore, one sample test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted. Therefore, there is a significant impact of influencing factors of FMCG products among generation Z.

Conclusion for Trust & Quality Assurance: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore, one sample test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted. Therefore, there is a significant impact of influencing factors of FMCG products among generation Z.

Table 4: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Perceived Convenience & Accessibility	400	73.83	16.089	.804
Assortment & Price Promotions	400	72.43	14.535	.727
Trust & Quality Assurance	400	76.44	13.968	.698

Findings for Perceived Convenience & Accessibility: With a mean score of 73.83 and a standard deviation of 16.089, respondents show a strong positive perception of convenience and accessibility offered by retail stores. The relatively low standard error (0.804) suggests that the sample mean is a reliable estimate of the population perception. These results indicate that consumers find modern retail formats easy to access, well-organized, time-saving, and convenient for regular shopping.

Findings for Assortment & Price Promotions: The mean score of 72.43 and standard deviation of 14.535 reflect that customers are highly satisfied with the product variety and promotional offers available in the stores. The standard error (0.727) again supports consistency in responses. These findings imply that diverse product choices and attractive price deals play an important role in shaping shopping preferences and encouraging frequent store visits among consumers.

Findings for Trust & Quality Assurance: Trust & Quality Assurance received the highest mean rating of 76.44, indicating strong consumer confidence in the quality and authenticity of products offered by malls and supermarkets. The standard deviation of 13.968 shows relatively stable opinions across respondents, and the standard error (0.698) confirms high reliability of the measured mean. The findings imply that trust in branded goods, proper packaging, and transparent product information significantly enhance customer loyalty and preference toward organized retail.

Table 5: One-Sample Statistics

One-Sample Effect Sizes					
				95% Confidence Interval	
		Standardizer[a]	Point Estimate	Lower	Upper
	Cohen's d	16.089	.860	.744	.974

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Perceived Convenience & Accessibility	Hedges' correction	16.119	.858	.743	.972
Assortment & Price Promotions	Cohen's d	14.535	.855	.740	.969
	Hedges' correction	14.562	.854	.739	.968
Trust & Quality Assurance	Cohen's d	13.968	1.177	1.049	1.304
	Hedges' correction	13.994	1.175	1.047	1.302
a. The denominator used in estimating the effect sizes. Cohen's d uses the sample standard deviation. Hedges' correction uses the sample standard deviation, plus a correction factor.					

Interpretation for Perceived Convenience & Accessibility: The Cohen's d value of 0.860 (95% CI: 0.744 to 0.974) indicates a large effect size, suggesting that the mean score for convenience and accessibility is substantially higher than the test value. The Hedges' g correction (0.858) confirms the robustness of this result by adjusting for sample size. This means that convenience factors such as store location, layout, fast service, and ease of shopping have a strong positive influence on consumer satisfaction and clearly distinguish modern retail from the benchmark shopping conditions.

Interpretation for Assortment & Price Promotions: The effect size for Assortment & Price Promotions is also large (Cohen's d = 0.855, CI: 0.740 to 0.969), with a similar result for Hedges' g = 0.854. These values indicate that product variety and promotional strategies are significantly better than the reference standard, and this strongly influences customer preference toward organized retail. It highlights that consumers highly value increased product options, competitive pricing, and frequent offers available in malls and supermarkets.

Interpretation for Trust & Quality Assurance: Trust & Quality Assurance shows the largest effect size, with Cohen's d = 1.177 (CI: 1.049 to 1.304) and Hedges' g = 1.175, both indicating a very large effect. This demonstrates that trust, brand assurance, product certification, and quality standards have the strongest positive deviation above the benchmark. Consumers rely heavily on quality authentication, hygienic conditions, and brand credibility, making this the most influential factor driving organized retail preference over traditional stores.

Objective 2- To Study and compare purchase intention among respondents of generation Z.

Null Hypothesis H_{02}: There is no difference in purchase intention of FMCG products from grocery shops, Malls and online purchase.

Alternate Hypothesis H_{12}: There is a difference in purchase intention of FMCG products from grocery shops, Malls and online purchase.

To test the above null hypothesis Friedman Test is applied and chi-square test is obtained. Results are as follows.

Table 6: Test Statistics

Test Statistics[a]	
N	400

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Chi-Square	60.104
df	2
P-value	.000
a. Friedman Test	

Conclusion: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore, chi-square test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted. Therefore, there is a difference in purchase intention of FMCG products from grocery shops, malls and online purchase.

Table 7: Ranks

	Mean Rank
Purchase intention from Grocery Shops	1.85
Purchase intention from Malls	1.88
Purchase intention from online purchase	2.27

Findings: The mean ranks indicate the relative preference of consumers when deciding to purchase FMCG products across different retail formats. A lower mean rank signifies a higher preference. Here, grocery shops (mean rank = 1.85) hold the highest priority among consumers, suggesting that people still prefer nearby traditional outlets for regular FMCG purchases due to convenience, familiarity, and easy access. Malls (mean rank = 1.88) are the next preferred choice, indicating that modern retail formats attract shoppers, especially for bulk buying, variety, and brand assurance. However, online purchase (mean rank = 2.27) receives the lowest preference among the three, showing that although digital shopping is growing, consumers still tend to rely more on physical stores for everyday FMCG needs due to immediate availability, trust, and physical product inspection. Overall, traditional retail remains dominant, but malls are emerging as strong competitors, while online platforms are still evolving in consumer acceptance for FMCG purchases.

Table 8: Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Purchase intention from Grocery Shops	400	65.37	16.850	27	100
Purchase intention from Malls	400	65.05	18.866	20	100
Purchase intention from online purchase	400	72.33	17.714	27	100

Purchase intention from Grocery Shops: The purchase intention for FMCG products from grocery shops has a mean value of 65.37 with a standard deviation of 16.850, showing a generally positive preference among consumers with moderate variation in responses. The minimum score recorded is 27 and the maximum is 100, indicating that while many consumers prefer nearby grocery stores for their convenience and availability of regular-use items, some consumers exhibit lower preference likely due to limited product variety or lack of promotional offers. Overall, grocery shops remain a reliable and frequently chosen source for day-to-day FMCG shopping.

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Purchase intention from Malls: The mean score for malls is 65.05, which is almost similar to grocery shops, indicating a good level of consumer preference for malls as well. The standard deviation of 18.866 suggests slightly greater variability in satisfaction and preference levels compared to grocery shops. The wide range from 20 to 100 shows that malls are highly attractive for some shoppers due to broad assortment, quality assurance, and modern shopping environments, while others may find them less convenient due to travel distance, time involvement, and cost concerns. Thus, malls hold a strong but not dominant position in FMCG purchase behaviour.

Purchase intention from online purchase: Online purchase shows the highest mean score of 72.33, indicating that consumers have a stronger intention toward buying FMCG products online, likely due to factors such as home delivery, time savings, digital offers, and increasing trust in e-commerce. The standard deviation of 17.714 reflects moderate variability in responses, while the score range (27 to 100) indicates that although online shopping is gaining strong acceptance, a segment of consumers remains cautious due to concerns such as product quality issues, delivery delays, or unfamiliarity with online platforms. Overall, online purchasing is emerging as the most preferred mode for FMCG shopping among many consumers.

Objective 3 To Study and compare Channel Preference for purchase of FMCG products among respondents of generation Z.

Null Hypothesis H_{03}: There is no difference in Channel Preference of FMCG products from grocery shops, Malls, and online purchase.

Alternate Hypothesis H_{13}: There is a difference in Channel Preference of FMCG products from grocery shops, Malls, and online purchase.

To test the above null hypothesis Friedman Test is applied and chi-square test is obtained. Results are as follows.

Table 9: Test Statistics

Test Statistics[a]	
N	400
Chi-Square	97.979
df	2
P-value	.000
a. Friedman Test	

Conclusion: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore, chi-square test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted. Therefore, there is a difference in Channel Preference of FMCG products from grocery shops, Malls, and online purchase.

Table 10: Ranks

	Mean Rank
Channel Preference from grocery shops	1.79
Channel Preference from Malls	1.85
Channel Preference from Online purchase	2.36

The mean rank values reflect consumer preferences for different purchasing channels, where a lower rank indicates a higher preference. Among the three options, grocery shops (mean rank =

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1.79) are the most preferred channel for FMCG purchases, indicating that consumers still rely heavily on local and easily accessible stores for daily needs due to convenience and immediacy. Malls (mean rank = 1.85) follow closely, showing that organized retail continues to attract customers for branded products and a better shopping experience. However, online purchase (mean rank = 2.36) has the lowest preference, suggesting that while digital shopping is growing, consumers may still hesitate due to delivery time, inability to physically inspect goods, and trust concerns with FMCG products. Overall, traditional formats remain dominant, though modern and online channels are emerging as significant contributors to consumer buying behaviour.

Table 11: Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Channel Preference from grocery shops	400	66.72	17.339	20	100
Channel Preference from Malls	400	68.07	17.382	20	100
Channel Preference from Online purchase	400	74.80	16.922	20	100

Channel Preference from Grocery shops: The mean score of 66.72 with a standard deviation of 17.339 indicates that consumers have a generally favourable preference for purchasing through grocery shops, though opinions vary moderately across respondents. The minimum score of 20 and maximum of 100 show that while many consumers still prefer nearby grocery outlets for their convenience, personal interaction, and quick purchase capabilities, some respondents place lower importance on this channel, possibly due to limited variety, pricing, and lack of modern shopping experience. Overall, grocery shops continue to play an important role in FMCG distribution.

Channel Preference from Malls: With a mean score of 68.07, malls receive slightly higher preference than grocery shops, supported by a similar level of variability (SD = 17.382). This indicates that consumers appreciate malls for features such as organized shopping, branded products, product quality assurance, and leisure-oriented experiences. However, the preference still varies, given the relatively wide score range (20 to 100), showing that while malls are attractive to some shoppers, others may find them less convenient due to travel time and cost. Thus, malls hold a strong but situational preference based on consumer needs.

Channel Preference from Online purchase: Online purchase has the highest mean score of 74.80, demonstrating a strong consumer inclination toward digital channels for FMCG shopping. The standard deviation of 16.922 shows moderate variation, while the score range (20 to 100) suggests increasing acceptance of e-commerce across different consumer groups. The higher preference reflects benefits such as home delivery, ease of price comparison, discounts, and convenience in ordering. This indicates a shift in consumer behaviour toward digitally enabled shopping platforms, especially influenced by growing internet penetration and trust in online transactions.

Objective 4 - To Study the impact of influencing factor on purchase of FMCG product on online Channel Preference.

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Null Hypothesis H_{04}: There is no impact of influencing factor on purchase of FMCG product on online Channel Preference.
Alternate Hypothesis H_{14}: There is an impact of influencing factor on purchase of FMCG product on online Channel Preference.
To test the above null hypothesis Correlation Test is applied and chi-square test is obtained. Results are as follows.

Table 12: Correlations

		Channel Preference from Online purchase	Perceived Convenience & Accessibility	Assortment & Price Promotions	Trust & Quality Assurance
Channel Preference from Online purchase	Pearson Correlation	1	.247**	.267**	.223**
	P-value		.000	.000	.000
	N	400	400	400	400
Perceived Convenience & Accessibility	Pearson Correlation	.247**	1	.490**	.544**
	P-value	.000		.000	.000
	N	400	400	400	400
Assortment & Price Promotions	Pearson Correlation	.267**	.490**	1	.614**
	P-value	.000	.000		.000
	N	400	400	400	400
Trust & Quality Assurance	Pearson Correlation	.223**	.544**	.614**	1
	P-value	.000	.000	.000	
	N	400	400	400	400
**. Correlation is significant at the 0.01 level (2-tailed).					

Interpretation: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore, correlation test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.
Conclusion: There is an impact of influencing factor on purchase of FMCG product on online Channel Preference.
Finding: The correlation matrix reveals statistically significant positive relationships among all the studied variables at the 0.01 level, indicating that as one factor improves, the others also tend to improve. Channel Preference from Online Purchase is moderately influenced by Perceived Convenience & Accessibility (r = .247), Assortment & Price Promotions (r = .267), and Trust & Quality Assurance (r = .223), suggesting that these factors play an important role in shaping consumer preference toward online channels. Additionally, there is a strong interrelationship among the independent variables themselves, with Assortment & Price Promotions showing a high positive correlation with Trust & Quality Assurance (r = .614) and Perceived Convenience & Accessibility (r = .490), while Trust & Quality Assurance is also strongly linked with Convenience

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& Accessibility (r = .544). Overall, these results indicate that consumer attraction toward online purchase platforms is driven collectively by ease of access, better product variety and pricing, and confidence in product quality and service assurance.

4.3 Regression Model

Dependent Variable: Channel Preference from Online purchase.

Independent Variable: Trust & Quality Assurance, Perceived Convenience & Accessibility, Assortment & Price Promotions.

Table 13: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.300[a]	.090	.083	16.202
a. Predictors: (Constant), Trust & Quality Assurance, Perceived Convenience & Accessibility, Assortment & Price Promotions				

The model summary shows that the combined influence of Trust & Quality Assurance, Perceived Convenience & Accessibility, and Assortment & Price Promotions explains about 9% of the variation in Channel Preference from Online Purchase (R Square = .090). The adjusted R Square (.083) indicates a slight reduction when adjusting for the number of predictors, suggesting the model has a modest but meaningful explanatory power. The correlation coefficient R = .300 implies a weak yet positive relationship between the set of predictors and the dependent variable. The Standard Error of Estimate (16.202) reflects some degree of variability in the predictions, indicating that while these three factors do affect online channel preference, there are other important influences not included in the model that also contribute to consumer decisions.

Table 14: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	10302.354	3	3434.118	13.083	.000[b]
Residual	103948.312	396	262.496		
Total	114250.667	399			
a. Dependent Variable: Channel Preference from Online purchase					
b. Predictors: (Constant), Trust & Quality Assurance, Perceived Convenience & Accessibility, Assortment & Price Promotions					

Above results indicates that p-value is 0.000. It is less than 0.05. It indicates that linear regression model is good to fit.

Table 15: Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	45.505	4.958		9.178	.000
Perceived Convenience & Accessibility (PCA)	.147	.062	.140	2.385	.018

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Assortment & Price Promotions (APP)	.202	.073	.174	2.779	.006
Trust & Quality Assurance (TQA)	.049	.079	.041	.628	.530
a. Dependent Variable: Channel Preference from Online purchase					

Above table indicate the values of coefficients and corresponding significance. According to p-value of the Channel Preference from Online purchase factors it is observed that except "Trust & Quality Assurance" all remaining variables has significant impact on Channel Preference from Online purchase factors.

The mathematical equation to estimate the Channel Preference from Online purchase is presented as follows:

OP= 45.505 + 0.147*PCA + 0.202*APP + 0.049*TQA

4.4 Structural Equation Model

Introduction: Structural Equation Modeling (SEM) is an advanced statistical technique used to examine complex relationships among multiple variables simultaneously. It allows researchers to test theoretical models by analyzing both direct and indirect effects between latent constructs and observed indicators. SEM combines features of factor analysis and regression, making it highly suitable for studies that involve measuring attitudes, perceptions, and behaviours. By providing a visual and quantitative representation of relationships, SEM helps validate conceptual frameworks and offers deeper insights into how different factors interact to influence outcomes.

Dependent Variable: Channel Preference from Online purchase.

Independent Variable: Trust & Quality Assurance, Perceived Convenience & Accessibility, Assortment & Price Promotions.

The SEM model illustrates how three key factors—Perceived Convenience & Accessibility, Assortment & Price Promotions, and Trust & Quality Assurance—collectively influence consumers' Online Purchase behaviour. The standardized path coefficients reveal that Assortment & Price Promotions has the strongest positive impact (β = 0.189), followed by Perceived Convenience & Accessibility (β = 0.122), while Trust & Quality Assurance shows the weakest yet positive effect (β = 0.073). Though each path is positive, the overall explanatory power of the model remains modest, as indicated by the R^2 value of 0.105, meaning only 10.5% of the variance in online purchase preference is explained by these predictors. All measurement item loadings for the constructs are well above acceptable thresholds, indicating strong reliability and validity in representing the latent variables. Overall, the model suggests that online purchasing decisions are influenced more by attractive deals and product variety, along with ease of access, while trust and quality assurance, though important, contribute relatively less within this sample.

Table 16: Path coefficient

	Assortment & Price Promotions
Assortment & Price Promotions	0.189
Online purchase	

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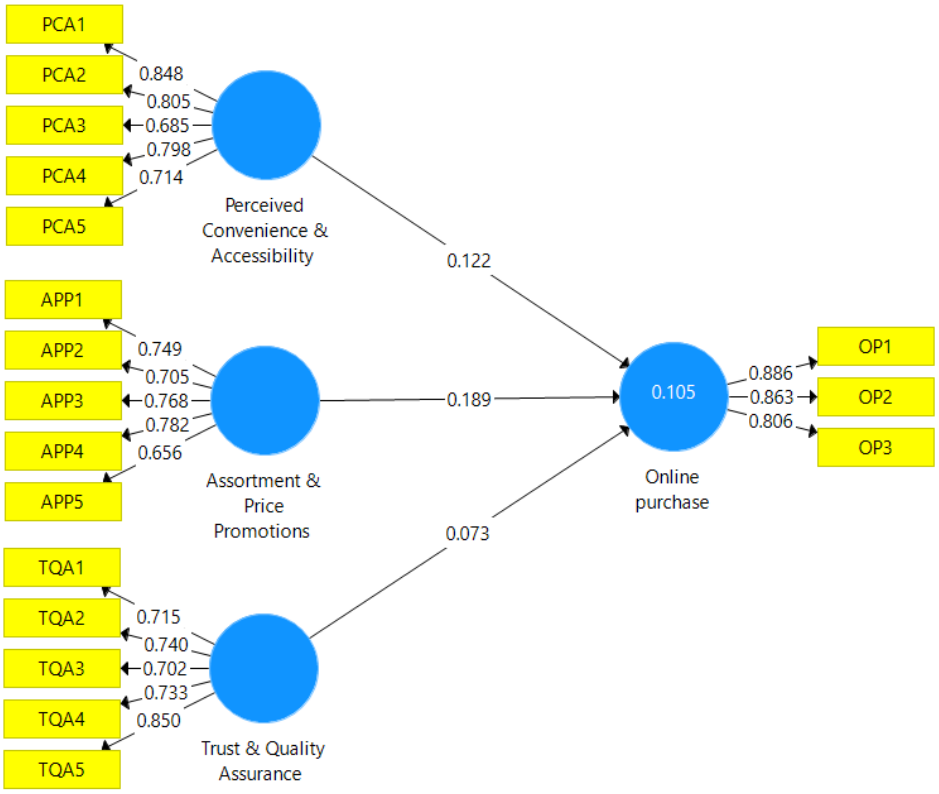
Perceived Convenience & Accessibility	0.122
Trust & Quality Assurance	0.073

Figure 1



The path coefficient results indicate that all three factors—Assortment & Price Promotions, Perceived Convenience & Accessibility, and Trust & Quality Assurance—positively influence consumers' online purchase behaviour, but with varying degrees of strength. Assortment & Price Promotions has the highest impact (β = 0.189), suggesting that the availability of diverse products and attractive pricing strategies play a major role in encouraging online buying. Perceived Convenience & Accessibility also has a meaningful effect (β = 0.122), showing that the ease of browsing, ordering, and delivery enhances consumers' preference for online channels. Trust & Quality Assurance, although positively associated, has the weakest influence (β = 0.073), indicating that while product reliability and secure transactions matter, they are not the primary drivers in this context. Overall, shoppers appear to be more motivated by better deals and convenience than by trust-related concerns when choosing to make an online purchase.

5. CONCLUSION

The study's findings confirm that Gen Z consumers exhibit dynamic and experience-driven buying behaviour in the FMCG sector. The influencing factors—Perceived Convenience & Accessibility,

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Assortment & Price Promotions, and Trust & Quality Assurance—significantly shape their purchase decisions. Among them, Trust & Quality Assurance emerged as the most powerful determinant in physical retail, reflecting Gen Z's preference for authenticity, hygiene, and branded quality. At the same time, assortment and promotional benefits are highly valued, encouraging shoppers to explore malls and modern retail formats for better deals and wider product ranges. The results also show increasing comfort with technology-driven purchases, with many respondents adopting digital platforms due to home delivery convenience and attractive pricing.

However, comparative channel analysis reveals that traditional grocery shops still hold a strong preference for daily FMCG purchases due to proximity and personal trust, while malls remain attractive for their shopping experience and product reliability. Although online channels are showing growing acceptance, concerns about product handling and delayed delivery continue to limit complete dependence. Overall, the study highlights that Generation Z exhibits hybrid and omnichannel behaviour, switching between retail formats based on needs, product type, and situational factors. The research suggests that marketers should integrate convenience, variety, quality assurance, and digital engagement across all channels to enhance customer satisfaction and foster long-term brand loyalty in a rapidly evolving FMCG marketplace.

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