



A Comparative Study On Factors Affecting Selection Of Online Vs Offline Shopping Of Regular Apparels (Cloths) Among Gen-Z In Ahmedabad City

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ABSTRACT

This study investigates factors influencing Gen Z's choice of online and offline shopping for regular apparel in Ahmedabad, India. It examines determinants like product inspection, discounts, and preferences using a quantitative approach to analyse the relationship between age and shopping behaviour. The results show a weak link between age and shopping mode, with preferences shaped more by characteristics than age-specific differences. Gen Z appreciates online experiences like personalization and offline aspects like social interaction and product quality checks. Despite online shopping growth, physical stores remain essential for experimentation. Retailers and wholesalers should adopt hybrid strategies to meet Gen Z's preferences. Future research is recommended to explore psychological and technological factors influencing Gen Z's shopping behaviour

INTRODUCTION

Both online and offline shopping have a significant impact on the retail sector, offering several ranges of customer choices and challenges for retailers, especially for Gen Z (Vidani, 2015). This research shows factors influencing Gen Z's purchase decisions when buying regular clothes in Ahmedabad, a city that is a combination of traditional and modern shopping spaces (Vidani & Solanki, 2015).

The digital revolution and retail transformation

The retail sector has quickly adopted digital technology, with online shopping platforms such as Amazon, Flipkart, and Myntra transforming how products are marketed and sold (Vidani, 2015). Online shopping is favored by Gen Z for its convenience, availability all day, and competitive prices (Vidani, 2015). Yet, offline shopping, especially in clothing, continues to be dominant because of the hands-on experience of touching, feeling, and trying items before buying them (Vidani, 2015). Gen Z's decision of whether to shop online or in physical stores is impacted by their priorities, buying habits, and expectations of the shopping process (Solanki & Vidani, 2016).

Comparative Insights from Previous Studies

Soni and Vohra's (2022) study emphasizes the significance of categorizing Gen Z consumers into groups like disloyal shoppers (DS), staunch loyalists (SL), and wavering shoppers (VS) (Vidani, 2016). These sections highlight different levels of loyalty shown by online retail customers, emphasizing the importance of using specific strategies for each group (Bhatt, Patel, & Vidani, 2017). For example, loyal fans prioritize seamless experiences and excellent services, while disloyal clients may require particular incentives to build trust and engagement (Niyati & Vidani, 2016).

Kanthawongs and colleagues (2023) highlight the importance of self-expression in influencing preferences for online shopping (Pradhan, Tshogay, & Vidani, 2016). Gen Z sees clothing not just as something needed, but as a way to express their identity and personal brand (Modi, Harkani, Radadiya, & Vidani, 2016). Platforms that offer a variety of choices and personalization options are more inclined to attract this particular group (Vidani, 2016).

On the other hand, a study conducted by Sathish (2020) highlights the lasting importance of in-person shopping (Sukhanandi, Tank, & Vidani, 2018). Although online platforms are becoming more popular, young people are still drawn to traditional retail spaces for the experience they offer and the chance to socialization. (Singh, Vidani, & Nagoria, 2016).

The Ahmedabad Context: A Retail Microcosm

Ahmedabad is a developing and vibrant city that is best for Gen Z due to its diversified retail segment and traditional market (Mala, Vidani, & Solanki, 2016). This reflects the Indian industry mix of the traditional and modernity (Dhere, Vidani, & Solanki, 2016). Culture and some demographics are influencing Gen Z's decisions in local markets (Singh & Vidani, 2016).

Purpose of the Study
This research paper tries to identify and analyze the key factors influencing Gen Z's purchase decisions of regular clothing in Ahmedabad. Focusing on a city

that represents the convergence of traditional and modern retail spaces, this research seeks to provide insight into the changing dynamics of consumer behavior in India's retail sector.

RESEARCH OBJECTIVIES

1. To examine the preference for online shopping due to convenience and time savings among different age groups.
2. To analyse the preference for offline shopping based on the ability to physically inspect and try products before purchasing.
3. To evaluate the impact of discounts and promotional offers on online shopping preferences across age groups.
4. To study the role of trust in product quality in motivating offline shopping preferences among Gen Z.
5. To assess the influence of the availability of a wide range of apparel designs and brands on online shopping preferences.
6. To investigate how delivery times and associated risks discourage online shopping among different age segments.
7. To identify whether the social and experiential aspects of shopping in physical stores affect offline shopping preferences.
8. To determine the extent to which online shopping platforms provide better personalization and recommendations compared to offline stores.
9. To explore the concerns regarding payment security that discourage online shopping among Gen Z.
10. To analyse whether offline shopping is perceived as more reliable for ensuring proper fit and fabric quality.
11. To study the relationship between age and the frequency of apparel shopping.
12. To compare age-wise preferences for online versus offline channels for expensive apparel purchases.
13. To assess whether Gen Z individuals are likely to recommend their preferred shopping mode (online/offline) to others.

LITERATURE REVIEW

This research is focused on comparing the factors that affect the choice between online and offline shopping for Generation Z (Vidani & Plaha, 2016). Basically, Gen Z uses most of the online mode of shopping (Solanki & Vidani, 2016). This research report shows the impact of choices between online and offline shopping, specifically for the clothing segment (Vidani, 2016).

(1) Understanding Generation Z's Shopping Behavior:

Gen Z peoples are born in 1997-2022; these peoples are a notable group of our financial activity (Vidani, Chack, & Rathod, 2017). Soni and Vohra (2022) point out that Gen Z is heavily using the digital world, viewing shopping as more than just a transaction but as a part of life (Vidani, 2018). This research shows the loyalty of Gen Z and defines it in three group categories: disloyal shoppers, loyal believers, and indecisive (Biharani & Vidani, 2018). This division

highlights the diverse characteristics of Gen Z, which are influenced by quality and advertising (Vidani, 2018).

(2) Online shopping behavior of Gen Z

Online shopping It removes the limitation of geographical limitation and allows for round-the-clock monitoring (Odedra, Rabadiya, & Vidani, 2018). This convenience improved by the platform with the use of AI (Vasveliyya & Vidani, 2019).

Diverse Selection and Customization: Online shopping platforms have a large variety of products, and they also give product recommendations (Sachaniya, Vora, & Vidani, 2019).

Gen Z's Online Shopping Motivations: This generation is mostly attracted to the discounts and offers with online shopping (Vidani, 2019). Technologies like AR and VR bridge the shopping experience of customers (Vidani, Jacob, & Patel, 2019). Gen Z are easily influenced by social media like Instagram, Facebook, TikTok, etc. (Vidani J. N., 2016).

(3) Challenges of Online Shopping

Confidence and protection: Distrust due to fake items and risk of financial safety (Vidani & Singh, 2017). Due to the high use of online shopping, there is unhappiness due to more expectation and reality (Vidani & Pathak, 2016). Risk of delivery process: Major logistic problem faced by the customer (Pathak & Vidani, 2016). Customers are more reliant on e-commerce platforms (Vidani & Plaha, 2017). Logistics leads to the problem of returning good of the customer (Vidani J. N., 2020). And low quality of the product (Vidani J. N., 2018).

(4) Comparative Insights: Online vs. Offline Shopping

Gen Z's decision to shop online or offline is affected by various factors (Vidani & Dholakia, 2020). Soni and Vohra (2022) online shopping are motivated by various factors like variety and affordability and convenience (Vidani, Meghrajani, & Siddarth, 2023). Both platforms have their own advantages and disadvantages, and Gen Z frequently makes transactions between the circumstances (Rathod, Meghrajani, & Vidani, 2022). Kanthawongs et al. (Vidani & Das, 2021). (2023) highlighted self-expression and economic aspects in online shopping (Vidani J. N., 2022). While Goyal et al. (Saxena & Vidani, 2023) emphasized trust and sensory experiences in brick-and-mortar retail (Vidani, Das, Meghrajani, & Singh, 2023).

RESEARCH GAP

Describe the growing body of literature review on consumer behavior and shopping preference are specifically focused on gen Z's apparel shopping habit in Indian cities particular Ahmedabad. Most existing research on online and offline primarily focused on demographics and behavior of the young generation like gen Z, who are highly attracted with the digital natives. And goal studies which factors are influence gen Z shopping decision, there are limited research that comparisons these factors with in India's rapidly growing digital penetration and traditional shopping habits of new generation. This

research gap is particular understanding cultural and regional factors influences gen Z's shopping channels. In this there is a comprehensive research that holistically examine these factor interact and contribute to the overall decision between online and offline shopping preference of gen Z in Ahmedabad, contributing to the literature on consumer behavior in emerging market and target this key demographic.

HYPOTHESIS

1. There is a significant association between Age and the Primary Mode of Shopping for Apparel (Online).
2. There is a significant association between Age and the Primary Mode of Shopping for Apparel (Offline).
3. There is a significant association between age and preference for online shopping due to better convenience and time savings.
4. There is a significant association between age and preference for offline shopping to physically inspect and try products before buying.
5. There is a significant association between age and preference for online shopping due to discounts and promotional offers.
6. There is a significant association between age and preference for offline shopping due to trust in product quality.
7. There is a significant association between age and preference for online shopping due to the availability of a wide range of apparel designs and brands.
8. There is a significant association between age and the perception that delivery times and associated risks discourage online shopping.
9. There is a significant association between age and the preference for shopping in physical stores due to the opportunity to socialize and enhance the shopping experience.
10. There is a significant association between age and the perception that online shopping platforms provide better personalization and recommendations compared to offline stores.

Table 1: Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
Primary mode of shopping for apparel(online).	(Vidani, 2015)
Primary model of shopping for apparel(offline).	(Solanki &Vidani, 2016)
I prefer online shopping because it offers better convenience and time savings.	(Vidani, 2016)
I shop offline because I like to physically inspect and try the products before buying.	(Bhatt, Patel, &Vidani, 2017)

Discounts and promotional offers influence my preference for online shopping	(Niyati&Vidani, 2016)
Trust in product quality motivates me to shop offline rather than online.	(Pradhan, Tshogay, &Vidani, 2016)
The availability of a wide range of apparel designs and brands makes online shopping appealing to me.	(Modi, Harkani, Radadiya, &Vidani, 2016)
Delivery times and associated risks discourage me from shopping online.	(Vidani, 2016)
Shopping in physical stores allows me to socialize and enhances my shopping experience.	(Sukhanandi, Tank, &Vidani, 2018)
Online shopping platforms provide better personalization and recommendations compared to offline stores.	(Singh, Vidani, &Nagoria, 2016)
Concerns about payment security discourage me from shopping online.	(Mala, Vidani, & Solanki, 2016)
I believe offline shopping is more reliable for ensuring proper fit and fabric quality of apparels.	(Dhere, Vidani, & Solanki, 2016)
Frequency of apparel shopping.	(Singh &Vidani, 2016)
Preference channel for expensive apparel purchases.	(Vidani&Plaha, 2016)
Would you recommend your preferred shopping mode(online\offline) to others	(Solanki &Vidani, 2016)

**Source: Author's compilation*

RESEARCH METHODOLOGY

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel

Sampling Size	150
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

**Source: Author's compilation*

DEMOGRAPHIC SUMMARY

The demographic data shows a nearly equal distribution among respondent with 50.7% are male and 49.3% are female. The major response are falling under in 18-25 age and followed by 14% aged 25-32, and 7.3% age 32-38. In terms of occupation, most of are student with 67.3%, while job is 16%, business are 10.7%, or homemakers are 4.7%, and the smallest proportion is 1.3% of professional.

CRONBACH ALPHA

Table 3: Cronbach Alpha

Cronbach Alpha Value	No. of items
.919	15

**Source: SPSS Software*

In the above Cronbach's alpha value is 0.919 of 15 item shows a maximum level of internal consistency, suggesting that the items in scale are reliable and measure the intended construct effectively. This demonstrates the robustness of the scale of the scale for use in research.

Table 4: Results of Hypothesis Testing

Add rows as per number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relations hip
HO1	There is a significant association between Age and the Primary Mode of Shopping for Apparel (Online).	.168	>	H01 Accepted (Null hypothesis accepted)	-.022	Weak
HO2	There is a significant association between Age and the Primary Mode of Shopping for Apparel (Offline).	.687	>	H02 Accepted (Null Hypothesis Accepted)	.059	Weak
HO3	There is a significant association	.152	>	H03Acce	.027	Weak

	between age and preference for online shopping due to better convenience and time savings.			pted (Null Hypothesis Accepted)		
HO4	There is a significant association between age and preference for offline shopping to physically inspect and try products before buying.	.574	>	H04 Accepted (Null Hypothesis Accepted)	-.088	Weak
HO5	There is a significant association between age and preference for online shopping due to discounts and promotional offers.	.066	>	H05 Accepted (Null Hypothesis Accepted)	.087	Weak
HO6	There is a significant association between age and preference for offline shopping due to trust in product quality.	.368	>	H06 Accepted (Null Hypothesis Accepted)	.022	Weak
HO7	There is a significant association between age and preference for online shopping due to the availability of a wide range of apparel designs and brands.	.169	>	H07 Accepted (Null Hypothesis Accepted)	.168	Weak
HO8	There is a significant association between age and the perception that delivery times and associated risks discourage online shopping.	.153	>	H08 Accepted (Null Hypothesis Accepted)	.183	Weak
HO9	There is a significant association between age and the preference for shopping in physical stores due to the opportunity to socialize and enhance the	.810	>	H09 Accepted (Null Hypothesis is	.104	Weak

	shopping experience.			Accepted)		
HO10	There is a significant association between age and the perception that online shopping platforms provide better personalization and recommendations compared to offline stores.	.493	>	H010 Accepted (Null Hypothesis is Accepted)	.091	Weak

*Source: Author's compilation

DISCUSSION

There is no strong correlation between age and primary mode of clothing purchase online (H01: $p = 0.168$) and offline (H02: $p = 0.687$). The null hypothesis for both scenarios was accepted with R values at -0.022 and 0.059 respectively, for both null hypotheses. This finding suggests that while age may have a slight influence it is not a determinant of whether Gen Z prefers online or offline shopping. These results are in line with Sathish's (2020) observation of how Gen Z's choices in shopping are more inclined by lifestyle and priorities rather than age-specific traits.

Regarding the easy saving of time and easy availability, the relationship was weak between age and shopping preference through the internet (H03: $p = 0.152$, $R = 0.027$). The offline shopping to get the chance to personally see and test the item preference was also not linked significantly with age (H04: $p = 0.574$, $R = -0.088$). These results are in line with Solanki and Vidani (2016), who have also stated that Gen Z customers prefer both convenience and hands-on shopping experience regardless of age. This implies that, within the cohort, convenience is universally appealing, whereas the physical inspection of products remains a key driver for offline shopping.

Discounts and promotion showed a weak positive association with preference for online shopping (H05: $p = 0.066$, $R = 0.087$). Discounts are indeed a strong attractor; however, the impact of age on this dimension is not significant in the context of Gen Z. The findings are aligned with Kanthawongs et al (2023), which emphasized that promotions are effective among the Gen Z generation and not age segments. Concerns about product quality and authenticity for offline shopping also had a very poor correlation, H06: $p = 0.368$, $R = 0.022$; concerns about quality are not variable with age for Gen Z, as suggested by Modi et al. (2016).

The larger pool of designs and brands online available in online shopping also has weak correlations with age (H07: $p = 0.169$, $R = 0.168$), and discouragement due to the risk of logistical risks and delays (H08: $p = 0.153$, $R = 0.183$). These results are in accordance with Pradhan et al. (2016), which emphasized that these factors generally have significance for Gen Z as a group rather than being an effect of age differences within the cohort.

Finally, socializing and making shopping more enjoyable through physical stores (H09: $p = 0.810$, $R = 0.104$) and the perception of online

advertising offering better personalization and recommendations (H10: $p = 0.493$, $R = 0.091$) also showed weak relationships with age. This would mean that Gen Z values the social dimensions of physical shopping as well as the personalized convenience of online platforms uniformly across the age spectrum. These results reinforce findings by Singh and Vidani (2016), who argued that Gen Z's shopping choices are shaped by a mix of social and technological considerations rather than age-related differences.

To sum it all up, different factors determine Gen Z's preferences when it comes to shopping; however, age difference does not make a considerable impact in such choices. Weak correlation of all tested hypotheses implies that shopping behavior of Gen Z is determined more by the shared characteristics, which are their digital fluency, the need for personalization, and value for experience, and less by the age-specific differences. Retailers must continue to focus on those types of strategies that meet those overall values and preferences, like omni-channel experiences with flawless seamlessness, one-on-one marketing, and overall convenience balanced with engagement across different interfaces. Future studies can uncover how these shared preferences shape over time or compare with similar generational cohorts.

THEORETICAL IMPLICATIONS

This study gives important theoretical insight into shopping behaviour of Gen Z in Ahmedabad city, the importance between generational characteristics and shopping preference. These weak correlations between age and various factors influencing online and offline apparel shopping show the stronger influence of age-specific differences. This aligns with the generational cohort theory which shows the common experience and value shape behaviours is more significantly than individual age variation within a generation.

The findings challenge the statement that convenience reduces the time of Gen Z when they are shopping online. The weak association between age and convenience-driven online shopping preference indicates the adaptation of digital methods. Similarly, the weak correlation between age and the preference for offline shopping to check the product and connect with that product supports the hybrid shopping behaviour model of both online and offline channels.

Discounts and promotional advertising provide motivation for online shopping; their weak association with age suggests that price sensitivity is across Gen Z. These economic theories of age differences are within the unit. Moreover, the weak relationship between age and trust in the quality of products for offline shopping aligns with consumer trust theory. This study shows Gen Z's preference for personal experience in online shopping with a weak association with the demographic. Similarly the preference for offline shopping is basically an experimental activity that supports shopping theories and highlights that shopping extends beyond product acquisition including social and recreational dimensions.

Also, the weak correlation between age and the discouraging effects of logistics risk in online shopping and risk of perception theory suggests Gen Z take estimated risks against the making purchase decision. This perception reflects the generation's familiarity with online shopping. that suggest that Gen Z's shopping preferences are shaped more by generation characteristics than by differences in age. This existing theory of consumer behaviour highlights the need for adaptive retail strategies to the digital and experimental expectations of this demographic. By showing these preferences, businesses can effectively engage with Gen Z.

PRACTICAL IMPLICATIONS

Findings from this study show important insights for retailers and marketers to engage with Gen Z customers in Ahmedabad particularly in online and offline shopping for apparel. and this study shows weak relations between age and various shopping preferences. Business can focus on strategies that attract Gen Z, rather than approaches on specific age groups within the unit. The lack of strong association between age and mode of shopping indicates that Gen Z does not shows significantly different based on their age within the group. Retailers should use a hybrid shopping experience a combination of both online and offline. Also, they give services like return policy, doorstep delivery, real-time order tracking, etc.

This is the ease and time-saving; the weak relation between age and online shopping preference suggests the Gen Z values convenience universally, but this is not the only factor driving online shopping decisions. Retailers should focus on providing services that are smooth and efficient features like fast services, a simple checkout process and easy navigation and this finding also suggests the online seller should not overlook features like product details, images of products, and AI recommendations to increase the shopping experience for Gen Z. About discounts and promotions, that shows weak relation with age and implies that price sensitivity is across the entire Gen Z. Retailers should give offers and discount loyalty rewards to attract Gen Z consumers. Moreover, exclusive online offers and limited-time advertising could help to increase sales and create a sense of urgency for online shoppers. Offline shopping is still more important for Gen Z, particularly for checking the product quality. Retailers should increase in-store experience by offering more than just the ability to browse products. Creating a socially engaging environment, interactive technology like in-store kiosks or AI recommendations etc. since this unit values the social aspect of shopping and in-store events for customer attraction, community-building activities or collaborations with the social media influencers also attract them to physical stores.

In the offline shopping quality of the product, a crucial factor is showing the brand transparency and authenticity in their product offering. Retailers could incorporate quality assurance, product review, and build trust with Gen Z consumers. This study also shows the importance of personal experience in online shopping, which is a weak but noticeable effect across all the age groups within Gen Z. Retailers should use AI features for recommendations and

personalised content on their app or website. Give the product discount and marketing campaigns based on search history and preference should enhance customer engagement and conversion rates. At the end, the awareness of the delivery risk in online shopping suggests that timely and trusted delivery partners are crucial factors for today's Gen Z. Retailers should focus on smooth logistics, delivery on time, and real-time monitoring. Free shipping and easy returns give more consumer satisfaction to the customer. In conclusion, the practical use of the study suggests that retailers and brands targeting Gen Z in Ahmedabad should give a multichannel approach to the quality of the product, preference of the customer, and social connectivity. By giving these key factors, businesses can successfully give Gen Z's preference, loyalty, and drive to both online and offline sales.

CONCLUSION

This study shows a comprehensive analysis of the factors influencing Gen Z shopping preferences in Ahmedabad and compares the impact of online and offline shopping channels. That shows the certain factors, like discount, quality of the product, and shopping decisions, age does not impact the shopping preference of Gen Z. This study shows generational characteristics rather than age differences. Gen Z shows the hybrid shopping experience of a combination of online platforms and the benefits of offline shopping. Also, Gen Z values the social aspects in the shopping store. This preference shows the importance of creating a whole shopping experience of online and offline needs. The study also describes the importance of effective logistics and product authenticity in Gen Z.

From a practical viewpoint businesses should focus on creating a good customer experience while enhancing the physical store environment. Offer discounts like coupons, loyalty rewards, quick services, easy returns, etc. Overall, this study shows the need for retailers to adopt a flexible, multichannel approach to attract Gen Z customers in Ahmedabad.

RECOMMENDATIONS FOR FUTURE RESEARCH

1. Explore the local and cultural difference:

This study is done in Ahmedabad future research could explore how cultural socioeconomic and regional factors impact Gen Z shopping behavior in different cities or countries. By comparing urban and rural preferences for online and offline shopping preferences.

2. Overall studies on shifting behaviors:

A cross-sectional study provides a quick snapshot of Gen Z's preferences at a particular point in time, but shopping behavior can change rapidly, especially with technological advantages and following the social trends. Future research should consider how Gen Z's shopping preferences and behaviors change over a time period, considering factors like the new technologies or changes in retail strategies.

3. Impact of social media(influencer) marketing:

Strong recommendation of influencer on Gen Z's purchasing decision; future studies could investigate how these factors contribute to the choice between online and offline shopping. Research could focus on how social media platforms and online reviews are influence Gen Z's shopping decisions.

4. Sustainability and Ethical Considerations:

As supportability becomes an increasingly important factor in customer decision making, further research explores how Gen Z's choice for eco-friendly and ethical brands influences their choice between online and offline shopping. Understanding how environmental concerns affect shopping behavior, such as sustainable clothing or eco-friendly packing, etc.

5. Compares Gen Z with other generational cohorts:

Future investigation could compare Gen Z's shopping habits with those of other generational segments, such as Millennials, Gen X, and Baby Boomers, to recognize major variation and similarities in how different age groups interact with online and offline shopping. This would offer a more detailed view of how age-related factors affect consumer behavior in an omnichannel commerce environment.

6. Psychological and Emotional Drivers

While the study concentrated on behavioural factors like convenience and trust, future research could delve deeper into the psychological and emotional drivers behind Gen Z's shopping decisions. Understanding how emotions such as excitement, nostalgia, or fear of missing out (FOMO) affect the choice between shopping online or in-store could offer new perspectives for developing targeted marketing strategies.

7. Technology Adoption and Influence

The study highlighted the importance of convenience and personalisation in online shopping, but there is also an opportunity to explore how specific technological innovations—such as artificial intelligence, virtual reality, and augmented reality—impact Gen Z's shopping behaviors. Future studies can focus on how the adoption of these technologies and enhances the shopping experience and influences decisions between online and offline purchases.

8. Experiential and social aspects in shopping

Since this study determined that Gen Z places value on the social aspects of shopping in stores, further research could elaborate on the experiential aspects of shopping whether it be entertainment, social or an event in a store. The possibility of offering entertainment and social space through physical stores can enrich the overall shopping experience beyond merely the product selection process.

Application Beyond Ahmedabad

To ensure relevance beyond Ahmedabad, future research should target diverse geographic regions, both in India and internationally. For example:

- Conducting comparative studies in metropolitan cities like Mumbai or Delhi and smaller towns to highlight regional disparities.
- Expanding the study globally to compare Gen Z behaviors in emerging markets versus developed economies.
- Identifying global trends in omnichannel retail strategies to provide a roadmap for businesses aiming for international expansion.

In conclusion, this study provides insights into Gen Z's shopping preferences; there is a lot of scope for future research to explore the current market trends, new technology, and demographic connections with online and offline shopping. By continuing to explore this area, researchers gain a better understanding of how to effectively cater to Gen Z's shopping preferences.

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