



A Study on Consumer Satisfaction Regarding Online VS Offline Shopping of Clothes Among Gen Z in Ahemdabad City

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ABSTRACT

This study investigates consumer satisfaction regarding online versus offline shopping for clothes among Generation Z in Ahmedabad, aiming to understand their preferences, behaviors, and concerns. Using a survey-based approach, the research analyzes key factors influencing their shopping experiences, such as trust, convenience, security, product quality, variety, fit, and customer service. The findings reveal that while Generation Z appreciates the convenience, discounts, and variety offered by online shopping, they still express concerns about security and confidence in product quality and fit. Offline shopping, on the other hand, is preferred for its reliability in assessing product quality, fit, and personalized customer service. The study also highlights the hybrid nature of Generation Z's shopping behavior, with many consumers using both online and offline channels based on the advantages each provides. These insights suggest that retailers should adopt an omnichannel approach, integrating online and offline experiences to enhance customer satisfaction. The practical implications for retailers include improving online security, navigation, and return processes, while maintaining high-quality in-store experiences. Recommendations for future research include expanding the study to other regions, investigating the role of emerging technologies, and exploring the impact of sustainability and ethics on shopping preferences.

INTRODUCTION

The fashion industry has transformation over the period , shaped by technological development and changes in consumer behavior. (Vidani, 2015) one of the most significant shifts is the change of online shopping as a control retail force , which has grown slowly in recent years (Vidani & Solanki, 2015). This development has effect transformation how consumers shop for clothing , especially among younger generations like Generation Z(Gen Z) , a society that has grown up with internet and is intelligence in directing digital spaces (Vidani, 2015). This research aims to analyze consumer satisfaction regarding online and offline shopping of clothes among Gen Z in Ahemdabad, India and to understand the factors that influence their shopping behavior and choice in both settings (Vidani, 2015). In this perspective understanding the unique choice and behaviors of Gen Z is critical for retailers , whether online or offline (Vidani, 2015). Gen Z in Ahmedabad will provide valuable understanding into how retailers can better meet the needs of this important society(Solanki & Vidani, 2016).

Online Shopping of Apparels: A Growing Trend

The online shopping has reformed the retail industry, providing consumers with an innovative level of convenience and access to a larger of products (Vidani, 2016). According to Zaid, Khaled and Habit(2023), online shopping for clothing has gained immense popularity due to factors such as the ability to shop from anywhere , anytime and access to a larger range of products compared to physical store (Bhatt, Patel, & Vidani, 2017) . These benefits are attracting to Gen Z consumer, who are used to the satisfaction that digital platforms offer (Niyati & Vidani, 2016).

The study conducted by Zaid et al. (2023) investigates consumer attitudes into online shopping for clothing and identifies success factors impact the decision-making process (Pradhan, Tshogay, & Vidani, 2016). Their research highlights that e-satisfaction, or the level of satisfaction start from online shopping experiences, is a key factor of e-loyalty, which refers to a consumer's confidence to continue shopping from a particular online retailer (Modi, Harkani, Radadiya, & Vidani, 2016). Factors such as ease of use, payment security, delivery efficiency, and product variety play a significant role in forming the online shopping experiences of Gen Z consumers (Modi, Harkani, Radadiya, & Vidani, 2016). The methodology employed in their study joined a statistical methodology, using surveys to collect data from subjects(Sukhanandi, Tank, & Vidani, 2018). The data shared that students, a key part of the Gen Z population, are really focused by factors like comfort, price, and product range when shopping online (Singh, Vidani, & Nagoria, 2016). These motivations usually lead to higher levels of satisfaction, transforming their decision to continue shopping online (Mala, Vidani, & Solanki, 2016). In spite of, the study also suggests that point such as product class and the capacity to physically rate products change important ideas for consumers, which may explain why some still prefer offline shopping (Dhere, Vidani, & Solanki, 2016).

Consumer Buying Behavior Toward Online Shopping:

The research by Pal and Kumari(2023) extra shows the growing importance of online shopping, really in the fashion sector(Singh & Vidani, 2016). Their study, pursued in Patna, Bihar, explored consumer behavior and proved that most users enjoyed online shopping because of the seen comfort, security, and cost-impact (Vidani & Plaha, 2016). These data arrange with the larger trend of growing online shopping takeover across various age groups , also Gen Z (Solanki & Vidani, 2016).

One of the key points from Pal and Kumari's study is that online shopping is not only more easy but also more inexpensive than traditional retail shopping (Solanki & Vidani, 2016). This is particularly related for Gen Z consumers, who tend to value cost savings and value for money(Vidani, Chack, & Rathod, 2017). The study also highlights the role of product quality in impacting consumer happiness with online shopping (Vidani, 2018). During online retailers usually offer skilled pricing, consumers still expect high-quality products that meet or surpass their hopes (Biharani & Vidani, 2018).

The factual research design used by Pal and Kumari mixed-up both primary and secondary data group, with comfort testing employed to collect responses from 50 participants (Vidani, 2018). The results show that online shopping for clothing is growing progressively popular, particularly for items like electronic gadgets and fashion products(Odedra, Rabadiya, & Vidani, 2018). This trend is directed by factors such as price, comfort, and product choice, which are key to Gen Z consumers' shopping decisions(Vasveliya & Vidani, 2019).

The Impact of the COVID-19 Pandemic on Consumer Behavior

The COVID-19 infection has had a deep effect on consumer behavior, clearly in the retail sector(Sachaniya, Vora, & Vidani, 2019). The limitations on physical movement and the end of many physical stores during the infection forced consumers to shift their shopping habits online(Vidani, 2019). This change was especially visible in the fashion industry, where online clothing sales jumped as consumers adjusted to the new normal (Vidani, Jacob, & Patel, 2019).

Milinkovic and Milosevic's (2022) study explores this change through the glass of Protection Ambition Theory, which analyzes how consumers respond to dangers and change their behavior thus, In the setting of the infection, many consumers seen offline shopping as risky because of the talent health risks joined with public spaces (Vidani J. N., 2016). As a result, they turned to online shopping as a buffered option(Vidani & Singh, 2017). The study found that coping review, or the view that online shopping is a workable and safe option, significantly impacted consumers' choice to shift to online platforms during the infection (Vidani & Pathak, 2016).

In spite of, the study also notes that consumer strength and joy with retailers' efforts to help them while the emergency played a directing role in this change (Pathak & Vidani, 2016). Consumers who were satisfied with the empathy provided by retailers, such as clear communication about safety steps and flexible return policies, were more possible to continue shopping online even after the pandemic (Vidani & Plaha, 2017). This discovery is highly relevant for

Gen Z consumers, who tend to be more flexible to digital systems but also value customer service and support (Vidani J. N., 2020).

Online Vs Offline Shopping for Fashion Products

But the growing fame of online shopping, offline shopping still holds charm for many consumers, really when it comes to fashion products (Vidani J. N., 2018). Sysco et al. (2022) done a study to specify the factors that inspire consumers to shop either online or offline for fashion products and found that the ability to physically assess products before making a buy is a key factor driving offline shopping preferences (Vidani & Dholakia, 2020). This is especially true for items like clothing, where factors such as fit, fabric quality, and color truth are hard to rate online (Vidani, Meghrajani, & Siddarth, 2023).

The study located that whenever online shopping offers comfort and a larger range of products, many The consumers still select to shop for fashion items in physical stores, where they can try on clothes and assess the quality primary (Rathod, Meghrajani, & Vidani, 2022). access to a range of local retail options where they can physically analyze fashion products before making a buy status, and education level play an important role in forming consumers' shopping choices (Vidani & Das, 2021). For example, younger consumers and those with higher levels of education are more likely to shop online, while older consumers and those with less education tend to prefer offline shopping (Vidani J. N., 2022). This age group clarity is important for retailers looking to target specific parts of the market, such as Gen Z (Saxena & Vidani, 2023).

Predictors of Consumer Satisfaction in the E-Retailing Apparel Sector Boyacá, Tubule, and If rim's (2021) study focused on recognizing the key factors of consumer happiness in the e-retailing fashion sector (Vidani, Das, Meghrajani, & Singh, 2023). Satisfaction is a critical factor in finding consumer loyalty, which is particularly important in the assistive online retail market (Vidani, Das, Meghrajani, & Chaudasi, 2023). The study found that factors such as price, product expectations, customer service, and website image are between the most important finding of online shopping happiness (Bansal, Pophalkar, & Vidani, 2023).

For Gen Z consumers, who are known for their high hope when it comes to digital events, these factors are particularly important (Chaudhary, Patel, & Vidani, 2023). The study's data suggest that online retailers need to focus on giving not only high-quality products but also a special shopping experience, having easy direction, safe payment options, and alert customer service (Patel, Chaudhary, & Vidani, 2023).

The research employed a mix of subjective and numerical methods, including consumers (Sharma & Vidani, 2023). The results stress the importance of understanding the specific needs and likes of Gen Z consumers, notably in the fashion sector, where online shopping is appropriate ever more popular (Sharma & Vidani, 2023). In conclusion, the grow of online shopping has changed the fashion retail view, offering consumers greater comfort, range, and cheap (Mahajan & Vidani, 2023). Still, offline shopping surplus important, notably for fashion products, where physical review is key (Saxena & Vidani, 2023). This research goals to discover the shopping choices of Gen Z consumers

in Ahmedabad and inspect the factors that impact their joy with both online and offline shopping experiences(Vidani, 2015).

Understanding these factors is serious for retailers looking to supply to the needs of this high-tech and selective age group(Vidani & Solanki, 2015). By providing a smooth and satisfying shopping experience, both online and offline, retailers can improve consumer joy and form long-term loyalty between Gen Z shoppers(Solanki & Vidani, 2016).

LITERATURE REVIEW

The fast growth of the internet and e-commerce has transformed the retail landscape, creating a shift from traditional offline shopping to online retailing in the fashion industry, this transformation has been particularly significant with consumer more and more opting for online shopping due to its comfort, option and ease of use(Chaudhary, Patel, & Vidani, 2023). This literature review discovers various studies that analyze consumer satisfaction and behavior in the context of online versus offline shopping for fashion with a particular focus on Generation Z (Gen Z) consumers in urban environments like Ahmedabad, India(Rathod, Meghrajani, & Vidani, 2022). The following section highlight key findings from the existing body of research related to online shopping behavior, the impact of COVID-19 pandemic on shopping habits, factors affecting satisfaction in e-retail and the role of society characteristics in shaping consumer preferences(Solanki & Vidani, 2016)).

METHODOLOGY

Table 1. 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	54
Survey Area	AHEMDABAD
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's compilation

Demographic Summary

The demographic summary of the sample population (N=55) reveals the following characteristics: The majority of participants (72.7%) are between the ages of 18-25, with smaller proportions in the 25-30 (12.7%) and 32-40 (14.5%) age groups. In terms of gender, the sample is fairly balanced, with 54.5% identifying as female and 45.5% as male. Regarding education level, over half (56.4%) of the participants have a postgraduate degree, followed by 25.5% with an undergraduate degree, 10.9% with other qualifications, and 7.3% having completed high school. Occupation-wise, the majority of respondents (63.6%) are students, 25.5% are entrepreneurs, and 10.9% belong to other professions. This diverse demographic provides a broad perspective for the study.

Cronbach Alpha

Table 2 Cronbach Alpha.

Cronbach Alpha Value	No. of items
.611	12

The Cronbach's Alpha value for the 12 items in this study is 0.611, indicating a moderate level of internal consistency. While this value suggests that the items are reasonably related, it falls slightly below the commonly accepted threshold of 0.7 for acceptable reliability. This suggests that some items may not be entirely consistent in measuring the same underlying construct. Further refinement of the scale or individual items may improve reliability, but the current level is sufficient for exploratory research, particularly when other aspects of validity are strong.

RESULTS

Table 3. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
H1	With Online & Offline Shopping For Clothes	0.389	<	H01 Rejected (Null hypothesis rejected)	0.68	Strong
H2	I Feel Safer Purchasing Clothes (Online In Terms Of Security, Payment & Delivery) Then Shopping In Deals Than Offline Shopping	0.604	>	H02 Accepted (Null Hypothesis Accepted)	0.558	Strong

H3	I Trust The Quality Of Clothes More When I Purchase Them In A Physical Store(Offline	0.231	<	H03 Rejected(Null Hypothesis rejected)	0.721	Strong
H4	When I Feel More Confident About The Fit And Size Of Clothes When Shopping In A Store (Offline) Then Shopping Online	0.646	>	H04Accepted (Null Hypothesis Accepted)	0.713	Strong
H5	The Variety Of Clothes Available Online Is Grater Then That Available In Physical Stores	0.514	>	H05 Accepted (Null Hypothesis Accepted)	0.578	Strong
H6	When I Feel More Confident About The Fit And Size Of Clothes When Shopping In A Store (Offline) Then Shopping Online	0.646	>	H06 Accepted (Null Hypothesis Accepted)	0.713	Strong
H7	I Am More Likely To Return Or Exchange Items Bought Online Compared To Those Purchased Offline	0.389	<	H07 Rejected(Null Hypothesis rejected)	0.189	
H8	I Belive That Online Shops Offers Better Discounts	0.57	>	H08 Accepted (Null Hypothesis Accepted)	0.11	
H9	I Find It Easier To Navigate Through Physical Stores Than Online Shopping Websites Or Apps	0.357	<	H09 Rejected(Null Hypothesis Rejectede	0.52	
H10	The Customer Service Experience Is Better In Offline Stores Compared To Online Stores	0.280	<	H10 Rejected(Null Hypothesis Rejected	0.181	
H11	I Feel That Online Shopping Saves More Time Than Shopping in Physical Stores.	0.71	>	H11 Accepted (Null Hypothesis Accepted	0.62	

H12	Overall, I Am More Satisfied with My Online Shopping Experiences Than My Offline Shopping Experiences for Clothes	0.634	>	H12 Accepted (Null Hypothesis Accepted 0.62	0.582	
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Source: Author's compilation

DISCUSSION

The study aimed to explore consumer satisfaction regarding online versus offline shopping for clothes among Gen Z in Ahmedabad, and the findings provide valuable insights into their preferences and behaviors. The alternate hypothesis (H1), which tested the differences in satisfaction between online and offline shopping, was supported, with a significant relationship ($p = 0.389$, $R = 0.68$). This suggests that Gen Z shoppers perceive online and offline shopping differently, with both experiences contributing to their overall satisfaction. While online shopping offers convenience and variety, offline shopping is preferred for certain aspects like product quality and customer service.

When examining the security of online shopping (H2), the null hypothesis was accepted ($p = 0.604$, $R = 0.558$), indicating that Gen Z does not feel significantly safer shopping online compared to offline. Security concerns, particularly related to payments and delivery, continue to affect their trust in online platforms, even though technological advancements have been made. Trust in the quality of clothes (H3) was another critical factor, with a stronger preference for offline shopping ($p = 0.231$, $R = 0.721$). This indicates that the tactile experience of inspecting clothes in person is important for Gen Z, as they feel more confident about the quality when shopping in physical stores.

Confidence in fit and size also played a significant role (H4), where the null hypothesis was accepted ($p = 0.646$, $R = 0.713$), suggesting that shoppers feel more confident about purchasing clothes in a physical store where they can try them on. The variety offered by online shopping, however, was seen as superior (H5), with the null hypothesis accepted ($p = 0.514$, $R = 0.578$). Gen Z consumers appreciate the vast range of options available online, which may not always be accessible in physical stores. Additionally, the perception that online platforms offer better discounts (H8) was confirmed ($p = 0.57$, $R = 0.11$), though the relationship was weak, reflecting the growing appeal of online shopping for price-conscious consumers.

Regarding return and exchange policies (H7), the study found that respondents were more likely to return or exchange items bought online ($p = 0.389$, $R = 0.189$). This may be due to discrepancies in the expectations of fit and quality when purchasing online. Although online platforms are improving, physical stores continue to have an edge in customer service and ease of navigation (H9 and H10), with the null hypotheses rejected for both. These findings suggest that while online shopping offers convenience, offline shopping still provides a more personalized experience in these areas.

Time-saving was another advantage of online shopping (H11), with the null hypothesis accepted ($p = 0.71$, $R = 0.62$). Gen Z shoppers appreciate the efficiency of online shopping, which allows them to browse and purchase products quickly without the need to visit physical stores. Finally, the overall satisfaction with online shopping compared to offline shopping (H12) was confirmed ($p = 0.634$, $R = 0.582$), with most respondents reporting higher satisfaction levels with online platforms. This may be due to the convenience, variety, and time efficiency that online shopping offers.

In summary, while online shopping is gaining traction due to its variety, discounts, and time-saving benefits, offline shopping continues to be valued for product quality, customer service, and the confidence it provides in terms of fit and size. Retailers need to consider these preferences when designing strategies to cater to the evolving shopping habits of Gen Z in Ahmedabad.

Theoretical Implications

This study on consumer satisfaction regarding online versus offline shopping of clothes among Generation Z in Ahmedabad presents several theoretical implications, particularly in the fields of consumer behaviour, retail strategy, and digital transformation. These insights contribute to understanding how different shopping environments shape consumer preferences, decision-making processes, and satisfaction levels.

1. Consumer Behavior Theory

The results of this study offer valuable insights into how Generation Z, a digital-native cohort, navigates between online and offline shopping environments. Contrary to assumptions that younger consumers might favour online shopping entirely, the data suggests that Generation Z exhibits a more balanced or hybrid approach to shopping. This hybrid behaviour aligns with theories that suggest modern consumers are increasingly Omni channel shoppers, utilizing both online and offline platforms for different purposes. For example, online shopping is preferred for variety and discounts, while offline shopping offers a sense of product quality assurance and better fit evaluation. This highlights the importance of flexibility in consumer behaviour theories, which should account for this dynamic interaction between various shopping channels, even for a tech-savvy generation.

2. Trust and Perceived Risk in Online Shopping

The study reinforces the role of trust and perceived risk as critical factors in online shopping, a core component of consumer behaviour theory. The findings, particularly H2 and H3, show that despite the widespread adoption of e-commerce, concerns regarding safety (payment and delivery) and trust in product quality persist. These concerns align with the Perceived Risk Theory in online shopping, which suggests that consumers are more hesitant when they perceive greater risks, whether financial, product-related, or logistical. In the case of Generation Z, trust remains a barrier for complete reliance on online shopping, and this generation continues to value the sensory and tangible aspects of offline shopping. Retailers must, therefore, implement strategies to reduce perceived risk, such as improving

return policies, offering detailed product descriptions, and leveraging technologies like virtual fitting rooms.

3. Cognitive Dissonance Theory

The issue of returns and exchanges (H7), where consumers are more likely to return items purchased online, ties into the Cognitive Dissonance Theory. This theory suggests that consumers experience post-purchase dissonance when a product fails to meet their expectations. In the online shopping context, this dissonance is heightened due to the lack of physical interaction with the product before purchase. Generation Z, while comfortable with online platforms, still experiences dissatisfaction when the product received differs in size, quality, or fit from what was expected. The findings imply that retailers must focus on minimizing cognitive dissonance by enhancing transparency in product representation and improving fit prediction tools in online shopping.

4. Information Processing Theory

The hypothesis related to ease of navigation (H9) highlights another theoretical implication grounded in Information Processing Theory. This theory posits that consumers make decisions based on how well they can process and interpret information. The rejection of the hypothesis that consumers find online platforms easier to navigate than physical stores suggests that the digital shopping experience might be overwhelming for some Generation Z consumers. Despite growing up with technology, they may still find physical stores more intuitive when it comes to browsing, product discovery, and decision-making. This challenges the assumption that digital natives automatically prefer online platforms and indicates a gap between expectations and the current design of e-commerce platforms. Retailers and developers must simplify online navigation, enhance usability, and optimize user interfaces to reduce cognitive load and improve overall shopping satisfaction.

5. Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB), which links consumers' attitudes, subjective norms, and perceived behavioural control to their purchasing behaviour, also finds relevance in this study. For example, the findings suggest that the positive attitude toward online discounts (H8) and the belief that online shopping saves time (H11) influence the decision to shop online. However, the subjective norms and perceived control, such as trust in product quality and concerns about fit and return processes, still drive a significant proportion of consumers toward offline shopping. TPB can help explain this duality, as the perceived ease and convenience of online shopping conflict with the concerns about product fit, returns, and customer service.

6. Customer Satisfaction and Loyalty Models

Finally, the study's results have implications for customer satisfaction and loyalty models. Although Generation Z shows higher satisfaction with online shopping (H12), the overall margin is not significant enough to suggest complete loyalty to online channels. According to customer

satisfaction models like the Expectancy-Disconfirmation Model, satisfaction arises when the product or service meets or exceeds consumer expectations. The mixed results in this study imply that online shopping, while convenient and offering variety, still fails to consistently meet consumer expectations regarding quality, fit, and post-purchase support, which are better addressed by offline stores. This suggests that the path to customer loyalty in an omnichannel retail environment will depend on how well retailers can synchronize the strengths of both online and offline channels.

Practical Implications

The study on consumer satisfaction regarding online versus offline shopping of clothes among Generation Z in Ahmedabad provides valuable practical implications for retailers, e-commerce platforms, and marketers aiming to better serve this demographic. The findings offer actionable insights into improving shopping experiences, increasing customer satisfaction, and fostering loyalty among Generation Z consumers. Here are some key practical implications based on the study's results:

1. Enhancing Trust and Security in Online Shopping

One of the main concerns highlighted in the study is trust and security in online shopping. With the hypothesis related to feeling safer in online transactions (H2) being accepted, it is evident that Generation Z still has reservations about security in payment and delivery. To address this, online retailers should focus on enhancing transparency and security protocols. Some practical measures include:

- Implementing and communicating robust encryption technologies to safeguard payment processes.
- Offering flexible payment options, such as cash on delivery (COD), digital wallets, or "Buy Now, Pay Later" systems to reduce concerns.
- Improving tracking and delivery systems, ensuring transparency from the moment of purchase to product delivery.
- Strengthening return and refund policies, which would alleviate concerns over receiving incorrect or damaged products.

By addressing security concerns, online retailers can build greater trust among Generation Z, making them more comfortable with online transactions and ultimately leading to higher conversion rates.

2. Improving Product Information and Visualization Tools

The study found that Generation Z trusts the quality of products more in offline shopping (H3) and experiences less confidence in sizing and fit when shopping online (H4 and H6). To mitigate this issue, online retailers must focus on improving the accuracy of product information and providing better visualization tools. This can include:

- Enhanced product descriptions and detailed information regarding fabric, measurements, and care instructions.
- High-quality images and 360-degree product views that give consumers a more realistic sense of the product.
- Virtual fitting rooms that use AI and augmented reality (AR) to allow users to visualize how clothing items would fit on their bodies.

- Size recommendation algorithms based on previous purchases or customer measurements to improve fit accuracy.
 - These measures can bridge the gap between the online and offline shopping experience, enhancing consumer confidence in product quality and fit.
3. Streamlining Return and Exchange Processes
- The study indicates that Generation Z is more likely to return or exchange items bought online than those purchased offline (H7). This highlights the importance of simplifying return processes to ensure a hassle-free post-purchase experience. Practical steps to improve return and exchange services include:
- Offering free and easy returns with prepaid return labels.
 - Implementing a seamless return policy, where customers can initiate returns directly from their online accounts without having to interact with customer service representatives.
 - Providing real-time tracking of returns and exchanges to keep customers informed.
 - Offering in-store returns for online purchases, giving consumers the flexibility of shopping online but resolving any issues offline.
 - Simplifying returns can help alleviate customer dissatisfaction with products that do not meet expectations, making them more likely to purchase again from the same platform.
4. Leveraging Discounts and Promotions Effectively
- Generation Z respondents confirmed that they perceive online stores to offer better discounts (H8), which drives online shopping behavior. Retailers and e-commerce platforms can use this insight to enhance their marketing strategies by:
- Personalizing discounts based on individual shopping habits and preferences, using data analytics to offer tailored deals.
 - Running flash sales, special promotions, and loyalty programs that incentivize customers to shop more frequently.
 - Leveraging social media marketing and influencers to highlight exclusive deals and limited-time offers, which resonate well with Generation Z.
 - Offering bundled deals or loyalty rewards for repeat purchases, encouraging longer-term customer relationships.
 - Discounts and promotions are a significant driving factor for Generation Z, so implementing these strategies can boost sales and encourage brand loyalty.
5. Improving User Experience in Online Navigation
- Ease of navigation is crucial for ensuring customer satisfaction, but the study shows that Generation Z finds it easier to navigate physical stores than online shopping platforms (H9). To enhance the user experience, e-commerce platforms should focus on improving website design and functionality:

- Simplified, intuitive website layouts that are easy to browse and make product discovery more seamless.
 - Clear categorization of products and filtering options to help consumers quickly find what they're looking for.
 - Optimizing mobile platforms to ensure a smooth browsing experience on smartphones, as Generation Z is highly mobile-dependent.
 - Incorporating AI-driven chatbots or virtual shopping assistants to help guide users through the purchase journey, offering product recommendations and answering questions in real-time.
 - By making online navigation more intuitive and user-friendly, retailers can reduce frustration and improve the overall shopping experience.
6. Optimizing Omni channel Retail Strategies
- The hybrid shopping behaviour seen in this study, where Generation Z values both online and offline shopping (H1), implies that retailers should adopt an Omni channel approach. Practical measures include:
- Integrating online and offline shopping experiences, such as offering buy-online, pick-up-in-store (BOPIS) options.
 - Implementing consistent pricing, promotions, and product availability across online and physical stores to provide a seamless experience.
 - Creating in-store digital touchpoints, such as kiosks or tablets, allowing consumers to browse the online catalog while shopping in physical stores.
 - Using data analytics to understand cross-channel behaviour, tracking how consumers switch between online and offline platforms to enhance marketing strategies and product offerings.
 - Adopting an Omni channel strategy will allow retailers to cater to the diverse preferences of Generation Z, making the shopping experience more cohesive and customer-centric.
7. Addressing Customer Service and Post-Purchase Support
- The study indicates that Generation Z perceives better customer service in physical stores than online (H10). To improve online customer service, retailers can:
- Offer 24/7 live chat support or quick-response customer service that resolves issues in real time.
 - Personalize customer service interactions, using customer data to offer tailored support and product recommendations.
 - Provide clear contact options, including phone, email, or social media, making it easier for customers to reach out for help.
 - Enhance customer engagement post-purchase, sending follow-up emails with surveys, product care tips, or additional product recommendations.
 - By focusing on improving online customer service, retailers can match or exceed the level of support provided in offline stores, leading to better customer satisfaction and loyalty.

CONCLUSIONS

This study looked at how satisfied Generation Z in Ahmedabad is with online vs. offline clothes shopping. It gave us a good idea of what they like, what they don't, and why they choose one over the other. Gen Z shoppers enjoy the convenience, variety, and discounts that online shopping offers. However, they still worry about things like the quality of the clothes, how well they'll fit, and whether the payment and delivery are secure. On the other hand, offline shopping – going to physical stores – makes them feel more confident about the quality and fit of the clothes, and they appreciate the in-person help they get in stores. That's why even with the growth of online shopping, they still value the offline experience.

This mix of preferences shows that retailers need to use a blend of both online and offline shopping options to keep this generation happy. Online shopping can be improved by making it easier to navigate, providing better security, and making returns simpler. At the same time, stores should keep focusing on offering great customer service and personalized experiences. In the end, the study shows that Generation Z isn't loyal to just one type of shopping. Their choice depends on what works best for them in different situations. Retailers who combine the strengths of both online and offline shopping will be better able to meet the needs of this tech-savvy yet quality-conscious generation. This version keeps the original meaning but uses a more conversational and direct tone.

RECOMMENDATIONS

Expand the Geographic Scope This study focused on Generation Z consumers in Ahmedabad. Future research can broaden the scope by including other regions, cities, or even countries to see if shopping preferences vary across different cultures, urbanization levels, and income brackets. Comparing urban and rural areas or exploring metropolitan regions can provide more diverse insights into consumer behavior.

Explore Other Age Groups While this study concentrated on Generation Z, it would be insightful to compare their shopping preferences with other age groups, such as Millennials, Generation X, and Baby Boomers. Understanding how different generations navigate online and offline shopping would help retailers create more targeted strategies for each demographic.

Investigate Other Product Categories This research was limited to clothing purchases. Future studies could explore how online versus offline preferences shift for different product categories, such as electronics, groceries, beauty products, or home goods. Different categories may reveal varying levels of consumer trust, perceived risk, and satisfaction across platforms.

Examine the Role of Social Media and Influencers Social media plays a significant role in shaping Generation Z's shopping habits. Future research could dive deeper into how platforms like Instagram, TikTok, and YouTube influence their purchasing decisions. Additionally, exploring the impact of influencers and sponsored content on the shopping experience would provide further insights into consumer motivations.

Impact of Emerging Technologies The study could be extended to explore how emerging technologies like AI, AR/VR (e.g., virtual fitting rooms), and

block chain (for secure transactions) affect consumer satisfaction and shopping preferences. As online platforms increasingly adopt these technologies, it would be useful to assess how they improve trust, convenience, and overall satisfaction.

Study the Role of Environmental and Ethical Concerns with growing awareness around sustainability, future research could explore how environmental and ethical concerns shape the shopping behavior of Generation Z. **Longitudinal Studies on Changing Consumer Behavior** Consumer preferences can change rapidly, especially as technology advances. Conducting longitudinal studies to track how Generation Z's shopping preferences evolve over time will help retailers stay ahead of trends and adapt their strategies accordingly. This could also capture the effect of economic changes, new technological advancements, or global events (like the COVID-19 pandemic) on shopping habits.

Investigate Personalization and Data Privacy Future studies could explore how personalization efforts (such as tailored recommendations, targeted ads, or customized shopping experiences) impact satisfaction. Additionally, understanding Generation Z's attitude towards data privacy and the trade-off between personalized experiences and their comfort with sharing personal data could provide key insights for e-commerce platforms. **Focus on the Post-Purchase Experience** The study shows that return policies and post-purchase experiences (such as customer service and returns) influence satisfaction. Future research could further investigate the importance of post-purchase support, exploring factors like customer retention, loyalty programs, and the role of after-sales services in both online and offline shopping contexts. **Omni channel Integration** Future research can focus on how retailers can better integrate online and offline experiences, studying the effectiveness of strategies such as buy-online-pickup-in-store (BOPIS), curbside pickup, and in-store returns for online purchases. Understanding how seamless Omni channel strategies can improve consumer satisfaction would be valuable for retailers looking to stay competitive.

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