



A Study on the Change in Gen Z's Online and Offline Shopping Preferences Post Coved for Fashions Product in Ahmedabad City

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ABSTRACT

The COVID-19 pandemic significantly transformed consumer behavior, especially among Generation Z, who are recognized as the most digital-savvy and trend-conscious consumers. This study examines the change in Gen Z's online and offline shopping preferences for fashion products in Ahmedabad City after the pandemic. The research aims to understand how shopping frequency, satisfaction levels, trust factors, and perceptions of quality have evolved in the post-COVID retail environment. Using a structured questionnaire and a sample of Gen Z respondents, the data were analyzed through the Chi-square test to determine associations between age groups and various shopping behavior variables. The findings reveal that while several associations were statistically significant, the overall relationships were weak, indicating that Gen Z demonstrates relatively consistent hybrid shopping behavior across the group. The study highlights that Gen Z consumers prefer online shopping for its convenience, fast delivery, and flexible return policies but continue to value offline shopping for trust, quality, and the ability to touch and try products. The results suggest a shift toward an integrated or omnichannel retail approach, where both online and offline experiences coexist to meet changing consumer expectations. The study contributes to understanding post-pandemic consumer behavior by emphasizing the hybrid nature of Gen Z's fashion shopping preferences. It provides theoretical insights for consumer behavior models and practical guidance for fashion retailers to design adaptive, experience-driven, and technology-integrated strategies for the new era of retail

INTRODUCTION

The COVID-19 pandemic has brought about an unprecedented transformation in the global retail industry, drastically reshaping consumer behavior, business models, and shopping patterns. Among all demographic segments, Generation Z (Gen Z) – typically defined as individuals born between 1997 and 2012 – has shown the most dynamic response to this change. As the first true digital-native generation, Gen Z's preferences are heavily influenced by technology, social media, and evolving digital ecosystems. However, the post-COVID world has also revived the value of physical interaction, resulting in a hybrid approach that blends both online and offline shopping experiences.

Before the pandemic, Gen Z consumers were already inclined toward online shopping due to convenience, variety, and digital exposure. The lockdowns and safety concerns during COVID-19 further accelerated this shift toward e-commerce, as traditional retail options became limited. However, once restrictions were lifted, many consumers expressed a renewed appreciation for offline shopping experiences – driven by the desire for personal interaction, product trials, and trust in quality. This dual behavior highlights the rise of omnichannel retailing, where consumers seamlessly move between online and offline modes depending on their needs, emotions, and situational factors.

Fashion retail, in particular, has been one of the most affected and rapidly evolving sectors post-COVID. Gen Z's fashion choices are shaped by social media influence, sustainability awareness, and personalized brand engagement. They tend to rely on digital platforms for product discovery and trend exploration, but still prefer physical stores for validation, fit, and sensory satisfaction. Retailers in Ahmedabad – a growing metropolitan city – have witnessed this trend firsthand, as young consumers increasingly mix digital convenience with physical experience.

This research aims to examine how Gen Z consumers in Ahmedabad have altered their fashion shopping habits post-pandemic. By comparing online and offline shopping preferences, the study seeks to uncover patterns related to satisfaction, trust, perceived quality, frequency, and overall shopping attitudes. Through statistical analysis (specifically, the Chi-square test), the research explores whether age sub-groups within Gen Z differ in their behavior or share similar hybrid tendencies.

The study holds significance for both academia and industry. Theoretically, it contributes to understanding post-pandemic consumer behavior and the evolving role of technology in retail decision-making. Practically, it provides valuable insights for marketers and fashion retailers seeking to design adaptive, customer-centric strategies that appeal to Gen Z's blended expectations. By understanding the psychological, technological, and social dimensions shaping Gen Z's behavior, businesses can enhance engagement and create lasting brand loyalty in a competitive digital marketplace.

Research Objectives

1. To examine the change in Gen Z's shopping preferences for fashion products between online and offline modes after the COVID-19 pandemic.
2. To identify the factors influencing Gen Z's trust, satisfaction, and perceived product quality in both online and offline shopping.
3. To analyze the relationship between age groups within Gen Z and their shopping frequency, preferred channels, and satisfaction levels.
4. To determine whether convenience, delivery speed, and return policies significantly impact Gen Z's preference for online shopping.
5. To explore the importance of sensory experiences (touch and feel) and personal interaction in Gen Z's offline shopping behavior.
6. To provide strategic recommendations for fashion retailers to develop hybrid or omnichannel models that align with Gen Z's post-pandemic expectations.

LITERATURE REVIEW

A literature review is a summary of what previous research studies, articles, and reports have said about the topic. Here are some key findings from earlier studies on online and offline fashion shopping:

1. Shift to Online Shopping

- Many studies show that COVID-19 forced people to shop online when physical stores were shut.
- Even after COVID, people did not completely return to old habits. Instead, they now use both online and offline shopping depending on their needs.

2. Trust and Risk in Online Shopping

- A big problem with online fashion shopping is the risk of wrong size, fit, or receiving poor-quality items.
- Many people feel unsure because they cannot touch or try the product before buying.
- Easy returns, cash on delivery (COD), and digital payments (UPI, wallets) have made online shopping safer and more trusted.

3. Experience Value in Offline Shopping

- Shopping in stores gives a unique experience that online cannot match.
- People can try clothes, feel the fabric, and immediately take the product home.
- Shopping at malls or markets like Law Garden and CG Road in Ahmedabad is also a social activity, where people go with friends or family.

4. Social Media and Influencers

- Gen Z relies heavily on Instagram, YouTube, and fashion influencers to discover new styles.
- Many buy products after seeing them in reels or influencer promotions.
- Social commerce (buying directly from social media apps) is also growing.

5. Price Sensitivity and Promotions

- Young shoppers compare prices before buying.
- They are highly attracted to discounts, coupon codes, and sales like “Big Billion Days” or “End of Season Sales.”

6. Sustainability Awareness

- Many Gen Z shoppers are becoming aware of eco-friendly and ethical fashion.
- However, their actual buying decisions often depend more on price and style than sustainability.

7. Payments and Delivery

- In India, UPI, Buy Now Pay Later (BNPL), and fast delivery are strong drivers of online shopping.
- For offline shopping, easy alterations and instant ownership are important.

Research Gap

The existing literature has extensively discussed online shopping behavior, digital marketing influence, and retail transformation; however, limited research specifically addresses Gen Z’s hybrid shopping behavior post-COVID—especially within the context of Indian cities like Ahmedabad. Most previous studies were conducted before or during the pandemic, focusing on either online or offline preferences independently, rather than their combined evolution.

Additionally, while research has explored technological adoption and satisfaction levels, there is a lack of empirical evidence examining how age differences within Gen Z affect shopping frequency, satisfaction, and trust across both channels. There is also minimal focus on fashion-specific behavior, despite fashion being a major category where experiential and digital factors intersect strongly.

This study bridges these gaps by analyzing Gen Z’s post-pandemic shopping behavior through a comparative lens of online and offline preferences, supported by quantitative testing (Chi-square). It contributes to the understanding of hybrid consumer behavior and provides actionable insights for retailers to align marketing strategies with Gen Z’s evolving expectations in the post-pandemic retail landscape.

Hypothesis

1. There is a significant association between age group and how often people shop for fashion products.
2. There is a significant association between age group and where people shop more often.
3. There is a significant association between age group and the platform/place they use the most.
4. There is a significant association between age group and preference for online shopping due to time saving.
5. There is a significant association between age group and trust in product quality in offline shopping.

6. There is a significant association between age group and satisfaction with online return/exchange services.
7. There is a significant association between age group and satisfaction with offline shopping experience.
8. There is a significant association between age group and perceived quality of products purchased online.
9. There is a significant association between age group and perceived quality of products purchased offline.
10. There is a significant association between age group and importance given to fast delivery in online shopping.
11. There is a significant association between age group and importance of touch & feel of fabric while shopping offline.
12. There is a significant association between age group and likelihood to continue shopping online in the future.
13. There is a significant association between age group and likelihood to spend more on offline shopping after COVID.
14. There is a significant association between age group and confidence in the safety of online payments.
15. There is a significant association between age group and confidence about size/fit while shopping offline.
16. There is a significant association between age group and overall view of online shopping.
17. There is a significant association between age group and overall view of offline shopping.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file
There is a significant association between age group and how often people shop for fashion products.	Bhatt, V., Patel, S., & Vidani, J. N. (2017)
There is a significant association between age group and where people shop more often.	Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022)
There is a significant association between age group and the platform/place they use the most.	Vidani, J. N., & Das, D. S. (2021)
There is a significant association between age group and preference for online shopping due to time saving.	Solanki, H. V., & Vidani, J. N. (2016)
There is a significant association between age group and trust in product quality in offline shopping.	Patel, V., Chaudhary, N., & Vidani, C. J. (2023)
There is a significant association between age group and satisfaction with online return/exchange services.	Vidani, J. N. (2015)

There is a significant association between age group and satisfaction with offline shopping experience.	Odedra, K., Rabadiya, B., & Vidani, J. (2018)
There is a significant association between age group and perceived quality of products purchased online.	Sharma, S., & Vidani, C. J. (2023)
There is a significant association between age group and perceived quality of products purchased offline.	Vidani, J. N., Meghrajani, I., & Siddarth, D. (2023)
There is a significant association between age group and importance given to fast delivery in online shopping.	Biharani, S., & Vidani, J. N. (2018)
There is a significant association between age group and importance of touch & feel of fabric while shopping offline.	Vidani, J. N., & Dholakia, A. (2020)
There is a significant association between age group and likelihood to continue shopping online in the future.	Mala, Vidani, J. N., & Solanki, H. V. (2016)
There is a significant association between age group and likelihood to spend more on offline shopping after COVID.	Vidani, J. N., & Singh, P. K. (2017)
There is a significant association between age group and confidence in the safety of online payments.	Mahajan, H., & Vidani, J. (2023)
There is a significant association between age group and confidence about size/fit while shopping offline.	Vidani, J. N. (2022)
There is a significant association between age group and overall view of online shopping.	Sukhanandi, S., Tank, D., & Vidani, J. N. (2018)
There is a significant association between age group and overall view of offline shopping.	Dhere, S., Vidani, J. N., & Solanki, H. V. (2016)

Source: Author's Compilation

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	No. of responses in Google form
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's Compilation

RESULT

Demographic Summary

The demographic profile of the participants in this study reveals a diverse sample. In terms of gender, 62.5% of participants were male, while 37.5% were female. The majority of respondents were in the 18-25 age group (68.8%), followed by 25% in the 26-32 age range, and 6.3% were aged 32-40. Regarding education level, most participants were either postgraduates (46.9%) or graduates (43.8%), with smaller proportions having completed higher secondary school (3.1%) or holding a diploma/other qualifications (6.3%). In terms of occupation, the largest group were students (46.9%), followed by those in jobs (31.3%), businessmen (15.6%), and housewives (6.3%). Lastly, for monthly income/pocket money, 43.8% earned less than 10,000, 18.8% earned between 10,000 and 25,000, 15.6% earned between 25,000 and 50,000, and 21.9% earned above 50,000. This demographic breakdown provides a solid understanding of the background characteristics of the study participants.

Cronbach Alpha

Cronbach's Alpha Value	NO. of Items
.777	17

Source: Author's Compilation

The Cronbach's Alpha value of .777, based on 17 items, suggests good internal consistency for the scale used in this study. According to conventional guidelines, an alpha value between .70 and .80 is considered acceptable, indicating that the items reliably measure the underlying construct. This result provides confidence in the scale's reliability for assessing the intended variables in the research.

Table 3. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
H1	There is a significant association between age group and how often people shop for fashion products.	0.002	<	H01 Rejected (Null hypothesis rejected)	0.166	Weak
H2	There is a significant association between age group and where people shop more often.	0.412	>	H02 Accepted (Null Hypothesis Accepted)	0.753	Weak
H3	There is a significant association between age group and the platform/place they use the most.	0.001	<	H03 Accepted (Null Hypothesis Accepted)	0.455	Weak
H4	There is a significant association between age group and preference for online shopping due to time saving.	0.018	<	H04 Accepted (Null Hypothesis Accepted)	0.001	Weak
H5	There is a significant association between age group and trust in product quality in offline shopping.	0.001	<	H05 Accepted (Null Hypothesis Accepted)	0.029	Weak
H6	There is a significant association between age group and satisfaction with online return/exchange services.	0.001	<	H06 Accepted (Null Hypothesis Accepted)	0.713	Weak
H7	There is a significant association between age group and satisfaction with offline shopping experience.	0.001	<	H07 Accepted (Null Hypothesis Accepted)	0.001	Weak
H8	There is a significant association between age group and perceived quality of products purchased online.	0.039	<	H08 Accepted (Null Hypothesis Accepted)	0.241	Weak
H9	There is a significant association between age group and perceived quality of products purchased offline.	0.001	<	H09 Accepted (Null Hypothesis Accepted)	0.001	Weak
H10	There is a significant association between age group and importance given to fast delivery in online shopping.	0.001	<	H10 Accepted (Null Hypothesis Accepted)	0.044	Weak

H11	There is a significant association between age group and importance of touch & feel of fabric while shopping offline.	0.001	<	H11 Accepted (Null Hypothesis Accepted)	0.293	Weak
H12	There is a significant association between age group and likelihood to continue shopping online in the future.	0.001	<	H12 Accepted (Null Hypothesis Accepted)	0.818	Weak
H13	There is a significant association between age group and likelihood to spend more on offline shopping after COVID.	0.001	<	H13 Accepted (Null Hypothesis Accepted)	0.001	Weak
H14	There is a significant association between age group and confidence in the safety of online payments.	0.001	<	H14 Accepted (Null Hypothesis Accepted)	0.001	Weak
H15	There is a significant association between age group and confidence about size/fit while shopping offline.	0.001	<	H15 Accepted (Null Hypothesis Accepted)	0.452	Weak
H16	There is a significant association between age group and overall view of online shopping.	0.001	<	H16 Accepted (Null Hypothesis Accepted)	0.322	Weak
H17	There is a significant association between age group and overall view of offline shopping.	0.001	<	H17 Accepted (Null Hypothesis Accepted)	0.161	Weak

Source: Author's Compilation

DISCUSSION

The study aimed to understand how Gen Z consumers in Ahmedabad have changed their shopping preferences between online and offline modes for fashion products after the COVID-19 pandemic. The Chi-square test was applied to examine the relationship between age groups and various aspects of shopping behavior. The results revealed a mix of significant and weak associations, indicating that while age influences certain shopping preferences, its overall impact remains limited.

The analysis of H1 showed a significant association between age group and how often people shop for fashion products ($p = 0.002$), suggesting that shopping frequency varies across younger and slightly older segments of Gen Z. This reflects that some consumers have become more regular shoppers post-COVID, possibly due to increased online exposure and convenience. However, H2 found no significant association between age group and the place of shopping

($p = 0.412$), implying that most Gen Z consumers, regardless of age, shop both online and offline depending on convenience and occasion.

For H3, a significant relationship was found between age and the platform or place used most often ($p = 0.000$), indicating varying platform preferences among subgroups within Gen Z. This may be due to differences in social media influence, peer recommendations, and brand loyalty. Similarly, H4 and H5 showed significant but weak relationships, highlighting that while saving time and trust in product quality are important across all age groups, these factors are perceived differently among individuals.

The findings from H6 and H7 suggest that satisfaction with both online return policies and offline experiences differs slightly among age groups, but overall satisfaction remains moderate. Gen Z consumers value hassle-free online exchanges and the experiential element of offline shopping in malls and markets. H8 and H9 further support this, showing that perceptions of product quality – both online and offline – vary with age, but the association remains weak, implying that quality expectations are generally consistent among Gen Z consumers.

The results from H10 and H11 indicate that while fast delivery and the ability to touch and feel fabrics are valued, these preferences are shared widely among Gen Z, reflecting the hybrid nature of their shopping habits. Post-COVID, consumers have come to expect both convenience and tangibility in their fashion purchases. H12 and H13 reveal that Gen Z shows interest in continuing online shopping while also increasing offline spending after COVID-19, suggesting a balanced approach between digital comfort and physical engagement.

Confidence factors such as online payment safety (H14) and size/fit accuracy in offline shopping (H15) were also found to be weakly significant, meaning most respondents have adapted to secure payment systems but still rely on in-person trials for fit assurance. Finally, H16 and H17 show that overall perceptions of both online and offline shopping are significantly related to age, though weakly, indicating that both formats hold positive reputations among Gen Z consumers.

In summary, the study concludes that post-COVID, Gen Z in Ahmedabad has developed a hybrid shopping pattern – valuing the convenience and efficiency of online platforms while still enjoying the experiential and trust-based nature of offline shopping. Although age-related differences exist, they are generally weak, suggesting that Gen Z as a whole is flexible, tech-savvy, and highly adaptive in their fashion shopping behavior.

Theoretical Implications:

The findings of this study contribute to the broader theoretical understanding of consumer behavior, generational marketing, and post-pandemic retail adaptation. The results highlight that Gen Z's fashion shopping patterns are shaped by a combination of psychological, technological, and situational factors, supporting and extending several existing marketing theories.

Firstly, the study reinforces the principles of the Consumer Decision-Making Theory, which emphasizes that purchase behavior is influenced by both internal motivations and external environmental changes. Post-COVID, Gen Z

consumers in Ahmedabad appear to balance convenience, safety, and trust when making shopping decisions, reflecting a shift toward hybrid decision-making that blends online and offline motivations. The weak associations found in the Chi-square tests indicate that while age within Gen Z influences certain preferences, the generation as a whole shares common digital-first behaviors, aligning with theories of digital consumer convergence.

Secondly, the results align with the Technology Acceptance Model (TAM), which suggests that perceived usefulness and ease of use drive technology adoption. Gen Z consumers' continued reliance on online shopping for its time-saving benefits and efficient return policies demonstrates strong technology acceptance. However, their consistent trust in offline product quality and need for tactile experiences show that technology has not completely replaced traditional shopping satisfaction, thereby suggesting a dual-channel acceptance model in post-pandemic retail behavior.

The findings also contribute to the Theory of Planned Behavior (TPB) by showing how Gen Z's intentions and attitudes toward online and offline shopping are influenced by perceived behavioral control (e.g., ease of return/exchange), subjective norms (e.g., social media influence), and personal attitudes (e.g., product trust and delivery speed). The weak yet significant relationships observed imply that while these factors guide shopping choices, behavioral intentions among Gen Z are diverse and situation-dependent.

Lastly, the study adds to post-crisis consumer behavior literature, suggesting that the COVID-19 pandemic acted as a behavioral accelerator rather than a complete disruptor. Gen Z's balanced approach between digital convenience and in-store experience demonstrates resilience and adaptability – traits that redefine the modern fashion consumer's identity.

In conclusion, the research extends existing theoretical frameworks by proposing that Gen Z's post-COVID fashion shopping behavior is best understood through an integrated model that combines technology acceptance, experiential value, and consumer adaptability. This perspective provides a strong foundation for future studies exploring hybrid retail behavior across urban youth populations.

Practical Implications:

The findings of this study have several practical implications for fashion retailers, e-commerce platforms, and marketers targeting Gen Z consumers in Ahmedabad. The results indicate that Gen Z has adopted a hybrid shopping behavior post-COVID, blending the convenience of online platforms with the experiential satisfaction of offline shopping. Therefore, businesses need to design strategies that cater to both channels simultaneously to effectively meet the evolving preferences of this consumer group.

Firstly, since Gen Z values time-saving and convenience, online retailers should continue to focus on enhancing user experience through faster website navigation, simplified checkout processes, and efficient delivery systems. The significance of fast delivery (H10) and satisfaction with return/exchange services (H6) suggests that logistical reliability plays a crucial role in maintaining

customer trust. Implementing real-time tracking, easy return portals, and flexible exchange options can further improve customer satisfaction and retention.

Secondly, the study highlights that offline shopping remains important due to Gen Z's emphasis on product quality and the ability to touch and feel fabrics (H5 and H11). Fashion stores and malls in Ahmedabad should leverage this by creating engaging in-store experiences—such as trial zones, interactive displays, and personalized assistance—to make shopping more immersive and enjoyable. Retailers could also integrate digital touchpoints in physical stores (e.g., QR codes, virtual fitting mirrors, or mobile payment options) to merge the best aspects of online and offline environments.

Confidence in online payments (H14) and fit/size accuracy (H15) are also key factors influencing purchase decisions. Online fashion brands can address this by providing detailed size guides, AI-based fit prediction tools, and secure payment gateways. Transparent communication and visible security certifications can help strengthen consumer trust in online transactions.

Furthermore, since Gen Z is highly influenced by social media and digital marketing, brands should utilize influencer collaborations, Instagram Reels, and targeted ad campaigns that align with Gen Z's values of individuality, authenticity, and sustainability. Personalized marketing based on browsing behavior and purchase history can enhance engagement and encourage repeat purchases.

Post-COVID behavioral changes (H12 and H13) indicate that Gen Z intends to continue shopping online but also revive offline shopping. Retailers should therefore adopt an omnichannel strategy, where online and offline operations are seamlessly integrated—allowing customers to browse products online and purchase in-store, or vice versa.

In summary, fashion businesses in Ahmedabad must focus on speed, trust, personalization, and experience. By aligning their marketing and retail strategies with Gen Z's hybrid preferences, companies can build stronger relationships with this tech-savvy yet quality-conscious generation and achieve sustainable competitive advantage in the post-pandemic market.

CONCLUSIONS AND RECOMMENDATIONS

The present study aimed to analyze the change in Gen Z's online and offline shopping preferences for fashion products in Ahmedabad City after the COVID-19 pandemic. The research examined multiple dimensions of consumer behavior such as frequency of shopping, preferred channels, satisfaction levels, perceived quality, and trust factors. Through the Chi-square test analysis of seventeen hypotheses (H1–H17), the study sought to identify whether significant associations existed between age groups within Gen Z and various aspects of their shopping behavior. The results revealed that while several associations were statistically significant, the strength of these relationships remained weak, suggesting that Gen Z consumers exhibit a fairly uniform pattern of behavior toward fashion shopping in the post-pandemic period.

The findings indicate that Gen Z consumers are highly adaptive and digitally confident, but still value the sensory and experiential aspects of physical shopping. Online shopping has gained popularity due to its time efficiency,

convenience, and ease of access, as supported by significant associations in H1, H4, and H10. This generation appreciates features such as fast delivery, simple return policies, and a wide variety of options that online platforms provide. However, the weak association levels suggest that these preferences are broadly shared across the Gen Z population, rather than being strongly influenced by age differences within the group.

On the other hand, offline shopping continues to hold strong relevance, as indicated by the results of H5, H7, and H11. Gen Z consumers trust the authenticity and quality of products purchased in physical stores and value the ability to touch, feel, and try products before buying. This aligns with the enduring importance of the experiential element in retail. The pandemic did not eliminate the desire for offline shopping; instead, it led to a redefined balance where both modes coexist in a complementary way. Many respondents expressed their intent to continue shopping online for convenience while also increasing offline visits for experience and trust, confirming a post-pandemic hybrid shopping model.

The results further highlight Gen Z's increasing confidence in online payment systems (H14) and their openness toward technological advancements in retail. However, some concerns remain regarding size, fit, and product accuracy, which explain why offline channels still play an essential role in the fashion industry. The overall perception of both online and offline shopping (H16 and H17) was positive, showing that Gen Z in Ahmedabad maintains a balanced and flexible approach to consumption.

From a theoretical standpoint, these findings support the Technology Acceptance Model and the Theory of Planned Behavior, emphasizing how perceived usefulness, trust, and attitude influence shopping decisions. Practically, the results suggest that retailers must focus on integrating online and offline strategies, offering omnichannel experiences that provide both convenience and engagement. Personalized marketing, improved return systems, and immersive in-store experiences are key to meeting the expectations of this generation.

In conclusion, Gen Z consumers in Ahmedabad have emerged from the COVID-19 pandemic as digitally empowered yet experience-oriented shoppers. Their fashion purchasing decisions are guided by convenience, trust, and flexibility rather than strict loyalty to a single mode of shopping. The future of retail for this demographic lies in blending digital efficiency with human connection, creating a seamless and adaptive shopping journey that reflects the evolving lifestyle of the post-pandemic generation.

FUTURE STUDY

The present study offers valuable insights into the changing shopping behavior of Gen Z consumers in Ahmedabad City after the COVID-19 pandemic, particularly regarding their fashion purchases through online and offline channels. However, given the dynamic nature of consumer behavior and rapid technological developments in the retail sector, there remains considerable scope for future research to expand and refine these findings.

Firstly, this study focused solely on Gen Z consumers in Ahmedabad City. Future research could broaden the demographic and geographical scope by including other age groups such as Millennials or Gen Alpha and comparing urban and rural regions across India. Such comparative analysis would help identify whether the hybrid shopping pattern observed among Gen Z is consistent across different age segments or unique to this generation and location. A cross-city or cross-cultural study could also help in understanding how regional differences, lifestyle, and socio-economic factors influence shopping behavior.

Secondly, while this study primarily relied on quantitative methods and Chi-square analysis, future researchers can adopt a mixed-method approach by incorporating qualitative techniques such as interviews or focus groups. These would provide deeper insights into consumer motivations, emotions, and perceptions that cannot be fully captured through statistical data. Exploring personal attitudes toward sustainability, ethical fashion, and digital influence could add more depth to the understanding of Gen Z's fashion preferences.

Thirdly, as the retail landscape continues to evolve with technologies like artificial intelligence (AI), virtual fitting rooms, and augmented reality (AR), future studies could examine how these innovations affect Gen Z's satisfaction and trust in online shopping. The increasing use of social commerce platforms such as Instagram, TikTok, and influencer marketing could also be studied to understand how digital engagement shapes fashion purchase decisions.

Moreover, future research could assess the long-term effects of post-pandemic habits, exploring whether the hybrid shopping behavior observed in this study remains stable or changes as the market fully recovers. Tracking behavioral shifts over time through a longitudinal study could offer a clearer picture of evolving consumer loyalty, technology acceptance, and spending patterns.

Finally, researchers may also consider including psychological and cultural dimensions such as peer influence, digital fatigue, and brand perception in shaping Gen Z's fashion shopping experience.

In summary, future research should aim to build on the foundation of this study by expanding its demographic scope, integrating new technologies, and exploring deeper behavioral and emotional aspects. This would not only enrich academic literature but also provide fashion retailers and marketers with a more comprehensive understanding of the ever-evolving Gen Z consumer in the post-pandemic era.

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