



Factor Affecting Selection of Purchasing Apparel Online VS Offline Among the Females of Generation Z in Ahmedabad

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ABSTRACT

This study provides an in-depth examination of the consulting services offered by Head Quest HR Solutions LLP; a reputed HR consulting company based in Ahmedabad. The goals of the study are to examine the variety of services provided, the technologies used, and the efficiency of these services in improving organizational performance. This study combines quantitative information from structured customer surveys with qualitative data from semi-structured interviews with key stakeholders, through the use of a mixed-methods methodology. According to research, Head Quest HR Solutions LLP uses several approaches that are customized to match the specific needs of its clients. These approaches enhance employee engagement, talent management, and organizational development overall. Even when facing hurdles such as quantifying long-term impact and matching recommendations with customer culture, the company has proven quite successful in providing value-added services. This study provides suggestions to improve the efficiency and effectiveness of consulting services besides providing practical information on best practices in HR consulting

INTRODUCTION

In the last few years, this global fashion & retail sector has undergone vast transformations. This is because of the evolution through technological advancement, changes in consumers' diets, and alterations in a socio-economic climate. (Vidani, 2015). Consequent to the rise of electronic trade portals, the patterns in the retail sector have altered and with their help, consumers are today accessing a vast number of products quite easily. (Vidani & Solanki, 2015). As firms introduce the trend through technological improvements, they create electronic stores similar to those in a conventional brick and mortar store, with which consumers have some degree of familiarity. (Vidani, 2015).

The debate between online and offline shopping continues to influence strategies among luxury fashion brands. (Vidani, 2015). According to Basu and Sondhi (2021), factors that influence a consumer's decision to shop either online or offline are different preferences inherent in each form of shopping. (Vidani, 2015). Quality, finish, and convenience are the three major attributes appreciated by shoppers in the online format, whereas consumers in the offline format appreciate the tactile as well as social dimensions of shopping experiences inside stores-personalized service and atmospherics unique to certain establishments. (Solanki & Vidani, 2016). The research further reinforces the role played by demographic factors in influencing retail preference; younger, technologically adept consumers prefer shopping online. (Vidani, 2016).

Apart from the change on the web-based purchasing and selling; consumer preferences for clothes retail brands have also changed. (Bhatt, Patel, & Vidani, 2017). Sharma also reported his findings on his study of the behavior of youth in Ahmadabad, conducted in 2017 that brands have significant perceived values of prestige and quality. (Niyati & Vidani, 2016). This work also demonstrated that customers regularly use brands as symbolically self-completion products via which they convey their status and values in society. (Pradhan, Tshogay, & Vidani, 2016). This research therefore focuses on branding role and its effect on consumer behavior, particularly youth who take a brand as a symbol of desire and personality. (Modi, Harkani, Radadiya, & Vidani, 2016).

The above-mentioned researches provide clear vision to factors influencing the purchase decision of the fashion retail industry. (Vidani, 2016). The above-mentioned features comprise choice of Internet sites, purchasing patterns of the branded dressed garments, and all of them describe the diversity of the motivation and behavior of modern consumers. (Sukhanandi, Tank, & Vidani, 2018). Accordingly, the present publication details specific recommendations linking retailers' strategies to the identified factors that will improve customer satisfaction and brand loyalty while achieving long-term growth in today's complex environment. (Singh, Vidani, & Nagoria, 2016).

Research Objective

1. To examine the relationship between age and the frequency of shopping for fashion products.(Achieved through Question 5 and Hypothesis 1: Age vs. Shopping Frequency)
2. To investigate the association between age and the preferred platform (online, offline, or both) for shopping fashion products.(Achieved through Question 6 and Hypothesis 2: Age vs. Shopping Platform Preference)
3. To analyze the factors that influence consumers' choice of shopping platform (online vs. offline), with respect to age.(Achieved through Question 7 and Hypothesis 3: Age vs. Factors Influencing Shopping Platform Choice)
4. To determine the significance of age in the importance placed on product assortment while shopping online.(Achieved through Question 9 and Hypothesis 4: Age vs. Importance of Product Assortment)
5. To investigate the role of age in consumers' focus on pricing and discounts when shopping online for fashion products.(Achieved through Question 9 and Hypothesis 5: Age vs. Importance of Pricing and Discounts)
6. To explore the impact of age on the importance of a user-friendly application interface in online shopping decisions.(Achieved through Question 9 and Hypothesis 6: Age vs. Importance of User-Friendly Interface)
7. To examine the influence of age on the perceived importance of after-sales services when shopping for fashion products online.(Achieved through Question 9 and Hypothesis 7: Age vs. Importance of After-Sales Services)
8. To assess how age correlates with the importance of brand availability in the selection of online fashion retailers.(Achieved through Question 9 and Hypothesis 8: Age vs. Importance of Brand Availability)
9. To explore how age affects the factors consumers value when shopping offline for fashion products.(Achieved through Question 11 and Hypothesis 9: Age vs. Offline Shopping Values)
10. To analyze the relationship between age and the importance of the shopping experience when purchasing premium brands.(Achieved through Question 12 and Hypothesis 10: Age vs. Importance of Shopping Experience for Premium Brands)
11. To evaluate the role of age in the factors that influence purchase decisions, including price, brand, peer recommendations, and online reviews.(Achieved through Question 13 and Hypothesis 11: Age vs. Purchase Decision Influences)
12. To investigate how age influences consumers' purchasing behavior during festivals and cultural events.(Achieved through Question 14 and Hypothesis 12: Age vs. Impact of Festivals on Purchasing Behavior)

LITERATURE REVIEW

The current fast-changing technology and its effect on the consumers forces the fashion retail industry. (Mala, Vidani, & Solanki, 2016). Talking about India, factors such as e-shopping, shifting life style and increased consciousness among consumers have revolutionized the definition of apparel procurement and marketing. (Dhere, Vidani, & Solanki, 2016). Based on these pillars of enquiry, this review seeks to review what has been known in the literature regarding the determinants of online and offline retail, gender differences, decision parameters, and the dynamics of purchasing branded apparels. (Singh & Vidani, 2016).

The use of the internet to shop has come a long way in shifting the retail business making ease and accessibility major factors that influence consumers. (Vidani & Plaha, 2016). According to Raghani and Jadvani (2022), it has been shown that consumers are nowadays more preferring to purchase fashion products through retail applications, out of which, some are the key points are related to product availability, the price, sale offers & simplicity of the application interface. (Solanki & Vidani, 2016). This paper, based on research carried out in Ahmedabad, explained how the various technological advancements in the e-commerce platform help retailers create experiences that mimic physical shopping environments and even extend additional advantages such as smooth user interface and personalized suggestions.(Vidani, 2016).

The analysis of purchasing behavior of women within the online apparel segment provides further results with regards to gender aspects. K. Similarly, M and Raju (2021) referred to several trends identified during the Davangere district of Karnataka, they stated that, the women had an inclination towards shopping during festivals and on sale. (Vidani, Chack & Rathod, 2017). The study came out with a very strong as well as an increasing affinity for ethnic attire side by side with a progressive shift towards the obsession of the new or western look. (Vidani, 2018). The following motivational factors: Convenience benefit was cited as a strong reason for shopping online; Discount was another factor that informed consumers' decision to shop online; Another motivation factor was the availability of a variety of products.(Biharani & Vidani, 2018).

This behavior is a blend of a concern with tradition and the modern that is characteristic of the Indian culture. (Vidani, 2018).Men, on the other hand, seem to conform to the pressure exerted by their families and the society irrespective of what they personally want The manner in which ethnic and Western wear was chosen by females and the manner in which males bestowed on themselves ethnic and western wear reflects the above points. (Odedra, Rabadiya, & Vidani, 2018).The research further identifies the ways in which festivals and cultural events affect the spending habits that reflect benefits for retailers to come up with attractive marketing strategies during the events. (Vasveliyan & Vidani, 2019).

This paper literature review tries to narrow down the myriad factors that affect consumer behavior in the context of the fashion retail industry. (Sachaniya, Vora, & Vidani, 2019). Technological inventions, cultural changes, these studies have outlined some important lessons about contemporary consumer motivation. (Vidani, 2019)Understanding these factors, retailers can build plans

which will respond to the consumer demand while at the same time helping to ensure future market development. (Vidani, Jacob, & Patel, 2019).

Research Gap

While extensive research has been conducted on consumer behavior in online and offline retail contexts, limited studies focus specifically on the apparel shopping preferences of Generation Z females, particularly in a culturally unique and economically evolving region like Ahmedabad, India. Existing literature primarily addresses broad consumer segments or generalizes findings across diverse age groups and geographies, often neglecting the nuanced socio-cultural, technological, and economic factors influencing Generation Z females. Additionally, there is a lack of focused investigation into the interplay between online convenience and technological advancements versus offline haptic and social experiences in shaping purchase decisions. This research seeks to bridge this gap by examining the specific preferences, motivations, and deterrents that impact the selection of online versus offline apparel shopping channels among Generation Z females in Ahmedabad, thereby providing insights for retailers to tailor strategies to this unique demographic.

Hypothesis

- There is a significant association between age group and the frequency of shopping for fashion products.
- There is a significant association between age group and the level of agreement with the preference for shopping online.
- There is a significant association between age group and the factors influencing the choice of shopping platform.
- There is a significant association between age group and preferred online retail platforms for purchasing fashion products.
- There is a significant association between age group and the type of fashion products purchased online most frequently.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
H1:There is a significant association between age group and the frequency of shopping for fashion products.	(Vidani & Solanki, 2015)
H2:There is a significant association between age group and the level of agreement with the preference for shopping online.	(Solanki & Vidani, 2016)
H3:There is a significant association between age group and the factors influencing the choice of shopping platform.	(Bhatt, Patel, & Vidani, 2017)
H4:There is a significant association between age group and preferred online retail platforms for purchasing fashion products.	(Sukhanandi, Tank, & Vidani, 2018)

H5: There is a significant association between age group and the type of fashion products purchased online most frequently.	(Vidani J. N., 2020)
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*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	107
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 profile of the respondents reveals that the majority (54.2%) belong to the 18-25 age group, followed by 25.2% in the 25-32 range and 20.6% in the 32-38 range. Regarding occupation, students form the largest group (38.3%), with notable proportions of business professionals (21.5%), salaried individuals (14.0%), and homemakers (13.1%), while professionals such as chartered accountants and doctors also make up 13.1%. In terms of monthly income, a significant portion (43.0%) earns below INR 25,000, while 22.4% earn INR 50,000–75,000, and 20.6% have incomes above INR 75,000, indicating a diverse economic distribution.

RESULTS

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.967	22

*Source: SPSS Software

The Cronbach's Alpha value of 0.967 for the 22 items indicates an excellent level of internal consistency and reliability for the scale used in the study. This suggests that the items are highly correlated and measure the intended construct consistently. Such a high value reflects that the scale is well-suited for assessing the factors influencing the selection of apparel shopping among female Gen Z consumers, providing confidence in the reliability of the data collected for this research.

Table 4. 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 the frequency of shopping for fashion products.	0.160	>	H01 accept (Null hypothesis accepted)	.897	Weak
H2	There is a significant association between age group and the level of agreement with the preference for shopping online.	0.11	>	H02 Accept (Null Hypothesis Accepted)	0.117	Weak
H3	There is a significant association between age group and the factors influencing the choice of shopping platform.	0.226	>	H03 accept (Null hypothesis accepted)	0.043	Weak
H4	There is a significant association between age group and preferred online retail platforms for purchasing fashion products.	0.25	>	H04 accept (Null hypothesis accepted)	0.043	Weak

H5	There is a significant association between age group and the type of fashion products purchased online most frequently.	0.193	>	H05 accept (Null hypothesis accepted)	0.505	Weak
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DISCUSSION

This study aimed to examine the factors influencing the selection of purchasing apparel online versus offline among female Generation Z consumers in Ahmedabad city. The analysis specifically focused on the relationship between the respondents' age group and various aspects of their shopping behavior. The findings are discussed below based on the alternate hypotheses tested.

- For H1, which examined the association between age group and the frequency of shopping for fashion products, the results showed a p-value of 0.160, which is greater than 0.05. Consequently, the null hypothesis was accepted, indicating no significant association between age group and shopping frequency. The R-value of 0.897 further suggests a weak relationship. This implies that the frequency with which female Gen Z consumers shop for fashion products is not strongly influenced by their age group within this demographic.
- In H2, the study tested the relationship between age group and the level of agreement with the preference for shopping online. The p-value of 0.11, being greater than 0.05, led to the acceptance of the null hypothesis, indicating no significant association. With an R-value of 0.117, the relationship between these variables was also found to be weak. This suggests that preference for online shopping among female Gen Z consumers is consistent across age subgroups within the generation, and other factors may play a more critical role in shaping this preference.
- The results for H3 explored whether age group significantly influenced the factors affecting the choice of shopping platform. The p-value of 0.226 exceeded the threshold of 0.05, resulting in the acceptance of the null hypothesis. The R-value of 0.043 indicates a very weak relationship between age group and these influencing factors. This finding highlights that the factors driving shopping platform preferences—such as convenience, pricing, or product availability—are not significantly differentiated by age within this cohort of female Gen Z consumers.
- For H4, the study examined the association between age group and preferred online retail platforms for purchasing fashion products. The p-value of 0.25 confirmed the null hypothesis, indicating no significant association between these variables. The R-value of 0.043 shows a weak relationship, suggesting that preferences for specific online retail platforms are not strongly influenced by the age group within the female Gen Z population. This indicates that platform preferences may instead be driven by platform-specific features or marketing strategies.

- Lastly, H5 tested the association between age group and the type of fashion products purchased online most frequently. The p-value of 0.193 again supported the null hypothesis, showing no significant association. Although the R-value of 0.505 suggests a slightly stronger relationship compared to other hypotheses, it still indicates a weak correlation. This implies that the types of fashion products purchased online are not heavily dependent on the age group within this generation.

Overall, the findings suggest that age group, within the female Gen Z demographic in Ahmedabad, does not have a significant impact on shopping frequency, platform preference, influencing factors, retail platform choice, or product type. The weak relationships across all hypotheses indicate that other variables—such as income, lifestyle, technological familiarity, or social influences—may play a more prominent role in shaping shopping behaviors among this group. Future research could delve into these additional factors to gain a more comprehensive understanding of the purchasing decisions of female Gen Z consumers.

Theoretical Implications

The findings of this study provide valuable theoretical implications for understanding the purchasing behavior of female Generation Z consumers in Ahmedabad, particularly concerning their choice of online versus offline shopping for apparel. Despite the increasing significance of this consumer segment, the results reveal that age group within this generation has a limited influence on their shopping frequency, platform preferences, and product choices. These implications are discussed below.

1. Limited Influence of Age Group Within Gen Z

The study contributes to the literature by showing that within Generation Z, age group plays a negligible role in shaping shopping behaviors. This challenges traditional segmentation theories that often assume significant behavioral differences across age subgroups. For female Gen Z consumers, other factors, such as technological adeptness, cultural trends, or social influences, may play a more significant role. This suggests a need to refine generational marketing theories to focus on psychographic and behavioral traits rather than solely demographic segmentation.

2. Preference Formation Beyond Age

The weak association between age and shopping platform preference highlights that digital adoption and attitudes toward online shopping are homogenous within this cohort. This aligns with the theoretical notion that Generation Z, as digital natives, is inherently comfortable with online platforms. However, preference formation for online versus offline shopping is likely driven by factors such as convenience, product assortment, and haptic feedback rather than age, challenging traditional models that link preferences to generational life stages.

3. Universal Shopping Platform Drivers

The study's findings suggest that the factors influencing shopping platform choice (e.g., pricing, convenience, product range) are not significantly associated with age. This supports theories like the Unified Theory of Acceptance and Use of Technology (UTAUT), which posit that perceived utility and ease of use drive adoption, regardless of demographic variables. The results imply that shopping behavior theories should place greater emphasis on functional attributes of platforms rather than on age-based segmentation.

4. Platform-Agnostic Consumer Preferences

The lack of significant association between age group and preferred online retail platforms challenges the notion of generational segmentation in platform targeting strategies. Theoretical frameworks that address platform loyalty or consumer choice (e.g., Technology Acceptance Model or Consumer Decision-Making Theory) must account for uniform preferences across subgroups within a generation. This suggests that retail platform preference may stem from marketing effectiveness, user interface design, and perceived value rather than demographic distinctions.

5. Broad Trends in Product Choice

The weak relationship between age group and the type of fashion products purchased online further reinforces the need to shift the theoretical focus away from age as a primary determinant of product preferences. Instead, theories of consumer behavior should consider psychographic factors such as self-expression, social identity, and lifestyle as more relevant drivers for product selection.

6. Homogenization of Generation Z Behavior

The findings support the concept of Generation Z as a relatively homogenous cohort with shared digital behaviors and preferences. This aligns with generational theories like Strauss-Howe Generational Theory, which emphasize collective experiences over age-based differences. However, the study also highlights the need to integrate new theoretical approaches that account for the unique challenges of understanding nuanced consumer behaviors in a hyper-connected and rapidly evolving marketplace.

Practical Implications

The findings of this study offer several practical implications for businesses, marketers, and policymakers seeking to understand and engage with female Generation Z consumers in Ahmedabad. These implications are particularly relevant for the fashion retail industry, both online and offline, as they highlight actionable strategies to cater to this demographic effectively.

1. Rethinking Age-Based Segmentation

The weak relationship between age group and shopping behaviors within Generation Z suggests that retailers should avoid relying heavily on age-specific segmentation when targeting this demographic. Instead, businesses can focus on universal traits shared by Gen Z females, such as their preference for convenience, affordability, and variety. Marketing strategies should be designed to appeal broadly to the cohort's shared values rather than splitting efforts across narrow age bands.

2. *Enhancing Platform Experience*

Although age does not significantly influence shopping platform choice, factors like ease of use, personalized recommendations, and seamless navigation play a vital role. Online retailers can focus on optimizing the user interface, improving app functionality, and integrating advanced recommendation systems to attract and retain female Gen Z consumers. Offline retailers can enhance their offerings by blending digital elements, such as virtual try-on kiosks or app-based in-store experiences, to cater to tech-savvy shoppers.

3. *Diversified Marketing Approaches*

The weak association between age group and preferences for specific online platforms or product types highlights the need for diversified marketing approaches. Retailers should invest in omnichannel strategies, leveraging both social media (e.g., Instagram, TikTok) and traditional advertising to reach this audience effectively. Campaigns focusing on key factors like self-expression, sustainability, and social impact resonate strongly with this generation.

4. *Focus on Functional Benefits*

Since factors influencing shopping platform choices are not age-dependent, retailers must emphasize the functional benefits of their offerings. For online stores, this includes faster delivery, competitive pricing, easy returns, and wide product assortments. Offline retailers can enhance their appeal by offering personalized services, interactive store experiences, and better accessibility. Highlighting these features in marketing communications can strengthen brand loyalty.

5. *Cross-Platform Integration*

The lack of a strong relationship between age group and preferred shopping platforms implies that retailers need to ensure consistency across channels. A seamless transition between online and offline experiences – such as click-and-collect services, in-store product previews, or online order tracking – can cater to Gen Z's expectations of flexibility and convenience.

6. *Product Diversification and Personalization*

While age group does not strongly influence the type of fashion products purchased, businesses can focus on personalized product recommendations based on psychographics rather than demographics. AI-driven insights from browsing history, purchase patterns, and social media trends can help curate products that align with individual preferences.

7. *Emphasizing Social and Emotional Connections*

Female Gen Z consumers often value shopping as a means of self-expression and identity-building. Retailers can tap into this by aligning their brand messaging with Gen Z's values, such as inclusivity, environmental sustainability, and ethical practices. Encouraging user-generated content, reviews, and social sharing can build community engagement and foster stronger brand connections.

8. Localized Strategies for Ahmedabad Market

For the Ahmedabad market, incorporating local cultural nuances and preferences can enhance resonance with Gen Z shoppers. For example, promoting traditional and fusion wear with contemporary styles, offering regionally relevant promotions, and collaborating with local influencers can strengthen appeal.

9. Targeting Non-Demographic Factors

The study underscores the importance of targeting factors beyond demographics, such as convenience, pricing, and haptic experiences. For offline retailers, this might mean creating immersive shopping environments with trial rooms, tactile product displays, and personalized assistance. Online retailers should focus on providing clear product visuals, detailed descriptions, and virtual try-on tools.

10. Strategic Partnerships with Preferred Platforms

Although platform preferences are not age-dependent, strategic collaborations with widely used platforms like Myntra, Amazon, or Ajio can help retailers reach their target audience more effectively. Offering exclusive collections, discounts, or promotional campaigns through these platforms can drive traffic and sales.

The practical implications of this study emphasize the need for businesses to adopt flexible, consumer-centric strategies to engage with female Generation Z shoppers. By focusing on shared behavioral patterns, optimizing shopping experiences, and addressing non-demographic factors, retailers can better align their offerings with the preferences and expectations of this influential consumer group.

CONCLUSIONS AND RECOMMENDATIONS

This study examined the factors influencing the selection of purchasing apparel online versus offline among female Generation Z consumers in Ahmedabad city, focusing on the association between age group and various aspects of shopping behavior. The findings reveal that age group within this demographic has a limited impact on shopping frequency, platform preferences, influencing factors, product choices, and preferred retail platforms. Across all hypotheses tested, the p-values exceeded the 0.05 threshold, leading to the acceptance of the null hypotheses and highlighting weak relationships between age and the studied variables.

The results suggest that female Gen Z consumers share relatively uniform shopping behaviors and preferences, irrespective of their age within the generational cohort. This homogeneity reflects the generation's shared experiences as digital natives and their exposure to global trends, indicating that other factors—such as convenience, pricing, product assortment, and self-expression—are more critical in shaping their shopping decisions.

From a theoretical standpoint, these findings challenge traditional segmentation models that emphasize demographic differences, highlighting the need to shift toward psychographic and behavioral segmentation for Generation Z. Practically, retailers should prioritize creating seamless and personalized

shopping experiences across both online and offline platforms, focusing on attributes like usability, affordability, and emotional engagement to appeal to this group.

In conclusion, the study underscores the evolving nature of consumer behavior among female Generation Z shoppers, where age within the cohort plays a negligible role in purchasing decisions. Future research could explore additional factors, such as cultural influences, income levels, or social trends, to gain deeper insights into this influential and rapidly growing consumer segment.

FURTHER STUDY

1. Exploring Psychographic and Behavioral Segmentation

Future studies can focus on psychographic factors such as values, lifestyle, and personal attitudes, which may have a stronger influence on shopping behavior than age. Understanding how these aspects drive preferences for online versus offline platforms will provide deeper insights into consumer behavior among female Gen Z shoppers.

2. Incorporating Cultural and Regional Factors

As this study is limited to Ahmedabad city, expanding the research to other regions or cities could provide comparative insights into how cultural and regional factors influence shopping preferences within Generation Z.

3. Examining the Role of Technology Adoption

Investigating the impact of technology adoption, digital literacy, and exposure to e-commerce platforms on shopping behaviors could offer valuable perspectives, especially as digital ecosystems evolve rapidly.

4. Assessing the Influence of Social Media and Influencers

Future research could explore the role of social media platforms and influencers in shaping Gen Z's shopping decisions. This is particularly relevant given the high engagement of this demographic with digital and social media marketing.

5. Impact of Economic and Social Factors

Examining how factors such as income levels, employment status, and peer influence impact the choice of shopping platform would provide a more comprehensive understanding of the motivations behind purchasing decisions.

6. Product Categories and Sustainability Preferences

Future studies can investigate preferences for specific product categories in greater depth, particularly in the context of sustainability and ethical considerations, which are increasingly important to Gen Z consumers.

7. Longitudinal Studies

Conducting longitudinal studies to track changes in shopping behavior over time can help identify evolving trends and the impact of external factors such as technological advancements, market competition, or global events.

8. Comparative Analysis Across Generations

Future research could compare shopping behaviors across different generations, such as Millennials and Gen Z, to understand intergenerational differences and similarities in apparel shopping preferences.

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