

A Comparative Study Of Online And Offline Purchasing Decisions Of Electronic Gadgets Among Generation Z

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Abstract

The decision-making process for purchasing electronic products involves a complex interplay of factors that influence individuals' preferences. This paper aims to analyze the factors considered by consumers when making online and offline purchase decisions for electronic products. The study reveals that price, brand reputation, quality, and reviews and ratings are important considerations for both online and offline purchases. Advantages of offline shopping include the ability to physically interact with products, personalized customer service, and immediate possession. Online shopping offers convenience, lower prices, and a wide range of options. However, concerns regarding product delivery delays, uncertainty in product quality, and shipping costs are associated with online purchases. Recommendations for purchasing electronic products to friends and family depend on individual preferences and factors such as product availability, customer service, and convenience. A balanced approach considering various factors is suggested, enabling individuals to make informed decisions that align with their needs and preferences.

Keywords

Purchase Decisions, Electronic Products, Online Shopping, Offline Shopping, Factors.

Introduction

The generation born between the middle of the 1990s and the beginning of the 2010s is known as Generation Z or the I Generation. Because they were raised in the age of digital technology and the internet, this generation is very tech savvy and skilled at using online platforms for a variety of purposes. They have been seen to buy electronics both offline and online because they are so important to their lives.

Electronic gadgets provide Generation Z with a sense of empowerment and autonomy. They offer a multitude of functionalities that cater to their diverse needs, whether it's communication, social networking, multimedia consumption, gaming, or productivity. These gadgets serve as tools for self-expression, allowing individuals to customize their devices, personalize their experiences, and showcase their unique identities through apps, themes, and digital content.

Moreover, electronic gadgets play a pivotal role in the education and professional development of Generation Z. With the rise of e-learning platforms, digital textbooks, and educational apps, these gadgets have become indispensable tools for acquiring knowledge, engaging in collaborative learning, and developing new skills. Additionally, electronic gadgets facilitate remote work and enable Generation Z to pursue freelance opportunities, engage in entrepreneurial ventures, and explore creative pursuits.

Understanding the factors that influence the purchasing decisions of Generation Z regarding electronic gadgets is crucial for businesses and marketers in today's digital age. The availability of both online and offline options for purchasing electronic gadgets presents a unique opportunity to explore and compare the choices made by this generation. By investigating the determinants of their purchasing decisions, businesses can gain insights to develop effective marketing strategies and enhance customer satisfaction.

In this context, a comparison of Generation Z's online and offline purchases of electronic goods can offer insightful information about their purchasing habits. It can provide light on the variables that affect their choice of course of action, the benefits and drawbacks of both purchase methods, and the overall effect of technology on their purchasing behaviour. The study aims to identify the factors that influence their purchasing decisions, the advantages and disadvantages of online and offline shopping, and the impact of technology on their shopping behavior. By comparing the two modes of purchasing, we can better understand the preferences and tendencies of this generation and provide insights for marketers and retailers to improve their strategies and offerings.

Conceptual Background

In today's digital age, the behavior of Generation Z, the demographic group born between 1997 and 2012, has been greatly influenced by their familiarity and comfort with technology. This generation, often referred to as "digital natives," has grown up in a world where technology is an integral part of their daily lives.

The rise of e-commerce and online shopping has transformed the retail industry. Generation Z, being tech-savvy and accustomed to digital platforms, readily embraces the convenience and accessibility of online shopping. With just a few clicks, they can explore a wide range of electronic gadgets, compare prices, and read customer reviews, all from the comfort of their own homes.

However, despite the popularity of online shopping, offline stores still hold significance for Generation Z. The tangible experience of physically interacting with products, seeking personalized assistance from sales staff, and having immediate access to their purchases can be influential factors in their decision-making process.

Understanding the factors that influence Generation Z's purchasing decisions for electronic gadgets is crucial for businesses aiming to capture their attention. These factors encompass a range of considerations, including product information availability, price, product

quality, brand reputation, convenience, trust, social influence, and overall shopping experience.

Statement Of Problem

Despite the increasing popularity of online shopping, there is a need to examine the factors influencing Generation Z's purchasing decisions for electronic gadgets, both online and offline. With the rapid growth of e-commerce and the availability of numerous online platforms, it is crucial to understand how Generation Z, as a tech-savvy consumer group, navigates their decision-making process when choosing between online and offline channels. This study aims to identify the key factors that influence Generation Z's online and offline purchasing decisions of electronic gadgets, thereby providing insights into their consumer behavior and aiding businesses in developing effective strategies to cater to this market segment.

Significance Of The Study

This study holds significant implications for businesses, marketers, and policymakers. By understanding the factors influencing Generation Z's purchasing decisions, businesses can tailor their marketing strategies and improve customer engagement. The findings of this study can also help policymakers develop policies and regulations that protect consumers and promote fair practices in the online marketplace. Moreover, the study contributes to the existing body of knowledge on Generation Z's consumer behavior, filling the gap in research regarding their preferences and decision-making processes in the context of electronic gadget purchases.

Objectives

The primary objective of this study is to conduct a comparative analysis of the online and offline purchasing decisions of electronic gadgets among Generation Z.

Research Methodology

The research design for this study incorporates a mixed-method approach, combining qualitative and quantitative methods. The population of interest for this study is

Generation Z, consisting of individuals born between 1997 and 2012. The research was conducted in the Mysore region of the Karnataka state. The study utilizes a non-probability sampling technique known as purposive sampling, where participants were selected based on specific criteria, including being a member of Generation Z and having purchased an electronic product in the last six months. A total of 80 respondents were chosen initially, but due to constraints, the final sample size was 61. Both primary and secondary data were collected for this study. Primary data was collected through online surveys administered to Generation Z consumers, while secondary data was obtained from published sources like academic journals and industry reports. The data collection process involved using a self-administered questionnaire with closed-ended questions to gather quantitative data on the impact of digital marketing on small businesses. The data analysis utilized simple percentage analysis and the chi-square test to examine and compare offline and online purchasing decisions of electronic products among Generation Z.

Literature Review

Yaobin Lu (2011) focused on the elements that affect users' decision to switch from offline to online channels that provide comparable services. According to the study, individuals' intentions to switch to other technologies were positively impacted by new technology innovation and relative benefits. In addition, the study's results showed that internet usage influences consumers' intentions to switch from using offline to online services in relation to relative advantage.

Data from an online shopbot is used by Smith and Brynjolfsson (2001) to examine the purchasing habits of online book buyers. They discover that consumers' willingness to pay is influenced by brand.

Rick L. Andrews Ourso and Imran S. Currim (2004) used actual decision data from an online supermarket and traditional scanner panel data to evaluate behavioural differences between people drawn to online shopping and traditional supermarket shopping. According to the study, internet shoppers have stronger choice set

effects than traditional grocery shoppers do, prefer larger sizes over smaller sizes, screen more products based on brand names than on sizes.

Koen Pauwels et. al. (2011) discovered that the product category and consumer group have a significant impact on how much money an informational website generates offline. Customers who lived far from the store and those who purchased sensory products particularly benefited from the cheaper expenses of online searches. Customers in one segment, however, cut back on their shopping trips, indicating that they are substituting some of their online shopping for in-person experiences.

Tony Ahn, Seewon Ryu, IngooHan(2004) explored online and offline features of Internet shopping malls and their relationships with the acceptance behaviours of the customers. Web survey with a 932 users was conducted in 6 shopping malls in Korea. The study validate technology acceptance model (TAM) on predicting the acceptance of the Internet shopping malls. Online and offline features have positive effects on the user acceptance, usefulness, attitude and intention to use.

Aron M. Levin, Irwin P. Levin, and Joshua A. Weller (2005) They employed an online survey panel and two samples with a combined size of 199 from a sizable mid-eastern American university. The study discovered that customers' preferences for online versus offline buying varied across different items, users, and shopping process stages. Online purchasing was preferred when characteristics like a wide selection and speedy shopping were prevalent. Online shopping was favoured when characteristics like personal service and the chance to see-touch-handle the product were predominate.

Dong-Mo Koo, Ji-Hoon Lee (2011) suggested a connection between dominance, vigorous and tense arousal, pleasure, and their influence on intention. Results from a survey of 406 consumers (217 from offline store customers and 189 from online store users) showed that dominance had a significant positive and/or negative effect on both energetic and tense

arousal. It had no impact on pleasure or intention in either an offline or online environment, and its effect on tense arousal was not statistically significant in an online shopping environment.

Isabel P. Enrique and sergioRomàn (2014) examined the role of several consumers' cognitive and psychographic traits in their perception of retailers' deceptive practices (perceived deception) and the different effects on perceived deception associated with online vis-à-vis in-store shopping.

iwari1 , Prof. (Dr.) Vivek Sharma2 , Prof. (Dr.) Mukesh Chansoriya 3, Karan Saxena Online purchasing is a modern phenomena that is neither particularly new nor particularly old. It may be said that it is familiar to those who have grown accustomed to it, but new to those who still find it difficult and unsettling to deal with. The purpose of the current study is to ascertain how Indian consumers behave when buying electrical products online. Researchers have looked for the factors that encourage consumers to shop online and, in the event that they don't, why. The study's goal is to examine consumer behaviour when they shop, whether they do so online or off. . According to the report, consumers use both online and offline resources. However, they do not favour buying technological goods online. They still feel better at ease doing their shopping offline.

Gupta , Puja (2015) The study makes an effort to understand how consumers evaluate their purchasing channels. It advances a conceptual model that addresses how consumers perceive the value of online purchasing compared to traditional methods of shopping. An earlier study shown that perceived value and purchase intentions in the offline and online network are significantly influenced by perceptions of pricing, product quality, service quality, and threat. To determine how value is created in both channels, observations of both online and offline buyers can be analysed. It is now known what variables affect the decision-making process for both online and physical shopping. By contrasting offline and online decision-making and identifying the factors that influence consumers' decisions regarding online and

offline purchasing, this study aims to give an idea of the decision-making process involved in online shopping. Shoppers go where and when they choose, as long as the products and options are comfortable for them. According to the report, women purchase online more frequently than men. As people have become more tech-savvy over the past two years, online purchasing has skyrocketed. Because they are less technologically savvy, adults over the age of 35 are less inclined to shop online. However, the responder stated that they would only love to shop online if the goods was less expensive than the competition. They demonstrated how crucial it is to engage in online purchasing.

seul Lee, Brenda J. cude.This study looked into how the purchasing environment affected consumers' choice of complaint channel. Based on responses from 480 undergraduate students who took part in an online experiment with two variables (buy environment: offline vs. online) and two variables (degree of dissatisfaction: weak vs. strong), the study was conducted. Online shoppers were more inclined to complain than offline shoppers to leave negative reviews. Online complaints from customers who made purchases online grew as their level of discontent climbed. According to the study, when analysing consumer complaint behavior, future researchers should take consumer complaint channel preferences into consideration.

Gupta puja and sethi narayan,(2012) investigates the elements influencing consumers' offline and online shopping. By contrasting offline and online decision-making and identifying the elements that influence consumers' choices between online and offline purchasing, this study gives an impression of the decision-making process involved in online shopping. Shoppers go where and when they choose, as long as the products and options are comfortable for them. According to the report, women purchase online more frequently than men. As people have become more tech-savvy over the past two years, online purchasing has skyrocketed. Because they are less technologically savvy, adults over the age of 35 are less inclined to shop online.

Priyabhatra and Dhananjoy,(2022)The goal of the study is to evaluate COVID-19's effects and identify the factors that affect consumers' decision-making when it comes to both online and offline purchases. It was decided to review conceptual and empirical studies on consumer purchasing patterns in connection to both offline and online shopping. Utilizing a term-based search strategy that was limited to a specified date and online databases, the literature evaluation was carried out. Based on similarities and trends, the factors that affect consumers' purchasing decisions about online and physical shopping were grouped together. According to the report, the COVID-19 problem had a significant impact on consumer purchasing behaviour in both online and offline settings. Policymakers can allocate money to creating solutions to enhance the consumer experience by looking at the components. If the aforementioned factors were to be looked into more in the future, it would be intriguing to see the results. This study will help researchers, scholars, and those working in the field of consumer behaviour better understand the many factors that influence that behaviour.

Setiawan, Roy and Rani, Kanchan and Cavaliere, Luigi Pio Leonardo and Hiep, Ngo Tan and Halder, Sudipta and Raisal, Ismail and Mishra, Ruby and Rajest, S. Suman (2020)The goal of this study is to discuss the significance of online shopping in today's competitive markets, how offline retailers will be able to survive, and how to maintain a good relationship with customers by offering them the best products or services, attractive and transparent prices, deals. In a world where online retailing and modern in-store Shopping coexist and support each other through various shopping behaviors, The options for purchasing goods, news, tickets, clothing, furniture, and toys are extremely numerous. Although the Lebanese are accustomed to this tendency, they continue to shop at stores, particularly pharmacies and grocery stores. The purpose of this study will also be to determine how offline retail stores would be affected. A quantitative approach will be used in this study. Additionally, the research will advance analysis and comprehension of the theoretical framework, models, and relationship

between online and in-store shopping, as well as the impact of internet shopping on traditional brick and mortar retail stores. Customer loyalty and satisfaction are maintained by providing high-quality service, whether online or in-person. This will help stores remain in business and keep their competitive advantage.

Raja Sarkar, 2Dr. Sabyasachi Das One of the industries in India that is expanding the fastest is retail. It is one of the pillars of the economy and contributes almost 10% of the GDP of the nation. One of the top five retail markets in the world by economic value, the Indian market is projected to be worth US\$600 billion. One of the fastest-growing retail sectors in the world is in India. Indian customers are quite picky when it comes to their purchases. Depending on whether they favour online or offline shopping, consumers' preferences vary. Both online shopping and offline shopping have benefits and drawbacks. Online shopping is more convenient, has a wider selection, and is available constantly. gives significant savings and expands consumer reviews. The ability to personally inspect things is provided by traditional shopping, but not by internet purchasing. Customers may use both traditional and online buying methods based on their preferences at a given time, resulting in fundamentally different behaviours between the two. This essay makes an effort to shed some light on the distinctions between offline and internet shopping habits. Consumer purchasing patterns, online and offline purchasing patterns, brick and mortar stores

Gupta , Puja (2015) The study makes an effort to understand how consumers evaluate their purchasing channels. It advances a conceptual model that addresses how consumers perceive the value of online purchasing compared to traditional methods of shopping. An earlier study shown that perceived value and purchase intentions in the offline and online network are significantly influenced by perceptions of pricing, product quality, service quality, and threat. To determine how value is created in both channels, observations of both online and offline buyers can be analysed. It is now known what variables affect the decision-making process for both online and physical shopping.

By contrasting offline and online decision-making and identifying the factors that influence consumers' decisions regarding online and offline purchasing, this study aims to give an idea of the decision-making process involved in online shopping. Shoppers go where and when they choose, as long as the products and options are comfortable for them. According to the report, women purchase online more frequently than men. As people have become more tech-savvy over the past two years, online purchasing has skyrocketed. Because they are less technologically savvy, adults over the age of 35 are less inclined to shop online. However, the responder stated that they would only love to shop online if the goods was less expensive than the competition. They demonstrated how significant it is to engage in online buying.

Carlos Orus, 2018 This essay tries to investigate the fashion industry's irrational purchasing behaviour. It is contrasted between online and offline channels to see which is thought to encourage greater impulsive purchasing.

Jihyomoon, YunseonChoe, Hakjun song, 2021 Since the end of 2019, the COVID-19 pandemic has wrecked devastation on Korean society. Many aspects of consumers' everyday life are now only conducted online, including meetings and shopping, as opposed to before the epidemic when online and offline activities were carried out together. The characteristics of consumers who used offline purchasing options during the pandemic were investigated in this study. In order to determine what factors will be used to choose between online and offline retail channels after the pandemic, participants were also asked how frequently they will use online and offline shopping channels after society has recovered from COVID-19. This study will help to further our understanding of consumer behaviour (online vs. offline) during events with significant external impact, including pandemics.

Chiang, I., Lin, C., & Huang, C. (2018) Companies have discovered a new e-marketing technique, called online-to-offline (O2O) marketing, to more effectively integrate both channels as a result of the competitive nature of the e-commerce environment and the

growing usage of mobile devices. The O2O market's explosive growth in recent years has altered consumer behaviour and elevated it to a crucial concern. O2O marketing-related studies are still incredibly rare, nevertheless.

Dhruv Grewal, Ramkumar Janakiraman, 2010 More and more merchants are operating in more than one channel, such as brick-and-mortar, catalogs, and internet, in the increasingly complex retailing market. Managing and coordinating both online and offline pricing strategically is essential for success in this changing environment. This article includes an organising structure, a research agenda, and a summary of previous research findings in both the offline and online domains.

Andrew and Currim (2000) Consumers drawn to online shopping as opposed to offline/traditional supermarket shopping showed statistically significant differences in their choices and consumer behaviour for the two commodities categories. Online purchasing is less price sensitive than offline shopping, according to the study.

Li and Zhang (2002) based on a survey of the relevant available literature, investigated the characteristics and behaviour of internet shoppers. The paper makes an effort to give a concise picture of the state of this topic and to identify its shortcomings and potential research areas. Both the dependent and independent factors were investigated. The independent variables (personal traits, product attributes, and website quality) and three of the five dependent variables (customer attributes, intents, and purchase behaviour) are given the greatest consideration.

Soopramanien and Robertson (2007) The acceptance and use of internet shopping are the main subjects of the study. The research study discovered the influence of several factors (socio-demographic factors, attitude, and beliefs) on both the decision to engage in and the use of online shopping channels. The study excludes consumers who initially choose to purchase goods from brick-and-mortar stores before changing their minds and shopping online.

Tabatabaei (2009) compared the opinions of consumers who shop online and those who shop offline. The major goal was to determine why people prefer to purchase goods from online retailers rather than from physical stores. The demographic profile, computer skills, and internet knowledge are the three main areas of attention in the study. According to the report, people make purchases from offline stores four to five times per year compared to once per month from online businesses.

According to Iyer and Eastmen's (2014) research, people who are tech-savvy and have a favourable attitude towards online shopping are more likely to engage in online shopping than those who are less tech-savvy or have no awareness of it and have a negative attitude towards it. For their product purchases, people with technological skills compare both online and offline purchasing.

Dholakia and Chaing (2014) In their research study, the authors looked at the motivations behind consumers' online shopping decisions. In their research, they picked a few factors that affect whether customers shop online or offline. They come to the conclusion that online shopping is more convenient for consumers and provides greater satisfaction, which motivates people to make purchases online rather than in person.

Analysis and findings:

The analysis of the data provides valuable insights into the factors influencing the purchase decisions of individuals when it comes to electronic products, both online and offline. Here are the key findings from the analysis:

1. **Online Purchase Frequency:** The majority of respondents (79%) reported making online purchases for electronic products in the past six months. This highlights the popularity and prevalence of online shopping for electronic products among the surveyed individuals.

2. **Factors Considered in Purchasing Electronic Products:** Price, brand reputation, quality, and reviews and ratings emerged as significant factors influencing purchase decisions. Price was emphasized by 9.8% of respondents,

indicating the importance of finding good deals. Brand reputation was mentioned by 6.6% of respondents, highlighting the trustworthiness of established brands. Quality was considered important by 11.5% of respondents, emphasizing the desire for reliable products. Reviews and ratings were influential for 9.8% of respondents, suggesting the impact of social proof and peer feedback on decision-making.

3. **Preference for Online or Offline Purchases:** The analysis revealed that 44.3% of respondents preferred online purchases for electronic products, while 39.3% preferred offline purchases. However, a significant portion (16.4%) expressed no specific preference. This indicates a balanced distribution of preferences between online and offline shopping, with online shopping slightly edging out offline shopping.

4. **Advantages of Offline Purchases:** The advantages cited for offline purchases of electronic products included the ability to physically interact with the products (23.0%), personalized customer service (16.4%), immediate possession (8.2%), and potential cost savings from avoiding shipping costs (3.3%). These advantages demonstrate the value placed on hands-on experiences, expert guidance, and instant gratification associated with offline shopping.

5. **Disadvantages of Offline Purchases:** The disadvantages highlighted for offline purchases were higher prices (16.4%), limited options (14.8%), the need to physically visit stores (14.8%), time-consuming nature (8.2%), and the combination of higher prices and physical store visits (6.6%). These disadvantages indicate concerns related to affordability, convenience, and availability of a wide range of choices when shopping offline for electronic products.

6. **Advantages of Online Purchases:** Convenience (6.6%), lower prices (11.5%), wide range of options (14.8%), and the ability to avoid physical store visits (1.6%) were cited as advantages of online purchases. The combination of lower prices, convenience, and a wide range of options was also recognized as beneficial (4.9%). These advantages highlight the appeal of online shopping for its ease, cost

savings, and access to a diverse selection of products.

7. Disadvantages of Online Purchases: The disadvantages of online purchases included delay in product delivery (11.5%), lack of personalized customer service (3.3%), uncertainty in product quality (4.9%), shipping costs (11.5%), and concerns about product reliability (21.3%). These concerns indicate potential drawbacks such as inconvenience, lack of in-person assistance, potential quality issues, and additional costs associated with online shopping for electronic products.

8. Factors Influencing Online Purchase Decisions: The most influential factors in making online purchase decisions were product reviews and ratings (24.6%) and brand reputation (18.0%). Product description and features (21.3%) and product images and videos (27.9%) also played a role in the decision-making process. The combination of these factors further strengthened their influence on online purchase decisions.

9. Factors Influencing Offline Purchase Decisions: In-store customer service (27.9%) emerged as the most influential factor in making offline purchase decisions. Availability of products (13.1%), brand reputation (4.9%), and product quality and features (13.1%) were also influential. The combination of in-store customer service with these factors enhanced their impact on offline purchase decisions.

10. Recommendations to Friends and Family: Regarding recommending the purchase of electronic products to friends and family, 34.4% of respondents recommended offline purchases, while 44.3% recommended online purchases. However, 21.3% expressed no specific preference. This indicates a diverse range of recommendations based on individual preferences and factors influencing their own purchasing decisions.

These findings suggest that the purchase decisions for electronic products are influenced by a combination of factors such as price, brand reputation, quality, reviews and ratings, in-store

customer service, and the availability of products. Individual preferences, convenience, and specific needs play a significant role in determining whether online or offline purchases are recommended or preferred. Understanding these factors and preferences can help individuals make informed decisions and navigate the choices available in the market.

Suggestions

It is essential to consider multiple factors when making purchase decisions for electronic products, including price, brand reputation, quality, and reviews. By exploring the advantages and disadvantages of online and offline shopping experiences, individuals can weigh the benefits of hands-on experiences and personalized customer service against the convenience and cost-saving benefits of online shopping. Encouraging a balanced approach allows readers to consider their specific needs and preferences, ensuring they make informed decisions. Practical tips for online shoppers, such as checking reviews and ratings and researching brands, can enhance the online shopping experience. When recommending purchases to others, it's crucial to consider their preferences and circumstances, and address any concerns by offering potential solutions.

Conclusion

In conclusion, the decision-making process for purchasing electronic products is influenced by a combination of factors, including price, brand reputation, quality, and reviews and ratings. The study highlights the advantages and disadvantages of both online and offline shopping experiences. Offline shopping provides the opportunity to physically interact with products, receive personalized customer service, and take immediate possession of purchases. Online shopping offers convenience, lower prices, and a wide range of options. However, concerns about product delivery delays, uncertainty in product quality, and shipping costs need to be considered. When recommending purchases to friends and family, it is important to take into account individual preferences, product availability, customer service, and convenience. A balanced approach that considers various factors will enable

individuals to make well-informed decisions that best suit their needs and preferences when purchasing electronic products.

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