

Parameters of Online and Offline Shopping Experience of Gen Z Customers with Reference to Fashion Industry in India

Deepa A*, Elangovan A

Department of Commerce, Periyar university, Tamil Nadu, India. *Corresponding Author's Email: deepaphdscholar@gmail.com

Abstract

Sellers are attempting to resurrect offline businesses by implementing retail technologies in response to the decline of physical fashion stores. The need for this study was to ascertain how perceived risk and quality were impacted by aspects of the off the internet mobile connected smart selling familiarity in terms of fulfilment. A study including 345 female customers in their 20s and 30s was carried out using an online poll. The analysis, which employed a structural equation model, made sure that perceived advantage, perceived enjoyment, and interactivity affected quality among the five smart retailing experience-related factors, and that perceived advantage and connectivity significantly affected seeming risk. However, perceived personalisation or control had no effect on perceived threat or quality. Perceived risk had no effect on mobile satisfaction, whereas perceived quality had a significant impact on offline, overall, and mobile fulfilment. This study affirmed that smart retailing experiences' perceived benefits and interactivity are crucial for raising customer happiness.

Keywords: Enjoyment, Interactivity, Online and Offline, Parameters, Risk, Satisfaction, Quality.

Introduction

While conventional offline sales are declining, internet and mobile consumption is rising quickly due to advancements in information and communication technologies. In particular, as e-commerce has grown, there is less and less need for physical stores, which has led to a fall in the total number of physical businesses. Specifically, department store chains like Sears, JC Penney and Macy's have closed multiple locations due to the ongoing pandemic, along with well-known brands like Abercrombie & Fitch and Polo. Over 5,000 retail locations have closed in the US since April 2020, according to a Wall Street Journal analysis (1). The COVID-19 epidemic has presented a chance for e-commerce firms to expand as the "untact" lifestyle continues to spread and e-commerce has grown in size. In response to crises, offline businesses are extending their omnichannels strategy at a rapid pace. Because the omnichannels strategy uses multiple channels, including retail, internet, and mobile, it can lower risks and boost potential for businesses. Even, physical stores continue to play a significant role in the fashion industry as a means of shopping for customers who like to see things in person and make quick purchases. As a result, a lot of fashion

brands are working to increase online and mobile development through retailing methods that use several channels, like omnichannels, while also giving offline stores the chance to grow. Redesigning the in-store purchasing experience is a method that McKinsey proposed traditional offline businesses implement to adapt to changes in the retail industry. Engaging customers, becoming a element of their lives and photos, and fostering an touching connection among the business and the client are the objectives of customer experience-focused strategies. Beyond just things, consumers also indicate a readiness to spend extra for experiences. Numerous novel marketing strategies have consequently surfaced, such as sensory marketing and experience marketing. Retailers are working to adapt to the evolving demands of their customers by offering new services and technology, making it effortless for customers to access different channels within a shop, and attractive the customer-oriented shopping (2). Developing hedonistic experiences is especially crucial for fashion merchants, which is why they are investing more and more in experiential retail services. In keeping with these developments, a lot of fashion retailers are

This is an Open Access article distributed under the terms of the Creative Commons Attribution CC BY license (<http://creativecommons.org/licenses/by/4.0/>), which permits unrestricted reuse, distribution, and reproduction in any medium, provided the original work is properly cited.

(Received 06th March 2024; Accepted 15th July 2024; Published 30th July 2024)

developing into smart retail environments that use state-of-the-art technology to maximise customer convenience. Consequently, a brand-new idea known as "smart retailing" has surfaced. A platform known as "smart retailing" allows retailers to provide customers with smart technology, strengthening and redefining their place in a sustainable wealth while also enhancing the quality of the consumer familiarity. Fashion retailers are trying to revitalise offline stores by introducing cutting-edge technology, thus evolving into smart retailing environments, in order to offer a range of experiences, including convenient shopping, product experiences, and personalised services catered to character consumers. Retailers have been utilising a range of smart retail technologies recently, including virtual reality (VR), radio frequency identification (RFID), near-field communication (NFC), augmented reality (AR), interactive displays, artificial intelligence (AI), and smart shopping carts. With the help of such intelligent technologies, consumers can enjoy better and more personalised shopping experiences (3). It is vital to look at consumer experiences in connection with smart retail technologies are organised and what results these practice will produce as technologically advanced retail services steadily spread. Research has been done on shopping assistants, RFID, AR and VR, and other smart retail technologies, as well as the characteristics that encourage consumer adoption of these technologies. Nevertheless, the majority of earlier research has concentrated on the ways in which technological attributes influence consumer attitudes, intentions, or actions. There hasn't been enough study done on consumers' experiences using smart retail technology in physical store environments to yet. It's especially hard to locate studies on how consumers use smart technology in fashion stores (4). The purpose of this study was to evaluate, from the perspective of the consumer, the offline mobile smart retailing experience at fashion retailers and how that experience affected customer happiness. Gen Z is the most educated generation, thus they are well-aware of the cost of any goods they plan to purchase. Gen Z will present businesses with the biggest problem in comparison to earlier generations since they always want to make sure they select the best products at the best price and

never try to broaden their search to include unknown brands (5). Even though Gen Z is fewer brands loyal, organisations can solve and avert challenges (efficiency, harsh competition, globalisation, and digitization) by winning them over as potential customers. These days, consumers evaluate a company's entire business process in order to generate value for them, as well as the product, website, and other supporting materials. Instead of using the traditional service qualities that researchers (6) proposed, and others (7-9) conducted research in the context of e-commerce by utilising specific dimensions of e-service's quality (information, aesthetics, ease of use, security/privacy, and reliability). Gen Z consumers are more demanding and care about their overall shopping experience. Companies may please Gen Z and create customer value for them by maintaining a high standard of e-service quality. Gen Z will feel that they are getting benefits and having a fantastic time.

Smart Retailing Experience

Combining the digital and physical aspects of retailing, smart retailing is a distinct stage in the development of information and communication technologies. Smart retailing allows offline and mobile channels to be connected inside a retail setting, as well as wireless connectivity between smart devices (10). Thus, businesses can get new skills by integrating the digital and physical worlds through smart retailing. Additionally, customers' shopping experiences can be enhanced and shopping value can be created by utilising a variety of smart retail technology. Positive results from wise retailing experiences are crucial since they influence customers' preferences and purchase decisions and have a significant impact on a business's performance. The research aims to find the effects of retailing experiences in a well-known way, which we defined as a no internet mobile networked system that enhances consumer skill based on smart technology employ. Therefore, "a technology-mediated retailing experience that links offline and mobile environments" is known as a "smart retailing experience." Using smart phone applications like payment systems, enlarged reality, QR codes, in-store has allowed retailers to improve consumer experience by changing the physical retail space. Customers can use their mobile devices to access additional product

information at physical places, thus taking advantage of seamless smart retailing experiences. The study's focus on mobile-linked smart commerce can be linked to customer assessment of performance, as the relationship between retailers and customers forms the basis of the study. Because customers must experience mobile-linked technology through their mobile devices, it is believed to be able to further enhance the consumer experience in comparison to retail technology that is solely given by physical establishments (11). According to the report, Gen Y is the generation that is bringing fresh perspectives to the fashion business and pushing the boundaries of what they consider acceptable. These developments represent significant shifts in the industry that should not be disregarded. Because they have different tastes and preferences, Gen Y tries to meet their needs in terms of buying by sharing with the next generation their ideas about how to improve items. Gen Y is therefore among the generations that have given the fashion industry fresh life. But Gen Y isn't willing to say it out loud. For instance, Gen Y disapproves of two prominent designer logos on trendy apparel. Some brands, including Abercrombie and Michael Kors, took their logos off of their sweatshirts and tops. While some consumers do favour branding, Gen Y is not making purchases. Researchers have also talked about how Gen Y presents themselves as unique in a way that is uncommon. Because of their nature, Gen Yers explore many trends and blend in without boundaries, rather than defining their own specific opinions on style. While they are not vocal about their needs, Gen Y does not back down in response to trends. Gen Y is known for being daring when it comes to following the newest trends and for mixing and matching different styles to add some variation to the trend. This has a surprising impact on the fashion industry (12).

Research Framework

With customised offers and in-store push alerts, internet and mobile technologies have given merchants the chance to both attract and keep new consumers. Recent empirical research has demonstrated that smart retail technology is more user-friendly, less complicated, more aesthetically pleasing, and offers a more meaningful purchasing experience than

traditional shopping experiences without technology. Because of this, merchants are realising that smart retail technology offers a shopping experience that increases client pleasure. Thus, retailers are increasingly pushing customers to vigorously adopt retail technology in their places in order to boost profitability and operational efficiency. The business outcomes of possible consumer experiences with smart retailing technologies can be better understood by applying technology adoption theory (13). Technology adoption theory states that there is a connection between system characteristics and results can be moderated by how the technology is rated by users. Prior research, using the technology adoption framework, shown the significant mediating roles that quality and risk perception play in services that connect different channels. Consequently, the need for this study was to establish how perceived quality and perceived risk, two mediators of customer happiness, relates to the smart retailing experience. Researchers in seller marketing have been examining the connection among store retail scopes and customer skills for many years. The rise in smart technology has led to an increase in the number of points of contact between businesses and customers, necessitating the monitoring of diverse experiences provided at those points of contact. Consumer experiences with technology are recognised to be shaped by a confluence of elements from various domains, including perception, cognition, behaviour, and emotion. Prior research on smart retailing experiences looked at a number of related elements, such as behavioural factors like personalisation and emotional ones like perceived control and satisfaction as well as cognitive factors like relative benefits and perceived interaction. Additionally, because smart retailing involves interacting directly with customers' smart devices, this study also looked at behavioural, emotional, and cognitive aspects (14). Our specific goal was to look into the impacts of perceived benefits, perceived enjoyment, perceived control, personalisation, and interactivity—the five smart retailing experience aspects. Perceived advantages, or how much customers think smart technology in a retail setting is better than current retail technology and represents benefits in terms of technology,

convenience, and functionalities, is the first component of the smart retailing experience (15). When technology offers advantages like ease and time savings over what they may anticipate without it, customers are more likely to view it favourably.

As a result, the following theories were developed:

Hypothesis (H1): Perceived risk and perceived advantages have correlation in the smart retailing experience.

Perceived delight, the second component, measures how much customers find smart commerce experiences enjoyable. Aside from its possible practical effectiveness, perceived delight highlights the emotional component of smart commerce. Using smart retailing technology, consumers can enjoy novelty, which is related to the enjoyment or fun of shopping (16). Prior research has demonstrated that the satisfaction derived from utilising a particular form of information knowledge influences favourable outlook or intentions and have a substantial impact on the performance of retailers. Thus, it was anticipated that satisfaction with the smart retailing process would raise perceptions of quality and decrease perceptions of risk, as postulated below:

Hypothesis (H2): Perceived enjoyment and perceived risk have correlation in the smart retailing experience

The second component, perceived enjoyment, gauges how much customers like their interactions with smart commerce. The emotional aspect of smart commerce is highlighted by perceived delight, in addition to its potential practical efficacy. Through clever seller technology linked to the pleasure or excitement of purchasing, customers might encounter innovation. Prior research has demonstrated that the degree of pleasure derived from the application of a certain information technology type influences positive attitudes or intents and can have a substantial impact on merchants' operational outcomes. Thus, it was anticipated that satisfaction with the smart retailing process would raise perceptions of quality and lower perceptions of risk, as hypothesised below (17). In light of this, the following concepts were developed with the notion that if customers could exercise control to fulfil their purchasing

objectives and get the intended outcomes, they would be able to enhance perceived quality and lower risk;

Hypothesis (H3): Perceived control and perceived risk have correlation in the smart retailing experience

Customer Evaluation and Smart Retailing Experience Outcomes

The article examined on the retailing experience affects customer happiness through attained risk and quality, based on the idea of technology adoption. The idea of satisfaction measures how much customers feel that a consuming experience makes them feel good. Achieving customer satisfaction is crucial for retailers as it can influence the behavioural intentions and retention of their customers. Satisfaction is a factor for measuring a company's success. Offline satisfaction, mobile satisfaction, and overall satisfaction were the three categories into which the study's ending variables pertaining to the smart client experience were separated. According to the technology adoption framework, earlier research on channel recognition highlighted the significance of perceived quality and risk as determinants of overall consumer happiness. The total evaluation of a store's perceived performance is known as perceived quality. Differentiating themselves from competitors, it is a concept that fosters consumer loyalty, improves customer happiness, and encourages repeat business. Prior research has demonstrated a positive correlation between customer satisfaction and perceived quality (18). On the other hand, perceived risk is different from objective risk in that it refers to how concerned consumers are about unanticipated outcomes that might happen when they buy or use a product, as well as how much they see as hazards during use. As a result, perceived risk is the total evaluation of the unpredictability and unfavourable effects of a retail encounter. The possibility of unfavourable outcomes from utilising a good or service, as well as the potential severity of losses, determine how much risk is perceived. Studies have shown that risk increases with new things, elevated pricing, technological difficulty, and need of knowledge or assurance in use. Risk is correlated with lower consumer satisfaction and negative assessments when it comes to technology-driven, offline, mobile-connected smart retailing (19). We

assumed in this study that overall satisfaction would be negatively impacted by perceived risk and that overall satisfaction would be positively impacted by perceived excellence of the offline-mobile associated retailing experience. The hypotheses are formulated:

Hypothesis (H4): Perceived risk and offline satisfaction is correlated in the smart retailing experience.

Hypothesis (H5): Perceived risk and online satisfaction is correlated in the smart retailing experience.

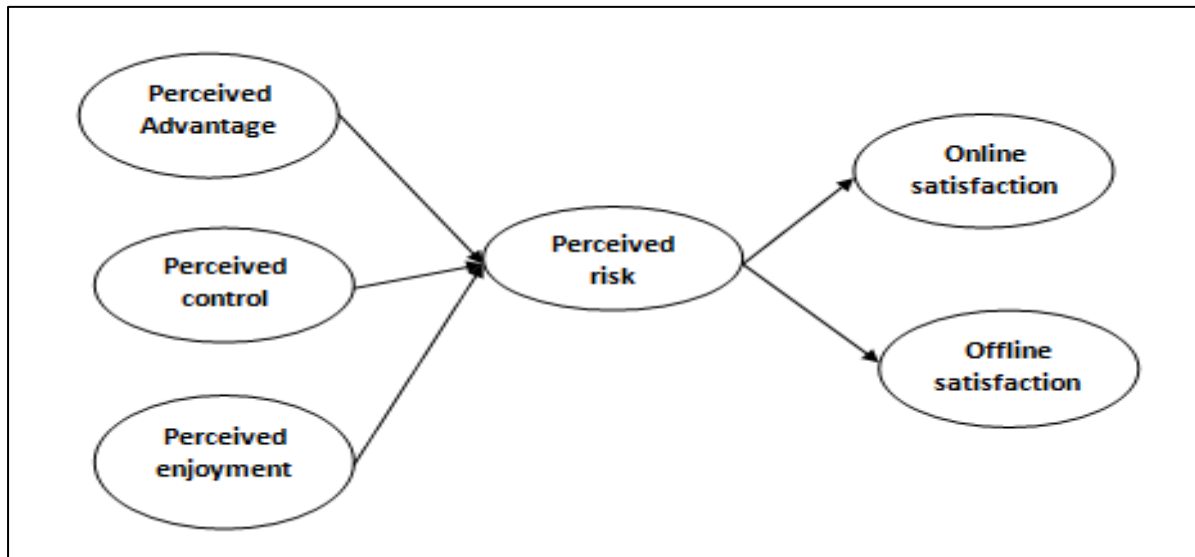


Figure 1: Conceptual Framework

The current trend of online purchasing is exponentially growing. AI is used by marketers to examine trends, expectations, psychological behaviour, and typical social media activity. Businesses must constantly update and alter their websites in order to connect and engage with their end customers (20). And even the customers anticipate that! The days of Philip Kotler, determining market demand by geographic location, are long gone. Consumers these days exhibit shifting expectations and desires on a daily basis, spanning multiple geographic locations. As a result, marketers make use of AI and other technology to understand, generate, and occasionally even decrease demand. While some customers prefer internet shopping since it saves them a great deal of time and energy, others prefer to visit real malls for a better in-store shopping experience. Online shopping has been more popular in recent times due to a number of variables, including ease of use, accessibility, search, assessment, transaction, and possession/post-purchase convenience. The preference of consumers for in-store and online shopping is a topic of constant dispute. Gen Z is influenced by a number of significant aspects, including brand consciousness, social media influence, improved purchasing decisions, and

celebrity endorsements. Gen Y places a high value on things like in-store shopping, loyalty, past purchasing experiences, and the involvement of friends and family in one's shopping. As a result, the entire notion of purchase intention is an offspring of demand. Customers are taught to base their intention (consumption) on supply and demand.

Methodology

Since the inquiry is based on statistical analysis of fact and information to answer the specified problem, the research uses quantitative analysis as its methodology. The research provides a full explanation of the purpose (i.e., why) of the investigation in the descriptive design that has been employed. Cluster sampling is the sampling method used in this instance. Primary and secondary statistical approaches were employed in the data collection process. Using the framed questionnaire and survey methodology as a data collection approach, Indian-based "Gen Z" (Born between 1997 and 2012) was studied. The target age group was 10 to 25. Because the target is large and unclear, the sampling unit was therefore reduced to South Indian based individuals, specifically from Tamil Nadu. A closed-ended survey is employed to gather data. The survey

questionnaire is disseminated via a number of online social media sites, including Facebook, Instagram, and others. Google forms were used to craft the questionnaire, and the link was distributed to the intended audience. Survey data

was gathered using internet sites such as LinkedIn, Twitter, and Instagram. Simple percentage, Cronbach alpha, and SEM were the numerical techniques used to analyse the facts.

Table 1: Descriptive Analysis

		Frequency (f)	Percent (%)	Valid %	Cumulative %
Education	School-level	15	4.3	4.3	4.3
	UG	166	48.1	48.1	52.5
	PG	138	40.0	40.0	92.5
	Doctorate	26	7.5	7.5	100.0
	Total	345	100.0	100.0	
Gender	Male	136	39.1	39.1	39.1
	Female	209	60.9	60.9	100.0
	Total	345	100.0	100.0	
Marital status	Single	91	26.4	26.4	26.4
	Married	210	60.9	60.9	87.2
	Divorced	44	12.8	12.8	100.0
	Total	345	100.0	100.0	
Age	14-25years (Gen Z)	115	32.9	32.9	32.9
	26-35years	124	36.2	36.2	69.1
	36-45 years	48	14.0	14.0	83.1
	46-55 years	36	10.5	10.5	93.6
	Above 56 years	22	6.4	6.4	100.0
	Total	345	100.0	100.0	

Software programmes SPSS and AMOS were used to review and interpret the data that was obtained. The time frame that was selected was June 2023–December 2024, giving the participants plenty of opportunity to reply.

Data Analysis

The target samples resulted in 345 acceptable and genuine responses and with that the following analysis were carried out: descriptive datasets with simple percentages, reliability tests. SEM analysis is used for the main variables.

Descriptive Analysis: The research focuses on analysing the variables and examines how the moderators impact the variables by focusing on the age, gender and income. Using the simple percentage analysis the ratio of gender and educational qualification marital status, age and

income is estimated. The results are listed in Table 1. The Table 1 shows results analyzed from the descriptive datasets, where majority (60.9%) of the respondents were female. In which the majority (48.1%) belongs to the under Graduate level of education and participated respondents were found to be of 26-35years. Respondents are married in majority which means 60.9%.

Hypothesis and Reliability

The values derived from Cronbach alpha test for reliability is given in Table 2 which shows reliable and appropriate values.

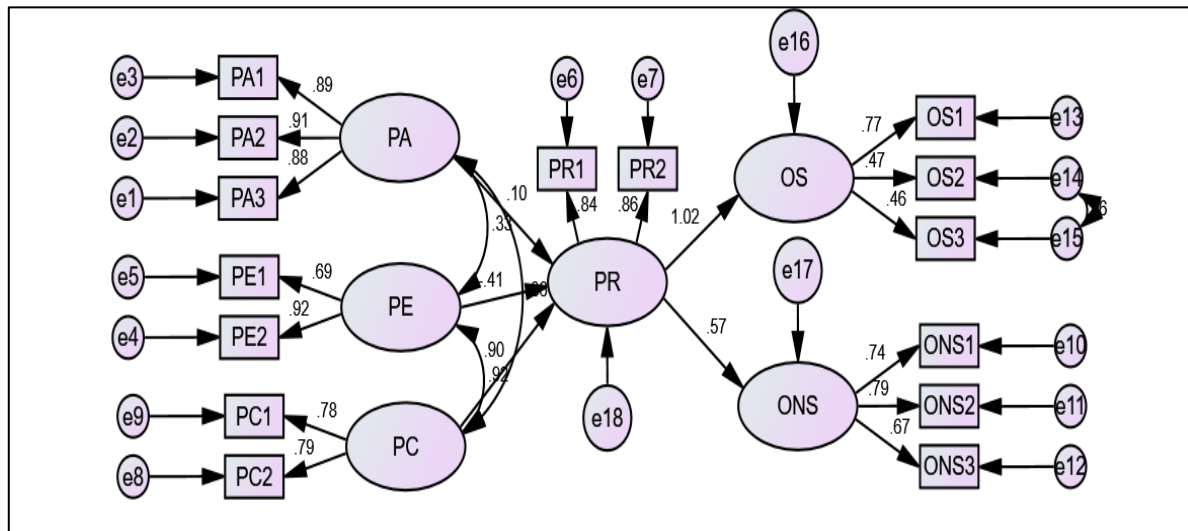
The result of KMO is (0.838) is closer to “1” and the significance is .000 and DF is 741 (refer Table 3). The outputs states that there found the relationship between the variables. The sample adequacy is also good.

Table 2: Reliability

Item name	Alpha Value (α)
Perceived advantage	0.705
Perceived control	0.725
Perceived enjoyment	0.712
Perceived risk	0.821
Online satisfaction	0.695
Offline satisfaction	0.702

Table 3: KMO Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.838
Bartlett's Test of Sphericity	Approx. Chi-Square	4383.223
	df	231
	Sig.	.000

**Figure 2:** SEM Analysis**Table 4:** SEM Result

Fit index	Recommended criteria	Result Obtained	
χ^2	-	350.76	Absolute fit (p>0.05)
χ^2/df (P)	< 5	3.33	Acceptable
RMR	> 0.05	0.055	Absolute fit
GFI (Goodness of Fit Index)	> 0.90	0.905	Absolute fit
AGFI (Adjusted Goodness of Fit Index)	> 0.90	0.921	Absolute fit
NFI (Normed fit index)	> 0.90	0.910	Absolute fit
CFI (Comparative fit index)	> 0.90	0.908	Absolute fit
RMSEA (Root mean squared error of approximation)	< 0.08	0.079	Absolute fit

Chi-square analysis (Table 4) shows that the established SEM model for the proposed research (refer figure 3) obtained the minimum acceptable values, with Chi-square (χ^2) = 350.76; df = 81; p = .000. The developed SEM model obtained 350.76 as the minimum discrepancy function (CMIN), 81 as the DF, 0.079 as the root-mean-square error (RMSEA) approximation, 0.056 as the standardised root-mean-square residual (SRMR), 0.908 as the comparative fit-index (CFI), and 0.000 as the PClose values, according to the values

obtained through the regression analysis and CFA. Based on the analysis and findings, the model created fits the study perfectly. The model fit analysis values are displayed in the CMIN analysis. The RMSEA scores and regression weights of the model (Table 5) are within the acceptable range where the model achieved 0.79 related to df 81. Thus, the RMSEA indicates that with the degree-of-freedom there exists a close-fit of variables in the developed model.

Table 5: Regression Results

Measured variable	Latent variable	Estimate	S.E.	C.R.	P
PR	← PA	.087	.059	1.462	.144
PR	← PE	-.329	.283	-1.160	.246
PR	← PC	.826	.339	2.438	***

OS	←	PR	1.004	.062	16.134	***
ONS	←	PR	.404	.048	8.444	***
PA3	←	PA	1.000			
PA2	←	PA	1.089	.046	23.475	***
PA1	←	PA	.998	.044	22.603	***
PE2	←	PE	1.000			
PE1	←	PE	.717	.053	13.420	***
PR1	←	PR	1.000			
PR2	←	PR	1.207	.067	17.966	***
PC2	←	PC	1.000			
PC1	←	PC	.962	.065	14.722	***
ONS1	←	ONS	1.000			
ONS2	←	ONS	1.272	.109	11.639	***
ONS3	←	ONS	1.128	.105	10.704	***
OS1	←	OS	1.000			
OS2	←	OS	.467	.055	8.522	***
OS3	←	OS	.475	.057	8.335	***

Table 6: Hypothesis Results

No	Hypothesis	Result
1	Perceived risk and perceived advantages have correlation in the smart retailing experience	Rejected
2	Perceived enjoyment and perceived risk have correlation in the smart retailing experience	Rejected
3	Perceived control and perceived risk have correlation in the smart retailing experience	Accepted
4	Perceived risk and offline satisfaction is correlated in the smart retailing experience	Accepted
5	Perceived risk and online satisfaction is correlated in the smart retailing experience	Accepted

Discussion

Fashion offline retailers are offering unique shopping experiences through the use of mobile skill in an era where omnichannels and e-commerce are growing due to pandemics. Concurrent with these developments, this study is important since it suggests elements related to the consumer experience that influence consumer happiness. We made an effort to look into how aspects of the smart retailing knowledge like benefits, pleasure, control, personalisation, interaction—affect consumer evaluations and outcomes, such as apparent risk and quality, largely fulfilment, offline satisfaction, and mobile satisfaction (21, 22). The study concentrated on how offline fashion retailers are extending their usage of smart retail technology in order to keep up with the times. This bolsters the findings of earlier research that demonstrated the benefits of

perceived advantage, reported satisfaction, and interaction. Contrary to other research, risk reduction and quality perception were not significantly impacted by the perceived control and personalisation aspects. In contrast to other research, this one takes into account the product attributes as well as the sensory context rather than the real experience (23). Additionally, it was discovered that perceived quality positively impacted overall, offline, and mobile satisfaction whereas perceived risk had a negative impact on all three but had no influence on mobile satisfaction. It is anticipated that this study, which looked at the effects of smart retailing, will advance the subject both theoretically and practically. The hypothesis results are given in Table 6.

Conclusion

This study's academic relevance is as follows. Initially, this research can support and enhance the core data base for studies on smart retailing experiences. Few studies have explicitly looked into smart technology in a fashion retail setting, despite the fact that its popularity and application have grown (24). The majority of pertinent study has been conceptual or qualitative in nature, looking at smart technology and how retailers are using it. By emphasising the elegant retailing practice from a customer view, this study increased the diversity of research and added to the body of knowledge already available on smart retail technology. Second, by utilising the technology adoption theory, this study sought to identify the connections between elements associated with the smart retailing experience, consumer assessment, and results. So laying the groundwork for these interactions academically. Specifically, it was discovered that interactivity, perceived benefits, and perceived enjoyment all have a significant impact on outcomes that are mediated by perceived quality. Perceived benefits and interactivity, on the other hand, have an impact on outcomes through perceived risk (25). Retailers may find the study's findings useful in comprehending and implementing smart technology and service innovation (26). First, while developing a clever retailing strategy, retailers can make use of the elements of perceived benefits, involvement, and enjoyment. The outputs of this study exhibits that perceived benefits and interaction are crucial for raising customer perceptions of quality and reducing their perceptions of risk among the elements pertaining to the smart retailing experience (27). Furthermore, it has been demonstrated that felt enjoyment raises perceived quality employ clever retail technologies and create practical plans for enhancing this experience and giving shops a competitive edge.

Limitations

There are a few other restrictions on this study. Initially, it concentrated on the offline mobile-linked shopping experience in clothing retailers. Fashion places employ a range of trade technology, nevertheless, and dissimilar approaches to these equipment can yield varied outcomes (28). Therefore, future research should be done to look at how consumers interact with

different technology. Second, the primary clientele of fashion stores differs depending on the category they fall under, which includes luxury stores and sports stores. Consequently, it will be significant if additional research delves into other areas. Next, this study suggested reviving offline fashion stores through the use of technology mediated by consumer experience. Future studies ought to take into account a wider range of variables that can help revive physical fashion retailers. Fourth, it might be challenging to generalise the study's findings because it was intended only for the target individuals. Instead of answering the questionnaire with information from their personal experiences, participants saw the video stimuli and gave their responses, which varied depending on the participant. Consequently, it would appear that more realistic and methodical research designs should be added to this in further studies. Fifth, by including qualitative aspects into future research, it will be possible to enhance the significance of statistical findings and get insight into participants' perspectives. Sixth, there may have been redundancy in this study because some of the instruments had extremely extreme construct trustworthiness. To support this section, it will be necessary to strengthen the scale's composition in subsequent research. Seventh, future research should take into account the impact of demographic variables including gender, age, and wealth. Lastly, it will be interesting to see data verifying how post-pandemic consumer impressions of offline shopping experiences have evolved.

Abbreviations

Nil.

Acknowledgement

I would like to thank my research guide, my university and friends who supported me to prepare this manuscript.

Author Contributions

A Deepa: Complete paper work; Dr A Elangovan: Proof reading and editing works.

Conflict of Interest

None.

Ethics Approval

Not applicable.

Funding

Nil.

References

1. Rese A, Baier D, Geyer-Schulz A, Schreiber S. How augmented reality apps are accepted by consumers: A comparative analysis using scales and opinions. *Technological Forecasting and Social Change*. 2017 Nov 1;124:306-19.
2. Scholz J, Duffy K. We ARE at home: How augmented reality reshapes mobile marketing and consumer-brand relationships. *Journal of Retailing and Consumer Services*. 2018 Sep 1;44:11-23.
3. Müller-Seitz G, Dautzenberg K, Creusen U, Stromereder C. Customer acceptance of RFID technology: Evidence from the German electronic retail sector. *Journal of Retailing and Consumer services*. 2009 Jan 1;16(1):31-9.
4. Priporas CV, Stylos N, Fotiadis AK. Generation Z consumers' expectations of interactions in smart retailing: A future agenda. *Computers in Human Behavior*. 2017 Dec 1;77:374-81.
5. Parasuraman A, Zeithaml VA, Berry LL. Servqual: A multiple-item scale for measuring consumer perc. *Journal of Retailing*. 1988 Apr 1;64(1):12.
6. Rolland S, Freeman I. A new measure of e-service quality in France. *International Journal of Retail & Distribution Management*. 2010 Jun 8;38(7):497-517.
7. Ladhari R. Developing e-service quality scales: A literature review. *Journal of Retailing and Consumer Services*. 2010 Nov 1;17(6):464-77.
8. Bressolles G, Durrieu F, Deans KR. An examination of the online service-profit chain. *International Journal of Retail & Distribution Management*. 2015 Aug 10;43(8):727-51.
9. Colucci M, Scarpi D. Generation Y: Evidences from the fast-fashion market and implications for targeting. *Journal of Business Theory and Practice*. 2013 Mar;1(1):1-7.
10. Bhattacharya M. A conceptual framework of RFID adoption in retail using Rogers stage model. *Business Process Management Journal*. 2015 Jun 1;21(3):517-40.
11. Tsai MC, Lee W, Wu HC. Determinants of RFID adoption intention: Evidence from Taiwanese retail chains. *Information & Management*. 2010 Aug 1;47(5-6):255-61.
12. Wei J, Lowry PB, Seedorf S. The assimilation of RFID technology by Chinese companies: A technology diffusion perspective. *Information & Management*. 2015 Sep 1;52(6):628-42.
13. Evanschitzky H, Iyer GR, Pillai KG, Kenning P, Schütte R. Consumer trial, continuous use, and economic benefits of a retail service innovation: The case of the personal shopping assistant. *Journal of Product Innovation Management*. 2015 May;32(3):459-75.
14. Adapa S, Fazal-e-Hasan SM, Makam SB, Azeem MM, Mortimer G. Examining the antecedents and consequences of perceived shopping value through smart retail technology. *Journal of Retailing and Consumer Services*. 2020 Jan 1;52:101901.
15. Inman JJ, Nikolova H. Shopper-facing retail technology: A retailer adoption decision framework incorporating shopper attitudes and privacy concerns. *Journal of Retailing*. 2017 Mar 1;93(1):7-28.
16. Kim HY, Lee JY, Mun JM, Johnson KK. Consumer adoption of smart in-store technology: assessing the predictive value of attitude versus beliefs in the technology acceptance model. *International Journal of Fashion Design, Technology and Education*. 2017 Jan 2;10(1):26-36.
17. Katawetawaraks C, Wang CL. Online Shopper Behavior: Influences of Online Shopping Decision. *Asian Journal of Business Research*. 2011; 1(2): 66-74
18. Garson GD. Partial Least Squares: Regression and Structural Equation Models. Statistical Associates Publishers: Asheboro. 2016.
19. Gregory RL. Eye and brain: The psychology of seeing. Princeton university press; 2015 Feb 17.
20. Porter ME, Heppelmann JE. How smart, connected products are transforming competition. *Harvard business review*. 2014 Nov 1;92(11):64-88.
21. Yakhlef A. Customer experience within retail environments: An embodied, spatial approach. *Marketing Theory*. 2015 Dec;15(4):545-64.
22. Li J, Konuş U, Pauwels K, Langerak F. The hare and the tortoise: do earlier adopters of online channels purchase more?. *Journal of Retailing*. 2015 Jun 1;91(2):289-308.
23. Meuter ML, Ostrom AL, Bitner MJ, Roundtree R. The influence of technology anxiety on consumer use and experiences with self-service technologies. *Journal of business research*. 2003 Nov 1;56(11):899-906.
24. Roy SK, Balaji MS, Sadeque S, Nguyen B, Melewar TC. Constituents and consequences of smart customer experience in retailing. *Technological Forecasting and Social Change*. 2017 Nov 1;124:257-70.
25. Kallweit K, Spreer P, Toporowski W. Why do customers use self-service information technologies in retail? The mediating effect of perceived service quality. *Journal of Retailing and Consumer Services*. 2014 May 1;21(3):268-76.
26. Davis FD. Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*. 1989 Sep 1:319-40.
27. Davis FD, Bagozzi RP, Warshaw PR. User acceptance of computer technology: A comparison of two theoretical models. *Management Science*. 1989 Aug;35(8):982-1003.
28. Falk T, Schepers J, Hammerschmidt M, Bauer HH. Identifying cross-channel dissynergies for multichannel service providers. *Journal of Service Research*. 2007 Nov;10(2):143-60.