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FACTORS INFLUENCING GENERATION Z'S PURCHASE INTENTION IN OMNICHANNEL RETAIL SETTINGS

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ABSTRACT

The retail industry has undergone a significant transformation due to information technology (IT) progress, shifting the retail paradigm from traditional brick-and-mortar stores to the contemporary omnichannel platform. This evolution is characterised by a customer-centric approach known as omnichannel, which aims to provide a seamless shopping experience across various channels, including physical stores, telephone, social media, and websites. Despite the growing importance of omnichannel strategies, academic research in this domain still needs to be explored. This research proposes theoretical contributions to the Unified Theory of Acceptance and Use of Technology (UTAUT2), thus expanding its applicability in omnichannel retailing. Additionally, this study holds practical significance for the retail sector by examining how omnichannel strategies can enhance customer experiences, contributing to retailers' ability to gain a competitive edge in the market. The study's methodology includes collecting sample data and coding it for statistical analysis using the Statistical Programme for Social Sciences (SPSS). As the retail landscape continues to evolve, understanding the preferences and behaviours of the digitally-savvy Generation Z demographic becomes increasingly crucial. This research contributes to bridging the gap in academic literature and provides valuable insights for retailers aiming to optimise their omnichannel strategies, ultimately fostering more robust customer engagement and loyalty.

Keywords: : Retailing, Omnichannel, Unified Theory of Acceptance and Use of Technology (UTAUT2), Generation Z

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