

Omni-Channel Shopping Behaviour towards Smartwatch: A Comparative Study of Millennials and Gen-Z

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Abstract: Digital technologies have reshaped retail, leading to omni-channel shopping where consumers use both online and offline channels. This approach, an evolution of multichannel retailing, helps stores meet market demand and enhance customer experience. Millennials have strong purchasing power, but as market and environmental conditions evolve, retailers should adjust their strategies. It is also important to understand Gen-Z's needs and preferences as they become more influential consumers. This study examines factors influencing Millennial and Gen-Z shopping behaviour toward smartwatches and compares their purchasing patterns. The survey method has been used to collect data for the study. Reliability test and Multiple Regression Analysis have been applied to analyze the effect on factors on shopping behaviour of millennials and shopping behaviour of Gen-Z. Gen-Z is more digitally dependent, reacts quickly on social media, and follows trends when shopping. Millennials are steadier with brands, value reviews more, and use both online and offline channels.

Keywords: Omni Channel, Shopping Behaviour, Millennial, Gen-Z, Smart Watch

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