

DIGITALES ARCHIV

ZBW – Leibniz-Informationszentrum Wirtschaft
ZBW – Leibniz Information Centre for Economics

Oe, Hiroko; Yamaoka, Yasuyuki

Article

Smart luxury shoppers' behaviour in China : omni-channel perspectives of Gen Y consumers

Reference: Oe, Hiroko/Yamaoka, Yasuyuki (2023). Smart luxury shoppers' behaviour in China : omni-channel perspectives of Gen Y consumers. In: Marketing i menedžment inovacij 14 (3), S. 176 - 187.

https://mmi.sumdu.edu.ua/wp-content/uploads/2023/09/16_A726-2023_Oe-et-al.pdf

doi:10.21272/mmi.2023.3-016.

This Version is available at:

<http://hdl.handle.net/11159/631436>

Kontakt/Contact

ZBW – Leibniz-Informationszentrum Wirtschaft/Leibniz Information Centre for Economics

Düsternbrooker Weg 120

24105 Kiel (Germany)

E-Mail: [rights\[at\]zbw.eu](mailto:rights[at]zbw.eu)

<https://www.zbw.eu/econis-archiv/>

Standard-Nutzungsbedingungen:

Dieses Dokument darf zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden. Sie dürfen dieses Dokument nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, aufführen, vertreiben oder anderweitig nutzen. Sofern für das Dokument eine Open-Content-Lizenz verwendet wurde, so gelten abweichend von diesen Nutzungsbedingungen die in der Lizenz gewährten Nutzungsrechte.

<https://zbw.eu/econis-archiv/termsfuse>

Terms of use:

This document may be saved and copied for your personal and scholarly purposes. You are not to copy it for public or commercial purposes, to exhibit the document in public, to perform, distribute or otherwise use the document in public. If the document is made available under a Creative Commons Licence you may exercise further usage rights as specified in the licence.

SMART LUXURY SHOPPERS' BEHAVIOUR IN CHINA: OMNI-CHANNEL PERSPECTIVES OF GEN Y CONSUMERS

Hiroko Oe,  <https://orcid.org/0000-0002-2841-7583>

Professor, Faculty of Media, Josai International University, Japan

Yasuyuki Yamaoka,  <https://orcid.org/0000-0003-1082-9691>

The Open University of Japan, Japan

Corresponding author: Hiroko Oe, hiroko-o@jiu.ac.jp

Type of manuscript: research paper

Abstract: *This study examines luxury goods purchasing behaviour among Chinese Generation Y consumers in the omni-channel retail context. Traditionally, in-store purchases were favoured for luxury items due to the tactile experience and quality assessment during decision-making. However, the unprecedented impact of COVID-19 has transformed consumer behaviour. People now navigate complex decisions, embracing various channels, including online platforms. With a dataset of 354 survey responses, this study employs quantitative analysis and structural equation modelling to uncover the factors influencing Chinese Generation Y consumers' purchasing choices. The findings reveal that Generation Y luxury shoppers prioritise convenience and channel benefits. They also emphasise information sharing and community engagement, fostering shared experiences on retail platforms. Interestingly, this contradicts previous findings favouring offline channels such as webrooming. Ultimately, this study uncovers a behavioural trend where tech-savvy young consumers exhibit characteristics indicative of an interconnected marketplace. They prioritise convenience and mutual support through shared information in the luxury goods community, regardless of the item's price tag. These insights provide valuable resources for marketers and researchers navigating luxury goods promotion. As online purchasing behaviours continue to evolve, these findings facilitate impactful discussions and informed strategies within the dynamic luxury market.*

Keywords: luxury fashion goods; omnichannel; e-servicescape; Gen Y consumers; structural equation modelling.

Received: 29 June 2023

Revised: 20 August 2023

Accepted: 1 September 2023

Funding: There was no funding for this research.

Publisher and Founder: Sumy State University

Cite as: Oe, H., & Yamaoka, Y. (2023). Smart Luxury Shoppers' Behaviour in China: Omni-Channel Perspectives of Gen Y Consumers. *Marketing and Management of Innovations*, 14(3), 176–187. <https://doi.org/10.21272/mmi.2023.3-16>

1. Introduction. Luxury goods hold significant value and social prestige (Graber, 2023), with consumers willing to pay premium prices due to their quality, craftsmanship, and exclusivity (Diaz Ruiz & Cruz, 2023). The emergence of a growing middle class in China has led to increased luxury consumption (Jain, 2018). However, the shift to digital landscapes, especially the transition from multichannel to omnichannel retailing, has altered consumer behaviour (Verhoef et al., 2015).

Gen Y, the first generation born in the digital age (Reib et al., 2023), exhibits distinct behaviours shaped by technology (Susa Vugec & Stjepic, 2022). To meet their preferences, marketers explore concepts such as online-to-offline (O2O) commerce as a business strategy that draws potential customers from online channels to make purchases in physical stores.) and omni-channel strategies (Dekimpe et al., 2019). The impact of smartphones and social network services (SNSs) provides a place where users registered with the service can interact with each other and connect with other people on the Internet.) is pivotal for this digitally native generation (Flecha-Ortíz et al., 2019). However, existing research lacks a comprehensive examination of the transition from multichannel to omni-channel strategies within the luxury market, particularly for Gen Y consumers. This study seeks to address this gap, aiming to build effective strategies for emerging consumer groups in the luxury goods market, particularly in China. While previous research has explored online luxury sales potential, it has mostly focused on consumer interactions (Joy et al., 2023; Yu et al., 2018a). The practical dimensions of the e-servicescape remain underexplored, especially concerning Gen Y's luxury purchase behaviour. Smart retailing and the influence of the Internet on the luxury industry remain under investigated (Pantano et al., 2018; Rahman et al., 2023). This study intends to develop a practical analytical model to understand Gen Y shoppers' luxury purchase perspectives within the omni-channel platform, contributing to marketers and researchers alike. By addressing the unique behaviours of Gen Y within the evolving luxury retail landscape, this study aims to enhance our understanding of the implications of omni-channel implementation.

2. Literature Review. The value of the global personal luxury goods market was 212 billion euros in 2013, and it is estimated to be worth approximately 249 billion euros in 2016 (Zhang & Cude, 2018). In the past 40 years, Asia has become the world's largest market for personal luxury goods, such as clothing and jewelry (Bain & Company, 2017; Donze, 2018).

Chinese consumers' behaviour in terms of purchasing luxury fashion goods is considerably different from that of consumers in other countries due to the lack of brand awareness and loyalty. This is the main barrier for fashion merchants in China (Bain & Company, 2017; Li et al., 2018; Zhan & He, 2012). As Diaz Ruiz & Cruz (2023) reported, fashion customers in China are much younger than those in Western countries. These authors also asserted that consumers' intention when purchasing expensive and high-quality fashion goods is to display their wealth and status (Labib et al., 2023).

The motivations for buying luxury fashion goods are mainly emotional and functional (Hwang et al., 2023). Luxury shopping behaviour has been a popular research topic for marketers, but the main area of these discussions has concentrated on in-store shopping behaviour. This is mainly because this type of shopping relies on touching high-end products, and it has been argued that consumers prefer to check and examine real products before making a decision (Pantano et al., 2018). Researchers have also proposed a further research topic, which is to what extent luxury shoppers can be considered smart. If millennials achieve a positive 'flow experience' on sales channels, the literature suggests that they will be motivated to experience and engage with the sales platform (Bilghan et al., 2015). Ha & Stoel (2009) identified trust and enjoyment as key determinants for online shopping; therefore, companies need to implement interactive and entertaining technologies to encourage the online shopping experience. In other words, a technology-based interface attracts consumers through an interactive interface and by providing a communication platform for consumers. Ananda et al. (2023) discussed the e-servicescape, suggesting that the dimensions of ambient conditions have a significant impact on consumers' attitudes towards websites and their purchase intentions online. Regarding online shopping channels, SNSs are one of the most commonly used marketing tools in the market today (Ekhlassi et al., 2018; Jayasuriya et al., 2018). Li et al. (2023) noted that social media marketing could utilise advanced technologies to facilitate the development of marketing capabilities, which would result in improved customer relationships and increased customer satisfaction.

Tankovic & Benazic (2018) discussed the perception of the e-servicescape and its impact on consumer attitudes, suggesting that layout, functionality and financial security are the salient attributes of the e-servicescape dimension. Similarly, other scholars have proposed dimensions for the e-servicescape, such as web design and functionality, which align with consumers' risk perceptions and trust (Dwivedi et al., 2020; Roy et al., 2019; Tran & Strutton, 2019). The fashion and blogging industry is an innovative sector because it combines social media and marketing; this sector also utilises social media influencers (Andrews et al., 2019).

As Song & Jo (2023) reported, SNS, which is an omnichannel point, is an effective tool for fashion brands because it makes brands more valuable and strengthens customer relationships (Ramadan et al., 2023). Currently, fashion companies launch online marketing plans that focus on how to improve the e-services cape to build relationships with customers and to promote brand experience and sales (Colm & Prestini, 2022). In China, in particular, SNSs have been a major online sales channel for fashion companies (Creevey et al., 2022; Workman & Lee, 2018; Yu et al., 2018b). According to Jamali & Khan (2018), many luxury fashion brands collaborate with fashion bloggers and influencers to promote their products and interact with customers directly. This has been the core activity of enhancing e-word of mouth (e-WOM), which encourages potential consumers. Based on the notion of the e-services cape as a holistic sales platform, the next sections of this study will discuss and propose an analytical framework that includes practical dimensions.

Most discussions of the e-services cape in terms of consumers' behaviour have focused on the SOR (stimulus–organism response) framework (e.g., Roy et al., 2019; Tankovic & Benazic, 2018). These works focus on the impact of e-WOM because consumers experience a sharing pathway that enhances their purchase intentions (e.g., Phan et al., 2019; Tran & Strutton, 2019). However, the framework and propositions in the e-services cape have not been combined with another critical factor: trust in online sales channels. Therefore, this study presents a holistic paradigm for smart shoppers, including both established dimensions of the e-services cape and the e-commerce attribute of consumers' perceptions of trustworthiness.

3. Methodology and research methods. The authors focused on using qualitative data to obtain a holistic perspective (Matthews & Ross, 2010). To this end, interviews based on a semi structured interview questionnaire were conducted with eligible participants. The number of interviewees was determined based on saturation criteria to ensure a reasonable data source and size (Fusch & Ness, 2015). By using semi structured interviews, the perspectives and thoughts of these participants were expected to contribute to the conceptual model design, the central theme of this study (Schultze & Avital, 2011). Additionally, the interviews were applied in a collaborative fashion with advance interpretations (Mojtahed et al. 2014).

In the omni-channel paradigm, the customer's overall evaluation and judgement of the quality of service in the virtual market is critical (Risberg, 2023). In traditional discussions of online shopping, trust in an e-service has been considered one of the key factors of the success of a service (Gusfei & Pradana, 2023). Chen et al. (2022) empirically confirmed that a customer's level of trust in a shopping channel is influenced by the user's web experience. Although these antecedent factors and this analytical framework have provided insights for researchers, it has been more than ten years since these models were developed. Consumers' web experiences and their trust in sales channels should be re-examined to provide a compatible analytical framework and contribute to building effective marketing strategies. Therefore, the first hypothesis that emerged is as follows:

Hypothesis 1: Trust in an omni-platform has a significant impact on purchase intentions for luxury fashion goods.

Currently, technology has created more modes of communication, and types of internal and external communication have rapidly expanded. This has enabled better service for customers and better operations for businesses (Liao et al., 2023). Local organisations in various sectors use both internal and external types of communication. As part of the modern business landscape, organisations use technology to design systems that help communicate with customers and stakeholders through the Internet, become e-businesses and advance to omni-channels, where website design is a critical element influencing consumers' attitudes (Hyun et al., 2022a). In a globalised, media-driven world, communication has become easier and more exciting. Website developers find new ways to persuade online users to visit their websites, and computer developers are developing digital languages.

As Azhar et al. (2023) discussed, communication through technology has an impact on consumer purchase behaviour. Retailers have developed new strategies to attract omni-channel shoppers, such as responsive website designs, free shipping and content marketing. New omni-channel opportunities are not only effective at enticing one segment of the population but are also becoming more widespread for other generations. The more customised the technology, the more shoppers prefer it. Therefore, the second hypothesis developed is as follows:

Hypothesis 2: Web design and the functionality of the omni-platform have a significant impact on purchase intentions for luxury fashion goods.

The millennial generation was born into a digital world, one in which everyone's lives have been made easier by products and services becoming more efficient (BouMjahed & Mahmassani, 2018). However, scholars disagree on the definition of a millennial. For instance, Howe & Strauss (2000) define a millennial as someone born between 1982 and 1999, Foot & Stoffman (1998) define them as someone born between

1980 and 1995, and Gurau (2012) defines them as someone born between 1980 and 2000. Nevertheless, it is important to discuss how this generation has developed as a result of social changes (Taylor, 2018). The millennial generation is characterised by having grown up in a society where technology has developed at an incredibly fast rate (Gibson & Sodeman, 2014).

In the past couple of decades, SNS platforms have increased the number of options for personal communication, including purchasing behaviour (Mason et al., 2021). Communication on SNS platforms enables consumers to interact with a wide range of other consumers across boundaries, time zones and geographies. This is one of the benefits consumers experience with the e-servicescape (Pandey et al., 2018; Tankovic & Benazic, 2018). Based on this discussion, the third hypothesis that emerged is as follows:

Hypothesis 3: Sharing experiences on the omni-platform has a significant impact on purchase intentions for luxury fashion goods.

As discussed by Faqih (2022), consumers balance the potential risks and merits of using online sales channels (Bashir et al., 2018; Tian et al., 2018). While millennials support this risk and thus avert the efforts of service providers, online shopping is often as good as offline shopping. Although a large number of empirical studies have reported that perceived risks have a negative impact on online shopping intentions (Zhang et al., 2023), millennials may also view the benefits of online shopping, such as the variety of goods and services and lower prices, as positive attributes that encourage them to shop online (Mulia, 2019). Therefore, the last hypothesis developed is as follows:

Hypothesis 4: The benefits of shopping on the omni platform have a significant impact on purchase intentions for luxury fashion goods.

Figure 1 summarises the devised hypotheses as a conceptual framework for this study.

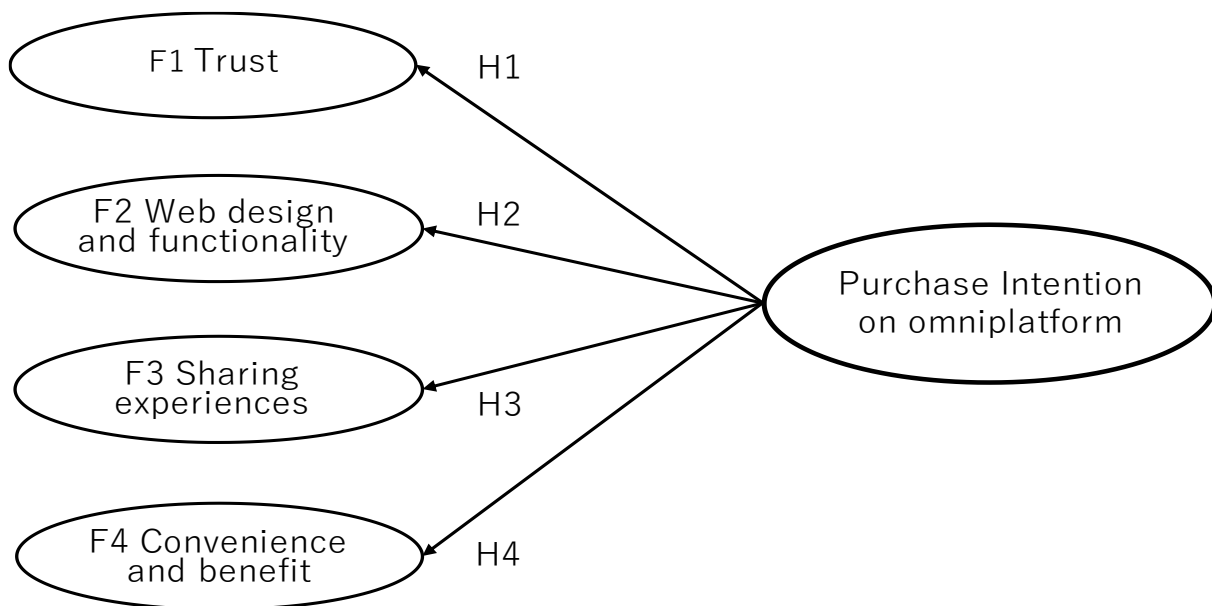


Figure 1. Conceptual framework
 Sources: developed by the authors.

A quantitative method was employed in this study. The questionnaire was initially designed in English, then translated into Chinese and finally translated back into English. There were 35 rating-scale questions in the questionnaire. After six pilot tests to check the wording of the questions, 26 questions were selected based on the hypothetical framework. All of the questions used a five-point Likert scale (Oe et al., 2023). A 5-point Likert scale was used for the survey. The scale is as follows: 5: strongly agree, 4: agree, 3: neither agree nor disagree, 2: disagree, and 1: strongly disagree. The aim was a sample size of 200+, according to the estimate of the margin of error, but the sample size was ultimately 354. This highlights that the margin of error is lower than 0.07, which is a satisfactory level for statistical analysis.

The statistical programs SPSS ver. 26 and AMOS ver. 26 were used to test the hypotheses using the structural equation modelling (SEM) approach. SEM serves as a method for statistically dissecting causal relationships among variables and is notably valuable for delineating these relationships within the social sciences domain. SEM adeptly uncovers connections between unobservable "constructs," allowing the exploration of intricate relationships. Before conducting SEM, the data obtained were analysed to develop

descriptive statistics and observe the data profile. The proposed dimensions, in accordance with the four hypotheses, were verified using confirmed factor analysis. Cronbach’s alpha test was employed to ensure reliability and applicability for the SEM analysis (Hair et al., 2010).

4. Results. As Lian & Yen (2014) discussed, the demographic balance of the dataset is critical for conducting an examination and discerning implications (Davisa & Prescottb, 2017; Faqih, 2016). The authors confirmed that the data profile is sufficient for the analysis of Gen Y consumers’ behaviour.

Table 1 shows the profile of the dataset for this study.

Table 1. Demographic table

Attributes	Frequency	(%)	Cumulative (%)
Gender			
Male	111	31.4	31.4
Female	243	68.6	100.0
Total	354	100.0	
Age			
18-25	88	24.9	24.9
26-35	169	47.7	72.6
36-45	67	18.9	91.5
46-55	20	5.6	97.2
Over 56	10	2.8	100.0
Total	354	100.0	
Education level			
High school	34	9.6	9.6
College Degree	81	22.9	32.5
Bachelor	172	48.6	81.1
Master	50	14.1	95.2
Doctor	5	1.4	96.6
Others	12	3.4	100.0
Total	354	100.0	
Occupation			
Professional (such as teacher/doctor/lawyer, etc.)	98	27.7	27.7
Freelancer (such as writers/artists/photographers, etc.)	12	3.4	31.1
Institutions/Civil Servants/Government staff	46	13.0	44.1
Employee of Company	66	18.6	62.7
Self-employed	27	7.6	70.3
Students	48	13.6	83.9
Housewife	24	6.8	90.7
Others	33	9.3	100.0
Total	354	100.0	

Sources: developed by the authors.

Table 2 presents Cronbach’s alpha reliability statistics for each factor generated from the factor analysis: F1=0.805, F2=0.786, F3=0.841, and F4=0.721. All alphas are higher than 0.7, which implies that all the factors are reliable and suitable as measurements for the next step of the SEM analysis (Hair et al., 2010).

Table 2. Cronbach’s alpha test for the four factors

Factors	Variable 1	Variable 2	Variable 3	Cronbach alpha
F1: Trust	F1-1: Quality of products is critical when shopping luxury goods online.	F1-2: Counterfeit issues are critical when shopping luxury goods online.	F1-3: Security of credit card and avoidance of fraud is critical when shopping luxury goods online	0.805

Continued Table 2

Factors	Variable 1	Variable 2	Variable 3	Cronbach alpha
F2: Web design and functionality	F2-1: It is easier to find good products among the variety and easier to compare the products when shopping luxury goods online.	F2-2: Web-design is critical while shopping to luxury goods online.	F2-3: online shopping of luxury goods is less stress than in physical stores.	0.786
F3: Sharing experiences	F3-1: Shopping luxury goods online is a good opportunity to enjoy shopping.	F3-2: Shopping luxury goods online is a good opportunity to communicate with other smart shoppers	F3-3: Shopping luxury goods online can enhance shopping experiences as a whole	0.841
F4: Convenience and benefit	F4-1: Shopping luxury goods online is more enjoyable than shopping in physical stores	F4-2: Shopping luxury goods online enables me to find more variety of goods and better prices than in physical stores.	F4-3: Shopping luxury goods online is overall convenient than shopping in physical stores.	0.721

Sources: developed by the authors.

Figure 2 presents the outcome of the structural equation modelling (SEM) analysis, highlighting the statistical coefficients and the significant relationships between the factors for hypothesis testing. The fit measures for the research model included a χ^2 /degrees of freedom ratio of 4.192 ($\chi^2=209.606$, $df=50$), which meets the recommended level of <5.0 (Hair et al., 2010). GFI (.905) and CFI (0.926) are also far above the recommended level of >0.90 , and RMSEA (.095) also meets the recommended level of $<.10$ (Hair et al., 2010). Figure 2 shows that ‘F4 Convenience and benefit’ has the most significant impact on purchase intentions (0.944; $p<0.001$), followed by ‘F3 Sharing experiences’ (0.828; $p<0.001$). ‘F2 Web design and functionality’ has the third-highest impact on behaviour, and ‘F1 Trust’ has significance but has the least impact on consumer behaviour (0.719).

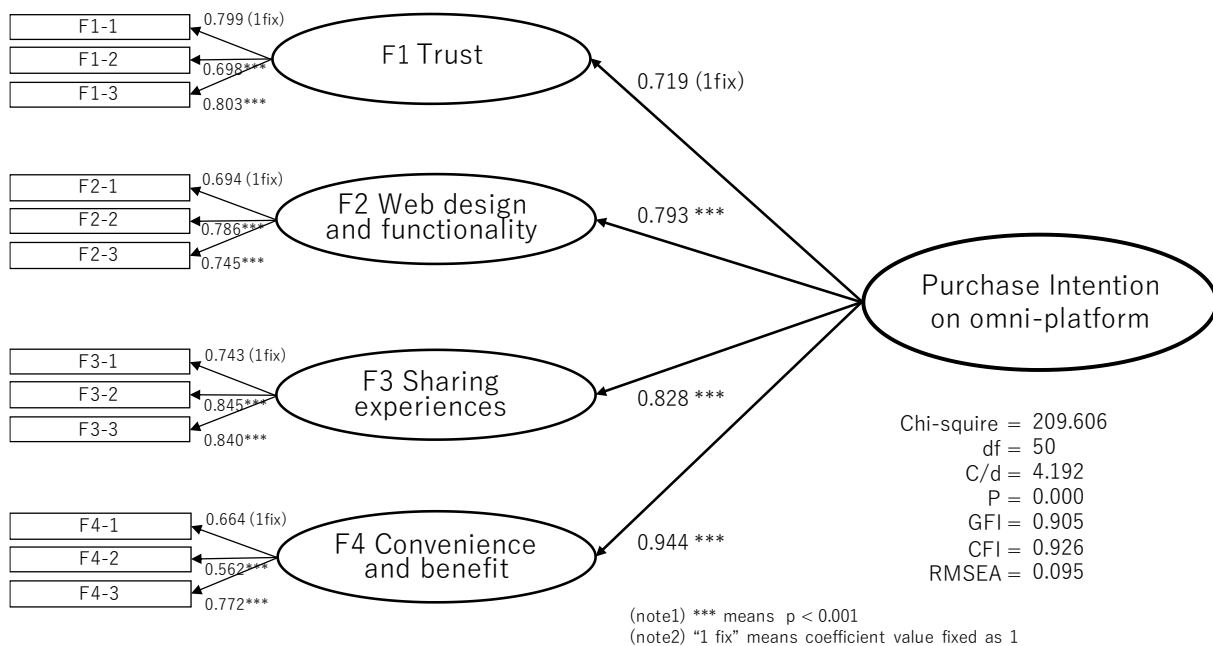


Figure 2. The result of SEM analysis

Sources: developed by the authors.

Overall, the GFI and CFI of this model are over 0.9, which implies that this model is firmly applicable to

the dataset. The path coefficients are summarised in Table 3.

Table 3. SEM path coefficients

To		From	STD path coefficient	P
F1: Trust	<---	Purchase Intention on SNS platform	0.719	1 fix
F2: Web design and functionality	<---	Purchase Intention on SNS platform	0.793	***
F3: Sharing experiences	<---	Purchase Intention on SNS platform	0.828	***
F4: Convenience and benefit	<---	Purchase Intention on SNS platform	0.944	***
F1-1	<---	F1: Trust	0.799	1 fix
F1-2	<---	F1: Trust	0.698	***
F1-3	<---	F1: Trust	0.803	***
F2-1	<---	F2: Web design and functionality	0.694	1 fix
F2-2	<---	F2: Web design and functionality	0.786	***
F2-3	<---	F2: Web design and functionality	0.745	***
F3-1	<---	F3: Sharing experiences	0.743	1 fix
F3-2	<---	F3: Sharing experiences	0.845	***
F3-3	<---	F3: Sharing experiences	0.840	***
F4-1	<---	F4: Convenience and benefit	0.664	1 fix
F4-2	<---	F4: Convenience and benefit	0.562	***
F4-3	<---	F4: Convenience and benefit	0.772	***

(note1) *** means $p < 0.001$
 (note2) "1 fix" means coefficient value fixed as 1

Sources: developed by the authors.

As discussed, the proposed model and its measurements are reliable and have good fit indices. All the hypotheses are supported, and it has different levels of impact on consumers' purchase intention on the omni platform. This outcome suggests that even in the context of buying luxury goods, Gen Y consumers appreciate the benefits of multi/omni-channels, including online. This presents a unique aspect of digital natives' perspectives. The outcome with the lowest impact on their behaviour, trust, also indicates that younger consumers prioritise benefits and convenience over trustworthiness. This finding suggests that digital natives' behaviour as smart shoppers in the luxury market should be investigated in more depth to develop robust ideas to help design omni-channel retail services.

5. Discussion. This study sheds light on novel insights into luxury goods purchasing behaviour. While previous research has predominantly highlighted consumers' preference for in-store experiences when considering luxury items, our study examines the evolving landscape driven by the digital era, particularly in the context of Chinese Generation Y consumers. The COVID-19 pandemic has further accelerated the shift towards omnichannel retailing, prompting consumers to embrace a combination of online and offline channels. Unlike earlier studies that emphasised face-to-face interactions in luxury retail, our findings underscore a significant shift in Gen Y consumers' behaviour, revealing a strong inclination towards convenience, benefits of the sales channel, and the impact of community-driven information sharing on online retail platforms. This contrasts with the assumption that offline interactions were paramount. Thus, our research bridges the gap by demonstrating the changing dynamics of luxury goods consumption among the younger digital-native generation.

Our study pioneers the application of structural equation modelling to analyse these trends, offering a comprehensive view of the underlying factors influencing purchasing behaviour. By integrating previous literature with the current findings, we contribute a nuanced understanding of luxury consumption patterns. This study's implications have far-reaching consequences for luxury marketers, enabling them to craft effective strategies to cater to the evolving behaviours of Gen Y consumers within the context of omnichannel retailing. The analytical outcome highlights the contrasting perceptions of smart shoppers with respect to luxury sales channels. This deviation from existing academic discussions primarily revolves around the shift in purchasing behaviour observed among Chinese Generation Y consumers in the context of omni-channel retailing.

While prior literature predominantly emphasised the preference for in-store experiences and face-to-face interactions for luxury purchases, our findings reveal a significant departure from this norm. Generation Y consumers, driven by their familiarity with digital platforms and increased convenience, display a stronger inclination towards online channels, particularly in terms of community-driven information sharing on retail platforms. This contradicts the earlier assumption that offline interactions were paramount for luxury shopping.

The potential reasons behind these contradictions can be attributed to several factors. The unprecedented impact of the COVID-19 pandemic has accelerated the adoption of online shopping and information sharing behaviours. Additionally, the ubiquity of smartphones and social network services has reshaped consumers' preferences and interactions with retail platforms. Furthermore, the rise of e-services capes and the integration of online convenience into offline shopping experiences have contributed to this shift. Our study's deviations from the literature can be attributed to the evolving technological landscape and changing consumer behaviours, particularly among the tech-savvy Generation Y cohort. By addressing these factors, we offer a more comprehensive understanding of the contradictions and their underlying reasons, thus contributing to a nuanced discussion within the field of luxury sales channels.

6. Conclusions. This study identified young Chinese consumers' unique behaviour towards smart shopping for purchasing luxury goods. The result of the SEM analysis confirmed that Chinese Gen Y consumers appreciate the convenient aspects of the omnichannel when they shop for luxury goods. Smart shoppers' perceptions contradict previous academic discussions on online and offline debates in the field of luxury sales channels (Azemi et al., 2022). Trust had the least impact of the four factors, and this phenomenon might have been influenced by the COVID-19 pandemic, during which consumers were not allowed to go out to shop in physical shops. How much the impact of smart shoppers increases will depend on the increasing potential of social media, as sales channels believe this enhances brands' reputations and stimulates customers' desire for luxury goods (Hemzo, 2023). Moreover, it has been suggested that this will have a positive impact on the sales of luxury goods (Hyun et al., 2022b) As a contribution, this study revealed Chinese Gen Y consumers' purchasing behaviour for luxury fashion goods based on the dimensions of the e-services cape. The findings suggest that these consumers appreciate the benefits of online shopping, even though they cannot touch and check the quality and texture of luxury fashion goods. Moreover, they appreciate sharing experiences on various channels, and they are more concerned with the convenience of online services than about the security and trustworthiness of online services.

In essence, the study highlights the contradiction between smart shoppers' perceptions and the prevailing academic discussions and debates in the field of luxury sales channels. Notably, this study identifies a significant departure from the traditional assumptions surrounding luxury purchasing behaviour. The prevailing luxury purchase models often emphasise the physical, in-store experience, contrasting it with the more utilitarian purchasing behaviour associated with everyday commodities. However, the findings presented here challenge this conventional wisdom, revealing the emergence of novel elements in the luxury purchase decision-making process among digitally adept Chinese Generation Y consumers. In the wake of the COVID-19 pandemic, these consumers are utilising omni-channel strategies and intensively engaging in information exchange within their communities. Contrary to previous theories that posited luxury goods as primarily experiential, the results demonstrate that the digital-savvy Gen Y cohort actively embraces luxury purchasing through omni-channel platforms.

This novel discovery holds significant implications. It underscores that the conventional understanding of luxury purchase behaviour, rooted in physical interactions, requires reevaluation in the face of evolving consumer preferences and digital advancements. Furthermore, the disparity between these newfound insights and prior research's implications accentuates the need for a paradigm shift in luxury marketing strategies. The divergence between conventional wisdom and our findings necessitates a nuanced understanding of the factors influencing modern luxury consumption. Ultimately, this study offers an important contribution to both the theoretical and practical realms of luxury goods marketing, enabling a more effective adaptation to the changing landscape of Gen Y consumers' luxury purchasing behaviour within the context of omnichannel retailing.

Limitations of this research: The findings of this study contribute to the field of consumer behaviour on the omni platform in the luxury fashion market. However, consumers do not always perceive the holistic opportunities of the omnichannel; they may simply use the omnichannel to surf the Internet and think about possible sales channels based on their needs and wants. Nevertheless, this study designed an analytical framework based on four dimensions without specifying the elements of the omnichannel.

In the trajectory of forthcoming research endeavours, it is imperative to embark upon a meticulous reevaluation of the questionnaire design. This endeavour seeks to unearth the intricate nuances and finely delineated facets that reside within consumers' perceptions and evaluations of the myriad attributes and elements intrinsic to the omnichannel paradigm. By navigating the labyrinthine corridors of inquiry with heightened precision, forthcoming investigations are poised to unravel hitherto unexplored dimensions that orchestrate the symphony of consumer preferences within this multifaceted realm.

Moreover, in the pursuit of enhancing the analytical potency and statistical resilience, an augmentation of the sample size presents itself as an invaluable proposition. This strategic augmentation would, in turn, foster the emergence of more resolute and robust outcomes, embellished with empirical veracity and enhanced generalizability. Such an augmentation bears the promise of unveiling deeper insights, thereby enriching the scholarly landscape with findings that resonate more profoundly with the dynamic interplay of the omnichannel milieu. In essence, through meticulous questionnaire refinement and the amplification of the sample size, the future research landscape stands to be adorned with intricately woven threads of discernment, manifesting as a testament to the unwavering commitment to unravelling the intricacies and nuances that enrobe the captivating tapestry of the omni-channel experience.

Author Contributions: conceptualisation, H. O.; methodology, H. O. and Y. Y.; software, H. O. and Y. Y.; validation, H. O.; formal analysis, Y. Y.; investigation, H. O.; resources, H. O. and X. X.; data curation, H. O.; writing-original draft preparation, H. O.; writing-review and editing, H. O. and Y. Y.; visualisation, Y. Y.; supervision, H. O.; project administration, H. O.

Conflicts of Interest: The authors declare no conflicts of interest.

Data Availability Statement: Not applicable.

Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

References

- Ananda, A. S., Hanny, H., Hernández-García, Á., & Prasetya, P. (2023). 'Stimuli Are All Around'—The Influence of Offline and Online Servicescapes in Customer Satisfaction and Repurchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 18(1), 524-547. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Andrews, L., Bianchi, C., Wiese, M., Cuneo, A., & Fazal E. Hasan, S. (2019). Segmenting brands' social network site (Sns) consumers: a four-country study. *Journal of International Consumer Marketing*, 31(1), 22-38. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Azemi, Y., Ozuem, W., Wiid, R., & Hobson, A. (2022). Luxury fashion brand customers' perceptions of mobile marketing: Evidence of multiple communications and marketing channels. *Journal of Retailing and Consumer Services*, 66, 102944. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Azhar, M., Husain, R., Hamid, S., & Rahman, M. N. (2023). Effect of social media marketing on online travel purchase behavior post-COVID-19: mediating role of brand trust and brand loyalty. *Future Business Journal*, 9(1), 1-13. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Bain & Company. (2017). China luxury market study 2017. [\[Link\]](#)
- Bashir, S., Anwar, S., Awan, Z., Qureshi, T. W., & Memon, A. B. (2018). A holistic understanding of the prospects of financial loss to enhance shopper's trust to search, recommend, speak positive and frequently visit an online shop. *Journal of Retailing and Consumer Services*, 42, 169-174. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Bilghan, A., & Nejad, M. (2015). Innovation in hospitality and tourism industry. *Journal of Hospitality and Tourism Technology*, 6(3), 1-30. [\[Google Scholar\]](#)
- BouMjahed, L., & Mahmassani, H. S. (2018). Wired at birth: childhood, technology engagement, and travel behavior. *Transportation research record*, 2672(50), 66-78. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Chen, X., Su, X., Li, Z., Wu, J., Zheng, M., & Xu, A. (2022). The impact of omni-channel collaborative marketing on customer loyalty to fresh retailers: the mediating effect of the omni-channel shopping experience. *Operations Management Research*, 15(3-4), 983-997. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Colm, L. I. M., & Prestini, S. (2022). Innovating Luxury Service Experiences Through E-Servicescapes. In *Research Anthology on Business Continuity and Navigating Times of Crisis* (pp. 942-961). IGI Global. [\[Google Scholar\]](#)
- Creevey, D., Coughlan, J., & O'Connor, C. (2022). Social media and luxury: A systematic literature review. *International Journal of Management Reviews*, 24(1), 99-129. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Davisa, D., & Prescottb, E. S. (2017). Online Appendixes to Fixed Prices and Regulatory Discretion as Triggers for Contingent Capital Conversion: An Experimental Examination. *International Journal of Central Banking*, 13(2). [\[Google Scholar\]](#)

Dekimpe, M. G., Geyskens, I., & Gielens, K. (2020). Using technology to bring online convenience to offline shopping. *Marketing Letters*, 31, 25-29. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Diaz Ruiz, C., & Cruz, A. G. B. (2023). Unconventional luxury brand collaborations: a new form of luxury consumption among young adults in China. *International Marketing Review*, 40(7), 1-21. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Donze, P. Y. (2018). *How to enter the Chinese luxury market? The example of Swatch Group*. In Global Luxury Palgrave, Singapore, 177–194. [\[Google Scholar\]](#)

Dwivedi, Y. K., Rana, N. P., Slade, E. L., Singh, N., & Kizgin, H. (2020). Editorial introduction: Advances in theory and practice of digital marketing. *Journal of Retailing and Consumer Services*, 53, 101909. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Ekhlassi, A., Niknejhad Moghadam, M., & Adibi, A. M. (Eds.). (2018). *Building brand identity in the age of social media: Emerging research and opportunities: Emerging research and opportunities*. IGI Global. [\[Google Scholar\]](#)

Faqih, K. M. (2022). Internet shopping in the Covid-19 era: Investigating the role of perceived risk, anxiety, gender, culture, and trust in the consumers' purchasing behavior from a developing country context. *Technology in Society*, 70, 101992. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Flecha-Ortíz, J., Santos-Corrada, M., Dones-González, V., López-González, E., & Vega, A. (2021). Millennials & Snapchat: Self-expression through its use and its influence on purchase motivation. *Journal of Business Research*, 125, 798-805. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Foot, D. K., & Stoffman, D. (1998). *Boom, bust and echo 2000: Profiting from the demographic shift in the new millennium*. Macfarlane, Walter & Ross. [\[Google Scholar\]](#)

Fusch, P. I., & Ness, L. R. (2015). Are We There Yet? Data Saturation in Qualitative Research. *The Qualitative Report*, 20(9), 1408. [\[Google Scholar\]](#)

Gibson, L. A., & Sodeman, W. A. (2014). Millennials and technology: Addressing the communication gap in education and practice. *Organisation Development Journal*, 32(4), 63-75. [\[Google Scholar\]](#)

Graber, K. E. (2023). Textures of value: Tactility, experience, and exclusion in the cashmere commodity chain. *Economic Anthropology*, 10(2), 186-196. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Gurău, C. (2012). A life-stage analysis of consumer loyalty profile: comparing Generation X and Millennial consumers. *Journal of consumer Marketing*, 29(2), 103-113. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Gusfei, A. D., & Pradana, M. (2022). The Effect of E-Service Quality and E-Trust on Mobile Payment Application E-Customer Loyalty Through E-Customer Satisfaction as Intervening Variable. *resmilitaris*, 12(2), 166-180. [\[Google Scholar\]](#)

Ha, S., & Stoel, L. (2009). Consumer e-shopping acceptance: Antecedents in a technology acceptance model. *Journal of business research*, 62(5), 565-571. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Hair Jr, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tathan, R. L. (2010). *Multivariate Data Analysis*, United State of America.

Hemzo, M. A. (2023). Communication Strategies and Tools for Luxury Brands. In *Marketing Luxury Services: Concepts, Strategy, and Practice* (pp. 149-160). Cham: Springer International Publishing. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Howe, N., & Strauss, W. (2000). *Millennials rising: The next great generation*. Vintage. [\[Google Scholar\]](#)

Hwang, Y., Shin, M., & Kim, S. (2023). Unplanned Purchases of Luxury Goods and Experiences. *Journal of Hospitality & Tourism Research*, 10963480231168679. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Hyun, H., Park, J., Hawkins, M. A., & Kim, D. (2022a). How luxury brands build customer-based brand equity through phygital experience. *Journal of Strategic Marketing*, 1-25. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Hyun, H., Thavisay, T., & Lee, S. H. (2022b). Enhancing the role of flow experience in social media usage and its impact on shopping. *Journal of Retailing and Consumer Services*, 65, 102492. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Jain, S. (2019). Factors affecting sustainable luxury purchase behavior: A conceptual framework. *Journal of International Consumer Marketing*, 31(2), 130-146. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Jamali, M., & Khan, R. (2018). The impact of consumer interaction on social media on brand awareness and purchase intention! Case study of Samsung. *Journal of Marketing*, 1, 114–129. [\[Google Scholar\]](#)

- Jayasuriya, N. A., Azam, S. F., Khatibi, A., Atan, H., & Dharmaratne, I. R. (2018). The Role of Social Media Marketing on Brand Equity-A Literature Review. *Global Journal of Management and Business Research*, 18(5), 31-39. [\[Google Scholar\]](#)
- Joy, A., Wang, J. J., Orazi, D. C., Yoon, S., LaTour, K., & Peña, C. (2023). Cocreating affective atmospheres in retail experience. *Journal of Retailing*, 99(2), 297-317. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Labib, A., Negm, E., & Elshafie, S. (2023). Investigating Consumers' Personal Values that Triggers Luxury Fashion Purchase Intentions: With a Moderating Role of Consumer's Demographics. *Journal of Business and Retail Management Research*, 17(2). [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Li, E. P. H., Lam, M., & Liu, W. S. (2018). Consuming counterfeit: A study of consumer moralism in China. *International journal of consumer studies*, 42(3), 367-377. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Li, F., Larimo, J., & Leonidou, L. C. (2023). Social media in marketing research: Theoretical bases, methodological aspects, and thematic focus. *Psychology & Marketing*, 40(1), 124-145. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Lian, J. W., & Yen, D. C. (2014). Online shopping drivers and barriers for older adults: Age and gender differences. *Computers in human behavior*, 37, 133-143. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Liao, J., Chen, K., Qi, J., Li, J., & Yu, I. Y. (2023). Creating immersive and parasocial live shopping experience for viewers: the role of streamers' interactional communication style. *Journal of Research in Interactive Marketing*, 17(1), 140-155. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Mason, A. N., Narcum, J., & Mason, K. (2021). Social media marketing gains importance after Covid-19. *Cogent Business & Management*, 8(1), 1870797. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Matthews, B., & Ross, L. (2010). *Research Methods*. Pearson Longman: London, UK.
- Mojtahed, R., Nunes, M. B., Martins, J. T., & Peng, A. (2014). Equipping the Constructivist Researcher: The Combined use of Semi-Structured Interviews and Decision-Making maps. *Electronic Journal of Business Research Methods*, 12(2), 87-95. [\[Google Scholar\]](#)
- Mulia, D. (2019). The differences in risk perception between millennials and baby boomers in online transactions. *Jurnal Manajemen*, 23(3), 375-392. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Oe, H., Yamaoka, Y., & Ochiai, H. (2023). Personal and Emotional Values Embedded in Thai-Consumers' Perceptions: Key Factors for the Sustainability of Traditional Confectionery Businesses. *Sustainability*, 15(2), 1548. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Pandey, A., Sahu, R., & Dash, M. K. (2018). Social media marketing impact on the purchase intention of millennials. *International Journal of Business Information Systems*, 28(2), 147-162. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Pantano, E., Passavanti, R., Priporas, C. V., & Verteramo, S. (2018). To what extent luxury retailing can be smart?. *Journal of Retailing and Consumer Services*, 43, 94-100. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Phan, Q. P. T., Rivas, A. A. A., & Bat, T. (2019). Analysing electronic word of mouth intention for shopping websites: A means-end chain approach. *Journal of internet Commerce*, 18(2), 113-140. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Rahman, M. S., Bag, S., Hossain, M. A., Fattah, F. A. M. A., Gani, M. O., & Rana, N. P. (2023). The new wave of AI-powered luxury brands online shopping experience: The role of digital multisensory cues and customers' engagement. *Journal of Retailing and Consumer Services*, 72, 103273. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Ramadan, Z., Farah, M. F., & Bekdache, S. (2023, May). The Examination of Social and Service Relational Aspects on Customers' Retention. In *National Brand and Private Label Marketing Conference* (pp. 70-79). Cham: Springer Nature Switzerland. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Reid, L., Button, D., & Brommeyer, M. (2023). Challenging the myth of the digital native: A narrative review. *Nursing Reports*, 13(2), 573-600. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Risberg, A. (2023). A systematic literature review on e-commerce logistics: Towards an e-commerce and omni-channel decision framework. *The International Review of Retail, Distribution and Consumer Research*, 33(1), 67-91. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Roy, S. K., Singh, G., Hope, M., Nguyen, B., & Harrigan, P. (2019). The rise of smart consumers: Role of smart servicescape and smart consumer experience cocreation. *Journal of Marketing Management*, 35(15-16), 1480-1513. [\[Google Scholar\]](#)
- Schultze, U., & Avital, M. (2011). Designing interviews to generate rich data for information systems research. *Information and organisation*, 21(1), 1-16. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Song, H. G., & Jo, H. (2023). Understanding the Continuance Intention of Omnichannel: Combining TAM and TPB. *Sustainability*, 15(4), 3039. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Susa Vugec, D., & Stjepic, A. M. (2022). Digital literacy of digital natives. In *Technological Challenges: The Human Side of the Digital Age* (pp. 61-91). Cham: Springer International Publishing. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Tankovic, A. C., & Benazic, D. (2018). The perception of e-servicescape and its influence on perceived e-shopping value and customer loyalty. *Online information review*, 42(7), 1124-1145. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Taylor, C. R. (2018). Generational research and advertising to millennials. *International Journal of Advertising*, 37(2), 165-167. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Tian, V. I., Wong, Y. S. E., & Pang, W. M. (2018). Creating trust and reducing consumers' risk perception in internet shopping. *Journal of Marketing Development and Competitiveness*, 12(1), 112-123. [\[Google Scholar\]](#)

Tran, G. A., & Strutton, D. (2020). Comparing email and SNS users: Investigating e-servicescape, customer reviews, trust, loyalty and E-WOM. *Journal of Retailing and Consumer Services*, 53, 101782. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multichannel retailing to omni-channel retailing: introduction to the special issue on multichannel retailing. *Journal of retailing*, 91(2), 174-181. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Workman, J. E., & Lee, S. H. (2018). Attitudes toward technology, digital activities, and use of internet shopping features among Chinese and US college students. *Chinese Consumers and the Fashion Market*, 73-94. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Yu, S., Hudders, L., & Cauberghe, V. (2018a). Are fashion consumers like schooling fish? The effectiveness of popularity cues in fashion e-commerce. *Journal of Business Research*, 85, 105-116. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Yu, S., Hudders, L., & Cauberghe, V. (2018b). Selling luxury products online: The effect of a quality label on risk perception, purchase intention and attitude toward the brand. *Journal of Electronic Commerce Research*, 19(1), 16-35. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Zhang, L., & Cude, B. J. (2018). Chinese consumers' purchase intentions for luxury clothing: A comparison between luxury consumers and nonluxury consumers. *Journal of International Consumer Marketing*, 30(5), 336-349. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Zhang, M., Hassan, H., & Migin, M. W. (2023). Exploring the Consumers' Purchase Intention on Online Community Group Buying Platform during Pandemic. *Sustainability*, 15(3), 2433. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Хіроко Ое, професор, факультет медіа, Міжнародний університет Джосай, Японія

Ясуюкі Ямаока, Відкритий університет Японії, Японія

Поведінка розумних шоперів у сфері розкоші в Китаї: омні-канальні комунікації покоління Y

Це дослідження аналізує споживчу поведінку китайських споживачів покоління Y щодо товарів розкоші в контексті омні-канальних комунікацій. Традиційно споживачі віддавали перевагу придбанню товарів в магазинах для товарів розкоші через можливість відчутти продукт та оцінити його якість під час прийняття рішення. Однак пандемія коронавірусу COVID-19 трансформувала споживчу поведінку. Наразі споживачі приймають складні рішення та використовують різні канали, включаючи онлайн-платформи. За допомогою набору даних сформованого із результатів опитування 354 респондентів, це дослідження використовує кількісний аналіз та структурні рівняння для виявлення факторів, що впливають на прийняття рішення щодо придбання товарів розкоші китайськими споживачами покоління Y. Дослідження показує, що споживачі товарів розкоші покоління Y надають перевагу зручності та перевагам каналу комунікації. Вони також акцентують увагу на обміні інформацією та залученості до спільноти, сприяючи поширенню спільного досвіду на платформах роздрібної торгівлі у секторі розкоші. Слід зазначити, що це суперечить попереднім висновкам щодо переваги офлайн-каналів. Загалом це дослідження виявляє тенденцію в поведінці, коли технологічно освічена молодь проявляє ознаки взаємопов'язаного ринку. Вони надають перевагу зручності та взаємопідтримці через обмін інформацією в спільноті товарів розкоші, незалежно від цінової категорії товару. Сформовані рекомендації та результати дослідження можуть бути корисними для маркетологів та дослідників, які вивчають просування товарів розкоші на ринку. Крім того, результати дослідження можуть бути використані при побудові маркетингової стратегії розвитку онлайн-платформ для промоції товарів розкоші.

Ключові слова: товари розкоші; омні-канал; електронне середовище економічних послуг; споживачі покоління Y; структурні рівняння.