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Social construction of technology (SCoT) from generation X's shopping experiences to omnichannel as new way of shopping

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ABSTRACT

Omnichannel is considered a new way of shopping that integrates online and offline methods to offer seamless shopping experiences. Omnichannel requires consumers adaptation to use the internet, mobile devices, and social media as tools for seamless shopping experiences. Based on 2021 YouGov's report on omnichannel retail, 83% of Indonesians already used dual channels to shop, including generation X. How does generation X accept omnichannel and its technology as a new way of shopping? Using Social Construction of Technology (SCoT) theory, generation X is positioned as a relevant social group, and their interpretative flexibility on how they give meaning to omnichannel as a new way of shopping will be analyzed; followed by understanding their closure or common agreement towards webrooming, showrooming, buying online pick-up in store, and buying online return in store as the attributes of omnichannel; then finally analyzing their stabilization in accepting omnichannel as a new way of shopping. Using the interpretative phenomenological analysis, this research was conducted by interviewing generation X to understand their acceptance of omnichannel. The results of this research show that generation X continues to adopt to technology and has no hesitation to omnichannel, they do not reject this new way of shopping but consider it as an additional service from a store, not as integration of online and offline shopping, and they will be able to accept omnichannel as new way of shopping when they directly experience it.

Keywords: *Omnichannel; Generation X; Social Construction of Technology; Online Shopping; Offline Shopping*

INTRODUCTION

Technology continuously pushes people to adapt, interact, and make social changes. Computers and internet bring technological changes in industry 3.0, which grew to become Internet of Things (IOT) in industry 4.0, where the search for data and information as well as the purchase of products or services are carried out online (Rajalakshmi & Purusothaman, 2017). Technological developments have become an integral part of people's lives in Indonesia, home for the most active digital users in the world through the use of social media, coupled with an increase in the economy through electronic commerce (McKinsey&Company, 2016).

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The number of users and the level of consumption of Indonesians in online shopping are increasing every year, especially with the occurrence of the 2020 pandemic that accelerated online shopping. According to the e-Conomy South East Asia report (Google Temasek and Bain, 2020), new users of digital services in Indonesia during the pandemic increased by 37% and e-commerce increased by 54% YoY. This served as the driving force of the Indonesian economy in 2020. With the increase in online shopping, retailers are making adaptations as they shift from relying on the existence of physical stores to providing online sales services. The combination of physical stores and online stores has become a new way of selling, and consumers take advantage of this as an added value when they shop because it gives them more access to interact with products through more than one sales channel (Shen et al., 2016). Based on omnichannel retail research conducted by YouGov (2021), 83% of respondents in Indonesia have used dual channels in shopping, meaning that the use of online and offline methods in shopping has become a new habit. Deloitte (2021) provides an overview of how Indonesian consumers make purchases: 61% of Indonesian consumers buy in stores after seeing or directly trying goods in stores, 38% buy online after searching online, 19% buy in physical stores after doing an online search, and 15% buy online after trying or viewing an item in a store.

From this illustration, it can be seen that Indonesian consumers have adapted to online and offline shopping. However, the shopping experience is still separated between online and offline channels instead of integrated in omnichannel. Accenture (2017) defines omnichannel as the connected, consistent experience across brands, formats and devices where consumers look for consistency regardless of channel and expect a continuous experience that enables them to engage in meaningful ways across of human, digital and physical channels. Öztürk & Okumuş (2018) argued that shopping experience through omnichannel is a process of optimization and integration of each sales channel through interaction between brand and the consumer that is performed consistently in order to give added value to the consumers with the help of internet, mobile device, and social media. Mason & Knights (2019) believed that omnichannel originates from the Latin word *"Omni"* meaning "all or one", a unified consumer experience when they shop online or offline, where consumers are in the middle and able to enjoy a comprehensive and inseparable shopping experience based on four main attributes of shopping experience through omnichannel: webrooming, showrooming, buying online pick-up in store, and buying online return in store. These four attributes enable consumers to have a seamless shopping experience that connects online and offline shopping.

Technology affects consumer experience in shopping and brings changes to the concept of retail in the future. Based on 2016 Global Consumer Pulse Research conducted by Accenture, showed that 75% of consumers feel that when they need to use multiple channels to resolve an issue through website, mobile internet, phone, and store visit (Accenture, 2017). The use of shopping technology through the internet, mobile devices and social media will provide a new shopping experience for consumers through omnichannel. Thus, the consumers need to adapt to the technology used. The central role of a mobile device or smartphone will be a determining factor in the adaption process of consumers who shop through omnichannel as the shopping experience will be integrated. Consumers can do showrooming when they visit stores to look for product information but make purchases online, On the other hand, they also do another kind of webrooming where they search for information online but make purchases in stores (Cheng Xi Aw, 2020) . In addition, consumers can also shop conveniently where they can place orders online and pick up the goods at the store or return them to the store if the goods ordered online do not meet their expectations (Berman & Thelen, 2018). Mosquera et al. (2018) said that adapting omnichannel technology requires the selection of the right technology that can be used to increase buying interest. Offline stores need to adapt and provide added value to the in-store shopping experience, e.g., offering free Wi-Fi and utilizing mobile devices so that consumers can search for products online and choose quickly. In addition, the store must also facilitate and function as a place to pick up goods when consumers buy online or through their mobile devices.

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Grewal et al. (2017) added that the development and use of mobile devices have revolutionized the retail world, ranging from application usage, geo-tagging-based offers, continuous online access, to scan-and-go technology. Everything is based on the mobile devices owned by consumers, including access to social media to stay connected to their networks, get information and disseminate information comfortably without deadlines. According to Berman & Thelen (2018) integration through omnichannel creates a change in strategy in providing a comprehensive and unified shopping experience to consumers and can be distinguished through various access factors, ability to obtain product information, cross-selling opportunities, and economic factors related to logistics. Accenture (2021) added that omnichannel requires digital omnipresence where digital's ubiquity in both real-world and online will move to center stage and creating new opportunities. Physical spaces will no longer be the final step of the sales funnel but become an integral part of the discovery and education experience, it will become the experience centre that built for entertainment, education and tailored service; not merely as places where goods and inventory conveniently collide with customer transactions.

Technology and social interaction will influence each other. According to Lindgren (2017), the internet has a major influence in the formation of information society or network society, while IOT and big data have a major influence on changing society into a digital society, where the use of computers, the internet, and mobile devices becomes a new habit in social life. Social change occurs because of technology, and conversely, the role of technology contributes to social change, both of which influence each other. This is clearly explained by Pinch & Bijker (1984) in the theory of Social Construction of Technology (SCoT) which talks about social forces that influence technological development. The theory states that technology arises from social interactions between social groups in society, where they build or shape technological developments and all technologies have the potential to be shaped differently based on the opinions of social groups and actors involved in it. Therefore, all technologies have the potential to be developed differently based on the opinions of the social groups and actors involved in the technology.

Furthermore, Pinch & Bijker (1984) explained the concept of SCoT talked about: first, relevant social groups, which refer to groups of actors who have the same interpretation of an artifact or technology; second, interpretative flexibility, where different social groups can have different interpretations of technology, creating different views of a technology; third is closure, where the different interpretations of each group taper down and form a mutual agreement on technology due to the interaction factor of each group that ultimately forms a common consensus; and fourth is stabilization, which refers to a common understanding that occurs due to activities within the group carried out to get the same meaning or accept technology. The more homogeneous the opinion in a social group, the higher the level of stabilization of acceptance to technology within that group, which can slowly create an agreement. This theory provides a new view of how the role of social groups in providing input to technology and the generated social construction can help the technology to develop until the community accepts it.

How about generation X, a generation of digital immigrants in making purchases through online and offline sales channels? DeVaney (2015) mentions that generation X is a generation of digital immigrants, where they have adapted from analog to digital technology, but they are still learning how technology makes changes in their lives. They are fascinated by digital technology development, so they adapt many or most aspects of it. On the other hand, the probability of online shopping from generation X decreases in line with the increasing age of generation X due to the consideration of risk factors for online shopping and shopping traditions from the older members of generation X (Lissitsa & Kol, 2016). Based on a study conducted by Panjaitan et al. (2019), generation X in Indonesia has no difficulty in adapting to online shopping. The ease of online shopping is also supported by the existence of clear rules and instructions from online sales service providers regarding how to shop. Generation X is also used to asking friends who know how to shop online to find out the correct online shopping procedure. Even with clear and detailed instructions, generation X still has fear and risk factors in online shopping, especially in terms of

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product quality, payment methods, higher prices, and delays in the delivery of goods. Despite those risk factors, generation X in Indonesia sees that online shopping can fulfill their shopping needs because of the many online sales service providers they can choose from. In addition, generation X sees that online shopping is complementary to traditional shopping methods instead of the main one because they see that traditional shopping methods cannot be replaced. Yulianita (2018) states that related to behavior in the online world, generation X in Indonesia has a lower level of acceptance of technology than generation Y because generation X spends less time making online purchases with less exposure to the internet than generation Y. Meanwhile generation Z as digital native generation, exist in a very social situation and they live in the online world; they are tech-aware and tech-savvy (Purbaningrum & Sudarmanti, 2022). According to Deloitte (2021), generation X in Indonesia has high purchasing power, and this generation is a user of social media, especially Facebook and WhatsApp. In addition, they have also begun to change their shopping behavior by combining online and offline shopping, even though the percentage of generation X's online shopping purchases are still smaller than offline shopping.

This study will give contribution on the development of omnichannel as new way of shopping using technology and how SCoT theory can be applicable to shopping using internet, smartphone and social media through online and offline shopping. Previous researches has not showed the usage of SCoT towards interaction and adaptation of actors in using omnichannel as technology-based shopping whereas the process of social construction of actors also happen in the interaction of social groups where they build and participate for development of shopping technology in omnichannel. Previous research of SCoT conducted by Skinner et al. (2021) to show the social construction of technology for non-emergency video relay services to help the police in handling the citizen who are deaf without the presence of interpreter. Another research conducted by Elle et al. (2010) showed how SCoT theory proactively give positive contribution to bridge the communication problems between group of professionals in decision making towards the development of environmental indicators for buildings (EIFOBs), where innovation happened and changed the technical approaches to the social approaches.

This study will give contribution towards the usage technology in omnichannel from consumer perspective as the user of omnichannel as new way of shopping. Previous study on omnichannel mainly discussed the usage of technology in omnichannel from the retailer perspective not from the adaptation of consumer in using technology in omnichannel. Grewal et al. (2017) discussed about the future of retail using omnichannel related to the usage of technology as tools to in store, such as visual display, augmented technology, artificial intelligence, and robots technology that will become the future of retail factors which will impact the shopping decision. The study from Mosquera et al. (2018) showed the importance of technology adaptation in store in to answer the consumer habit in using their smartphone while they shop and the store need to improve the shopping experience by doing integration to online shopping to give added value to consumers.

The integration of online and offline shopping in omnichannel is new for generation X, so an adaptation process is required, especially in the use of technology and the development of omnichannel. In this study, analysis and discussion are carried out in terms of how is the process of adapting technology from generation X as digital immigrants to omnichannel as a new way of shopping and how they embrace omnichannel. The SCoT theory is used to identify how the social construction of technology that occurs among Generation X from their online-offline shopping experiences relates to their acceptance of omnichannel as a new way of technology-based shopping. In this study, generation X is placed as a relevant social group to learn about their interpretive flexibility or how they interpret omnichannel as a new way of shopping based on internet technology, mobile devices and social media; the closure or how they view omnichannel attributes such as webrooming, showrooming, buying online pick-up in store, and buying online return in store; and how they stabilize or accept omnichannel as a new way of shopping.

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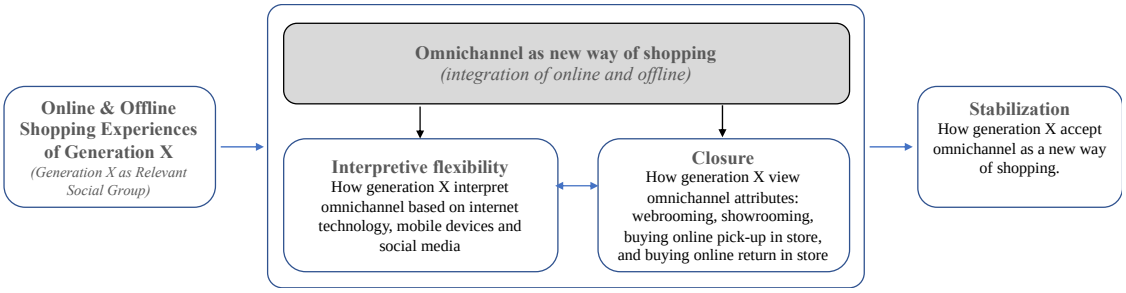

Figure 1. Conceptual framework

RESEARCH METHOD

This research was conducted to see the acceptance of omnichannel as a new way of shopping by generation X, which involves elements of adaptation of the generation to the technology used in omnichannel, namely the internet, mobile devices and social media. This also involves attributes in omnichannel in the form of webrooming, showrooming, buying online pick-up in store and buying online return in-store. The research was conducted with a constructivist paradigm based on the social

reality of the shopping experience of generation X with an interpretative phenomenological analysis (IPA) method where in-depth interviews were conducted on the shopping experiences they had, how they used technology in shopping, followed by exploring their opinions on omnichannel and how they accepted omnichannel as a new way of shopping. The research analysis conducted through IPA method, starting from reading and re-reading, initial noting, development of emerging theme, searching connection across the theme, moving to the next case and finally looking pattern across cases.

In this study, purposive sampling was conducted on generation X as digital immigrants (born 1965–1980) on a micro scale (2 males and 2 females), who live in Jakarta and have done online and offline shopping at least in the last 6 months. SCoT theory use to find out how the social construction of technology from their online and offline shopping experiences leads towards their acceptance of omnichannel as a new way of technology-based shopping. Based on SCoT theory, generation X positioned as relevant social group that represent by the actors of 4 informants towards their current online and offline shopping experiences then followed by understanding their interpretative flexibility towards the usage of technology (internet, smartphone, and social media) in omnichannel. The research continues to understand the closure of attributes in omnichannel (BORIS, BOPIS, webrooming, and showrooming). At final stage, the research will focus on the meaning of omnichannel for generation X and their acceptance (stabilization) towards omnichannel.

RESULTS AND DISCUSSION

Generation X and Digital Technology

According to DeVaney (2015), generation X is a generation of digital immigrant, where they have adapted from analog to digital technology, but they are still learning how technology makes changes in their lives. They are fascinated by digital technology development, so they adapt many or most aspects of it. Yulianita (2018) states that related to behavior in the online world, generation X in Indonesia has a lower level of acceptance of technology than generation Y because generation X spends less time making online purchases with less exposure to the internet than generation Y. The initial stage of the interview was conducted to find out the informants' views regarding the role of digital technology in their lives and how they implement digital technology in their daily lives.

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The four informants gave the same answer, that they are used to using digital technology, especially the internet and social media, in their daily lives. Access to the internet and social media is mostly done through their smartphones, and when in the office they tend to use their laptops while doing their work. They said that their daily life cannot be separated from the internet, especially in terms of searching/googling information, accessing news and social media, carrying out financial activities (mobile banking), using WhatsApp as a way to communicate with friends either via chat or calls, or watching movies via YouTube, Netflix or other movie platforms. Other things they do include accessing e-commerce through their mobile devices to search for goods, and using applications to order food and transportation needs. The internet, mobile devices and social media have become their daily activities, both for work, personal and entertainment purposes. They view this digital technology as an easy and inexpensive way to interact with friends or family, giving them access to find things, and keeping them up-to-date with recent developments. All informants admitted that without mobile phones, internet access and social media, their lives seemed to be lacking and they could not be rid of these three because they had become necessities.

Generation X and Shopping Behavior

Panjaitan et al. (2019) stated that generation X in Indonesia has no difficulty in adapting to online shopping but they still has fear and risk factors in online shopping, especially in terms of product quality, payment methods, higher prices, and delays in the delivery of goods. In addition, generation X sees that online shopping is complementary to traditional shopping methods instead of the main one because they see that traditional shopping methods cannot be replaced. Deloitte (2021) added that in Indonesia, generation X already combine their shopping behavior between online and offline. According to Herwandito et al. (2021), consumer behavior related to the act of consumer when they search, buy, use, and evaluate the goods or services when they buy; this behavior will influence how brands communicate and offer values to consumer in order to create intention to purchase.

In this research, generation X positioned as relevant social group, which refer to groups of actors who have the same interpretation of an artifact or technology. Pinch & Bijker (1984) states that technology arises from social interactions between social groups in society, where they build or shape technological developments and all technologies have the potential to be shaped differently based on the opinions of social groups and actors involved in it. Therefore, all technologies have the potential to be developed differently based on the opinions of the social groups and actors involved in the technology. The understanding of generation X as relevant social group towards current shopping behavior become important to see their interaction between the way they shop and technology that they use to shop, whether online or offline.

All informants admitted that they had done both offline and online shopping. Even though generation X has done online shopping, especially through e-commerce applications, offline shopping is still a habit since it is a long-established activity for them. During the pandemic, their online shopping activity increased due to restrictions of going out to shop as usual. Changes that occur in online shopping are in the purchase of groceries and household goods, especially for the two female informants, that were carried out through applications such as Happy Fresh, Sayur Box, and others that provide access to shop for household needs. Additionally, female informants also joined an online shopping community through live shopping activities, where this community sells their products via Instagram live stream, especially for fashion and lifestyle commodities. As for male informants, online shopping activities are dominated by the use of e-commerce applications to search for items related to hobbies and non-primary household goods such as light bulbs, work-from-home equipment, and so on. Ordering food via online applications has also become a routine during the pandemic. However, despite online shopping becoming a part of their life, this channel is still used as a complement, not a substitute, for offline shopping. For the four informants, they still see offline shopping as important because it can provide other benefits, especially of direct interaction and solution for boredom since they can walk around while doing their grocery

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shopping. They are adapting to the pandemic situation by reducing the number of direct visits to shopping places but buying in bigger volume to reduce outside activities.

Generation X and Their Interpretative Flexibility towards the Internet, Mobile Device and Social Media

According to Deloitte (2021), generation X in Indonesia has high purchasing power, and this generation is a user of social media, especially Facebook and WhatsApp. In addition, they have also begun to change their shopping behavior by combining online and offline shopping. As digital immigrant, generation X always adopting technology in their lives, their ability to adopt is consider higher due to their adaptation experiences from analog to digital. Grewal et al. (2017) added that the development and use of mobile devices have revolutionized the retail world, everything is based on the mobile devices owned by consumers, including access to social media to stay connected to their networks, get information and disseminate information comfortably without deadlines. They have experienced internet, smartphone and social media in their daily life, but how they interpret those technologies when they shop?

Regarding to interpretive flexibility, Pinch & Bijker (1984) explains that the flexibility of interpretation of technology is shown because there is an element of flexibility in the way or pattern of people's thinking in interpreting something, and there is also an element of flexibility in how technology is made – there is not just one possible way, or one best way, of designing an artifact. The views of each group on technological solutions be different from each other, and these different views can also happen radically since each social group can see from the differences in the root of the problem, the solutions provided, and how the technology can develop.

Regarding the interpretive flexibility on the functions and uses of the internet, mobile devices, and social media in online and offline shopping, all of the informants gave the same picture that mobile devices are the main tool in accessing the internet and social media due to convenience, where all applications are connected, starting from the use of mobile banking, payment tools, accessing email, online meetings, to access to connect with friends and family through social media and WhatsApp. Regarding online shopping, the use of mobile devices is higher than that of laptops due to the many shopping applications on their mobile devices that allow easier access to shop online. Female informants are more easily influenced to shop for clothes and cosmetics, while male informants mostly use online shopping applications to look for gadgets and hobby items. Both female and male informants admitted that they are often influenced by advertisements that appear on their social media, causing impulse buying. This kind of advertisement also provides convenience with just one click away to buy, and their mobile devices are already connected to the payment tools of transfer or credit card. Meanwhile, to find items they really need, they Google it first and compare prices between online stores to find items that are more affordable but still of high quality. Suggestions from friends or family are important for them in making online purchases, where male informants are more likely to do additional research even though they have received advice, and female informants are more likely to buy directly based on suggestions from friends or family.

For all informants, online shopping has become a part of their daily life, but they are still concerned about its safety factor. Therefore, they tend to shop online for items in the price range below two million Rupiah due to shipping risks of either damaged or lost goods. For products with a higher value, they tend to buy directly at the store to minimize risk, although research is still done online first. For the four informants, online shopping is a fun activity because they can find items more easily, can do it anywhere with no wasted time. They admitted that they would continue to shop online because it has become a new habit as long as they deem the risk is low. In fact, in order to ensure the quality of an online seller or shop, they tend to try buying cheap goods first and see how the shop processes their orders professionally until the products arrive and be sure of the quality. The risk factor for online shopping is still a consideration for these four informants even though they have increasing confidence in certain shopping applications that they often use.

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All of the informants admitted that they searched for information online before visiting the store. The internet helps them look for information about the availability of goods, prices, store locations and also product reviews that they will buy; it helps them gain confidence to come to the store, and they admitted that they had prepared an alternative store in case they did not find the item they were looking for. Offline shopping activities become more planned with internet access, mobile devices and social media. All of the informants made comparisons between what they found online with the physical products they found in stores, while social media was used as a tool to share what they had bought by posting related items they bought, especially by female informants. The experience of seeing and trying the product directly gives more confidence for all informants to make a purchase.

Female informants tend to directly ask the shopkeeper for the items they want and do not search for additional information. Related to asking for opinions from friends for goods to buy, especially for fashion or beauty items, female informants made video calls or use WhatsApp to ask for friends' or family's opinions. They try goods in stores to make sure that they are of appropriate quality and suitable for them, then they will compare prices with products on the internet and look for better offers. Comparing prices is done online since there are many different promotions between online stores and offline stores, including promos from banks, special vouchers or different discount values. Male informants, however, have different views while shopping at the store. They tend to continue searching for more in-depth information online by using the name of the product or item displayed in the store, reading reviews online and comparing it with the goods at the store, and asking the shopkeeper shop to get more details about the product. When they are convinced, male informants tend to buy directly at the store with the consideration that they have already come to the store and tend to want to get the product directly.

Generation X and Their Closure towards Webrooming, Showrooming, Buy Online Pick-up in Store, and Buy Online Return in Store

The central role of a mobile device or smartphone will be a determining factor in adapting consumer shopping through omnichannel. Through a mobile device, the shopping experience will be integrated, which means they can do showrooming or when they visit stores to look for product information but make purchases online; and also webrooming when they search for information online but make purchases in stores (Cheng Xi Aw, 2020). In addition, consumers can also shop conveniently where they can place orders online and pick up the goods at the store or return them to the store if the goods ordered online do not meet their expectations (Berman & Thelen, 2018). The attributes of omnichannel outside Indonesia already implemented but different situation in Indonesia whereas omnichannel is considered as new and only few retailers have adopted this new way of shopping that resulted in less understanding of the omnichannel's attributes.

When asked about webrooming, the informants said they never heard of this term. After the researcher explained the term, they admitted that they had often and always carried out webrooming activities, they refer to the term webrooming as "Googling", in which they search through the internet to find information related to the goods they want to buy. Googling has become their habit for more detailed information before they decide to buy, and buying activities tend to be done by coming to the store to first see the items, especially ones that are quite high in price. For items that are not too expensive, after Googling, they usually immediately buy online through a shopping application on their mobile device as well as pay via mobile banking or credit card. All informants have the same habits regarding webrooming before deciding whether to buy or not, whether for online buying or coming to the store.

The term showrooming was also unfamiliar to them, but after getting a further explanation, they claimed to have done this. For them, showrooming has several meanings. First, it means they are in a store looking for additional information via the internet regarding price comparisons in other stores or product availability. Second, it means using the WhatsApp application on their mobile devices to ask friends about what to buy. Third, it means they show information from Googling results to the shopkeeper to make it easier to find goods or ask for more detailed

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information. Fourth, it means they use their mobile device to scan the QR code in the store to find a more complete description of the goods. Fifth, they do not always do showrooming because they have done online research before and come to the store to directly buy the item.

Berman & Thelen (2018) argued that omnichannel allows consumers to have a shopping experience through online and offline integration, including through buy online pick-up in store (BOPIS) and buy online return in store (BORIS) because consumers have access to products, prices and product availability both in-store and on the internet. Different views arise when the researcher asked about BOPIS and BORIS. All informants knew the meaning of BOPIS and BORIS after reading the abbreviations of these two terms. They all stated that BORIS is more attractive than BOPIS because when they shop online, they tend to receive goods at home rather than take them to the store. This means that BOPIS does not provide added value for all informants because they need to provide a special time to come to the store. They prefer coming directly to the store as they can see and try the goods directly rather than just picking up ordered products at the store. Regarding BORIS, all informants view BORIS as a good service from the brand because it provides an opportunity to get a replacement item faster than doing the return process via courier, not to mention the complicated return process that involves proofing that the item is damaged via video or photos.

Closure is the third concept of SCoT. Pinch & Bijker (1984) explained that group agreement can be formed through two things: first, rhetorical closure (rhetorical agreement) where different views in social groups can be resolved based on the technical elements of the technology; second, closure by redefinition of a problem (approval based on redefinition of existing problems) where technology is positioned and interpreted as a solution to problems. In this study, the closure of the attributes of webrooming, showrooming, and BORIS occurred because generation X as a social group redefined these attributes. They had never heard of this term but they had carried out these attributes, thus the redefinition occurred.

Generation X and Their Stabilization towards Omnichannel

Omnichannel is consider new in Indonesia, most of Indonesian has experience online and offline shopping but in separate way, not as integration channel. Meanwhile, omnichannel required an integration between online and offline shopping to create a seamless shopping experience. Accenture (2017) defined omnichannel as the connected, consistent experience across brands, formats and devices where consumers look for consistency regardless of channel and expect a continuous experience that enables them to engage in meaningful ways across of human, digital and physical channels. In the other hand, Öztürk & Okumuş (2018) argued that shopping experience through omnichannel is a process of optimization and integration of each sales channel through interaction between brand and the consumer that is performed consistently in order to give added value to the consumers with the help of internet, mobile device, and social media

All informants have heard of the term omnichannel but they do not know its actual implementation. They have a perception that omnichannel is another form of shopping; they are exposed to shopping methods that are often offered by stores during the pandemic. Even though they did a lot of online shopping during the pandemic, they still consider offline shopping irreplaceable because shopping directly at the store allows them to see, hold and try the items they want to buy so they were more confident in their choices. In addition, offline shopping can also serve as a time for a family trip to refresh their minds. For them, online shopping is still a complement to offline shopping.

All informants stated that omnichannel provides a sense of security in shopping, especially making it easier for them to make complaints and get replacements when there is damage to the goods they bought online. This is in line with what was conveyed by Panjaitan et al. (2019) that generation X still has fear and risk factors in online shopping, especially in terms of product quality, payment methods, higher prices, and delays in delivery. Conversely, when shopping directly at the store, they use it as a way to ensure the quality of the goods before buying it online at a later time. Male informants said that with this omnichannel, they feel more confident to buy more expensive

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goods because they can easily get replacements in case of damage, which refers to the BORIS attribute. Meanwhile, female informants stated that with the omnichannel, they have a choice of shopping methods that can be done according to the time they can spare. All informants thought that with omnichannel, they had the choice and flexibility to shop using the better offer from the same store. When there is an in-store promotion they can buy directly from the store, and if there is an online shop promotion, they can shop online.

Omnichannel can provide convenience and better benefits for all informants. For them, the advantages of omnichannel mainly include three things: first, better self-confidence at determining the goods to buy; second, more secure feeling related to the ease of making complaints; and third, shopping ease of access. This was also mentioned by Mason & Knights (2019), that omnichannel should take advantage of the physical store shopping experience, from determining the purchase stimulus to the try-before-you-buy experience while applying a digital approach, improving the consumers shopping experience through omnichannel, and most importantly, consistently establish real and beneficial relationships with consumers. For generation X, omnichannel makes shopping more enjoyable due to the additional services from a store that makes the process easier. When asked further about expectations on omnichannel, two informants said that brands must have an online store as well as a physical store with a clear address to make it easier for them in case of complaints about the goods. Two other informants added that there is a need for clear rules between online stores and physical stores regarding the policy of returning goods and who serves the return of goods.

The fourth SCoT concept talks about stabilization, which refers to the common understanding that is reached as a result of activities within the group to get the same meaning in accepting technology that occurs due to activities within the group carried out to get the same meaning or accept technology. The more homogeneous the opinion in a social group, the higher the level of stabilization of acceptance to technology within that group, which can create an agreement. This research showed that there are common understanding of the informants towards omnichannel, all informants did not reject the new way of shopping through omnichannel because this combination provides benefits for them in the form of reduced risk of online shopping, a chance to meet their needs for window shopping, gained confidence when buying a product, and the options to do their shopping. However, they still see omnichannel as an additional service from a store, not yet as an integrated online and offline shopping.

CONCLUSION

As digital immigrants, generation X continues to adapt to technology, including in terms of shopping. The use of the internet, mobile devices and social media has also become the daily life of this generation. As for shopping habits, generation X prefers to shop offline, even though they have done online shopping, because they consider online shopping as a complement, not the main one. The pandemic condition has accelerated online shopping due to the tough circumstances where access for offline shopping is limited.

Regarding generation X's interpretive flexibility towards the internet, mobile devices and social media, they show that they take advantage of these three factors to simplify the shopping process and carry out risk assessments before buying to give them confidence. Although there are some differences in the behavior of male and female informants, it can be said that they make use of technology to help them gain additional benefits when shopping online and offline. Closure from generation X to the omnichannel attribute also shows. They are used to searching for information before shopping and when shopping. They further stated that they will continue to do these for two main reasons: the convenience of comparing prices and getting more detailed information about the items they are going to buy. Related to BOPIS and BORIS attributes, generation X tends to give a positive opinion to BORIS as an added value of a brand or store. On the other hand, all informants

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did not see the benefit of BOPIS, if they shop online, they tend to benefit from the convenience of receiving goods at home without having to waste time coming to the store to pick them up.

The stabilization of generation X towards omnichannel is much influenced by the online and offline shopping experience they had, and they try to combine the benefits as well as the risks arising from the online and offline experience. This research shows how they, as a social group, are willing to adapt to omnichannel. They do not reject this new way of shopping but consider it as an additional service from a store, not as integration of online and offline shopping. They do not see omnichannel as integration of shopping methods, but as a dual channel with additional benefits that can reduce the risks. This is because they have not directly experienced omnichannel shopping process, and their opinions are still affected by the current shopping experience, especially related to the risks of online shopping that they have experienced firsthand. As digital immigrants, generation X always goes through a process of adapting and this adaptation can only happen if they experience omnichannel shopping firsthand; they cannot immediately accept it without trying it first. They will be able to accept omnichannel as a new way of shopping when they directly experience it.

This study provides an illustration of how omnichannel can be accepted by generation X, but gives store or brand owners challenges in educating people about this new integrated way of shopping between online and offline that comes with its own advantages. The current research can be developed further by further research on other generations, especially generation Y or millennials as one with the largest population in Indonesia to learn how they embrace omnichannel. On the other hand, omnichannel will be the future of retail in Indonesia since consumers are used to shop online and offline and will have no difficulty in adapting new ways of omnichannel shopping.

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