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MALL VISIT BEHAVIOUR OF OLDER GENERATION –Y CONSUMERS

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Abstract

The organized retail growth in the country has been triggered by tremendous increase in consumer spending, which in turn is fuelled by the rise in the disposable income. Shopping mall activity, which was earlier, only a part of the big cities, has started percolating down to smaller cities and towns. , These 19-25 year olds, the older segment of generation Y constitute a bridge between adolescents and adults buying behavior is in transition. . The objective of this research was to investigate the relationship between hedonic motivations for visiting malls and demographic factors of older generation Y consumers. It would help retailers to examine current and potential patrons, thereby providing guidance for store design and marketing communications strategy.

Keywords: Mall, Older Generation Y consumer, Motivational factors, shopping behavior.

1. INTRODUCTION

The organized retail growth in the country has been triggered by tremendous increase in consumer spending, which in turn is fuelled by the rise in the disposable income. The retailing business in India has witnessed huge growth due to emergence of super markets as well as centrally air-conditioned malls. The Indian retail market, which is the fifth largest retail destination globally, has been ranked the second most attractive emerging market for investment after Vietnam in the retail sector by AT Kearney's seventh annual Global Retail Development Index (GRDI), in 2008. The share of retail trade in the country's gross domestic product (GDP) was between 8–10 per cent in 2007. It

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is currently around 12 per cent, and is likely to reach 22 per cent by 2010. Indian Retail Industry spiraling income and rising economic growth will fuel the growth of industry and it will touch Rs. 18, 10,000 crore by 2010. Organized Retail is expected to constitute 13 % of it i.e. Rs. 2, 30,000 crore (India Retail Report, 2009). Till 1990's there were just three shopping malls in India. i.e., Ansal Plaza in New Delhi, Cross Roads in Mumbai, Spencer Plaza in Chennai. But now large formal super markets and centrally air-conditioned malls have come up, almost in every big city. Further, there are around 1500 super markets, 11025 departmental stores and 300 Shopping Malls, having 45 million square feet of retailing space area. .

Further according to Euro Monitor, retailing is the largest private sector industry in the world economy, with the size of global industry exceeding $6.6 trillion. All these facts clearly show that the size of retailing business is increasing rapidly, with more than five lakhs retail outlets globally and an expected growth of $ 6.8 trillion.

This is evident from the fact that shopping mall activity, which was earlier, only a part of the big cities, has started percolating down to smaller cities and towns. There is brisk development of retail space in tier-II cities and towns of India barring the Far East region with the development plans being projected at 150 new shopping malls by 2008. This has resulted in the Indian consumer being exposed to a variety of retail formats leading to change in consumer buying behavior. The entertainment and curiosity value of the new formats is fast diminishing for the consumer who is no longer satisfied with the blanket proposition offered by them .In order to cater to the increasing complexity in the market place, the Indian retailer will need to know his customer design to offer a unique value proposition for his segment. In this context it would be feasible to study shopping behavior in malls.

2. NEED FOR THE STUDY

Over the years, retailers have been buffeted by a number of macro-environmental forces that have changed the landscape of the industry. These include the spread of mass discounters, the proliferation of suburban power centers and lifestyle retailing formats, and the recent arrival of the Internet as an alternative retail platform offering consumer's unparalleled convenience. In this environment it is no longer enough for a retailer to operate in a conventional manner by enticing customers with broad assortments, low pricing, and extended store hours. The entertainment aspect of retailing, or "entertailing," is increasingly being recognized as a key competitive tool.

Many retailers are responding to the threat of Internet-based shopping by leveraging the "brick-and-mortar" advantages that virtual retailers cannot match: higher levels of service, highly trained staff, and an entertaining and fun retail environment. Retailers from supermarkets to video stores are sporting new and exciting ideas, such as animatronics farm animals, butter churning contests, and roaming face painters and children's performers. In fact, in this evolving retail landscape the hedonic experiences that a customer can now obtain are virtually endless: from rock-climbing walls in shoe stores, to "singles nights" in grocery stores, to off-road test tracks in Land Rover dealerships (Fournier, 1996).

While retailers are focusing more on

entertainment, academic research is lagging in investigating the reasons people go shopping. For example, the last comprehensive effort at examining shopping motivations occurred some time ago (Nicholls et al., 2002) and the retail landscape has changed dramatically since then.

Recent retail research is beginning to focus on the hedonic aspects of the in-store experience, such as the affective response of excitement. However, no recent research has investigated, in a comprehensive manner, the multiple and varied hedonic reasons, or motivations, behind people going for shopping. Therefore, given the current focus by retailers on the motivational aspects of shopping and the general lack of academic activity in this area, there is clearly a need for research on this issue. This study investigates the motivational reasons behind people going for shopping.

In any event, mall related studies have explored adult consumers and teenagers while ignoring the group that lies in between, the older segment of generation Y. These 19-25 year olds constitute a bridge between adolescents and adults when buying behavior is in transition. For example high school students tend to like clothing with prominent logos while college students tend to shun these types of identifying symbols on clothing (Wall Street Journal, 2001). A significant number of these older Generation Y consumers are also either part-time or full-time college students. With buying power exceeding $200 billion annually, older Generation Y consumers represent a significant opportunity for retailers today. The objective of this research was to investigate the relationship between hedonic motivations and demographic factors of older generation Y consumers. It would help retailers to examine current and potential patrons, thereby providing guidance for store design and marketing communications strategy.

3. REVIEW OF LITERATURE

Although mall-related research has been ongoing for at least 35 years, the number of studies is relatively small considering the importance malls have had in the current era. (Feinberg & Meoli, 1991; Bloch Ridgway & Dawson, 1994). More surprisingly, published studies rarely mention young shoppers, and there is only one quantitative mall study by Taylor and Cosenza (2002). They found that “later aged female teens” had neutral feelings about the mall and that they wanted their shopping venue to be exciting. In some ways the results of the Taylor and Cosenza (2002) study mirrors findings from a variety of other sources indicating that malls are slipping in popularity with consumers (Reynolds et al., 2002; Marketing News, 1997; Burns & Warren, 1995).

In a study that compared mall behavior across a six-year period, Nicholls et al. (2002) noted that even though consumers are going to malls less frequently, they are making more purchases today than they did in the past. However, the degree to which these neutral feelings about malls are universal across all segments of consumers is not clear. Though mall related research has predominately used “adult” samples in studies while virtually ignoring the views and attitudes of younger consumers. The Taylor and Cosenza (2002) study is an exception. However, whether the views they report are generalizable to all female teens for all malls is not known.

Although malls and young consumers almost appear to be made with each other in mind, attitudes toward malls may also be changing during the years of 19-25. Generation Y consumers have grown up in a world where malls always existed and served as primary shopping choices. During their younger years they embraced them as a place to see and be seen. As an example of this attraction between malls and teenaged consumers, some malls are almost overwhelmed by hordes of younger consumers and have had to place curfews and restrictions on teenaged shoppers (Hazel, 2001a). Malls established these regulations after finding that parents were dropping off young people, some as young as three years old, and failing to return for them until long past closing time.

Generation Y consumers spend an average of $30 dollars on every trip to the mall. As a cohort group, their spending power exceeds $200 billion(Gardyn, 2002) and they influence another $300 billion to $400 billion in family purchasing. Overall, Generation Y consumers are often described as a free spending but hard to reach generation of 71 million U.S 8- to 25-year-olds (Horovitz, 2002). Although marketers have had to learn to use different tactics to reach this group as they shun reading and increasingly are turning the TV off (Horovitz, 2002), these consumers can be very impulsive once inside stores (d'Astous et al., 1990). The wealthiest members of the Generation Y consumption group are those 19-25 year-olds, many of whom are employed in either part-time or full-time jobs. With buying power exceeding $200 billion annually, older Generation Y consumers represent a significant opportunity for retailers today (Gardyn, 2002).

Even though there is a growing literature associated with how to market to Generation Y consumers, as mentioned previously there is not much information about how they perceive and use malls specifically in the Indian context. The purpose of this study is to explore this particular gap.

4. OBJECTIVES OF THE STUDY

In order to examine in detail the purpose of the study, specific objectives were formulated which are as discussed below:

- To understand the mall visit behavior of older generation Y consumer
- To identify the important factors that influence older generation Y consumer purchasing in malls.

Hypotheses:

H1: There is a significant association between gender of the respondents and the motivational factors.

H2: There is a significant association between frequency of visit and the motivational factors.

H3: There is a significant association between amount spent in malls and the motivational factors.

H4: There is a significant association between educational qualification of the shoppers and the motivational factors.

5. RESEARCH METHODOLOGY

In the preliminary stage of the research work unstructured, undisguised exploratory research was carried out to know the various reasons for visiting malls. Analysis of secondary data was made and pilot research with a group of youngsters was carried to find the purpose of visiting malls, how often they visit malls, what are they buy in malls and with whom they preferred to go shopping etc. The study is Descriptive in nature since it provides an accurate picture of some aspects of market environment. Structured questionnaire was administered to visitors of malls with the age group of 19 to 25 years.

6. SAMPLING DESIGN

Sample units: Sampling units included the visitors of malls with the age group between 19 and 25years Non probability sampling technique was used. In that convenient sampling method was used to collect the primary data about mall visitors. Data was collected from shoppers at five malls in Bangalore.

Primary data: A questionnaire was constructed that contained the 26 motivation items (5-point Likert scale), as well as, age, educational qualification, frequency of visits, amount spent per month and gender items. A total of 300 responses were collected, and 38 responses were judged unusable based on the age requirement, leaving a final sample size of n = 262.

Secondary data: Literature available in the field of retailing particularly malls was thoroughly studied. The sources of information were journals, newspaper, magazines and publications.

7. ANALYSIS AND DISCUSSION

The exploratory factor analysis was used in order to identify the various motivational factors of visiting malls in Bangalore City. Principal Component analysis was employed for extracting factors and orthogonal rotation with Varimax was applied. As latent root criterion was used for extraction of factors, only the factors having latent roots or Eigen values greater than one were considered significant; all other factors with latent roots less than one were considered insignificant and disregarded. The extracted factors along with their eigen values are shown in table 1. The factors have been given appropriate names on the basis of variables represented in each case. The names of the factors, the statements, the labels and factor loading have been summarized in Tables 1 and 2.

There are six factors each having Eigen value exceeding one for motivational factors. Eigen values for six factors are 2.278, 2.178, 2.101, 2.041, 1.956 and 1.812 respectively. The index for the present solution accounts for 61.845 % of the total variations for the motivational factors. It is a pretty good extraction because we are able to economise on the number of choice factors (from 26 to 6 underlying factors), we lost 38.155 % of information content for choice of variables. The percentages of variance explained by factors one to six are 11.389, 10.892, 10.505, 10.221, 9.778 and 9.061 respectively.

Large communalities indicate that a large number of variance has been accounted for by the factor solutions. Varimax rotated factor analysis results for motivational factors are shown in table 1 which indicates that after 6 factors are extracted and retained the communality is 0.561 for variable1, 0.664 for variable 2 and so on. It means that approximately 60 % of the variance of variable1 is being captured by 6 extracted factors together. The proportion of the variance in any one of the original variable which is being captured by the extracted factors is known as communality (Nargundkar, 2002).

Table 1. Principal Component Analysis with Rotation

Statements	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Communalities
S_1	0.664						0.561
S_2	0.770						0.664
S_3	0.706						0.635
S_4		0.621					0.559
S_5		0.737					0.604
S_6		0.746					0.648
S_7		0.686					0.512
S_8			0.790				0.666
S_9			0.671				0.529
S_{10}			0.748				0.630
S_{11}				0.790			0.634
S_{12}				0.823			0.737
S_{13}				0.577			0.556
S_{14}				0.505			0.498
S_{15}					0.825		0.705
S_{16}					0.747		0.627
S_{17}					0.740		0.629
S_{18}						0.788	0.691
S_{19}						0.732	0.658
S_{20}						0.689	0.625
Eigen Values	**2.278**	**2.178**	**2.101**	**2.041**	**1.956**	1.812	
% of Variation	**11.389**	**10.892**	**10.505**	**10.221**	**9.778**	9.061	
Cumulative % of Variation	**11.389**	**22.281**	**32.785**	**43.006**	**52.784**	61.845	

Table 2. Naming Of Factors

Factors	Name of Dimension	Label	Statements	Factor Loading
F1	**Adventure shopping**	S_2	I find shopping stimulating	0.664
		S_3	Shopping is a thrill to me	0.77
		S_4	Shopping makes me feel like I am in my own universe.	0.706
F2	**Value shopping**	S_5	For the most part, I go shopping when there are sales	0.621
		S_6	I enjoy looking for discounts when shop	0.737
		S_7	I enjoy hunting for discounts when shop	0.746
		S_8	I go shopping to take advantage of sales	0.686
F3	**Role shopping**	S_{10}	I feel good when I buy things for the special people in my life	0.79
		S_{11}	I enjoy shopping for my friends and family	0.671
		S_{12}	I enjoy shopping for around to find the perfect gift for someone	0.748
F4	**Idea shopping**	S_{13}	I go shopping to keep up with the trends	0.79
		S_{14}	I go shopping to keep up with the new fashions	0.823
		S_{15}	I go shopping to see what new products available	0.577
		S_{16}	I go shopping to experience new things	0.505
F5	**Social shopping**	S_{17}	I go shopping with my friends or family to socialise	0.825
		S_{18}	I enjoy socialising with others when shop	0.747
		S_{19}	To me, shopping with friends or family is a social occasion	0.74
F6	**Gratification shopping**	S_{21}	When I am in down mood, I go shopping to make me feel better	0.788
		S_{22}	To me, shopping is a way to relieve stress	0.732
		S_{23}	To me, shopping is a way to treat myself to something	0.689

The motivational factors that influence mall visit by older generation Y consumers are illustrated in Figure 1.

As shown in Table 2, the motivational factor, social shopping was seen as the most dominating factor. Most of the older generation Y consumers go shopping with friends and family for the purpose of socializing. They enjoy socializing with others when they do shopping. For them shopping with friends and family is a social occasion.

Idea shopping is the second significant motivational factor for visiting malls by generation Y consumer. They go shopping to keep up with trends, to keep up with new fashions, to see what new products are available and to experience new things.

Role shopping is the third significant factor, that reflects the enjoyment that shoppers derive from shopping for others, the influence that this activity has on the shoppers' feelings and moods, and the excitement and intrinsic joy felt by shoppers when finding the perfect gift for others.

Many respondents talked about the enjoyment they obtain from shopping for other people, explaining that shopping for their friends and family is very important to them and that it makes them feel good. Some respondents described the positive feelings they got from finding the perfect gift for someone. In essence, people seek ego enhancement to their self-concepts through the addition of satisfying roles and "acting out" the role's responsibilities.

Fourth important factor is the adventure shopping. Adventure shopping, refers to shopping for stimulation, adventure, and the feeling of being in another world. A significant number of respondents reported that they go shopping for the sheer excitement and adventure of the shopping trip. These informants often described the shopping experience in terms of adventure, thrills, stimulation, excitement, and entering a different universe of exciting sights, smells, and sounds.

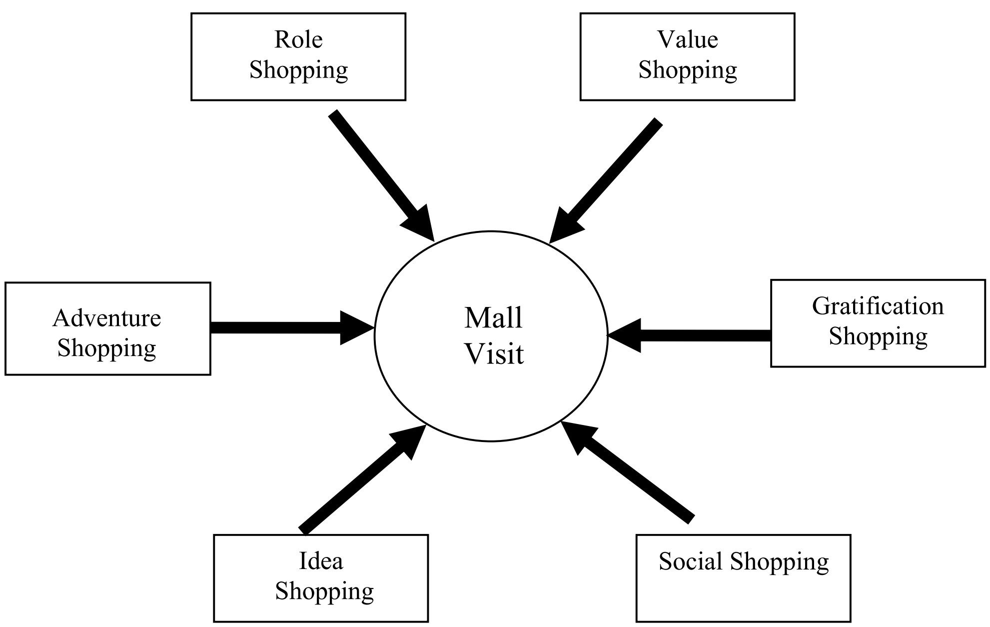

Figure 1. Drivers of the mall visit of older generation Y consumers

Fifth important factor is the Value shopping. Value shopping refers to shopping for sales, looking for discounts, and hunting for bargains. Many of the respondents talked about how they enjoyed hunting for bargains, looking for sales, and finding discounts or low prices, almost as if shopping is a challenge to be "conquered" or a game to be "won."

The last factor is the Gratification shopping. "Gratification shopping," involves shopping for, stress relief, shopping to alleviate a negative mood, and shopping as a special treat to oneself. Several respondents admitted that they go shopping to relieve stress or to forget about their problems. Other informants view the shopping experience as a way to wind down, relax, improve a negative mood, or just treat themselves.

7.1. One-way ANOVA- 6 Factors with Gender

In order to establish the relationship between the gender of the shoppers and the motivational factors, one-way ANOVA was performed. The results of the one way ANOVA are shown in Table 3.

From the Table 3 table, it is evident that, at 95% confidence level, there is a significant associations between gender of the respondents with idea shopping (significant value is 0.017), and with gratification shopping (significant value is 0.018)

There is a significant relationship between the gender of shoppers and the various motivational factors idea shopping and gratification shopping that influence their visit to the mall.

7.2. One-way ANOVA – 6 Factors with Educational qualification

In order to establish the relationship between the educational qualification of the shoppers and the motivational factors, one-way ANOVA was performed. The results of the one way ANOVA are shown in Table 4.

From the Table 4, at 95% confidence

Table 3. The results of the one way ANOVA-6 Factors with Gender

		Sum of Squares	df	Mean Square	F	Sig.
Value_Shopping	Between Groups Within Groups Total	2.975 258.025 261.000	1 260 261	2.975 .992	2.998	.085
Idea_Shopping	Between Groups Within Groups Total	5.660 255.340 261.000	1 260 261	5.660 .982	5.764	.017
Role_Shopping	Between Groups Within Groups Total	.506 260.494 261.000	1 260 261	.506 1.002	.505	.478
Social_Shopping	Between Groups Within Groups Total	1.021 259.979 261.000	1 260 261	1.021 1.000	1.022	.313
Adventure_Shopping	Between Groups Within Groups Total	.000 261.000 261.000	1 260 261	.000 1.004	.000	.991
Gratification_Shopping	Between Groups Within Groups Total	5.612 255.388 261.000	1 260 261	5.612 .982	5.713	.018

level, there is a significant association between educational qualification of the respondents and the role shopping (significant value is 0.012), and the adventure shopping (significant value is 0.003).

Table 4. The results of the one way ANOVA-6 Factors with Educational qualification

		Sum of Squares	df	Mean Square	F	Sig.
Value_Shopping	Between Groups Within Groups Total	.115 260.885 261.000	1 260 261	.115 1.003	.114	.735
Idea_Shopping	Between Groups Within Groups Total	.099 260.901 261.000	1 260 261	.099 1.003	.098	.754
Role_Shopping	Between Groups Within Groups Total	6.296 254.704 261.000	1 260 261	6.296 .980	6.427	.012
Social_Shopping	Between Groups Within Groups Total	.380 260.620 261.000	1 260 261	.380 1.002	.379	.538
Adventure_Shopping	Between Groups Within Groups Total	8.437 252.563 261.000	1 260 261	8.437 .971	8.685	.003
Gratification_Shopping	Between Groups Within Groups Total	.252 260.748 261.000	1 260 261	.252 1.003	.251	.617

Table 5. The results of the one way ANOVA-6 Factors with amount the shoppers spent at the mall

		Sum of Squares	df	Mean Square	F	Sig.
Value_Shopping	Between Groups Within Groups Total	15.048 245.952 261.000	4 257 261	3.762 .957	3.931	.004
Idea_Shopping	Between Groups Within Groups Total	19.494 241.506 261.000	4 257 261	4.873 .940	5.186	.000
Role_Shopping	Between Groups Within Groups Total	8.791 252.209 261.000	4 257 261	2.198 .981	2.240	.065
Social_Shopping	Between Groups Within Groups Total	29.171 231.829 261.000	4 257 261	7.293 .902	8.085	.000
Adventure_Shopping	Between Groups Within Groups Total	5.421 255.579 261.000	4 257 261	1.355 .994	1.363	.247
Gratification_Shopping	Between Groups Within Groups Total	2.841 258.159 261.000	4 257 261	.710 1.005	.707	.588

It is evident that there is a significant relationship between educational qualifications of the shoppers and the various motivational factors role shopping and adventure shopping that influence their visit to the mall.

7.3. One-way ANOVA – 6 Factors with amount the shoppers spent at the mall

In order to establish the relationship between the amount the shopper spent at the mall and the motivational factors, one-way ANOVA was performed. The results of the one way ANOVA are shown in Table 5.

From the Table 5, at 95% confidence level, there is a significant association between amount spent by the respondents and the value shopping (significant value is 0.021), idea shopping (significant value is 0.0), and social shopping (significant value is 0.0).

It is evident that there is a significant relationship between the amount spent by the shoppers and the various motivational factors like value shopping, idea shopping and social shopping that influence their visit to the mall.

7.4. One-way ANOVA – 6 Factors with Frequency of Visit

In order to establish the relationship between the frequency of visit by the shoppers and the motivational factors, one-way ANOVA was performed. The results of the one way ANOVA are shown in Table 6.

From the Table 6, at 95% confidence level, there is a significant association between frequency of visit by the respondents with gratification shopping (significant value is 0.013) and the value shopping (significant value is 0.021).So, there is a significant relationship between the frequency of visit by the shoppers and the various motivational factors like

Table 6. The results of the one way ANOVA-6 Factors with Frequency of Visit

		Sum of Squares	df	Mean Square	F	Sig.
Value_Shopping	Between Groups Within Groups Total	9.612 251.388 261.000	3 258 261	3.204 .974	3.288	.021
ldea_Shopping	Between Groups Within Groups Total	5.380 255.620 261.000	3 258 261	1.793 .991	1.810	.146
Role_Shopping	Between Groups Within Groups Total	4.526 256.474 261.000	3 258 261	1.509 .994	1.518	.210
Social_Shopping	Between Groups Within Groups Total	3.859 257.141 261.000	3 258 261	1.286 .997	1.291	.278
Adventure_Shopping	Between Groups Within Groups Total	2.956 258.044 261.000	3 258 261	.985 1.000	.985	.400
Gratification_Shopping	Between Groups Within Groups Total	10.718 250.282 261.000	3 258 261	3.573 .970	3.683	.013

gratification, value shopping that influence their visit to the mall.

7.5. Strategies for retailers to attract older generation Y consumer

This research captures a wide variety of reasons behind why people go for shopping, and has a broad variety of applications to retail research. Shoppers driven by a larger set of motivations may pay attention to a larger set of retail attributes (e.g., merchandise displays, in-store promotions), and thereby have a larger number of inputs in the decision-making process.

Alternatively, intense shopping motives may create a strong goal-attainment drive for consumers. Hence in a manner similar to product involvement, strong vs. weak, motivations may magnify the experience in the mind of the shopper. This could have the effect, like involvement, of making in-store evaluations and affective responses more intense, either positive or negative.

In addition, the importance of different motivations may vary with regards to the degree of the shopper's product involvement and the particular shopping situation. How the motivations vary with regards to gender, education, frequency of visits, amount spent and the specific shopping context is also an interesting question. Social shopping is a most important motivational factor among others. So retailers have to construct communication strategy appealing to social shoppers.

Advertising strategy also has to be tailored to attract shoppers who are motivated for various reasons. Spending pattern of respondents in malls vary with reference to value shopping, idea shopping and social shopping. This is the very important point the retailers have to consider. Retailers have to frequently announce discounts, announcing about new products, latest fashion, and positioning statement should be in such a way that it should attract social shoppers.

A number of implications for retailers are apparent as well. First, knowledge of distinct shopper segments is useful for retailers in constructing marketing communication strategy and designing appealing store environments. For example, advertising in many cases may need to be designed to attract shoppers who are motivated for different reasons. This could be accomplished by focusing on the experiential aspects of the store environment, positioning the shopping experience as an adventure or a chance to visit with friends.

Further, the retailer would be well positioned to assess motivational strength of different shopper groups. The retailer could focus on one or all of the hedonic motivations in investigations of mean levels of motivation across customer groups based on age, gender, and even profitability.

7.6. Scope for further research and limitations of the study

This study was restricted only to non-product reasons for visiting malls and was restricted to Bangalore city only. Hence the findings may not be generalized to any other geographical location. As with any factor analysis, a certain amount of subjectivity is necessary in identifying and labeling factors. That is also one of the limitations.

As this research considered only the non-product reason for shopping but recognized that shoppers often have utilitarian motives as well, in many cases go shopping to acquire some product or service, and to have fun as well. This is both a limitation as well as a direction for further research. In addition, the current study only addressed shopping motivations in a single retail channel—shopping in regular stores. Further testing in other retail channels, namely, on-line and catalog may be warranted. This clearly is another area for future research.

8. CONCLUSION

Older generation Y consumers are visiting malls for various motivational reasons. And their spending pattern changes with demographic variables. Various motivational factors have significant association with demographic variables. Retailers may wish to employ the scale to assess the effects of different hedonic motivations on important shopping outcomes. Retail research suggests a direct link between shopping motivations and outcomes such as retail satisfaction, loyalty, and assessments of hedonic and utilitarian shopping value (Babin et al., 1994). For example, are shoppers who are strongly motivated by hedonic dimensions more likely to be satisfied, re-patronize the retailer, and engage in behaviors such as talking positively about their experiences? Prior research suggests that satisfaction is a direct indicator of a shopper's motivational strength (Westbrook & Black, 1985). This suggests that motivational strength is directly and positively associated with aspects of preference and satisfaction (Dawson et al., 1990). Therefore, retailers could potentially have another tool to manage customer satisfaction and loyalty.

ПОНАШАЊЕ СТАРИЈЕ ГЕНЕРАЦИЈЕ *Y* ПРИЛИКОМ КУПОВИНЕ У ВЕЛИКИМ ТРЖНИМ ЦЕНТРИМА

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Извод

Пораст броја организвованих продајних система довео је до пораста у потрошњи купаца, што наравно доводи до пораста прихода трговинских ланаца. Активности у тржним центрима, које су раније биле везане само за велике градове, почеле су се ширити и ка мањим градовима и местима. Сегменти генерације Y, старосне доби 19-25 година, који спадају у старије конзументе генерације Y, представљају мост између адолесцената и одраслих према понашању током трговине. Циљ овог истраживања био је испитати везе између хедонистичке мотивације за посету трговинским центрима и демографским факторима старије генерације Y конзумената. Ово истраживање може помоћи код дизајна самих продајних објеката и начина излагања робе у њима.

Кључне речи: Тржни центри, Старија генерација Y конзумената, Мотивациони фактори, Понашање приликом куповине.

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