

# DEVELOPMENT OF A CONCEPTUAL MODEL FOR GENERATION GAP AND SHOPPING ENJOYMENT

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**Abstract:** *Doing shopping is a major source of relaxation and a household chore. Shopping has traditionally been studied from the perspective of consumer behavior and its turning into a novel trend among all generations. However, it's observed that there is lack of extant shopping enjoyment studies explicit to the cohort and its contextual validity have not yet been explored with regard to the comparison of generation gap in shopping mall context. Researchers have explored specific dimensions associated with shopping enjoyment of shopping malls, by reviewing the existing literature. Thus, this conceptual paper aims at proposing a conceptual model for empirical examination of the effect of diversity among different generations that influencing the level of shopping enjoyment. This study intends to make a cherished contribution to the existing body of knowledge with the proposed conceptual framework and hence it can be used as a foundation for the forthcoming research in the subject field.*

**Keywords:** *Shopping Enjoyment, Generation Gap, Shopping Malls.*

## 1. INTRODUCTION:

We are living in a fashion and shopping world (Schrotenboer, 2013). Sri Lankan shopping culture, which was almost non-existent few years ago, today is rapidly booming and at a forefront of success. Besides, Sri Lankan shopping industry is enjoying favorable macro environment changes of the country such as post-war economic developments, improvement of infrastructural facilities and technological advancements, growing the middle class and changing consumer behavior mainly due to the Western cultural influences (Ranaweera & Halwatura, 2014).

Despite the expansion of various at-home shopping options, still for most purposes shopping means physical visits to a shopping site. In fact, going shopping is a major source of relaxation as well as a household chore. Shopping malls are important retail centers that play a key role within the retail distribution system. Shopping enjoyment becomes an upcoming discussion in relates to all generations especially with the growth of fashion retail industry. Customers have the opportunity and access to select the things as they wish. Thus, the purpose of this paper is to propose a theoretical framework with the intention of exploring in a future study how the enjoyment of the shopping experience varies among generations such as Baby boomers, Generation X, Generation Y and Generation Z.

## 2. LITERATURE REVIEW:

### *Shopping enjoyment*

Shopping has been described not only as a journey to purchase consumer needs but also as a fun and enjoyable activity that leads to having the feeling of "joy" (Jin & Sternquist, 2004). Further Bell (1999) argued that affect and liking or interests are more stable concepts capturing consumers' perceptions of shopping.

Some consumers truly enjoy shopping in order to purchase products and to engage in hedonic consumption (Arnold & Reynolds, 2003; Kim & Jin, 2001; Reynolds & Beatty, 1999). For this kind of consumers, shopping is a form of recreation that may even be one of their favorite leisure activities. They are recreational shoppers who experience a lot of psychological rewards from the shopping process either in conjunction with or independent of the acquisition of goods and services (Guiry et al., 2006).

Table 1: Definition of shopping enjoyment

Definition	Source
A consumer's personality trait that finds shopping more enjoyable and pleasure than other consumers	(Odekerken-Schroder et al., 2003; Reynolds & Beatty, 1999)
Appreciation of a shopping experience for itself, regardless of any product selection/purchase consequences that might result.	Monsuwe et al., (2004)
customer experience regarding pleasure, entertainment, leisure, excitement, fun, and other sensory stimulus which can be experienced while do shopping	(Arnold and Reynolds, 2003; Kang & Park-Poaps, 2010)

As per Dennis et al. (2005), enjoyment itself has been reported as a motivation for ‘bricks’ shopping, as opposed to shopping via the Internet. Shopping enjoyment is considered as a major drive that exerts a pull on shopper’s visit to a shopping mall while excitement increases consumer satisfaction (Babin & Darden, 1996).

Table 2: Dimensions of shopping enjoyment

Dimensions	Description
Accessibility	Practical and logistical aspects of store location, travel, parking and pedestrian areas (Dennis et al., 2005; Sit et al., 2003)
Environment	Consumer responses to the most practical aspects of shopping center management as cleanliness, hours of operation, security (Sit et al., 2003).
Atmosphere	Perceptions of the visual appeal of architecture and shop windows, variety of shops and the comfort elements as cafes and restaurants (Wakefield & Baker, 1998).
Service personnel	Employee attitudes and behaviors as user-friendliness, knowledge of the goods sold, the ability to give advice, respect, and responsiveness without being "insistent" (Darian et al., 2001; Leo & Philippe, 2002)

### Generation Gap

The generational gap means the changes initiate between associates of dissimilar age groups. More specifically, a generation gap can be used to describe differences in actions, beliefs, tastes, and so on (Smola & Sutton, 2002).

Table 3: Outline of generations

Variable	Generation Name	Birth Year	Age at 2017	Reference
Generation Gap	Baby Boomers	Born 1946 – 1964	53-71	( Ting & Run, 2015)
	Generation X	Born 1965 – 1976	41-52	( Ting & Run, 2015)
	Generation Y	Born 1977 – 1994	23-40	( Ting & Run, 2015)
	Generation Z	Born 1995 to present	22and under	(Priporas, et al., 2017)

Source: Ting & Run (2015), Priporas et. al., (2017)

Baby boomers’ life experiences, attitudes, behaviors are completely different than younger generations (Littrell, Ma & Halepete, 2005). Generation X'ers are considered to be highly knowledgeable about various forms of media and advertising and are unlikely to be persuaded by sensationalist campaigns (Barber et al., 2008). Generation Y responds to learning and places a high value on education (Dunne & Lusch, 2008; Strauss et al., 2006). When compared with previous generations, these people are more likely to complete high school and largely driven by the demands of the modern knowledge-based economy (Zickuhr, 2010). Generation Z are young adults who are highly educated, technologically savvy, innovative and creative. It is the first generation born into a digital world that lives online and virtually integrates and engages with its favorite brands (Bernstein, 2015).

### Generations and shopping enjoyment

Shopping enjoyment has become an interesting activity in among all generation and different generations are having different practices and behaviors regarding shopping based on their generational characteristics. Young consumers are having high levels of shopping enjoyment (Goldsmith et al., 1993; Kang & Park-Poaps, 2010). They are accountable for a prominent marketplace by having a significant size, the massive spending power with the higher standard of living, the role of being the trendsetters, the tendency of lifetime loyalty customer’s establishment, susceptible to new products and the potential influencing power (Wolburg & Pokrywczynski, 2001). Teens (Generation Z) love spending time at shopping malls with all of its social and material attractions, and retailers certainly view teens as a lucrative market (Palan & Mallalieu, 2012). Generation X likes to investigate while shopping online and they engage with reviews than any other generation (Peralta, 2015). Thus they are having less enjoyment during their physical shopping journeys than young generations. Generation Y is developing a different shopping style compared with previous generations (Bakewell & Vincent, 2003). As a result, Generation Y makes more frequent and more impulsive purchases than Generation X consumers. According to Jackson et al. (2011), generational differences in attitude toward shopping malls hygiene factors, locational convenience and entertainment features did exist. Baby Boomers enjoy shopping in one store as much as possible, something that is seen as convenient and easy and usually put a significant emphasis on the store atmosphere and environment (Parment, 2013).

### 3. METHODOLOGY:

This paper consists of an advancement of a conceptual model for empirical exploration of a phenomenon. Hence it analyses the established literature for the selected concepts and connections associated with the generation

gap and shopping enjoyment. Abstracts of articles were scrutinized to check their relevance of the phenomena under consideration and a considerable number of articles out of them have been subsequently selected and reviewed for the identification of the concepts and relationships involved and utilized to maintain the consistency with the literature.

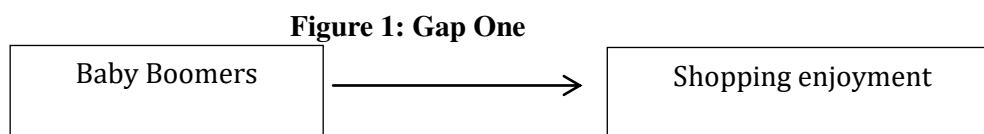
**4. GAPS IN SHOPPING ENJOYMENT:**

Unlike other major sectors of shopping, shopping enjoyment has received remarkably little attention (Hart et al., 2007; Warnaby, 2004). Lack of studies has focused on the shoppers’ enjoyment while they go shopping in accordance with their generations. Moreover, there are no existing studies carried out in this area in Sri Lankan context specifically in relation to shopping malls.

Several study concepts have been identified and discussed throughout the literature regarding shopping enjoyment (Eg: Wong et al., 2004). Based on the study of Hart et al., (2007), main concept and dimensions have been identified and thus four gaps have been noted.

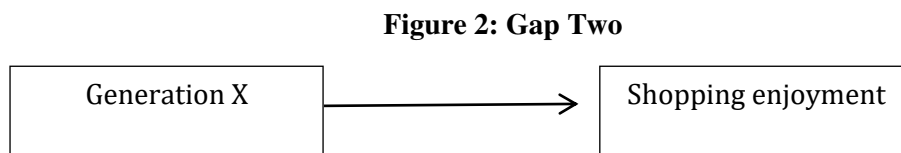
**Gap one**

Although all generations engage with shopping in shopping malls (Jackson et al., 2011) and specially most of the Baby Boomers are in their peak earning years, few numbers of studies have focused to identify shopping enjoyment among Baby Boomer generation. Thus, this knowledge gap could be attempted to address. The literature available has emphasized the significance of theoretical and empirical explanations regarding the study context and it is notable that the findings of this study may help to fill this gap to a considerable extent.



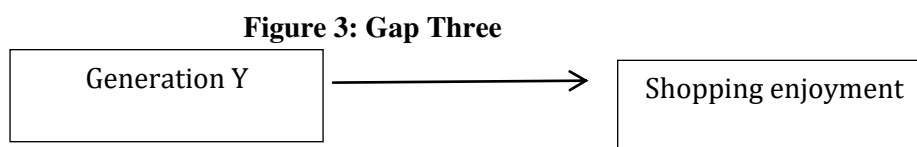
**Gap two**

A few studies have connected the segmentation of generation X and shopping enjoyment more especially in the domain of shopping malls. However, in Sri Lankan context none of the studies have undertaken related to the above marketing phenomena.



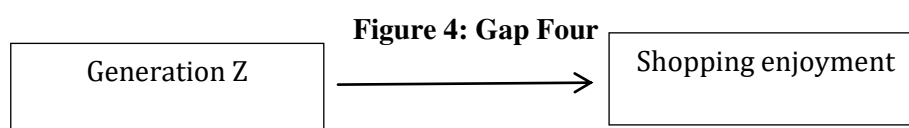
**Gap three**

Since different generations are having different practices and behaviours regarding shopping based on their generational characteristics, there are no adequate studies related to generation Y and enjoyment of shopping malls experience especially by considering the discussed dimensions. Hence in order to reduce the existing gap, this study intends to empirically consider the subjected phenomena.



**Gap four**

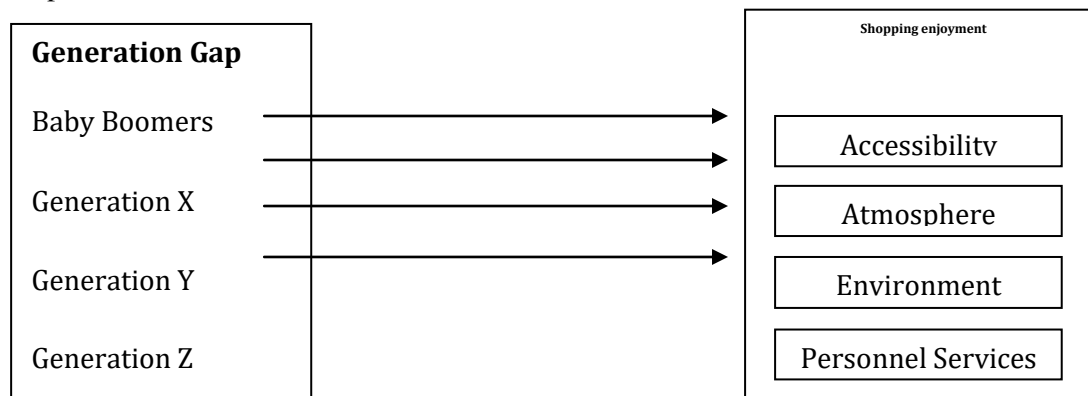
The youth market is recognized of having distinctive characteristics. Thus, this study emphasized to conceptualize shopping enjoyment with Generation Z.



**5. DEVELOPMENT OF THE CONCEPTUAL MODEL:**

The proposed conceptual model (refer Figure 5) was developed based on the constructs identified through the literature concerning to the research problem specified.

Figure 5: Conceptual Model



## 6. CONCLUSION:

This paper intends to develop a conceptual model to explore how the generation gap impact on the shopping enjoyment in shopping malls of Sri Lanka. Even though the proposed model is empirically not yet tested, the explanation of the interfaces among variables and dimensions is of momentous contribution to the body of knowledge on human resource management and retail consumer literature as this paper addresses the knowledge gap of generation gap and shopping enjoyment, an area which was in under-researched and discovered. Thus, the proposed model of this paper will set a new direction for future research on this area.

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