A Comparative Research on Effect of Hedonic Shopping Values on Shopping Satisfaction on Generations X and Z

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Introduction

Concepts related to consumption show a dynamic structure in terms of scope, importance and content because of the characteristics of the consumer as well as the reasons related to time. Hedonic consumption, which expresses multiple emotional, fantasy and emotional aspects of consumption Hirschman and Holbrook (1982) are one of the important pillars of the dynamic structure of consumption, with an increasingly important issue in research on consumption.

Generational differences in society are also shaping consumption in general. The determination of these differences is important in determining the decisions taken for consumption activities(Yüksekbilgili, 2016). In this respect, the scientific literature should be examined comparatively from the point of view of hedonism generation which is an important concept in consumption, and it will be beneficial for the business world

Another important issue in terms of operators is ensuring consumer satisfaction, keeping them in the market, and building loyal customer base (Eroğlu, 2005). Different strategies are needed to ensure satisfaction of consumers with different hedonic tendencies.

Studies in the literature on generations are mostly related to business life and studies on consumption are relatively few. In this study, it is considered to study X and Z generations, which are thought to be related consumer bands due to parental bonds. The purpose of this study is to compare the effect of hedonistic shopping values on shopping satisfaction in the X and Z generations.

Metodology

The aim of this study was to utilize the model developed by Chang, Burns and Francis (2004) to identify hypotheses and reveal the relationship between variables. Instead of shopping functions and escapes as hedonic shopping values in their work, in

this study, adventure, socialization, relaxation, gaining ideas, making other people happy, finding appropriate values, sub-dimensions of hedonic shopping values determined by Arnold and Reynolds (2003) dimensions are used.

Four group variables were included in the study. The first group is demographic variables. Demographic variables consist of sex, marital status, age, educational status, monthly income status, occupation, number of children sub-variables for X generation. In the case of the Z curve, it is composed of gender, age, class, weekly allowance, number of siblings including itself. The second group variables are hedonic shopper variables, the third group hedonic shopper variables, and the fourth group variables are shopping satisfaction variables. The input variables for the factors affecting the hedonic shopping value are the output variables for the hedonic shopping value, the output variables for the shopping satisfaction.

When the scale of the research was created, the questions to determine the hedonic shopping values of the respondents belonging to the X and Z circles were collected in 23 variables under six groups. These groups are listed as adventure, socialization, relaxation, getting ideas, making other people happy, finding appropriate values. Variables used to determine hedonic shopping values were derived from the "hedonic shopping reasons" scale developed by Arnold and Reynolds (2003).

Factors influencing hedonic shopping value include consumer interest, tendency to seek differentiation, store atmosphere as determined by Chang et al. (2004). A 6-point scale was used to measure consumer interest. While the scale was being prepared, Laurent and Kapferer (1985), Chang and others (2004) used scales. An 8-point scale was used to measure the tendency to search for differences. While the scale was prepared, the scales used by Steenkamp and Baumgartner (1994, 1996), Chang and others (2004) were used. A 17-point scale was used to measure the store atmosphere. While preparing the scale, the scales used by Sherman, Mathur and Smith (1997), Chang and others (2004) were utilized

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The main mass of the work is in the central district of Uşak, between the ages of 36-52, consumers belonging to X generation and high school 1,2,3,4. Consumers from the 13 to 17-year-old Z-class who read in classrooms have formed. The clothing category was selected as the product category. The hedonic shopping values of the respondents, the factors affecting hedonic shopping values, and the judgments of judging the satisfaction of shopping experience were measured by a likert scale of 5 (I fully agree, 1 I absolutely disagree). 400 questionnaires were applied for X and Z generations, 382 questionnaires for the X generations and 385 questionnaires for the Z generations were taken for the elimination of missing and incorrectly filled questionnaires.

Data were analyzed by frequency distributions, mean and standard deviation, reliability analysis, confirmatory factor analysis and structural equation model analysis, and SPSS 23 and LISREL 8.71 packet statistical programs were used in these analyzes.

Conclusion and Discussion

As a result of this study, it was observed that in different generations of society there is generally a different hedonic tendency texture in terms of clothing consumption. It is also observed that X and Z generations are both similar and different in hedonic tendencies in clothing exchanges, hedonic shopping values and factors affecting these values have similarities and differences when examined in terms of shopping satisfaction.

The shopping satisfaction of X generation is influenced by factors such as the tendency to search for difference, store atmosphere, and relaxation and idea from hedonic shopping values. In other words, taking into consideration various factors such as the shopping environment where the X chain can see different products and considering the various factors such as order, appearance, sound, lighting, shopping from well-designed store environments will have a positive effect on the hedonic shopping values of this generation and will be more satisfied with their purchases from such places can be expressed. It can be said that this genre may be more pleased with shopping when it is satisfied with the desires of relaxation and the removal of negative thoughts. Again, this generation will be more satisfied with shopping activities that they can get ideas and experiences about products.

On the Z curve, the hedonic interaction in clothing exchanges is more intense than the X genre. The tendency of shopping bag satisfaction to vary is influenced by consumer interest as well as store atmosphere. Moreover, according to the results of the research, it is seen that hedonic shopping values in this generation of clothing shopping are the effects of seeking adventure, getting ideas, and happiness of others in hedonic shopping satisfaction. In other words, it can be said that they can be more satisfied with shopping in shopping environments, which have a well-arranged atmosphere in which they can find new and different products addressing to the Z zone. It can also be said that such environments can appeal more to the search for adventure. Again, it can be said that such environments will respond to hedonic tendencies to get ideas and make others happy. The Z generation who wants to experience the shopping experience will experience a more satisfying shopping experience when these demands are met. In addition, shopping environments where they will be able to try new and different products and find products that will please their loved ones will contribute positively to shopping satisfaction of this generation.

The points that X and Z generations differ in shopping satisfaction in shopping are consumer affection on shopping bag. According to my research, there is no obvious effect on the X-band as in the Z-band. From here it can be deduced that it is especially important in terms of shopping satisfaction to attract the attention of the Z chain. The points that the two generations differentiated from the hedonic point of view are the tendency of relaxation on the X-axis and the effect on the shopping satisfaction, and the Z-axis does not have a significant effect on this point. From here it can be said that the situation of going shopping is clearer than the Z generation in order to get rid of the troubles experienced by the X generation. It can be said that Z is different from the hedonic shopping values in terms of adventure search and the ways of making others happy. Accordingly, the demand for the shopping adventure of the Z chain is striking. And it is more satisfying to make purchases that they can enjoy the love of Z-girdle than the X-girdle

This research was carried out only in the apparel category and in the Uşak for comparative analysis of the effect of hedonic shopping values on shopping satisfaction in the X and Z generations. Investigations can be done to determine the effect of hedonic shopping values on shopping satisfaction in different shopping categories, different generations, and others.

As a factor affecting hedonic shopping values, consumer interest, tendency to search for differences and store atmosphere factors were investigated. Other factors affecting hedonic shopping values and the different dimensions of hedonic shopping values can be explored.

In this study, which is also done in terms of generations, it is aimed to examine X and Z generations mutually. Surveys of the differences between generations and researches can be done on the fact that generations do not show the same hedonic tendencies in changing age periods and that their generation behavior changes with age.