

“Shopper’s Insight: Shopping Behavior Pattern among Youngsters”

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Abstract

This paper examines shopping behavior pattern among youngsters. Particularly, the paper investigates the role of shopping motivation on shopping experience which could influence shopping satisfaction and repatronage intention. There are 100 JCU Australia – Singapore campus students participated in the study. They are undergraduate and postgraduate students. The study found that shopping motivation associates with store atmosphere perception specifically store attractiveness, crowding and access to information; store atmosphere affects pleasure and arousal (emotional responses) and store quality & assurance (cognitive response) within the store; the store quality & assurance associates with shopping satisfaction and shopping satisfaction associates with repatronage intention. Interestingly, the study found that pleasure and arousal induced by store atmosphere do not associate with shopping satisfaction.

Introduction

The retailers have realized that store atmosphere could influence shopping behaviour. This is the reason why nowadays retailers have invested a significant amount of money in designing the store to create memorable shopping experience. The return on this investment could be maximized if they understand the role of shopping motivation and how the relationship could be different for different age range. This paper intends to find the role of shopping motivation on shopping experience which could affect shopping satisfaction and repatronage intention amongst youngster. Shopping experience is in terms of store atmosphere and mediating responses such as emotional and cognitive responses induced by store atmosphere.

Literature Review

Studies of the influence of atmosphere in a retail context are based on the premise that the design of a retail environment could stimulate mediating responses of a physiological, emotional and cognitive nature, which may affect shopping behaviour (Bitner, 1992, p. 60). The model illustrates that store stimulus could induce emotional, cognitive and physiological responses which in turn influence approach-avoidance behaviour.

Most store atmosphere studies haven't employed a particular age group such as youngster as a sample. People in this age group, called as generation Z spend most of their time in front of

computer to explore internet and to play games. The contribution of this study is to extend the store atmosphere studies to generation Z particularly in Asia.

Methodology

This study employs survey as a research method. The sample is James Cook University Australia, Singapore campus students and the sample size is 100 students. The study used measurement instruments developed by other researchers. The main consideration in borrowing an existing measurement is that it has been established to measure particular concepts. In the first stage of data analysis, factor analyses and reliability analyses were performed on shopping motivation, store atmosphere perception, cognitive response, emotional response, satisfaction and repurchase intention measurements in order to test the internal reliability. In the second stage of data analysis, regression analyses are utilized to test the proposed relationships.

Results and Discussions

Regression analyses indicate that shopping motivation associates with store atmosphere perception specifically store attractiveness, crowding and access to information; store atmosphere affects pleasure and arousal (emotional responses) and store quality & assurance (cognitive response) within the store; the store quality & assurance associates with shopping satisfaction and shopping satisfaction associates with repatronage intention.

Interestingly, the study found that emotional responses in terms of pleasure and arousal induced by store atmosphere do not associate with shopping satisfaction. Shopping satisfaction only associates with the cognitive response in terms of store quality & assurance. This result indicates that generation Z in Asia is rational shoppers.

References

Bitner, M. J. (1992), "Servicescape: The Impact of Physical Surroundings on Customer and Employee Response", *Journal of Marketing*, vol. 54 (April), pp. 57-71.