

**FUTURE
SHOPPING TRENDS:
GENERATIONS Y AND Z THROUGH
THE LENS OF E-TAM**

ASSOC. PROF. KENAN ATESGOZ

EĞİTİM
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FUTURE SHOPPING TRENDS: GENERATIONS Y AND Z THROUGH THE LENS OF E-TAM

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PREFACE

In today's technology-driven business landscape, understanding generational differences is essential for developing effective marketing strategies. Businesses often grapple with whether they are adequately addressing the unique needs and values of different generational cohorts and whether they are segmenting these groups in ways that unlock their potential as key drivers of innovation and growth. This issue is particularly relevant in the context of e-commerce and online shopping, where consumer behavior is dynamic and often unpredictable. To thrive in such a competitive environment, organizations must cultivate a deeper understanding of generational characteristics and adapt their approaches accordingly.

Generations represent more than a division of age; they embody collective values and behavioral tendencies shaped by the social, economic, and technological contexts of their time. These distinctions influence how individuals interact with technology, approach decision-making, and engage in consumption. Understanding these patterns is critical for businesses aiming to align their marketing efforts with the evolving preferences and expectations of today's consumers.

This book explores the online shopping attitudes of Generations Y and Z, two of the most dynamic and influential consumer groups of the modern era. These generations, shaped by rapid technological advancement and digital connectivity, play a pivotal role in defining the future of e-commerce. By

focusing on university students as representatives of these cohorts, the study examines their online shopping behaviors and identifies key differences in their attitudes.

The insights presented here aim to inform strategies that align with the needs of these emerging consumer groups, helping businesses navigate the challenges of engaging with a tech-savvy, value-driven audience. By understanding the preferences and habits of these generations, organizations can position themselves more effectively in an ever-changing marketplace.

This book is intended to contribute to the understanding of generational consumer behavior and to provide practical insights for businesses seeking to innovate and adapt in the digital age. It is my hope that these findings will inspire further research and serve as a valuable resource for professionals aiming to connect with the next generation of consumers.

INTRODUCTION

The rapid development of information and communication technologies has transformed every aspect of contemporary life, from education and business to social interactions and consumer behavior. These advancements have ushered in a new era characterized by the widespread availability of the Internet, the proliferation of digital devices, and the emergence of the knowledge economy. This transition has redefined societal structures, fostering decentralization and personalized interactions while enabling new forms of business and consumption. As a result, e-commerce has become a cornerstone of the modern economy, reshaping traditional shopping patterns and opening new avenues for businesses and consumers alike.

In this digital age, generational differences have come to the forefront as critical factors influencing technology use and online shopping behaviors. Each generation's unique technological exposure and proficiency have shaped their interactions with digital platforms and their overall engagement with the virtual world. Generations Y and Z, in particular, stand out due to their extensive familiarity with technology and their pivotal roles as drivers of digital innovation. These two cohorts represent distinct yet overlapping experiences with the evolution of digital and telecommunication technologies, making them ideal subjects for exploring variations in online shopping attitudes. Generation Y, often referred to as the "digital generation," bridges the gap between traditional telecommunication methods and the digital transformation

of the modern era. This cohort's early exposure to emerging technologies has endowed them with a high level of adaptability and competence in leveraging digital tools for information, communication, and consumption. In contrast, Generation Z has been immersed in a world entirely shaped by the internet and mobile technologies. For this generation, digital tools are not just utilities but integral components of their daily lives. The differences in their technological upbringing underscore the importance of examining how these two generations perceive and engage in online shopping activities.

This study employs the Extended Technology Acceptance Model (e-TAM) as a framework to analyze the online shopping attitudes of Generations Y and Z. By extending the foundational Technology Acceptance Model (TAM), which focuses on perceived ease of use and perceived usefulness, e-TAM incorporates additional factors relevant to e-commerce and online consumer behavior. This expanded approach provides a comprehensive lens through which to understand the generational nuances of online shopping practices. The main research question guiding this study is: "Do the attitudes of Generations Y and Z towards online shopping differ within the Extended Technology Acceptance Model (e-TAM) framework?" To address this question, the research investigates the influence of generational differences on key factors such as technology acceptance, ease of use, perceived benefits, and overall engagement in online shopping activities. By focusing on these two generations, this study aims to offer valuable insights for businesses seeking to tailor their e-commerce strategies to meet the preferences and expectations of these critical consumer segments.

In an era where digital technologies continue to evolve at an unprecedented pace, understanding the interplay between generational traits and online shopping behavior is more important than ever. This research not only contributes to the academic discourse on technology acceptance and consumer

behavior but also provides actionable insights for practitioners navigating the dynamic landscape of e-commerce. It is within this context that the study seeks to illuminate the distinctive patterns of online engagement exhibited by Generations Y and Z, offering a roadmap for future innovations in marketing and digital commerce strategies.

CHAPTER ONE

“Trust the young people; trust this generation’s innovation. They’re making things, changing innovation every day. And all the consumers are the same: they want new things, they want cheap things, they want good things, and they want unique things. If we can create this kind of things for consumers, they will come.” (Jack Ma)

The question of whether businesses accurately approach generational segmentation and effectively address the needs of distinct consumer groups in an innovation-driven economy is becoming increasingly significant. In today’s technology-oriented business environment, where e-commerce and online shopping are dominant, understanding the likely online shopping behaviors of consumers has become a challenging but crucial task. This challenge compels marketing professionals to delve deeper into the generational characteristics and adapt their strategies to align with the dynamic requirements of the market. Such analyses will provide valuable insights, enabling businesses to develop competitive marketing perspectives essential for survival and growth in the contemporary economic landscape. Generations, shaped by the socio-economic and technological contexts of their eras, exhibit distinct values that influence their behaviors and decision-making processes. Each epoch is marked by dominant values and practices that mold how people think, behave, and interact. Generations serve as a lens through which these age-specific values are reflected and understood. Scholars have increasingly

emphasized the importance of generational differences, noting that distinct cohorts display variations in their values, goals, and expectations. Recognizing and analyzing these differences is crucial for businesses aiming to optimize their strategies and connect meaningfully with different consumer groups. The classification of consumers into distinct generational cohorts provides a framework for identifying trends and shaping future marketing and e-commerce strategies. This study focuses on the characteristics and online shopping attitudes of Generations Y and Z, two of the most dynamic and economically significant groups. These cohorts, representing the youngest and most technologically engaged segments of the consumer population, are pivotal for advertisers and marketers. By examining these generations, this study seeks to uncover potential differences in attitudes and behaviors, offering actionable insights for businesses targeting these groups. The analysis centers on university students, a representative sample of these generations, to understand their online shopping preferences and their implications for technology acceptance models.

Advancements in internet and communication technologies have fundamentally transformed the production and dissemination of information, education systems, and business practices. These developments have given rise to the “information society,” characterized by decentralized and personalized behaviors that contrast with the centralized and standardized structures of previous eras. The rapid proliferation of the Internet has profoundly influenced social practices, enabling individuals to connect in virtual environments and fostering more intense relationships within social networks. These changes have also reshaped the business world, leading to the emergence of the digital economy. In the digital economy, consumers are increasingly discerning and demanding, leveraging technologies such as social media, online platforms, and digital tools for a wide range of activities, including socializing, entertainment, information

retrieval, and business transactions. This shift has given rise to the “media economy,” characterized by decentralization, niche markets, customization, and diversity. Unlike traditional economic models dominated by monopolistic structures, the media economy facilitates entry for new entrepreneurs and promotes a dynamic and flexible marketplace. E-commerce, as a cornerstone of this new economy, has disrupted traditional shopping behaviors, making online shopping an integral part of modern consumer culture. Both businesses and consumers benefit from this transformation. For businesses, online platforms provide a medium to reach diverse audiences and deliver personalized experiences. For consumers, the Internet has become a flexible tool for interactive and tailored shopping experiences, enabling access to a broader range of products and services.

Societal values are constantly evolving due to various factors, including age, education, income, and exposure to technological advancements. These shifts are particularly pronounced among different generations, creating a technological gap that manifests in daily life practices. Each generational cohort is shaped by its unique technological experiences, which influence how they interact with and utilize digital tools. Generations Y and Z stand out in their relationship with technology. Generation Y, often referred to as the “digital generation,” bridges the gap between traditional telecommunication methods and modern digital technologies. This cohort is adept at using the Internet, computers, and mobile devices, making technology an integral part of their lives. Web 2.0 technologies, in particular, have played a transformative role in their lifestyles, making digital tools indispensable for communication, entertainment, and commerce. In contrast, Generation Z has grown up in an entirely digital world, with no memory of the pre-Internet era. This generation is highly proficient in using mobile and portable technologies, viewing devices such as smartphones and tablets as extensions of

their identities. They prefer digital communication over face-to-face interactions and are deeply integrated into the digital ecosystem. These technological distinctions between the two generations are reflected in their online shopping behaviors, with each group leveraging technology differently based on their competencies and preferences.

The Technology Acceptance Model (TAM) has been widely adopted to explain user acceptance and adoption of new technologies. Focusing on perceived ease of use and perceived usefulness, TAM provides a framework for understanding consumer behavior in technology-driven contexts. However, as online shopping has evolved, researchers have extended TAM to incorporate additional factors relevant to e-commerce. The Extended Technology Acceptance Model (e-TAM) includes components that address the unique aspects of online shopping behavior, making it a robust tool for analyzing consumer attitudes in the digital economy. This study aims to explore whether the attitudes of Generations Y and Z toward online shopping differ within the framework of e-TAM. By examining factors such as technology usage, perceived ease of use, and perceived benefits, this research seeks to identify generational variations and their implications for marketing strategies. The findings will provide valuable insights for businesses seeking to engage these key consumer groups and adapt their strategies to the demands of the digital marketplace. As the youngest and most dynamic consumer cohorts, Generations Y and Z are at the forefront of the digital economy. Understanding their attitudes and behaviors is essential for businesses aiming to thrive in an increasingly competitive and technology-driven environment. By comparing these generations within the framework of the Extended Technology Acceptance Model, this study offers a comprehensive analysis of their online shopping preferences and provides actionable insights for future marketing and e-commerce strategies.

CHAPTER TWO

DIRECTION OF MARKETING ENVIRONMENTS AND RETAILING SECTOR

It is a well-accepted fact that every organization, either for-profit or non-profit, implements marketing activities. In quite previous notions regarding marketing, term was used in the meaning of *product pushing*, which later turned into sense of *customer satisfaction engineering*. Term of marketing has been briefly defined as “a pervasive societal activity that goes considerably beyond the selling of toothpaste, soap, and steel.” It has also been described as “finding and stimulating buyers for the firm’s output.” Accordingly, this phenomenon encompasses communication, distribution, improvement and modification of products, price-setting activities of products, chasing the altering demands of the consumers, other financial, production, purchasing or staff-based strategies. As for business organizations, one of the most prominent goals of them is to please suppliers, employees and potential consumers who show interest in their brands and outcomes (Kotler and Levy, 1969: 10-12).

Recently, emerging marketing environments pass through a transformation period in which business organizations struggle to survive as being hypercompetitive and defining their brand positioning well and determining target segments (Hung et al., 2007: 836). Moreover, convergence among corporations, technological innovation, and similar restructuring activities

take place in business organizations. Besides, one of the most influential difficulties for the business organizations among many is variation of generations in the market conditions. For this reason, this is a hardness, which occupies the minds of marketing professionals pretty much in terms of loyalty of the potential customers, innovation-related moves, and productivity run (Bowes, 2012:3). Considering the fact that one of the biggest difficulties for business organizations is facing with heterogeneous masses or their varying demands, in this regard, segmentation of the marketing activities matter pretty much for the business organizations in reaching targeted potential customers and in understanding their behaviors as consumers (Steenkamp and Hofstede, 2002: 185). Within this context, marketing strategies of the business organizations are quite significant in terms of the great impact on the marketing performance (Zou and Çavuşgil, 2002: 40).

It is highly demanded by marketers and business organizations to obtain reliable data regarding consumer behavior patterns, which had been named as “consumer socialization” or “consumer development”. These terminologies have been used for making prediction regarding economic activities and behaviors of both children and parents in certain communities to determine the next move in market conditions (McNeal and Yeh, 1997, 45).

Better understanding of the consumer behavior by marketers and business organizations is regarded as one of the most significant ways to succeed in the competitive market conditions. In this regard, observation of “consumer development” plays a critical role in predicting consumer behavior. Considering the claims that consumer behaviors are mostly formed in childhood period, marketing strategies focusing on children seems as the best way to follow the consumer development that began since the childhood and last till adulthood of the person. Consumer behavior patterns of the children have serious impacts on and determine the consumption preferences and behaviors of them

even in the adulthood period. In this regard, what marketers are logically supposed to do is designating their strategies to grow their potential customers since birth till death (McNeal, 2007: 22).

Ever-increasing role of young people and their families in emerging markets

As for academic field, consumption issue of children as a research subject is not new which date back to decades ago. By the time 1980's and 1990's arrived, consumption culture of the children gained acceleration not only in academic environments but also in the media agenda (Cook, 2012: 1).

Given the fact that children do not have much difficulty in getting used to post-modern world and its volatile and disposable atmosphere, it sounds quite normal for them to easily adapt to consumption society using up games, fast food, media contents, toys and so on (Beastall, 2006: 99). More importantly, children begin to keep brands in their minds at much earlier ages than expected. Simply put, they notice specific brand names by the ages of three to four. This means that brands have always been crucial stimulus for children (Achenreiner and John, 2003: 206). Considering this done, consumption impulse has been cultivated in children's attitudes and behaviors as soon as they obtain the ability of conceiving.

Both marketers and parents play important roles in the formation of consumer behavior patterns of children. As for parents, who develop behavior of the children in general, they are the first factor in determining consumption behaviors of children since they grow them. Before children begin to socialize themselves, meet professional or social life practices, they are educated by their families first. Likewise, they initially meet or become familiar with the products or services their parents buy. This means that families act as pioneers in the formation of shopping patterns of their children (McNeal, 2007: 319-348).

In today's modern family structure, both parents are supposed to work which unable them to allocate enough time for the children. Hence, children are compensated by families with more free time, and money or much more permission to spend in digital media organs. In this regard, children have relatively more right to speak regarding family issues using that authority gap (Bassiouni and Hackley, 2014: 120).

In other words, role of children in family arrangement become relatively more dominant (Foxman et al., 1989: 482; Brown and Mann, 1990: 35-36). In the families, as one of the most significant components of consumption and consumer behavior phenomenon (Lee and Collins, 2000: 1181; Thomson et al., 2007: 182), children have been given more active roles in decision making processes and emerging changes so that they have been remarkably focused on by marketers and academic environments (Foxman et al., 1989: 482; Lee and Beatty, 2002: 24) since that dominance, over family, provides children some facilities to be more determinative in purchasing decision-making processes as well (Tinson and Nancarrow, 2005: 3). In this regard, marketers, considering children as potential consumers along with the privileges they obtain, expose them to more commercial messages via digital media devices (Bassiouni and Hackley, 2014: 120).

Besides, curiosity regarding the potential impact of youngsters in family purchasing decision-making and related processes have increased to great extent. In this regard, some studies come into prominence in the previous researches emphasizing family structures and roles of the children in purchasing decision-making involving relative impact of parents and teenage children on the family purchase decisions (Belch et al., 1985: 173). Accordingly, researches dating back to end of 1980's, shows that youths have serious impact on their family purchasing decisions encompassing shopping of magazine, traveling, videocassette recorders, grocery equipment (Foxman et al., 1989: 482). On the other hand,

subjects including the role and the impact that children have over family holiday decision making (Dunne, 1999: 181); relative impact of children on family purchase decisions (Kim and Lee, 1997: 307); influence of children in family purchase decisions (Lee and Collins, 2000: 1194); role and influence of children within family purchasing decision processes (Thomson et al., 2007: 182) have been investigated.

The truth is that “youth market” is not something that becomes important for marketers in only in the recent decades. However, young generations have always been crucial for the marketers with their remarkable potential. In accordance with that, marketers turned towards college students it is because they believed that students have a great population having serious impact on the changing trends, purchase preferences of parents and point of view of almost whole community regarding new goods. Also, students had been considered to be tended for having loyalty on brands even after they graduate. What is more, college students have been regarded more attractive to marketers nowadays since their spending power and population rates are higher even before previous times (Wolburg and Pokrywczynski, 2001: 33).

After all, children are important for marketers because of three crucial reasons. First of all, they have certain needs and certain amount of budget that shape their own economic activities. On the other hand, they strongly affect and determine economic preferences and spending of their parents. Lastly, future market spending and customer profile have been formed by today’s children (McNeal and Yeh, 1997: 45).

In the Internet-based media environments, where information and commercials are not clearly distinguishable, children have been exposed to commercial ads even in very early ages. Along with the related or unrelated contents, as timely or untimely, children are targeted by marketers through Internet media and Websites. Nonetheless, children have been regarded as mostly unguarded masses against those commercially mixed contents

which enable persuasion of parents by their children regarding purchasing decisions (Greenfield, 2004: 753-754).

Formation of e-marketing patterns in the light of information technologies

A strong and interacting relationship have been pointed out between information and technology. To clear up, ownership of information leads societies to have power in science and technology making. As a result, those societies dominate industries and economic operations as well (Babaoğul and Bener, 2010: 103). Besides, market economies have been well-known with the tended characteristics towards constant technological change which mainly emerge as a result of high competition between business organizations (Røpke, 2001: 405).

In competitive market conditions it is quite crucial to be innovative to take part in electronic marketing platforms which based on information technologies. The change, backed by computer and information technologies, is believed to influence all marketing and disseminating patterns causing a transformation period from *single-source electronic sales channels*, which refrain consumers from reaching different suppliers so that they do not have the chance of benchmarking among the different goods and prices, towards electronic markets. Therefore, electronic markets emerged as a needed business platform where consumers may meet different suppliers to get the best offer, while it has been an obligation for businesses organizations to be a part of this new market environment if they want to survive (Malone et al., 1989: 166-167).

Information systems have been utilized in commercial and organizational environments to the great extents providing connection among customers, businesses and vendors (Bakos, 1991: 296). In this sense, information systems, used in organizations and businesses to execute such missions, are

named as *Inter-organizational Information Sharing System* (IS). Keeping business parties linked with each other, IS technologies enabled information change in business activities of organizations. More interestingly, IS technologies had been well accepted in different business industries such as; finance, tourism, insurance, grocery, manufacturing, and wholesaling of some others. Organizations head towards IS technologies, mostly because of economic reasons such as; possibility of decrease in costs, boosting in efficient production, and other similar marketing tactics (Barret and Konsynski, 1982: 93-94). More specifically, Bakos states that IS technologies form electronic market place or electronic market system. Accordingly, this system may enable both consumers and providers to minimize their costs so that consumers may get information regarding product details or providers may have the chance to communicate with consumers over products and prices in a more cost-effective way (Bakos, 1991: 296-297).

In recent decades, business organizations compete in a marketing environment where both virtual and physical conditions play roles. However, especially virtually-surrounded market formations come into prominence as major player which has been quite influential in commercial value creation. Thus, virtual conditions, representing information-driven technologies and infrastructures, act as remarkable leverage in electronic commerce world, which is terminologically named as *marketspace*. Accordingly, *marketspace* corresponds to commercial markets where information technologies have dominance, while *marketplace* points out physically-designed commercial marketing environments. Considering the reality that business organizations generally intend to create value in their commercial activities, three important phases have been stated as new ways of value creation processes represented by information-based technologies. In this context, business organizations benefit from *visibility*, *mirroring capability* and *new customer relationship* channels. Thus, information

technologies enable them to control physical operations in a relatively better manner by means of visibility. On the other hand, they have been facilitated to turn towards virtual operations instead of physical ones along with mirroring capability. Lastly, information technologies have been utilized by business organizations in terms of forming new customer relationships (Rayport and Sviokla, 1995: 75-78).

Advent of Internet and Web as a part of information technologies

The Internet has been defined as a network, which encompasses computer networks. Internet technologies have been most innovative and forceful device emerged to reach, regulate and share the information (Ainscough and Lockett, 1996: 36). First advent of the Internet dates back to period between 1960's (Brown, 2000: 12)-1970's by which ARPAnet, an *American Department of Defense-Originated Research and Defense Network* aiming improved exchange of information and communication facilities (Fox, 1995: 34). This technology, considered as great invention as electricity in terms of its importance and effect in the flow of history, had been firstly used along with the military and defense purposes. Afterwards, it was set to be utilized in scientific researches including Europe (Brown, 2000: 12). Especially along with the efforts of *The National Science Foundation* ARPAnet transformed into *NSFNET* so that Internet technologies reached in research centers and universities. Thus, today's well-known Internet came out (Fox, 1995: 34).

However, Internet had been associated only with some layers and groups of the societies until a certain period. Accordingly, it had been utilized commonly in academic and scientific environments since Internet, as a system, was found hard to use and find out. Hence, individual use of Internet was not that extensive till the appearance of Web technologies (Ainscough and Lockett, 1996: 36). In 1996, about 30 million people, who

were able to use computer actively, seized an opportunity to access World Wide Web, and approximately 10 million people met with Prodigy, America Online, and CompuServe as commercial online services (Hagel and Armstrong, 1997: 4). To clarify a possible confusion between concepts of Internet and Web, an explanation and a certain differentiation are needed. In this regard, Web (WWW) and Internet are not the same but Web is comprised by Internet technologies. In other words, Web is the most advanced and progressive part of Internet (Fox, 1995: 34).

Changes in marketing communication in the scope of Internet and Web technologies

Daily life activities, on which technological changes have considerable impact, are believed to be effective on the many environmental issues (Røpke, 2001: 403-404). As for the consumer's point of view, it is quite necessary and important to elicit how and in which ways the new technologies influence people in their ordinary life practices. In other words, investigation of customers' technology interaction in the daily basis means a lot (Babaoğul and Bener, 2010: 103).

International world of commerce has been on the brink of a great transformation because of the emergence of Internet technologies. In this respect, not only business organizations but also consumers have been willingly ready to benefit from these technologies. Thus, as for business organizations, they have been enabled to serve in marketing environments in a more economical way while consumers obtain the facility of reaching pretty many options with regard to information, goods and services (Quelch and Klein, 1996: 60).

Fast growing rhythm of Internet technologies have been realized as a remarkable chance in terms of attending global markets along with innovative methods or as a new perspective because of the fact that Internet, on its own, has been accepted as a new market. Relatively, Web forms of Internet (WWW) have been regarded much in demand as a trading media tool it

is because Web enables share of information and resources in the global scale (Hoffman, et. al., 1995:2).

As such, Web services have been important phenomenon for marketing world in terms of various reasons that triggered change. In this sense, one of the most crucial changes that Internet technologies caused in marketing environments is the transformation of communication methods used to reach consumers. Web sites of businesses, firms or other commercial organizations are visited by consumers through Web addresses assigned or hyperlinks belongs to these organizations. Thus, consumers are enabled to find out profile details, bids, product selections presented by commercial organizations. In this regard, business organizations altered advertising and communication media preferences from conventional platforms towards computer-based, interactive ones. Hence, *decentralized* and *many to many* ways of marketing communication have been embraced. Furthermore, compared to traditional marketing channels, Internet-driven formations have been noticed as less costly and more economic in terms of advertising, marketing and dispatching of goods and services. In accordance with that, trading volume between business organizations and consumers changes in a positive direction since receiving and delivery of goods and services become easier thanks to the Web technologies (Hoffman and Novak, 1996: 50-51).

In today's personally-dominated or consumer-sided service sector, *service encounter*, which represent interaction process as face to face or by means of phone, mail or Internet technologies between consumers and business organizations or service suppliers (Bitner et al., 2000: 139), plays an important role with regard to *satisfaction* (Surprenant and Solomon, 1987: 87; Bitner et al., 1990: 72); *loyalty* (Gremler and Brown, 1999: 273); *purchase intention* and *word-of-mouth communication* (Bitner, 1990: 72, 80) of consumers and development of relationship between service providers and consumers (Czepiel, 1990: 18; Bolton, 1998: 46). Either customer services or free

value-added services or products for sale may be regarded in the category of service encounters (Bitner et al., 2000: 140).

Service encounters are pointed out as quite effective on the perception of consumers with regard to general service quality and reputation of the service-based business organizations. Hence, proper and efficient organization of the service encounters is quite important for business organizations and their commercial goals (Lewis and Entwistle, 1990: 43). Not only business organizations but also consumers enjoy technological developments, which provide substantial innovation regarding encountering service-based relationships, despite the fact that especially consumers have some security and privacy concerns in such technology-driven activities. Besides, customization of service offerings has been another reason of why business organizations head towards new technologies, which enabled personalized service forms (Bitner et al., 2000: 139-142). More specifically, business organizations are inclined to acquire information technologies due to competitive conditions and requirements of service sector. Thus, they create their own databases of information regarding consumers' personal preferences (Bettencourt and Gwinner, 1996: 17). Accordingly, Web technologies serve well to purposes of the marketers enabling them to communicate and interact with the customers, to collect data regarding their purchasing preferences, providing incentives such as; relevant information, promotions, ads and so on by means of customization and personalization strategies (Ansari and Mela, 2003: 2). Within this context, business organizations manage advertising and marketing communication activities as well as receiving feedbacks regarding customer preferences through their own Web sites which reduced interaction-based costs to the greatest possible extent (Rayport and Sviokla, 1995: 80).

Customization strategies under the influence of e-marketing patterns

Emergence of e-commerce has altered the way of relationship between suppliers and consumers. Accordingly, consumers became the more powerful side in this affiliation having remarkable facilities, which enabled them to reach more alternative goods with lower costs and wider-ranging products with competitive prices (Elofson and Robinson, 1998: 57).

In modern times, consumers prefer services that are generated in flexible conditions, which will be compatible with their personal needs and expectations. The adaptability of serving process to urgent and specific demands of consumers is a great advantage to please them, which is called as “*customization*” in the literature. This concept has been given other names as well such as; “*adaptation*” (Bitner et al., 2000: 142); “*personalization*” (Surprenant and Solomon, 1987: 86; Bettencourt and Gwinner, 1996: 11); “*discretion*” (Kelley, 1993: 104).

The ability of survival for as long times as possible matters for business organizations. In this context, surviving in competitive market environments requires to have proficiency in service sector as well (Bitner et al., 1994: 95). Thus, managerial, sectoral, employment and other business strategies of business organizations have been formed along with the new requirements of market conditions (Lewis and Entwistle, 1990: 41). In accordance with the necessities of service sector, business organizations aim to interact with consumers along with flawless working methods. Otherwise, they would probably be exposed to extra costs including having negative impression, losing customer, and compensations for various other costs (Bitner et al., 1994: 95). Considering the reality that long-termed existence of service businesses has been seriously bound up with having good relations with consumers, business organizations turn marketing strategies towards customization

(Thompson, 1989: 58). Hence, managers aim to operate service delivery systems prioritizing both high efficiency and customization strategies. They even believe that good service is possible only with personal service approaches or corresponds to a more customized way of marketing (Surprenant and Solomon, 1987: 86). Furthermore, general consumer profile has been changed towards more informed and meticulous buyers along with the developments in service sector. Thus, consumers became more demanding to be noticed about details such as competition-based facilities or discounts, rise and fall in prices, credibility and quality of products and services. In other words, they transform into wiser individuals as they are capable of determination what to purchase or what not to purchase (Lewis and Entwistle, 1990: 41).

Business organizations have been enabled to customize their products and services through telecommunication, computer technologies, robots, flexible factories, and other advanced technologies (Kotler, 1989: 13). Web technology is the trending means of customization utilized in recent times. In order to get higher profit rates, greater amount of cash, more consumer gratification, attention and loyalty, marketers regulate their strategies towards customized and individualized approaches. In this regard, they customize not only services but also communication methods used (Ansari and Mela, 2003: 1).

Internet Technologies and Transformation of Retailing Sector

In accordance with the developments emerged in Internet technologies, people are getting more inclined to adopt and utilize it. Considering the requirements of attaining any sort of information, Internet has become an inevitable source. In this regard, increasing usage of Internet indicates the same impact over the shopping activities of people. For this reason, Internet technologies enabled online shopping practices as one the mostly-preferred activities by consumers. Besides,

age came into prominence as one of the leading factors in the admission of online shopping practices. In this respect, age-based segmentation of people may contribute to determine the consumer behavior towards online shopping activities. In other words, generation-based segmentation of people might serve to the purpose of revealing consumer behavior patterns of different sub-groups of the societies (Lissitsa and Kol, 2016: 304-305).

Some early predictions regarding prospective outlook of retailing sector

McNair and May mentioned the likelihood of “*telecommunication shopping*” or “*teleshopping*” regarding the future of retailing. According to this, consumers would be enabled to buy nearly all of their daily simple needs utilizing television computer systems by the advent of 21th century. In this system, consumers would be able to see the product details such as; price, brand, variety, and so on before deciding to purchase (McNair and May, 1978: 81). In accordance with that foresight, it had been also estimated that non-store sales or purchases would be quite popular and well-accepted by 1990’s so that consumers would not have to step in a retailing stores for shopping (Lumpkin and Hawes, 1985: 140).

Another inspiring perspective, offered during 20th century, belonged to Isaac Asimov who contended an electronic store would emerge by 2025 and facilitated by computer technologies. According to that vision, consumers start the shopping activities by calling or transmitting shopping lists to store by means of their own computers. Afterwards, orders would be automatically packed up and loaded on the vehicles for delivering to addresses. Besides, one of the most assertive foresight brought forward by Schneiderman claiming that people would be able to purchase considerable amount of their necessary commodities while, for example, they are at home. In this regard, they would not need to go stores personally. The

idea, that e-shopping activities would suppress conventional retailing patterns, had been taken forward by some other scholars as well (Peterson et al., 1997: 329-330).

As for another argument, retailing sector was to be vanished. Accordingly, developments emerging in telecommunication technologies would be one of the main reasons in that disappearance. In this sense, transmission of orders and transfer payments from home, alternative delivery mechanisms of products instead of buyer's receive in person were regarded as possible by means of telecommunication technologies. In that notion, consumers would be enabled to shop great diversity of products and services decided by means of digital catalogues shown in videos. Meanwhile, charge of the products and services would be paid concurrently through bank accounts of two parties. Additionally, price for delivery would depend on the time conditions and amount of ordering. Consumers would prefer purchasing in electronic retailing platforms in which they believe that receiving richer variety of products in a quite shorter amount of time is possible (Rosenberg and Hirschman, 1980: 103-105).

Historical progress of retailing sector

The transformation of retailing markets began in 1800s along with rotations from small shops towards department stores, which provided greater options of products, and cheaper prices. In this manner, consumers enjoyed greater scale of service spending lesser amount of time, which met their needs in the most proper way (McNair and May, 1978: 82).

Department stores showed up in three types as: *discount department stores*, *conventional department stores*, and *national chains*. However, department stores lost power after a period of time in which range of negativities emerged such as ineffective financial decisions made by owners, lack of adaptability to changes in consumer market, inefficient management, delay of transition to computer technologies. In this sense, fast growth rates in super stores, self-services,

life-style retailing and specialty stores caused serious falls in the shares of department stores in different countries following U.S including Japan, England, France, Germany, Australia, and Canada. In brief, stores based on mass marketing mentality fell into disfavor while the segmentation-driven marketing had been on the rise (Rachman and Fabes, 1992: 40-44).

Afterwards, consumers had been introduced with *chain stores*, which reached quite large shares in the market. Those stores had advantages such as; wholesale, variously categorized goods addressing every demand of consumers and so on. On the other side, *the mail order business* emerged as another considerable change in retailing sector. Accordingly, developments of railways and postal services facilitated that retailing mechanism. As a result, all those changes seen in retailing sector caused larger-scaled stores to be appeared removing individual sellers or small shops from the market environments (McNair and May, 1978: 83).

However, remarkable changes in general view of retailing sector (especially in food sector) accelerated along with the emergence of *supermarkets* by 1930s. Moreover, formations named as *discount houses* caused another crucial impact in the markets receiving some significant shares of retailers' markets by 1950s. As for 1970s, idea of "*distribution centers*" uncovered as a new possible shopping system against conventional retailing methods. Accordingly, this vision of distribution centers, which based on distribution and provision of products to consumers as the similar model of today's e-shopping mechanisms, needed to be built on trustworthy recording of information, rapid service and correct communication methods with consumers. Thus, variety of products would be distributed to consumers as being based on their shopping practices through computer-type consoles that are electronically connected to the center of distribution (Doody and Davidson, 1967:1-7).

Besides, late 1960s and early terms of 1970s had been registered as remarkable years in which marketing activities

significantly changed. Accordingly, innovation strategies conducted in retailing stores and emergence of extensive range of products have caused to that alteration (Lumpkin and Hawes, 1985: 139). In that period, *in-home shopping* methods such as mail, phone and catalog purchasing practices accelerated (Peters and Ford, 1972, 62). *Catalog Buying* (Reynolds, 1974: 47); or *Catalog Sales* (Lumpkin and Hawes, 1985: 139); *Mail-Ordering* (Spence et. al., 1970: 364); and *Telephone Shopping* (Cox and Rich, 1964: 32) provided remarkable benefits for consumers regarding their purchasing practices.

As for *Catalog Sales*, utilization of that method was trending upward by 1970s. However, along with the technological improvements, catalog sales had been combined with different technologies. In this sense, catalog sales began to be implemented through videodiscs after a while. Afterwards, consumers met with computers and telephones as pioneers of the popular devices of in-home shopping activities by the time 1980s arrived (Lumpkin and Hawes, 1985: 139-140).

Correspondingly, *Telephone Shopping* emerged as one of the most prominent and suitable way of shopping. In that method, consumers are just required to call the phone numbers of the providers and order products needed that are normally supposed to be delivered in two days. In this sense, telephone shopping raised sales and profit rates especially for department and specialty stores enabling consumers to shop without going in stores and coming face to face with sellers (Cox and Rich, 1964: 32). Thus, advent of the telephone shopping led *in-home shopping* practices to be popular and contemporary way of shopping along with its distinctive characteristics such as ease and rapidity of purchasing, necessity of shorter time and lesser endeavor given, avoidance from crowded masses, addiction to way of living spend in outskirts and preference of arbitrary time spending, improvements in product variety and delivery facilities of in-home shopping activities (Gillet, 1970: 40-41). Besides, *Mail Ordering* shopping practices raised quite sharply

by 1980's as commonly used in-home shopping method (Lumpkin and Hawes, 1985: 139).

By the time late 1980's and early 1990's arrived, shopping malls were controlling the retail sector it is because almost half of the sector was dominated by them (Eastman et al., 2009: 104). In those years, malls become center of interests for consumers who embraced those places as favorite shopping locations (Nicholls et al., 2002: 149). However, in time, malls has lost its supremacy as a result of the sharp falls in mall sales (Wakefield and Baker, 1998: 515). In that decline, one of the most important reasons was that consumers had more limited times allocated for shopping activities compared to previous times. Furthermore, the next one was that consumers adopted e-commerce practices quite fast (Nicholls et al., 2002: 149). Accordingly, electronic shopping environments satisfied various and changing demands of consumers in the most proper way ever (Eastman et al., 2009: 104).

Role of Internet technologies in the formation of e-commerce and online shopping patterns

As for today's commonly used technologies, phones, cell phones, mobile phones, Internet and mobile Internet technologies, ATM, PC or other touch-operated screens and interactive digital TV technologies have been pointed out (Aksoy, 2010: 52).

These new or digital technologies have been embraced by different environments such as education, security, health, business, communication, social life practices and various public services it is because they offer great ease of use, new working methods and other communication and information receiving or sharing facilities. As for businesses sector, changing preferences of consumers and solution-seeking of businesses for high competitive market atmospheres led to new innovative-based economic and production strategies to be implemented. In this sense, commercial sectors have been

reshaped by consumer preferences and this move transformed technologies used in the sectors. Ultimately, technologies determined consumer preferences. Within this context, today's digitalized consumption patterns emerged (Aksoy, 2010: 46).

A bilateral interaction has been observed between business and technology environments. Each side determines their positions according to one another. As the Internet and communication technologies improve, consumers become more dependent on the new technologies which lead business organizations to increasingly invest in information technologies including self-cash desks, self-service innovations, interactive and touch screens, virtual stores and more other mobile applications. In this sense, marketing conditions and shopping activities take form accordingly which cause great increases in tendencies towards online shopping (Priporas et al., 2017: 374).

Any type of economic activity performed by means of electronic connections have been named as *electronic commerce* (e-commerce) which consists of various forms such as business-to-business (B2B), business-to-consumer (B2C), and government-to-constituent. B2C business differs from others as representing Web-based purchasing activities of consumers towards retail products and services (Van Slyke et al., 2004: 1).

Emergence of e-commerce, which is not used differently from *electronic business* and *electronic markets* in the literature, has been involved in the literature by 1970s. Technological changes including rising popularity of personal computers, developments in Internet (especially in Web technologies) and telecommunication networks, the mutual interaction and integration of these processes have enabled so-called e-commerce to be shown up (Wigand, 1997: 1-3).

In today's business world, e-commerce has been considered as the state-of-the-art technology that emerged because of the progresses occurred in World Wide Web (WWW) technologies.

Increasing numbers of people take advantage of e-commerce environments in searching and shopping activities. Companies such as *Auto-by-Tel* (Liang and Lai, 2000: 1); *Amazon* (Bitner et al., 2000: 144); *eBay*, and *Travelocity* (Vijayasathy, 2004a: 747) have been regarded as prominent and pioneering business organizations serving in the e-commerce world. Furthermore, among the most fashionable activities performed in Internet, online shopping draws attention, as being third mostly preferred one just after Web browsing and instant messaging or e-mailing activities (Li and Zhang, 2002: 508).

Considering Internet as an e-marketing platform, it has differentiated from other means along with its characteristic features. Accordingly, Internet is able to stockpile, search, regulate, and distribute huge quantities of information in almost most convenient and cheapest way possible. On the other hand, it allows people to make payments, distribute principal products and interact with each other regarding their experiences of purchasing. Especially information or digital-based products may be distributed as almost free of charge through Internet facilities. In other words, Internet is rather helpful in every phase of marketing activities (Peterson et al., 1997: 333-334).

Accordingly, World Wide Web as an Internet-driven mechanism enables people to reach numerous contents such as; sound, video, text, photographs and graphs by means of hyperlinks (Berthon et al., 1996: 24). Web services have been differentiated from previous technologies along with hypermedia characteristics, which facilitated people to surf in Internet through interfaces named as browser (Ainscough and Luckett, 1996: 36-37). These technologies, along with their two-way, multiple media, communication characteristics, become a quite efficient factor in daily practices so that people have been facilitated to discover more combining learning and entertaining activities in one medium (Brown, 2000: 13-14).

Considering the benefits of Web technologies regarding e-commerce activities, along with its multi-media supported infrastructures, preference of it as a network-based selling tool by business organizations seems quite rational (Fox, 1995: 33). Web technologies stand out lately along with its impact on e-commerce activities. In this sense, Web enables marketers to utilize virtual galleries displaying their product selections, provide order form and help consumers in online platforms, advertise and dispatch goods and services, attain feedbacks from consumers, reveal Web sites for the use, discovery and interaction of consumers. In Web-based commerce, marketers have been reached by consumers, marketing techniques are simple, doing business is affordable and unrestricted compared to traditional media forms, individual or organizational business forms are all equal in terms of taking advantage of Web technologies, consumers are enabled to be included in production processes in accordance with their advices, businesses are allowed to launch various samples of products and, form databases regarding preferences of consumers (Berthon et al., 1996: 24-28).

Besides, business organizations mainly focus on the gaining in return for their investments on Web platforms. In this regard, they are concerned about the quantity of Web users, lack of standards and lifetime of Web sites. Furthermore, commercial utilization of Web by consumers has been dependent on some factors including *ease of use*, *ease of access*, *risk* and *price*. In this sense, ease of access to Web technologies means rapidity of access, facility of reaching service providers and having computer components such as modem, hardware and software for consumers. However, consumers seek for ease in setup of software, user-friendly programs within the scope of ease of use. Additionally, other risk related factors such as privacy and security emerge as the parameters that play role in adoption of Web technologies as commercial tools by consumers. Commercial activities of consumers on Web platforms have been substantially formed in accordance with security issue

regarding flow of financial data through Internet environments. All these subject matters have serious impact on consumers and their commercial activities done by means of Web technologies (Hoffman, et. al., 1995:9).

By the time late 1980s arrived, financial markets had been equipped with computer technologies. What is more, fast development in telecommunication and search engine technologies, emergence of alternative charging methods and, appearance of markets with online database had been observed as other factors taking markets a step further (Feldman, 2003: 99-100).

A prominent example of electronic shopping system emerged in 1988 being called *Telaction*, which enabled customers to buy merchandises by means of cable television channels. Besides, another home shopping system named *Prodigy* launched by IBM, Roebuck and Sears allowing customers to purchase goods via individual computers. Likewise, *Comp-store* and *Comp-U-Card* platforms have been revealed as other representatives of electronic shopping platforms, which facilitated selecting, ordering and receiving products with most convenient prices for people through computers or telephones. All these innovations showed up in shopping practices are regarded as obvious tendencies towards electronic market formation (Malone et al., 1989: 167-168).

First appearance of the commercial Web sites occurred by the mid-1990's. Accordingly, huge commercial corporations, media companies, and retailers began to benefit from Web sites as a new market environment and a part of their online shopping strategies. In other words, Web environments have been regarded as serious commercial facility by business organizations (Feldman, 2003: 117). Commercial Web sites have been described in different categories in accordance with the functions they have. In this regard, *incentive site*, *search agent*, *mall*, *online storefront*, *content* and *Internet presence* constitute these categories (Hoffman, et. al., 1995:13-15).

CHAPTER THREE

ONLINE SHOPPING PATTERNS OF GENERATIONS ON THE BASIS OF EXTENDED-TECHNOLOGY ACCEPTANCE MODEL

Regarding the investigation of relationship between societies and people, concept of generation has been regarded as one of the crucial intermediaries being utilized (Alwin and McCammon, 2007: 219). Although generation phenomenon has always been upward trending and remarkable issue, cultural, technological, intellectual or social movements caused this subject matter to be even more important in recent decades. Especially advances had seen in communication and media technologies in global scales led generations to be globally formed in which electronic-based communication and new media technologies played crucial role along with interactive characteristics. Karl Mannheim, who plays an important role in the studies regarding generations, initiated researches focusing on the actions that generations performed in historical transformations. Accordingly, Mannheim pointed out great historical incidents as determinant factors for the formation of generational consciousness (Edmunds and Turner, 2005: 559-560).

As for business world, generational cohorts matter especially in the segmentation of the markets for which age-based segmentation would not be sufficient alone. Generational cohorts, experiencing external incidents along with resembling aspects, and inspection of differences among them might be

useful than ever in the prediction purchasing patterns of the consumers (Eastman and Liu, 2012: 93).

A generational cohort has implications pointing out a consumer class as well of which coming-of-age year has been considered as the base regarding the assumptions made for towards value range of that group of people. Results of the some researches made elicited that generational background or characteristics determined the purchasing preferences of the certain generations. Accordingly, marketers may conduct their marketing segmentation strategies on the basis of age cohorts of the consumers, which refers to generational distinctions (Hung et al., 2007: 837, 850). In this context, inspection of generational discrimination might be a reasonable guide in the prediction of purchasing or, in general, consumer behaviors of the masses.

Generational Cohort Theory

Scholars from academic and marketing environments, utilize Generational Cohort Theory in the segmentation of markets as based on values, beliefs, ideas, and attitudes of generational cohorts (Brosdahl and Carpenter, 2011: 548).

Marketing people organized and implemented their strategies taking specifically every generation into consideration so far. Accordingly, they update their tactics once more along with the recently emerged generations and the technologies commonly used by them (Dickey and Lewis, 2010: 191-195).

Theory of generational cohort stems from the Karl Mannheim's existential-based studies in which it had been researched whether or not social knowledge of individuals independently obtained without the effects of location of social class. Focusing on the differences in behaviors and attitudes regarding age of the people, this theory left a substantial mark in the history of sociology (Rotolo and Wilson, 2004: 1093-1094). According to theory, every cohort acquires and represents similar thoughts, experiences, and values since

they almost live in common periods experiencing quite similar incidents in nearly same terms (D'Amato and Herzfeldt, 2008: 931).

Characteristics of two societal concepts: Generation and cohort

In academic circles, both of terminologies *generation* (Egri and Ralston, 2004; Dou et al., 2006) and *cohort* (Schewe and Meredith, 2004; Ryder, 1965) have been utilized to name sub-groups of societies. As for generation, it has been defined as “a group of individuals born and living at about the same time” or “a group that shares a common location in the social and historical process” (Alwin and McCammon, 2007: 224-225). In another definition, it refers to “an identifiable group that shares birth years, age, location, and significant life events at critical developmental stages divided by five to seven years into first wave, core group, and last wave” (Kupperschmidt, 2000: 66). In accordance with those descriptions, in brief, common experiences of generations enable them to have similar inclinations, preferences and attitudes (Costanza et al., 2012: 376).

Notion of generation consists of three crucial components, which are a common generational consciousness, or socio-cultural position, a common generational site or location, commonly experienced time period or epoch or historical location (Gilleard and Higgs, 2002: 373). Referring to group of people having similar values, attitudes, ways of living as well as being in the same ages, generations reflect the conditions of specific and common epochs. Differentiating from each other in various and certain ways, different generations symbolize different characteristics. However, among many signs, birth date or age is regarded as most important attribute for the classification of generations (Chen, 2010: 132; Costanza et al., 2012: 376).

Nevertheless, cohort had been stated as group of people witnessing and experiencing same incidents such as first

admission for a job or marriage in the same periods of time (Ryder, 1965: 845; Carlsson and Karlsson, 1970: 710). To put it differently, cohort has been attributed a relatively restricted meaning in which members have been evaluated in shorter periods of time (Hadju and Sik, 2018: 4).

This group of people, regarded as cohort, has not been considered in the same category with generation since every generation has been identified along with birth date it has. To clarify this, cohort is identified with the duration of external events experienced, while generation is described within the scope of age and years of birth. In this sense, examples of Great Depression or Depression cohort, Second World War Cohort, Post-war cohort would be good and meaningful to put the difference between the terminologies of generation and cohort (Schewe and Meredith, 2004: 52-54).

However, to avoid from a possible perplexity and to clarify important concepts of the theory, an explanation is needed. In this regard, terminology of “cohort” has been used under the name of conceptualization of “generation” for quite long terms. In this sense, generation has been even defined as “a group of people or cohorts who share birth years and experiences as they move through time together, influencing and being influenced by a variety of critical factors” (Kupperschmidt, 2000: 66); or “groups of individuals (i.e., cohorts) based on shared experiences at similar ages or cohorts of individuals created by shared experiences” (Costanza et al., 2012: 376). Accordingly, these two concepts have mostly been used in various many studies instead of one another (Ryder, 1965: 844, 853; Jurkiewicz and Bradley 2002: 148; Costanza et al., 2012: 376); as a well-matched terms (Alwin and McCammon, 2007: 225).

Nonetheless, concepts of *birth cohort* (Twenge et al., 2008: 876); *age cohort* (Jurkiewicz and Brown, 1998: 18; Jurkiewicz and Bradley 2002: 148); *generational cohort* (Jurkiewicz and Brown, 1998: 19; Jurkiewicz, 2000: 58) have also been

employed within the same label of generation and cohort by different studies.

Generations and generational characteristics

Despite the fact that generations have something in common in the general meaning, mismatches among them are big enough as well to be disregarded. In other words, various experiences obtained in different epochs constitute the demarcation lines of the generations in terms of the way they think, personal traits and beliefs they have, and so on (Bowes, 2012: 15). Stern (2002: 187) strongly highlight that generational variations are genuine and worth to be inspected.

Developments emerged in social, economic, political and technological meaning have caused notable changes in cultural structures which diversified behaviors of the generations who were born in different periods of time (Ayhün, 2013: 93). Culture, which is a non-stop changing and transforming process, forms the beliefs, values, attitudes and consequential phases for people also providing them a guide how to think, act, behave, communicate, perceive and so on. In this sense, culture transforms these manners not only in personal but also in communal basis. Given generation is a kind of national sub-culture, which represents generational identities such as; beliefs, behaviors, values accompanying a generation along with its life period (Egri and Ralston, 2004: 210), generational differences have been associated with cultural differences. Accordingly, when the cultural changes emerge young generations embrace new values too (Twenge, 2013: 11-14).

Besides, generations are well-accepted as active contributors to social change (Carlsson and Karlsson, 1970: 710). Especially after WWII, generational impact over social changes have been admitted. Accordingly, Auguste Comte came into prominence remarking that in the determination or formation social change, generational alterations were quite influential (Levickaite, 2010: 170). Nevertheless, generations and social structures

may be assessed as two mutually interacting components which have remarkable influences on one another.

Characteristics that disclose generational structures have been ranged as “world view, values, and attitudes commonly shared by or descriptive of cohorts” (Kupperschmidt, 2000: 66). Besides, there have been some major characteristics that are needed to detect generational boundary or extent. In accordance with that, war-like shocking incidents, inequalities in dissemination of societal wealth, period of times that take the societies a step forward or back in socio-economic meaning, formation of holy places and blessed values to gather people together, growing or creating popular statesmen or legendary heroes making real differences, common jobs done by people who have good relations (Sessa et al., 2007: 49).

Even though personal or individual-based differences still valid among generations, it is a fact that common periods time and birth of dates, shared experiences create common characteristics of generations too. Nonetheless, compared to personal values, preferences, behaviors or attitudes, generational traits are stated to be more generalizable and long lasting. As a matter of fact, almost every single details such as; the way that generations behave, spend money, spend time, socialize and values they believe in, look for in marriage, friendship or political party etc. are affected by aforementioned common characteristics. Even previous generations have serious impacts on the latter ones (Kupperschmidt, 2000: 66). Besides, criterions regarding division of generations differ among various parts of the world. Accordingly, birth year has been well accepted in U.S as demarcation regarding distinctions among generations, while those generational characteristics vary from countries to countries in Europe. However, developments of communication and networking technologies facilitated removal of borders regarding sharing of experiences, personal communication processes which led

generational formations to more globalized paths (D'Amato and Herzfeldt, 2008: 931).

Even though first denominations of generations have been executed by the time 20th century arrived (Smola and Sutton, 2002, 364: 364), there has still not been a consensus or full agreement on the age ranges and the titles of generations so that different scholars describe same generations with different names, birth of dates and ages (Sessa et al., 2007: 49).

Considering generations, various categorizations have been made up until now. In this sense, generation phenomenon has been discussed by many scholars within different scopes of time periods and names (Costanza et al., 2012: 377), which make it hard to determine the borders or to demarcate (Cennamo and Gardner, 2008: 892). Accordingly, one of the most prominent studies belongs to Strauss and Howe (1991) who shed light on advent and progression of the generations and providing a well-accepted categorization by large-scaled researchers and scholars (Costanza et al., 2012: 379). In accordance with Strauss and Howe's study, existence of different generations have been pointed out encompassing years between 1860's and 2000's. In this sense, generations had been listed as *Missionary* (1860-1882); *Lost* (1883-1900); *G.I.* (1901-1924); *Silent* (1925-1942); *Boom* (1943-1960); *Thirteenth* (1961-1981); *Millennials* (1982-2003) and *Unnamed* (2004 and later). As for Cennamo and Gardner's research (2008: 892), classifications of generations have been formed as *Baby Boomers* (1946-1961); *Generation X* (1962-1979); *Generation Y* (1980 and later). As for Williams and Page (2011), generations have been classified as *Traditionalists* (1930-1945); *Baby Boomers* (1946-1964); *X* (1965-1976); *Y* (1977-1994); *Z* (1994 and later). McCready, (2011:12) discuss generations in four main groups as *Traditionalists* born between 1900-1945; *Baby Boomers* born between 1946-1964; *Generation X* born between 1965-1980; and *Millennials* born between 1981-1999. Keleş (2011) groups generations as *Baby Boomers* (1946-1964); *Generation X*

(1965-1979); *Generation Y* (1980-1999); *Generation Z* (2000-2021). Furthermore, McCrindle and Wolfinger (2009) sum up generations in six groups as including Builders (1925-1945); *Boomers* (1946-1964); *Generation X* (1965-1979); *Generation Y* (1980-1994); *Generation Z* (1995-2009); *Generation Alpha* (2010-Later).

In academic sense, generations have been used commonly by scholars on a vast scale of studies from different fields. For example, Lamm and Meeks (2009) investigated the relation between workplace fun and individual workplace output as based on generational differences, while D'Amato and Herzfeldt (2008) studied different characteristics of managerial generations within the scope of talent retention, organizational commitment and learning. Besides, Sessa et al., (2007) studied generational distinctions within the working life practices. Additionally, Carlsson and Karlsson (1970) investigated the role that generations play in social change. Furthermore, Hajdu and Sik (2018) focused on distinctions regarding work values of generations.

Generations generally have been categorized in nine groups including *Missionary Generation* (1860-1882); *Lost Generation* (1883-1900); *G.I. Generation* (1901-1924); *WWII Generation* (1909-1933); *Silent Generation* (1934-1945); *Boom Generation* (1943-1960); *Generation X* (1961-1981); *Generation Y* (1982-1997); *Generation Z* (1998-2009). However, only generations Y and Z will be discussed in this study it is because, within the scope of this study, attitudes of Generation Y and Z towards online shopping have been investigated in the light of Technology Acceptance Model (TAM).

Generation Y

First entitlement of this generation had been made as *Generation Y* with the intention of differentiation from Generation X (Levickaite, 2010: 173). However, there have not

been a single common label considered to be convenient for these people so that they have been called with following names including *Digital Natives* (Prensky, 2001: 3); *Echo Boomers* (Lamm and Meeks, 2009: 617); *The Echo-Boom or Nintendo Generation* (Alch, 2000: 42-44); *Yers* (Martin and Tulgan, 2006: 55); *Peter Pan Generation* (Levickaite, 2010: 173); *Millennials* (Howe and Strauss, 2000); *Trophy Generation or Trophy Kids* (Tulgan, 2009); *First Digitals, Digital Aboriginals* (Berk, 2009:5); *Generation-Yers* (Sessa et al., 2007: 52); *Dot.Com Generation* (Stein and Craig, 2000: 220); *The Net Generation* (Oblinger and Oblinger, 2005:1; Tapscott, 1998: 203); *Neters* (Clausing et al., 2003: 373). *Generation www or Generation E, Non-Nuclear Family Generation, The Nothing-is-Sacred Generation, The Feel-Good Generation, The Wannabees, Cyberkids, Searching-for-an-identity Generation, and The Do-or-Die Generation* (Tolbize, 2008: 4); *Digital Generation, Nexters or Next Generation* (Zemke, Raines and Filipczak, 2013: 120, 255); *GenMe or nGen* (Twenge, 2010: 201); *Why Generation, Gen Wired, We Generation, DotNet, First Globals, Ipod Generation, and iY generation* (Williams and Page, 2011: 8).

As for birth years of these people, Bolton et al, (2013: 247) determines period of 1981-1999, while Alch (2000: 43) claims 1977-1997 as the time range of birth. In brief, period between 1982-1983 is regarded as the commonly accepted years, while there is no consensus over ending date, which supposedly comprises a period between 1994-2003 (Smola and Sutton, 2002: 365; Sessa et al., 2007: 51; Strauss and Howe, 1991: 338).

Generation Y has been regarded as the continuation (Berk, 2009: 5); children (Alch, 2000: 42); and relatives of Boomers and Generation X (Martin and Tulgan, 2006: 55-56). This generation emerged in an atmosphere formed by advanced technologies, economic turbulences, serious illnesses and terrorism such as Oklahoma City bombing, September 11 attack

(Kyles, 2005: 54-55; Sessa et al., 2007: 51). As Twenge (2013: 11-15), compared to former ones, Generation Y is regarded as more intense version of “generation me”. Nonetheless, these are people who are more egocentric, apolitical, less interested in social projects or activist organizations. Furthermore, these people have been considered as friendly and social masses who always act with great confidence, having serious ability in executing multi-tasks intending to make good impression on their environment (Reynolds, 2005: 14). In this sense, this generation has been known as quite active in social activities (Smola and Sutton, 2002: 365).

This generational cohort has mostly been characterized with self-reliant, creative, media-savvy, enthusiastic, clever, opponent, interacting, adaptable, and accommodating people. They are socializing themselves constructing online communities, able to overcome social issues, like shopping, playing games, researching, helping adults regarding Internet use. These people are also regarded as good in building their own businesses. They are quite materialistic and care a lot about appearance (Tapscott, 1998: 204).

Generation Y represents the human profile who tends to be independent and spend time dealing with the technology and respective developments. Also, they have been regarded as people who love spending money, attend recreational activities, travel, have new experiences, follow dreams and allocate time for their social environment. People, belong to this generation, are less bound by the rules but more sensitive about their own privacy. Compared to others, this generation is considered as different in terms of the positive atmosphere they grow in (Ayhün, 2013: 95-101).

Beyond that, this generation has been represented by positive, optimistic and mostly tolerant people (Strauss and Howe, 1991: 338-342) as well as quite sufficient technology knowledge and standing out as pioneers in social responsibility projects (Martin and Tulgan, 2006: 55-56). People of this

generation have grown up along with video games, computer games and applications, reality TV shows, Facebook, Twitter, Skype, iPhones, smart phones and so on. According to a research conducted in America in 2007 regarding technology usage of Generation Y, quite remarkable results had been obtained. Accordingly, over 90 percent of them have computer, cell phone and actively use Internet. Moreover, almost 50 percent of them are active media content creators, downloads music and film on Internet, uses Websites as news source. For this reason, they are even called as generation “born with a chip” (Berk, 2009: 3-8). More specifically, these people have been known as first generation who are more competent in usage of a mouse compared to a pen (Stern, 2002: 190).

Given the fact that Generation Z has not yet been included in the professional working life, Generation Y is regarded as the most qualified and highly educated ones in labor force of modern times. In this regard, most of them have bachelor degree, while remarkable amount of them hold master’s degree (Wesner and Miller, 2008: 91-92).

In brief, characteristics of generation Y can be summarized with the following details below:

- Born between 1977-1998
- Children of Baby Boomers and generation X
- Experienced terms of advanced technologies, economic chaos, serious illnesses, and terrorism.
- Named as “generation me” more than any other generation
- Relatively more egocentric, apolitical, and less activist
- Social, friendly, confident, impressive, creative, media-savvy, adaptable, materialistic, well-educated, and multi-tasking
- Interested in new technologies, spending Money, attending in recreational activities, traveling

- Competent in technology usage, social networks and other internet-based technologies

Generation Z

There was not a real consensus on how this generation should be named. In this regard, Generation Z has been entitled with various names too such as *New Silent Generation*, *The Post Millennials* (Bassiouni and Hackley, 2014: 116); *Children of Internet*, *GSM-based Generation*, *Media Generation*, *iGen*, *.com Generation or Instant Online* (Berkup, 2014: 223-224); *Emoji-onal Generation* (Puiu, 2016: 69); *Generation M* (Roberts et al., 2005); *i. e. Generation*, *Generation Next*, *The Internet Generation*, *iGeneration*, *Net Generation*, *21st Century Generation*, *The dot-com kids*, *Digital Natives*, *Generation Media* (Levickaite, 2010: 173); *Digital Generation* (Sezgin, 2018: 1); *Zeds* (McCrindle and Wolfinger, 2009: 65); *Tweens*, *Baby Bloomers*, *Generation XD*, *Generation 9/11*. These people are also called as the *new traditionalists* or *conservatives* (Williams and Page, 2011: 10).

Advent of this generation has been associated with the late 1990s (Sezgin, 2018: 3) or more specifically period of 1990-1999 (Tulgan, 2013), while end date have been stated as 2009 (McCrindle and Wolfinger, 2009: 65). Despite the fact that Generation Z has been considered as the youngest generation, they grow up quite rapidly. As a result, they get involved in life practices such as education, marketing environments, and so on earlier than expected (Levickaite, 2010: 173). Even adolescence period begins earlier for them compared to other generations (McCrindle and Wolfinger, 2009: 66).

Generation Z have been considered as distinctive from previous generations because they have been in a constant change process along with the contributions of technological developments (Puiu, 2016: 67). As being considered prospective children of generation X, they are fast, practical, dissatisfied and result-oriented consumers who born into and considers technology as an obligation or requirement rather than just an

innovation. This generation's most remarkable characteristics are being tech-savvy, innovative and connected to the world globally, addicted to social media, multi-skilled. They have relatively the highest motor skills (Berkup, 2014: 223-224).

In summary, general traits of generation Z can be given in order that are as follows:

- Born between 1999-2009
- Children of generation X
- Youngest generation
- Involved in education, marketing and other life practices earlier than expected
- Practical, dissatisfied, result-oriented
- Tech-savvy, innovative, global, multi-skilled
- Highly competent in technology usage and social media

Considering the general characteristics of both generations Y and Z, it is obvious that they are both technologically competent people who use innovative devices in their daily lives. Furthermore, they adapt to new developments faster embracing them in the daily routine. Interestingly enough, they prefer individual life styles. On the contrary to generation Z, generation Y experienced more problematic conditions through their lives. However, generation Z is born in a world in which relatively better conditions, socio-economic and educational developments have been emerging.

Technological Competences of Generations Y and Z

Compared to previous generations including generation X, Baby Boomers, or Silents, generations Y and Z might be indicated as the digital natives along with Marc Prensky's criteria (Prensky, 2001: 2). Accordingly, generations Y and Z are competent enough in usage of digital or technological language, while other generations may be regarded as digital immigrants who struggle to adapt to that new language. In this sense, for example, generation X can be named as digital

adaptable who are at least aware of technological advancements trying to keep up with that. The situation regarding or labels given to generations ahead of generation X even more negative it is because they remained quite far away from such innovative developments (McCrimble and Wolfinger, 2009: 52).

Generation Y

This generation has been accepted as the firstly emerged global and technologically competent masses. Almost all of this generation does everything they need such as daily activities, business or money affairs through online technologies (Berkup, 2014: 222-223). Given two main assumptions made regarding Generation Y, Bennett et al (2008: 777) state that members of this generation have large-scale of knowledge and quite enough ability of using information and communication technologies (ICT); thereby, they are supposedly differentiated from previous generations regarding the ways of getting information.

One of the most remarkable distinctions of this generation is to be exposed to technology as soon and common as possible so that they grew up with computer technologies. Especially to communicate with people, they benefit from these technologies (Bolton et al, 2013: 247-248). For the reason that Generation Y get involved in technology world in a fast-paced, they have always been familiar with and passionate about new technological developments (Wesner and Miller, 2008: 93). A major part of university students of Generation Y, as an example, considers technology as a part of daily life in which they easily use. According to them, technology is regarded as useful in teaching, learning, self-development, socialization, and in doing similar things faster (Oblinger and Oblinger, 2005: 2-3).

This generation get used to take advantage of digital technologies such as cell phones, computers, videogames, music players, video cams, e-mail, Internet, instant messaging tools and so on so that they have been enabled to be native

speakers of the digital language of aforementioned technologies (Prensky, 2001: 2). Members of this generation have some superior qualifications in technology use so that they are visually good communicators and analysts. They also have exploration-based learning abilities, multitasking and fast-changed attention skills. Furthermore, digital media literacy, interaction, staying connected and networking, immediacy in exchange of information (Oblinger and Oblinger, 2005: 3-11).

As for social media usage of Generation Y, people of this generation are noticed as active user of social media platforms. They mostly play games, consume, share and search for various media contents, and even work through social media tools. Considering the reality that social media usage of people gives serious implications regarding behaviors that may affect whole society including business, consumers, customers, workers and so on, social media practices of Generation Y have been pointed out as quite important issue. Accordingly, development of consumer identity, consumption habits, attitudes of consumers towards firms and brands are all influenced by social media usage of this generation (Bolton et al, 2013: 245-246).

Unlike the acceptance of e-mail as the most common method of communication by Baby Boomers and Generation X, Generation Y prefers social media because of the interactive characteristics. Within this context, marketers should consider this fact in marketing activities towards Generation Y (Dickey and Lewis, 2010: 191). Even in work environment, they differentiate from other generations bringing digital technologies to their shifts, actively using social media platforms such as Facebook, Myspace and interacting with others (Twenge and Campbell, 2008: 862).

In short, some technology-related qualifications and abilities of generation Y can be summarized with the following features given below:

- First technologically competent people
- Native speaker of digital language of new technologies

- Literate in digital media
- Effective usage of online technologies through online technologies
- Having high ability in the usage of information and communication technologies
- Grew up with computer technologies
- Communicating with people through computer technologies such as cell phones, computers, video-cams, email, and other internet-based instant messaging tools.
- Commonly usage of new technologies in many activities such as learning, self-development, socialization etc.
- Competent in social media usage

Generation Z

In the current era, young people, who actually represent generation Z, live in a quite rich atmosphere full of great range of media technologies so that an average member of this generation uses various media devices in different places such as in different rooms of the house, outside, even in bed. In other words, a great part of their lives is occupied with a wide variety of media tools (Roberts, Foehr and Rideout, 2005: 57).

This generation is generally associated with the richest range of digital communication technologies in their private living areas which is seen for the first time compared to other generations (Bassiouni and Hackley, 2014: 116). Furthermore, this generation has a very good understanding and ability towards technologies. However, they have mostly been identified with mobile phones, computer, MP3, I-Pod, DVD and other mobile technologies (Ayhün, 2013: 102).

For this generation, technology and technological development mean nothing more than a daily routine since they see technology as an indispensable part of their life just as they talk, eat, or learn. In other words, just as they are

born, their addiction to the technology begin simultaneously (Koulopoulos and Keldsen, 2016: 2).

Generation Z makes a remarkable difference as being quite competent in the usage of technological and digital language. Since they are born, they met only with environments full of user-generated, hyperlinked, and wireless technologies. Therefore, reaching any sort of information through just a couple of clicks became possible for these people (McCrinkle and Wolfinger, 2009: 66).

Besides, they generally avoid realities of life especially through advanced technologies (Wood, 2013: 1); such as Internet and other online environments. Simply put, they spend most of their time on YouTube, Facebook, Snapchat, Instagram and others (Puiu, 2016: 68-69) since, for them, socialization means getting involved in life through smart phones or keyboards (Sezgin, 2018: 3).

Briefly, technological-based characteristics of generation Z may be summed up the following attributes given below:

- Effective usage of media technologies even in the private life areas such as in the bed.
- Busy all the time with media devices
- Mostly associated with mobile phones, computers, I-Pod, smart phones, keyboards and other innovative technologies in the daily routine
- Technology addicted.
- Competent user-generated, hyperlinked, and wireless technologies.
- Socialization through social media platforms such as YouTube, Facebook, Snapchat, Instagram, and others.

In view of technological competences and qualifications of both generations Y and Z, they are always one-step ahead of previous generations such that they are regarded as native users of the new media and information technologies. Compared to one to another, generation Z is more tended to

use new technologies it because members of this generation do not know any world possible before digitalization. For this reason, generation Z may be considered as more tech-savvy or technology addicted it is because they do not have any private life area isolated from digital technologies.

Characteristics of Generations in the Scope of Marketing Environment

Every generation has its own original characteristics in terms of the background, experiences, values, attitudes, and way of living obtained, as the same diversity is valid for the consumption patterns of different generational cohorts. In this respect, segmentation of the generations as different consumption groups of people sounds rational (Ariker and Toksoy, 2017: 486). Considering the reality that generations represent different environments of communities who born in similar years, that is, having similar ages (Williams and Page, 2011) marketers headed towards these populations in their trading strategies. For the reason that generations experience different circumstances during their lives, they have been believed to act in different ways as well regarding consumption, purchasing and shopping patterns (Yaşa and Bozyiğit, 2012: 29-33; Lissitsa and Kol, 2016: 304).

Marketing people have been deliberately tended to differentiate people in terms of their purchasing actions. Therefore, they implement segmentation strategies over markets taking various criterions into consideration. In this sense, age has been pointed out as one of the most important and widely-used criterions in the determination of market segmentation (Yaşa and Bozyiğit, 2012: 29-33).

Having good relations with consumers requires better understanding of them (Williams and Page, 2011: 2). Nowadays in the business world, marketing people should develop a better or more sophisticated understanding towards consumers who are dispersed and more diverse. Within this context, detailed analysis of generations matters than ever before (McCrinkle

and Wolfinger, 2009: 176). For this reason, marketers, in time, began to benefit from generations as a roadmap in their marketing strategies (Altuntuğ, 2012: 207-208).

Generations Y and Z

Youth culture of the recent times, which is represented by Generations Y and Z, has been transformed by the changes emerged in politics, marketing, technology, and cultural formations. In this regard, recently-formed youth culture has been considered quite different compared to previous times. In accordance with such disparities, Generations Y and Z have been evaluated as diverse from other generations in the general terms (McCrinkle and Wolfinger, 2009: 4).

Accordingly, within the scope of the study, importance of generations Y and Z in the marketing field has been elicited in this section since especially for Generations Y and Z it has been observed that classical marketing methods obviously do not work. More specifically, Generations Y and Z represent the first individuals who are exposed commercial messages through new media technologies. Considering the fact that attention span of those generations relatively shorter, increasing diversity of messages because of the facilities of new media served well for the purpose of marketers enabling them to send messages time after time (McCrinkle and Wolfinger, 2009: 176-179).

Generation Y

From the standpoint of marketers, generation Y, which is forecasted to be three times larger than generation X in terms of population rates, is considered quite different and worth to be studied along with its extraordinary characteristics. Considering high population growth rates of generation Y, it is estimated that, in the near future, this generation will have serious impacts on economic activities with its purchasing attitudes and behaviors (Wolburg and Pokrywczynski, 2001: 33-34).

Along with the serious changes that marketing environments had been exposed to, this generation gained ground as a consumer segment (Reynolds et al., 2008: 19). Generation Y draws attention as the one experiencing effect of consumer culture by 1980s and 1990s. This generation, as being strongly influenced and formed by information era, has been described along with its consuming inclination. People of this generation have been associated with consumption phenomenon, as the consumers have initially been empowered by the participation of generation Y into consumption processes so that members of this generation played an important role in market atmospheres as active consumers. Besides, this generation has been pointed out as the first generation that embraced consumption culture and made it as one of daily routines (Altuntuğ, 2012: 204-209). In accordance with, members of this generation have been labeled by marketing professionals as the first generation who embraced consumption culture and made it as one of the daily routines (Stern, 2002: 190).

Furthermore, economic perspective of this generation is not far away from digital model so that they welcome warmly the changes towards electronic commerce. Hence, they already overwhelmed their parents (Baby Boomers) in terms of purchasing power. In this respect, they are estimated to be named as the largest population regarding purchasing power in markets by this century. Furthermore, it is predicted that they will affect and determine directions of different sectors such as real estate, construction, finance and so on. However, according to some assumptions, this generation will follow the path of their ancestors (Boom Generation and Generation X) in terms of purchasing habits. Accordingly, as Boom Generation (parents) had been observed spending most of their budget on jeans, music, fast food, highest rates of spending of Generation Y have been performed in clothing, entertainment, food respectively (Alch, 2000: 43-44).

As for Generation Y, quickness in everything they deal with is considerably important for them. They can quickly switch from one activity to another or from a media device to a different one. Hence, technology is a quite efficient factor for any activity they take part in or any product they purchase (Berk, 2009: 9-11). As being born into technologically advanced social conditions, this generation prefers instant pleasures. Moreover, they form preferences and interests at very early ages, which make them main target for marketers. Besides, traditional ways of marketing do not suit to these people, they; instead, wish to have customized goods and services experiencing them on their own. Entertainment, clothes, footwear, sports equipment, accessory species have been regarded as their domains of interests, which should be provided, with constant updates of offering. On the other side, advertisement and marketing activities are better to be made through Internet sites, video games, TV or radio programs, e-mail, voice mail, videos, e-cards, banner adverts, screensavers, pop-ups, online chat, interactive television and other digital and visual technologies (Williams and Page, 2011: 8-10).

Generation Z

As for generation Z, it represents masses that opened their eyes into economical and financial crises (Altuntuğ, 2012: 207-208). Besides, this generation has been known along with their determinative impact over consumption practices. Accordingly, they have been regarded quite active in the forthcoming direction of shopping environments in terms of the leading control they have. Also, they consume fast and change their preferences even faster for another product in accordance with their interests. This is why, marketers attribute a special meaning to these masses (Altuntuğ, 2012: 204-209).

Compared to the childhood terms of the other generations, children of the generation Z have been observed as the individuals who mostly expose marketing activities since their

very early ages. In this context, they have been named as the biggest consumers ever (McCrinkle and Wolfinger, 2009: 66). As the new potential consumption of 1990s, generation Z has been noticed by marketing managers. In this regard, consumption or purchasing attitudes, perceptions, intentions and behaviors of this generation regarding online shopping matters for marketing professionals and their future marketing strategies (Ariker and Toksoy, 2017: 485). As a matter of fact, they have great impact over their parents regarding purchasing decision-making (Puiu, 2016: 70).

The fact is that generation Z does not need parental help or approval regarding investigation of products and brands they are interested in since they take advantage of Internet technologies as a great opportunity to obtain any information during their purchase activities. In accordance with facilities that Internet technologies provide, they may check views, experiences, preferences and any other detail visiting related sites such as; blogs, forums and so on (Bassiouni and Hackley, 2014: 118).

Having different and distinctive characteristics from earlier generations, this generational cohort is believed to have a probable disparity in purchasing and consuming behaviors. As they constantly live in a virtually designed world, their consumption patterns have been formed along with the inclinations, which lead them to follow shopping world through technology-based environments (Priporas et al., 2017: 376).

Along with the increasing number of technological channels in marketing, which caused higher competition, raising expectations and provided more opportunities, consumption patterns have changed as well in the light of online selling, customization and similar returns. In accordance with these developments, Generation Z found its own way of consumption (Puiu, 2016: 68).

Especially economic, socio-cultural and technological changes caused this generation to be superior from other

generations as having sort of trend-maker profile. Members of this generation have come into prominence as effective component of purchasing decision-making processes. For this reason, marketers predict that this generation will form forthcoming consumption patterns and consumer behaviors (Altuntuğ, 2012: 206). As having greater options of product and services compared to previous generations, generation Z is much more interest in and has greater confidence in e-commerce practices (Wood, 2013: 1).

Beyond that, they mostly prefer to make shopping themselves. Also, sometimes, their parents purchase for them as well. Marketers show a special interest to girls in this generation because of the purchasing potential they have. What is more, these people have been characterized with liberal social values and been fond of new media technologies, virtually gained friends and instant pleasures. In this sense, they prefer as fast customer services as possible (Williams and Page, 2011: 10-12).

Comparison of marketing characteristics of generations Y and Z

To discover marketing based qualities of the generations Y and Z below given characteristics will be useful. Accordingly:

Generation Y:

- Against to classical marketing methods
- Receiving commercial messages through new media technologies
- Shorter attention span
- High population growth rate
- Inclined to consume and associated with consumption
- Have an important role in markets
- First generation to embrace consumption culture
- Exposed to consumption culture in the daily routine

- Tended to e-commerce
- Huge purchasing power in the market
- Leading generation in different sectors of the economies
- Quickness is important in purchasing activities
- Getting involved in purchasing activities through new technologies

Generation Z:

- Against to classical marketing methods
- Receiving commercial messages through new media technologies
- Shorter attention span
- Early meeting with economical and financial crises
- Early meeting with marketing activities
- Influential on the consumption practices of their parents and in general
- Leading generation in the future direction of shopping world
- Fast shopper and biggest consumer ever
- Enjoying facilities of Internet technologies in their shopping activities
- Trend maker
- Decision makers in purchasing activities
- Have confidence in e-commerce practices
- Self-shoppers

As it can be seen clearly through marketing characteristics of generations Y and Z, these generations have both similarities and differences in terms of their potential in the marketing environments. In this sense, both generations prefer new marketing methods. In addition, they pay attention to quickness in marketing communication and consumption processes. In other words, their preferences fit to e-commerce or online shopping practices. On the other hand, generation Z is come

into prominence with unique characteristics. For example, this generation is quite dominant in trend making and purchasing decision-making phases. Besides, these people relatively more competent in purchasing activities it is because they are one-step ahead of other generations with their great confidence and influential traits over others in terms of shopping preferences.

Consumer Behavior in the Light of Relations among Attitude, Intention and Behavior

Shopping behavior may differ according to socio-demographic characteristics such as gender, age, education and so on. According to a research done by Brosdahl and Carpenter, (2011) among different generations including the silent generation, the 13th generation, the Baby Boomers and the Millennials, male consumers as a market segment act differently in shopping orientations compared to other generations. Furthermore, Moye and Kincade (2003) examined female consumers in terms of shopping orientation. As a result, four different shopping segments emerged as *confident apparel shopper*, *decisive apparel shopper*, *extremely involved apparel shopper*, *highly involved apparel shopper*.

Seock and Bailey (2008), found that male and female customers have varieties in terms of their shopping orientations. Along with the emergence of Internet technologies consumers have been facilitated to reach greater range of suppliers, goods and brands just clicking on Web pages since they have been enabled to meet Internet retailers through Web sites (Cheung and Lee, 2005: 327-328). Especially, emergence of World Wide Web has enabled commercial world to take part in the Internet-surrounded environments, which provide different new possibilities for both marketing people and consumers. Accordingly, especially consumers obtained more advantages in terms of having expert advice, reaching customized services, meeting quicker processing and delivery of orders comparison of product, services and stores, paying lower transaction costs, getting rid of obligation of talking a salesperson. However,

disadvantages such as fulfillment of orders, protection of customer information, methods of payment (Vijayasathy, 2004a: 747); low trust or perceived risk situations (Javadi et al., 2012, 83) are difficult to ignore. Nevertheless, consumers have become more powerful compared to suppliers, as they have not been before (Geissler and Zinkhan, 1998: 386).

On the other side, evolutionary developments in digital technologies caused remarkable changes in consumer behaviors as well as in the consumer types. Accordingly, 6 major digital consumer profile came out containing *influencers, communication insanes, information and news followers, the ones wishing to expand their social environment, emulators, functional users*. Therefore, marketing people intend to reach to more details regarding their varying customer potential profiles including life style and routines they have or platforms and sites they spend time in (Aksoy, 2010: 50-52). Accordingly, some theoretical models have been utilized in or adapted to researches regarding the predictions of purchase intentions and behaviors. One of the most prominent models belongs to Fishbein (1967) and has been called as *Extended or Behavior Intentions Model*, which firstly emerged as an adapted version of Dulany's (1968) *Propositional Control Theory*, intending inspection of relationship between attitudes and behaviors in the general meaning. In this respect, Fishbein's Extended or Behavior Intentions Model had been utilized in different studies concerning purchasing intentions and behaviors (as cited in Ryan and Bonfied, 1975: 118, 125).

Scholars are in agreement with the notion that spending potential of the consumers is quite changeable and hard to predict (Juster, 1960: 604). Hence, primary studies in the history emerged as being conducted to make inferences regarding purchase likelihoods (Ferber and Piskie, 1965: 322; Gabor and Granger, 1972). Besides, some other pioneering researches in the field had been implemented along with the data collection about consumer expectations. Regarding

consumer expectations and measurement of them, *Thomas Juster* came into prominence along with *Juster Scale* (Juster, 1969). However, measurement of expectations has been figured out to be insufficient on the prediction of behaviors soon. In this sense, inspection of attitudes and plans of the consumers have been commenced by George Katona with the aim of detection of consumer eagerness for spending (Adams and Juster, 1974: 11).

Besides, before that, scholars generally attempted to uncover purchasing behavior patterns taking only demographic and socio-economic characteristics of the consumers into consideration. However, this way of working has not been considered as good enough in the predictions of purchasing behaviors as well. Hence, they have also turned towards purchasing attitudes and intentions of consumers believing that focusing on these concepts would give better results in terms of prediction of consumer purchasing behaviors (Day et al., 1991: 18).

Beyond that, changing marketing environments along with the Web technologies created need for further investigations regarding customer attitudes. This requirement emerged in order to reveal how important customer behavior is in the marketplaces in just the same way that it was crucial in the marketplaces since attitudes are able to determine loyalty or fidelity behaviors of customers towards brands, products, and services. To put it differently, despite the great facilities provided by Internet technologies, one of the biggest endeavors of the companies, serving online, is ability to obtain as much more customer as possible (Lu and Lin, 2002: 1-2).

Attitude

The reason of emergence of attitude as a quite well known concept has been associated with assumption that attitudes have some connections with behaviors (Wicker, 1969: 41). However, there has not been a common or globally

accepted definition for the concept in spite of vast amount of researches conducted so far. The concept of attitude have generally been described in the scope of evaluation, affect, cognition, and behavioral inclinations (Olson and Zanna, 1993: 119). Likewise, Insko and Schopler (1967: 361-362) making remarkable contributions in accordance with the same idea, describe attitudes as “evaluative feelings of pro or con, favorable or unfavorable, with regard to particular objects”. Also, they underline that “the objects are considered to be either concrete representations of things or actions, or abstract concepts”. In the literature, among many other definitions, notion of attitude has also simply been defined as a reaction given to any object or premise stimulant. Whether or not that stimulant is visible, it is generally regarded an external and independent one (Breckler, 1984: 1191). In another definition, attitude has been characterized as assessment, which implies beliefs, decisions and opinions regarding any attitude object (Breckler and Wiggins, 1989: 253) of the person towards any entities (Ajzen and Fishbein, 1977: 889).

In fact, notion of attitude has been assessed along with the terms of ideology and value since they have some common characteristics. Accordingly, those three concepts (attitude, ideology, value) have been based on the structure of subjective, conscious or unconscious evaluations over different conditions and phenomenon. According to that perspective, they are not independent from and affect each other. To generally compare those three notions, ideologies are considered as most intangible one which is followed by values straight after. Differing from two others, attitudes are distinctive as either being based on direct experiences (Doll and Ajzen, 1992: 754) or as being more tended to be compatible for both tangible and intangible circumstances. Formation of values, ideologies, and attitudes have been associated with and are claimed to be rested on the structure of beliefs, feelings and past behaviors (Maio et al., 2006: 283-292).

Relationship between attitude and behavior

The mystery of the relationship between attitudes and behaviors, and the degree to which attitudes may be an effective factor in the estimation of behaviors have been wondered and researched by academic environments for quite long terms. In the very previous studies such as La Piere (1934); Corey (1937) the idea of perfect or high level accordance between attitudes and behaviors have been objected while in some researches done by Allport (1935), Green (1954) attitude had been pointed out as a factor having consistency or potential of prediction regarding responses given to social objects (Fazio and Zanna, 1981: 162). Moreover, some other scholars such as Campbell (1950); Doob (1947); Fishbein and Ajzen (1974); Weigel and Newman (1976) attributed predictive characteristics as well to the attitudes describing the concept as effective element over behaviors.

In addition to above studies, some other researchers elicited similar results implying the presence of relationship between attitudes and behaviors. In accordance with that, in these studies such findings including *bilateral and causal connection* (Insko and Schopler, 1967: 374); *uncertain relationship* (Festinger, 1964: 417); *weak relationship* (Wicker, 1971: 29); *meaningful and predictive relationship* (Seligman et al., 1979: 78); *predictive relations in case of institutionalized and routinized circumstances* (Crespi, 1971: 327); *considerable relationship* (Goodmonson and Glaudin, 1971: 171); *attitudes are function of the evaluations creating meaningful relationship* (Fishbein and Coombs, 1974: 112); *significant relation* (DeFleur and Westie, 1958: 673); *attitude regarding an object is constantly relevant to multiple-act criteria while it has no regular relation with single-act criteria* (Fishbein and Ajzen, 1974: 59); *consistency between attitudes and behaviors rest on the perceived typicality of target person* (Lord et al., 1991) had been obtained.

As for the categorization of subjects, investigation of attitude-behavior relationship have been applied into and observed through different topic of studies including Wicker (1969) *attitudes of students concerning psychological experiments*; Kelly and Mirer (1974); Fishbein and Coombs (1974) *voting behavior*; Seligman et al., (1979) *attitudes of home owners regarding their energy usage and electric consuming behaviors*; Goodmonson and Glaudin, (1971) *attitudes regarding organ transplantation*; Himelstein and Moore, (1963) *racial attitudes*; DeFleur and Westie, (1958); Warner and DeFleur, (1969); Linn, (1965) *relationship between verbal attitude and behavior*; Tittle and Hill (1967); Corey (1937) *relationship between attitudes and behaviors*; Fendrich, (1967); Bray, (1950); Kutner et al., (1952) *relationship between racial attitudes and behaviors*; Carr and Roberts (1965) *measurement of attitudes toward social action*; Freeman and Ataoev, (1960) *relationship between attitudes and cheating behaviors*; Potter and Klein (1957) *evaluation of relationship between maternal attitudes and behaviors*.

Relationship among attitude, intention, and behavior

Values, ideologies and attitudes have impacts on behaviors or formation of behaviors (Maio et al., 2006: 295). Beyond that, relation between attitudes and intentions is more determinative on behaviors. Accordingly, actions or behaviors can be predicted through attitudes as long as intentions and behaviors have meaningful or serious connections in between. In this regard, prediction of behaviors through attitudes is generally based on existence of consistency between the attitudes and behaviors for the objects in question. Thus, however the idea has just been rested on intuitional base or foresights, if attitudes are positive for an object, people will behave in a positive way as well regarding same entity. In brief, according to one of the most acceptable conclusions can be drawn, in case there is not high and consistent relation between attitudes and behaviors, then correspondence between attitudinal and behavioral

entities would be low and weak. In other words, prediction of behaviors inspecting attitudes are not easy unless detecting high correspondence and powerful relation in between (Ajzen and Fishbein, 1977: 888-913). On the other side, as for Fazio and Zanna's study (1981: 195), they elicited the results that despite the fact that there is not a perfect compatibility between attitudes and behaviors, attitudes still may provide meaningful contribution in the predictions of behaviors.

Besides, to examine the nature of the human behavior, it has been stated that behavior is a goal-driven act (Insko and Schopler, 1967: 364) so that most of the people behave in accordance with some purposes. In other words, nature of the human being has been tended to behave strategically one way or another. Thus, people act, in time, without making conscious tactics because they routinely get used to perform same behaviors. Whether or not people behave in daily routine without conscious actions, their behaviors still represent specific goals. In this regard, it is highly possible to conclude that intentions have strong dominance over actions and behaviors (Ajzen, 1985: 11).

Technology Acceptance Model (TAM) and Online Shopping Attitudes of Consumers

Regarding to relationship between attitudes and behaviors, various theories have been elicited including *Theory of Reasoned Action* by Fishbein and Ajzen (1975); *Mode Model* by Fazio (1990); *Theory of Planned Behavior* by Ajzen (1985); and *Eagly and Chaiken's Composite Model* by Eagly and Chaiken (1992) (as cited in Olson and Zanna, 1993: 131-133). However, in our study, only Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) have been reviewed among four of these theories since TRA and TPB form the basis for *Technology Acceptance Model* on which this study rest on theoretically.

Theory of Reasoned Action

Advent of the *Theory of Reasoned Action* (TRA) occurred along with the purpose of prediction of behaviors, which emerge under the control of the will. According to theory, people act deliberately so that they are generally aware of their behaviors and possible results. Besides, *intention*, which may change in accordance with involvement of new information, time or personal differences, plays a critical role while the actions are implemented. More specifically, intentions determine the direction of the behaviors so that if intentions change, behaviors change too. Furthermore, according to theory, intentions have been determined by two factors: personal and social influence. Accordingly, personal factor explains the attitude towards actions or behaviors since this factor represents the assessment of people regarding the implementation of the action or behavior in question. Moreover, factor of social influence clarifies the subjective norms that people obtain as a result of the social enforcements or doctrines. In summary, theory tells that behaviors come out or are implemented by people in case they are regarded favorable either assessed in the scope of personal or social influence (Ajzen, 1985: 12-22).

This theory has been utilized in the scope of different research subjects by various scholars involving Norman and Tedeschi (1989) *adolescent smoking decisions*; Stasson and Fishbein (1990) *perceived risk of driving and intentions regarding seatbelt wearing*; Steffen (1990) *implementation of testicle self-exam*; Strader and Katz (1990) *nursing students' career*.

Theory of Planned Behavior

Theory of Planned Behavior (TPB) emerged as extended version of TRA. It supposes that estimation of the behavior-oriented performances can be possible through inspection of the intentions and perceptions of control that people have for that behavior. On the other hand, TPB reveals three independent

factors that determine intention. Accordingly, first factor is *attitude towards behavior* that stands for evaluation level of people as positive or negative towards subject behavior. The latter one is *subjective norm* that correspond to perceived societal oppression while implementing the behavior. The last but not least, *perceived behavioral control* has been named as factor which means perceived ease or hardness while implementing the behavior (Doll and Ajzen, 1992: 755).

Furthermore, theory suggests that actions and behaviors happen as a result of or being rested on well-organized plans. According to the theory, for the accomplishment of plan, people are supposed to have a reasonable plan as well as having other proficiencies such as sufficient ability, information, time, facilities and strength of will. In accordance with that, people would struggle to implement a behavior only if they think they have much more benefits in the case of accomplishment of the behavior than disadvantages in any failure (Ajzen, 1985: 36).

Technology Acceptance Model (TAM)

In the literature, it is possible to see different theories focusing on the explanation of user adoption and acceptance of new technologies. The theories among the most well-known are as follows: *Diffusion of Innovations* (Rogers, 1995), *Perceived Characteristics of Innovations* (Moore and Benbasat, 1991; Plouffe et al., 2002) *Social Cognitive Theory*, *Theory of Reasoned Action*, *Theory of Planned Behavior*, *Technology Acceptance Model* (Davis, 1989; Davis et al., 1989), *Unified Theory of Acceptance and Use of Technology*, *Expectation Confirmation Theory* are the fundamental theories for the explanation of technology usage.

Among others, Technology Acceptance Model (TAM) seems as the mostly well-accepted theory (Agarwal and Prasad, 1999: 362). Advent of the TAM has been based on Theory of Reasoned Action (TRA), which has been put forward, by Fishbein and Ajzen in 1975. Being accepted as intention-based

model, TRA has been regarded as very effective to explain human behaviors. For this reason, TRA has been considered as suitable for the researches of factors regarding computer usage behavior. Concerning user acceptance of information systems and computer usage behavior, Davis (1986) made a great contribution to the field with the introduction of Technology Acceptance Model (TAM). Davis's model (TAM) aimed to explain acceptance of information systems and computer usage behavior as an adaptation of TRA. However, compared to TRA, which is the theoretical foundation of TAM, TAM has been relatively more specific theory focusing just in the behaviors regarding acceptance of information systems and usage of computer technologies. The original TAM claims that *perceived usefulness* and *perceived ease of use* two main factors, which determine the computer acceptance behaviors (Davis et al, 1989: 983, 985).

Perceived Usefulness: This sub-dimension refers to the extent to which users considers that utilizing the technology in question may contribute to their performances positively (Ha and Stoel, 2009: 565; Venkatesh, 2000: 344).

Perceived Ease of Use: The sub-dimension representing the extent to which consumers expect that using a certain technology would be effortless (Ha and Stoel, 2009: 565; Venkatesh, 2000: 344).

What TAM basically suggests is that perceived usefulness and perceived ease of use may designate the behavioral intention of the users towards specific technologies so that final behavior would be formed accordingly. To put in order, perceived ease of use would affect perceived usefulness within the scope of usage of a certain technology (Venkatesh, 2000: 343).

Among the many previous researches conducted in the literature, TAM have been utilized and validated in the inspection of technology admission of users (Ha and Stoel, 2009: 565-

566). From this point of view, many studies focused on the various technology acceptance patterns including *acceptance of telemedicine technology* (Chau and Hu, 2001); *acceptance of desktop video conferencing* (Townsend et al., (2001)); *acceptance of online games* (Hsu and Lu, 2007); *adoption of email* (Huang et al., 2003); *acceptance of banking technologies* (Dalcher and Shine, 2003); *acceptance m-commerce technology* (Bruner and Kumar, 2005).

Moreover, acceptance of information technology is a conspicuous issue, which has been investigated with great interest in recent times. Researchers care especially about usage and acceptance of those technologies by users. Accordingly, some theoretical approaches specifically study acceptance and usage of information technologies by users. Among them, Technology Acceptance Model (TAM) draws attention as one of the most prominent and commonly used approaches (Venkatesh, 2000: 342-343).

It is because TAM has been used so common in the researches regarding acceptance and usage of information technologies (Bhattacharjee and Sanford, 2009: 389), Web sites, as mandatory interface for online shopping and an example of information technologies, can be regarded as in the research area of TAM. Accordingly, analysis of online shopping activities in the scope of TAM seems acceptable (Gefen et al, 2003:53-54). However, two fundamental components of TAM, *perceived ease of use* and *perceived usefulness*, had been extended by some researchers who worked in the area of online shopping since they believed that TAM would be insufficient in explaining the online shopping practices without extension (Yılmaz and Tümtürk, 2015: 360).

Hence, extended Technology Acceptance Model (e-TAM) emerged as a commonly used model in analyzing online shopping behaviors of people. In this sense, e-TAM had been formed along with the new beliefs added by different studies based on e-commerce (Hernandez et al, 2009: 1233-1234).

Accordingly, beliefs added include *Trust* and *Satisfaction* by Kim et al., (2003); *Perceived Benefits* by Davis (1989); Moore and Benbasat (1991); *Perceived Performance* by Davis et al, (1989); Davis (1989); *Confirmation* by Bhattacharjee (2001); *Familiarity and Trust* by Gefen (2000); *Satisfaction* by Spreng et al., (1996); Fornell (1992); *Perceived Risk* by Kohli (1989); *Willingness to Purchase* by Mathieson (1991); *Trust* by Portz (2000); *Compatibility, Security, Privacy, Self-efficacy, and Normative Beliefs* by Vijayasarathy (2004b) who named this new model as “augmented or enhanced TAM”.

Among the rising tendencies towards online consumption, detection of the factors that affect the attitudes of consumers regarding online shopping is getting harder. Therefore, it is believed that technology acceptance of the consumers may have some implications with regard to acceptance of online shopping by consumers it is because online shopping is an innovative method of retailing based on Internet and Web technologies. Hereunder, TAM may be regarded as a basis in the inspection of acceptance patterns of online shopping (Ha and Stoel, 2009: 565-566). Beyond that, considering the fact that many scholars including Kim et al. (2003); Jarvenpaa, et al. (2000); Gefen (2000); Spreng et al. (1996); Kohli (1989); Fornell (1992); Portz (2000); Vijayasarathy (2004b) who examined online purchasing patterns taking e-TAM as the basis; e-TAM can be a groundbreaking solution in the prediction of consumer attitudes towards online shopping.

Online shopping and varying consumer profile in the light of extended-Technology Acceptance Model (e-TAM)

Online shopping which provide products and services for customers via Web sites, can be defined as exchange process of time, effort and money to buy products and services (Chiu et al, 2009, s.348).

Consumers find online shopping as advantageous since they believe that this way of shopping enable them to save time

and energy, have suitable price, easiness and many different choices reaching to huge amount of information regarding products and services (Lin, 2007: 433).

Online shopping in the distinction of online shopping attitude and behavior

The relationship between attitudes and behaviors is a long-term discussion in which ability of attitude in the prediction of behaviors has been examined (Wilson et al., 1984: 5). In this regard, various researches have inspected the relationship between attitudes and behaviors or actions that include *examination relationship between attitudes and actions* by Wicker (1969); *measurement of attitudes and prediction of behaviors* by Tittle and Hill, (1967); *attitudes and prediction of behavior* by (Kraus, 1995); *prediction of behavior through attitudes* (Bray, 1950).

Beyond that, prediction of behaviors through attitudes have been correlated with some specific subjects which include *prediction of energy consumption through the attitudes of home owners* (Seligman et al., 1979); *measurement of the relationship verbal attitudes and behaviors regarding racial discrimination* (Linn, 1965); *measurement relationship between attitudes and human organ transplantation* (Goodmonson and Glaudin, 1971); *observation of relationship between attitudes and cheating behavior* (Freeman and Ataoev, 1960); *Analysis of relationship between attitudes and voting behavior* (Fishbein and Commbs, 1974);

On the other side, regarding consumers' attitude towards shopping, many researches have been done such as *attitude of consumers towards tablet self-service for fashion retailing* by Chandrawati and Lau (2016); Li and Zhang (2002); *consumers' attitudes towards online shopping* by Liao and Cheung (2001); Al-Debei et al., (2015); Shergill and Chen (2005); *generational differences of male attitudes and orientations toward shopping* by Funches et al., (2017); *attitudes of consumers in the scope of trust to a Web site* by Martin and Camarero (2008);

Furthermore, variations among generations regarding shopping have been examined by diverse researches including *generational differences in household apparel expenditures* by Norum (2003); *differences of generations towards mall attributes and shopping value* by Jackson et al. (2011); *comparison of generation Y and Baby Boomer regarding shopping behavior* by Parment (2013); *generation millennials and e-commerce* by Puwalski (2010); *generational comparison regarding shopping orientations* by Broshdal and Carpenter (2011); *comparison of Czech Republic and Slovakia in terms of generation Y and its attitudes towards online shopping* by Krbova (2016). Besides, regarding examination of consumers' e-commerce or online shopping acceptance some remarkable studies came out including *e-commerce adoption* by Gefen and Straub (2000); Ahn et al. (2004); *e-shopping acceptance* by Ha and Stoel (2008); *Web retailing adoption* by O'Cass and Fenech (2003).

Simply put, online shopping is a multi-phased structure in which consumers are first supposed to embrace Internet as the shopping medium. Thereafter, phase of consumer attitude comes which represent view of consumers towards a certain Internet store. The next stage is consumer intention, having positive relationship with consumer attitude, which refers to eagerness to buy or to make extra purchases. Moreover, online shopping decision making is another step which directly affect phase of purchasing behavior that ends with ordering and making payments for specific goods and services (Li and Zhang, 2002: 512-513).

To differentiate online shopping attitude and behavior which are the important phases of online shopping process in terms of the implications of this study intended to be revealed, the processes in which goods and services are purchased by means of Internet technologies have been described as *online shopping behavior*. In such a process, consumers act towards

shopping as a result of noticing needs for some specific goods and services (Javadi et al., 2012, 81-82).

However, *online shopping attitude* implies psychological state of mind of consumers regarding purchasing action of them via Internet. The importance of the consumer attitude is that it has remarkable impact over intentions towards online shopping, which determines online shopping decision making as positive or negative. Afterwards, final behavior “online purchasing” or “online purchasing transaction” appears if consumers are satisfied with the goods and services they are interested. In this sense, satisfaction of the consumers, defined as degree that perceptions of consumers regarding online shopping experience meet their expectations, determine the direction of all other phases of this structure (Li and Zhang, 2002: 508-513).

Technology orientation of the consumers and acceptance of online shopping

Cultural perceptions and social structures are quite influential in the formation of technologies in everyday life. Likewise, technological formations transform societies and daily life practices (Røpke, 2001: 413). Typical society definition of the present times varies as involving *post-industrial or post-modern, late capitalism or information, consumption, electronic or digital societies*. Common characteristic of these societies is that they are all formed through and surrounded by communication, consumption and technology-oriented factors (Aksoy, 2010: 48).

As the area of usage of Internet technologies expand, variety of activities made through it diversifies. Accordingly, people make use of Internet technologies along with range of intentions such as source for having information, entertainment, for building career, social status, and education or for business establishment (Lissitsa and Kol, 2016: 305). Hereunder, Internet, nowadays, has been commonly used in business

activities as well meeting business organizations and consumers in virtually-designed common marketing environments. Regarding the predictions of future online shopping patterns, good comprehension of such Web-based purchasing activities matters (Swaminathan et al., 1999: 1-2).

In recent terms, Internet has become a huge global market in which various and great amount of goods and services have been provided. Thus, major e-commerce environments emerged. Business to consumer (B2C) is a commonly used e-commerce method by consumers who benefit from such practices along with various purposes such as inspection of prices and reviews of the goods, selection of goods and services, making orders and payments. B2C channels dominate the modern business world meeting consumers with countless online stores, brands, goods and services (Javadi et al., 2012, 81).

In this respect, one of the mostly utilized fields of Internet is online shopping for which Internet adoption of people is quite essential (Lissitsa and Kol, 2016: 305). Internet technologies take part right in the center of online shopping activities. Companies utilize this technology intending to reduce marketing costs, distribute information, get feedback, conduct surveys and sell products. Likewise, consumers benefit from the Internet to compare prices, delivery conditions, and characteristics of the product, to purchase product and services and so on (Shergill and Chen, 2005: 79-80).

However, compared to old times, new consumer profile differ from traditional ones since they benefit from high technologies such as cable TV, network, satellite and Web technologies, phones as daily basis (Babaoğul and Bener, 2010: 106). Moreover, shopping tendencies and habits of the consumers are quite changeable. Online shopping represents a new era in which traditional shopping manners are not enough to make inferences regarding online shopping patterns which leads to conduct further researches over consumers' approaches towards online shopping (Wang et al., 2007: 297).

As the electronic commerce came out as a Web-based shopping formation, security issues had been involved among concerns of the consumers (Jarvenpaa, et al., 2000: 45-46). In this respect, compared to the traditional commerce activities, issue of Trust matters by far in electronic commerce patterns since commerce practices, based on Internet technologies, rely on confidence of the consumers more than ever. Accordingly, consumer trust plays an important role in the intention towards purchasing and formation of purchasing decision (Kim et al., 2003: 353).

In addition, satisfaction matters because it forms the post-purchasing feelings of the consumers. Accordingly, those feelings emerge in the comparison processes of goods and services purchased referring to the degree to which whether the expectations and desires of consumers have been met or not. Also, satisfaction encompasses feelings regarding information obtained in the communication processes with suppliers (Spreng et al., 1996: 15).

On the other side, usefulness, ease of use, compatibility, privacy and security are important in terms of online shopping patterns as well. More specifically, usefulness represents the degree to which consumers consider they would reach to helpful information, be able to compare goods and services, and do shopping activities in a faster way through online shopping. To put it simply, consumers would react in a positive way towards online shopping if they believe that online-based purchasing activities are useful for them. As for *ease of use* that determines the perspective of the consumers towards perceived usefulness, it refers to the degree to which consumers think that online shopping would be an effortless activity. In other words, if consumers believe that online shopping is easy enough, they will use it.

Additionally, compatibility is a sign that displays adaptation degree between online shopping and shopping preferences, lifestyle, and demands of the consumers. This means that if

consumers are convinced that online shopping will meet their need, then they will act positively towards it. Besides, privacy refers to the degree to which consumers consider that their private issues would be concealed during online shopping activities. In accordance with that, if consumers believe that their personal secrets will be kept as confidential, then their reaction will be positive towards it. Lastly, when it comes to security, it represents the degree to which consumers think that online payment would be safe. To put it differently, consumers look for a guarantee for secure payment transactions that will lead them to buy online (Vijayasarathy, 2004a: 750-751).

Beyond that, the fact is that people with younger ages use online environments much more than older ones as using chatting, instant messaging, entertainment, surfing, obtaining information or downloading of music. Besides, older people mostly use these technologies in job seeking, reaching government sites and so on. As a result, different age groups of people have different intentions of Internet usage (Hargittai and Hinnant, 2008: 604).

Likewise, compared to women, men have more interest in technology and been regarded as more active users of it. On the other side, usage of Web technologies, as one of the most important information technologies, are believed to be as another differentiation area where women and men may reflect various usage patterns (Van Slyke et al., 2002: 83-85).

Considering the fact that Web technologies become vital trading channel for business organizations, which use infrastructure of Web technologies, online shopping practices are need to be analyzed by marketers in terms of the attitudes and behaviors that consumers have towards this Web-based shopping style. Business organizations need that investigation since they are supposed to form their strategies such as online advertising, design of Web sites, product variety or segmentation of the market according to attitudes and behaviors of the potential customers towards online shopping (Theo, 2002: 259-260).

CHAPTER FOUR

METHODS

This chapter provides a comprehensive overview of the research model, the population and sample utilized, the data collection instrument, the data collection process, and the data analysis methods. These components will be discussed in detail to ensure clarity and a thorough understanding of the research framework.

Research Model

This study explores whether the attitudes of Generation Y and Generation Z toward online shopping differ within the Extended Technology Acceptance Model (e-TAM) framework. The research model is grounded in the work of Vijayasarathy (2004b), whose framework predicts individuals' intentions to engage in online shopping by integrating core elements of the Technology Acceptance Model (TAM) with normative beliefs, a fundamental aspect of the Theory of Reasoned Action (TRA), as well as self-efficacy, a critical component of the Theory of Planned Behavior (TPB). This study explicitly examines consumers' attitudes concerning the sub-dimensions of e-TAM. The factors of usefulness, ease of use, compatibility, privacy, and security are proposed as sub-dimensions influencing attitudes towards online shopping in the context of e-TAM.

Population and Sampling

The research population comprises undergraduate and associate degree students from Anadolu University and

Eskişehir Technical University. The study employed purposive and convenience sampling methods, commonly utilized non-probability sampling techniques. The research sample includes both preparatory school students, typically representing Generation Z, and senior-year (fourth-year) university students, who represent Generation Y. Overall, the sample consists of 1,030 students from both institutions, all sharing similar income levels, educational backgrounds, and socio-economic conditions.

Data Collection Tools:

To collect the data, the questionnaire initially developed by Vijayasathy in 2004 was adapted to better capture individuals' attitudes towards online shopping. The original questionnaire comprises 19 items utilizing a seven-point Likert scale (1 - strongly disagree; 7 - strongly agree) and includes eight subscales: usefulness, ease of use, compatibility, privacy, security, attitude, self-efficacy, and intention. The adaptation process incorporated strategies proposed by Harkness, Villar, and Edwards (2010) and Hambleton and De Jong (2003). A translation team of two researchers from this study and three native English-speaking PhD students studying in Türkiye translated the questionnaire. A pilot study was conducted over two weeks, involving 350 undergraduate students from Anadolu University and Eskişehir Technical University, specifically from the first, second, and third years.

The research model underwent confirmatory factor analysis. Before conducting the factor analysis, the suitability of the data was assessed. The analysis utilized the Lisrel 9.1 program and included 350 participants from the pilot study. The confirmatory factor analysis supported a six-factor, 13-item structure model regarding attitudes toward online shopping. The usefulness subscale was evaluated using three items, while the remaining subscales—ease of use, compatibility, privacy, security, and attitude—were assessed with two items each. In evaluating the

structural model, the goodness-of-fit indices were analyzed to determine how well the model fit the data. Most index values satisfied the criteria for a good fit, indicating that the model is appropriate. This suggests that usefulness, ease of use, compatibility, privacy, and security are sub-dimensions of attitude.

We assessed internal consistency using Cronbach's alpha to evaluate the reliability of the questionnaire and its subscales. The overall coefficient for the entire questionnaire was .896, and each subscale yielded a Cronbach's alpha above .70. These findings indicate that all items contributed positively to the questionnaire, confirming its reliability.

Data Gathering and Data Analysis

The study was carried out with prep school students and senior students during the spring semester of the respective universities, with data collected over four weeks. The data analysis involved conducting independent sample t-tests and multiple regression analysis. The independent sample t-test was used to determine whether there were statistically significant differences in the attitudes of Generation Y and Generation Z towards online shopping, specifically within the framework of e-TAM sub-dimensions. Standard multiple regression analysis was also employed to identify the most significant predictors—usefulness, ease of use, compatibility, and privacy and security—of online shopping attitudes among Generation Y and Generation Z.

CHAPTER FIVE

FINDINGS

Descriptive Statistics

In our research, we analyzed Internet usage of participants. We asked, “How long have you been using the Internet?” to participants. Table 5.1 represents the frequencies of Internet usage of generation Y and Z. As seen in the table, three participants belong to generation Y answered that they did not use Internet. However, among participants belong to generation Z no one answered “I don’t use the Internet”. The mean of Internet usage of generation Y was calculated as 5,14 (sd= 0,99) whereas the mean of Internet usage of generation Z was found as 4,91 (sd= 0,97).

Table 5.1. *The frequencies of Internet usage*

	Generation Y		Generation Z	
	Frequency	Percent	Frequency	Percent
I do not use	3	0,63	0	0
Less than 2 years	1	0,21	4	0,77
Between 2 and 4 years	25	5,27	40	7,68
Between 5 and 7 years	93	19,62	126	24,18
Between 8 and 10 years	130	27,43	180	34,55
10 years or more	222	46,84	171	32,82
Total	474	100,00	521	100,00

We also asked to participants “Approximately how many hours do you use your internet per week?” to determine the Internet usage per week. Table 5.2 shows the descriptive analysis. As seen in the table, the mean of Internet usage per week of participants belong to Y and Z are quite close.

Table 5.2. *The descriptive statistics of Internet usage per week*

	N	Minimum	Maximum	Mean	Std. Deviation
Generation Y	473	0	400	30,63	27,640
Generation Z	519	3	256	31,60	22,038

Moreover, in our research we intended to analyze the descriptive statistics for online shopping. For this purpose we asked to participants two questions as follows:

- In the last three months, how many times have you purchased products and services online?
- How much did you spend on your online purchases in the last three months?

Table 5.3 depicts the descriptive statistics for above two questions.

Table 5.3. *The descriptive statistics of online shopping*

	N	Min.	Max.	Mean	sd.
Generation Y					
Online shopping in last three months	474	0	90	4,97	7,341
Cost	474	0 TL	9000 TL	412,63	774,534
Generation Z					
Online shopping in last three months	519	0	100	4,75	7,449
Cost	519	0 TL	12000 TL	413,16	914,194

As can be seen in the Table 5.3, the minimum value for online shopping in last three months is zero for both participants belonged to generation Y and Z. The maximum value for online shopping in last three months is 100 for participants belonged to generation Y whereas 90 is the maximum value for online shopping in last three months for participants belonged to generation Z. The mean of online shopping rate in last three months for generation Y and Z is 4,75 (sd= 7,45) and 4,97 (sd= 7,34) respectively. They are quite close. On the other hand, the

minimum cost rate for online shopping in last three months is zero for both participants belonged to generation Y and Z. The maximum value for online shopping in last three months is 12000 for participants belonged to generation Y whereas 9000 is the maximum value for online shopping in last three months for participants belonged to generation Z. At first look, the maximum cost rate seems incorrect for social status of students. However, these participants revealed that they bought pc computer and mobile phone from the internet so the cost was high. Finally the means of online shopping cost rate in last three months for generation Y and Z are 412,63 (sd= 914,194) and 412,63 (sd= 774,534) respectively.

The Test of the Hypotheses 1 through 5

In order to test hypotheses 1 through 5, we used independent samples t-tests. In other words, to test the hypothesis ranging between H1 and H5 we performed independent samples t-test separately for each hypothesis to explore the differences between generation Y and Z's attitudes towards online shopping.

First, missing data were evaluated with descriptive statistics. We deleted the responses of 29 participants who did not answer one or two items in the survey. Therefore, sample size decreased from 1030 to 1001. Then, we examined normality, one of the preliminary analyses of parametric tests with Q-Q plots and box plots. These graphs displayed normal distribution for all items. Furthermore, skewness and kurtosis values were analyzed for normality. It was found that skewness values were ranging between -1.75 and .12 whereas the kurtosis values were varying between -.67 and .52 According to Trochim and Donnelly (2006:48) if these values range between -2 and +2, the data is normally distributed. Final assumption of independent sample t test is equality of variances. In order to the test the variance equality of scores for generation Y and Z, Levene's test was performed. According the results of Levene's test refer that equal variances assumed for ease of use ($F = .066, p > .05$),

compatibility ($F= .000, p >.05$), privacy ($F= 1.43, p >.05$), security ($F= 3.866, p >.05$) and attitude ($F= .837 p >.05$) on the contrary equal variances not assumed for usefulness ($F= 12.045, p >.05$).

The results of independent samples t-test for the differences in attitudes and its sub-dimensions of generations Y and Z towards online shopping were displayed in Table 5.4.

Table 5.4. *The results of independent samples t-test for the differences in attitudes*

	Generations	N	\bar{X}	SD	df	t	p	η^2
Attitude	Z	527	10,562	2,782	999	.402	.688	-
	Y	474	10,490	2,903				
Usefulness	Z	527	17,260	3,735	922,268	-,333	.739	-
	Y	474	17,340	4,500				
Ease of Use	Z	527	10,372	2,858	999	-2,691	.007	.007
	Y	474	10,854	2,806				
Compatibility	Z	527	9,235	3,263	999	-,633	.527	-
	Y	474	9,365	3,208				
Privacy	Z	527	7,729	2,994	999	-,855	.392	-
	Y	474	7,895	3,137				
Security	Z	527	8,981	2,527	999	.126	.900	-
	Y	474	8,960	2,791				

In comparison of the differences, .008 value, which is obtained by dividing the traditional .05 significance level with the number of analysis (6), was accepted as the level of significance. This way is known as Bonferroni adjustment. Because of the fact that we performed independent samples t-test for 6 dependent variables separately, the chance of a Type 1 error, which means finding significant results although the results are not significant, increases. With the help of Bonferroni adjustment, we reduced the chance of Type 1 error.

As seen in Table 5.4, although generation Z had ($M= 10.562, SD=2.782$) more positive attitudes towards online shopping than generation Y had ($M= 10.490, SD= 2.903$) there

was not any significant difference in attitudes towards online shopping for generation Y and generation Z ($t_{att.}(999) = .402$, $p = .688$). Furthermore there was not any significant difference in usefulness, compatibility, privacy and security for generation Y and generation Z ($t_{use.}(922.268) = -.333$, $p = .739$; $t_{comp.}(999) = -.633$, $p = .527$; $t_{pri.}(999) = -.855$, $p = .392$; $t_{sec.}(999) = .126$, $p = .900$). On the contrary, generation Y ($M = 10.854$, $SD = 2.806$) has more tendency to online shopping because of the ease of use than generation Z has ($M = 10.372$, $SD = 2.858$). There was a significant difference in score for generation Y and Z in terms of ease of use ($t_{ease.}(999) = -2.601$, $p < .008$, $\eta^2 = .007$). However, the magnitude of the differences in the means was very small ($\eta^2 = .007$). Therefore, the statistical difference was not regarded as meaningful enough. Overall results showed that there was not a difference in attitudes of generations Y and Z towards online shopping within the scope of sub-dimensions of e-TAM (See Table 5.5).

Table 5.5. *The results of Hypotheses 1 through 5*

Hypothesis No	Content	Test Results
1	Attitudes of generation Z towards online shopping are statistically different than generation Y in terms of perceived usefulness	Rejected
2	Attitudes of generation Z towards online shopping are statistically different than generation Y in terms of perceived ease of use	Accepted
3	Attitudes of generation Z towards online shopping are statistically different than generation Y in terms of compatibility	Rejected
4	Attitudes of generation Z towards online shopping are statistically different than generation Y in terms of privacy	Rejected
5	Attitudes of generation Z towards online shopping are statistically different than generation Y in terms of security	Rejected

The Test of the Hypothesis 6

Our second research question is related to whether the best predictor (usefulness, ease of use, compatibility, privacy, and security) differs regarding online shopping attitudes of generations Y and Z or not. In order to test the sixth hypothesis (e.g. the best predictor variables for online shopping attitudes of generation Y and Z differs) we conducted standard multiple regression for generations Y and Z separately. Therefore, we split the data into two regarding generations (549 participants belonged to generation Z while 481 participants belonged to generation Y). In this part, firstly the results of standard multiple regression for generations Z were presented. Then, the results of standard multiple regression for generations Y were shared.

Findings of regression analysis for generation Z

Before performing the regression analysis, the preliminary analyses were tested to examine the convenience of the data. The preliminary analysis of multiple regression are outliers, sample size, multicollinearity, singularity, normality, linearity, homoscedasticity and independence of residuals (Akbulut, 2010:68-69).

First, missing values and abnormal responses were examined with descriptive analyses and 28 students were detected. Because of the fact that the number of missing values was under the 5% percent of sample (Tabachnick and Fidell, 2012: 63), these students' surveys were excluded from the analyses. Then we examined outliers in multivariate situations. In order to determine multivariate outliers, Mahalanobis distance, Cook's distance and centered leverage values were examined. The critical value for six variables is 22.46 for $p < .001$ (Tabachnick and Fidell, 2012:952). The values for Cook distance should not be greater than 1, centered leverage values should be below .02 mostly and should not be above .05 (Pallant, 2005:152). With respect to these criteria, 10 students were determined

as multivariate outliers. Therefore, we excluded 10 students' response from the data set. The sample size decreased to 511. Stevens (1996: 72) suggests that about 15 participants per predictor (independent variable) are required for social science research. In the analysis of five predictive variables, 511 participants were sufficient for regression analysis ($511 > 5 \times 15$). Then we examined multicollinearity and singularity assumption with correlation coefficients. The correlation coefficient between variables (attitude, usefulness, ease of use, compatibility, privacy, and security) ranged between .125 and .704. These values were lower than the .90 correlation coefficient which is accepted as the limit value (Pallant, 2005: 142). On the other hand, to assess multicollinearity tolerance values and variance inflation factor (VIF) values were examined. The tolerance values varied between .553 and .801. The VIF values ranged between 1,203 and 1,809. Tolerance values were greater than .10 and VIF values were less than 10 so we can imply that there is no violation assumption of multicollinearity and singularity assumption (Akbulut, 2010: 75). Finally, we examined the normality, linearity, homoscedasticity and independence of residuals assumption. This assumption is related to the distribution of variables and the relationship between variables (Tabachnick and Fidell, 2012: 125). Figure 5.1 displays that normality, linearity, homoscedasticity and independence of residuals assumption was met. Furthermore, in order to examine the independence of residuals, the Durbin-Watson value was calculated and found as 1,915. According to Field (2005: 221), this value should not be between 1 and 3. Therefore, we can declared that there is no violation assumption of normality, linearity, homoscedasticity and independence of residuals.

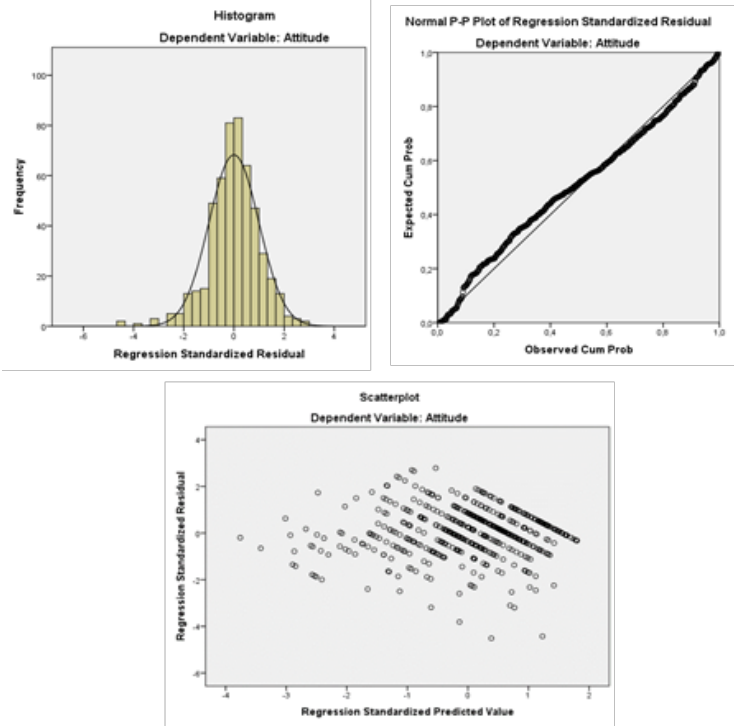


Figure 5.1. Histogram, p-p plot and scatterplot of residuals for generation Z

Table 5.6 displays the results of standard analysis performed to determine best predictor of attitude towards online shopping for generation Z. Table 5.6 shows the calculated R, R^2 , adjusted R^2 , R^2 change, F change (F_{ch}), degrees of freedom (df), unstandardized regression coefficients (B), standard error (SE), the standardized regression coefficients (β), t values and significance levels (p) which were obtained from ANOVA.

Table 5.6. *The multiple regression analysis to predict generation Z's attitudes towards online shopping*

Model	Variables	R	R ²	ΔR ²	R ² _{ch}	F _{ch}	Sd	B	SE	β	t	p<
1	Constant	0,802	,642	,639	,642	181,443	5/505	,300	,411		,730	,466
	Usefulness							,228	,028	,294	8,211	,000
	Ease of Use							,129	,033	,131	3,890	,000
	Compatibility							,342	,029	,404	11,822	,000
	Privacy							-,004	,027	-,005	-,164	,870
	Security							,207	,034	,188	6,057	,000
R = .80, R ² = .64, ΔR ² = .64, F _{(5,505)} = 181,443, p < .001}												

As it can be seen in Table 5.6 standard multiple regression analysis involved all of the independent variables (usefulness, ease of use, compatibility, privacy, and security) being entered into the equation at once. Our model, which includes of usefulness, ease of use, compatibility, privacy, and security to predict attitudes of generation Z towards online shopping, is significant ($R= 0,80$; $R^2= 0,64$; $p <0,001$). All independent variables explained 80% of the variance in attitudes of generation Z towards online shopping.

According to standardized regression coefficients, of these five variables, compatibility made the largest unique contribution ($\beta =.404$). Then usefulness made the second largest contribution ($\beta =.294$) to attitudes. The security made the third largest contribution ($\beta =.188$) to attitudes. The ease of use made the fourth largest contribution ($\beta =.131$) to attitudes. The privacy made the least contribution ($\beta =.005$) to attitudes. When the t test results for the significance of the regression coefficients were examined, it was observed that usefulness, ease of use, compatibility and security were significant predictor ($p <.001$) whereas privacy did not make a statistically significant contribution ($p= .870$). According to results of multiple regression analysis, regression equation for predicting attitudes of generation Z towards online shopping is as follows:

$$\text{Attitudes} = 0,3 + 0,342x\text{Comp.} + 0,228x\text{Use.} + 0,207x\text{Sec.} + 0,129x\text{Ease} - 0,004\text{Pri.}$$

Findings of regression analysis for generation Y

As mentioned before, we investigated whether the best predictor differs regarding online shopping attitudes of generations Z and Y or not. Therefore, we performed standard multiple regression analysis for generations Z and Y. In the previous part, the results of multiple regression analysis for generations Z were shared. In this part, the results of multiple regression analysis for generations Z were displayed. Then overall results were evaluated.

Findings of regression analysis for generation Y were discussed in the same steps as in the previous section. Firstly, we examined the preliminary analysis. In other words, we tested the convenience of second data set. In the second data set, there were 481 students belonged to generation Y. Of the total sample, seven students were detected as having missing or abnormal responses. Therefore, their responses were deleted from the data set. Then multivariate outliers were examined with Mahalanobis distance, Cook's distance and centered leverage values. The critical Mahalanobis value for six variables is 22.46, $p < .001$ (Tabachnick and Fidell, 2012:952). The values for Cook distance should not be greater than 1 on the other side centered leverage values should be below .02 mostly and should not be above .05 (Pallant, 2005:152). Five students were determined as multivariate outliers regarding these values. For this reason, the responses of six students were excluded from the data set. The sample size decreased to 469 participants which were sufficient for regression analysis because the sample size was higher than 15 participants per predictor ($511 > 5 \times 15$) which was suggested for social science research (Stevens, 1996: 72). In order to analyze multicollinearity and singularity assumption, Pearson correlation was performed. It was found that the correlation coefficient between variables ranged between .102 and .692. This finding means that there is no violation assumption of multicollinearity and singularity assumption because the correlation coefficients were lower than .90, which is accepted as the limit value for multicollinearity, and 1 which is accepted as the limit value for singularity (Pallant, 2005: 142). Tolerance and VIF values were also analyzed to assess multicollinearity. The minimum tolerance value was .564 and the maximum tolerance value was .831. On the other hand, the minimum VIF value was 1,203 and the maximum VIF value was 1,772. These findings also contributed to meet multicollinearity assumption because tolerance values were greater than .10 and VIF values were less than 10 (Akbulut, 2010:75). Finally the normality,

linearity, homoscedasticity and independence of residuals assumption was examined with histogram, p-p plots and scatter plot. Figure 5.2 shows that there is no violation assumption of normality, linearity, homoscedasticity and independence of residuals. We also examined the Durbin-Watson value to examine the independence of residuals. The Durbin-Watson value was found as 1,858. Because of the fact that this value was between 1 and 3, the assumption of independence of residuals was met. Overall, all preliminary analysis showed that there is no violation all assumption of regression analysis. In other words, the data set was convenient for regression analysis.

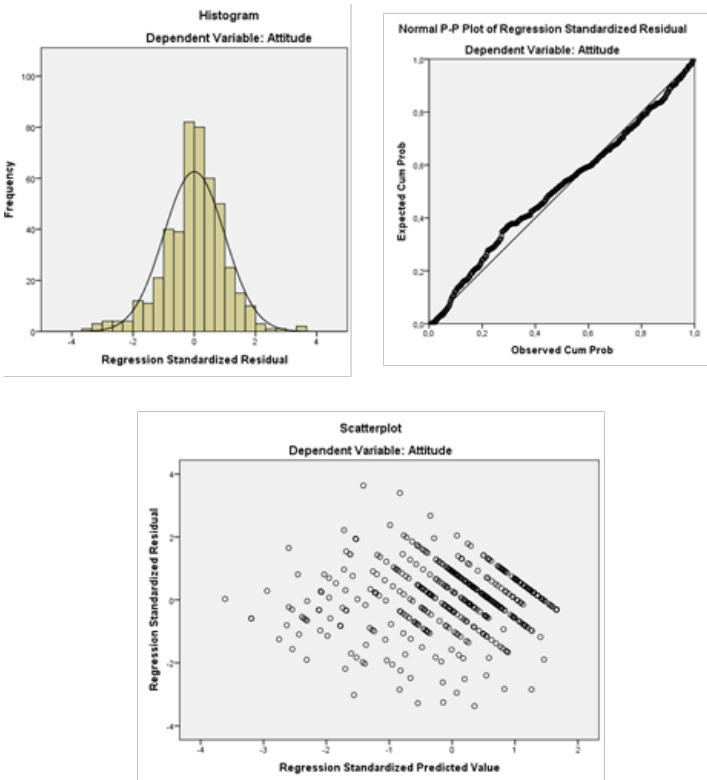


Figure 5.2. Histogram, p-p plot and scatterplot of residuals for generation Y

Table 5.7 shows the results of standard analysis performed to determine best predictor of attitude towards online shopping for generation Y. Table 5.7 displays the calculated R, R², adjusted R², R² change, F change (F_{ch}), degrees of freedom (df), unstandardized regression coefficients (B), standard error (SE), the standardized regression coefficients (β), t values and significance levels (p) which were obtained from ANOVA.

Table 5.7. *The multiple regression analysis to predict generation Y's attitudes towards online shopping*

Model	Variables	R	R ²	ΔR ²	R ² _{ch}	F _{ch}	Sd	B	SE	β	t	p<
1	Constant	0,826	,683	,679	,683	199,205	5/463	-,102	,372		-,273	,785
	Usefulness							,245	,022	,372	10,981	,000
	Ease of Use							,133	,036	,129	3,689	,000
	Compatibility							,299	,030	,330	10,121	,000
	Privacy							,019	,026	,021	,730	,466
	Security							,220	,033	,211	6,559	,000

R = .83, R² = .68, ΔR² = .68, F_{(5,463)}} = 199,205, p < .001

In our research multiple regression analysis involved all of the independent variables (usefulness, ease of use, compatibility, privacy, and security) being entered into the equation at once because we performed standard multiple regression. As can be seen in Table 4.6, our model, which includes of usefulness, ease of use, compatibility, privacy, and security to predict attitudes of generation Z towards online shopping, is significant ($R=0,83$; $R^2=0,68$; $p<0,001$). All independent variables explained 83% of the variance in attitudes of generation Y towards online shopping. This value is higher than explained variance in attitudes of generation Z towards online shopping.

When the standardized regression coefficients of these five variables were analyzed, it was found that usefulness made the largest unique contribution ($\beta =.372$). Then compatibility made the second largest contribution ($\beta =.330$) to attitudes. Usefulness and compatibility made almost same contribution. The security made the third largest contribution ($\beta =.211$) to attitudes. The ease of use made the fourth largest contribution ($\beta =.129$) to attitudes. The privacy made the least contribution ($\beta =.021$) to attitudes. According to the t test results for the significance of the regression coefficients, it was found that usefulness, ease of use, compatibility and security were significant predictor ($p <.001$) whereas privacy did not make a statistically significant contribution ($p= .466$). Regarding results of multiple regression analysis, regression equation for predicting attitudes of generation Y towards online shopping is as follows:

$$\text{Attitudes} = -0,102 + 0,245x\text{Use.} + 0,299x\text{Comp.} + 0,220x\text{Sec.} + 0,133x\text{Ease} + 0,19\text{Pri.}$$

Taking all multiple regression analysis for generation Z and Y into account, we can infer that, the relative importance order of the predictor on generation Y and Z's attitudes towards online shopping was almost the same. The relative importance order of the predictor on generation Z's attitudes towards online shopping was as follows: compatibility, usefulness,

security, ease of use and privacy while the relative importance order of the predictor on generation Y's attitudes towards online shopping was as follows: usefulness, compatibility, security, ease of use and privacy. That's to say, only the first predictor which made the largest contribution was different. Participants belong to generation Z considered compatibility to prefer online shopping while participants belong to generation Y paid attention to usefulness for online shopping. In addition to this, for both generation Y and Z privacy did not make a statistically significant contribution but other variables made statistically significant contribution to attitude. In sum, the best predictor variable differed regarding online shopping attitudes of generations Y and Z.

CHAPTER SIX

DISCUSSION AND CONCLUSION

Discussion

The purpose of this study is to reveal whether the attitudes of generations Y and Z towards online shopping differentiate in the scope of extended-Technology Acceptance Model (e-TAM). Technology acceptance is an indispensable requirement for online shopping. Especially, Web technologies refer to one of the most prominent and important tools in the utilization of online shopping practices. Therefore, in the both international and national literature, most of researchers focused on Technology Acceptance Model (TAM) in the inspection of consumers' attitude, intention and behavior towards online shopping.

The present study basically focus on Technology Acceptance Model (TAM) and its enhanced version named as extended-Technology Acceptance Model (e-TAM) in the inspection of online shopping attitudes of generations Y and Z. In the extended version of TAM (eTAM), sub-dimensions differ from studies to studies as each research adds or excludes some factors according to its subject or scope. In this respect, in the previous researches covered in the both national and international literature, focusing on the different premises of e-TAM regarding attitudes towards online shopping preferences, various results came out.

However, in this study, attitudes of generation Y and Z towards online shopping have been discussed in the scope of e-TAM model proposed by Vijayasathy (2004b). Part of Vijayasathy's enhanced model (e-TAM), which only comprises attitudinal patterns regarding online shopping, consists of 5 sub-dimensions *including perceived usefulness, perceived ease of use, compatibility, privacy, and security* that are main benchmarks in hypotheses of our research.

Accordingly, within the scope of our study, we tested 6 hypotheses that are as follows:

H1. Attitudes of generation Z towards online shopping are statistically different than generation Y in terms of *perceived usefulness*.

Perceived usefulness can be defined as the degree to which consumers believe online shopping would contribute to their productivity regarding shopping activities (Shih, 2004: 354) enabling them to reach helpful information, compare and buy goods and services in a faster manner (Vijayasathy, 2004a: 750). There is a positive relationship between information systems and attitudes of users towards adoption of them (Park et al., 2004: 14). Considering web sites, which is the main tool of online shopping, as an information system, it can be concluded that consumers may increasingly use online shopping environments if they are served well by web sites of business organizations. Study of Çelik (2009) came up with that *perceived usefulness* can be predictive on the attitudes of consumers towards online shopping. Furthermore, Ha and Stoel (2009) found that *usefulness* is a significant predictor of attitudes with regard to online shopping. In addition to this, Barkhi et al., (2008) suggest that *perceived usefulness* is influential in the utilization of online shopping. What is more, Tümtürk (2015) revealed that *perceived usefulness* has serious impacts on attitudes of consumers regarding online shopping. Moreover, Vijayasathy (2004b) elicited that *perceived*

usefulness may be regarded as a strong predictor of online shopping attitudes of consumers.

Within the scope of our study, we assumed that perceived usefulness is influential on the attitudes of consumers based on the findings of above given researches. For this reason, we performed independent t test to compare online shopping attitudes of generation Y and Z regarding perceived usefulness. We found that there is not any significant difference in perceived usefulness for generations Y and Z in the online shopping preferences.

H2. Attitudes of generation Z towards online shopping are statistically different than generation Y in terms of perceived ease of use.

As the consumers think that information systems are easy to use, they increasingly adapt to utilize it (Park et al., 2004: 14). Considering the fact that online shopping environments are based on information systems, that is, web technologies, consumer would utilize online shopping if they think that it is effortless. Çelik (2009) detected that *perceived ease of use* can predict attitudes of consumers towards online shopping. Besides, Tümtürk (2015) discovered that *perceived ease of use* influences attitudes of consumers regarding online shopping. In addition, Vijayasarathy (2004b) disclosed that *perceived ease of use* affects online shopping attitudes of consumers strongly.

In the beginning our study, we also assumed that perceived ease of use has an impact on the attitudes of consumers based on the findings of above given researches. Therefore, we performed independent t test to compare online shopping attitudes of generation Y and Z regarding perceived ease of use. Interestingly it was found that generation Y has more tendency to use online shopping because of the perceived *ease of use* than generation Z has. Despite the fact that difference was statistically significant but the magnitude of the difference in the means was very small.

H3. Attitudes of generation Z towards online shopping are statistically different than generation Y in terms of *compatibility*.

Compatibility has been associated with the degree to which consumers believe that a new technology (here represented by online shopping web sites) would correspond to their necessities and norms. In this case, if consumers believe that online shopping is in harmony with their requirements and preferences, then they would benefit from it (Vijayasathy, 2004a: 750). O’Cass and Fenech (2003) comes up with the finding that *compatibility* affect attitudes towards online shopping. Moreover, Vijayasathy (2004a) elicited that *compatibility* may be considered as a powerful predictor with respect to online shopping attitudes.

As for compatibility, we assumed that compatibility is a factor affecting the attitudes of consumers. In our data analysis, independent t test was conducted to compare online shopping attitudes of generation Y and Z with respect to compatibility. The results showed that there is not any significant difference in compatibility for generations Y and Z in the online shopping preferences.

H4. Attitudes of generation Z towards online shopping are statistically different than generation Y in terms of *privacy*.

Privacy has been referred to the degree to which consumer doubt that online shopping units would not be sensitive about their privacy. Thus, consumers may be concerned about their personal information and ill usage of it by strangers (Vijayasathy, 2004a: 751). Vijayasathy (2004b) and Keisidou, et al., (2011) found that privacy does not have a remarkable impact on attitudes towards online shopping attitudes of consumers.

In our research model we accepted that privacy is one of the effective factor on the attitudes of consumers. Accordingly

we used independent t test to detect if there is any statistical difference in online shopping attitudes of generation Y and Z in terms of privacy. Any significant difference in the online shopping preference has not found for generations Y and Z.

H5. Attitudes of generation Z towards online shopping are statistically different than generation Y in terms of security.

Perceived security, which is quite significant in the internet-based market spaces, have been associated with the extent to which consumers consider that online purchasing activities are secure enough for them. For this reason, business organizations invest in advanced technologies to provide secure business environments to their potential customers (Barkhi et al., 2008: 180, 181). O’Cass and Fenech (2003) and Liao and Cheung (2001) comes up with the result that *security* affects attitudes of the internet users towards online shopping as an important factor. Besides this, Barkhi et al., (2008) revealed that *perceived security* is effective in the usage of online shopping. However, it is not considered as an important predictor for online shopping attitude. Nonetheless, Keisidou, et al., (2011) suggest that *perceived security* positively affects attitudes towards online shopping (books). Lastly, Vijayasarathy (2004) elicited that *security* is a strong factor in the prediction of online shopping attitudes of consumers.

We began our research assuming that security is influential on the online shopping attitudes of consumers. In accordance with that we benefitted from the independent sample t test. Analysis revealed that there is not any significant difference in security for generations Y and Z in the online shopping preferences.

Considering the results of hypotheses, ranged between H1 and H5 except H3, which showed that there is not a significant difference in the online shopping attitudes of generations Y and Z in terms of sub-dimensions of e-TAM, age closeness, similarity in socio-economic conditions can be main reasons

of these results. However, results also show that perceived ease of use is relatively more important for generation Y than generation Z over the attitudes towards online shopping. The reason for this result might be because of the fact that generation Z is considered more tech-savvy and competent in the usage of it compared to generation Y. This means that generation Y minds ease of use in the technology more than generation Z.

H6. The best predictor variables for online shopping attitudes of generation Y and Z differs.

In our study, we performed multiple regression analysis for generations Y and Z separately to find the order of the predictors on generations Y and Z's attitudes towards online shopping. It has been found that the relative importance regarding the order of the predictors on generation Z's attitudes towards online shopping are as follows:

- Compatibility
- Perceived usefulness
- Security
- Perceived ease of use
- Privacy

Whereas the relative importance with regard to order of the predictors on generation Y's attitudes towards online shopping are as follows:

- Perceived usefulness,
- Compatibility
- Security
- Perceived ease of use
- Privacy

In this case, only the first predictor variable, which made the largest contribution, was different. Participants belonged to generation Z considered *compatibility* as most important factor to prefer online shopping whereas participants belonged to generation Y paid attention to *usefulness* most regarding

the preference of online shopping. However, in most of the studies from the literature, generally *perceived usefulness* was found as best predictor of attitudes towards online shopping (eg. Çakır, 2009; Henderson and Divett, 2003; Koufaris, 2002; Vijayasathy, 2004a). Therefore it can be inferred that the finding related to best predictor of generation Y's attitudes towards online shopping was consistent with other research findings which focus on participants belong to generation Y or possibly generation X. In this case, it can be inferred that the best predictor variable of online shopping attitude for generation Y and possibly generation X is perceived *usefulness* whereas *compatibility* is the best predictor variable for generation Z towards online shopping.

The reason for that preference regarding both generations might be that generation Z already accept online shopping practices it because they believe that web technologies and online shopping environments are easy to use, secure enough and would make meaningful contribution to them while they shop. Also, maybe generation Z already admits a little portion of violation of privacy since they are born into environments of social networks, which obtain their bunch of personal information in the first place. This is why, generation just care about compatibility considering whether online shopping would fit to their way of life, serve for their priorities and necessities or not.

As for generation Y, these people most probably mind benefits of online shopping activities and related technologies used before anything else. On the other side, this generation is also tech-savvy and get used to utilize information technologies and internet which prevent them to scare from privacy and security issues of online shopping environments in which they already spend time long periods of time. Thus, they do not consider whether usage of such platforms would be easy to use or not since they already use all of them. For this reason, they merely care about perceived usefulness.

Conclusion

The aim of this study is to elicit and compare attitudes of generations Y and Z towards online shopping in the light of extended-Technology Acceptance Model (e-TAM). In this respect, Vijayasarathy's (2004b) e-TAM model is benefited from in the inspection of online shopping attitudes of generations Y and Z.

Accordingly, multiple regression analysis has been conducted separately to discover the order of the predictors regarding generations Y and Z's attitudes towards online shopping. Results showed that best predictor variable is different in terms of online shopping attitudes of generation Y and Z. Thus, members of generation Z point out *compatibility* as most significant factor in the preference of online shopping while generation Y minds *perceived usefulness* in the online shopping activities.

Besides, independent t test has been implemented to discover if there is any statistical difference in online shopping attitudes of generation Y and Z with regard to sub-dimensions (*perceived usefulness, perceived ease of use, compatibility, privacy* and, *security*) of e-TAM. Overall results showed that there is not a significant difference in the online shopping attitudes of generations Y and Z. In addition to this, sub-dimensions of e-TAM including *perceived usefulness, compatibility, privacy* and *security* do not show any statistical difference for online shopping attitudes of generations Y and Z. However there is a very small statistical difference in perceived ease of use regarding generation Y. Thus perceived ease of use is relatively more important for generation Y than generation Z over the attitudes towards online shopping.

General results of this study imply that young generations actively and effectively get involved into online shopping platforms. Generations Y and Z, who represent current youths and university students of recent times, are rather inclined to shop online. In this sense, it is possible to state that these

youngsters form the potential consumers of the today and future in terms of online shopping patterns. Considering this fact, commercial world and marketing environments should take into account recent inclinations of the young generations in the implementation of their marketing strategies to thrive in a sustainable way. Regarding the outcomes of this study, which gives important implications about the way things are going in terms of attitudes of potential consumers, even online shopping intentions and behaviors of the consumers might be interpreted since literature review points out to such a relationship structure between shopping attitude, intention, and behaviors. According to *Attitude to Behavior Theory*, attitudes direct behavior which means that purchasing decisions of the consumers have been exposed to serious impacts by their attitudes. Therefore, purchasing behavior towards online shopping comes out as a result of positive attitudes of consumers regarding the product or service in question Barkhi et al., (2008). Within this context, in the same line, Tümtürk (2015), Limayem et al., (2000), and Vijayasathy (2004b) states that online shopping attitude is quite influential over online shopping intention. Besides, Çelik (2009) suggest that consumer attitudes have a significant impact on the consumer intentions which eventually affect the real consumer behavior towards online shopping in a positive way. This is why, inspection of attitudes towards online shopping matters to notice the implications regarding online shopping behavior.

In brief, this study is believed to make contributions to field along with its various and unique perspectives. In such a fast changing world atmosphere by means of new technologies, marketing environments and professionals are having difficulty in the prediction of consumption patterns of especially young generations who are exposed to a constant change process in the light of advanced digital technologies. In this sense, regarding online shopping acceptance patterns as linked with the adoption of Internet-driven technologies of the young

consumers, this study offers some implications, which will be useful for the marketing world.

As a result, business organizations should be striving to invest in innovative technologies such as internet and Web to be able to get up to date in terms of online shopping trends and changing marketing conditions in the light of technology. Accordingly, inspection and understanding of implications that are obtained from marketing conditions in which young are dominant and leading factors, matters for business organizations.

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