

The Superstore Myth: A Comparison of Generations X and Z's Purchase Intentions

Anima Karmakar¹, Tasnia Husne Afrin², Anonna Ahmed³

¹Assistant Professor, Department of Business Administration, Varendra University, Rajshahi

^{2,3}Lecturer, Department of Business Administration, Varendra University, Rajshahi.

Abstract

Since life got too busy, individuals have sought to satisfy their requirements using conventional facilities quickly. The word "super shop" has gained widespread usage recently, and Bangladesh is no exception. Bangladeshis are now primarily regarded as super shops while buying daily necessities. But there is thought about the gap between the generations. Every generation has its own economic cycle affecting consumer behavior. Any marketing strategy must take into account the target customer's generation. Supermarket shopping may be prevalent in the West, yet it is challenging to maintain a profitable business in the urban areas of Bangladesh. In three cities in Bangladesh, this study organizes several focused group discussions amongst Generations X and Z. This study indicates that Generation X has a unique perspective on life in Dhaka compared to their peers in Rajshahi and Rangpur. In another sense, GEN X and GEN Z differ significantly in their superstore preferences. The availability of foreign products, peer group influence, cashless transactions, availability of foreign brands, and the shopping environment are all crucial elements for Generation Keeping a superstore profitable in a city is challenging because the majority of shoppers are members of Generation X, who have a preference for the more traditional bazaar. Additional research may be done on the Base of the factors affecting people's attraction to Superstores. More respondents and a wider geographic area should be considered in future studies.

Keyword: Generation X, Generation Z, Superstore, Purchase Intention

Introduction

Bangladesh has experienced the spread of the super shop concept since the 1990s, just like other developing nations around the globe. However, it started to acquire an international scope around 2010. The supermarket business in the country has grown steadily. The rise in per capita income and increased urbanization that have resulted from the increasing purchasing power of the Bangladeshi people have accelerated the profitability and growth of this industry. Due to urbanization, the nation's mega store industry is projected to grow approximately fifteenfold by 2023. The nation's affluent are the primary target market for superstores. The need for supermarkets, experts agree, is steadily increasing in Bangladesh. Consumer education, disposable income, fads, and social norms are all aspects of modern life that have contributed to the growth of Bangladesh's supermarket sector (Light Castle Blog. 2015).

The purchase patterns are different from generation to generation. The idea covers the Greatest Generation born from 1901- 1924, the Silent Generation belonged in 1925–1945, the Baby Boomers from 1946–1964, Generation X considered in 1965 to 1980, Generation Y belongs 1981 to 2000, and Generation Z.

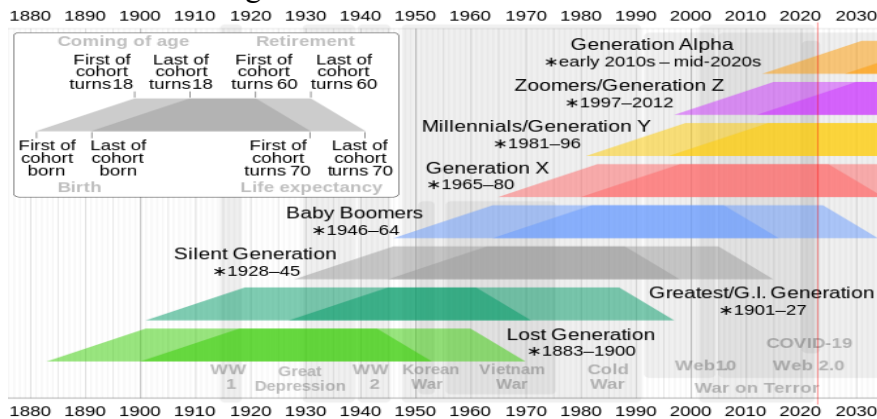
Children born during the 21st century are considered "Gen Z" generation members. Spending on food, entertainment, clothing, vacations, and vehicles are just a few of the many areas where Generation Z members significantly impact their families' purchasing decisions. As grownups, Gen X was confronted by challenging economic conditions. The economic climate was difficult for Generation X, and this generation's chances of success must be more specific. Gen X is more likely to be a professional generation that values freedom of choice over employment loyalty and prefers online research to other generations when purchasing. More than anybody else, they read reviews and browse opinion websites—generation X values independence, sincerity, and genuineness (Akerib, 2017). The baby boomer generation is wealthy and at the highest earning potential. They are affluent consumers who are willing to pay for goods and services. Results are based on a survey of 146 baby boomers who have Internet access but do not shop online. The positive outlook of baby boomers about internet shopping and the influence of their peers were revealed to be significant factors in determining their desire to purchase online in a study done in Malaysia. (Lim, Yap, & Lee, 2014). In the Malaysian context, a study also finds that the demographic composition of gender has the most significant influence on impulse purchase behavior, followed by situational factors and then personal characteristics. It's an exciting conclusion that Generation Y's impulse purchase behavior is not influenced by demographic factors like money, situational factors like social influence, and personal factors like extraversion. (Khan, Hui, Chen, & Hoe, 2016).

The perspectives of consumers of all ages, regardless of their generation, can occasionally vary from one geographical place to another. Consumers' views in Rajshahi City toward their preferred brands are distinct from those of consumers in the capital city and small cities. Numerous elements, such as the availability of international brands, the nation of origin, the price, and promotional activities, influence a customer's purchasing decision. (Karmakar & Ahmed, 2019). Marketers must understand the generation's perception, way of life, and demands. Setting any marketing tactics requires careful consideration of social and economic elements. This study looks at the perspectives of Generations X and Z on superstores in small cities. Fourteen groups were chosen to participate in an in-depth focus group discussion to study consumers' viewpoints from various generations in three cities. The primary purpose of this research is to uncover super shop preferences and decisions made by members of Generation Z. Find out also the preferences and choices that Generation X has when choosing the super shop. Among the target population, one of the purposes of this study is to learn the motivations for going to the super shop.

Literature Review:

Generation Z is a culturally tolerant generation that grows up in a society with a diverse cultural landscape. Because of their extensive travels, they are well-versed in many different cultures and readily adopt characteristics of those societies. They understand that other nationalities have varied interests and preferences and that products made by global corporations must also accommodate these nationalities. One study found that Z-generation consumers, especially college-educated women and those residing in rural areas, were affected by news of the dual quality of goods available in the European Union market (Šramková & Sirotiaková, 2021). Using the theory of planned behavior (TPB) model, researchers discovered that market mavens, technology self-efficacy, and social identity best represent the distinct elements driving Generation Z's purchasing behavior. (Kahawandala & Peter, 2020).

Figure 1: List of Social Generations



Source: en.wikipedia.org/wiki/Generation

According to a study on grocery shoppers in the Kathmandu Valley, most shoppers make spontaneous purchases. Most of the respondents only make preparations after going to the grocery store. They prefer to browse the aisles and pick up whatever they deem necessary. Cash availability, customer mood, POS terminal/ATM facility, price, store layout, time availability, product advertising, retail environment, and reference group are significant elements causing impulsive buying behavior. (Pradhan, 2016).

Despite superficial similarities, a study conducted in India found that the generations' preferences and perceptions differ when selecting their preferred shopping center for purchasing goods and services. Respondents in the Generation X customer group were more likely to shop at a mall than a local market for several reasons, including the convenience of having everything they need in one place, the accessibility of global brands, the variety of products and sciences available, the high quality of the mall's atmosphere, and the satisfaction they get from their overall mall-shopping experiences (Mahajan, Pal, Mahajan, & Dumka, 2019).

Gen X consumers believe online stores are more convenient because purchases may be made anytime. Even among India's Gen X population, there's a consensus that shopping online is more efficient and time-saving. The payment method and the transactional process influence most consumer decisions significantly. For the next ten years, it is expected that Gen X will contribute more money to online sales as their connection and presence in the virtual world increase (S & Balaji, 2018).

Most of Gen Z's time is spent online and on social media, where they are more exposed to online purchasing. Particularly when it comes to online marketing, the crucial trust factor may be built by marketers. The purchase has been improved by technology, online shopping, an ethnocentric mindset, digital tools, and A.I. There are many ways the buyer's purchase purpose is satisfied (Muralidhar & M, 2019).

A study, "The Effect of Store Name, Brand Name, and Price Discounts on Consumers' Evaluations and Purchase Intentions," developed and tested a conceptual model of price discounts, store names, and brand names on consumers' evaluations and purchase intentions (Grewal, Krishnan, Baker, & Borin, 1998). Various factors, including customers' brand knowledge, price awareness, and familiarity with the store brand, influence shoppers' decisions to buy the store brand, as shown by studies. Consumers' direct and

indirect intent to buy can be influenced by their familiarity with a store's brand. Trust in store-brand products increases purchase intent. Price awareness and brand awareness affect store brand buying intention differently. (Calvo-Porrá, Fernández, Boga, & Mangín, 2015). Purchase intention is closely related to consumer awareness, celebrity endorsements, and product packaging and design (Shafiq, Raza, & Zia-ur-Rehman, 2011).

Researchers found a significant and favorable association between consumer knowledge and purchase intention. Of all the consumer knowledge dimensions, consumer expertise positively correlated with purchase intention. All of these associations were positive and statistically significant. The study concludes that consumer familiarity, experience, and product knowledge affect purchasing intention. (Ateke & Didia, 2018). The present research discusses various topics, including advertising in retail establishments, emerging shopping trends, and how these factors assist customers in making purchases while they are still in the store. Customers can access a selection of real-time products in a retail setting that is educational and user-friendly (Kiran, Majumdar, & Kishore, 2012).

The group heavily influences customers' spending habits and is used as a benchmark. Insightful and normative impacts, respectively, were found to benefit users' trial buy intentions. Inconsistencies in product details, consumer experiences, and consumer attitudes all contribute to user reactions that deviate from the reference group's (Ding, Lin, & Zhang, 2020).

Methodology :

Focus groups of wide varieties, including one-way focus groups, two-way focus groups, dual moderator groups, respondent moderator groups, competing moderator groups, mini focus groups, and online focus groups, are used as a qualitative method to comprehend societal issues in-depth. The sample size and group number must be indicated in a focused group discussion (O.Nyumba, Wilson, Derrick, & Mukherjee, 2018). A focused group discussion of descriptive and open-ended queries has been devised to conduct this study.

To prepare a focused group, our team initially selected our group based on income segmentation. Respondents fall into the category of middle-income earners in most instances. Those who are either executives at private companies or run their small businesses were invited through personal networks. Some housewives are also welcome to join us for this discussion. Sessions A, C, D, and F were all conducted online, while Sessions B and E were the only ones to have in-person interactions. The size of each group ranges from ten to fifteen individuals.

The focused group segmentation is summarized in the following table for your convenience.

Table 1: Focused Group Segmentation

Session	Generation	Location	Total Focused Group	No of participants
A	Generation X	Dhaka	3	45
B	Generation X	Rajshahi	2	35
C	Generation X	Rangpur	2	32
D	Generation Z	Dhaka	2	60
E	Generation Z	Rajshahi	3	50

F	Generation Z	Rangpur	2	30
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Source: Authors' own Illustration

Results and Discussion:

For focused group discussion, the following questions have been spread to each group:

What is your thinking about shopping in the superstore and traditional Kachha bazaar? Is the superstore more costly? What influenced you more to go super shop instead of traditional super? What kinds of benefits does the super shop give to the customer?

Group discussion summary from Generation X:

Within the framework of session A, there are three Generation X-specific focused groups. The outcome is a neutral circumstance when group A is focused. Women in the workforce typically choose a super shop based on the events. The location, quality, discounts offered, time-saving, and time-consuming are prominent elements in selecting the mega shop. Men prefer to go to conventional shops more since they are less concerned about comfort than considering paying taxes seems an additional burden. It's also commonly held that, compared to a superstore, independent retailers offer more personalized service and higher-quality goods from shopkeepers who are better known to customers. When quality service is provided to customers, employees experience satisfaction.

According to session B's findings, a considerable difference in opinions towards super stores is seen between Rajshahi City's Generation X and other generations. Being an agricultural city, people are more concerned about their finances because there are fewer earning opportunities than in the capital city, and they prefer fresh produce from local traditional businesses. Both men and women prefer to purchase in the conventional market, regardless of employment. When buying international or upscale products, they consider going to a superstore. Colleagues, neighbors, and family members all significantly impact their lives. Men are particularly encouraged to shop at the typical superstore in this topic. As a hectic existence does not allow for too much physical work, they claim that wandering around the bazaar is cost-effective and healthy.

The outcomes of session C are the same. Rajshahi and Rangpur are located in the northern region of Bangladesh, where employment opportunities are less plentiful than in Dhaka. Therefore, Generation X people are more aware of their buying habits here. However, they are conscious of the challenging circumstances because life has become complicated and time-sensitive. When there are any discounts or offers, they become overly interested.

Additionally, they advised higher-income families not to worry about pricing. The mega shop charge is slightly higher than "Kacha Bazar" and appears too expensive. This concept can be used in marketing as a simple threshold or visual distance. They prefer to shop at superstores rather than go anywhere else unless they are looking for the country of origin.

Group discussion summary from Generation Z:

Findings From session D, E & F gives a significant generation gap toward purchase from the super shop. In Session D, people hardly prefer to go to traditional shops. Although they are almost very new in their career life, they tend to live a life with comfort and, in some cases, luxury. Their peer groups so influence

them. Social media influenced them a lot. Respondents often agree that cleanliness and hygiene maintenance are significant factors for them. Friendly and comfortable environment, feel that they are on an outing rather than making a purchase. Music also feels good when they move around here and there. But in some cases, participants say they don't bother about music. This generation prefers cashless transactions. The super shop offers this service whereas it is too limited in a traditional shop. Participants also express their boringness when the discussion comes to a situation about hygiene maintenance. Female participant strongly believes that the environment makes them happy to buy products. In another sense, men are sensitive about spending. They wish that if they had sufficient money, they would always choose to shop super, but surprisingly, some of the male participants disagree as they think high prices and authenticity pull them to a traditional super shop.

Participants of sessions E and F shared almost the same perception. Shopping from the super shop is kindly costly for them as they are not mature in their income, and the family thinks the fresh vegetables and others will be fresher and less expensive in the kacha bazaar. Hanging with friends and shopping for fancy products are significant reasons to visit a super shop. In global brands, they also prefer super-shops. The customer care service, environment, and payment system make them happy, and at a specific time, it feels like a higher-income person. Offer discounts and billboard advertisements attract them to choose super shops rather than traditional shops.

Table 2: Focused Groups' Observation Summary

Session	Generation	Male (%)	Female (%)	Observation
A	X	70	30	Time-saving, quality products are available, payment procedure good but costly.
B	X	82	18	People prefer to go to traditional shops. Offers and discounts attract to choose a super shop.
C	X	87	13	Prefer traditional shops more. Huge offers and discounts make attention.
D	Y	45	55	Prefer to go to the super shop because of the location, environment, and payment procedure. Cashless payment is preferable. Male consumers are more price sensitive.
E	Y	60	40	Prefer to go traditional shop. Peer groups influence super shop.
F	Y	53	47	Prefer while purchasing foreign brands. Penetration pricing is preferable.

Source: Author's own Illustration

Conclusion:

Despite being a newcomer in a tiny city, Super Shop is a familiar chain of stores in Bangladesh. Bargaining is permitted on most items sold in traditional markets in Bangladesh but not at the country's megastores. The market is structured to allow products to be located and categorized according to their unique qualities. A super shop is a self-service establishment providing a large selection of food, drink, and household goods in sections. The word "super shop" is not widely used in Bangladesh because it refers to a costly

super mall, particularly in small cities. Developed nations and certain Asian nations like India use this term frequently when shopping for necessities. A participant from the focused group discussion session shared his experience with D-Mart, based in the southern Indian city of Bengaluru. It is just as typical to them as our "Kacha Bazar" is. Consequently, what makes a superstore seem pricey to a customer may arise. This discussion's conclusion highlights that traditional shops do not charge sales tax, even though they claim to sell original, fresh goods at a higher price.

People are constantly looking for affordable costs because inflation is increasing at an increasing rate, and their income levels are also growing at this rate. Alternatively, the stress associated with a hefty price tag is frequently alleviated when dealing cashless. Generation Y represents the majority of the market's prospective consumers. Thus, the superstore's marketing plan necessitates more demographic, psychological, and economic segmentation and research. However, Generation Z's opinions differ from those of Generation X. The latter care less about convenience and smart living and are more conscious of their budget. There is a blind spot in this research regarding Millennials' perspectives on their future shopping habits at the supermarket. New research could focus on the Millennial generation, and new regions should be included in future experiments. Innovative approaches to promotional activities have the potential to pique the interest of target consumers in a supermarket. Popularity can be increased with the help of Billboard and a few more celebrity endorsements. Product placement can also be an effective advertising tactic for exposing marketing messages to customers. Viewers get the product's information while they watch their favorite shows (such as reality television, musicals, or dramas) or listen to their favorite tunes (Karmakar et al.,2021).

This research study was conducted with six sessions combined with Generation X and Generation Z within three regions. Future studies may examine and compare the consumers' purchase intentions among several locations, which helps develop a deeper understanding of the subject.

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