

# **EVALUATION OF WINDOW DISPLAYS BY CONSUMERS WITH HEDONIC AND UTILITARIAN PURCHASING BEHAVIORS: A RESEARCH ON Y GENERATION**

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## **Abstract**

*Rapidly diversifying dynamics of the consumer purchasing behaviors make to access to the target population in the retail industry and sell product to this target population difficult. Window displays which helps creating and maintaining the general image of the retailer enterprises in the minds of the consumer are attracting for the consumers by using the superiority of purchasing site. Window displays are among the shop communication elements which should not be ignored by the retailers as these have the ability to encourage entrance into shop. Window displays serve to the purpose of promotion and information on such elements as product, price and quality, which are at the focus of the utilitarian behavior. Meanwhile, window displays also respond to the hedonic shopping behaviors such as wonder, excitement, entertainment, feeling well and spending time. Consumers of the Y Generation in particular focuses on consuming and has complex tastes and shopping behaviors. In this regard, this study focuses on determining the impact of window displays of apparel brands on the hedonic, utilitarian shopping behaviors of Y generation and their purchasing decisions. Data from 593*

*individuals were collected in the study. After the validation and reliability tests are conducted on the data to be obtained, t-test, factor analysis and Regression analysis was conducted depending on the objective of the study. As a result of the analysis, consumers with hedonic and pragmatic shopping behaviors are affected from different windows. However, some window characteristics such as fashion, design and promotion affect the shopping behavior of Y generation consumers positively.*

*Keywords: Window displays, shop image, hedonic and utilitarian consumption behaviors, purchasing decision, Y generation*

## **INTRODUCTION**

Rapidly changing competitive market conditions have caused to access to the target population and sell a certain product to them difficult. Therefore, retailers should specifically care about some factors such as store design and atmosphere (Mower, Kim and Childs 2012, 442). The retailers who have the attempt to obtain a stronger position than their competitors try to create differences, draw attention of the consumers to the store, increase the shopping quantity and create a loyalty to the enterprise.

Although similar products are sold, consumers prefer to enter in some stores only. Shop name, product diversity, shop atmosphere and design (window display décor, music, cleanness, order, lighting, color etc.) and many other elements affect the store preferences (Turley and Milliman 2000, 1941-196). Window displays are one of the most important elements affecting the patronage decision of the customers. New fashion or seasonal products are displayed on the window and provide information about the products, product quality and their prices. Furthermore, windows stimulate the sense of interest of the consumers though attractive designs (Lilly 2010, 17) Therefore, windows serve as a silent sellers which communicate with both current and potential customers in the stores (Buttle 1984, 104; Lea-Greenwood, 1998, 325)

Window displays also respond to the components of the hedonic shopping behavior like curiosity, excitement, and entertainment, feeling good and spending time. Approach of the Y Generation which has a consuming focus but also complex tastes and shopping attitudes to the window displays and effect of such windows on their buying decisions may differ according to their pragmatic or hedonic behavior patterns.

In this regard, this study focuses on determining the impact of apparel shop windows on the hedonic, utilitarian shopping behaviors of Y generation and their purchasing decisions.

## WINDOW DISPLAY, SHOP IMAGE AND PURCHASING DECISION

Window displays, which are one of the important elements of out of shop arrangement and design, enable the consumers meet with the products sold by the shop, while constituting a visual tool which attracts consumers to the shop. Dunne (1992) resembles the window displays as a packaging which contains many products. For that reason, it is accepted that window displays have the impact of attracting the consumers, encouraging them to enter into the shop and directing them towards purchasing (Sen, Block, and Chandran, 2002:277).

According to Berman and Evans (1992), the design of shop window displays serves to two main objectives; these are introduction of the store and its products (i.e. promotion, product and image) and encouraging the consumers to shopping. Consumers easily access to the information devoted to the products and promoting activities through window displays before entering to a store (Sen, Block, and Chandran 2002, 278). While window displays give information to consumers who do not know the shop information about the type of the shop, they also try to present the products offered in the shop (Mower, Kim, and Childs 2012, 445). Therefore, window display designs give important tips about the store. For example, the fact that stores demonstrate various product categories in their window displays enables the consumers to get information about product quality, brand, style and price.

Window displays provide information to the target group about the features such as brand identity, atmosphere and design of the store as well as contribute to adoption of the products of the store and creation of a store image (Edwards and Shackley 1992, 194; Park at al.1989, 431; Sen at al. 2002, 277; Barnes and Lea-Greenwood 2010, 763; Oh and Petrie 2011, 27).

When the literature is examined, it was indicated in the study conducted by Edwards and Shackley (1992) on window display design of 250 stores that using new products in a window display design is effective on creation of the brand and increase of the sales (Turley and Milliman 2000, 202). Mower et al (2012) stated that when compared with small window displays, large window displays are more successful in affecting the consumers and sales of the stores with window displays are more than those without window displays (Mower, Kim, and Childs 2012, 445).

Sen et al. suggested that window display designs which are in conformity with the image of customers in terms of affecting the customer, are more successful than the window display designs which provide information about product category and towards advertisement (Sen, Block, and Chandran 2002, 281). Sheinin and Wagner (2003, 204) suggested in their study that the shop appearance and image create quality perception of the products sold in the shop. According to Raytur (1997), positive store image is in line with the perception of value presented

to the consumer (Bloemer and Ruyter 1997, 503). Quester (2006) stated that the image perceived by the information obtained from the design of the window displays would increase entrance and satisfaction of the consumers (Chen and Quester 2006, 189).

## **HEDONIC – UTILITARIAN CONSUMPTION BEHAVIORS AND Y GENERATION**

Lewitt (1983) indicated that new technology lead to the simulation of demands and needs of the consumers and consumers preferred high quality and low price standard products. This opinion of Lewitt relies on the assumption that consumer behavior is rational. However, in the studies conducted afterwards, it was revealed that the consumers do not always act rationally and do not decide to purchase to maximize the benefit (De Mooij 2003, 183-184).

The purchasing behavior of consumers, by nature, is explained by two different approaches. First of these is the hedonic purchasing behavior that arises from emotional characteristics, and the second is the utilitarian / traditional purchasing behavior that arises from tool- purpose related and non-emotional behaviors. Whereas the hedonic dimension of purchasing behavior expresses the experimental effect towards the object as the product creates pleasing emotions (by creating joy and increasing self-esteem), the utilitarian dimension expresses the usability and benefit of the product (with least cost, within shortest time and in the most effective way) (Batra and Athola 1990, 159-161; Babin, Darden, and Griffin 1994, 645; Chandon, Wansink, and Laurent 2000, 67).

Whereas utilitarian consumption is defined as a behavioral pattern and a task wherein the benefit and the things endured in exchange are evaluated (Overby and Lee 2006, 1161), hedonic consumption is defined as emotional behavioral patterns related to the power of imagination (Hirschman and Holbrook 1982, 92). Utilitarian shopping has been discussed in many of the studies carried out in relation to purchasing behavior, and these studies focused on purchasing the product in a planned and efficient manner. In their studies, Fischer and Arnold (1990) and Sherry, McGrath and Levy (1993) demonstrated that the consumers perceived shopping as an unwanted and boring experience, and Sherry (1990), Thompson, Locander and Pollio (1990) and Wakefield and Baker (1998) indicated that the consumers consider shopping as an emotional and entertaining experience.

Hedonic and utilitarian purchasing behaviors change depending on the generations. According to Kupperschmidt (2000) a generation is a human group who have same birth years, are affected by many important elements such as changes in social, economic and political areas and gained experience together. Generations involve differences in terms of values, attitudes, preferences and consumption behaviors (Kupperschmidt 2000, 66). Zemke et al. (2000); have classified these generations under four groups. These generations are Silent

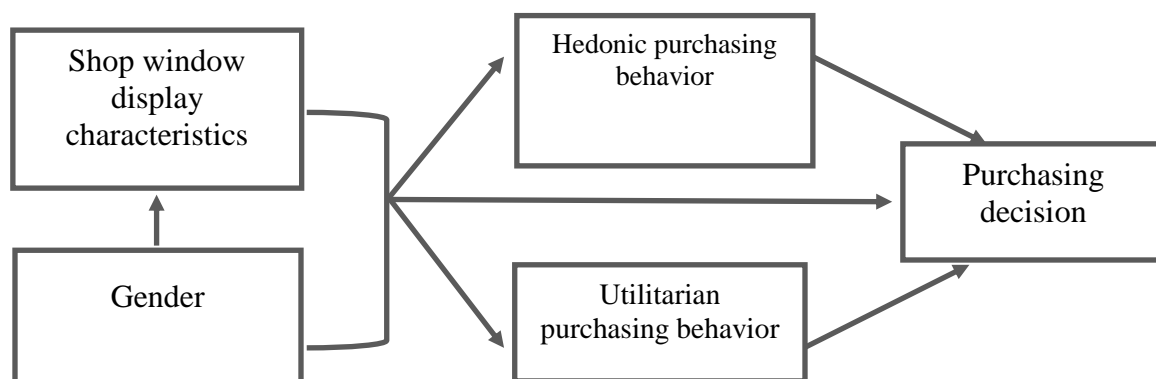
Generation (Traditionals, 1922-1943), *Boom Generation* (Baby Boomers Generation, 1943-1960), *X Generation* (Following the Boom, 1960-1980) and *Y Generation* (EchoBoom or Next Generation, 1980-2000).

The Y generation, which constitutes the sample of the study, is a generation which is closely interested in high technology, has a life style based on fast communication, respective to the tradition and hopeful from the future. They are in favor of their independence, use internet intensely (Lyons2004, 188; Cennamo and Gardner 2008, 893), love entertainment and spending money; Y generation has high self-esteem and are more in conformity with the city life than other generations. (Gursoy et al. 2008, 453; Zemke et al. 2000; Angeline 2011, 250-251). Y generation considers the individuals together with the product and brand selection. Main items which Y generation has interest include clothing, accessories, shoes, interior decoration, sports materials and entertainment and brand is an important element for them. For Y generation, the products should be attractive and practical. The product information should be clearly expressed. Y generation is sensitive on green life and energy efficiency issues. They follow the trends and enjoy shopping (William and Page 2011, 8; Cambal and Vaskovicova 2011, 1571-1572).

## METHOD

In this regard, this study focuses on determining the impact of clothing shop window displays on the hedonic, utilitarian shopping behaviors of Y generation and their purchasing decisions. The following model has been developed within this scope.

Figure 1. Study model



The research questions for which answer is sought based on the research model are as follows:

1. Is there a difference between the approaches of Y generation men and women towards shop window displays?
2. Is there a difference between hedonic and utilitarian purchasing behaviors of Y generation men and women?
3. Does shop window display specifications affect Y generation consumers who have utilitarian and hedonic purchasing behaviors?
4. Does shop window display characteristics affect the purchasing decision of Y generation consumers?
5. Does the fact that Y generation consumers have hedonic and utilitarian purchasing behaviors affect their purchasing decisions?

In the research, a questionnaire has been used which was developed by using the scales in the studies of Arnold and Reynolds (2003), Morrin and Chebat (2005), Sen, Block, and Chandran (2002). The questionnaire comprises four sections. The first section includes demographic questions about the age and gender of the participants. The second part of the survey includes close end questions in order to learn the ways participant obtain information on clothing as well as their annual clothing expenditures. In the third section, in order to determine the specifications of clothing shop window displays, 45 expression 5 Likerttype statements were included. In the fourth section, 14 expression 5 Likert Scale was used for questions in order to determine the hedonic and utilitarian purchasing behaviors of participants. (1. Strongly Disagree....5. Strongly Disagree)

In the study, consumers who represent Y generation and who are in 14 – 33 age period in the period of study (1 October – 15 November 2014) constitute the universe of the study. In the study, 593 surveys were obtained through convenient sampling method. The data was first subjected to reliability, normal distribution and randomness tests and thereafter no normal distribution was demonstrated and the scale data was normalized by correcting with average values. Factor Analysis, t test and Regression analysis were conducted. The results obtained are given in the following section.

## **EMPIRICAL FINDINGS**

The information related to the demographic characteristics, clothing expenditures and information on clothing of participants included in the study, are given in Table 1.

Table 1. Demographic characteristics, clothing expenditures and awareness on clothing

<b>Gender</b>	<b>frequency (n)</b>	<b>percent (%)</b>	<b>Age</b>	<b>frequency (n)</b>	<b>percent (%)</b>
Male	228	38,4	14-18	108	18,2
Female	365	61,6	19-23	362	61
<b>Total</b>	<b>593</b>	<b>100</b>	24-28	82	13,8
			29-33	41	6,9
<b>Amount of annual clothing expenditure</b>	<b>frequency (n)</b>	<b>percent (%)</b>	<b>Total</b>	<b>593</b>	<b>100</b>
500TL and below	237	40			
501-1000 TL	220	37,1			
1001-1500 TL	86	14,5			
1501TL and above	50	8,4			
<b>Total</b>	<b>593</b>	<b>100</b>			
			<b>Number of magazines read (number/ month)</b>	<b>frequency (n)</b>	<b>percent (%)</b>
			0	378	63,7
			1-3	196	33,1
			4-6	15	2,5
			7 and above	4	0,07
<b>Number of friend interviews (number/ month)</b>	<b>frequency (n)</b>	<b>percent (%)</b>	<b>Total</b>	<b>593</b>	<b>100,0</b>
0	85	14,3			
1-3	245	41,3			
4-6	104	17,5			
7 and above	159	26,8			
<b>Total</b>	<b>593</b>	<b>100,0</b>			
			<b>Number of shop visits (number/ month)</b>	<b>frequency (n)</b>	<b>percent (%)</b>
			0	88	14,8
			1-3	242	40,8
			4-6	121	20,4
			7 and above	142	23,9
			<b>Total</b>	<b>593</b>	<b>100,0</b>

As it could be seen from the results in Table 1, of 593 participants in the study, 38.4% are men and 61.4 % are women. The ages of all participants range between 14-33. 18.2% of the participants are aged between 14-18, 61% between 19-23, 13.8% between 24-28 and 6.9% between 29-33. The annual clothing expenditure amount of 40% of the participants is up to 500 TL, 37.% between 501- 1000 TL, 14.5 % between 1001 – 1500 TL and 8.4 % above 1500 TL. 63.7% of the participants regularly read clothing and fashion magazines. As opposed to this, on a monthly basis, 33.1% thereof read clothing and fashion magazines 1-3 times, 2.5% 4-6 times and 0.07% 7 times and more. Whereas 14.3 % of the participants had never talked with their friends on fashion and clothing, 41.3 % of them talk with their friends on fashion and clothing 1-3 times a month, 17.5 % 4-6 times a month and 26.5 % 7 times and more. 14.8% of the participants visit the clothing stores only for seeing and getting information without any purpose of purchasing a specific product. On the other hand, 40.8% of the participants visit 1-3 times,

20.4 % 4-6 times and 23.9 % 7 times and more the clothing shops only for seeing and getting information without any purpose of buying a specific product.

For the factor analysis, Kaiser Meyer Olkin (KMO) Sample Measurement analysis result was found as 94.8 %. The result of Bartlett test was found to be significant as 17573.743 ( $p=0.000$ )

Table 2: Results of factor analysis

<b>DIMENSIONS</b>	<b>Number of variables</b>	<b>Cronbach's Alpha</b>	<b>Variance explained %</b>
<b>Purchasing</b>	13	0,941	16,253
<b>Fashion</b>	5	0,943	8,865
<b>Clothing information</b>	5	0,897	8,857
<b>Image</b>	5	0,845	7,680
<b>Sales promotion</b>	4	0,855	7,215
<b>Befitting of product</b>	3	0,886	5,555
<b>Window display design and looking</b>	5	0,766	5,143
<b>Product</b>	3	0,707	4,174
<b>Price</b>	2	0,804	3,685
<b>Total</b>	<b>45</b>	<b>--</b>	<b>67,428</b>

As it could be seen from the results in Table 2, the specifications of shop window displays are collected under nine dimensions. The factors in question are named as Purchasing, Fashion, Clothing Information, Image, Sales Promotion, Product Befitting, Window display Design and Looking, Product and Price. The reliability coefficients of the factors change from 70.7 % to 94.1 %. The total variance explained was found to be 67.428 %.

For the factor analysis conducted in order to determine purchasing behaviors of the participants, Kaiser – Meyer Olkin (KMO) Sampling Measurement analysis is found as 90%. The result of Bartlett test which measures the normality of distribution in the universe in the factor analysis was found to be statistically significant as 5049.442 ( $p=0.000$ )

Table 3: Results of factor analysis

<b>Factors</b>	<b>Number of variables</b>	<b>Cronbach Alpha</b>	<b>Variance explained %</b>
<b>Hedonic purchasing behavior</b>	8	0,936	38,701
<b>Utilitarian purchasing behavior</b>	6	0,786	22,051
<b>Total</b>	<b>14</b>	<b>--</b>	<b>60,752</b>



As it could be seen from Table 3, two factors were determined as a result of factor analysis conducted in order to determine the sub dimensions of purchasing behaviors of participants. The reliability coefficient of the first factor, which comprises eight expressions and is named as Hedonic Purchasing Behavior, is 93.6 % and the total variance explained by the factor was 38.7%. The reliability coefficient of the second factor, which comprises six expressions and is named as Utilitarian Purchasing Behavior, is 78.6% and the total variance explained by the factor is determined as 78.6%. The total variances explained by said two factors is 60.752%.

Table 4. The test of difference of sub dimensions of window characteristics of the store and buying behaviors of the consumers according to gender

Factor	Gender	N	Average	t test	Prob.
Purchasing	Male	220	3,06	6,548	,000
	Female	352	2,57		
Fashion	Male	224	2,91	6,269	,000
	Female	362	2,34		
Clothing information	Male	224	3,22	3,461	,001
	Female	363	2,92		
Image	Male	225	2,45	8,513	,000
	Female	361	1,86		
Sales promotion	Male	226	2,59	3,388	,001
	Female	363	2,30		
Befitting of product	Male	227	2,96	1,885	,060
	Female	364	2,78		
Window display design and looking	Male	143	2,86	4,845	,000
	Female	272	2,42		
Product	Male	226	2,46	4,797	,000
	Female	356	2,08		
Price	Male	227	2,57	3,465	,001
	Female	364	2,26		
Hedonic	Male	225	3,39	4,697	,000
	Female	357	2,98		
Utilitarian	Male	227	2,69	4,432	,000
	Female	358	2,41		

According to the results of independent sample t test conducted in order to determine whether there is a difference of approach by genders in relation to sub dimensions of shop window displays as stated in Table 4, it was seen that males and females evaluate fashion, information, image, promotion, design, product and price factors, other than befitting factor, differently. According to these results, it was determined that women were more sensitive compared to men against these factors. Besides, it was determined that there was a significant difference between hedonic and utilitarian purchasing behaviors of men and women and it was seen that the hedonic and utilitarian purchasing trends of women were higher compared to men.

Table 5. Results of regression analysis which measured the impact of sub dimensions of shop window displays on utilitarian and hedonic purchasing behaviors and purchasing decisions

<b>Dependent variable</b>	<b>Utilitarian (Model 1)</b>	<b>Hedonic (Model 2)</b>	<b>Purchasing Decision (Model 3)</b>
<b>Independent variables</b>	<b>Coefficient (t value)</b>	<b>Coefficient (t value)</b>	<b>Coefficient (t value)</b>
(constant)	0,509 (4,693) <sup>***</sup>	0,454 (3,294) <sup>***</sup>	0,158 (1,442)
Fashion	0,038 (1,010)	0,094 (1,960) <sup>**</sup>	0,206 (5,419) <sup>***</sup>
Clothing information	0,094 (2,654) <sup>***</sup>	0,366 (8,206) <sup>***</sup>	0,112 (3,139) <sup>***</sup>
Image	0,063 (1,406)	-0,204 (-3,604) <sup>***</sup>	0,036 (0,807)
Sales promotion	0,151 (4,067) <sup>***</sup>	0,091 (1,941) <sup>**</sup>	0,088 (2,363) <sup>***</sup>
Befitting of product	0,065 (2,147) <sup>**</sup>	0,155 (4,085) <sup>***</sup>	0,134 (4,408) <sup>***</sup>
Window display design and looking	0,180 (3,725) <sup>***</sup>	0,392 (6,379) <sup>***</sup>	0,389 (7,994) <sup>***</sup>
Product	0,029 (0,643)	-0,029 (-0,508)	-0,037 (-0,816)
Price	0,164 (5,120) <sup>***</sup>	0,072 (1,781)	0,051 (1,582)
<b>Adj R<sup>2</sup></b>	<b>0,486</b>	<b>0,539</b>	<b>0,633</b>
<b>F test</b>	<b>48,879<sup>***</sup></b>	<b>60,076<sup>***</sup></b>	<b>87,779<sup>***</sup></b>
<b>N</b>	<b>593</b>	<b>593</b>	<b>593</b>

<sup>\*\*\*</sup>and <sup>\*\*</sup>denotestatisticalsignificance at the 1% and 5% levelsaccordingto t test

According to the results in Table 5, the F test results calculated for all three models were statistically significant at a level of 1%. The corrected R<sup>2</sup> value which expresses the expression power of the model was found as 48.6 % for the first model, 53.9 % for the second model and 63.3% for the third model. In the model where the consumers having utilitarian shopping behavior is dependent variable, it was seen that information, promotion, befitting, design and price, which are the sub-dimensions of shop window displays, positively affected the behaviors of these consumers. It was seen that fashion, promotion, befitting and design, which are the sub

dimensions of shop window displays, had positive impact on the consumers having hedonic purchasing behavior, and as opposed to this, the image variable negatively affected the hedonic purchasing behavior. In the third model, it was determined that fashion, information, promotion, befitting and design variables positively affected the purchasing behavior.

Table 6: Results of regression analysis wherein effect of hedonic and utilitarian purchasing behaviors on purchasing decision is measured

<b>Dependent variable</b>	Purchasing Decision (Model 4)	Purchasing Decision (Model 5)	Purchasing Decision (Model 6)
<b>Independent variables</b>	<b>Coefficient (t value)</b>	<b>Coefficient (t value)</b>	<b>Coefficient (t value)</b>
(constant)	0,747 (8,751)***	0,858 (8,169)***	0,329 (3,499)***
Hedonic	0,640 (24,954)***	--	0,487 (16,170)***
Utilitarian	--	0,752 (18,951)***	0,356 (8,678)***
<b>Adj R<sup>2</sup></b>	<b>0,525</b>	<b>0,388</b>	<b>0,581</b>
<b>F test</b>	<b>622,69***</b>	<b>359,15***</b>	<b>386,96***</b>
<b>N</b>	<b>593</b>	<b>593</b>	<b>593</b>

\*\*\*denotestatisticalsignificance at the 1% levelaccordingto t test

According to the results in Table 6, the F test results calculated for all three models were statistically significant at a level of 1%. The corrected R2 value which expresses the explaining power of the model was obtained as 52.5 % for the fourth model, 38.8 % of the fifth model and 58.1 % of the sixth model. In the fourth and fifth model, it could be seen that the consumers having hedonic and utilitarian purchasing behavior positively affected the purchasing decision of consumers. In the sixth model wherein the consumers having hedonic and utilitarian purchasing behaviors are also used as independent variable, it was seen that both independent variables positively affected statistically the purchasing decision.

However, as it could be seen from the obtained coefficients, it was determined that consumers having hedonic purchasing behaviors had higher purchasing trends compared to those who are utilitarian.

## DISCUSSIONS AND CONCLUSION

Shop window displays are among the promotion tools which, on one hand, encourage the consumers to purchase products, and, on the other hand, provide information about the general image of the shop. Window displays are among the shop communication elements which should not be ignored by the retailers as these have the ability to encourage entrance into shop. In this study, it was aimed at determining the impact of shop window displays on the hedonic and utilitarian shopping behaviors of Y generation, which has complex pleasures and shopping

behaviors, and their shopping decisions, and respond was sought for the following research problems within this scope.

- *Is there a difference between the approaches of Y generation men and women towards shop window displays*

According to the results of independent sample t test conducted, it was determined that there was difference between the approaches of women and men against window display specifications. It was determined that Y generation women consumers were more sensitive against window display specifications compared to Y Generation men. Due to the fact that the clothing shopping trends of women are higher compared to men due to their nature, it was verified that they were affected more from the specifications of shop window displays based on the scope of samples analyzed in this study.

- *Is there a difference between hedonic and utilitarian purchasing behaviors of Y generation men and women?*

It was determined in the study that there was a significant difference between the hedonic and utilitarian purchasing behaviors of Y generation women and men. According to this, it was demonstrated that the hedonic and utilitarian purchasing trends of women were higher compared to men, as show in the study done by Ozdemir and Yaman (2007). Women are more sensitive compared to men in purchasing behaviors from both emotional and logical perspectives.

- *Does shop window display specifications affect Y generation consumers who have utilitarian and hedonic purchasing behaviors?*

It was determined that although Y generation consumers, who have utilitarian purchasing behavior, are not completely affected from the sub-dimensions of the shop window displays, they are positively affected from such characteristics as information, promotion, design and price. Accordingly, it was determined that consumers having utilitarian purchasing behaviors use shop window displays for getting information as demonstrated by Castaneda (1996). On the other hand, it was seen that consumers having utilitarian purchasing behaviors were affected from promotions and special discounts on shop window displays, shop window displays having interesting design and the price information of products on the window displays Together with this, it was determined that consumers having hedonic purchasing behavior were positively affected from the fashion, promotion and design, which are among the sub dimensions of shop window display specifications, and were negatively affected from the image sub dimension. As it

was indicated by Kerfoot, Davies and Ward(2003, 150) while window display designs create an imaginative world to the consumer, these may also arise positive emotional reactions or behaviors. It was determined that consumers having hedonic purchasing behavior were affected from the latest trends, promotion information, way of demonstrating the products in the window displays as well as special day themes, but as opposed to this, consumers having hedonic purchasing behaviors emphasized on shop window displays while creating the shop image.

- *Does shop window display characteristics affect the purchasing decision of Y generation consumers?*

It was determined in the study that fashion, information, promotion, befitting and design variables which are the sub dimensions of show window display specifications positively affected the purchasing behavior of Y generation consumers. Accordingly, as it was put by Sen et al (2002) it could be asserted under the sample and restrictions studied that window displays provided the consumers with information while at the same time they encouraged purchasing as a means of promotion (Sen, Block and Chandran 2002, 277).

- *Does the fact that Y generation consumers have hedonic and utilitarian purchasing behaviors affect their purchasing decisions?*

It was determined in the study that Y generation consumers were positively affected from window displays while making purchasing decisions regardless of whether they have hedonic and utilitarian purchasing behavior. However, while making purchasing decisions, it was seen that Y generation consumers who have hedonic purchasing behaviors, were more affected from shop window displays compared to those having utilitarian purchasing behavior. Thus, Y generation is a generation which has a broad accumulation of knowledge, follows the trends, has a style and enjoys shopping. For that reason, while window displays serve to the purpose of promotion and information on such elements as product, price and quality at the focus of shopping behavior, they also respond to hedonic shopping behaviors such as wonder, excitement, feeling well and spending time.

## **LIMITATIONS AND FURTHER RESEARCH**

The major limitation of the study is that is restricted to the Y generation living in Turkey aged between 14 and 33 during the period between October 1 – November 15, 2014. Researchers who will study on this subject could be recommended to repeat this research over different samples. Countries could be compared by repeating the research on consumers in different countries. Besides, different generations could be included in the study to demonstrate the

differences between generations. In the further studies, the hedonic and pragmatic purchasing behaviors as well as the personality factor could be included in the study while assessing the shop window assessments of consumers.

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