

Internet Shopping of Generation Y

DOI: 10.26466/opus.565363

*

Celile Özççek Dölekođlu* - Onur Çelik**

* Doç. Dr. Adana Alparslan Türkes Science and Technology University, Adana/ Turkey

E-Mail: cdolekoglu@hotmail.com

ORCID: [0000-0003-4421-2956](https://orcid.org/0000-0003-4421-2956)

** Dr. Lecturer, Adana Alparslan Turkes Science and Technology University, Adana/ Turkey

E-Mail: ocelik@atu.edu.tr

ORCID: [0000-0002-8552-1133](https://orcid.org/0000-0002-8552-1133)

Abstract

The Internet has begun to show its existence in all areas of life as the greatest invention of the 20th century. The prevalence of the Internet has shortened the way of communication between people and also eliminated the distance of the spaces. In addition to the facilitating effect in every field, the increase in internet addiction has been defined as a disease and its negative effects have been discussed. As these discussions continues, with the increasing use of the internet by consumers and the passionate use of it as an indispensable medium, internet has taken its place in the world of consumption as a new area of enterprise. This study was conducted in Adana province in order to determine the factors and the level of these factors affecting the online shopping of Y generation who were born in a digital era and regard the internet as a natural part of life. 50.7% of the participants were female. 30.7% of them make online purchases; 85.8% of them are either social media or microblogging users. It is the variable education that best describes the internet exchange of the participants. Those who have university and postgraduate education mostly do internet shopping. In addition, social media presence and free time activity emerged as subsets describing the internet exchange.

Keywords: Y Generation, CHAID Analysis, Internet Shopping, Adana

Y Kuşağının İnternet Alışverişi

*

Öz

İnternet 20. Yüzyılın en büyük icadı olarak hayatın tüm alanlarında varlığını hızla göstermeye başlamıştır. İnternetin yaygınlığı kişiler arasında iletişim yolunu kısalttığı gibi mekân uzaklıklarını da ortadan kaldırmıştır. Her alanda kolaylaştırıcı etkisi yanı sıra kullanım bağımlılığının da artması bir hastalık olarak tanımlanmasına neden olmuş ve olumsuz etkileri de tartışmaya başlanmıştır. Bu tartışmalar devam ederken, tüketicilerin internet kullanımındaki artışı ve vazgeçilmez bir mecra olarak tutkulu kullanımı ile, internet yeni bir girişim alanı olarak tüketim dünyasında yerini almıştır. Bu çalışma dijital bir çağda doğan ve interneti yaşamın bir doğal parçası olarak gören Y kuşağının internette alışveriş yapmalarını etkileyen faktörleri ve bu faktörlerin hangi seviyede olduğunu belirlemek amacıyla Adana ilinde yapılmıştır. Araştırmaya katılanların %50,7'si kadındır. %30,7'si internet alışverişi yapmaktadır; %85,8'i de herhangi bir sosyal medya veya mikroblog kullanıcısıdır. Katılımcıların internet alışverişini en iyi açıklayan değişken eğitimidir. Üniversite ve Lisansüstü eğitime sahip olanlar daha çok internet alışverişi yapmaktadır. Ayrıca, sosyal medya varlığı ve serbest zaman aktivitesi de internet alışverişini açıklayan alt kümeler olarak ortaya çıkmıştır.

Anahtar Kelimeler: Y Kuşağı, CHAID Analizi, İnternet alışverişi, Adana

Introduction

With the rapid rise of globalization and competition in recent years, businesses have begun to feel that they need to go beyond traditional marketing methods in order to maintain their assets and to further enhance their brands. The fact that this change/development needed by the enterprises has passed through the major breakpoints in the advancement of technology and coincided with the same period has brought with the developments in the field of marketing.

The most fundamental reflection of these developments is the widespread use of the internet and marketing is now focused on online activities. Because it has become inevitable that businesses should be present in virtual environments together with physical environments in order to reach their target audience. This situation has brought with it important advantages especially for businesses; the possibility to reach the target audience 24/7, the decrease in costs due to lack of physical store, the decrease in inventory costs, using visuals on the internet the easier and cheaper delivery of messages to the target audience, minimizing human problems, and interactive communication with consumers (Arslan ve Arslan, 2012, p.25; Erdoğan ve Torun, 2009, p.51; Onurlubaş ve Öztürk, 2018, p.986; Tağiyev, 2005, XI; Jusoh ve Ling, 2012, p.223). As these advantages offer the opportunities that cannot be turned back to the enterprises, there has been a serious increase in the number of enterprises that carry out their marketing activities on the internet.

The most common uses of internet marketing were mobile marketing and social media marketing. Mobile devices have become popular thanks to advances in technology. One of the important outcomes of this popularity is that mobile devices become an important medium for businesses to reach their target audience. Because mobile devices provide the opportunity to communicate with the right target group that businesses demand most without time limits (Barutçu, 2010). Businesses who want to take advantage of this opportunity are actively involved in social media by opening accounts in common social media applications such as Instagram, Facebook, Snapchat, Scorp.

The fact that marketing performers are actively conducting marketing activities on the internet in many media means that they are not insensitive to this aspect in their scientific studies. In this context, different dimensions of shopping and marketing over the internet have been examined and investigated in the specific areas of different target groups.

While conducting this research, it is an effective way to examine the target audience by dividing it into as many homogenous groups as possible in order to make the attitude of each group clearer. From this point of view, researchers have addressed different points of the subject with different target groups in order to illuminate the dark areas.

In the study of Terzi and Kızılgın (2017), they investigated how often Y generation consumers use mobile marketing applications and whether the age groups in the generation have differences in their use of mobile marketing applications. Onurubaş and Öztürk (2018) examined the effect of marketing methods used in Instagram on the purchasing behaviour of Y Generation. In the Tutgun (2018) study, she investigated the internet usage of women and whether they differ from socio-economic point of view. Bilgiliier (2019) mentioned the attitude of the Y-generation student group towards internet shopping. Baycan, (2017) studied the impact of social media devices on the acquisition behaviour of the Y Generation.

Muda, Mohd and Hassan (2016) mentioned the internet buying behaviour of the Y Generation in Malaysia and tried to determine the factors that affect these behaviours. Gageler and Van der Schee, (2016) explored how product placements in social media practices affect the brand perception and purchasing intent of the Y Generation. Lissitsa and Kol (2016) have revealed the trend in the purchase behaviour of X and Y generations over the years (2003-2012) from the internet. Jiunn-Woei Lian and David C. (2014) have tried to determine consumers over the age of 50 the factors that encourage or prevent a purchase from the internet. Dhanapal, Vashu and Subramaniam (2015), Baby Boomers investigated problems that X and Y generations encountered in shopping over the internet. Valentine, and Powers (2013) studied product search/research and purchase behaviour of Generation Y through the internet. Lim, Heng, Ng, and Cheah (2016) measured the Y Generation's satisfaction levels against internet websites in the clothing industry. Kamal, Chu and Pedram (2013) examined whether the materialism that affects social media users among American

and Arab youth is the reason or the result of social media use. In addition, in the study also they discussed whether there is a relationship between materialism and the purchase of luxury fashion products. Jin vd (2015) studied the attitudes of the Y Generation, subjective norms and the impact of consumer confidence on online purchase behaviour.

This study was realised to demonstrate the internet buying behaviour of individuals in Y generation born in the incredible change and development of communication and technology.

Methodology

The work is descriptive. The purpose of descriptive research is to draw a proper shape of an organization, individual, group, situation or phenomenon. The data obtained from descriptive type-designed research needs to be analysed and interpreted. (Altunışık vd., 2005; transfer Üngören ve Doğan, 2010). In this study, in order to determine the factors affecting internet usage and the level of these factors, a survey was conducted with 300 people in the 18-37 age group using the easy sampling method from convenience sampling method in Adana province.

The data were analysed using CHAID (Chi-square automatic interaction detection), the decision tree data mining method. CHAID analysis creates a predictive model or tree that helps determine how variables combine best to describe the result in a given dependent variable. Unlike regression analysis, the CHAID technique does not require the normal distribution of data (<https://www.statisticssolutions.com/non-parametric-analysis-chaid/>).

Dependent variables nominal, categorical, ordinal or continuous; independent variables are continuous, categorical and can be applied when they are nominal categorical. CHAID analysis is a method that finds interactions or combinations of variables and the population gradually separates the variation in the dependent variable into subgroups, groups, so as to make the groups the minimum within the groups and the maximum among the groups. It can be defined as a technique that finds interactions or combinations in variables (Dogan and Özdamar, 2003). CHAID is often used in direct marketing context to select consumer groups and predict how responses to some variables affect other variables. CHAID analysis

is a categorical or hierarchical chi square analysis. The CHAID selects the independent variable with the strongest interaction with the dependent variable at each step. If there is no significant difference between the dependent variable and the independent variable, the categories of the independent variable are combined (Isi et al., 2014).

Results

The mean age of the participants was $27,7 \pm 6,9$ years and 152 of the participants were women. Although it is an important part of the active population, the employee rate is around 50% and, as a result, personal income is low. The results are consistent with the region average. According to Turkish Statistical Institute 2017 income and living conditions survey, the average income per individual in the TR62 region of Adana province is between TL 1699-2137 per month (www.tuik.gov.tr). University and graduate degree ratio is 23% (Table 1).

Table 1. Descriptive statistics

	Frequency	%
Sex		
Female	152	50,7
Male	148	49,3
Education		
Primary school	45	15,0
Secondary school	71	23,7
High school	115	39,3
University and postgraduate	69	23,0
Job		
White-collar	34	11,3
Blue-collar	49	16,3
Self-employed people	70	23,3
Nonworker (unemployed and housewife)	41	13,7
Other	100	33,3
	6	2,0
Personal Income		
Less than 1500	132	44,0
1500-3000	124	41,3
3000-5000	28	9,3
5001-7000	6	2,0
7001 and above	10	3,3

One of the main characteristics of the Y generation is its compatibility with technology. While X Generation is a generation which carries the features of traditional generations witnessing the birth of technology, Y Generation is an significant participant in technology as a witness to the development of technology as well as its practitioner and its requestor. The unbelievable change in technology over the last 30 years has accelerated more in the 2000s, especially in the field of communication has created the principles that are turning points. In 2007, internet usage in individuals aged between 16 and 74 was 39.2% in men and 20.7% in women however in 2018, 80.4% of males; 65.5% in women. While the rate of online shopping was 9% in 2007, this rate increased to 29.3% in 2018 (www.tuik.gov.tr).

Use (consumption) of social media

87.7% of the participants are users of social networks and microblogging generalized as social platforms. Social platforms are grouped according to their different characteristics. As media richness and content can be classified according to shared personal information width, it is classified into shares (video, music, text, photos, etc.). While the most popular account, content and personality features are in the foreground, self-presentation is high, Media wealth is low Facebook (77%) and Instagram, the lowest is LinkedIn (5.3%). Instagram's leadership is obvious, even if the same situation applies to the intensity of use. While Twitter, introduced as microblogging, is not frequently used because of its limitations on information sharing and its limitations on the wealth of shared media, Snapchat defined in the same classification as Facebook and Instagram is not used and social network LinkedIn is not used. (Table 2). Active social media users in the World are 3.5 billion and the highest registered user are in Facebook. However, there is a decrease in the rate of registration in Facebook and an increase in the rate of registration in the Instagram. According to the 2019 global digital report, YouTube is the most widely used social media platform in Turkey. Second place is Instagram with 84% also while WhatsApp and Facebook follow it, Twitter is in the fifth place. The average time allocated to social platforms in Turkey is 2,46 minutes and is over the world average. Another remarkable point is that Facebook is

placed first in the world in terms of the decrease in the number of registrations. (<https://wearesocial.com/uk/digital-2019>). The findings obtained in the study were quite compatible with the general statistics, however the duration of use was found to be high by 3.37 hours.

Table 2. Social media Usage and most used account

Social media	Yes		Usage Density	
	Person	%	Person	%
Facebook	231	87,8	91	34,6
Instagram	197	74,9	133	50,6
Linkedin	16	6,1	-	-
Twitter	88	33,5	9	3,4
Snapchat	39	14,8	1	0,4
WhatsApp	29	11,0	29	11,0

The frequency of internet shopping has also been revealed. According to this, the highest rate has emerged as irregular shopping. (Table 3). At most, ready-made clothing and shoes shopping are done. (79,3% At least the product group is determined as furniture and decoration. (Table 4).

Table 3. Situation and frequency of doing shopping over the Internet

	F	%
Yes	92	30,7
No	208	69,3
Frequency		
At least once a week	4	4,4
Once a month	19	20,7
Several times a month	9	9,8
Unequal	51	55,9
When there is a special personal discount	9	9,8

Table 4 The most purchased product group

Product group	F	%
Ready-made clothing and shoes	73	79,3
Electronic	13	14,1
Furniture and decoration	2	2,2
Personal care and perfume	4	4,3
Total	92	100,0

CHAID Analysis

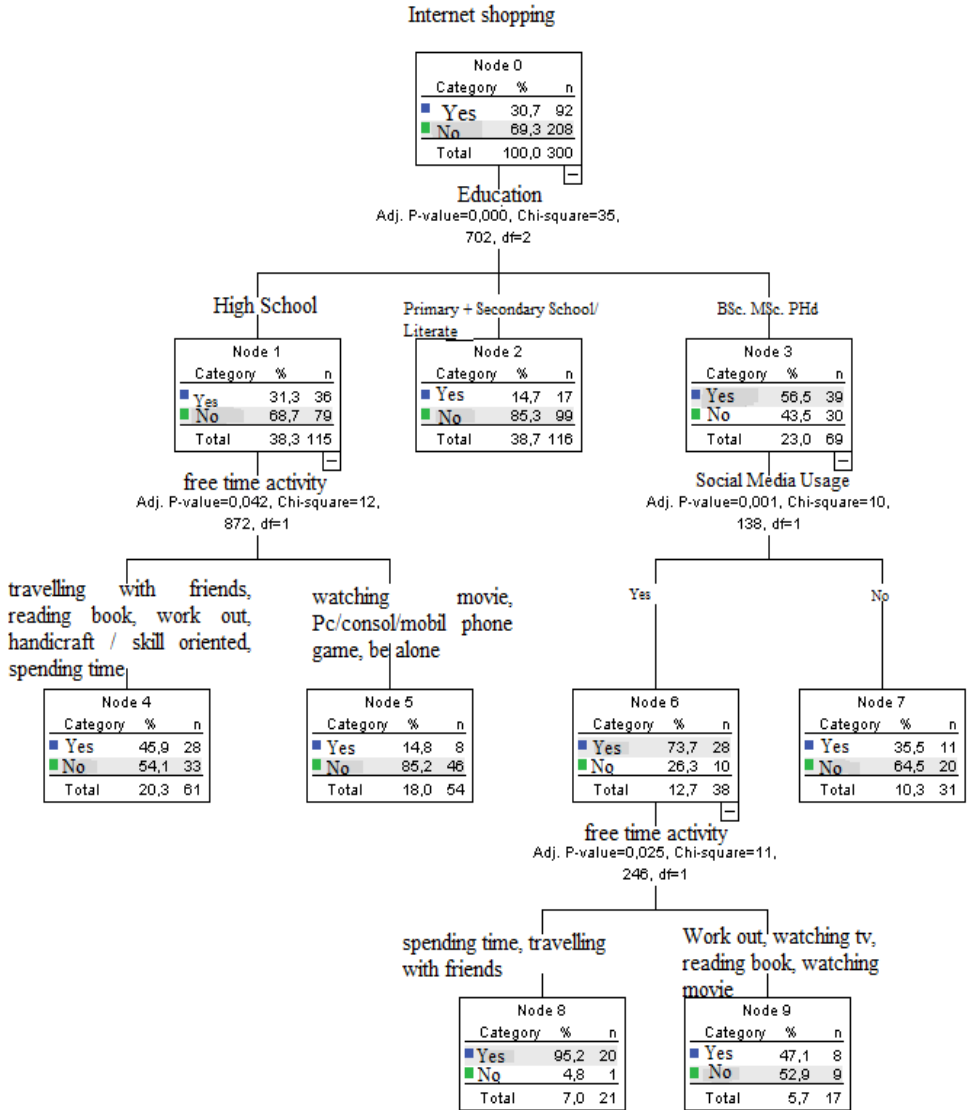


Figure 1. Factors determining Internet shopping and combined categories (CHAID analysis table)

The best groups determining the internet shopping has been determined with the analysis. The rate of people who do not shop on the internet is 69.3%. The best classification is found by combining independent variables in subcategories. The education background is best explanatory. As the education status increases, online shopping is also increasing. Education is divided into 3 categories. The rate of literate, primary school and secondary school graduates to shop online is low and only 14.7% of them shop on the internet. The use of social media in the sub-group university and postgraduate education category that best describes the Education Status; In the high school education category, there is a sub-group of free time activity. The sub-group that best describes the education was the use of social media in the University and graduate education category and the free time activity sub-group in the High School Education category. People who spend more time in social and cultural activities in free time activity have similarities with people who shop on the internet (%45.9). Those who have social media accounts do more internet shopping than those who do not have social media accounts, and this rate is 73.7%. The best subgroup explaining social media existence has been free time activity. Education is divided into 2 subgroups different from subgroups and in addition, 95.2% of those showing recreational activities (spending time, travelling with friends) shop on the internet.

The suitability of the analysis is presented in Table 5. In the analysis, the accuracy rate is expected to be 70% or higher, although the best rate is optional. In this study, the rate was determined as 75.7%.

Tablo 5. Dependent variable classification

Observed	Expected		Rate of accurate (%)
	yes	no	
Yes	20	72	21,7
No	1	207	99,5
Total %	7,0	93,0	75,7

Argument

The relationships between socio-demographic independent variables affecting the shopping on the internet were determined by using CHAID analysis. The education was found to be independent variable which has the most impact on internet shopping. As the education level increases,

the rate of shopping on internet is increasing. It is determined that usage of Social media and free time activity were also affected by another sub-independent variable. As social media existence and recreational free time activities increase, shopping on the internet is also increasing. Social media has become an important medium for online shopping. The possibility of those who spend time on these media is increasing to be aware of the goods and services sold online. Hence, it is important for businesses to engage in activities that will attract more attention of consumers in these areas. The fact that the study was only studied with the Y generation is a restriction, although there is a restriction, but the highest population rate is the generation, providing data to researchers and practitioners from the field provides a data that researchers can use in research. In addition, CHAID analysis, which is used in many areas, can be used as an example for the use of marketing planning and consumer behaviour research.

Appreciation

This study includes project data No. 17113009, supported by Scientific Research Project Coordination Unit of Adana Alparslan Turkes Science and Technology University. Appreciate for their support.

Kaynakça / References

- Altunışık, R., Çoşkun, R., Bayraktarođlu and S., Yıldırım, E. (2005); aktaran Üngören ve Dođan. (2010). Beş Yıldızlı Konaklama İşletmelerinde Çalışanların İş Tatmin Düzeylerinin CHAID Analiz Yöntemiyle Deđerlendirilmesi. *C.Ü. İktisadi ve İdari Bilimler Fakültesi Dergisi*, 11(2), 39-52.
- Arslan, İ.K. and Arslan, P. (2012), *Mobil pazarlama*, İstanbul:Papatya Yayıncılık.
- Baycan, P. (2017). Sosyal medyanın Y kuşaađı satın alma davranışı üzerindeki rolü , *Master's thesis, İstanbul Ticaret Üniversitesi, İstanbul*.
- Bilgili, H. A. S. (2019). Y kuşaađının internette alışıverişe yönelik tutumları: Nicel bir araştırma. *Erciyes İletişim Dergisi*, 6(1), 487-512.

- Dhanapal, S., Vashu, D., and Subramaniam, T. (2015). Perceptions on the challenges of online purchasing: A study from “baby boomers”, generation “X” and generation “Y” point of views. *Contaduria y Administraci_on*, 60(1), 107-132.
- Erdoğan, Z. and Torun, T. (2009). Bir ilişkisel pazarlama aracı olarak sanal topluluklar, *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 4, 45-71.
- Gageler, L., and Van der Schee, J. (2016). Product placement on social media: A study on how generation y's brand perception and purchase intention are influenced. *Jönköping University, International Business School Master's Thesis in Business Administration*. www.diva-portal.org/smash/get/diva2:934655/FULLTEXT01.pdf
- Isi, A., Özeydin, O. and Cemrek, F. (2014). Determinaion of factors affecting individuals' investment behaviour using CHAID Analysis. *Journal of Economics, Finance and Accounting*, 1 (4), 273-284.
- Jusoh Md. Z., ve Ling, G. H. (2012). Factors influencing consumers' attitude towards e-commerce purchases through online shopping. *International Journal of Humanities and Social Science*, 2(4), 223-230.
- Jin L.Y., Osman A., Manaf A.H.A. and Abdullah M.S. (2015). The mediating effect of consumers' purchase intention: A perspective of online shopping behavior among generation Y. *Journal of Marketing and Consumer Research*, 18, 101-112.
- Lissitsa, S. and Kol, O. (2016). Generation x vs. generation Y–A decade of online shopping. *Journal of Retailing and Consumer Services*, 31, 304-312.
- Muda, M., Mohd, R., and Hassan, S. (2016). Online purchase behavior of generation Y in Malaysia. *Procedia Economics and Finance*, 37, 292-298.
- Onurlubaş, E. and Öztürk, D. (2018). Sosyal medya uygulamalarının Y kuşağı satın alma davranışı üzerine etkisi: Instagram örneği. *OPUS Uluslararası Toplum Araştırmaları Dergisi*, 9(16), 984-1016.
- Kamal, S. , Chu, S.C. and Pedram, M. (2013) Materialism, attitudes, and social media usage and their impact on purchase intention of luxury fashion goods among American and Arab young generations, *Journal of Interactive Advertising*, 13(1), 27-40, DOI: 10.1080/15252019.2013.768052

- Tağiyev, R. (2005). *E-ticaret ve internet üzerinden pazarlama*. Yüksek Lisans Tezi, Ankara Üniversitesi Sosyal Bilimler Enstitüsü İşletme Anabilim Dalı, Ankara.
- Terzi, O., and Kızgın, Y. (2017). Mobil pazarlama uygulamalarının y kuşağı açısından değerlendirilmesi: Muğla ili örneği. *Sosyal Ve Beşeri Bilimler Araştırmaları Dergisi*, 19(40), 199-219.
- Tutgun, F. (2018). *Metropolde (İstanbul kentinde) yaşayan x ve y kuşağı kadınlarının internette satın alma davranışlarının karşılaştırılması*. Doctoral dissertation, İstanbul Kültür Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı, İşletme Bilim Dalı, İstanbul.
- Valentine, D. B. and Powers, T. L. (2013) Online product search and purchase behavior of generation Y. *Atlantic Marketing Journal*, 2 (1), 76-91.
- Lim Y.S., Heng P.C., Hock T. Ng., and Cheah C.S. (2016), Customers' online website satisfaction in online apparel purchase: A study of Generation Y in Malaysia. *Asia Pacific Management Review* 21, 74-78
- <http://tuik.gov.tr/PreHaberBultenleri.do?id=27824> Accessed 15 March 2019
- <http://tuik.gov.tr/PreHaberBultenleri.do?id=27819> Accessed 15 March 2019
- <http://tuik.gov.tr/PreHaberBultenleri.do?id=6162> Accessed 15 March 2019
- <https://wearesocial.com/uk/digital-2019> Accessed 2 April 2019.
- <https://www.statisticssolutions.com/non-parametric-analysis-chaid/> Accessed 10 March 2019.

Kaynakça Bilgisi / Citation Information

Özçiçek-Dölekoğlu, C. and Çelik, O. (2019). Internet shopping of generation Y. *OPUS-International Journal of Society Researches*, 11(18), 1589-1601. DOI: 10.26466/opus.565363