Attitude of Generations : Does It Matter Online ?

Mary Rani Thomas [1]
Jain Mathew [2]

Abstract

Generational examinations are turning out to be necessary with the characteristics they exhibit. This research work aimed at establishing the interceding relationship of disposition of three distinctive generations - Generation X, Generation Y, and Generation Z. In complete, 1200 responses were acquired from both male and female respondents of each generational class dependent on online purchase data collected by employing Google Forms. For the investigation, the model utilized the SOR framework. The results indicated that attitude does not play a vital role in the purchase intention of Generation X followed by the partial mediation of attitude for Generation Y and full mediation effect for Generation Z. This steady increment of attitudinal change underpins the examination by setting up proof that every age shifts in their mentality and purchasing conduct. Online retailers must concentrate on showcasing systems and create online visual merchandising cues which outwardly advance and make a feeling of stimulating attitude for generations. The current study also added value to the existing literature by classifying the customer base not merely on age, but also on their technological perspective of distinguishing web atmospheric cues and catering to their needs from a generational outlook. The study also took into account the importance of the organism's role played by attitude in the S-O-R framework. In this manner, the study helps marketers to design methodologies and plan online visual marketing space for better generational reaction and benefit.

Keywords : web atmospherics, Generation X, Generation Y, Generation Z, attitude

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W ith the growth of the worldwide web, one of the most recent trends on the internet seems to be online shopping. The creation of the virtual marketplace on the internet where the buyers and sellers can carry out transactions has become widespread (Peng & Kim, 2014). The success of an online retailer depends on various factors, like value, quality, brand, online audits, and client base (Kumar & Kanchan, 2019). Among these, there are few controllable factors, and others are uncontrollable. The controllable factors include consisting of reach and accessibility to the customers via internet penetration. The success of online internet penetration depends on how an online retailer effectively takes advantage of this reach (Prashar et al., 2017). Uncontrollable factors which are humane in nature relate to attitude and its effects on consumers across various generations. Attitude generally is an aspect of human behaviour, which plays a vital role in making the most crucial decisions (Manganari et al., 2011).

In less than a decade, online shopping has grown to become a way of life for many people in the country. India is expected to have the highest number of young people (average age : 29 years) by the year 2030. According to Basu (2007), e-commerce is going to see a boom in the country, and companies will have to brace themselves for the new market dynamics. For a country like India, where the market strategy varies from one region to the other,

[1] *Assistant Professor,* Department of Commerce, CHRIST (Deemed to be University), Bengaluru - 560 029, Karnataka. (Email : maryrani.thomas@christuniversity.in) ; ORCID iD : https://orcid.org/0000-0003-1372-3032
[2] *Professor,* Department of Management Studies, CHRIST (Deemed to be University), Bengaluru - 560 029, Karnataka. (Email : jainmathew@christuniversity.in) ; ORCID iD : https://orcid.org/0000-0003-4019-5132

attitudes of generations also form an essential strategy to be studied. Electronic commerce platforms provide ease of use, convenience, and worldwide accessibility with just a click of a button, making electronic commerce the most significant trend in the world. Perceived benefits are enormous with the growth of online shopping (Tomar et al., 2018).

The attitude of the consumers towards online shopping is a psychological state towards an object and in terms of purchases, makes it critical for retailers in the online market to understand this attitude of their potential consumers (Banerjee et al., 2010). The psychological environment of people is examined from the beginning in the field of psychology (Kawaf & Tagg, 2012). The famous stimulus-organism-response (S-O-R) model is credited to Woodworth (1921), who popularized this concept in his book called *A Study of Mental Life*. Customers were believed to react as machines to the environmental stimulus in the olden consumer era. Woodworth noticed that a mediating factor causes a trigger for the customers to react in a different way to the environmental stimuli compared to the traditional format. S-O-R model was further adapted to the retailing context by Donovan et al. (1994) to study the mediating response in decision making in the store context and was later adapted by Eroglu et al. (2001, 2003) who studied the effects of the model in the online store environment. Therefore, the S-O-R model suggests that when a person is exposed to external stimuli, the organism changes precede different behavioural responses (Thomas, 2019).

Atmospheric Cues of Brick and Mortar

A conscious space designed by a retailer is often referred to as an atmospheric cue ; the objective is to motivate the consumer to involve in buying the products and services. The vital area to be captured is the cognitive aspect, where the mind processes the information received from all the senses and what leads to the ultimate purchase involvement. In this domain of study, researchers have specified the effect of atmospheric cues on shoppers' responses to buying patterns. For instance, many researchers have focused previously on colour, light, scent, and music as primary atmospheric cues. These factors put together constitute to become atmospherics cues of the store. This store retail environment is also applicable to the online environment. Although many authors have used the term 'atmospherics' in different usage of the store environment, Kotler (1973) gets the credit for defining the term "atmospherics." Baker (1986) classified the store environment in a traditional format of atmospherics and stated three ideas. Firstly, is the design principle, which includes two perspectives of functional and aesthetic characters of products displayed. The former may further be divided into layout, comfort, and privacy, and the latter includes colour, material, style, and cleanliness. The second-factor is ambience, which includes temperature, scent, music, and lighting. The third classification factor relates to the people present in the store, both customers and employees.

Supporting the above literature, Bitner (1992) suggested that the physical environment of a store could significantly impact the success or failure of a business. The result of her work was the creation of the servicescape model, which suggests the incorporation of atmospheric cues based on the requirements of customers and employees. Researchers have also found that the store environment can significantly predict the consumer's in-store actions in ways that even they may not be aware (Donovan et al., 1994 ; Levy & Weitz, 2004). Ha et al. (2007) used a qualitative approach to determine the impact of visual merchandising cues on the buying behaviour on retail apparel websites. The themes generated through a content analysis are : pathfinding assistant features, sitemap, search engine, merchandise categorization, atmospheric features, sales promotion signage, colour, mix and match, the manner of product presentation, and product display method. Atmospheric cues, such as signs and displays, colour lighting, architecture, sound, and temperature & smell contribute to physical distinctiveness (Levy & Weitz, 2004). In a study conducted by Kernsom and Sahachaisaeree (2010), the focus was on window display arrangement, which acts as a direct presentation of the store, replacing the human touch. The study

analyzed the case of a single department store in Bangkok, and the findings suggested that for an active window display, stores must have a large window size and a suitable background to anchor the display. These findings demonstrate that store cues need to be understood and incorporated into online store formats, but with a slight modification to fit the online environment.

Atmospheric Cues to E-platforms

Considering the importance of store cues from the previous section, we understand the need to examine essential cues for the online store environment. Also, this section deals with store cues adopted by the E-commerce platforms and the cues that the retailers must keep in mind while designing the online visual merchandising for the consumers. The human presence is a challenging task to be incorporated, especially in the online context due to the tangibility factor. Eroglu et al. (2003) stated that online cues play a vital role in shaping the consumers' responses and indeed make a massive difference if presented in the right manner. Eroglu attempted the concept of bringing the term online atmospherics into the retailing framework of the S-O-R model. Eroglu et al. (2001, 2003) classified online environmental cues into high task-relevant cues, which were directly related to the internet shopping context like descriptions of the merchandise, terms of sale, return policies, price, delivery, navigation aids, and pictures of the merchandise. Low task-relevant cues being website cues are not directed towards the shopping goals like colour, font, animation, music, and sound & entertainment.

Manganari et al. (2009) also developed an online store environment framework (OSEF) through their comprehensive desk research of papers from 1999 – 2008 and this framework consisted of four components: Virtual layout and design, virtual theatrics, virtual atmospherics, and virtual social presence. Charfi and Lombardot (2014), in their study, considered three elements of e-atmospherics : virtual agents, 3D techniques, and control command in a stimulating setting. The results stated that allowing internet users to customize these atmospherics could lead to better behavioural intention. After 3D elements were considered for study by previous authors, incorporation of new technology such as social virtual worlds (SVWs) termed as Second Life is used to sell virtually on a traditional web store and mainly done to enhance the customers' experience of shopping to create better web atmospherics.

Global Generational Chart Classification in Different Countries

The classification of different generations from different countries is mentioned in Table 1 (Hole et al., 2010 ; Ordun, 2015 ; Thomas, 2019). In India, we notice that the distinguishing factor of generations is based on a traditional and non-traditional format. It is not just within the Indian context ; we observed that countries like China and Japan also do not have a similar classification. This creates a significant research gap that needs to be addressed.

Table 1. *Global Generation Overview*

	1950	1960	1970	1980	1990	2000
China	Post 50s generation	Post 60s generation	Post 70s generation	Post 80s generation	Post 90s generation	
India	Traditional Generation	Non-Traditional Generation		Gen Y		
South Korea	475 Generation	386 Generation		Gen X and Gen Y		

Japan	1st Boomer	Danso Generation	Shinjinrui Generation	2nd Boomer	Post Bubble	Shinjinrui Junior	Yutori
Russia	Baby Boomers	Gen X					Gen y (Gen "Pu")
Bulgaria	Post-War Generation	Communist Generation		Democracy Generation			
Czech Republic	Baby Boomers	Gen X – Husak's Children Generation		Gen Y			
South Africa	Baby Boomers	Gen X		Gen Y			
Brazil	Baby Boomers	Gen X		Gen Y			
U.S.	Baby Boomers	Gen X		Gen Y			

Source : Hole et al., (2010) ; Ordun (2015) ; Thomas (2019).

Conceptual Development and Hypotheses

Attitude

Attitude is considered to be a behavioural phenomenon and was defined by Fishbein and Ajzen (1974) as a "mediating evaluative response" to an object and is usually neutral, positive, or negative. Attitude is an inevitable factor of human nature. It is a behaviour that a person adopts towards his/her surroundings. It determines one's perspective and establishes an individual's personality, thereby playing an essential role in decision making. Hence, attitude majorly influences the behaviour of a person towards shopping. Attitude is said to vary with age (Williams et al., 2010). The younger generation may not feel threatened by shopping online as they are tech-friendly and realize the implications.

In contrast, the older generation may avoid online shopping fearing fraud, misappropriation of information and products, or service related concerns. Over the years, the trend of online shopping has increased due to acceptance and a progressive attitude of customers across the globe. The design and appearance of the websites and the quality of the websites itself play an essential role in forming a positive review (Osman et al., 2010). As reported by Delafrooz et al. (2011), benefits of encouraging atmospheric cues have a significant and positive effect on consumers' attitude towards online shopping. The importance of creating a good customer base has been realized in the market ever since the competition in the economy increased.

Moreover, this has led to a customer-oriented approach. Over a period, the retailers have recognized that an essential factor of consumer behaviour, their likes and dislikes, is their attitude. Ever since this realization, e-tailers have researched on consumer attitude and made great use of the information. It has been demonstrated through previous works with reference to attitude. Generational cohorts have different experience, attitudes, values, and preferences which influence their purchasing pattern and shopping behaviour. For the study, attitude deals with the function of being knowledge expressive done by these generations.

Purchase Intention

Purchase intention in business research is regarded as the most critical variable in forecasting the future behaviour of consumers (Im & Ha, 2011). The term 'intention' leads to purchase of a product or service by consumers (Hawkins & Mothersbaugh 2010). Previous studies showed a variety of approaches to purchase intention. Purchase intention increases typically with quality, perception, price, and value perception. Purchase intention of selecting a product is also due to consumers' knowledge (Jayachandran et al., 2004.).In the same context, web

atmospherics also creates the same effect. Purchase intention is a variable covered extensively by various researchers in various contexts. Park et al. (2005) studied the purchase intention as a response from the store atmospherics context. Eroglu et al. (2001, 2003) generally undertook purchase intention from the online context of atmospherics. For the research undertaken, purchase intention acts as the response factor, which is the generational willingness to buy a product after evaluating the web atmospherics.

Generation X : 1965 – 1976

Generation X consumer behaviour patterns tend to seek product information. They usually are who research for products online. Their attitude is characteristically to conduct full-fledged research about the product details and other information, even before considering to purchase. They are between the age group of 42–55 years as of 2020 (Williams et al., 2010). They are sceptical about today's marketing and advertising tactics and gimmicks, which they do not want to fall prey to. Considered as brand loyal consumers, this generation usually sticks to their same old brands and does not mind shelling out a little more money compared to trying something new (Chaney et al., 2017). Generation X consumers look more at the quality of the product and credibility of the brand rather than price and trends. They respond to traditional and digital advertising. In today's world, most of the consumers buy apparel based on trends and choices of friends. However, Generation X consumers still go through traditional forms of advertising such as newspaper advertisements, hoardings, and billboards. Web atmospherics for this generation is something which they have explored by trial and error. Generation X values independence, sincerity, and authenticity. Based on the research literature, it is found that creating web atmospherics for Generation X is vital because these cohorts are the first to understand the web and interact online.

✤ **H1 :** Attitude mediates the relationship between web atmospherics and purchase intention of Generation X.

Generation Y : 1977 – 1994

Generation Y is the first generation never to have experienced a world without advanced electronic technology (Herbison & Boseman, 2009). Famously known as 'millennials' in various literature, it is the generation who prefers to buy most of the apparel online, they prefer electronic commerce sites rather than walk down to the store, loiter around in the crowd, and wait for long hours at billing counters (Chaney et al., 2017). They are between the age group of 24 – 43 years as of 2020 (Williams et al., 2010). Opinions influence Generation Y consumers online and online reviews have a significant impact on them than store recommendations. Generation Y feels satisfied when they come across a product online and pick the apparel by reading the reviews and ratings and then make the decision. Generation Y consumers prefer to search or find products online on their mobiles and tabs before visiting a store. They prefer to purchase products based on current trends and styles rather than being brand loyal, which is contradictory to the purchase attitude of Generation X. People in this category are more focused on newer brands with modern techniques. They look forward to buying what's in today's trends rather than buying from the same old brands that only focus on product quality. Generation Y welcomes more of sales, discounts, and attractive schemes (Krbova Petra, 2016).

✤ **H2 :** Attitude mediates the relationship between web atmospherics and purchase intention of Generation Y.

Generation Z : 1995 – 2010

Beall (2016) studied the need to categorize, especially Generation Z characteristics and their attitudinal link towards purchase intention. Generation Z's attitude displays confidence and strives to hear good news ; they are

optimistic about their future and have an exact idea of where they see themselves after a few years. These fall in the age range below 25 years as of 2020 (Williams et al., 2010). Generation Z is entirely into visual social media, tablets, and smartphones. Singh et al. (2016) stated that living in a world of continuous updates and use of technology makes themselves focused on gadgets and their attention span might be significantly lower than that of millennials. Generation Z has the capability of quickly shifting between work and fun, with constant distractions going through the background (Chaney et al., 2017). It is also found that young consumers have a dislike towards advertisements (Thakur, 2014). Generation Z is considered to be born into a world of technologies and inventions (Torocsik et al., 2014). They always have a very high level of expectations for everything. They are considered more brand loyal with respect to online shopping. Online atmospherics and online service quality is regarded as the primary intention of patronage for this generation to purchase online (Mishra & Das, 2019).

✣ **H3 :** Attitude mediates the relationship between web atmospherics and purchase intention of Generation Z.

Methodology

Sampling Plan and Data Collection

The data collected were restricted only to customers of the three-generational categories discussed above who purchased online apparel. Apparel here mainly consists of clothes, accessories, and footwear. The online survey was conducted using Google Forms and circulated based on the generational classification according to Williams et al. (2010). The genuineness of the questionnaire was supported by the collection of the Email ids of the respondents. Two strategies ensured that the right respondents participated in the study in order to get accurate responses. Firstly, only those respondents who engaged in online apparel purchase were included to ensure their familiarity with the questions. Secondly, the questionnaire had an option of how frequently they logged online to do apparel shopping. Respondents who ticked in the options box provided as *'never'* were consciously eliminated. For the study purpose, top five shopping apparel websites of India were considered, and these websites were also checked for the assortment if they included apparel mentioned for the review. The sample size comprised of 1200 suitable respondents, who were again classified based on generation ($n = 400$) for each category : Generation X, Generation Y, and Generation Z was considered for the final study. The final sample was established based on two thumb rules : firstly, when SEM is used, the ideal sample size should range between 200 – 400 (Bagozzi & Yi, 2012). Secondly, the most commonly used table (Krejcie & Morgon, 1970) was used to determine the sample size for the current study as the sample population of generations are infinite. Data were collected during the year 2019.

Instrument

The survey consisted of two sections, one which aimed at the collection of demographic information, and section two was constructed to measure the attitude towards the atmospheric cues of a website. The questionnaire used a 5-point Likert scale anchored by 5 = *strongly agree* and 1 = *strongly disagree*. Web atmospherics was measured by using a six items scale adapted from Manganari et al. (2009). Attitude measurement had a five items scale adapted from Wu et al. (2013). Furthermore, purchase intention was assessed by using a four items scale developed by Wu et al. (2013).

Reliability and Validity of the Models

From the perspective of validity, content validity was carried out by both industry and academic experts.

Reliability was determined by assessing the Cronbach's alpha value. At the analysis stage of the pilot study, a sample of 100 respondents of Generation X, Generation Y, and Generation Z was taken. The study examined both Cronbach's alpha value and composite reliability to measure internal consistency. Construct validity was examined through average variance extracted (AVE). Thus, both reliability and discriminant validity were checked by conducting confirmatory factor analysis (CFA) using AMOS software. The primary objective of doing the CFA analysis was to check whether the correlation coefficient (loadings) between two items under each dimension was higher than 0.40, which is considered as the moderate correlation value. In such a case, those item loadings having weak correlation values were dropped and not considered for the full-fledged study.

Mediating Effects

Testing the independent variable (exogenous) and its relationship to the dependent (endogenous) variable when influenced by a third variable is known as mediation analysis. A mediator variable clarifies the relationship between the dependent and independent variables. The current study examines the indirect relation of web atmospherics on the purchase intention, whether it is mediated by the attitude of Generation X, Generation Y, and Generation Z using the bootstrap method. Compared to other methods, bootstrapping has been recommended by many authors (Preacher & Hayes, 2008) because the advantage is manifold and carried out without any assumptions. According to Awang (2015), when analyzing the variable for mediation, two effects are considered, which are the direct and the indirect effects. If there is full mediation, we see that an indirect effect is more than the direct effect, and it is not significant for the direct path and significant for the indirect path. When partial mediation occurs, we notice that the paths are significant, and there is a little sign of the mediating variable. The third type of meditation is where no mediation happens when either one or both paths are significant. Structural equation modelling using the bootstrap method (AMOS 21) is considered for conducting mediation. The results of the mediation analysis based on the study findings are represented in Table 2.

Table 2. *Mediation Results of Generation X, Generation Y, and Generation Z*

Generation	Relationship	Direct Effect	p	Relationship (Mediating Variable) Attitude	Indirect Effect	p	Type of Mediation	Remarks
Generation X	Web Atmospherics → Purchase Intention	0.293	0.001*	Web Atmospherics → Attitude → Purchase Intention	0.044	0.402	No mediation	H_1 Rejected
Generation Y	Web Atmospherics → Purchase Intention	0.168	0.048*	Web Atmospherics → Attitude → Purchase Intention	0.218	0.001*	Partial mediation	H_2 Rejected
Generation Z	Web Atmospherics → Purchase Intention	0.118	0.241	Web Atmospherics → Attitude → Purchase Intention	0.333	0.001*	Full Mediation	H_3 Accepted

Analysis and Results

Interpretation of Generation X

First, the regression coefficient of direct effect from web atmospherics to purchase intention is 0.293, which is found to be statistically significant (p-value is 0.001, $p < 0.05$). Similarly, the path coefficient from web atmospherics to attitude is 0.487 and is found to be significant ($p = 0.001, p < 0.05$). However, the direct effect of

the mediator, namely 'Attitude' to purchase intention is 0.092, and this path coefficient is found to be non-significant (p-value is 0.402, $p > 0.05$). The indirect effect of web atmospherics to purchase intention via attitude is 0.045 (0.487*0.092), which is found to be statistically significant (p-value is 0.000, $p < 0.05$) through bootstrapping. However, the direction from the mediator, namely 'Attitude' to purchase intention is not significant even though the path (effect) is statistically significant. The pattern of the results shows that no mediation occurs between web atmospherics and purchase intention when attitude acts a mediator. In essence, there is no statistical evidence to conclude that attitude helps to partially strengthen the relationship between web atmospherics and purchase intention for Generation X respondents.

Interpretation of Generation Y

Regression coefficient of direct effect from web atmospherics to purchase intention for Generation Y is 0.168, which is found to be statistically significant (p-value is 0.048, $p < 0.05$). Similarly, the direct effect from the mediator namely 'Attitude' to purchase intention is 0.341, and this path coefficient is found to be significant (p-value is 0.001, $p < 0.05$). Also, the path coefficient from web atmospherics to attitude is 0.640 and is found to be significant ($p = 0.001$, $p < 0.05$). The indirect effect from web atmospherics to purchase intention via attitude is 0.218 (0.640*0.341), which is statistically significant (p-value is 0.010, $p < 0.05$) through bootstrapping. As both the direct and the indirect paths (effect) are statistically significant, we conclude by the results that only partial mediation occurs between web atmospherics and purchase intention when attitude acts as a mediator. In essence, there is statistical evidence to conclude that attitude would help to partially strengthen the relationship between web atmospherics and purchase intention for Generation Y respondents.

Interpretation of Generation Z

Regression coefficient of direct effect from web atmospherics to purchase intention for Generation Z is 0.118. However, this is found to be not statistically significant (p - value is 0.241, $p > 0.05$). Now, the direct effect from the mediator namely 'Attitude' to purchase intention is 0.482, and this path coefficient is found to be significant (p-value is 0.001, $p < 0.05$). Also, the path coefficient from web atmospherics to attitude is 0.691 and is found to be significant ($p = 0.001$, $p < 0.05$). The indirect effect from web atmospherics to purchase intention via attitude is 0.333 (0.691*0.482), which is statistically significant (p-value is 0.001, $p < 0.05$) through bootstrapping. Nonetheless, as the direct path (effect) from web atmospherics to purchase intention is statistically not significant, and the indirect path (effect) is statistically significant, for Generation Z, we see that full mediation occurs between web atmospherics and purchase intention when attitude acts a mediator. In essence, there is statistical evidence to conclude that attitude would help to ultimately strengthen the relationship between web atmospherics and purchase intention for Generation Z respondents.

Discussion

Based on the theoretical framework of the SOR model, the current study examines the mediation effect of the attitudinal behaviour of the three generations, namely Generation X, Generation Y, and Generation Z on purchase intention. Prior studies have emphasized on the stimuli – response factor and not paid attention to the organism factor. The study results show that there is no statistical evidence to conclude that attitude helps to partially strengthen the relationship between web atmospherics and purchase intention for Generation X respondents. Some researchers have examined the role of atmospherics online and purchase intention by checking their direct effect (Yoon, 2012 ; Zimmerman, 2012). There is statistical evidence to conclude that attitude would help to partially strengthen the relationship between web atmospherics and purchase intention for Generation Y

respondents. It is statistically proven that attitude would help to ultimately strengthen the relationship between web atmospherics and purchase intention for Generation Z respondents. However, it is argued that intervention always mediates any relationship and can strengthen the relationship of the variables under study (Eroglu et al., 2001, 2003 ; Russell & Mehrabian, 1976 ; Turley & Milliman, 2000). Contrary to the expectations, the research does not find a significant effect of the mediating variable 'attitude' for Generation X and Generation Y, but a significant effect is found in case of the upcoming Generation Z, where attitude plays a vital role.

Implications

Theoretical Implications

Our paper presents an innovative and novel view by analyzing the role of attitude of the three generations in determining purchase intention and also contributing to the existing literature. Traditionally, attitude has been a result of evaluation towards an object, institution, or anything for that matter. Creating web atmospherics in an online context has become a daunting task for online retailers. Attitude is always said to be subjective and can vary, and the results of this study also confirm the fact in case of various generations. We see a difference or a shifting trend for all the three-generations when it comes to what kind of role attitude plays. Attitude for Generation X towards web atmospherics does not represent a vital role in purchase intention, thereby supporting the findings based on previous scholarly researchers who reported that Generation X's attitude towards online purchasing pattern is said to be highly complicated (Dunne et al., 2013). Members of Generation X are usually not carried away by generalized promotion shown online, which does not attract them, and they still make purchases based on traditional methods (Haeney, 2007). Attitude towards web atmospherics of Generation X is a scarcely covered area of study not undertaken by researchers. Therefore, from the given results, one can infer that attitude of Generation X does not mediate between web atmospherics and purchase intention.

Attitude acts as a partial mediator for web atmospherics and purchase intention for Generation Y. This outcome implies that the attitude alone cannot strengthen the relationship between web atmospherics and purchase intention in case of Generation Y consumers. However, there could be other factors which can be considered by future studies. Lastly, in the case of Generation Z, complete or full mediation is observed. Scarce information is available in case of Generation Z as members of this generation are yet to make their presence felt on the platform of online purchasing.

Managerial Implications

The implications of the research are related to the attitude of generational categories as a differentiation strategy based on web atmospherics to persuade the purchase intention of consumers. Marketers see a massive amount of business coming from the Generation Z age group, and they need to tap the potential of this age group. The study of this generation is critically important, given their unique attitude. These findings also corroborate the findings obtained by Anand et al. (2014) in the Indian context, who found that Generation Z displayed an attitude which is highly engaged with innovative atmospherics and active in terms of technology. Their influence on making a purchase decision is huge on family and friends. This generation of people is born into a world full of technology, and they know how to engage things and applications from a small age. Thus, websites have to consider the preferences and requirements of this particular generation by giving them tailor-made solutions. Generation Z regulates what content they want to be exposed to and decide what they want to watch and view. Young consumers, who are from Generation Z, consider human images as a useful cue online, which leads to better purchase intention (Gupta & Jain, 2019).

Conclusion

Web atmospherics innovatively leads to a better response regarding buying patterns, and when mediated by attitude, strengthens this relationship. For Generation X, proper atmospherics regarding colour, font, and setting of the background can improve their attitude positively. This implies that this segment is said to have more purchasing power than any other generation and they are the ones who use technology when compared to baby boomers who were their previous generation. With reference to Generation Y, lighting and font type should be catered to adequately to create web atmospherics. Generation Z has full mediation, which means they are profoundly influenced by colour, font size, and also the idea of virtual settings to create appropriate web atmospherics for their purchase intentions. Lastly, building mobile and web-based applications based on the generational classification of X, Y, and Z will help website developers of companies to bring in innovation to create profitability and visibility for the advertised products.

Limitations of the Study and Scope for Further Research

Limitations are evident in each exploration, and constraints can provide opportunities for future research. This study has been conducted for apparel alone for the three-generational categories. Additionally, the sample collected was restricted to Bangalore city of Karnataka state. Further studies can examine other products and services where sensory gratification plays a vital role. A broad investigation covering Indian generational characterization can bring in knowledge into this circle of research. The data were collected form each generation equally based on sex, however, further analysis of online visual merchandising cues and its impacts were not investigated. Besides, the alpha generation can also be considered as the next extension of the generational classification, given that a large number of purchase decisions are likely to be influenced by members of this generation.

Authors' Contribution

Dr. Mary Rani Thomas conceived the idea for her PhD thesis supervised by Dr. Jain Mathew. The empirical study was undertaken with the viewpoint of e-commerce development and a nexus between the different generations embracing technology for their purchases. Dr. Jain Mathew gave guidance on the methodology and fine-tuned the language and inputs for statistical analysis. Dr. Mary Rani Thomas wrote the manuscript in accordance with the expert suggestions and advice given by Dr. Jain Mathew.

Conflict of Interest

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About the Authors

Mary Rani Thomas is currently working as an Assistant Professor at School of Commerce, Finance and Accountancy, CHRIST (Deemed to be University), Bangalore. Her areas of specialization are marketing management and organization behaviour. Her interests and publications are in the field of generational behavioral studies from the perspective of marketing.

Jain Mathew is currently working as a Professor at School of Business and Management, CHRIST (Deemed to be University), Bangalore. His areas of interest include consumer behaviour, business management, human resource management, organizational studies, and finance.