Generational Differences of Consumers: A Study of Preferred Purchasing Channels

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ABSTRACT

The development of the Internet and current technologies have contributed to significant progress in the consumer purchasing process. Nowadays, the decision is much easier and more intuitive. Companies are focusing on tracking the shopping path of customers who are exposed to companies through many different channels and contact points, both online and offline (Baxendale et al. 2015). This means that consumers are not limited to online or offline channels, they obtain information from both sources. In the age of the Internet and the rapid development of technology, the purchasing process is becoming increasingly fragmented, blurring the boundaries between online and offline channels. The integration of these channels is therefore becoming key to ensuring a smooth and convenient purchasing process (Piotrowicz and Cuthbertson 2014). Given this fact, our goal was to examine which purchasing channels (single-channel or cross-channel) Slovak consumers prefer. This study focused on identifying differences between consumers in terms of generations X, Y and Z.

Keywords: Consumer Behaviour, Shopping, Cross-Channel, Showrooming, Webrooming