

MILLENNIAL GENERATION AND THE MOBILE INTERNET DEVICES IN SHOPPING ACTIVITIES

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Millennial Generation and the use of MID's in Shopping Activities

- Business interactions with customers are changing
- Society finds itself in the middle of a revolution
- The new possibilities that digital technologies give society commercial, social, and intellectual are unparalleled in human history

Millennial Generation and the use of MID's in Shopping Activities

- Millennials consumers are changing the way companies do business
- The core characteristics from this group are very different from the other generations
- There is a trend among Millennials consumers to purchase products and services online

Research problem



- With technology's revolution, Millennials shoppers use Mobile Internet Devices as a support in the purchase decision.
- Companies who want to understand Millennials purchase decision through MID's will need applicable information to benefit of this consumer behavior.

Significance of the study



- Companies and researchers will obtain from this study applicable information about the Millennial Generation and the usage of MID's in the Dominican Republic. With these results they can continue with further investigation to design new innovative approaches to meet their needs or preferences.

Research question

- What do the Millennial Generation value the most when purchasing through Mobile Internet Devices (MID's) or using them as a support in their purchase process?

The intention is to contrast and to validate two of the main elements from the framework described in the study from Brian Spade and Daniel Flint.

METHODOLOGY

- ❖ The authors presented a Gestalt Framework that combines in store MID's behaviors with extrinsic and intrinsic motivators.

Extrinsic

- Economics
- Desire for Product Information
- Desire for Trust

Intrinsic

- Need for Security
- Desire for Customer Empowerment

- ❖ 2 themes were selected **Social Management** (Desire for Trust -Desire for Security) and **Consumer Empowerment** (Economics and Desire for Product Information)
- ❖ The expectation of this study is to confirm if these themes apply to the Millennial Generation in the Dominican Republic using MID's as a support in their purchase process.
- ❖ Our broader impact is to open the path to other researchers who want to continue understanding the Millennials phenomenon in the country and how they use MID's into shopping activities.

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METHOD

- The Phenomenological Interviewing Approach was used to gather the elements researched. it is the same approach used by Spaid and Flint.
- The intention is not to build out a framework but rather to compare and to contrast the selected elements.
- Phenomenology is an humanistic research method that seeks to capture detailed descriptions of the lived experience of the research participant by addressing specific life events (Denscombe M., 2014,p.94)



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DATA COLLECTION



- ❖ Millennials from Santo Domingo Dominican Republic, Campus CSTA of PUCMM.
- ❖ Initial request to 120 participants (Millennials aged 20-37) for the final selection a sample of 30 participants were selected.
- ❖ The sample size was determined by the principle of saturation where there is a point in data collection when no new or relevant information emerges (Manson, 2010).
- ❖ All subjects are active shoppers with their MID's and were enthusiastic to share their experiences.

THE INTERVIEW PROCESS

TOPICS:

1. **Social Management**
2. **Empowerment**
3. **Security**
4. **Trust**
5. **Product Information**

SPAID & FLINT

- We contacted the authors Spaid and Flint from “The Meaning of Shopping Experiences Augmented by Mobile Internet Devices”
- The types of questions they asked were “Tell me about the last time you used a device to help you shop?”

PHENOMENOLOGY

- The purpose of this approach is to capture lived experience of Millennials using MID's as a support in the purchase process.
- Used to obtain narrations about aspects of the participant's situation.

ENVIRONMENT

- We asked for permission to the possible participants and established one to one meetings between the researcher and one-respondent. A convenient time was arranged. The length of the interview was 30 to 45 min. The conversation was recorded and the reassurances about confidentiality of the comments were presented.

UNSTRUCTURED INTERVIEW

- There wasn't a list of questions prepared for this study because each interview was unique, but we had a guide.
- For this type of research unstructured questionnaire is considered the main method of data collection because the discussion is not shaped by the researcher's questions.

Stages of Data Analysis Developed for this Study

<i>Stage</i>	<i>Tasks Completed</i>
1. Immersion	<ul style="list-style-type: none">▪ Organizing the data-set into texts▪ Iterative reading of texts▪ Preliminary interpretation of texts to facilitate coding
2. Understanding	<ul style="list-style-type: none">▪ Identifying first order (participant) constructs
3. Abstraction	<ul style="list-style-type: none">▪ Identifying second order (researcher) constructs▪ Grouping second order constructs into sub-themes
4. Synthesis and theme development	<ul style="list-style-type: none">▪ Grouping sub-themes into themes▪ Further elaboration of themes
5. Illumination and illustration of phenomena	<ul style="list-style-type: none">▪ Linking the literature to the themes identified above▪ Reconstructing interpretations into stories
6. Integration and critique	<ul style="list-style-type: none">▪ Reporting final interpretation of the research

(Ajjawi, 2007, p. 10)

DATA ANALYSIS

The hermeneutical approach helps to interpret each interview individually to explain participant meanings while maintaining the context of their narrative. This method is taken to be interpretive (rather than purely descriptive as in transcendental phenomenology) (Phenomenology Online, 2015)

Results of Social Management

- ❑ An 87% of the participants express that validating with others made them feel secure before the purchase.
- ❑ For participants who answered they consult with friends and family, around 88% of them use MID's to share information (WhatsApp, Instagram, Facebook etc.), and they also consult the web to search for product reviews.
- ❑ Approximately 90% of participants expressed they read reviews, compared prices, shared or validated products information in social networks before they made the purchase decision through their MID's or even inside the store.

Results of Consumer Empowerment

- ❑ With the support of the Mobile Internet Devices (MID's) consumers have relevant information in their hands with a simple click
- ❑ 90% expressed feeling more confident to make a purchase knowing the details such as product specifications and different prices, before they made the decision whether to buy or not.
- ❑ Although finding good prices is an important element to Millennials due to the economic constraints, the shopping experience is about more than prices, it is related to deeply understanding the shoppers feelings toward the purchase proces
- ❑ 60% of the participants are frequently travelers to the United States to shop in malls and outlets. When traveling abroad if they don't have access to Wi-Fi or roaming services they don't feel comfortable while shopping.

Results of Consumer Empowerment



- ❑ Apparently for the participants going shopping without previous research feels like they are doing something wrong.
- ❑ 56% of participants, when asked to give an experience of what motivates them to buy through their MID's, reported how price was a critical determinant in their shopping decision.

Conclusions

- ❑ Others opinion affect purchase decisions. The 87% of interviews the participants demonstrated they need at least one interaction (influencer) to seek information or opinion.
- ❑ Not only it is important for the face to face interactions or reading blogs and opinions on Web Sites, but also the use of MID's for social connections and opinion seeking is a strong factor that becomes an immediate influencer for shoppers.
- ❑ Millennials before their purchase, spend time sharing and validating information, and reading reviews through social networks in order to seek for other's opinions that does impact on their final purchase decision.
- ❑ 88% of them explained they usually interact with more than one channel including Whatsapp, Website, Instagram, Facebook, among others and all of them responded that without this interaction they wouldn't make a purchase decision

Conclusions

- ❑ 67% of participants responded that they were influenced by other user reviews affecting their final purchase decision.
- ❑ 33% of the interviewees reported that reading reviews don't affect their purchase decision, instead they prefer to validate information with a friend or relative through MID's.
- ❑ 90% of participants in this study reported they spend time comparing prices of the products/services they purchased through their MID's or in a store.
- ❑ Dominican Millennials focused their purchase research on price. About 56% of participants mentioned their shopping decision is based on their budget to purchase a product and most of them reported validating price information when they purchase in store through their MID's

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SIGNIFICANCE OF THE FINDINGS

- ✓ Opens the path as a reference to other researches.
- ✓ Companies will explore the benefits of interacting with Millennials through their MID's.
- ✓ Future researchers and companies could target Millennials consumers in the Dominican Republic and adapt their business to connect with the behaviors and patterns of them.

LIMITATIONS OF THE STUDY

- ✎ Data about companies targeting Millennials through use of their MID's in DR wasn't available.
- ✎ The phenomenological approach has its limitations due to researcher bias that can affect the reliability and generalization of the outcomes.
- ✎ Phenomenological methodology doesn't involve large samples.

Recommendation for further research



- Validating the full effect of the use of MID's, merits further investigation.
- A recommendation for other researchers is to implement in-company activities including reviews on their Web page and Interactions with consumers using social media to evaluate the further impact.

Recommendation for further research

- Some of the participants indicated they prefer shopping online because they enjoy the end-to-end process of purchasing through their MID's.
- First, they do an initial search about the product specifications, reviews, and prices.
- Then they purchase the products/services selected, and finally they consider the reception of the product/service.
- As described by the participants they enjoy the purchase process using these three steps. A proposal for further research includes exploring this behavior to determine if this could be a trend in Dominican Republic.