



GENERATIONAL DIFFERENCES IN EVALUATION OF SHOPPING MALLS

Yeonsook Kim and Youn-Kyung Kim
Univ. of North Texas, Denton, TX 76203
Jikyeong Kang
Univ. of Wisconsin, Madison, WI 53706

The purpose of the study is to investigate the generational differences in evaluation of shopping malls. The mall intercept survey was conducted in four major regional malls in the U.S. The sample included 165 Generation Y, 146 Generation X, 155 Baby Boomers, and 164 mature consumers. The evaluation on shopping malls was factorized into six factors: Diversion, Social Experience, Aesthetic Ambiance, Economic Incentive, Entertainment, and Browsing/Refreshment.

There were significant differences ($p < .05$) among four generations in four factors (Economic Incentive, Aesthetic Ambiance, Diversion, and Entertainment). The highest evaluations for Economic Incentive, Aesthetic Ambiance, and Social Experience were rated by mature consumers; Diversion and Entertainment, by Generation Y and Generation X; and Browsing/Refreshment by Generation X.

The results of the study indicate that generation affects evaluation of shopping malls. The results suggest directions for retailers and mall developers to develop creative means by which various components can be incorporated with current features in the mall. Consequently, they should target the most desirable segments and develop creative, tailored programs to meet specific needs and wants of each target segment.