



## **TEENAGERS' SHOPPING MOTIVATIONS AND LONELINESS**

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The objectives of the study were (1) to compare three ethnic groups (White-Americans, Black-Americans, Hispanic-Americans) in terms of shopping motivation and loneliness and (2) to determine whether shopping motivation is related to loneliness.

Data were collected in three shopping malls in New York, Los Angeles, and Houston where ethnic minorities are concentrated. As a result, responses from 492 teenagers (179 White-Americans, 146 Black-Americans, 167 Hispanic-Americans) were used for statistical analyses.

Significant differences were found among three ethnic groups for five shopping motivation factors (Economic Benefit, Diversion/Browsing, Social Experience, Entertainment, and Meal/Snack Consumption). Correlation was observed between each shopping motivation factor and loneliness. The correlation coefficient between loneliness and all seven factors ranged from .21 to .36; however, all of the correlations were significant at the .05 significance level.

The results suggest that loneliness of teenagers affects their shopping motivations and that three ethnic groups are different in their shopping motivations. Retailers should adapt marketing and merchandising strategies to attract this emerging population segment by understanding the importance of offering social experience in the shopping malls and the presence of diversity among ethnic groups.