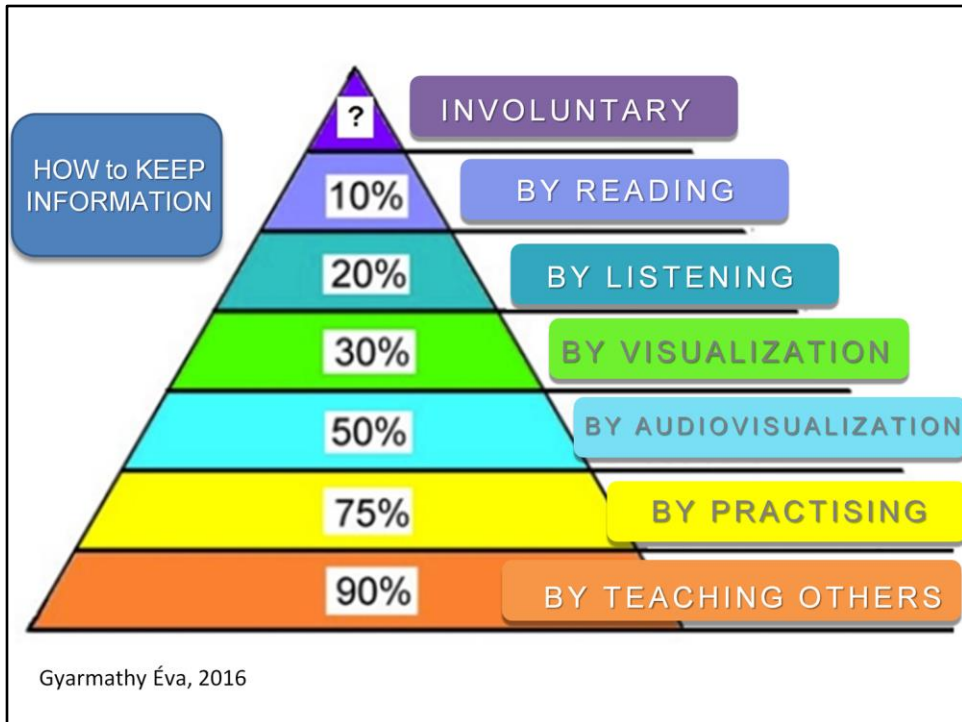
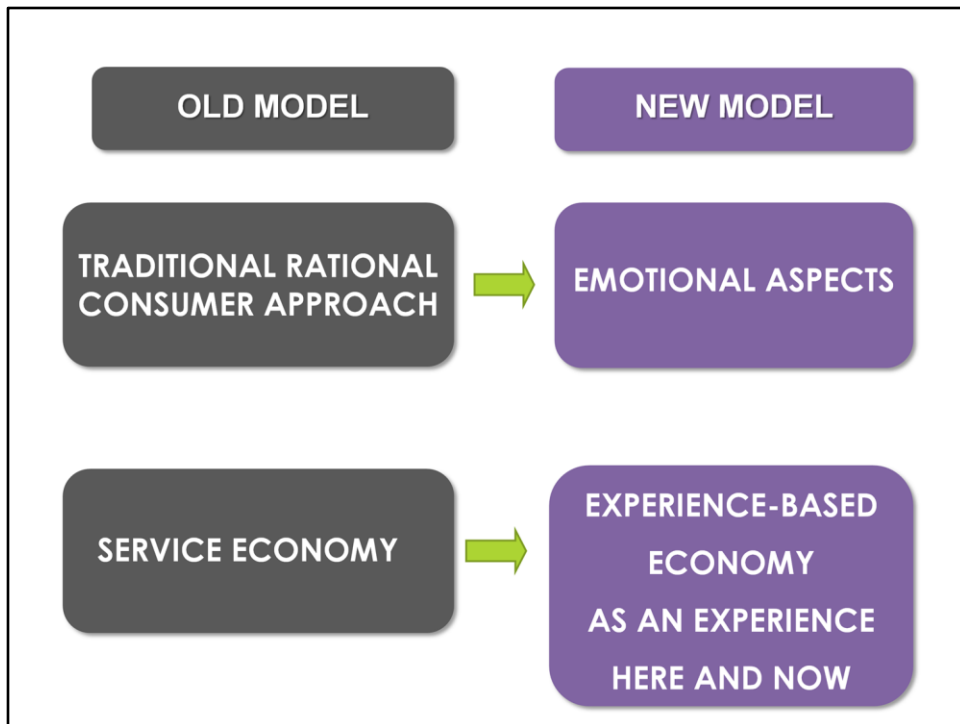


# SHOPPING EXPERIENCE







- Why is this important?
- **What kind of economical thinking do we need to understand the world?**
- Recent economic theory has developed from the traditional rational consumer approach to a new model which claims that **consumer behaviour needs to be considered not only for its physical elements, but also for its emotional aspects.**
- The service economy has turned into an **experience-based economy, and the supply is based on a consumer's experience, specializing in gaining experience.**
- The current focus is on the consumer. The modern shopping experience is **happening 'here and now.'** Thus, the **store atmosphere and the so-called effect of point of sales have a serious impact on consumer decisions.**

# THEORY of GENERATIONS

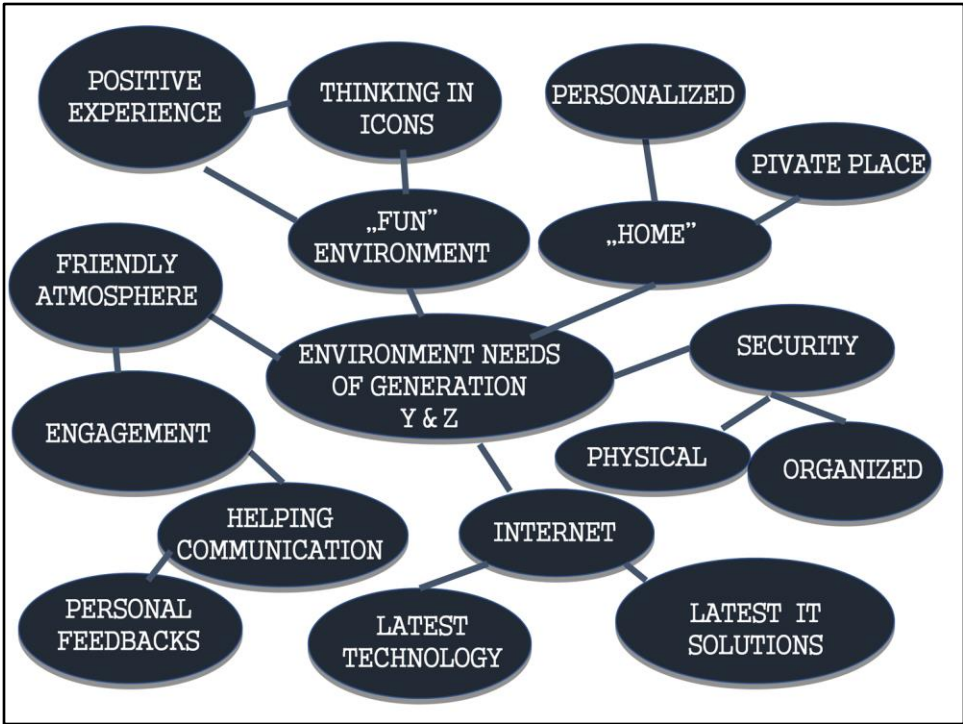


COMMON BELIEFS  
LOCATION IN HISTORY  
PERCEIVED MEMBERSHIP

- **Theory of generations (or sociology of generations)** is a theory posed by [Karl Mannheim](#) in 1928
- According to Mannheim, people are significantly influenced by the **socio-historical environment** (in particular, notable events that involve them actively) **of their youth; giving rise, on the basis of shared experience, to social cohorts that in their turn influence events that shape future generations.**
- according to Howe and Strauss, **historical events are associated with recurring generational personas (Archetypes) and these generational personas unleash a new era (called a turning) in which a new political climate exists. These successive eras (turnings) occur under the dominant generation and tend to last around 20-22 years, the length of a generation.**
- a long human life, usually spans between 80-90 years
- **generation share what the authors call an *age location in history*: they encounter key historical events and social trends while occupying the same phase of life. In this view, members of a generation are shaped in lasting ways by the eras they encounter as children and young adults and they share certain common *beliefs and behaviors***
- **Aware of the experiences and traits that they share with their peers, members of a generation would also share a sense of common *perceived membership* in that generation**







# EXPERIENCE

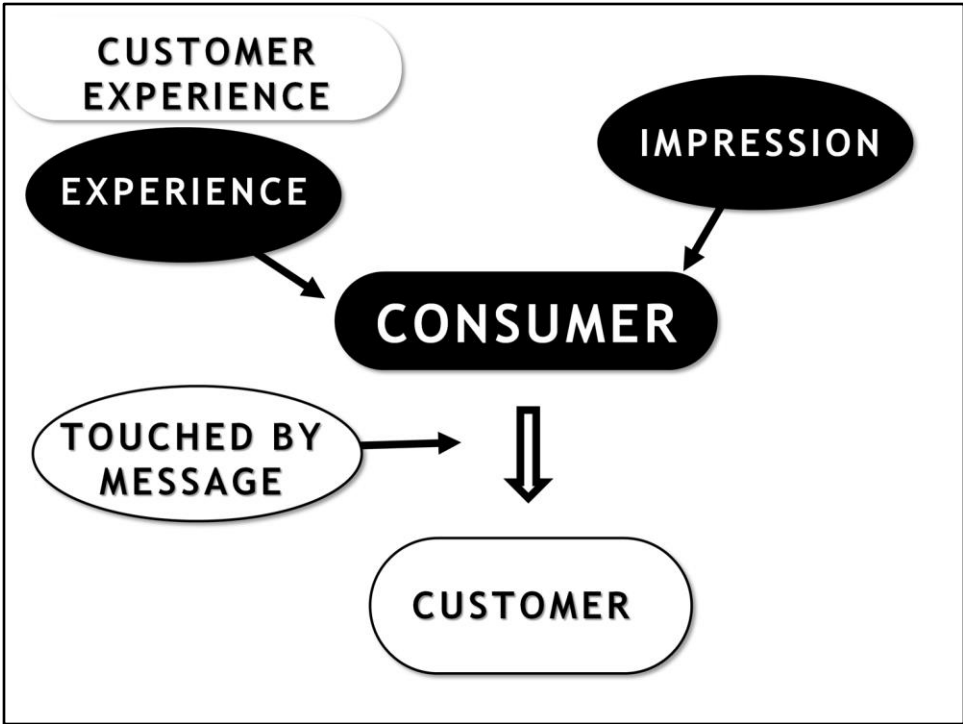
„The knowledge or skill acquired by a period of practical experience of something“.

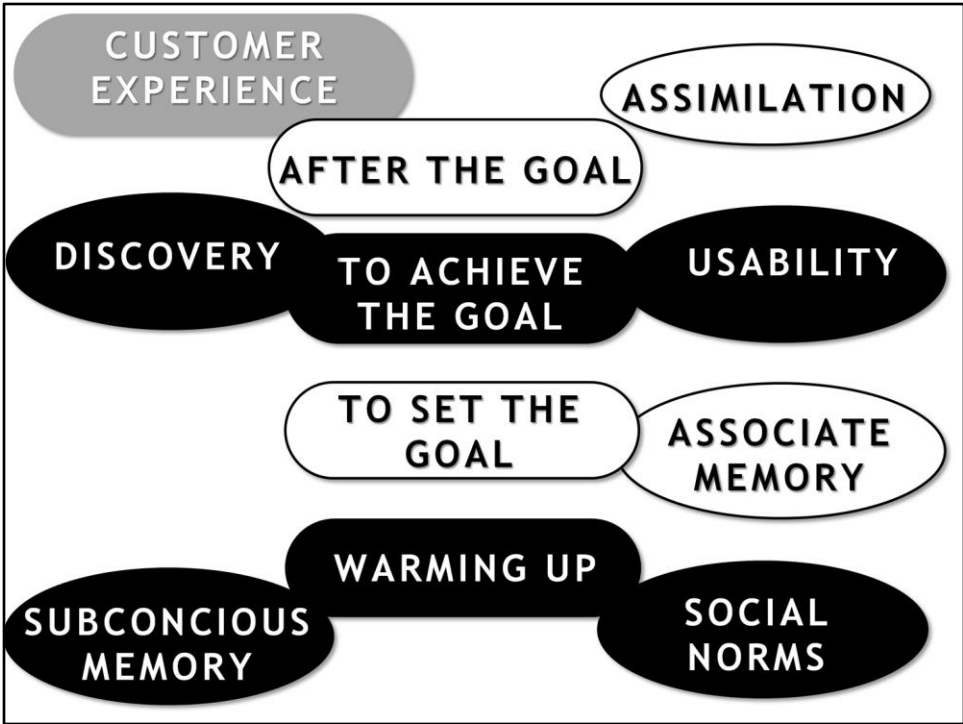
„...An event or occurrence which leaves an impression on someone, ...“

- The knowledge or skill acquired by a period of practical experience of something, **especially that gained in a particular profession.**









# EXPERIENCE

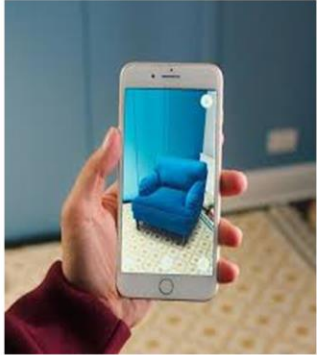
PRODUCT

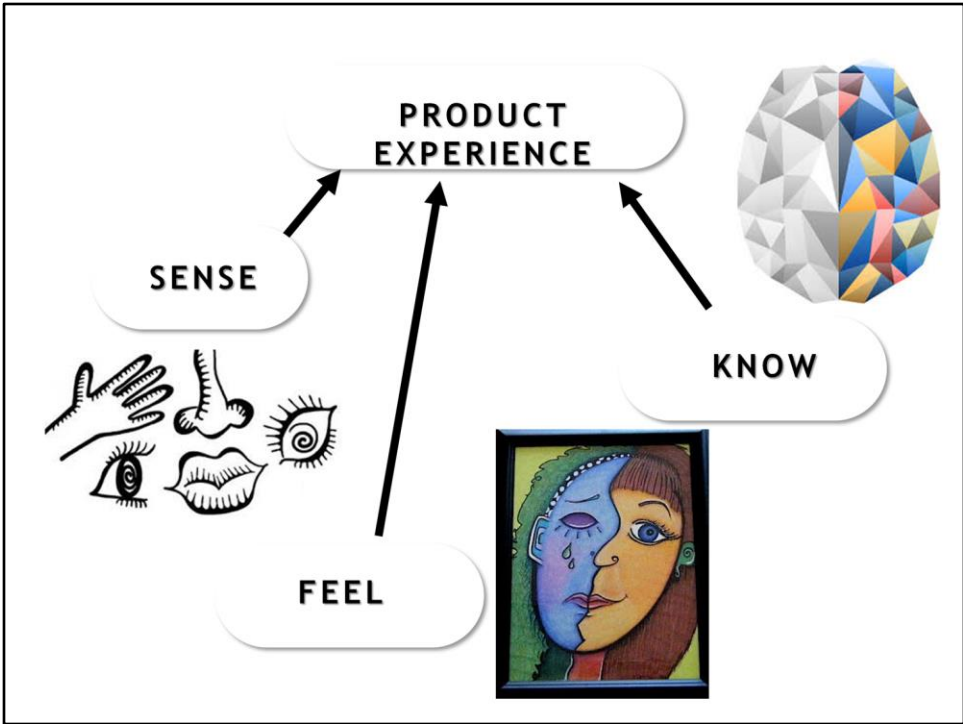


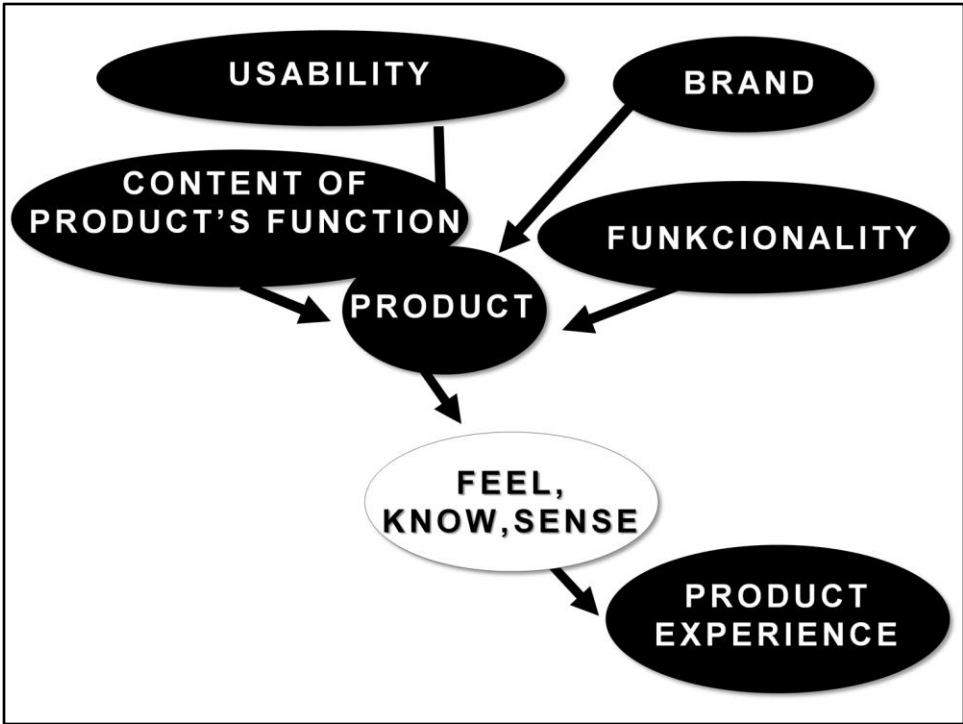
USER

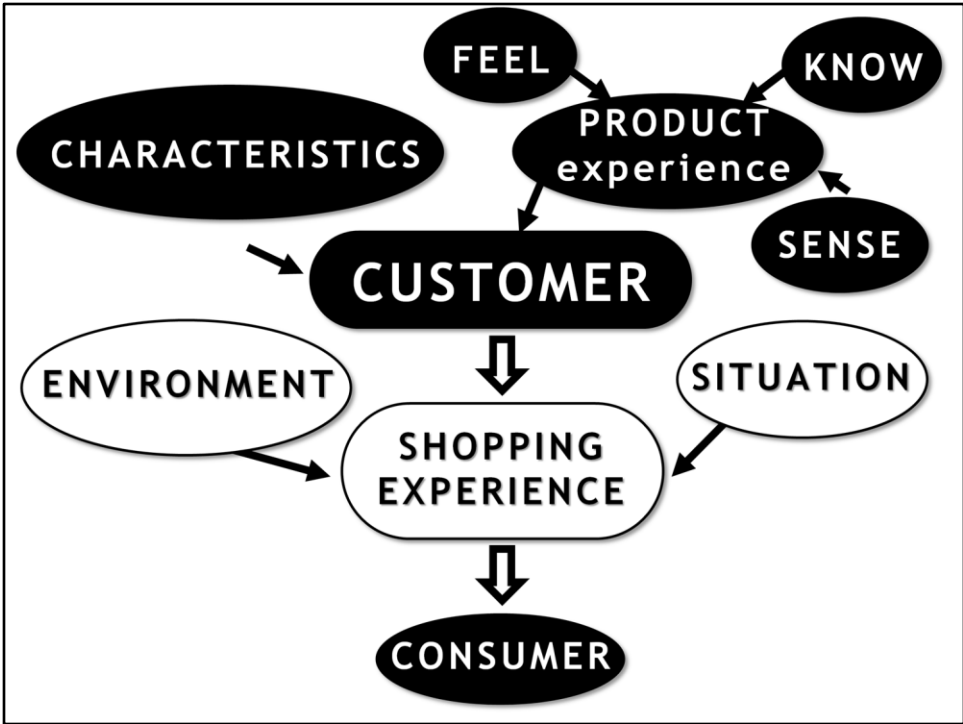


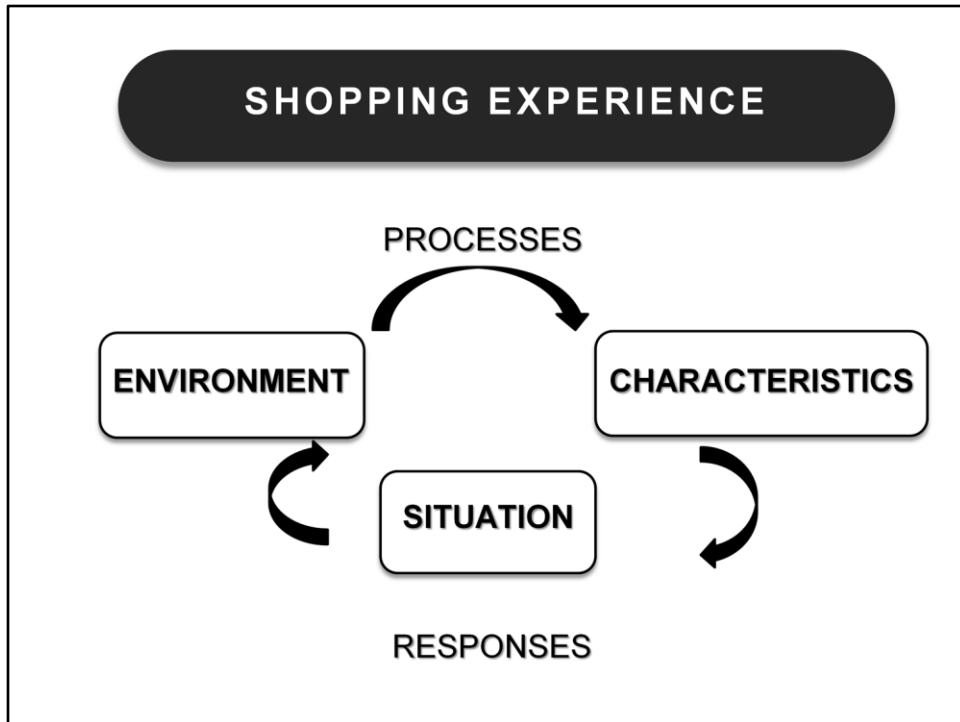
SHOPPING











- Shopping experience

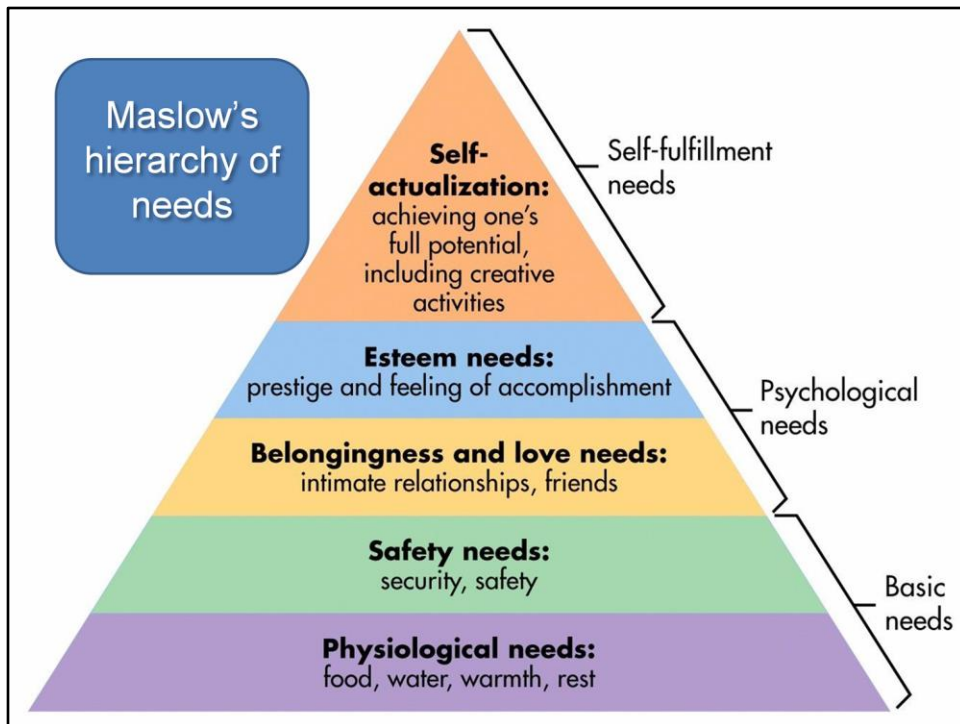
- The shopping experience **involves consumer** processes and responses to the shopping environment, situation, and consumer characteristics.

- The environment **makes influence in our purchase decisions.**

- During the shopping process **feelings merge and they influence** what or how many we buy.

- motivation also effects our decisions - Maslow's hierarchy of needs

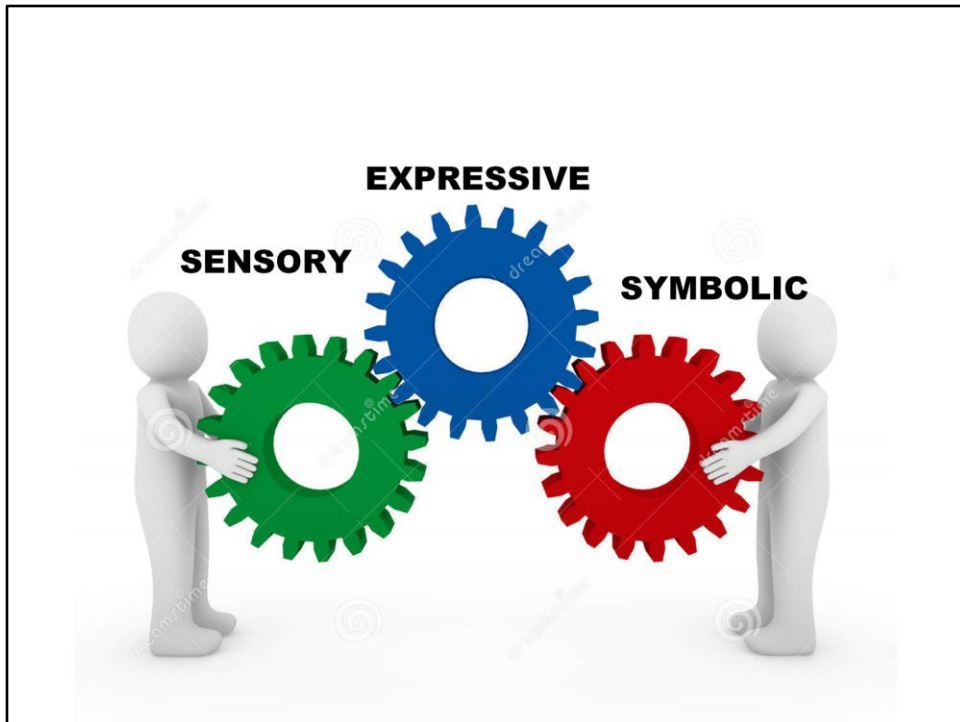




oMaslow stated that **people are motivated to achieve certain needs** and that **some needs take precedence over others.**

oOur most basic need is for physical survival, and this will be the first thing that motivates our behavior. Once that level is fulfilled the next level up is what motivates us, and so on.

oif i go by train cos we do not have a car and we need to buy food or when for example you take your friend's children just to experience them how to travel by train



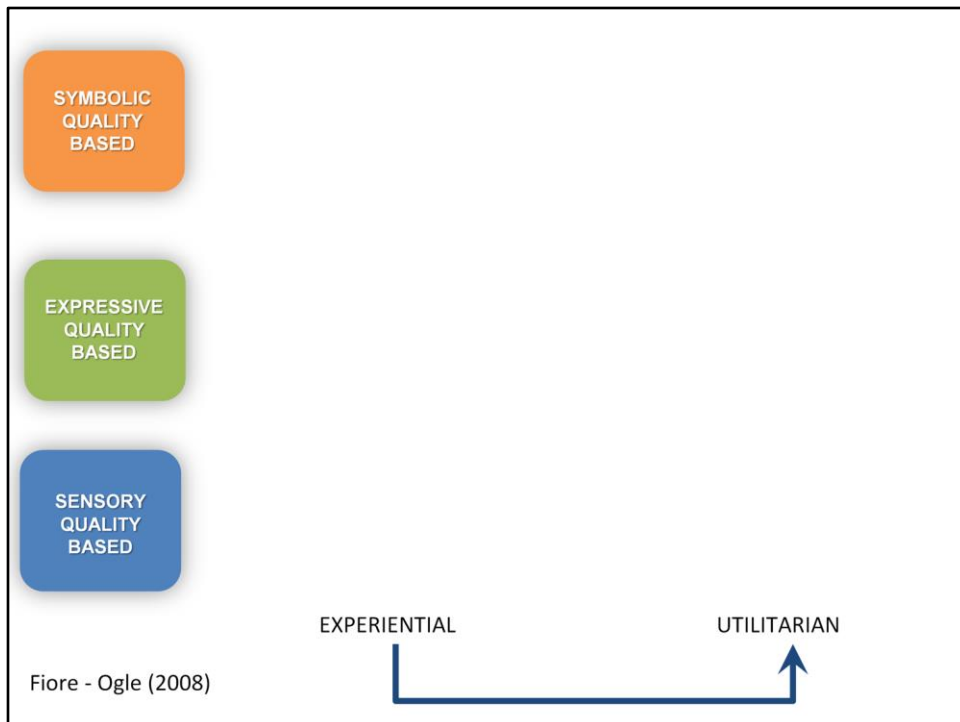
- The levels of shopping experience: sensory - experience - symbolic

- **Sensory quality based benefits:** These benefits characterize perceivable features such as the product's composition or structure (color, texture, line, shape, space, balance, rhythm). It also includes the physical environment's features like pitch, harmony, and melody.

- **Expressive:** These benefits are based on senses in general and are connected to symbolic imaginary. They provide an opportunity for someone to communicate and express something from his or her self-image

- **Symbolic** benefits are the more extrinsic advantages of product consumption. They usually correspond with non-product-related attributes and relate to underlying needs for social approval or personal expression and outer-v directed self-esteem.

- o example: bicycle shop - sensory: it is clean, nice lightening - experience: aroused emotion - symbolic: I'm cyclist, I feel connected to those who are also, I feel warmth, accepted inside

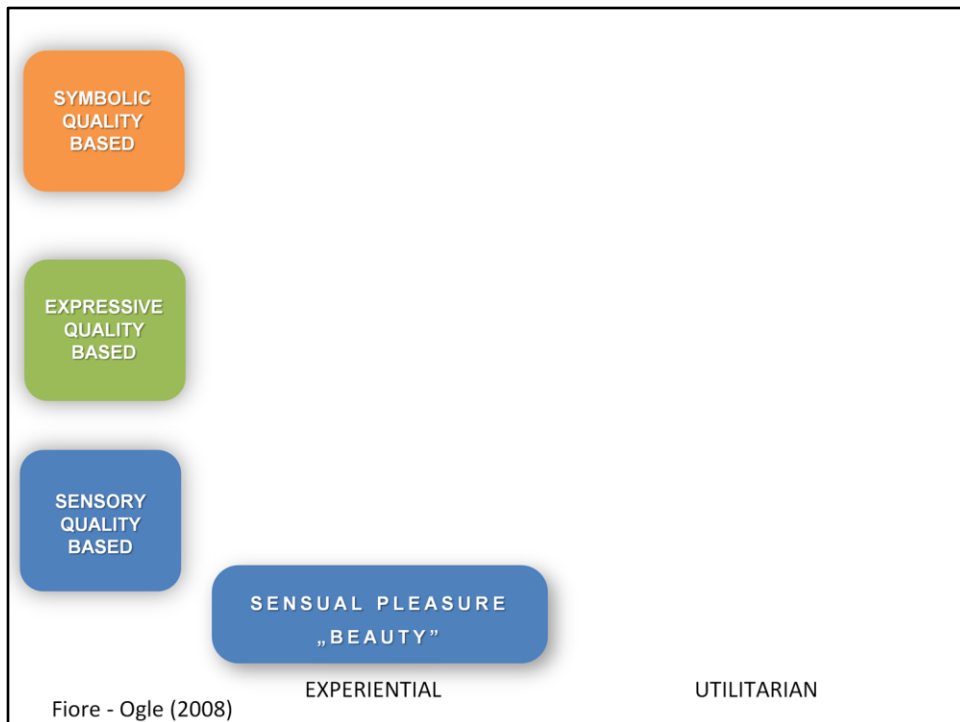


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**Symbolic benefits are the more extrinsic advantages of product consumption.** They usually correspond with non-product-related attributes and relate to underlying needs for social approval or personal expression and outer-v directed self-esteem.



o **Experiential benefits** are **non-instrumental but rewarding and pleasurable** in and of themselves. **They identify what it feels like** to use the product and usually correspond to the product-related attributes.

o **Utilitarian benefits help one attain external aims or goals such as social or economic gain.** They are derived from the utility of a product. Primarily, they refer to savings, quality, and convenience, as these help the consumer increase the utility of the acquired purchase and the efficiency of the purchasing experience.

## SENSUAL PLEASURE



- Beauty is relative
- less sensual pleasure means less quality
- The most notable feature of the new space is its system of T-shirt tubes and dispensers. When a T-shirt is sold, the tube disappears from the dispenser. According to the designers, they designed this innovative tube and dispenser system to "visualize commerciality."

# BEAUTY



- The aspect of beauty is **more philosophically complex, but it is easy to sense.**
- It is a subjective attribute, there are **universal ideals of beauty; people like symmetry, balance, the golden ratio, etc....**

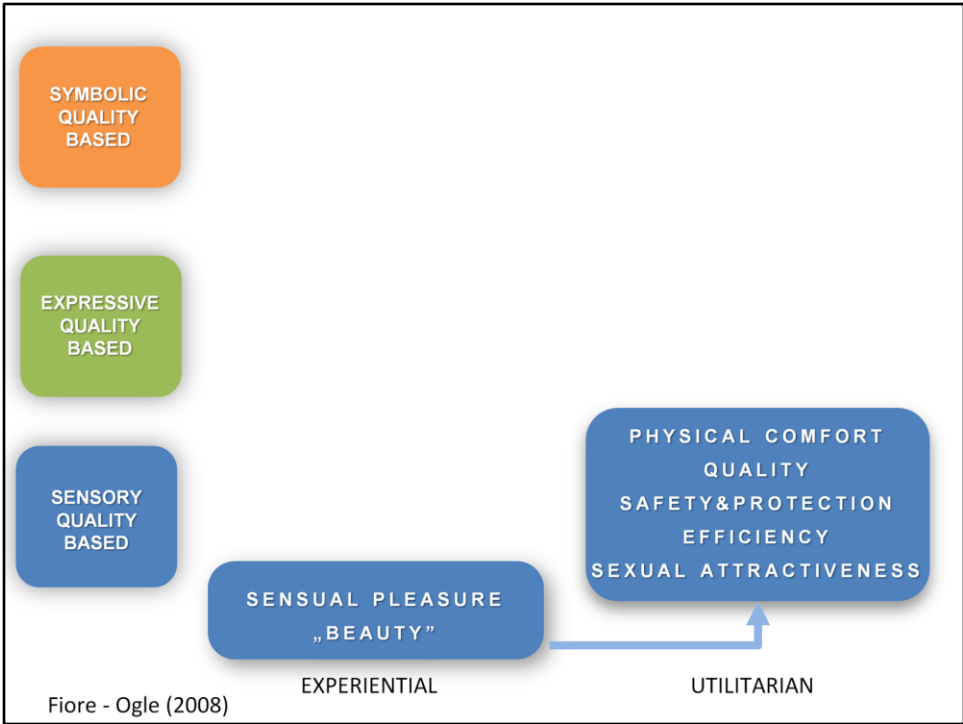
BEAUTY











## QUALITY



- structural quality entails perceptions of store performance on dimensions of physical aspects, reliability, personal interaction, problem-solving and policy.

## PHYSICAL COMFORT



- physical comfort involves lighting, colors, comfort, and materials in the shopping environment which let customers feel safe.
- **Only the comfort does not cause joy**
- in the modern society, people **do everything to avoid any kind of discomfort** or interference
- we **feel huge joy when we can relieve the stress**, OR the stress disappears
- if we **live in our comfort zone we say no for joy**
- we, as cultural **human beings think that for joy we need to suffer**
- if we would like **to get instant happiness then we start to drink** alcohol, use drugs, or go bungee jumping etc.
- **the pressure also appears in shop experience** - for example: only today 20% off/ open sale



## SAFETY&PROTECTION



- BKK Centre for Budapest Transport has ticket vending machines
- how secure we feel to use our credit card here - what are the things that help the customer feel secure?
- it is enough deep, a queueing line painted on the floor, reminds to take my card,...

# EFFICIENCY



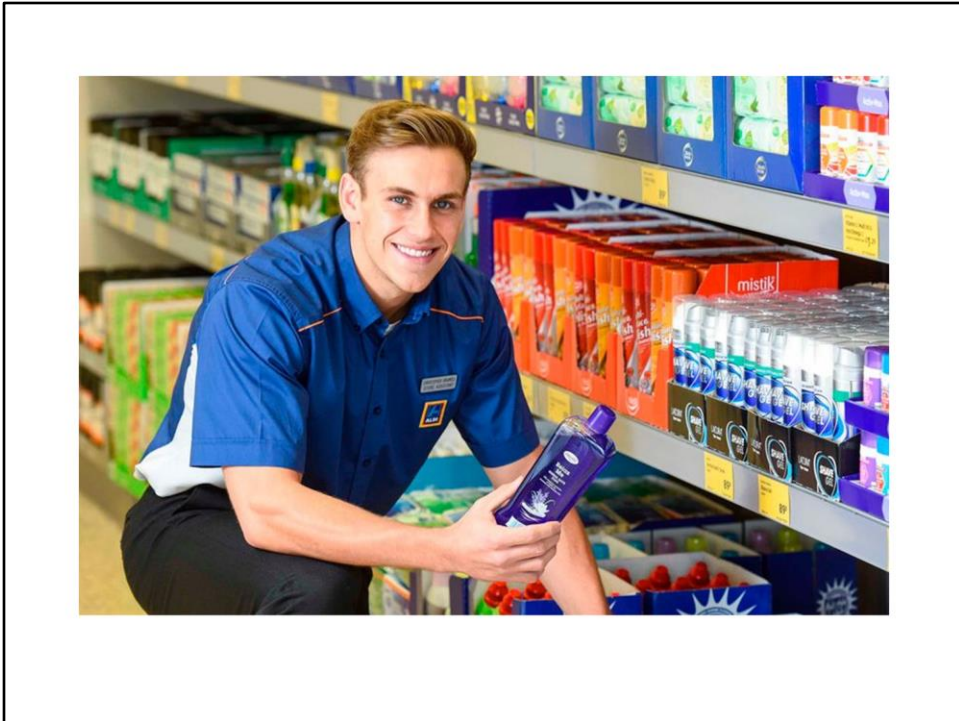
- s the ratio of outputs and inputs.
- inputs include money, time, effort
- the efficiency of time and effort is seen as convenience

## SEXUAL ATTRACTIVENESS

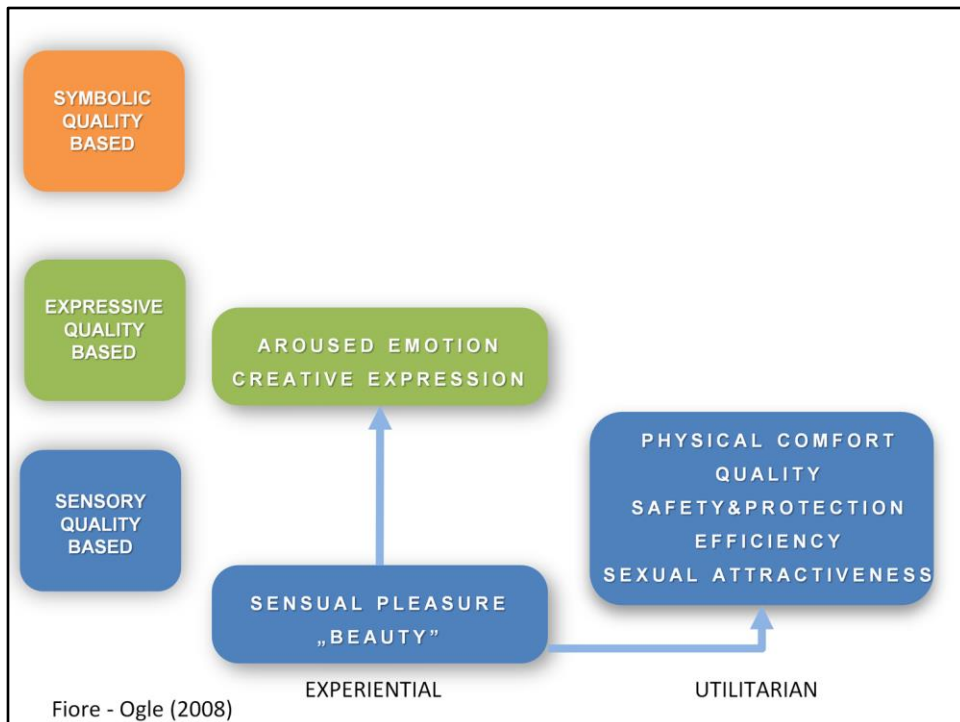


- **Attracting the opposite sex is regarded as a general basic need**, and this appears in the shopping experience as well.
- **One aspect evaluates how attractive and nice the shop assistant is, a feature that allows people to believe that he or she is actually attractive and desired by many.**





●this sense **could materialize after the shopping experience**, leaving the customers feeling more pleasant.



Expressive: These benefits are **based on senses in general and are connected to symbolic imaginary**. They provide an opportunity for someone to communicate and express something from his or her self-image

Experiential benefits are **non-instrumental but rewarding and pleasurable in and of themselves. They identify what it feels like to use the product** and usually correspond to the product-related attributes.

## 6 BASIC EMOTIONS



● Six Basic Emotions is a term that refers to the theory of American psychologists Paul Ekman and Wallace V. Friesen. **They identified six basic emotions based on studying the isolated culture of people from the Fori tribe in Papua New Guinea in 1972.** The tribe members were able to identify these six emotions on the pictures: **Anger, Disgust, Fear, Happiness, Sadness, Surprise.**

● After that, **they took pictures of facial expressions of people from the Fori tribe with the same emotions and they presented these pictures to people of other races and cultures all over the world. They also interpreted the emotions on the pictures correctly.**

● Gradually, many researches have confirmed that these emotions are universal for all human beings.

## AROUSED EMOTION



- In the esthetic experience, expressive qualities may change emotions from a neutral state to a pleasurable or satisfied state.

## AROUSED EMOTION

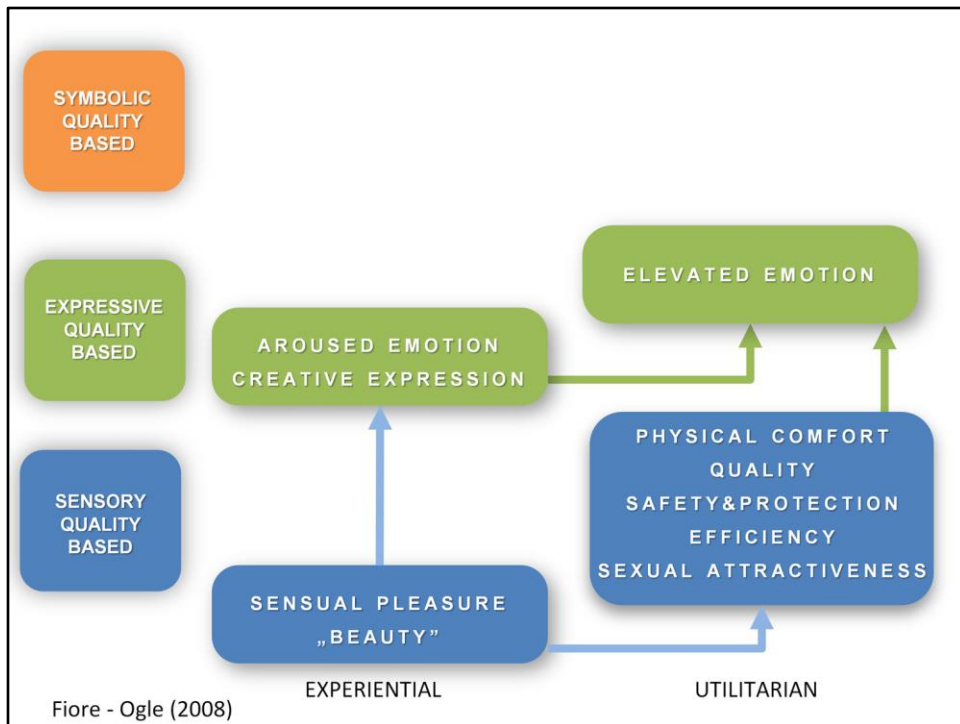


- The store atmosphere can influence the shopper's feelings: background music, crowd, lightening, placement
- some people stay in the crowd shop because it is like hunting

## CREATIVE EXPRESSION



- It requires an innovative characteristic as well as a desire for unique self-expression and artistic disposition, qualities.
- Most new cars sold or leased these days feature some optional extras. Buyers like to personalise their cars.
- is rooted in the capacities for observation, discovery, imagination, and courage.



Utilitarian benefits help one attain external aims or goals such as social or economic gain. They are derived from the utility of a product.

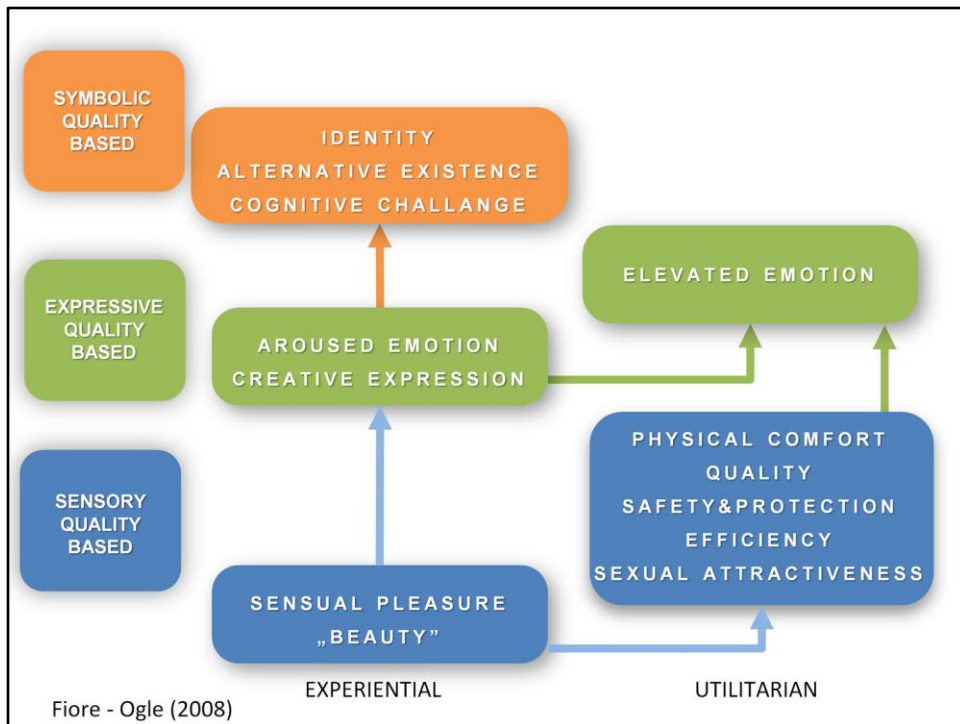
Expressive: These benefits are based on senses in general and are connected to symbolic imagery. They provide an opportunity for someone to communicate and express something from his or her self-image

## ELEVATED EMOTION



- This is experienced as a distinct feeling of warmth and expansion accompanied by appreciation.





Symbolic benefits are the more extrinsic advantages of product consumption. They usually correspond with non-product-related attributes and relate to underlying needs for social approval or personal expression and outer-v directed self-esteem.

# IDENTITY



## ALTERNATIVE EXISTENCE



Within a store, a greater variety of compatible (i.e., focused and internally consistent) options is expected to be perceived as having greater commitment—which enhances the store’s perceived overall quality and increases the chances of a purchase.



## COGNITIVE CHALLENGE

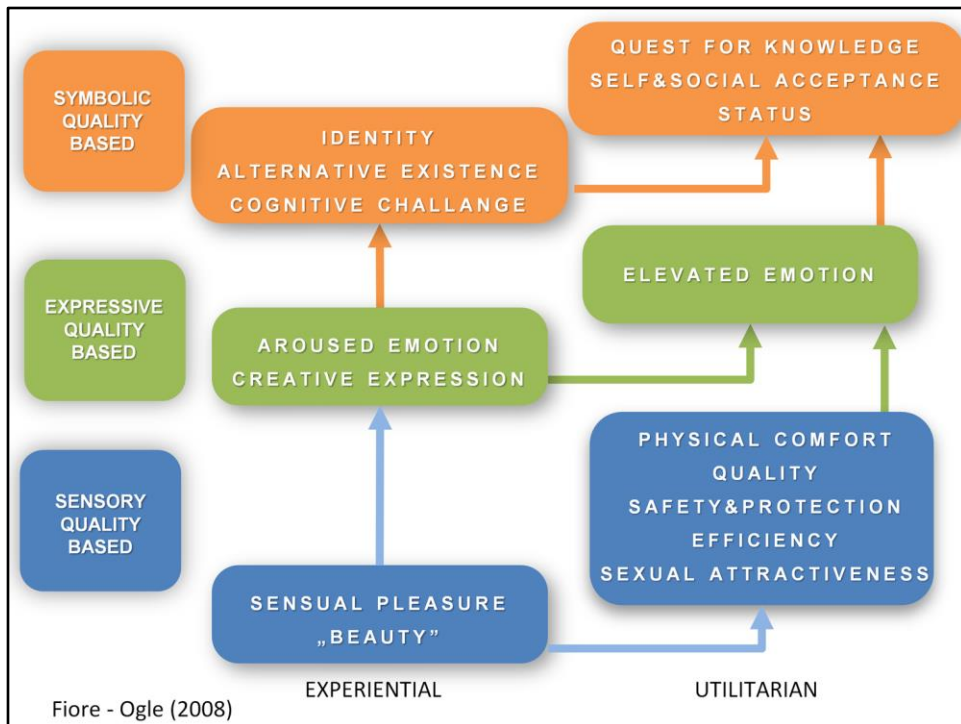


- where the shopping environment is made for self-discovery, and consumers often leave satisfied with the proud feeling of “I could do it!”
- test drive
- The best practice for this is IKEA,

## COGNITIVE CHALLENGE



●Wolford: curved, double-screenlike construction, the gallery offers a peekaboo vista on one side, in an architectural nod to mesh stockings, and serves as a wooden partition on the other. The key innovation, however, is the way the Wolford hosiery range is presented. For each style, there is a full-page photograph of a model wearing the stockings in question, and then a display board mounted with the actual hosiery material so that customers cannot only see, but feel the sample. The stockings themselves are filed away to the side of each display, so customers can help themselves if desired.



## QUEST for KNOWLEDGE



- Shoppers appreciate if they can gain more knowledge about the products because it gives them satisfaction and self-confidence.
- new type of employee to their payrolls. The new job description, echoing Apple, is that of "product genius."
- The new employees will be on hand during the selling process to help explain the increasingly complicated high-tech features of the automaker's product lineup.





k21

## SOCIAL ACCEPTANCE



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**50. dia**

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**k21** kapusykata; 2018.03.08.

## SELF ACCEPTANCE



- The consumers choose shopping environments in which they feel accepted and self-assured.
- Greenshop: As one of the UK's leading environmental retailers the Greenshop has great pleasure in bringing you a selection of environmentally friendly, fair trade and organic gifts and products. We carefully research our products knowing that making ethical choices is important to you and we think we are the ideal place to shop.

# STATUS



- By shopping for a certain product, consumers express their financial and social status, too.

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kapusykata; 2018.03.08.

# STATUS

