CHAPTER 2: LITERATURE REVIEW

2.1 Background of the Study
This section gives the theoretical background of the study. It is important to understand the term ‘Generations’ and to know about ‘The Generational Theory’.

2.1.1 Generations and The Generational theory.
Howe and Strauss (1991)\textsuperscript{27} in their book \textit{Generations: The History of America's Future, 1584 to 2069}, proposed what they called as The Generational theory. Here they say that a \textit{social generation} or cohort is an aggregate of people born over roughly a period of 20 years. They further go on to say that this cohort share the same economic, social, political and historical events in their childhood, growing-up and adulthood that make them share a common beliefs and have some what a similar behaviour.

Strauss and Howe define a “social generation” as “the aggregate of all people born over a span of roughly twenty years, or about the length of one phase of life: childhood, young adulthood, midlife, and old age. Particular generations are identified (from first birth year to last) by looking for cohort groups of this length that share some criteria.

The members of a 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.

Because members of a generation are shaped in lasting ways by the eras they encounter as children and young adults, they also tend to share certain common beliefs and behaviours.

Aware of the experiences and traits that they share with their peers, members of a generation also tend to share a sense of common perceived membership in that generation”\textsuperscript{28}.

“According to the Strauss and Howe’s theory of history, historical eras run in repeated cycles and are shaped by the different generations alive at different ages at the time, who themselves fall into repeating patterns”\(^{29}\).

This website also further says that Strauss and Howe’s work in Generations is “The first work to interpret history through the lens of generational patterns, it gave a further boost to the popularity of marketing through generations, revolutionized thinking about zeitgeist as being shaped through generational differences, gave support to non-demographic definitions of generations. They also identified the generation after the Boomers and named them the 13th Generation (roughly equivalent to Generation X). They also identified everyone born in and after 1982 as being part of the Millennial Generation (Generation Y)”\(^{30}\).

In the Fourth Turning: What the Cycles of History Tell Us About America’s Next Rendezvous with Destiny, Howe and Strauss (1997)\(^ {31}\) identified Generation X and Generation Y.

2.1.2 Generational Archetypes

In their book Generations, Strauss and Howe defined a pattern of historical generations in an alternation of Crises and Awakenings. They observed that Generations that come of age as young adults during a Crisis or an Awakening directly absorb the lessons of that defining era, and carry these lessons forward in their attitudes and behaviours later in life. Strauss and Howe label these as dominant generations.

The Generations that grow up as children during a Crisis or Awakening take a dependent role during that defining era, which shapes their later attitudes and behaviours very differently. Strauss and Howe label these as recessive generations\(^ {32}\).


They further mentioned that two different types of eras and two formative age locations associated with them (childhood and young adulthood) produce four generational archetypes that repeat sequentially, in rhythm with the cycle of Crises and Awakenings.

In their book *Generations*, Strauss and Howe have referred to these archetypes as *Idealist, Reactive, Civic, and Adaptive*\(^{33}\) whereas in *The Fourth Turning* (1997) they updated these terminologies to *Prophet, Nomad, Hero, and Artist*\(^{34}\).

Strauss and Howe go on and mention that these generations in each archetype not only share a similar age-location in history but they also share some basic attitudes towards family, risk, culture and values, and civic engagement. It essentially means that the various generations shaped by the similar early-life experiences develop similar collective personalities and follow more or less similar life-patterns.

It can also be said that *Generations go beyond the demography of the age or the period of birth and become the study of attitudes, personality and behaviour.*

Following is the list of the Generations, archetypes, turnings and the birth years identified by Strauss and Howe.

### 2.1.3 Generational Archetypes and Turnings \(^{35}\)

**Generations**

- Arthurian Generation (1433–1460) (H)
- Humanist Generation (1461–1482) (A)
- Reformation Generation (1483–1511) (P)
- Reprisal Generation (1512–1540) (N)
- Elizabethan Generation (1541–1565) (H)

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2.1.4 Defining Generation X and Generation Y for this Study

Therefore, for the given study, it can be established that Generation X (13th) is a term used for Generation of people with birth years from 1961 to 1981 and Generation Y (Millennial, Echo boomers, Generation Next, Internet Generation)\(^{36}\) is a term used to define the Generation of people with birth years from 1982 to 2003.

2.2 The Generational Theory applied to Asia and India.

Various researchers and scholars have extended the Generational theory from United States (US) to Asia and more specifically to India.

**Erickson (2009)**[^37] on the blog of Harvard Business Review has compared the Generations of India with the US. She has mentioned how the various social, political and economical conditions prevailing during the various time frames have affected the various Generations of India.

**Codrington (2011)**[^38] along with the TomorrowToday research team conducted a detailed survey and showed how the Generational theory can be applied to the various countries across the world. In his white paper, Codrington writes about how the theory can be applied to a variety of countries in the Eastern hemisphere of the world namely Japan, China, India, South Korea, Vietnam, Singapore, Malaysia, Philippines, Indonesia, Australia and New Zealand.

**Erickson and Bevins (2011)**[^39] in their white paper for Moxie Insight have compared eight countries with the help of the Generational Theory, for the purpose of the Global workforce. The eight countries are namely: Brazil, China, Germany, India, Russia, Saudi Arabia, United Kingdom and United States.

2.3 Literature Review comparing Generation X and Generation Y

Many comparative studies have been carried out involving the Generation X and Generation Y.

Christopher Bachler (2008)\(^{40}\) published an article in a magazine on how to market to the Generation X and Generation Y of America. Bachler, in his article mentioned the various characteristics of the Generation X and Generation Y. The article discussed about their likes and dislikes, their preferred places, etc, so that the marketers can target. The article also compares both the groups and identifies internet, radio, publications and direct mails as a medium to target these individuals for marketing purpose.

Richard Sayers (2008)\(^{41}\) addressed the issue of how business and public sector organizations are finding it increasingly hard to attract and keep talented workers; in particular, younger, highly skilled staff. And how, workforce planning and generational change have become critical issues for the organizations. The survey was carried out in East Asia and South-East Asia, including China, India, Indonesia, Pakistan, Philippines, Singapore, Thailand and Australia. The paper argued that an understanding of generational change and commitment to professional development combined will play a critical role in the recruitment and retention efforts of future Academic Libraries.

LaToya M. Robbins (2008)\(^{42}\) has studied leadership development of these two generations as compared to the baby boomers in the area of Wisconsin Platteville. The researcher in this paper talks about how traditional and modern day theories and methodologies can be merged to yield an effective leader.

\(^{40}\)Bachler, C., How to Market to Gen X and Gen Y. Home Business \(\odot\) Magazine ., 2008, August.
\(^{42}\)Robbins, L. M., Bridging the Gap in Leadership Development within Generation X and Y. University of Wisconsin- Platteville, 2008.
Head (2008)\textsuperscript{43} in his article compared Generation X and Generation Y of America on the basis of how they are managed and marketed to. His study focused on the younger generations specifically, Generation X, Generation Y and Generation Z and how the industry might better recruit, train, and sell to these generations.

Tolbiz (2008)\textsuperscript{44} studied the Generational differences in the workplace of the American workers. The aspects studied by the author were: Attitudes towards work Loyalty towards the employer, Attitudes regarding respect and authority, Training styles and training needs, Desire for a better work/life balance and Attitudes towards supervision. The study identified various similarities and differences among the generation that were studied: Traditional, Baby boomers, Generation X and Generation Y.

Donna Pendergast (2009)\textsuperscript{45} has in her article tried to establish a relationship between the Generational Theory and Home Economics. The author in her article identified key strategies to retain Generation X members and facilitate their shift to new styles of leadership roles and also to attract and retain Generation Y professionals of Australia.

Susana Fernandez (2009)\textsuperscript{46} has compared Generation X and Generation Y on work related beliefs of employees of Silicon Valley. She in her study examined the various potential generational and gender differences on three work-related beliefs such as work engagement, teamwork, and career development. She found out that Generation Y was more engaged at work than Generation X and men were found to be more engaged at work and more content with their career discussions as compared to the women.

\textsuperscript{44}Tolbize, A. Generational differences in the workplace. Research and Training Center on Community Living. Minnesota: University of Minnesota., 2008.
\textsuperscript{45}Pendergast, D., Generational Theory and Home Economics: Future Proofing the Profession. Queensland, Australia: Griffith University., 2010.
\textsuperscript{46}Fernandez, S., Comparing Generation X to Generation Y on work-related beliefs. San Jose State University, 2009.
Gayle Elizabeth Ruddick (2009)\textsuperscript{47} studied four different workforces the Traditionalists, Baby boomers, Generation X and Generation Y. The study found out that all the four generations have a different way of communication, different work perspective, values and set of needs. The study found out that Generation Y prefers directive and consultative communication. They like autonomy in their work but also crave for praise and guidance. The study found out results of various important points such as ideal and undesirable job attributes, effective and ineffective communication, views on the interaction with the leaders, etc.

Marketingcharts.com (2010)\textsuperscript{48} commented on how Generation X and Generation Y of America are assisting the economic recovery by continuing to splurge. Categories that topped the list of splurges for the younger generations were apparel, travel/vacation, shoes and theatre-based movies said this report.

Sylvia J. Jaros (2010)\textsuperscript{49} performed a comparative analysis of various intergenerational conflicts between women employees. The researcher analysed the communication styles of different generations of women and the resulting conflicts.

Susan Quinn (2010)\textsuperscript{50} in her book, Generational Challenges in the workplace, discussed the background, characterises, their view of work, the criticisms they face and the motivators of Veterans, Baby boomers, Generation X and Generation Y. She concludes by stressing upon the importance for the managers to understand today’s multigenerational workforce and manage them efficiently and effectively.

\textsuperscript{47}Ruddick, G. E., Intergenerational Leadership communication in the Workplace. Graduate School of Clemson University, 2009.
\textsuperscript{49}Jaros, S. J. A Comparative Analysis of Intergenerational Conflict Between Women in the Workplace. Seton Hall University. 2010.
\textsuperscript{50}Quinn, S., Generational Challenges in the Workplace. bookboon.com., 2010.
(Mahalakshmi and Dr. K. Jawahar Rani)\textsuperscript{51} wrote a paper exploring the factors affecting the adoption of mobile and its usage by Generation X and Generation Y in Chennai. The study concluded that Social, Demographic, Culture, and Technology were the influencing factors that affected the behaviour of the Generation X and Generation Y in adoption and usage of mobile phones. The study also observed that Generation X and Generation Y see Mobile phones as fashion items which indicated their social status and power.

Kaylene C. Williams and Robert A. Page (2010)\textsuperscript{52} in their research paper say that generations have unique expectations, experiences, generational history, lifestyles, values, and demographics that influence their buying behaviours. Therefore it is important to understand them to market to them. The researchers have dealt with 6 American Generations, namely: Pre-Depression Generation, Depression Generation, Baby Boomers, Generation X, Generation Y, and Generation Z. They say that each of these generations are described in terms of the times in which the generation grew up, their characteristics, lifestyles, and attitudes. The primary focus of this paper was to describe how to create various marketing strategies appropriate for each generation’s characteristics and behaviours, particularly in terms of segmentation, products and services, and communication.

Soni, Upadhyaya and Kautish (2011)\textsuperscript{53} studied the Generational differences in work commitment of software professionals of India and examined the generational differences for the five types of work commitment - work involvement, job involvement, work group commitment, organizational commitment and professional commitment. The findings of the study suggested that generation is not a sole and good-factor predictor of work values.


\textsuperscript{53}Soni, S., Upadhyaya, M., & Kautish, P., Generational differences in work commitment of software professionals: myth or reality? \textit{Foundation for Organisational Research & Education}, 28 (4)., 2011.
Ventura Insight (2011)\textsuperscript{54} published a report mentioning how various companies target various customers belonging to the diverse generations such as baby boomers, Generation X, Generation Y and are preparing to welcome and target the Generation Z of United Kingdom. The report also talks about how Generation X and Generation Y can become an effective workforce.

Sarah Reep and Mark Johnson (2011)\textsuperscript{55} did a review on the Life stage needs for Generations B (Baby boomers), X, Y with specific reference to the kitchen designing. The article talks about the preferences of the Baby boomers, Generation X and Generation Y American customer’s perceptions and preferences of the kitchen décor.

Lourdes Susateta, at el, (2011)\textsuperscript{56} studied the Latin America and Iberian Countries Generation X and Generation Y for their work attitude drivers, values and motivational factors. The five dimensions studied in this paper are: Life Project, Professional Ethics, Attitude towards Authority, Leadership and Commitment to the Company.

So Lai Man, Stella (2011)\textsuperscript{57} has compared the Chinese Generation X and Generation Y females based on the luxury brands and luxury brand values. Brand values, brand attitudes and real brand purchases of the female Generation X and Generation Y were compared in this study. The study concluded that the younger female consumers i.e. Generation Y was different from their older counterparts belonging to the Generation X in terms of their attitudes and values toward luxury brand consumptions. It was concluded that the younger consumers were savvier and more prone to buying the luxury brands.

\textsuperscript{54}Ventura. Which customer generation gets your attention? UK: Ventura. 2011.
\textsuperscript{55}Reep, S., & Johnson, M. Lifestage needs for generations B, X, Y. Kitchen design for each age group. rdbmagazine.com., 2011, April.
Stacy Phillips (2011)\textsuperscript{58} studied the verbal and nonverbal confirmation and disconfirmation communication behaviors and the impact on communication dynamics of the female employees of Generation X and Generation Y. This study was concluded by establishing that there was a gap between the women employees in terms of the communication behavior of Generation X and Generation Y.

Ann Mitsis and Patrick Foley (2012)\textsuperscript{59} studied whether the generational membership (Generation X and Generation Y) and psychographic characteristics influence the positive word of mouth of the postgraduate business students studying in an Australian University. The psychographic attributes measured by them are high culturally anchored values of collectivism, uncertainty avoidance, masculinity and high power distance. The study concluded that the psychographic variables were not only significant but also meaningful predictors of positive word of mouth intention amongst the students studied.

A report published by timesjobs (2012)\textsuperscript{60} compares the Approach to hiring and retention of the Indian Generation X and Generation Y employees. The article deals with issues related to the jobs that are in demand for the Generation X and Generation Y, Leadership style of the new generation workforce, the motivational factors of Generation X and Generation Y, etc. It also discusses about deciding factors for Generation X and Generation Y while choosing a new job.

Margarida Correia (2013)\textsuperscript{61} compared Generation X and Generation Y of United States based on their approaches to retirement. The report mentions that the younger generation like Generation X and Generation Y are not giving enough attention to their retirement and are not saving enough.

\textsuperscript{58}Phillips, S., X and Y: the impact of the gap. School of Professional Studies, Faculty in Communication and Leadership Studies. Gonzaga University School of Professional Studies., 2011.


\textsuperscript{61}Correia, M., Gen X, Gen Y Not Focused on Retirement. 21, p. 2, 2013.
Mohan Parthasarathy and Dr. Sameer Pingle (2013)\textsuperscript{62} conducted a comparative analysis of the motivational needs of the Multi-Generational Workforce of India (Generation X and Generation Y). Three aspects studied were: Reasons of Generation X and Generation Y for joining, staying and quitting the organization, Understanding the motivational needs of Generation X and Generation Y and knowing the expectations of Generation X and Generation Y from their boss.

Talent Management Team (2013)\textsuperscript{63} studied the Traditionalists, Baby Boomers, Generation X, Generation Y (and Generation Z) of New York, working together. The report concluded that with the upcoming demographic shift, only those companies will succeed, attract, retain and engage Generation X, Generation Y employees, those who will be trained to bridge the gap between traditionalists/boomers and Generation X and Generation Y.


2.4 Literature Review about Generation X

This section contains review of literature relating to the studies that were carried out by various researchers on Generation X.

**Karen Ritchie (1995)** in the paper titled *Marketing to the Generation X* wrote that divorce, diversity and declining incomes shape the buying behaviour of the Generation X customers of New York. The family and friends influence the buying decisions of the Generation X customers. The author further writes that racial and sexual diversity are the facts of life for this generation and this generation hates advertisements that use hype or insincerity. The paper also mentions that this generation is techno savvy and internet is its necessity. The researcher also mentions that this generation has power to influence the decisions of their family and friends.

**Todd Dunlap (1997)** in his thesis studied the various aspects that motivate the Generation X of America. Dunlap studied various attributes such as the values of Generation X, the impact of the previous Baby boomers on them, the techno-literacy of Generation X, impact of practical rewards, recognition, impact of training and education, etc. The researcher concludes that the Generation X is impacted enormously by technology and motivational rewards are greatly appreciated by Generation X.

**Sharon Peters (2001)** surveyed the Generation X in the newsroom. She surveyed the young newsroom professionals of America and those about to emerge from journalism schools of America and found that they have expectations and attitudes that are very different from those held by the older managers hiring and supervising them. Peters also noted that Generation X demand better pay, more time for family and friends, more stimulation, guidance and help with advancement in their careers. There inclination is to job-hop and do not have idea of any one career.

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Dou, Wang and Zhou (2006) used the generational theory as well as the gratification theory to investigate the media programme preferences of Chinese Generation X consumers. The study concluded that Generation X pay more attention to entertainment-based media programmes such as television drama series and radio pop music and shun information based programmes such as new reports and business reports.

Jon D. Miller (2011) in the Quarterly Research Report on the Generation X of America conducted a research on the general description of Generation X’s achievements, attitudes, and their behaviours. The report describes the Generation X as active, balanced, and happy individuals. The report also mentions that Generation X is very hard working and many continue to pursue additional education. They are family oriented, have a high level of involvement with their children and high expectations for their future. Generation X demonstrated the ability to balance work, family, and community and maintain an active social network outside formal groups and organization.

Hewlett, Leader-Chivée, Fredman, Jackson and Sherbin (2011) conducted a study for Center for Work-Life Policy, which was based on the Generation X’ers ideas on career, education,economic challenges faced by them, ambitions, ideas about retirement, etc. The study revealed that a large proportion of Generation X of New York were delaying or even opting out of parenting. Generation X was found to have enrolled into higher education, are highly ambitious (being ambitious is found in both the genders) and majority of the Generation X were a part of dual earning couple. The study also found out that most of the Generation X was not satisfied with their career advancement.

(Natalie Ferres, Anthony Travaglione and Ian Firns)<sup>70</sup> in their paper have compared the attitudinal differences between Australian Generation-X and the older employees i.e. the baby-boomers. This paper investigated the differences in levels of trust, commitment, procedural justice and turnover intention between Generation-X employees and older age group employees. The study showed lower continuance commitment and a higher turnover intention in Generation X employees as compared with older employees.

(Martin and Diane Prince)<sup>71</sup> in their paper discussed the Empirical Study of Generation X’s Materialistic Attributes namely: success, centrality, happiness and material. The study concluded that Generation X was not low in materialism.

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2.5 Literature Review about Generation Y

In this section, details regarding the studies on Generation Y are mentioned. The various research that was conducted from 2001 to more recently i.e. 2013 are included.

Jonathan Penny (2001)\textsuperscript{72} in his paper discussed various payment services and options for the Generation Y. The researcher highlighted the importance of internet in the lives of the Generation Y and commented on the increasing use of online payments by them.

Enrique J. Fernandez (2002)\textsuperscript{73} in his dissertation reported the consumer attitudes and behavioural patterns of Generation Y teenage consumers of Puerto Rico. The research examined product purchasing decisions made by Puerto Rican teenagers and the decision influencing sources like their parents, friends, celebrities, advertising and the selection of communication vehicles for product information.

Greg Maloney (2002)\textsuperscript{74} wrote a paper about the lifestyles and shopping trends of the Generation Y customers of America. The author starts the paper by defining the demography, their characteristics and psychographic characteristics of the American Generation Y customers. The author then goes on to discuss the shopping patterns of the Generation Y customers. The author says that Generation Y is “mall friendly” and has a strong economic background. They prefer disposable products and are opposed to repairable products and are attracted to stores and brands that market to its lifestyle. Maloney then goes on to write about the implications of the characteristics of Generation Y on the Retailers and the mall owners. The author further says that the biggest challenge for the retailers and mall owners and managers lies in the need to develop and maintain flexible, multitier strategies that are responsive to constant change.


\textsuperscript{73}Fernandez, E. J,,The consumer attitudes and behavioural patterns of Generation Y in Puerto Ricoa picture of Puerto Rican teenage consumers. Dessertation, 2002.

\textsuperscript{74}Maloney, G., Gen Y and the Future of Mall Retailing. Chicago, Illinois, America,, 2002.
Roy Farris, Frank Chong and Darlene Danning (2002)\textsuperscript{75} examined the buying habits of Generation Y. They concluded that the Generation Y of America was tremendously influenced by internet and technology. The researcher also concludes by making an important prediction that Generation Y would make a tremendous economic impact.

O. Freestone and V. W. Mitchell (2004)\textsuperscript{76} wrote a paper which addressed the idea of ethics and behaviour related to the internet as perceived by the Generation Y of the United Kingdom. The study identified certain behaviour that the author grouped into five factors namely illegal, questionable activities, hacking related, human Internet trade and downloading.

Peter Greene (2004)\textsuperscript{77} authored a report for the NPD Group Inc. about various products that are purchased by the Generation Y customers. The report covers products like kitchen appliances, personal care, home environment, floor care, non-electric item, etc.

Alan J. Bush, Craig A. Martin and Victoria D. Bush (2004)\textsuperscript{78} examined Sports Celebrity Influence on the Behavioural Intentions and of Generation Y specifically of athlete role models. It was concluded that athlete role models were perceived as important influencers on Generation Y customers in spreading positive word of- mouth about a product or brand and enhancing brand loyalty.

Michael R. Wright (2006)\textsuperscript{79} identified the psychographic characteristics such as attitudes, values and lifestyles of American Generation Y with respect to wine industry.

Bernard Salt (2007)\textsuperscript{80} authored an advisory report published by KPMG which deals with the Financial Management industry addressing and meeting the needs and expectations of Generation Y customers and employees.

Simone Daniels (2007)\textsuperscript{81} in her publication has discussed about Generation Y being both a challenge as well as an opportunity for the Australian retailers. She further discusses the shopping patterns, behaviour, spending habits and the implications the Generation Y has on the retail industry.

Peter Sheahan (2007)\textsuperscript{82} wrote an article about the Generation of Asia and discussed about the talent crisis the companies are facing. The countries covered by the author are China, Japan, Singapore and India.

Talentsmoothie (2008)\textsuperscript{83} produced a report comparing the Generation Y Asian and Generation Y of rest of the world. 12 Asian countries were studied and the report was published regarding the recruitment, engagement and retention of the Generation Y. The study highlighted the importance of the company brand and the industry likes and dislikes of the Asian Generation Y employees.

Foscht, Schloffer, Maloles and Chia (2009)\textsuperscript{84} in their paper examined the factors influencing the satisfaction, loyalty, and behavioural intentions of the members of Generation Y with respect to the banking needs of the Austrian customers. Differences were found among the three age groups of the Generation Y in terms of their information sources, financial services, and possibility of switching and number of banks utilized. It was also concluded that the determinants of satisfaction, loyalty, and behavioural intentions were affected by satisfaction and services rendered by the banks.

\textsuperscript{80}Salt, B., Beyond the baby boomers: the rise of Generation Y. Australia: KPMG.,2007.
\textsuperscript{81}Daniels, S., Gen Y Considerations for the Retail Industry. The Australian Center for Retail Studies. Monash University (Business and Economics)., 2007.
\textsuperscript{82}Sheahan, P., Generation Y In Asia In the face of a talent crisis, companies are facing up to the challenges of. Sydney: research@petersheahan.com., 2007
Stephanie M. Noble, Diana L. Haytko and Joanna Phillips (2009)\textsuperscript{85} studied the reasons of the motivations, consumption behavior and preferences of the college-age Generation Y customers of the United States.

Soussan Djamasbi, Marisa Siegel and Tom Tullis (2010)\textsuperscript{86} studied the web designing and use of the eye tracking techniques to see whether the various websites that were studied were appealing to the Generation Y. The authors also studied the characteristics of various websites that made them attractive and appealing for the Generation Y.

Megan E. Lodes (2010)\textsuperscript{87} conducted a preliminary study on Generation Y (millennial) consumers’ brand loyalty, customer satisfaction, and the effects of an economic recession on the buying behavior. It was concluded that Generation Y of New York are not brand loyal consumers, there are no gender differences with regard to overall brand loyalty, and that purchase behavior was not affected by the economic recession.

Marie Puybaraud, Simon Russell, Anne Marie McEwan, Eline Leussink and Lewis Beck (2010)\textsuperscript{88} published a report for Jonson Controls, Singapore. The report identifies the importance of the workplace in attracting, recruiting and retaining Generation Y. The report further categorises the main factors that appeal to the Generation Y into seven categories namely: Real Estate, Facilities Management, Workplace, Workspace, and New Ways of Working, Information Technology and Human Resources. The report concluded that Generation Y values the workplace as a very important factor and sees it as a place of learn, develop and socialize.

\textsuperscript{86}Djamasbi, Soussan; Marisa Siegel; Tom Tullis., Generation Y, webdesign, and eyetracking. International Journal of Human-Computer Studies, 68, 307-323., 2010.
\textsuperscript{87}Lodes, M. E., Are Generation Y (Millennial) consumers brand loyal and is their Buying Behaviour affected in an economic recession? A Preliminary Study. 5th Annual Siena College Student Conference in Business (p. 9). Siena College., 2010.
Evelyn Toh Bee Hwa, Eva Lim Wei Lee and Robin Cheng (2011)\textsuperscript{89} studied the purchase decision made by Generation Y on the choice of mobile service provider. The authors also studied the expected attributes of the mobile service providers and the personal values of Generation Y customers of Malaysia. They tried to establish the root of the expectations. The authors tried to clarify the existence of a gap between the purchasing decision made by the Generation Y customers and the attributes that attracted them in making the decision to choose a particular mobile service provider.

K."Khal” Nusair et al (2011)\textsuperscript{90} explained how American Generation Y develops commitment to a travel web vendor and deals with developing a theory-based model of relationship commitment in an online travel context. The researcher used two theories of relationship commitment namely organizational commitment theory and investment model. The researcher concluded that the affective commitment was most effective for developing and maintaining long-term relationships with Generation Y and the investment size was positively related both to affective commitment and calculative commitment. The satisfaction was found positively related to affective commitment and negatively related to calculative commitment.

Charles McIntyre (2011)\textsuperscript{91} studied the meanings, values and associations relating to music acquisition behaviours of Generation Y consumers of United Kingdom.

(Mady Keup, Rob Davidson, Marine Castel and Audrey Moreno)\textsuperscript{92} wrote an empirical paper on how managerial and professional members of Generation Y experience meetings. The authors discussed the attitudes of Generation Y towards travelling to business events and meetings and the way these events can be designed and marketed so as to make them appealing. They concluded by supporting some earlier

\textsuperscript{92}Keup, M., Davidson, R., Castel, M., & Moreno, A. Attitudes of Generation Y to meeting prticipation and meeting design.
findings regarding the Generation Y attitudes, importance of social activities, environmental awareness, need for shorter, entertaining and visual sessions and advocated considering their views on the meeting programme.

**Yoon Jung Janga, Woo Gon Kimb and Mark A. Bonnc (2011)** studied Generation Y of South-Eastern United States city. They tried to find out the selection attributes and behavioural intentions towards green restaurants. The researchers identified four different consumer segments of Generation Y College students based on their food-related lifestyles, differences in selection attributes and differences in their behavioural intentions toward green restaurants. Namely: “health-conscious consumer”, “adventurous consumer”, “convenience-oriented” and “uninvolved consumer.”

**Riza Casidy (2012)** studied relationship between the personality traits of Generation Y consumers of Australia, their degree of fashion consciousness, and their prestige sensitivity in the context of fashion brands. The study revealed certain personality traits that were significantly associated with fashion consciousness and prestige sensitivity. It was concluded that fashion consciousness had a mediating role in the relationship between personality traits and prestige sensitivity. It was also concluded that Personality traits were found to perform an important role in affecting people’s attitude towards prestige fashion brands.

**Nicolas Maria (2012)** published a report for Luxe Avenue, in which he has studied Generation Y of America regarding the Luxury brands. He concluded that peer pressure, research, and lack of commitment were the characteristics of Generation Y

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customers that motivated them to purchase brands associated with high quality, high priced products created by famous designers.

Dr. Parul Saxena and Mr. Rajiv Jain (2012)\(^9\) published a paper accounting for the attributes and values of Indian Generation Y and their career aspirations. The researchers concluded that Generation Y professionals aspired for brand identity and competence. Further the authors say that Generation Y is motivated by empathetic supervisors, good work-life balance, sound company policies, and a good pay. They also observed that Generation Y valued achievement in work and social environment. Attributes that made them a valuable asset were strong work ethics and an ability to learn and adapt rapidly.

Monika Rahulan et al. (2013)\(^8\) applied generational cohort theory to compare the consumer purchase behaviour of Generation Y and Baby Boomer cohorts with regard to sports compression garments in Germany. The study was mainly focused on understanding of consumer behaviour with respect to factors such as comfort, quality, technical attributes and methods of product promotion. The researchers concluded that Baby Boomers gave more attention to factors of quality and garment comfort, while Generation Y subjects were more interested in the aesthetic appeal of the garments as well as the technical information provided on the packaging and hang tags.

Anders Parment (2013)\(^7\) studied the Swedish Generation Y’s shopping behaviour, their purchase involvement for food, clothing and automobiles. It was concluded that the Generation Y values, attitudes and preferences significantly influence their purchase


patterns. The researcher also observed that Generation Y consumers have very high demands; they require personal attention and purchase products that suit their lifestyle.

Smarty Mukundan, Dhanya M and Dr. K P Saraswathyamma (2013)\(^9\) have studied the conflict resolution styles of the Generation Y Indian students studying the respondents pursuing under graduate and post graduate course in the city of Cochin, India. The researchers tried to find out the conflict styles of these students. Five conflict resolution styles or approach modes were identified namely: Resignation, Withdrawal, Confrontation, Compromise and Negotiation. The study revealed that a dominant conflict style was not associated with Generation Y. Male students preferred the approach mode of conflict and the females preferred both approach and avoidance method. Confrontation/Resignation was not preferred by this generation.

Dawn B. Valentine and Thomas L. Powers (2013)\(^10\) explores the online product search and purchase behaviors of Generation Y of Alabama, such as the types of products researched and purchased over the Internet, the type of information about the products, reasons for not purchasing online, reasons for returning products purchased over the Internet, etc.

Daniela-Tatiana Agheorghiesei (Corodeanu) and Magda Iorga (2013)\(^11\) studied Generation Y’s behavioural features in terms of perception and attitude towards drug users at the workplace.


2.6 Literature Review about Research and Reports on Household Electrical Appliances

This section discusses the various literature involving the household electrical appliances.

Many trade journals published reports about the tremendous growth of household electrical appliances such as in Japan (1997)\textsuperscript{102} and China (2008)\textsuperscript{103}.

\textbf{Na Wang (2009)}\textsuperscript{104} did a Marketing Analysis of The Household Appliances Market in Finland by studying the Case of Haier Group on the basis of internal and external business environment for a probable market expansion. The researcher studied the macro-environment, micro-environment, SWOT analysis and competitor analysis of Haier Group viz-a-viz four competitors.

\textbf{Justin Cohen (2011)}\textsuperscript{105} conducted an industry profiling of the household appliance industry of the United States. The researcher discussed about the various industry competitors, the industry growth rates, major industry products, impact of the human resource, labour unions, government regulations and role of technology with respect to the household appliance industry.

\textbf{Nitin Bajaj, Durgesh Patel and Steven Skinner (2011)}\textsuperscript{106} published a report on the US consumer electronics retailing industry, under the Cognizant Reports series. In this report they discussed the various market forces, the drivers of those forces, the changes that the sector had to make and the impact all of this had on the sector in terms of the business. In this report the authors also discussed the winning strategies and the importance of technology and global sourcing.


\textsuperscript{103}Research and Markets: According to the China Household Electrical Appliances Association, Total., \textit{Business & Economics (Trade Journal)}, 2009.

\textsuperscript{104}Wang, N., \textit{A Marketing Analysis of The Household Appliances Market in Finland, A Case for the Haier Group}. University of Applied Sciences, 2009.

\textsuperscript{105}Cohen, J., 5. 2011, September, 22.

2.7 Literature Review about Psychography and Psychographic traits/variables

Following section discusses the research that is carried out by various researchers on the psychography and psychographic traits or variables.

2.7.1 Psychography and Psychographic Traits/Variables

Booz Allen Hamilton Inc (2007)\textsuperscript{107} defines psychographics as "Psychographics is the study of personality, values, attitudes, interests, and lifestyles"

The website Brand-new-advertising (2009)\textsuperscript{108} defines psychographic variables as “Psychographic variables refer to any attribute relating to personality, lifestyle, values, interests or attitudes. These factors consider various influences on a person’s buying behaviour.”

Wikipedia (2011)\textsuperscript{109} defines psychographic variables as “In the field of marketing, demographics, opinion research, and social research in general, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.”

MiMi.hu\textsuperscript{110} defines psychographics as “Is a term that describes people's psychological (as distinct from physical) characteristics. Psychographics identify personality characteristics and attitudes that affect a person's lifestyle and purchasing behaviour.”

2.7.2 Research related to Psychography and Psychographic traits/variables

There were many studies carried out on the various psychographic traits/variables. Some of them are discussed under.

**W. Thomas Anderson, Jr. and Linda L. Golden (1984)**\(^{111}\) in their paper for the first time tried to study lifestyle in a different perspective. They not only tried to revive and refine lifestyle as theoretical and research tool but also proposed it to be as a segmentation variable. The authors also tried to establish a complimentary relationship between lifestyle and psychographic research. The study also discusses the evolution of lifestyle concept in consumer behaviour and operational ability of lifestyle in marketing.

**Stephanie M. Noble and Charles D. Schewe (2003)**\(^{112}\) studied the validity of Cohort segmentation. It was studied whether values could predict cohort groupings and do consumers within cohort groupings cite similar external events as influential to them. The results showed that about 45% of participants could correctly be classified into their cohort grouping and that external life events were related to these groupings, but the results also raised questions about the existence of consumer cohorts.

**Nora M. Talha Harcar and Erdener Kaynak (2004)**\(^{113}\) studied the life style orientation of US and Canadian consumers. The researcher used AIO (Activities, Interest, and Opinions) and VALS (Values, Attitudes, and Life-Styles) statements to determine difference between US and Canadian consumer market segments. It was concluded that considerable attitudinal and behavioural differences exist between American and Canadian consumers therefore the marketers need to formulate different strategies to capture the two markets.


Forest Ma (2006)\textsuperscript{114} for Sinomonitor International, China published a paper on the Lifestyle segmentation of the Chinese consumers. In this study the authors built a lifestyle classification scheme of Chinese consumers based on the CMMS (China Marketing and Media Study) which contained about 130 lifestyle statements. The researcher studied the purchasing habits of consumers for 130+ different product categories and over 5000 different brands. The study resulted in 12 segments.

Eva Martínez and Teresa Montaner (2006)\textsuperscript{115} studied the effect of consumer's psychographic variables upon deal-proneness while buying packaged food and cleaning products. The study found out three kinds of deal-proneness: proneness towards store flyers, proneness towards coupons and proneness towards in-store promotions. The results indicated relationships between some psychographic characteristics of consumers and deal-proneness.

Pamela M. Ling, Torsten B. Neilands, Tung T. Nguyen and Celia Patricia Kaplan (2007)\textsuperscript{116} studied psychographic segments based on Attitudes about smoking and Lifestyle among Vietnamese-American Adolescents. The study concluded that different segments of the population possessed different attitudes about smoking risks.

Aaron Farmer (2009)\textsuperscript{117} did a psychographic profiling of the Retail Trade Area of Caldwell, Texas. He defined psychographics as the use of demographics to study and measure attitudes, values, lifestyles and buying habits of a household, community or trade area. The author used 66 Lifestyle Segments to classify psychographic profiles and listed them in the report.

\textsuperscript{117}Farmer, A., \textit{Psychographic Profile Retail Trade Area}. Caldwell, Texas, 2009.
Dena M. Camarena and Ana I. Sanjuán (2009)\textsuperscript{118} conducted a choice experiment to investigate Spanish consumer’s preferences toward ethnic food and the influence of psychographic variables in consumer’s decisions. The study dealt with three cuisines, Mexican, Asian and Arab and three consumption situations: restaurant, take away and preparation at home. Three psychographic variables investigated as possible sources of rejection of ethnic food were personal values, phobia of new food and the ethnocentrism level. Spanish consumers ranked Mexican food as first, followed by Asian, while Arab food, was placed in the third place.

Shelja Jose Kuruvilla and Nishank Joshi (2010)\textsuperscript{119} studied the influence of demographics, psychographics, shopping orientation, mall shopping attitude and purchase patterns on mall patronage in India. The results of this study of eight cities of India and 3026 mall consumers indicated that heavy shoppers were significantly different from the other groups along multiple demographic, socio-economic variables, behavioural variables, attitude and shopping orientation.

Robin Pentecost and Lynda Andrews (2010)\textsuperscript{120} studied effects of generational cohorts, gender, fashion fan-ship, attitudes and impulse buying on fashion purchase. The results stated that for weekly and monthly expenditure, gender and fashion fan-ship were significant influences. For yearly expenditure, gender and impulse buying were significant. Attitudes towards fashion showed no significant influence on expenditure. Females purchased more often and were different from males on yearly expenditure, fashion fan-ship, attitudes and impulse buying. Generation Y was seen to have higher purchase frequency, fashion fan-ship, attitudes and impulse buying.

Sarli and Tat (2011)\textsuperscript{121} studied impact of psychographic variables on target market. In this theoretical paper the authors considered personality, lifestyle and value variables of psychography.

Sarli and Tat (2011)\textsuperscript{122} wrote a paper on how to attract consumers by finding out their Psychography. They discussed the psychographic segmentation, more specifically the Lifestyle and Personality Values. The researchers conclude by saying that Psychographic segmentation is an important technique to adopt products through consumer needs and wants and it also gives valuable information from consumer’s life and personality for right type of communication that can yield good results.

Volk, Thöni and Ruigrok (2011)\textsuperscript{123} conducted a longitudinal study on Personality, personal values and cooperation preferences in public goods games. The study examines cooperation preferences in a series of three public goods games related to personality traits and personal values using the Big-Five personality dimensions and Rokeach’s terminal values.

2.8 Need for the Study / Research

From the above comprehensive review of literature, it is concluded that there is a need for this study. From the above literature review is found that Generation X and Generation Y have not been compared based on the psychographic attributes of Attitude, Personality and Lifestyle while purchasing the selected household electrical appliances (viz. Television, Fridge, Air conditioner and Washing Machine).

