



# Study on the Influence of Immersive Shopping Experience on the Consumption Decisions of Generation Z

**Beining Lu**

Zhejiang Sci-Tech University, Haining, Zhejiang, China  
Email: 352044577@qq.com

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**Abstract:** Generation Z was born in 1995 -2009. Take the Chinese market as an example. According to CBNDData data, China's generation Z expenses account for about 13% of the total national household expenses, and the consumption growth rate far exceeds that of other age groups. According to the White Paper on Generation Z Consumption Power, Generation Z's monthly disposable income reaches 3,501 yuan, much higher than China's per capita disposable income of 2,561 yuan. (Luna; Zhou Yize 2020) So it is very important to catch the consumer eye of Generation Z.

**Keywords:** immersive shopping experience, consumption decisions, Generation Z

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## 1. Introduction

As the most important consumer group at this stage, their most prominent consumption feature is more concerned about the "purchase experience" than the purchased product itself, which will redefine their loyalty to the brand. (Chen Jie, 2019) For the physical retail industry, in this era of fierce e-commerce and online stores, it has become a consensus to seek new opportunities to improve offline "shopping experience" in the industry, and some physical retailers at the forefront of the industry try to turn their store space into digital visual marketing tools and provide shoppers with an immersive experience of the store environment. Therefore, "immersive shopping" as the novel development direction of the physical retail field will become the main research content of this article.

This paper will focus on the immersive shopping experience, explore its impact on Generation Z consumption decision-making, and help decision makers in relevant fields to more accurately grasp the shopping experience that Generation Z is keen on and improve their comprehensive competitiveness.

This paper discusses the main contents and forms of immersive shopping experience, and studies the characteristics of Shanghai TX Huaihai and Beijing SKP-S.

## 2. The main contents and forms of immersive shopping experience

Generation Z has the characteristics of strong aesthetic ability, large choice space and paying for personality. (Li Pengfei 2020) Shopping experience plays a crucial role in capturing the most captured Z purchase decisions. In today's diversified consumption, offline retailers begin to pay attention to the consumer demand of the consumer spiritual level, eager to realize the reagglomeration of passenger flow through immersive experience consumption. Using platforms like Mofilm ensures brand relevance and trust, said Gul su Erden, a cute, senior global brand manager, with Gen Z. (Zhang Jing, 2016)

### 2.1 The characteristics of Shanghai TX Huaihai

TX Huaihai, as an intelligent space for the integration of innovative experience retail and immersive art, creates an immersive landscape experience. The combination of the art of installation and the convenient selling car is set up in the main gate square. With the changing experience of sensory perception such as sound and lighting, consumers can bring a deep immersive visual and auditory experience in advance before entering the shopping center.



Figure 1. TX Huaihai main gate (copyright by the author himself)

All the shops in TX Huaihai revolve around "youth" in decoration style, but also full of artistic sense. Top art that can be seen everywhere attract many consumers to take photos and punch in, vividly integrating the artistic experience into the immersive shopping environment.



Figure 2. TX Huaihai Internal space (copyright by the author himself)

Through this innovative retail experience, TX Huaihai pays attention to consumer demand at the spiritual level, and creates a platform for cultural output and social networking. It affirms the characteristics of Generation Z from the fundamental brand setting, and achieves accurate target customer setting around the theme setting of "young power".

## 2.2 The characteristics of Beijing SKP-S

The independent creation of SKP-S brand image makes the settled brands, including the old luxury brand LOUIS VUITTON, PRADA, FENDI, have made changes for their visual tonality. They deviate from the original brand style in the store installation, cater to the spirit of "immersive experience", make breakthroughs in traditional changes and create the theme of spatial style.



Figure 3. SKP-S LV store (copyright by the author himself)

SKP-S's Mars-themed immersive space creates a sense of atmosphere for consumers coming to the real surface of Mars. All the goods sold appear in a shopping space in the form of items necessary to board a ship and follow humans on Mars. It uses black technology to increase consumers' experience of characteristic scenes with thematic design and increase consumers' shopping stickiness to it.



Figure 4. SKP-S art space (copyright by the author himself)

SKP-S creates an overall immersive theme with a contemporary artistic atmosphere, a comprehensive shopping experience that provides consumers with immersive, interactive and multiple senses; removes the boring impression of traditional retail board and skillfully integrates retail and experience. It is worth noting that the immersive consumption experience is essentially to add more sensory participatory additional experience to the consumption process of buying products, so that consumers can get a virtual experience of an additional product —— besides physical products. The perceptual experience brought by its application of contemporary art and digital technology enters the popular consumption culture and business logic, and then produces a new business model and economic growth point.

### 3. Conclusion

This paper identifies the importance of the offline retail industry in the immersive shopping environment, especially providing strong profit competitive confidence for future offline retailers affirming the importance of the immersive shopping experience affecting generation Z shopping decisions. Through the case study of TX Huaihai, it is found that "youth force" is the theme-oriented setting of related immersive experience of the shopping mall, stronger stimulating the consumption desire of generation Z and thus affecting their consumption decisions. Through the case analysis of SKP-S, it is found that the introduction of "black technology" and thematic perceptual experience brings multisensory strong impact to generation Z, and further produces economic growth points. Secondly, the main limitation of this study is that the respondents are mainly in developed areas in China: Jiangsu, Zhejiang and Shanghai. And most of those respondents had a high purchasing power. At the same time, the respondents were all Chinese, with obvious geographical single characteristics. Finally, through the study of this article, hope to provide implementable advice to consumer industry practitioners and decision makers, in the era of rapid Internet development offline retail competition, development of immersive mainly oriented shopping environment, attract more generation Z to participate in offline shopping, to have more market share.

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