

## CHANGING SCENARIO OF SHOPPING BEHAVIOUR AND ATTITUDE TOWARD SHOPPING

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**Abstract:** Shopping is a recreational and fairly straight forwarded activity. Both type of shopping either online or offline, fulfill need to purchase goods. In the present scenario, shopping behavior is changed drastically. Net users prefer on line shopping and offline customers prefer offline/ window shopping. This study is administered to see the changing patterns in shopping behavior and attitude of adult and youth. Result shows that the financial dependence play an important role for choosing shopping styles and feeling of responsibility is also affected in choosing articles to shop. Employed youth and adults more frequently use online shopping than unemployed student. Male and female subjects show significantly different attitude towards shopping and young & adult subjects also have significantly different attitude towards shopping.

### **Introduction:**

Shopping behavior of a consumer is the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the thing or product or service.

Buying behavior is the decision processes and act of people involved in buying and using products.

Consumer's attitude is a composite of beliefs, feeling and behavioral intention towards some objects within the context of marketing. A consumer can hold negative or positive beliefs or feeling toward a product or service. A behavioral intention is defined by consumer's belief or feeling with respect to the product or service.

An attitude in marketing term is defined as a general evaluation of a product or service formed over time (Soloman 2008). An attitude satisfies a personal motive and at the same time affects the shopping and buying habits of consumers.

Attitudes are relative by enduring (Oskamp & Schutz 2008 P. 8). Attitudes are learned predisposition to proceed in favor of or opposed to a given object. In context of marketing an attitude is the filter to which every product and service is scrutinized.

In changing scenario buying/shopping behavior is driven by different motivation in different age group. Due to availability of money or better financial conditions, shopping behavior in present era is drastically changed.

So, present study is administered to see the changing scenario of shopping behavior and attitude towards shopping.

### **Objectives:**

1. To see the shopping behavior of adult and young generation.
2. To study the attitude towards online and offline shopping style in both age group.



3. To study the shopping behavior of adult ladies and young girls.
4. To see effect of financial availabilities on shopping attitude and shopping style.

**Hypothesis:**

1. There is no significant difference between adult and young generation in shopping style.
2. There is no significant difference in different socio-economic status groups in attitude towards shopping.
3. There is no significant difference in self-employed females and unemployed females in attitude towards shopping.
4. There is no significant difference in female and male subjects in shopping style.
5. There is no significant difference in self-employed male and unemployed males in attitude towards shopping.

**Tools:**

For the purpose of data collection, self-developed questionnaire of shopping behavior and inventory for attitude towards shopping and personal interview are used on 30 males and 30 females of different age groups.

Sources	MS	F-Value	
SSA Y/A	141.06	4.702	Significant
SSB M/F	240	8	Significant
A*B	1679.94	55.96	Significant
Within	30		

**Result and discussion:**

Table: F-Value of attitude towards shopping.

Table: Mean and SD values of young & adult Male/Female subjects.

<b>Young Male</b>	41.2	7.25
<b>Young Female</b>	37.27	5.586
<b>Adult Male</b>	44.33	2.49
<b>Adult Female</b>	40.33	5.486

Result shows that young females show highly positive attitude towards shopping. 80% young girls show highly positive attitude towards shopping but only 53% young boys show highly positive attitude towards shopping. But in adult age group 40% males show highly positive attitude towards shopping and 73% females show highly positive attitude towards shopping.

There is a significant difference in male & female group and young & adult group in shopping behavior in F-test. In spite of absence of financial independency, young generation have more positive attitude towards shopping.

F-values show that there is significant difference in adult and young subjects' behavior, so null hypothesis that there is no difference between young and adult subjects, is rejected. In the same manner for second variable, behavior of male & female differs significantly. Females have more positive attitude towards shopping. Interaction is also significant. So next hypothesis, that there is no difference in shopping behavior of males & females is also rejected.

80% subjects believe that availability of finance increases or facilitate their shopping behavior. All self-employed subjects preferred cash on delivery option and 80% young subjects used cash on delivery which are not employed.

Consumers adopted and used online shopping as an alternate way for shopping (Nabot, Garaj et.al 2017). Price discount orientation or sale also increased shopping attitude in subjects (Baybars 2011 & Moh. Mohsin 2010). Customers use internet to compare price and product nature. Perceived usefulness and perceived enjoyment influence the online shopping behavior (Ashish Bhatt 2014).

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