

The Impact of – Change in 'Shopping Orientation' on The Lifestyle and Behaviour of Consumers with Reference to Navi Mumbai

by

* Paulachan K. Joseph ** Vishal Chavan *** Pristin P. Prince

Abstract: Shopping is both a fabulous choice and moral preoccupation; love it or hate it, shopping is our life. It encompasses in all areas of human life as a result, it influences every aspect of his decision making, actions and behaviour. People enjoy shopping, beyond the infrastructural environment, exploring new things, socializing with friends, and the variety of products and services offered. "I'd never just walk into any store and buy something. Now I do almost all my shopping at Ralph Lauren...it's a whole life style. This paper is an attempt to study the impact that is being exerted by the change that occurred in the so called 'shopping culture' on the individual's life style, family life, behaviour and value.

Key words: Traditional Shopping, Modern Shopping.

Introduction

Operational Definition

Culture: The integrated patterned human behaviour that includes thought speech, action and artefacts and depends upon the human capacity for learning and transmitting knowledge to succeeding generations. Shopping

Culture: The influence that new trends in shopping modes have created on human behaviour (speech, action, values system etc) which is being handed over to generations.

Traditional Shopping

Characterized by a one member shopping based on a shopping list prepared looking at the need of the house. The shops provide less brand choices and availability of the products could also be limited. The entire shopping atmosphere may not be conducive for anything else other than meeting the needs of purchase.

Modern shopping

It talks about a different scenario altogether. The entire infra structure of the shop is on such a way that the consumers take access to the shop for a variety of purposes other than meeting the needs of purchase. There are increased services those attract the consumers. Infra-structure facilities are far different from the traditional shops. The services provided to the consumers are innumerable. Promotional elements are so many. The speed of delivery, varieties of brands and availability of products could be enumerated as features of modern shopping.

Literature Review

The recent researches in the area of consumer behaviour and retail management bring to light the changes that are being explored by the modern shopping behaviour. It has been established that given an alternative, citizenry prefer the modern shopping centres especially which, has turned shopping into an experiential activity and become a community hub where families congregate and also entertain themselves, (Banerjee, Mohua; Dasgupta, Rajib, 2010).

The studies also support the theoretical claim that the 'the modern shopping culture through malls has brought about dramatic changes in the lifestyle of the consumers. The consumers are changing their spending habits, consumption patterns and leisure time activities to lay the foundation for the organized retail industry to gradually gain ground from its present less than 5% of the market (Banerjee, Mohua; Dasgupta, Rajib, 2010). The increasing number of organized retail stores in India has offered new shopping experience to consumers. (Dalwadi, Riteshkumar; Rathod, Harishchandra Singh & Patel, Atul, 2010)

There are enormous studies conducted in the area of modern shopping behaviour of different segments of consumers in various regions. All the studies have contributed a greater amount of literature to clearly state that modern shopping has gone far beyond from the traditional shopping. This study is an attempt to look into the impact of modern shopping on the life style and behaviour of consumers especially on the traditional family concept. The study tries to analyse does this shopping culture influence the traditional family values and spending culture especially from an Indian Perspective. In this research Paper the author tries to substantiate his claims from a sample based on Navi Mumbai.

* Paulachan K. Joseph, Asst., Professor at Padmashree Dr. D.Y. Patil University, Department of Business Management

** Vishal Chavan, Asst., Professor at Padmashree Dr. D.Y. Patil University, Department of Business Management

*** Pristin P. Prince, Final Year B.Com Student at Naipunya Institute, Kerala

Objectives

- To find out the characteristics of traditional shopping
- To find the characteristics of modern shopping
- To study the demographical factors on shopping
- To identify the current life style parameters as influenced by modern shopping
- To find out how does family life been affected by the modern shopping
- To find out the influence of modern shopping culture into an affluent mode of life

Hypothesis

- H0: The demographical factors have no influence on shopping culture
- H11: The demographical factors have influence on shopping culture
- H02: The changes in the shopping culture has not affected the life style of people in Navi Mumbai
- H12: The changes in the shopping culture has affected the life style of people in Navi Mumbai
- H03: The modern shopping culture does not give better quality towards family coherence.
- H13: The modern shopping culture gives a better quality towards family coherence
- H04: The change in the shopping culture does not give an aspiration for an affluent life
- H14: The change in the shopping culture gives an aspiration for an affluent life

RESEARCH DESIGN

Research Methodology

Research Design: The study has a survey design and it is descriptive in nature. The descriptive research was undertaken to analyze the Impact of shopping culture on the life style and behaviour of consumers, with reference to Navi Mumbai. The data collected from the respondents were primary in nature. The data used for the study was from the respondents, collected using survey method through questionnaire.

Primary Data: The primary data for the study was collected from the samples using questionnaires. Information from the secondary data and observations made by the researcher also has been used as a background for the study.

Population: All the customers of various products across various age, income, occupation and education level belong to the population.

Sample Size: Sample size is 120 (55 male and 65 females) were chosen for the study.

Sample Unit: Any individual who lives in Navi Mumbai, who could respond to a questionnaire in English.

Sampling Method: Purposive sampling method includes both a purpose in choosing the sample at the same time a judgment. The researcher had the purpose of choosing the samples from those living in Navi Mumbai, who could respond to a questionnaire in English.

Method of Data Collection: The data were collected through survey method using a Questionnaire.

Data Analysis

Demographic Factors:

1. **Gender:** There are total 120 respondents. Information about gender of respondents is collected and given in the following table:

Gender	No. of Respondents	Percent
Female	65	54.2
Male	55	45.8
Total	120	100.0

Above table indicate that out of total 120 respondents, 65 are female respondents and 55 are male respondents.

2. **Marital Status:** There are total 120 respondents. Information about marital status of respondents is collected and given in the following table:

Marital Status	No. of Respondents	Percent
Married	70	58.3
Unmarried	50	41.7
Total	120	100.0

Above table indicate that out of total 120 respondents, 70 respondents are married where as remaining 50 are unmarried.

3. **Age group:** There are total 120 respondents. Information about their age is collected and given in the following table:

Age Group	No. of Respondents	Percent
Below 30 yrs	61	50.9
30 to 50 years	46	38.3
Above 50 yrs	13	10.8
Total	120	100.0

Above table indicate that out of total 120 respondents, 61 respondents are in below 30 years age group, 46 respondents are in the 30 to 50 years age group and 13 respondents are in above 50 years age group.

4. **Qualification:** There are total 120 respondents. Information about qualification of respondents is collected and given in the following table:

Qualification	No. of Respondents	Percent
Graduate	40	33.3
HSC	25	19.2
Post Graduate	57	47.5
Total	120	100.0

Above table indicate that out of total 120 respondents, 25 respondents have completed their HSC, 40 respondents are graduate where as remaining 57 are post graduate.

5. **Annual Income:** There are total 120 respondents. Information about income of respondents is collected and given in the following table:

Income	No. of Respondents	Percent
1 lac to 5 lacs	57	47.5
Above 5 lacs	12	10.0
Below 1 lac	51	42.5
Total	120	100.0

Above table indicate that out of total 120 respondents, 51 respondents have their annual income below 1 lac, 57 respondents have income between 1 lac to 5 lacs and remaining 12 respondents have above 5 lacs.

6. **Mode of payment:** There are total 120 respondents. Information about mode of payment of respondents is collected and given in the following table:

Mode of Payment	No. of Respondents	Percent
Cash	79	65.8
Credit	3	2.5
Credit card	33	27.5
Debit card	5	4.2
Total	120	100.0

Above table indicate that out of total 120 respondents, for 79 respondents mode of payment is cash for 3 respondents it is credit where as 33 respondents use credit cards and only 5 respondents use debit card as mode of payment.

Culture of Shopping:

1. Traditional Shopping:

- a. Kirana stores b. Factory layout c. Retail Stores
d. Departmental stores e. Local vendors
f. Wholesalers

Responses to above factors are included in traditional shopping.

2. Modern Shopping:

- a. Mall outlet b. Online shopping c. Home delivery

b. Responses to above factors are included in traditional shopping.

Scores of Culture of shopping:

	N	Minimum	Maximum	Mean	Std. Deviation
Traditional Shopping	120	23.33	86.67	62.4444	10.85283
Modern Shopping	120	20.00	100.00	55.0000	21.91998
Total	120				

Above table indicate that out of 120 respondents,

Influence of Demographic factors on shopping culture:

Demographic factor		Score of Traditional shopping	Score of Modern shopping
Gender	Male	62.42	55.15
	Female	62.46	54.87
Marital Status	Married	64.00	53.71
	Unmarried	60.26	56.80
Age Group	Below 30 yrs	61.14	57.70
	30 yrs - 50 yrs	62.39	53.18
	Above 50 yrs	68.71	48.71
Qualification	HSC	61.45	45.00
	Graduate	62.58	53.33
	Post graduate	67.74	60.00
Annual Income	Below 1,00,000	60.32	49.54
	1,00,000 - 5,00,000	65.20	58.71
	Above 5,00,000	58.33	60.55

Hypothesis 1:

H₀₁: The demographical factors have no influence on shopping culture.

H₁₁: The demographical factors have influence on shopping culture.

Results of Chi-square test

Hypothesis	Degree of Freedom	Calculated Chi-square	Table square Chi-Value (5% l.o.c.)	Result of Test
Gender has no influence on shopping culture.	1	0.019	3.841	Accept
Marital status has no influence on shopping culture.	1	1.061	3.841	Accept
Age group has no influence on shopping culture.	2	9.532	5.991	Reject
Qualification has no influence on shopping culture.	3	0.795	7.815	Accept
Income has no influence on shopping culture.	2	1.375	5.991	Accept
Mode of payment has no influence on shopping culture.	3	14.884	7.815	Reject

Bibliography

- Banerjee, Mohua; Dasgupta, Rajib, (2010) Changing Pattern of Consumer Behavior in Kolkata with Advent of Large Format Retail Outlets, IUP Journal of Marketing Management 9(4) 56-80. Retrieved from ProQuest Los Angeles Times Database.
- Dalwadi, Riteshkumar; Rathod, Harishchandra Singh & Patel, Atul(2010). Key Retail Store Attributes Determining Consumers' Perceptions: An Empirical Study of Consumers of Retail Stores Located in Ahmedabad (Gujarat), SIES Journal of Management 7 (1) , 20-3466-73. Retrieved from ProQuest Los Angeles Times Database.
- Suwanvijit, Wassana; Promsa-ad, Sompong (2009), The Insight Study of Consumer Life-styles and Purchasing Behaviors in Songkla Province, Thailand International Journal of Marketing Studies 1. 2,66-73. 66-73. Retrieved from ProQuest Los Angeles Times Database.
- Stobart, Jon (2010), A history of shopping: the missing link between retail and consumer revolutions, Journal of Historical Research in Marketing 2(3) 342-349.
- Cleveland, Mark; Papadopoulos, Nicolas; Laroche, Michel, (2011) Identity, demographics, and consumer behaviours, International Marketing Review 28.(3) 244-266. Retrieved from ProQuest Los Angeles Times Database.