

Shopping Behaviour of Ethnic Groups in Indian Culture

Authors : Hari Govindmishra, Sarabjot Singh

Abstract : The study offers an approach to understand different determinants of shopping behaviour, and the effect of ethnicity on shopping behaviour. The results reveal that the Indian culture is composite in nature and because of which there is no difference between different ethnic groups in their preference for three shopping behaviour determinants, viz., status consciousness, need for touch and companion opinion. The research model investigates the relevant relationship between these constructs by using a structural equation modelling approach, which reveals that status consciousness, need for touch and companion opinion are significant determinants of shopping behaviour. Consequently, the shopping behaviour managers have to understand the collective nature of Indian ethnic consumers in their shopping behaviour.

Keywords : ethnic groups, status consciousness, companion opinion, need for touch, shopping behaviour

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