

**A SOCIOLOGICAL ANALYSIS OF SHOPPING CULTURE  
AMONG THE YOUTH OF NAGALAND**

THESIS SUBMITTED TO NAGALAND UNIVERSITY  
IN FULFILMENT OF THE REQUIREMENT FOR THE  
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**DOCTOR OF PHILOSOPHY**

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# NAGALAND UNIVERSITY

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## **Department of Sociology**

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### **CERTIFICATE**

This is to certify that this Ph.D Thesis entitled, “**A Sociological Analysis of Shopping Culture Among the Youth of Nagaland**” is an authentic and Original work Carried out by **Mrs Onentila Jamir** bearing Regd.No. 630/2014, date of Regd. 18<sup>th</sup> Nov 2014 based on her field study conducted under my supervision.

The Thesis fulfils all the norms of Ph.D Thesis under the rules and regulations of Nagaland University.

To the best of my knowledge, the Thesis has not been submitted to any university or educational institute for the award of any degree or diploma.

This Thesis may, therefore, be placed before the External Examiner for evaluation.

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**DECLARATION OF THE CANDIDATE**

I hereby declare that the thesis entitled “**A Sociological Analysis of Shopping Culture Among the Youth of Nagaland**” submitted for the award of the Degree of Doctor of Philosophy in the Department of Sociology, Nagaland University, is my original work and the contents of which have not been the basis of the award of any previous degree to me or to anybody else to the best of my knowledge. The content of this Thesis has not been published or submitted by me to any other university for any other purpose.

Dated:

**(Onentila Jamir)**

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## **Abbreviation**

AMA	- American Marketing Association
ASSOCHAM	- Associated Chamber of Commerce and Industry of India
DSL	- Digital Subscriber Line
GDP	- Gross Domestic Product
GRDI	- Global Retail Development Index
LPG	- Liberalization, Privatization and Globalization
MRTP	- Monopoly and Restrictive Trade and Practices
NEP	- New Economic Policy
UNESCO	- United Nations Educational, Scientific and Cultural Organization

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# **CHAPTER 1**

## **INTRODUCTION**

# CHAPTER 1

## INTRODUCTION

### 1.1. Introduction

Shopping as a research study may at a glance seem of marginal significance, but it is, in fact, a major cultural phenomenon in contemporary postmodern society which increasingly structures the everyday practices of urban people. Shopping is, etymologically, the process of going to shops to purchase goods and services. Begginton defines shopping as an activity for almost every individual in a civilized society for a selection of goods and services, in an exciting ambience with the right products and services to initiate interest in customers.<sup>1</sup> A shop is, according to Webster, a small retail store; the word comes from a root that denoted the booths or stalls of the market place. The word became a verb in the late eighteenth century and a way of life in the late twentieth century. The modern phenomenon of shopping is closely linked to the emergence of consumer society in the eighteenth century. Shops started to become important as places for people to meet and socialize and became a popular destination.<sup>2</sup>

Shopping is normally an everyday activity and shopping skills are embodied and practical – moral in character. Going out to shop is considered as a conspicuous moment in consumption. As individuals leave the privacy of their homes to enter the public domain of retail. The shop is the site where the personal forces of needs and desire meet the social forces of provision and display. In contemporary postmodern societies, Shopping is everyday life practices, which does not necessarily involve the act of buying material things or objects.<sup>3</sup> Activities such as hanging out, walking around, checking out and getting informed etc, constitutes the components of shopping as the acquisition of commodities.<sup>4</sup> Shopping is thus no longer just the mundane act of going out and buying a product... retailing has been imbued with a

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<sup>1</sup> N.C. Begginton, 1982, *Design for shopping centre*, p.1

<sup>2</sup> James J. Farrell, 1998, *Shopping: The Moral Ecology of Consumption*, p.153

<sup>3</sup> Miller et al, 1998, *Shopping, Place and Identity*, p.15-16

<sup>4</sup> Anette Baldauf, 2000, *Shopping Manifestation of Consumer Practices in the Youth Culture*, p.2

whole new ethos, a new significance, a new cultural meaning – and commodities themselves seem to have taken on a new central role in people's lives.<sup>5</sup>

Shopping culture is a part of consumer culture. Here culture could be defined as the set of learned beliefs and values and shopping culture is learned shopping experience.<sup>6</sup> Consumer culture is a system in which a set of behaviours found in all times and places, is dominated by the consumption of commercial products that have been carried out through the exercise of free personal choice in the private sphere of everyday life.<sup>7</sup> The term consumer culture refers to culture in which mass consumption and production both fuel economy and shape perception, values, desires and constructions of personal identities, social class, gender, region and age of all affect the definition of consumer identity and attitudes about the legitimacy of consumer-centred lifestyle.<sup>8</sup> Featherstone (1991) entitles three perspectives on consumer culture: the first one emphasizes the expansion of capitalist commodity production leading to the deployment of leisure and consumption activities in contemporary western societies. This situation is welcomed as enabling individual freedom and equality by some, while criticized by others as increasing the capacity for ideological manipulation. The second perspective underlines the satisfaction derived from goods related to their socially constructed meanings. Consumption functions as a source of status differentiation as people use goods and experiences to create social bonds or distinctions. The third perspective considers consumption as a source of fantasy and pleasure in consumer culture imagery and particular sites of consumption such as malls or online sites which generate direct physical excitement and aesthetic pleasure.<sup>9</sup>

In consumer culture predispositions toward social emulation, matching, and imitation expressed through marketplace choices are accompanied by a penchant for differentiation, individuality, and distinction. A central feature of consumer culture is the relationship between people and material goods. Generically, consumer culture is a social arrangement in which the buying and selling of goods and services is not only

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<sup>5</sup> C. Gardner, and J. Sheppard, 1989, *Consuming Passion: The rise of Retail Culture*, p.43

<sup>6</sup> John J. Macionis, 1997, *Annotated instructor's edition: sociology(6<sup>th</sup> ed)*, p. 91

<sup>7</sup> P.R Singh, 2011, *Consumer Culture and Postmodernism*, p. 61

<sup>8</sup> Paul S. Boyer, 2001, oxford dictionary

<sup>9</sup> M. Featherstone, 1991, *Consumer Culture and Postmodernism*, p. 5

a predominant activity of everyday life but also an important arbiter of social organization, significance, and meaning.<sup>10</sup>

Consumers reflect some needs and desires in their purchasing decision and their needs are influenced by both culture and personality. These needs are translated into wants which is coupled with purchasing power and become demands.<sup>11</sup> There is a dual aspect to consumption – that is it fulfilled a need, with food or clothing, on the other hand, it also conveyed and is embedded within social, cultural symbols and structures. One does not need to buy or own material objects but by experiencing the spectacle presented with the display of images through the idea of practice, one gets pleasure. The ideology of consumerism is not limited to those who can afford the goods but surround those who can dream and access to that dream world. Becock (2005) cited in Firat et al (2013) defines consumerism as an active ideology in which meaning of life can be found in buying and pre-packaged experience that spread through modern capitalism. The ideology of consumerism serves both to legitimate capitalism in their daily lives and everyday practices for people in the global world and motivate people to become consumers.<sup>12</sup>

Shopping culture is a significant part of consumer culture which emphasises on the lifestyle of the people. According to Laser, cited in Lawson and Todd (2002) lifestyle refer to the distinctive mode of living and it embodies the pattern that develops and emerge from the dynamics of living in a society.<sup>13</sup> Lifestyle choice is a characteristic associated with late-modernity and the reflexive project, created through the consumption and displayed of commodities. According to Giddens (1991), lifestyle is an integrated set of practices which an individual embraces that give material form to a particular narrative of self-identity.<sup>14</sup> Lifestyle within the contemporary postmodern consumer culture society connotes individuality, self-expression and stylistic self-consciousness: commodities are the indicators of the

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<sup>10</sup> P.R Singh, 2011, *Consumer Culture and Postmodernism*, p. 61

<sup>11</sup> J. Cleveland and M. Laroche, 2007, *Acculturaton to the Global Consumer Culture: Scale Development and Research Paradigm*, p. 250

<sup>12</sup> Aytekin Firat et al, 2013, *Consumption, Consumer Culture and Consumer Society*, p. 190

<sup>13</sup> Rob Lawson and Sarah Todd, 2002, *Consumer lifestyle: a Shopping stratification perspective*, p. 296

<sup>14</sup> A. Giddens, 1991, *Modernity and Self-identity*, p. 81



individuality of taste and sense of style, according to Featherstone (1991).<sup>15</sup> The purchase of fashionable and expensive brands acts as distinctive indicators of the reflexive lifestyle choice of the individual, commodities are no longer noted for their use-value but instead for their symbolic or communicable function. One's body, clothing, leisure, eating, fashion and brand preferences etc are regarded as indicators of the individuality of taste and sense of style of the consumer.

Fashion clothing and brands are considered one of the few cultural goods that play an important role in one's daily life. A major work on fashion was done by Veblen (1899) in *The Theory of Leisure Class*, and Simmel (1904) *Fashion*, which talked about the transmission of fashion trend according to a trickle-down model or vertical model, that is innovation in fashion are created for the high society, who is then imitated by the lower classes. Clothes, he argued, were the most visible way in which the leisure class or the upper-class elites consume as a way to differentiate themselves from non-elites. According to this theory, trends are transmitted one at a time and following the social hierarchy from top to bottom. Hence, the idea that goods trickle down through social strata, this process leads to the creation and constant flux of what Simmel calls fashion. Consumption is seen as rational since preferences are based on the ability of the items to signal status within the constraints of economic resources. In addition, consumption in Veblen's work expresses societal rather than individual attitudes.

However, some of the critiques challenge the focus on consumers as status-seeking, arguing instead for contemporary postmodern society of the consumer undergoing a constant process of self-creation. According to Lipovetsky (1990) in his work *The Empire of Fashion*, in the modern open society of the twentieth century, people no longer imitate the upper class but the fellow man, that is, the diffusion of fashion has changed from vertical model to horizontal one. The way people dress does not correspond to their social status, as there is no longer one aesthetic valid on fashion but many. There is no longer one fashion but a multiplicity of fashion equally legitimate.<sup>16</sup> Now, Fashion is not only linked to the pleasure of being seen and appreciated by others but for one's own hedonistic pleasure. Each individual can

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<sup>15</sup>M. Featherstone, 1991, *Consumer Culture and Postmodernism*, p. 81

<sup>16</sup> In Martinez Barreiro, 2004, *Moda y Globalization*, p-142

choose what fashion one wants to imitate and do it for their own pleasure and as a reaffirmation of their freedom. In this context, the very idea of the consumerist model of top to down approach is hardly relevant. The theories of consumption describe a more complex picture in which fashion does more than signal social position.

It is understood that Consumer culture or cultural consumption is an important part of everyday life practice. In cultural consumption, one articulates both creative freedoms to make culture and dependence on the cultural industries, which provide both the means and the conditions of our wide range of social and personal purpose. Shopping has some symbolic meaning, some emotional and cognitive association, and these meanings differ across cultures. Shopping culture aspects can be broken down into purposive shopping, window shopping, comparing goods, exposing oneself to new ideas and cruising and each aspect of shopping bear a different relation to pleasure and leisure.<sup>17</sup> Shopping can be understood through a series of oppositions from decision making to pleasure, from utility to involvement in leisure, and from individual resource to social environment. Shopping is not just about the provision of goods and information for the shoppers in terms of qualities which satisfy particular needs but also as an activity which involves the creation of self-identity and the construction of a cultural experience.

Today, Shopping has become a pleasurable experience, especially among youngsters. The process of globalization and its cultural forces like internet, television, media etc has impacted the whole world especially the younger generations. The Youth are bombarded in their day to day lives by advertisements and other media sources that invite them to seek happiness through the accumulation of wealth and commodities. The emergence of the concept of a new culture of shopping which is known as shopping mall culture and online shopping culture in urban areas is a modern marvel that has brought immense changes to people's life especially the youth. Shopping is becoming more of an activity and construction of identity among the youth whereby they love spending their weekends to shop, relax and socialise.

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<sup>17</sup>Jansen Verbeke, 1987, *Women, shopping and leisure*, p. 71-86

People devote a significant amount of time and money to shopping and it can be seen as self-defining and self-expressive behaviour.<sup>18</sup>

The advent of Shopping malls development and online shopping has touched even in a small state like Nagaland. Today, due to the advent of malls, it has led to the emergence of a new culture called '*Shopping Mall Culture*' and the latest trend of '*online shopping*' which has become popular among the youth of Nagaland. Naga society is witnessing the emergence of diversity in terms of goods and services, lifestyle, consumption pattern, shopping habits, thinking process among the consumers, resulting in a new cultural value among the Naga youth ie., consumerism or consumer culture. Erstwhile the retail sector in Nagaland was mostly dominated by small scale and unorganised sector consisting of standalone store, boutiques and street market etc. However, with the emergence of shopping malls and online shopping, the people's perception of shopping today has undergone change because of the wide array of international brands and luxurious items that malls and online shopping are targeting to provide.

Today, the use of fashion and brand act as a medium for expressing their self and also to fit into the social environment. Fashion and brands have become a popular style or practice among the youth, especially in clothing, footwear, accessories etc. Clothing has become much of a modern reflexive and organised tool in the formation of the self. Today's youth place great emphasis on appearance and management of surface impression. Hence, for this study, an attempt has been made to analyse the changing cultural meaning of shopping of the Naga youth, their shopping behaviour, to identify the relationship between socio-economic background and the nature of shopping engaged by the youth, and how through their changing shopping behaviour leading to the emerging consumer culture society. The study is an attempt to analysis the sociological understanding of youth shopping culture and the emerging consumerist trend among the youth of Nagaland.

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<sup>18</sup>J. Ali Kovero, 2016, *The meaningful everyday – understanding the meaning of shopping in a daily consumer goods environment*, <https://aaltodoc.aalto.fi/handle>, Retrieved on 18/04/17

## 1.2. Nagas – A Brief Profile

Nagaland is one of the eight states in Northeast India. This region is the home of one-third of the total number of listed tribes for the whole of India. Each of these tribes is different from the people of the other states and from each other in terms of customs, language, dress, religion, ritual etc. Nagas are tribal people who lived in closed harmony with nature and in a traditional bound society. The tribes and other communities who inhabit Nagaland are characterised by collective differences in cultural, ethnic, social and economic sphere.<sup>19</sup> Nagaland is the home of sixteen major tribes – Angami, Ao, Lotha, Sumi, Chakhesang, Chang, Konyak, Khiamniungan, Sangtam, Rengma, Phom, Yimchungru, Zeliang, Kuki, Pochuri, and Kachari and various sub-tribes. Nagaland was inaugurated as the sixteenth state of the Indian Republic on 1<sup>st</sup> December 1963. It is bounded by the state of Assam to the west, Arunachal to the North and Manipur to the south.

**Table 1.1: Demographic profile of Nagaland, 2011 Census**

Districts	Population		
	Rural ( % )	Urban( % )	Total
Dimapur	48.05	51.95	379769
Kohima	54.4	45.6	270063
Mokokchung	71.19	28.81	193171
Wokha	78.95	21.05	166239
Phek	84.93	15.07	163294
Zunheboto	80.42	19.58	141014
Tuensang	81.28	18.72	196801
Mon	86.15	13.85	250671
Peren	84.41	15.59	94954
Longleng	84.96	15.04	50593
Kiphire	77.72	22.28	74033
Nagaland	<b>71.03</b>	<b>28.97</b>	<b>1980602</b>

Source: Census of India 2011

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<sup>19</sup> R.K. Kar 1994, *Social Organization vis-à-vis the Familial Unit among the Tribes of Northeast India: the Nocte case*, p. 175-185

According to the 2011 Census, there are eleven districts in Nagaland and has an area of 16,579 sq.Km with a population 1,980,602. The district with the highest population is Dimapur with 3,79,769, followed by Kohima and Mokokchung with 2,700,63 and 193171, while the lowest is Longleng with 50,593.<sup>20</sup>

Traditionally, the Nagas were not tradesmen but were dependent on agriculture, animals, forestry and hunting etc. Every village was a republic of its own, and they have a distinct social life, manner of living, laws, customs and their method of governance of the people is quite different. The mode of business was also different from other cultures. The very essence of relationship in Naga society that was prevalent in olden days was the principle of '*Give and Take*' which is also known as the '**Barter System**'.<sup>21</sup> A barter system is an old method of exchange where people exchanged goods and services for other goods and services in return. This system has been used for centuries and long before money was invented.<sup>22</sup> Earlier Nagas were considered as savage head hunters, ignorant, simple, isolated and untouched by the outside world. Nagas contact with the Ahom in the 12<sup>th</sup> and 13<sup>th</sup> centuries did not cause any significant change in the Naga way of life. However, the contact with the British in the 19<sup>th</sup> century, Christianity and education and the World War II, in particular, the battle of Kohima ended the age-old isolation of Nagas causing tremendous transformation in their lives.<sup>23</sup>

It is impossible to live in the world today without being bombarded with the reality and pervasiveness of change. Nagaland is considered one of the remote states in Northeast India, yet changes can be observed here in almost all walks of life.<sup>24</sup> Human society undergoes innumerable changes at various stages. More than ever today changes are felt in every society, in every walk of life. The impact of globalisation is also one of the reasons for the change in Naga society. The retail sector in Nagaland was largely dominated by small scale and unorganised entrepreneurs consisting of small standalone stores, boutiques, open street markets, second-hand goods etc. However, with the changing economy, rapid changes are taking place. Malls and

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<sup>20</sup><http://www.Nagaland.gov.in>aboutNagaland>. Retrieved on 17/06/14.

<sup>21</sup> <http://www.nagasinmyanmar-burma.com>eco>. Retrieved on 15/06/14

<sup>22</sup><http://www.mint.com>barter-system-his>. Retrieved on 03/07/14.

<sup>23</sup> Abraham Lotha, 2007, *History of Naga Anthropology (1832- 1947)*, p. 51

<sup>24</sup> Charles L. Harper and Kevin T. Leicht, 2002, *Exploring Social change: America and the world*, p. 1

online shopping sites are providing an alternative for shoppers that once frequented small retailers. Introduction of malls and online has not completely replaced traditional markets, which are still popular among the pocket conscious section of people. There are people who still shop and are still dependent on this small retail traditional local market but the emergence of malls and online shopping have definitely added a new adventure to the shopping experience especially amongst the youth of the state.

### **1.3. Conceptual Framework**

The major concepts that are used in the present study and their historical antecedents are introduced in detail in the following sections

:

#### **1.3.1. Youth**

There appears to be no universal definition of the concept ‘youth’ as it often varies from country to country depending on the specific socio-cultural, institutional, economic and political factors. The category ‘youth’ used by social psychologist is meant to describe an individual who has already left childhood but has not yet become an adult. Youth as a category evolved in time in sociological literature and is still an ambivalent social construct with no unified characteristics. Youth remains a contested ambivalent classification wedged between the boundaries of childhood and adulthood. The concept of youth from a sociological point of view was first put forward by August Hollingshead, (1949) in his study on *the impact of social class on adolescents*. He defines youth as the period in the life of the person when the society in which he functions ceases to regard him/her as a child and does not accord him full adult status role and function.<sup>25</sup> According to Pierre Bourdieu, youth has been an ever-evolving concept, layered upon layered with values which reflects contemporary moral, politics and social concerns.<sup>26</sup> The popular contemporary usage of youth implies a period of physical, mental, ethical and emotional development.<sup>27</sup>

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<sup>25</sup>Gregoria A. Ruiz, 2010, *The youth in contemporary Goan society (A study in sociology of youth)*, p. 2

<sup>26</sup><https://www.ukessays.com/essays/sociology/the-concept-of-youth-so-difficult-to-define-sociology-essay.php> Retrieved on 02/11/18

<sup>27</sup>Ellina Samantroy, 2010, *Changing youth culture: A study of young urban professionals in Delhi*, p. 11

The youth is an age group that is gaining more significance in most countries and around the world because of its growing importance in various sectors of social life such as education, labour force, cultural continuity – change etc. Its growing importance is shown by the fact that many countries have come up with national youth policies in order to address the needs of their youth population. The United Nation 2009, for statistical consistency across regions, defines ‘youth’ as those persons between the ages of 15 and 24 years, without prejudice to other definitions by Member State. UNESCO defines youth as used by a particular member state. It can be based for instance on the definition given in the African Youth Charter where youth means every person between the ages of 15 and 35 years.<sup>28</sup> The National Youth Policy 2003 covers all the youth in the country in the age group of 12 to 35 years. Furthermore, the government of India uses a broader categorization of youth as those within 15 to 34 years, due to the varied situation that exists in the country. In India, the youth population in the age- group 15-34 years is expected to increase from 353 million in 2001 to 464 million in 2021 and finally to decline to 458 million in 2026 (Office of Registrar General and Census Commissioner 2006). Youth population (15-32 years) is 33 percent of the total population comprises 35 per cent of the urban population and 32 percent of the rural population.<sup>29</sup> Due to expanding education including college education, vocational and professional education, it has made the roles of a young person more important and for a longer period.

Since the age of exercising adult, franchise is 18 years and above and considering the context of Naga society, majority of unmarried person falls under the age of 35 years and is considered under the category of youth. Therefore, for this research, the focus was on the youth between the age groups of 18-32 years. Conceptually youth has been defined in sociological literature as a stage of socialization and transition to adulthood. The conceptual shift required by growing individualization of the process of growing up i.e. sociologist call diversification of pathways into adulthood. Youth, in fact, becomes a decisive life phase where main choices and decisions determining the rest of the life course, are made and main social competence and qualification required but modern urban youth is characterised by

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<sup>28</sup>[www.unesco.org/new/en/social-and-human-sciences/themes/youth/youth-definition/](http://www.unesco.org/new/en/social-and-human-sciences/themes/youth/youth-definition/). Retrieved on 12/04/15

<sup>29</sup>Aadil Wani, 2017, *Shopping Mall Patronage Behavior Shown by Youth of India*, p. 2

individualization and autonomy by specific peer-fashioned youth culture and lifestyle that exercise an often stronger influence on young peoples' attitude choices and behaviour than family and other institutional context.<sup>30</sup>

In fact, youth arguably constitute that portion of the population most affected by globalization, because the economic practices of the late capitalism target youth to socialize them into the values of consumerism. Therefore, youth becomes integral to the cyclical nature of mass culture which relies on the continuous inspiration for innovation of new cultural products signalling the transformation from a producer to a consumer culture. Thus, the market industry is becoming the central locus for self-realization. The market system perpetuates the youth cultural styles and consumption practices, which continuously is being given back its own style practices through the media and marketing complex.

Youth are often viewed as the emerging market world. Youth are considered as the consumer of today and occupying a pivotal role in the retail marketing sector duly compensated by higher style of living.<sup>31</sup> Youth as a symbol of consumption challenges the concept of youth as a category defined only by age. The symbolic meaning of the concept of youth has changed as a result of the introduction of mall culture and online culture which includes the emergence of the new modes of consumption of fashion, style, brands, etc that are closely attached to youth shopping culture.<sup>32</sup> The Indian consumer market, which is primarily dominated by the youth, is becoming increasingly sophisticated and brand conscious. Youth spending pattern, attitudes and lifestyle have greatly impacted on the Indian economy as well as on culture. So the concept of youth should be studied in terms of its relation with social, cultural, and economic aspects.<sup>33</sup>

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<sup>30</sup>Ellina Samantroy, 2010, *Changing youth culture: A study of young urban professionals in Delhi*, p.12

<sup>31</sup> Soney Mathews & Nagaraj. H, 2010, *An analytical study of VALS of Youth – implication to marketers*, p. 11

<sup>32</sup>Mahasa Zamani, 2010, *Shopping culture among youth (with a focus on Pune city)*, p. 24

<sup>33</sup>Soney Mathews & Dr. H. Nagaraj, 2010, *An analytical study of VALS of Youth – implication to marketers*, p. 11



### 1.3.2. Shopping mall

The retail scenario is witnessing a radical transformation with the increasing number of chains across the country. There has been a massive development of new retail formats such as supermarket, speciality stores, chain stores, departmental stores, hypermarkets, lifestyle stores, and shopping malls. Shopping malls are an emerging trend in the global arena. In this new age of mass production and mass consumption, the concept of shopping malls is the most modern method of attracting customers. The concept of shopping has altered completely with the emergence of these shopping malls. Shopping has changed from being a utility activity into an experienced one. The concept of a shopping mall was originally conceived as a community centre where people would converge for shopping, cultural activities and social interaction. The definition of a shopping mall may differ from places and circumstances.

According to Chyuan, shopping mall is a modern adaptation of the historic market place. The mall is a collection of independent retail stores, services, and a parking area, which is conceived, constructed, and maintained by a separate management firm as a unit.<sup>34</sup> The encyclopaedia britannica (2009) defines a shopping mall as a collection of independent retail stores, services, and a parking area conceived, constructed and maintained by a management firm as a unit. The Wikipedia encyclopaedia (2007), defines a shopping mall as a building or set of buildings that contain retail units, with interconnecting walkways enabling the customers to easily walk from unit to unit. It provides shopping as well as entertainment options to the customers.

According to Gruen's concept of shopping centres, it says that it is not just a collection of shops indoors, but a paradigm shift of the shopping culture. A shopping centre is not merely a shopping place, but a centre of community and cultural activities.<sup>35</sup> Its cultural significance is evidenced by the considerable time and energy consumers devote to the endeavour, not only to procure necessary or desired products

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<sup>34</sup>Hee Chii Chyuan, 2009, *Profiling consumers based on their shopping behaviour*, <http://repository.um.edu.my/id/eprint/883> Retrieved on 4/07/19

<sup>35</sup>Jeffery. M Hardwick, 2004, *Mall Maker Victor Gruen. Architect of an American Dream*, p. 43

but also to participate in a wide range of experiential activities in order to satisfy various personal and social motives.<sup>36</sup>

In addition, a mall contains speciality store for branded clothes, accessories, home needs, books, food stalls and entertainment zone. Therefore, the mall can be referred to a place where a collection of shops all adjoins a pedestrian area that allows the shoppers to walk without interference from vehicle traffic. Through this creation of malls or air-conditioned retail branded shops, now consumers can buy anything from grocery, toiletry and branded items to perishable items like fruits and vegetables under one roof thus, controlling the consumption behaviour of the people.<sup>37</sup> A shopping mall (or simply mall), shopping centres, or shopping arcade is a building or set of buildings that contain stores and has interconnecting walkways enabling visitors to easily walk from store to store. The walkways may or may not be enclosed. A shopping centre is a group of retail and other commercial establishments that is planned, developed, owned and managed as a single property, typically with onsite parking provided. The centre's size and orientation are generally determined by the market characteristics of the trade area served by the centre.

Some of the types of shopping malls are highlighted below:

**a) Regional centres**

A regional centre is a shopping mall that provides general merchandise, mostly apparel and service in full depth and variety. Its main attraction is its anchors (ie., largest or the popular stores) the department stores, discounted stores or fashion speciality stores. A typical regional centre is usually enclosed with an inward-oriented of stores connected by a common walkway with parking surrounding the outside perimeter, Leve and Weitz (2007).

**b) Fashion/ Speciality centre:**

A fashion/ speciality centre is an enclosed centre that comprised mainly of upscale apparel shop, boutiques carrying selected fashion or unique merchandised of

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<sup>36</sup> Ellen Graham, 1988, *The Pleasure Dome: Offering more than Merchandise, Malls today are centers of community life*, p. 5

<sup>37</sup> A.R.N.Sankar, 2005, *Shopping Malls: A New Shopping Experience*, p. 296

high and quality price. The physical design of these malls is very sophisticated, emphasising rich decor and quality landscaping.

**c) The outlet centres:**

These are shopping centres that consist mostly of manufactures outlet stores selling their own brands supposedly at discount, Huff and Shamroski (2001). Because of the tenant mix, they are sometimes called value mega malls.

**d) Seamless mall:**

The seamless mall borrows the concept of the department store with a mall. Their central format houses, multiple brands, service under a single roof anchored by their department store or discounted format. They are called seamless mall because unlike typical malls, walls do not separate the stores but run into each other in a seamless fashion, Pradan (2003).

Regardless of their sizes, all shopping malls are attraction centres for people to come together to socialize, see new developments and do the shopping. Overall malls are a critical retail venue that contributes to consumer experience and they are among the most frequently visited retailers. Whatever is the income stratum of consumers, malls make no distinction in proffering most-revered national and global brands. Malls, exclusives designer showrooms etc., offer a plethora of attractions- high profile shopping, a glitzy and glamorous environment to discerning shoppers of more refined tastes, who are more concerned with quality and fashion and less concerned with budgets.<sup>38</sup>

Now, shopping malls/centres have transformed shopping from a need driven activity to a leisure one. Shopping may range from a utilitarian task to a form of recreation and entertainment, as well as being an individual or group event. Shopping no longer limited to a mere buying activity. It has become synonymous with splurging time and money. People simply go about roaming through the shopping mall in order to peep through the window of the shop and often ending up buying something they like. With this transition taking place, the shopping behaviour, consumption and the

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<sup>38</sup>K. Roy and Malleria Ahoy, available at [http:// www.coolavenues.com/cafe/articles/Kisholoy-Malleria](http://www.coolavenues.com/cafe/articles/Kisholoy-Malleria)-Retrieved on: 13/05/14.

lifestyle of the people are likely to change and the influence is more on the youth as these new formats were not in existence until recently.

### 1.3.3. History of shopping mall

Shopping malls didn't just happen. At the beginning of the history of shopping places, linked to the emergence of the consumer society in the 18<sup>th</sup> century.<sup>39</sup> Trading is and has been in constant change throughout history due to diverse factors and this has been reflected in the morphology of cities, typology of public spaces and building types. Within the history of trading, it is relevant to highlight the notion of "Arcade" that developed during the XIX century in Europe, since this established a novel trading mode that introduced a new form of public space for trading. The notion of the arcade was influenced by the idea of bazaar. Geist defines the arcade as "*... a glass-covered passageway which connects two busy streets and is lined on both sides with shops. Stores, offices, workshops or dwellings maybe located in the upper stories. The arcade is the organizing force of retail trade. It offers public space on private property as well as an easing off traffic congestion, a short cut, protection from the weather, and an area accessible only to pedestrians... The arcade is, therefore, an object of building speculation. Its prosperity depends to a considerable extent on the urban context in which it is located*". It was the first time in Europe where public space was created in private property, creating an exclusive environment protected from the weather for trading. In 1852, the first department store, Bon Marche was opened in Paris. A new retail model was introduced containing a series of shops in the same building stacked vertically. This model was adopted in Europe and also in America and later on, was displaced to the periphery of the cities instigating the phenomenon of the shopping centres.<sup>40</sup>

After centuries, the enclosed shopping mall separated urbanity and shopping activity from each other. These fully- enclosed and environmentally controlled the consumption spaces reinterpreted the urban fabric to stimulate a city image and a street like atmosphere indoors. Designed to get the shoppers out of the harsh weather,

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<sup>39</sup> Ergun Kocaili Buket, 2010, *Evolution of Shopping Mall Recent Trend and the Question of Regeneratio*, p. 5

<sup>40</sup> Cristian Suau and Margarita Munar Bauza, 2009, *The mall in the online shopping era*. p. 152

it introduced the world to shopping complexes as a world unto themselves – free from bad weather, life, crime, dirt and troubles. Inside the walls, a new city was created where people shop, eat and entertain.<sup>41</sup>

The mall was originally conceived of a community centre where people would converge for shopping, cultural activity and social interaction.<sup>42</sup> Shopping centres got their start a bit earlier in 1907, in a Baltimore neighbourhood where a group of stores established off-street parking. The concept of shopping malls first appeared in the 1950s. The credit towards the invention of modern mall goes to Australian born architect and American immigrant Victor Green. The first generation of malls was set up in North gate Mall, US in 1950. Northland Shopping Centre was constructed by Victor Green in the US in 1950. Gulf gate Mall in Houston was an open-air shopping centre for customers. The first enclosed mall was developed in a suburb of Minneapolis in 1956. Later as time passed the malls were then shifted from the crowded commercial areas to the residential suburbs. These malls were accessible only through automobiles and therefore gradually became a famous destination for retailers across the world.<sup>43</sup>

#### **1.3.4. Shopping mall culture in India**

Malls came into existence because of changing patterns of urbanization and ways of living. The concept has travelled from the United States to the world over.<sup>44</sup> In India, the current phase of globalization was introduced in 1991 through the introduction of the New Economic Policy. This new model of economic reforms is commonly known as LPG or Liberalization, Privatization and Globalization model. The primary objectives of this model was to make the economy of India the fastest developing economy in the globe with the capabilities that help it match up with the

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<sup>41</sup> Richard A. Feinberg, and Jennifer Meoli, 1991, *A Brief History of the Mall*, in NA, p. 426-427

<sup>42</sup> V. Gruen and L. Smith, 1960, *Shopping Towns, U.S.A: The Planning of Shopping Centers*

<sup>43</sup> Samuel Feinberg, 1960, *What makes Shopping Malls Tick*, p. 121

<sup>44</sup> Harvinder Singh and S.K Bose, 2008, *My American cousin: comparison between Indian and the US shopping malls*, p-358-372.

biggest economies of the world. Initially, the acceptance and awareness of malls were moderate in India, but there has been a spur in the proliferation of malls recently.<sup>45</sup>

India is a late starter in the development of shopping malls. The first Indian Shopping Malls was built in Chennai in 1990, however, the real impetus came in 1999 when two more malls became operational, Ansal Plaza in Delhi and Crossroads in Mumbai. Indian shopping malls are not exact replicas of western malls, as they are customized for specific cultures and localities. Indian malls are smaller as compared to American counterparts. Though Indians malls differ from U.S malls in terms of financing, location, size, expansion, architecture, entertainment -mix and mall management practices.<sup>46</sup> There has been a massive development of new retail formats such as malls, hypermarkets, supermarkets, lifestyle stores in India.<sup>47</sup> The organised sector represents a mere 2 per cent share of this market. It is very low as compared to other developed economies of the world. However, as the spending power in the economy is growing fast, this development has gained importance not only in the metropolitan cities but also in the Tier II and III towns. India's retail sector has grown enormously from 'Haat', weekly bazaars to posh, sophisticated Shopping malls. The Indian retail market which is the fifth largest retail destination globally has been ranked as the most attractive emerging market for investment in the retail sector, by AT Kearney's eighth annual Global Retail Development Index (GRDI) in 2009.<sup>48</sup>

India offers an immense market opportunity because of increased income and changed the lifestyle of middle-class families. In 2001, there were just three malls in India. The number grew to 343 by 2007. As of May 2013, India had a total of 507 operational malls. As per data from Bangalore-based Asipac Consulting, the number of malls in 2013 has doubled since 2008<sup>49</sup>. Since the past few years, the apparel market has seen substantial change with respect to dressing design, style, usage of branded items and choice of fibres and awareness of modern trends. A new retail

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<sup>45</sup><http://business.mapsofindia.com/india-policy/liberalization-privatization-globalization.html>. Retrieved on 03/09/14

<sup>46</sup> Singh et al., 2010, *Management of Indian Shopping Mall: Impact of the Pattern of Financing*, leisure, p. 55-64.

<sup>47</sup> P.K. Sinha and A. Banerjee, 2004, *Store Choice Behaviour in an Evolving Market*, p. 482-494

<sup>48</sup> R. Pancholi, 2006, *Growth off the Shelf*, Hindustan Times,

<sup>49</sup> Ramandeep Kaur, 2014, *Growing Mall Culture in India- changing lifestyle available at* <http://www.mapsofindia.com>my.india>gro>. Retrieved on 14/05/14.

format such as Malls, shopping centres, supermarkets etc is developing and radically changing its face. The emergence of this new shopping culture as an important and significant destination for shopping, recreation and socialization has turned the face of the retail industry in India.

### **1.3.5. Online shopping**

Online shopping is defined as the process whereby consumers directly buy products or services from a seller, without an intermediary service over the internet. The sale or purchase transaction is completed electronically and interactively in real-time. An online shop, e-shop, e-store, internet shop, web-store, online store or virtual store evokes the physical analogy of buying products or services at a brick and mortar retailer or in a shopping centre. The concept of information and communication or internet technology has influenced all parts of our lives in a short time.

Nowadays, the internet is being widely used in daily life. With the implementation of these information and communication technologies by commercial institutions in order to support business activities electronic business concept was developed. With the help of the medium, people can communicate, learn, entertain, buy products and get services. According to the Internet World Statistics (2012) today more than two billion people linked to the internet. This shows that 30 percent of the world population use the internet.<sup>50</sup>

Internet is used for several different purposes. The use of the internet for commercial purposes gave rise to the existences of the electronic commerce (e-commerce) phenomenon. Electronic commerce also referred to as e-commerce is defined by Oxford dictionary (2012) as 'commercial transactions conducted electronically on the internet'. Another definition made by Financial Times (2012) as a buying and selling activity over the internet. Besides that, it has also brought a different dimension to commercial activities. The internet has created a new market for both customers and organization and has been an alternative market for the traditional market. Customers now prefer easy ways to reach brands and stores and it

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<sup>50</sup>Seda Yoldas, 2011, *A research about buying behaviours of online customers comparison of Turkey with UK*, p. 2

can be said that the internet has fundamentally changed customer notions of convenience, speed, price, product, information and service. Website provides a chance to search for information about products and services, place a comment to give orders. As a result, it has given marketers a whole new way to create value for customers and build relationships with them. Online shopping provides the consumer with more choices, more information and more ways to buy. Moreover, online shopping will remain as a medium to sell products, services and content over the internet. As a result, individuals can buy or sell anything at anytime, from anywhere through online shopping.<sup>51</sup>

### **1.3.6. History of online shopping**

In 1990, Tim Berners-Lee created the first worldwide web and browser in the UK. It opened for commercial use in 1991. The emergence of online shopping or e-commerce has begun with two organisations. Amazon.com Inc and eBay Inc have been the only leaders of the e-commerce industry. Since then Amazon and eBay have become the icons of the new economy. Amazon was founded by Jeff Bazos in 1994 in Washington and the website was launched in 1995. First, they started with an online book store. Being first in the market has provided Amazon with a trusted brand name. eBay was founded by Pierre Omidyar in 1995 and the first product was sold in the same year by him as well. In 1996, the company already reached 41,000 users. Since then eBay has a presence in 39 markets with more than 90 million ebay.com users worldwide.

### **1.3.7. Online shopping culture in India**

The rapidly increasing popularity of online shopping is a truly global phenomenon. Online shoppers can be found scattered across the globe. Today's customers especially the younger generation are now spending most of their time on the internet for their purchasing decisions. A new media has been emerged as a result of this development and is called as 'social media' through which consumers now are spending their time and taking into consideration of this channel when making

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<sup>51</sup>Ko, et.al, 2004, *Cross- cultural differences in perceived risk of online shopping*, p. 20.



purchasing decisions. This social media or commerce is an emerging and fast-growing trend in which online shops are able to connect with other shops in the same online market place. According to India online 2011 reports which put a number of active Indian internet users at 65 million as compared to 51 million in 2010. Online shopping in India is in its nascent stages. However, more and more people gaining confidence in purchasing products online. Online shopping is slowly growing up in India. However, due to the relatively slow penetration of the internet in many parts of the country, online shopping is limited only major metros in India. Online shopping predominantly remains a practice of urban and middle-class consumers. Though consumers in small towns have started using internet actively, conversion for visitors to shoppers would take some time.

#### **1.4. Review of literature**

Research dealing with shopping culture in the Indian context especially on small towns and cities is still at a nascent stage. Not many studies have empirically analyzed the influence on the behaviour in shopping malls or online shopping and customers' shopping experiences. As a prelude to its study, it is necessary to look at some of the relevant theories of consumption and also take an overview of writings of some scholars and arguments given by them which will help in understanding the study in a broader perspective. Hence, the following available literature has been presented in a thematic method of review for the present research:

##### **1.4.1. Youth and consumer culture aspects of shopping:**

Culture is given a new significance through the saturation of signs and messages to the extent that everything in social life can be said to have become cultural as stated by Jameson (1984) in *Postmodernism: Or the Cultural Logic of late Capitalism*.

Consumer culture denotes a social arrangement in which the relation between lived culture and social resources and between meaningful ways of life and the symbolic and material resources on which they depend are mediated through markets. The consumption of markets made commodities and desire – inducing marketing

symbols central to consumer culture and yet the perpetuation and reproduction of this system is largely dependent upon the exercise of free personal choice in the private sphere of everyday life as stated by Holt (2002) in his article on *Why do Brands cause trouble? A dialectical theory of consumer culture and branding*.

Kozinets (2001) work entitled, *Utopian Enterprise: Articulating the meaning of star trek's culture of consumption*, conceptualizes consumer culture as an interconnected system of commercially produced images, texts and objects that group's use- through the construction of overlapping and even conflicting practices, identities and meaning to make collective sense of their environments and to orient their member experience and lives. Geertz (1983) in his study, *Local knowledge: Further Essays in interpretative anthropology*, says that the most important consumer culture theory conceptualized culture as the very fabric of experience, meaning and action. And these meanings are embodied and negotiated by the consumer in particular social situations role and relationships. Even, Russell W. Belk (2010), in *Consumption, Mass Consumption Culture*, states that consumption consists of activities potentially leading to and actually following from the acquisition of a good or services by those engaging in such activities. According to him, when one consumes an object, one also consume its meaning. Since it reflects consumers taste, their socio-economic background. These meanings are constructed by society, marketing advertising and other cultural meaning makers.

Further, consumer culture describes a densely woven network of global connections and extensions through which local cultures are increasingly interpenetrated by the forces of transnational capital and the global mediascape as stated in Appadurai's (1990) in *Disjuncture and difference in the global cultural economy*, and Slater's (1997) *Consumer culture and modernity*. Hence, consumer society becomes essentially cultural as social life becomes deregulated and social relations become more varied and less structured by stable norms. The overproduction of signs and reproduction of images and stimulation leads to a loss of stable meaning and an aestheticization of reality in which the masses become fascinated by the endless flow of bizarre.

The youth in India have an enormous impact on the economy and culture through their shopping cultural practices. The young generation of the current era considers shopping as an experience rather than a mere act of purchasing a product. They have an immense impact on marketers and retailers. This generation of youth is known for their love for shopping. The immense love for shopping and spending power act as perfect catalysts that trigger these youngsters to purchase and consume a wide variety of products existing in the market.

Related to this consumer culture, Rashmi Bansal (2007), in her article, *Buying power, A new face of youth consumerism* defined youth as youth marketers of today in India and not as per the version of sociologists and media men who relate it to the statistics of men under the age of 25. According to her, youth could be defined as a potent and cultural force, the consumer of today and the growth engines of tomorrow. This study concentrates on the aspiration of the urban youth and not on the response of the youth's choice of either western or any styles or the cultural values. There is little doubt that increasing affluence would lead to radical choices for future generations. Youth can be exciting and exhilarating, contributing to a large magnitude of the youth market. The attitudes of youth are even more important. They are growing in importance not only from the economic point of view but also there are noted changes in their behavioural pattern as pointed out by Ramanujam Sridhar (2001) in his article *Youth – get them before they get you*.

Kaur and Singh (2007) in their article *Uncovering retail shopping motives of Indian youth* articulates on youth as an important consuming class owing to time pressure in dual-career families with high disposable income. This study highlights the important dimension of motivation for the youth when they shop. The study reveals that young consumers, traditionally, tend to shop not from a utilitarian perspective but from a hedonistic perspective. Their key indulgence includes getting products ideas or meeting friends. They also view shopping as a mean of diversion to alleviate depression or break the monotony of daily routine. In addition to this, they go shopping to have fun or just browse through the outlets. Robin Thomas (2009) in his article on *Global youth marketing forum: brands must talk with the youth, not at them*, states that youth is all about wanting to explore, dream and discover. The youth

of the 21<sup>st</sup> century is far more aggressive and believe in instant gratification, hence marketers need to find newer ways to reach out to them.

Today, the youngsters do not merely regard shopping as a simple act of purchasing; rather they considered it as a chain of activities comprising of socialising, discussion and gaining of knowledge regarding newly launched products and brands, comparison of products features and price ranges and finally concluding the whole experience with the purchase of a particular product after intense scrutiny related to its price, features, utilitarian and hedonic aspects.

The Youth exhibits their attachment towards materialistic values and possession. They are self-conscious and are always in search of identity. The youth today purchase those products or brands which express them. A study conducted by Craig Thompson and Diana Haytko (1997) entitled *Speaking of Fashion: Consumers Uses of Fashion Discourses and the Appropriation of Countervailing Cultural Meaning*, clearly suggests a connection between people's identity and their fashion sense. According to them, fashion provides people with a platform to express both their individuality and their conformity to the cultures and groups they belong to. The study found out that people dress in particular ways to signal their affiliation with certain groups, as well as their distancing from others. Soney Mathews and H. Nagaraj (2010), in *An analytical study of VALS of youth – implication to marketers* also mentioned in their article that the Indian consumer market is primarily dominated by young generation and are becoming increasingly sophisticated and brand conscious. Youth remained no longer conservative but are swept by the changes in globalization. Consumerism today has gained immense ground in promoting a highly consumptive culture. Young consumers are being targeted as special consumers and this impacts their thought processes and consumption pattern. Advertising and digital media or online has also offered a perfect platform for the young generation to connect with each other and enabling them to explore the world.

## **1.5. 2. Shopping behaviour**

According to Henry (1976), Culture is generally accepted by marketing theorist as one of the underlying determinants of consumer shopping behaviour.

Culture is considered as one of the effective environmental factors on consumer behaviour which defines by values and beliefs in society. Shopping is the act of identifying the store and purchasing the product. The behaviour of shoppers differs according to the place where they are shopping and their involvement level with the act of shopping as pointed out by Berman and Evans (2005) in their article *Retail Management – A Strategic Approach*. Consumer shopping behaviour tends to establish what is precisely drives consumer when making purchasing decisions.

One of the crucial questions that shopping involves is why do people shop? To understand and give an answer to this question is to examine consumer's shopping motives. According to Mowen (1995) in his book on *Consumer Behaviour*, motivation can be referred to the drive, urge, wish or desire that lead to a goal-oriented behaviour. There are many reasons or needs why an individual decide and go for shopping. These reasons or needs are called shopping motivations. One of the first researchers to investigate shopping motivation was Tauber (1972) in the work entitled *Why do people shop?* using depth interview. He divided shopping motivation into two categories: personal and social. Personal shopping motivations he identified the need for role-playing, diversion, self-gratification, learning about new trends, physical activities and sensory stimulation. The need for Social experience, communication with others having the same interest, peer group, status, bargaining etc was included in social motivation. Lunt and living-stone (1992) in *Mass consumption and Personal Identity*, also found that there are many reasons for shopping and social reasons are particularly important, according to them, shopping is a spectator, it is seeing and being seen, meeting and being met, a way of interacting with others.

According to Assael (1987) in his book, *Consumer Behaviour and Marketing Action*, shopping behaviour is the most unique for behaviour which the consumers exhibits. Gifts, clothing, groceries and household items are some of the most common types of shopping which consumer indulge in a highly frequent manner. But according to Dholakia (1999) in his study entitled, *Going shopping: Key Determinants of Shopping Behaviours and Motivation*, states that occasion and motives are also some crucial points which influence the consumers shopping behaviour. For example, for some consumer, shopping is all about getting the best deal out of bargaining; According to Reid and Brown (1996) in, *I Hate Shopping! An Introspective*

*Perspective*, for some teenagers or the youth, shopping is a means of getting acquainted with and interact more with others in a social context and for some, it is a way of breaking out from the regular monotonous professional and personal routine.

Consumer preference for a particular product or brand is mostly influenced by the social trend which always changes over time, states Yau (1994). Consumers may put much importance on the product's features that help them to express their personality or to meet up their psychological needs, Kim et al, (2002). Krishnan (2011) in *Determinants of Consumer Buying Behaviour: An Empirical Study of Private Label Brands in Apparel Retail*, states that psychographics and lifestyle of Indian consumers which is changing continually with time has a great impact on consumer perception and behaviour regarding their purchase intention. Similarly Dawson et al, (1990) in *Shopping Motives, Emotional States and Retail Outcomes*, classified shopping motivation in experiential, watching other people, meeting new people etc and product-related needs like find new unique products, browse new things etc.

Trivedi (2011) in his work on '*Mall culture and its implications in India*' talked about the changing trend, convenience of shopping, getting a variety of items under one roof which attracts and include people of all age groups especially the youth to frequently visit malls. Similarly, internet or online shopping is also changing the way consumers shop for goods and services and has rapidly evolved into a global event. Rowley Jennifer (1988) in *The Basics of Information Technology*, opines that online is becoming a hotbed of advertising, shopping and commercial activity. Liao and Hsieh (2012) in *Determinants of Consumer's Willingness to Purchase Gray-Market Smartphone*, stated that the internet is influencing people's daily life more so as compared to the past. People's daily activities have gradually shifted from physical condition to a virtual environment.

Further, Delafrooz and Ali (2010) in their paper *Students Online Shopping Behaviour: An Empirical Study*, found that the ever-increasing use of the internet in Malaysia provides a developing prospect for e-marketers. This paper set out to examine the factors influencing a student's attitude towards online shopping in Malaysia. The findings suggested that utilitarian orientation, convenience, price and

wider selection are important determinants of user's attitude toward online shopping. The findings suggested that online retailers need to provide more convenience and competitive price and more variety of products in order to attract more people encouraging them to make a purchase decision

#### **1.4.3. Shopping malls and online shopping as a site for consumption and socializing**

In this subsection, the arguments forwarded by Don Slater (1997) in his book *Consumer Culture and Modernity* is used to understand the present study. Slater follows a historical review of the critiques of consumer culture and through a summary of Durkheim, Douglas, Veblen and Bourdieu, he shows the role played by consumption in the making of social relation and social order. The use of goods or purchase of goods makes one part of social order which constantly reproduce in one's daily everyday lives. This culture is indicative of the dominance of commercial culture over the public sphere or in other words one can say it as a world of advertisement, brands and commodities. Slater argues that shopping has found a great transformation with the advent of departmental stores in nineteenth-century and talks about commercialization and cultural identity reproduction through consumption. One may argue that youth have become closely associated with certain forms of consumption. Certain consumer goods and services have become common and more popular among them. In other words, it can be said that a central feature of youth culture is a concern about status and popularity. The youth define themselves through symbols and status and that's how they create their social relationships based on their own culture.

Also referring to the ways of communication which is based on the effort to indicate social distinction through the uses of goods, influential work has been done by Bourdieu (1984) entitled *Distinction: A Social Critique of the Judgement of Taste* and Thorstein Veblen (1899) *The Theory of Leisure Class*. Bourdieu saw goods as expressive and examine the ways in which different classes use different goods to claim their position in social structures. He argues that there is popularization which plays the role of threat for the distinguished status that is being defined based on distinguished goods and that's how goods are markers of defining and redefining of

social status. The significance of Bourdieu's work stems from his theory of practice in which 'Taste' – cultural pattern of choice and preference is seen as a resource which is deployed by groups within the stratification system in order to establish or enhance their position within the social order. Derived from Bourdieu's argument one can argue that individual identify their subjective motivation which lay behind their action of consumption through their taste and desire. It becomes necessary to look at consumer consumption habit and not as being a mere product of social structure but as an interaction between the individual and society.

One of the relevant theories of consumption is the theory of Leisure class and conspicuous consumption by Veblen. The theory is based on how the rich affluent class spend enormous energy and money constructing a distinctive style of life. Veblen viewed conspicuous consumption as wasteful and unproductive thus contributing less to society as a whole. This theory is based on the principles of waste, luxury and ornamentation that rule the choices made by consumers. Veblen theory explains the pattern of consumer spending, waste of time, money or resources by individual particular rich class in order to display a higher status which is then imitated by other classes to achieve the status. The theory of consumption has been used to predict that people pay a higher premium for products that are socially visible, one example is Fashion. According to him, a motif that motivates consumer and their activities of shopping is based on the desire for social esteem and this is dependent on the economic background of the consumer. Based on Veblen argument, the present study on youth shopping culture can be related. Consumer decision about where to go and buy or purchase is influenced by their socio-economic background. However, arguing on Veblen theory that desire for attaining social esteem and status is not the sole dominant motive for the consumer decision and their consumption but the role that consumption plays as construction of social relationships should also be considered and looked at.

Shopping malls and online shopping as a site are considered not only for shopping but also as a consumption site, creation of social relations and identity. According to Douglas and Isherwoods (1979) in *The World of Goods: Towards an Anthropology of Consumption*, consumers use goods to construct an intelligible universe and to make and maintain social relationships. Lunt and Livingstone (1992)



in *Mass Consumption and Personal Identity*, states that the shopping mall affords the opportunity of participation in the currency of modern society. The site of participation in the late capitalist society is formulated through commoditization. When youth go to the malls, the malls provide a form of leisure and also a site for constructing relationships among them. Youth's identity and experiences are produced due to their participation in these shopping malls which are nothing but cultural forms of late capitalism.

Benjamin (1999) in *The Arcades Project*, also stressed the role that these sites played in creating and fuelling consumer desires as well as in the generation of the consumer society. Retail anthropologist Underhill (2010), in his book "*Why we buy: The science of shopping*", defines shopping as "retail therapy" because people shop for both necessity and recreation. Shopping mall and online shopping are becoming an important part of the economic and social fabric in India. Shopping takes place at different sites, each of which represents often a quite different kind of shopping experience and resources for identification. Bloch et al (1994) in *The Consumer Mall as Shopping Habitat*, conducted a study focusing on the social environment of a mall. They noted the biological term habitat could be used to describe the space encompassed by a mall. Their research suggested that within this context, a location such a mall may be the source of pleasurable consumption by those consumers who visit them.

The relationship between the consumer market and youth consumer is two-way relationships. Consumer's taste will also influence the market and malls and online as representative of the market and structure of consumption. Solomon (1994) in *Consumer Behaviour*, states that consumer behaviour process involves a process wherein an individual selects purchase, uses or disposes of a product, services, ideas or experiences to satisfy needs and desires. Hence, it is imperative to understand the consumer's mindset, intention and conduct in the light of the buying practices. Today, malls and online shopping are new versions of sites of consumption and identity that have emerged recently and spread their popularity within the shopping habits of youth in Naga society as well

## **1.6. Statement of the problem**

The process of globalization and consumption are two related terms when one refers to the emergence of a global consumer culture among consumers in cities and towns. The growing consumer culture due to globalization over the last few years and its development into an important component of the way in which one lives their lives has made consumption as a popular culture spread especially among youth. The perception of shopping has undergone change. Before the introduction of malls or online shopping, shopping was considered just an act of purchasing goods for utility purpose; however, with this modern concept of retail shopping, the cultural meaning of shopping is changing into a pleasurable experience or for leisure pursuit. Shopping is becoming a social activity and construction of identity among the youth these days. This is so because clothing has become much of a modern reflexive and organised tool in the formation of the self.

With the development of the modern retail market, the Naga youth have started following a new culture which is not traditional in terms of their shopping. They are exposed to various cultural influences due to globalization and are making constant negotiation with their previous value considerations. The youth comprises that segment of society most likely to engage in a process of cultural borrowing that is disruptive of prevailing cultural practices, from the mode of dressing, aesthetic and ideologies etc. One of the most obvious changes that can be seen among the Naga youth is the way of dressing or clothing with particular preference for the latest international fashion and brands. Materialistic obsession for modern lifestyle i.e., acquiring fashionable clothing and branded products could lead the youth to spend beyond their means, to seek happiness and create their identity through the accumulation of retail commodities.

Today, the uniqueness of Naga society is changing, whether be it music or dance, eating habits or dress code. The youth is an important agency of this change, hence making it imperative to understand their shopping practices, behaviour and their consumerist trend. The study would comprise a crucial element to a larger understanding of the process of social change in a transitional society like the Naga society.

### **1.7. Scope and relevance of the study:**

The study, a sociological analysis of shopping culture among the youth of Nagaland is the first of its kind in the literature on Nagaland. As mentioned, shopping culture is a part of consumer culture and has become an important part of everyday life. The liberalization and globalization policies have brought in a structural shift in the market industry and consumption process. In the context of Naga society, the apparel market in recent years has seen exponential growth with the growing demand of the people, especially in the urban areas. Over the last decade, Nagaland has witnessed the growth of several shopping malls, in addition to the growing popularity of online shopping in the state within a short span of time. Today the biggest issues perhaps concerning the Naga society especially among the youths on being influenced by western culture and lifestyle and are obsessed with materialistic possession especially on branded products and fashion etc. The pace at which Naga society is witnessing the opening of various outlets and malls at different parts of the state has led one to ponder about the fast-changing characteristic of the urban town and overgrowing demands of the people. With this changing urban landscape in Nagaland with its diverse new and old market places existing side by side make the study of this shopping culture trend of the Naga youth vital as well as challenging in its own way. The study of youth shopping culture and the emergence of consumerist values of the society, there is a big scope for the study under the domain of sociology of social change, globalization and popular culture of the youth. This study is an enrichment of literature and an indication of avenues for future research by the scholars and also to establish a baseline for examining changing behaviour of the youth in the process of social change.

### **1.8. Objective of the study**

The objectives of the study are as follows:

- i) To analyse the changing concept of shopping among the youth in Nagaland.
- ii) To identify the relationship between socio-economic background of shoppers and nature of shopping they are engaged in.
- iii) To study the socio-economic impact of emerging shopping culture.

## **1.8 . Hypothesis of the study**

- i) Socio-economic background of the youth determines the nature of the shopping.
- ii) Naga youth are becoming more fashion-oriented and brand conscious.

## **1.9. Methodology**

The following section comprises the detailed Methodology followed for the study:

### **1.9.1. Sources of data:**

The present study employed data from both primary and secondary sources.

For the primary data, Empirical data was collected from a well-defined sample size of respondents.

For the secondary data collection, relevant journals, books, magazine, articles, relevant publications website etc which is related to the study area were consulted.

### **1.9.2. Universe of the study**

The universe of the study comprises the youth of Nagaland. For the purpose of the present study, youth is defined as young people within the age group of 18-32 years. For practical reasons the study is delimited to three major urban towns ie Dimapur, Kohima and Mokokchung as the concept of shopping mall and online shopping are linked with the urban concept of shopping. Youth are considered as the main agent of this emerging shopping trend. So, under these three districts, youth age group between 18- 32 was selected for the study.

### **1.9.3. Sampling procedure**

The study followed a multistage Stratified random sampling and snowball method. Stratified random sampling was employed for selecting the respondents by age and gender respectively and Snowball sampling was used for the in-depth interview. For

the present study, three urban districts were selected. As per 2011 census, it has been recorded that the urban population in Nagaland has increased immensely with Dimapur recording the highest urban population with 51.95 percent, followed by Kohima with 45.60 percent and Mokokchung with 28.63 percent. Dimapur been considered as the commercial hub of Nagaland for the past few years has seen sudden growth in terms of social, economic, political, mixture of different culture, influx of people from rural to urban, change in the lifestyle, education, development in terms of infrastructure, commercial global marketing, transportations, and growth of shopping malls. Kohima is the capital of Nagaland has also seen a drastic change. Mokokchung is the third most important urban hub in all of Nagaland after Dimapur and Kohima. It caters to the essential requirements of other neighbouring districts of Tuensang, Zunhebuto, Longleng, and Wokha to some extent. Thus, considering these factors, these three districts Dimapur, Kohima and Mokokchung represent the current emerging trend of malls and online culture among the youth in Nagaland.

Next was followed by the selection of individual respondents from these towns. The respondents included students and also both working and Non-working youth. For Dimapur and Kohima, a total of 150 respondents each was selected which was further segregated on the basis of gender, wherein an equal number of both Male and female respondents at 75 each were selected. For Mokokchung district, a survey questionnaire was drawn from 100 respondents, where male and female respondents were divided to 50 each. Hence a total of 400 respondents were drawn for the questionnaire. For the In-depth interview, ten respondents from all of the three selected districts were identified, with both male and female respondents being equally represented at five each. The overall total respondents for the in-depth interview were 30.

#### **1.9.4. Techniques of data collection**

For the collection of primary data, a structured Questionnaire comprising of both open-ended and closed-ended question was used.

In order to get more in-depth detail information on the study, the interview method was further employed. Non Participant observation was also applied to get a

clear picture and understand the youth activities in the shopping mall and gain familiarity with their cultural practices.

#### **1.9.5. Data analysis**

Following the collection of data from the field, it was scrutinized for completeness and validity of information. Thereafter data was evaluated and analysed using simple statistical methods, tables and charts, facilitated with the statistical package SPSS.

**CHAPTER 2**  
**CHANGING CONCEPT OF SHOPPING CULTURE**

## **CHAPTER - 2**

### **CHANGING CONCEPT OF SHOPPING CULTURE**

#### **2.1. Introduction**

Different cultures have always shopped in different ways, from the mall in the US to the bazaar in India. There is no question that globalization has permanently changed the landscape of how consumer behave, think and more importantly spend, especially among the youth. Globalization has substantially expanded the horizons of the youth in terms of craving for western lifestyle, consumerist culture and an eagerness to put everything at stake to reach out to the world. Globalization has created the ability to purchase goods and services and has provided the flexibility of having consumption alternatives at a reasonable price and created a slew of expectations moving forward. The markets for and the marketing of goods and services have undergone a profound transformation over the past few decades. Regulatory reforms, more open global markets, new technologies and the growth of services as an increasing component of economic activity have been agents of change and in many instances have provided significant benefits to consumers. With the constant development of new platforms and technologies, shopping is evolving and adapting to new consumer culture and shopping and at the same time consumer are generating them. Traditional ways of shopping are revolutionized by new manifestation i.e. malls, online shopping, digital wallet etc. This is giving rise to new opportunities for fashion and brands. Along with technological advances and changes, consumers are facing some cultural transformations that contribute to the redefinition of shopping. In this scenario, youth are facing a new consumer culture, which is more informed and powerful than ever before, more demanding smarter and open to adopting new paths in the buying process. Technologies and media have never had so much relevance in the shopping process as today. It takes a fundamental part in the shopping process and as their process changes, the ways in which the shopper consumes media also change.



Emerging markets are discovering and enjoying new ways of consumption and purchasing. New ways of shopping and the increased access to product information are making these markets more open to new products and retail experiences. This cultural transformation of shopping not only challenges the way people buy but also how they relate to brands and other consumers.

## **2.2. The evolution of shopping**

The Evolution of shopping is a social process. According to Coleman (2007) in his book *Shopping environment evolution, planning and design* state that the earliest trading activities took place in meeting and gathering spaces. At the beginning of the history of shopping, the shopping activities took place in open public spaces where they bartered goods and services from each other. The history of long-distance commerce began approximately 15,000 years ago. Although it was assumed that trade started in the Neolithic period, the earliest figurative presentation of market place is seen in Egyptian drawing in 1500 B.C. But there is no certain evidence in what space or building they carried out their trading activities.<sup>52</sup> Before the invention of money, trade was a state's sovereignty to be. An example in ancient Egypt, pharaoh wielded complete control of the land and its resources as the absolute monarch of the country. Initially, they started to trade in little scale and used a kind of barter system. The ancient Egyptian did not conceptualize the use of money until the late period. During the 5<sup>th</sup> century B.C., money was introduced from abroad.<sup>53</sup> According to Herodotus, states that the Lydians an Iron age Kingdom of western Asia minor located in the modern Turkish provinces of Manisa and inland Izmir, introduced the use of gold and silver coin in the 7<sup>th</sup> century B.C. This was the milestone of the world's economic history. More importantly, Lydians were the first to establish retail shops in permanent locations.<sup>54</sup> By the 18<sup>th</sup> century, as a result of the rise of the bourgeoisie, the shopping streets developed in Europe.<sup>55</sup> Just before the industrial revolution, the market places in cities were no longer spatially sufficient for the evolving trade. As a

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<sup>52</sup> P. Coleman, 2007, *Shopping environment evolution, planning and design*, p-19

<sup>53</sup> Buket Ergun Kocaili, , 2010, *Evolution of shopping malls; Recent trends and the question of Regeneration*, p- 24

<sup>54</sup> Ibid., p-24

<sup>55</sup> R. Koolhaas, 2001, *Harvard Design School to Guide to shopping*, p-30

result, starting from Italy during the 16<sup>th</sup> century and Northern Europe in the 17<sup>th</sup> century, the central streets of the cities were lined up with shops, pubs and coffee shops.<sup>56</sup> The shopping streets were generally organic developments as seen in the high streets, where often the ground floors of domestic building were gradually transformed into shops.<sup>57</sup> These shopping streets are very important in the evolution of arcades.

### 2.2.1. Arcade

At the beginning of the 19<sup>th</sup> century, the market structure based on open courtyards with perimeter arcades lined stalls and shop where the first floor was used for storage. Later, market buildings were influenced by the grand exhibition and took advantage of advances in iron and glass construction.<sup>58</sup> A new generation of specifically planned collections of shops and new types of shops started to develop in the evolution of shopping. Those buildings developed as independent buildings in priority for shopping.<sup>59</sup> According to Geist, about 1800 the capitalist methods of organizing retail trade resulted in different forms of buildings, which were; the arcade, the bazaar, and later the department store.<sup>60</sup> The arcade owed its origins to the Exchanges of the sixteenth and seventeenth centuries and the arcaded streets of classical Rome and Greece and it, in turn, has influenced builders of the large, modern, twentieth-century multi-use shopping centres which have pedestrian corridors running through them.<sup>61</sup> Arcades are a highlight in the evolution of shopping. It was the first European building planned primarily to accommodate a collection of shops. Arcade is a milestone in the relationship between shopping and the city because they show that there is a demand for experience and people are willing to pay for it. Thus, they also indicate that public life reached its peak in the nineteenth century. The arcade is primarily a pedestrian thoroughfare, which is a space with a beginning and an end, but this space is bordered or covered by a building that

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<sup>56</sup> P. Coleman, 2007, *Shopping environment evolution, planning and design*, p- 26

<sup>57</sup> N. Beddington, 1991, *Shopping Centers*, p. 2

<sup>58</sup> no.56, p. 28

<sup>59</sup> M. Mackeith, 1986, *The history of conservation of Shopping Arcade*, p. 1

<sup>60</sup> J.F Geist, 1985, *Arcade: the history of a building type*, p. 35

<sup>61</sup> no.59., p. 1

serves its own function. Another description for the arcade that: “it is a roofed-in gallery, an arched or covered passageway, usually with shops on each side”.<sup>62</sup>

The first European arcade is Galeries de Bois in Paris constructed in 1786.<sup>63</sup> From Paris, the arcade idea was carried throughout Europe and later round the world.<sup>64</sup> Arcades both reflect and inspire the utopias projected by the social visionaries of the nineteenth century with their glass and steel design; this was a turning point in the history of architecture; embodying the ‘anticipation and imaginative expression of a new world’.<sup>65</sup> In the twentieth century, city planners and developers started to design large enclosed shopping centres. As a result, the nineteenth-century shopping arcade had become by 1970 a historic building type. However, it has never completely disappeared, the corridors of shops have continued to utilize small areas of land.<sup>66</sup>

### **2.2.2. The department store**

The department store developed from the stores in Paris and the bazaar stores of London, originating in the late 18<sup>th</sup> century. Before the introduction of department stores, the speciality store was the dominant mode of retailing. The department store evolved as the precursor of the modern shopping centre with everything under one roof. According to Tamilia, not only did the department store eventually give birth to the shopping centre but also to the modern skyscraper.<sup>67</sup> Between 1860 and 1900 it had become normal for department stores to have an open, metal-framed interior with natural lighting which they shared this characteristic with exhibition halls. Paris was the world leader of innovative architecture, as a result of being the world’s leading centre of fashion and luxury consumption and international exhibitions.<sup>68</sup> The department store as a store consists of a multitude of departments. Consequently, the department store provides many different functions and introduces a new culture of consuming, which contemporary shopping malls resemble today. Alexander Turney (AT) Stewart, who was an Irish-born entrepreneur,

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<sup>62</sup> J.F Geist, 1985, *Arcade: the history of a building type*, p. 1-3

<sup>63</sup> R. Koolhaas ,2001, *Harvard Design School to Guide to shopping*, p. 32

<sup>64</sup> M. Mackeith, 1986, *The history of conservation of Shopping Arcade.*, p. 2

<sup>65</sup> W. Benjamin and R. Tiedemann, 1999, *The Arcade project*, p. 52

<sup>66</sup> no.64., p. 21

<sup>67</sup> R.D. Tamila, 2005, *The wonderful world of the department store in historical perspective: A comprehensive international Bibliography partially annotated*, p. 5

<sup>68</sup> A. Sutcliffe, 1993, *Paris: An architectural history*, p. 132

established the first department store of the USA in New York. ‘The Marble Palace’, also has been called the cradle of department store, opened in 1823.<sup>69</sup> It was the first commercial building to use Tuckahoe marble on its outer surface to display an extravagant exterior. Between 1846 and 1848, the construction and finishing details were completed and it became the largest retail store in the world at that time.

The department store business evolved in the USA during the second half of the 19th century. As a result of the Industrial Revolution, between the late 18th and early 19th century, the use of iron and glass was a milestone in the history of architecture. By the Industrial Revolution, the evolution of shopping places gain speed with many examples of these building types.<sup>70</sup> Starting from the middle of the 20th century, because of the success of the shopping centre, the department stores became inward-looking simple boxes. Many of them closed but some of them refreshed and modernized interiorly and continue to live.<sup>71</sup> From the middle of the 20th century, while the shopping centres started to establish in the USA, the department store was a new concept in Turkey. The pioneer of the department store in Turkey was YKM, established in 1950 in Sultanhamam in İstanbul, which was only a fabric shop at the beginning. Later, it became a department store and continued to open new stores in the whole country. Consequently, the success of the first generation of planned shopping is not only because of the architectural and technical innovations with the use of new materials but also it is a result of increasing consumption and the new consumption culture with a new understanding of shopping experience.

### **2.2.3. Chain store and supermarket**

A further development beyond the department store was the chain store. Chain stores had advantages over department stores, for example, the chain stores were able to reap the benefits of centralized buying during a period when most department stores were still independent concerns, so, chain store trend was extremely worrying for department stores.<sup>72</sup>

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<sup>69</sup> P. Coleman, 2007, *Shopping environment evolution, planning and design*, p. 35

<sup>70</sup> R. Koolhaas, 2001, *Harvard Design School to Guide to shopping*, p. 33

<sup>71</sup> P. Coleman, 2007, *Shopping environment evolution, planning and design*, p. 38-39

<sup>72</sup> B. Lancaster, 1995, *The Department Store: A Social History*, p. 86

The supermarket concept born in the USA and it spread to Europe later with more varied formats. The new larger formats developed in England such as ‘superstores’ and ‘hypermarkets’ in Europe. The hypermarkets have been used to anchor regional shopping centres. By the year 1954, Migros, one of the pioneers for the supermarket chains in Turkey, was established. After the economic decisions of the government in 1980, the 1990s were the golden years for the supermarkets and hypermarkets in Turkey that they rapidly evaluated.

#### **2.2.4. Strip mall and the first unified shopping mall**

Strip mall as a collection of several stores located in the same building that share a common parking lot developed from the 1920s. The strip mall is often located at major intersections in a town or city and easily accessed by car. They differ from the larger shopping mall by containing fewer stores and are open-area planned where the stores arranged in a row. The first unified shopping mall, the forerunner to the suburban shopping mall, was the Country Club Plaza, founded by the J.C. Nichols Company in 1922, opened near Kansas City of the USA. It was designed to accommodate shoppers arriving by automobile.<sup>73</sup> Gruen recognized that by moving the shopping environment away from the highway and forming an integral part of a new residential community could solve the problems of both retailers and of planners. According to Gruen, the Plaza was the pioneer of this new way of shopping.<sup>74</sup>

#### **2.2.5. The beginning of the shopping mall**

By the middle of the 20th century in the USA, the population was growing and urbanites were seeking to escape from the intolerable urban conditions. The suburban malls are the beginning of the shopping centres in a modern sense. Evolution of retail types, it was the first open-air mall. Northgate shopping mall established the principle of shops being arranged either side of a long linear pedestrianised walkway and it became the model for the other suburban malls.<sup>75</sup> A half-century ago, architect Victor Gruen introduced America to the enclosed shopping mall. Before Gruen, there were two types of

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<sup>73</sup> R. Koolhaas, 2001, *Harvard Design School to Guide to shopping*, p. 34

<sup>74</sup> Buket Ergun Kocaili, 2010, *Evolution of shopping malls; Recent trends and the question of Regeneration*, p. 67

<sup>75</sup> P. Coleman, 2007, *Shopping environment evolution, planning and design*, p. 42

major shopping environments in the United States: the traditional downtowns, and the improvised shopping strips that lined highways of metropolitan areas. Victor Gruen's second shopping mall Southdale in Minneapolis, opened in 1956, was the first fully enclosed and environmentally controlled shopping centre with the progressive air-conditioning system. Eventually, suburban malls influenced the form of many successful regional and super-regional shopping malls throughout the world. The historical evolution of shopping places has been a very long journey with all incredible transformations, innovations and influences. Starting with the ancient open market places, the shopping environment has always been defined as a public space and an urban area not only for trade but also for communication. Thus, with that concept, the glamorous mall started to attract the consumers with various entertainment options for socializing, discounts and offers etc mostly targeting the younger generation in the consumption process.

#### **2.2.6. Emergence of online shopping/ e-commerce**

Due to technological innovation, the traditional ways of shopping has become insufficient for individuals. Most of the consumers preferred easy ways to reach brands and stores and it can be said that the internet has fundamentally changed customer's notions of convenience, speed, price, product information and service. As a result, it has given marketers a whole new ways to create value for the customer and build a relationship with them.<sup>76</sup>

In 1990, Tim Berners-Lee created the first World Wide Web server and browser in the UK. It opened for commercial use in 1991. Although the Internet became popular worldwide around 1994 with the adoption of Mosaic web browser, it took about five years to introduce security protocols and DSL allowing continual connection to the Internet. By the end of 2000, many European and American business companies offered their services through the World Wide Web. Since then people began to associate the word "e-commerce" with the ability to purchase various goods through the Internet using secure protocols and electronic payment services. The rapidly increasing popularity of online shopping is a truly global phenomenon.

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<sup>76</sup> P. Kotler and G. Armstrong, 2012, *Principles of Marketing*, p. 532

The importance of internet retailing is growing all over the world. Some internet retailers such as Amazon, e- Bay and rediff.com are providing a platform to vendors to sell their products online and they do not take the responsibility of delivering the product to the buyer. They provide virtual shopping space to the vendors. On the other hand, online retailers like amazon.com and walmart.com have to maintain their warehouse to stock products and take the responsibility of delivering products to the buyer. So, most of the brick and mortar stores are entering into online retailing as they have physical infrastructure and they can use that to capture additional consumer wallet. All the big retailers like Target, Sears and Kmart are operating online shop and some manufacturers also operate online.

### **2.3. Changing shopping trend in India**

Retailing as a concept is not new in India. The concept of shopping in India was led by the general stores that supplied everything from groceries to stationery, and small shops in localities that stocked limited varieties of products.<sup>77</sup> In fact, it dates back to the period of Hard-core Traditional formats of retailing that prevailed in the form of Haats, weekly bazaar and the famous Kirana etc. Earlier, the retail industry in India could be labelled as highly unorganized comprising of large, medium and small grocery stores and drug stores. It is only during the recent past that the Indian retail sector is witnessing a process of change and is poised to undergo dynamic transformation.<sup>78</sup> Before the evolution of organized retailing and with limited brands available in the market, the people only used to buy what was offered to them. The existence of consumer culture was very limited and there were no defined ‘shopping areas’. Since then, the idea of retail merchandising and consumer shopping has changed by leaps and bounds. Modern retail formats came into existence such as malls, hypermarkets and supermarkets. Many companies also started to set up exclusive showrooms and other larger retail formats such as Westside, Shoppers Stop, etc. Most of these organized retailing formats are mainly concentrated in the metropolitan cities. The introduction of these larger and more diverse formats provided the consumers with more options to shop from and novel experiences for the Indian

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<sup>77</sup> S. Tata, 2007, *Spurring Super-shopping*, [www.tata.com/trent/articles/20030305\\_spurring\\_super\\_shopping.html](http://www.tata.com/trent/articles/20030305_spurring_super_shopping.html) Retrieved on 21/07/18

<sup>78</sup> Amandeep Kaur, 2013, *Shopping Malls: the changing face of Indian retailing – An Empirical study of cities of Ludhiana and Chandigarh*, p. 30

population. However, the traditional forms of retailing which provided a great amount of personalized service to the shoppers made them wary about shifting from their usual methods of shopping. “The traditional consumer, initially overawed by the new look and used to equating glitzy with expensive, refrained from entering the store”.<sup>79</sup> One of the obstacles that came in the way of the success of these formats was the perception of consumers about the price of the merchandise that was offered. They thought that the products they purchased at malls were far more expensive than the ones they shopped from the unorganized markets, however, providing no extra value. Thus, these shopping malls/centres received only moderate success in the Indian market in their introduction phase. Looking at this, many of the retail chains held back their expansions into the organized segment.<sup>80</sup> However, liberalization has changed all this. There was an effort made by the organized retailers as well as the consumers to make this newfound trend a success.

Market and bazaars are the earliest and still surviving concentrated shopping centres which developed into, sophisticated arcades, malls and later into today’s street mall which still operates worldwide. Series of social and shopping activities started since the beginning of the 19th century, eventually transformed into retailing. The retailing sector in India has undergone significant transformation in the past 10 years. Organized retailing is changing the whole concept of shopping in terms of consumer buying behaviour. Shopping today is much more than just buying, it is an experience itself.<sup>81</sup> Malls are not only a shopping place but a place to rejuvenate, socialize and entertain. In big retail stores, you get everything under one roof from branded clothes, grocery, electronics to footwear. Without a doubt, malls have changed the shopping experience of Indians. Doing shopping in the scorching heat of the sun has been replaced by air conditioning shopping. Youth take this as a status symbol. Visiting malls and buying branded products satisfy their thirst for a better quality of life. Certainly shopping malls

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<sup>79</sup> S. Tata, 2007, *Spurring Super-shopping*, [www.tata.com/trent/articles/20030305\\_spurring\\_super\\_shopping.html](http://www.tata.com/trent/articles/20030305_spurring_super_shopping.html) Retrieved on 21/07/18

<sup>80</sup> P.K Sinha, and A. Banerjee , 2004, *Store choice behaviour in an evolving market*, p. 482.

<sup>81</sup> V. Patel and M. Sharma, 2009, *Consumer motivation to shop in shopping malls: A study of Indian shoppers*, p. 285



are bringing in a new culture in India which is different from the traditional culture as far as shopping is concerned.<sup>82</sup>

Various urban areas have been at the centre of attraction with the emergence of different kinds of organized retail formats gaining momentum. It is largely due to rising income, increasing purchasing power, credit facilities, changing pattern of consumer behaviour and taste especially among the younger generation and increased consumer awareness etc. Though malls are equally popular among all ages, the true lovers of multiplexes are the youngsters for whom malls are the `ultimate place to be`. These malls serve their various purposes like shopping, watching movies, dating or just to hang out though they really don't need a purpose for being there. These malls have changed the trends to an extent that the glamour that could be seen only on the silver screen has now come to our cities and can actually see it in our neighborhood. Almost all the malls present in the region can match any high-quality mall in any part of the world. Though, Introduction of malls has not been able to replace traditional markets, which are still popular among the pocket conscious people, but has definitely added a new adventure to the shopping experience.<sup>83</sup>

Another new emerging retail format is online or e-commerce. Online Shopping in India is in its nascent stages. However, more and more people are gaining confidence in purchasing products online. The consumer behaviour of Indian shoppers are changing dramatically. Online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable a more convenient lifestyle today. Anytime, anywhere, 24x7 availability, variety, choice, availability, convenience, quick and better services, schemes, offers and discounts, value for money are some of the significant reasons in online shopping. Consequently, online shopping trends are improving and promise a bright future. The internet has been around in India since quite some time now. However, e-commerce has picked up only recently. Shopping online is slowly catching up in India too especially among the youngster who likes to browse online, to check the latest fashion trend and compare the brands, price etc.

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<sup>82</sup> Ramandeep Kaur, 2014, *Growing mall culture in India- changing lifestyles*, available at <https://www.Mapsofindia.com>My-India>, Retrieved on 15/06/18

<sup>83</sup> Meenakshi Kharb, 2010, *An emergence of shopping experience- Mallng culture*, available at <https://www.scribd.com/document/44406700/An-Emergence-of-Shopping-Experience> Retrieved on 21/07/18

## **2.4. Changing trend of shopping in Nagaland**

Throughout history, trade was considered one of the major factors that have shaped the history of the world. Norton (2006), states that Consumerism has often historically started with the arrival of colonialists. Colonialism and consumerism have been claimed by historians and anthropologist to be intertwined with each other. Lewellen (2002) also stated that colonialism has been replaced by globalization in today's world as the cause of consumerism in the communities. Similarly, in the context of Naga society, the advent of British colonialism and American missionaries along with modern education is heralded as the primary factors that brought about changes in the Naga traditional society and to the introduction of monetary economy which slowly paved the way to the wave of globalization and consumerist culture in the Naga Hills. In the context of Nagaland, in order to understand the changing trend of shopping culture, one must look at the past traditional economy of the Naga people that existed before.

### **2.4.1. Naga traditional economy**

Since time immemorial the Naga people were largely engaged in agriculture. The traditional Naga economy is described as one of subsistence, based on agriculture. The abundance of jungle products and close contact with nature had made the Nagas to rely entirely on indigenous resources. Their needs were few and they could manage to be self-sufficient of their basic requirements like food, shelter and clothing.<sup>84</sup> Before the advent of British administration and later the American Christian missionaries in the Naga Hills, the Nagas lived a simple life, isolated from the outsiders. The Naga people carried their agricultural products to the plains and exchanged them for their requirements which comprised of salt, dried fish, agricultural implements, yarn, ornaments and cattle etc. They also exchanged goods for goods within their village or the neighbouring villages and tribes. There was no standard monetary system in the Naga traditional economy. Barter system played a dominant role in their subsistence economy. Trade was also carried out with a kind of primitive system of currency. Narrow blade worn out dao, brass disc, a small piece of iron, salt packets, conch shells, beads, spearheads and even a cock were

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<sup>84</sup> Joseph S. Thong and Phandenmo Kath, 2011, *Glimpses of Naga Legacy and Culture*, p. 208

used as a medium of exchange. The value of these items is equivalent to one day wage of a man. The Nagas used these as coins for payment of marriage price, i.e., bride price in addition to paddy and cattle.<sup>85</sup> Apart from occasional exchanges, the tendency was to produce for the direct consumption of the producers. However, the changes in the Naga traditional economy from the barter system to the introduction of a monetary economy can be traced back with the introduction of the British administration in the Naga Hills in 1881.<sup>86</sup>

#### **2.4.2. Introduction of monetary economy during the colonial period**

The economic condition of the people that prevailed during the early decade of the British rule provides insights into the pre-administrative economy. The early colonial economic policy in the Naga Hills was directed to the exploration of its economic resources. Colonial economic policy in the Naga Hills cannot be treated in isolation from, and without reference to British interest in Assam, Manipur, Burma and mainland China. It appears that it was as part of direct interest in this entire region that Naga Hills assumed strategic importance and it became the gate to colonial economic pursuit in the region.<sup>87</sup>

With regard to trade, from the beginning, the British policy was to encourage trade between the inhabitants of the settled districts of Assam. The colonial perception of the trade in the Naga context was to utilize it as a means of civilizing them and thereby promote good relationships between the inhabitants of the settle districts and the Naga tribe.<sup>88</sup> With the introduction of regular administration in the Naga Hills and the gradual improvement of law and order situation, significant economic activities also began. Facilities for adequate trade and commerce further increased with the gradual improvement of link roads, mostly in the form of bridle paths throughout the district. Although colonial administration encouraged the Nagas in the rudiments of trade and commerce, there were no large-scale business transactions in the district. Even with all its potential economic resources, such as forests, agriculture and animal husbandry, the

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<sup>85</sup> Ibid., p. 209

<sup>86</sup> Piketo, Achumi, 1992, *British Policy and Administration in Nagaland 1881-1947*, p. 22

<sup>87</sup> Khriereizhunuo Dzuvichu, 2010, *Colonial State and the Emergence of Naga Identity: 1881-1947*, p. 88-89

<sup>88</sup> Ibid., p. 101

district remained undeveloped during the colonial period.<sup>89</sup> The only commercial products that the Nagas could trade in were rice, cotton, ivory and wax. Depending on the local needs and products, there were limited trading activities in the district. At the same time, only small-scale export and import took place with some internal petty local transactions chiefly in goods consisting of clothing, foodstuffs and domestic animals.<sup>90</sup>

Towards the end of the 19th Century, trade increased considerably. Though barter continued, it was slowly giving way to transactions in cash. Before 1866, i.e. before the formation of Samaguting<sup>91</sup> into a civil station, the Nagas were totally unaware of the value of money. Accordingly, all trade was conducted by barter. There was no native standard of weights and measures, but gradually maunds and seers of the plains were introduced.<sup>92</sup> For the Nagas, transaction in coins began with the arrival of the British at Samaguting and gradually cash usage was popularised among them when they were largely involved in the district developmental activities as coolies/labourers, and their usages were paid in cash.<sup>93</sup>

With the introduction of Monetary economy, trade and commerce increased both in the district as well as outside the hills. The introduction of monetary economy among the Nagas through various development activities altogether accelerated the gradual growth of trade and commerce in the Naga Hills. The next significant change was brought about with the occupation of Kohima as the headquarters of the district and its subsequent development as a civil and military station.<sup>94</sup> The employment of the Nagas in various government services as Dobashis (interpreters), school teachers, coolies, etc., helped accelerate the spread of the monetary economy.<sup>95</sup> The growth in trade and commerce affected and changed not only the economic life of the Nagas but also their socio-political life.

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<sup>89</sup>*Ibid.*, p. 103

<sup>90</sup> W.W. Hunter, 1908, *Imperial Gazetteer of India*, p.193

<sup>91</sup> Naga Hill Districts in 1866 with its headquarters at Samaguting (presently known as Chumukedima town)

<sup>92</sup>*Ibid.*, p. 152-153

<sup>93</sup>*Ibid*

<sup>94</sup>*Assam Administration Report, 1882-83, Part-B*, p. 2

<sup>95</sup>Piketo, Achumi, 1992, *British Policy and Administration in Nagaland 1881-1947*, p. 129

### 2.4.3. Advent of Christianity and education

Education began with the American Christian missionaries and it was an important agency of British administration. It was the missionaries who first introduced western education through schooling. The British colonial administrators felt that education works along with religious activities, and therefore there was little interference. It was used as an instrument of pacification as well as civilisation. The objective of introducing modern education in Naga Hills was to train the natives for the service of colonial administration. With this purpose, the administration encouraged the establishment of schools in Naga Hills. The Naga education was left to the care of the American Baptist Missionaries.<sup>96</sup> After a number of years attempting to reach out to the Naga Hills, finally in 1872 Godhula, an Assamese evangelist, and Dr E. W. Clark, an American Baptist missionary, could penetrate into Molungkimong and slowly started to see a positive response from the villagers.<sup>97</sup> All the Naga tribes lived in village settings. Every village was independent of one another and predominantly run on the principles of democracy, either in the form of a republic or monarchy.<sup>98</sup> Morung was the lifeline of every village. It was the bachelors' dormitory and the equivalent of the modern educational institution. For the Nagas, Morung was more than an educational institution, it was a social institution. It was in the Morung that the Naga youth learnt the cultures, values, norms, and warfare tactics of their village and also provided the structure for the working principles of the village council. However, the coming of Christianity adversely affected the Morung institution. This institution was found to be an important agency through which the Bible could be taught and group-singing practice could be arranged easily. Modified and rejuvenated with the changing environment, the activities of the dormitory now covered almost all the social activities of the youth. In addition, the dormitory became the centre of learning modern education through night schools in the villages for teaching Bible, Roman letters and Christian music.<sup>99</sup> Gradually, with this, the indigenous school system was replaced by modern English schools.

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<sup>96</sup>Khriereizhunuo Dzuvichu, 2010, *Colonial State and the Emergence of Naga Identity: 1881-1947*, p. 120

<sup>97</sup> Shashi Jamir, 2011, *The Impact of Modernization on the Nagas: Anthropological analysis and theological response, breaking the Spell*, p. 18

<sup>98</sup>Chingang Konyak, 2008, *The Konyak Nagas: Yesterday and Today*, p. 13

<sup>99</sup>Khriereizhunuo Dzuvichu., 2010, *op cit.*, p. 119

The introduction of modern education produced very significant results among the hill tribes. It caused the indigenous system of learning to decline, yet redirected the tribes to the new pattern of modern education. With the increasing acceptance and spread of modern education, the indigenous system was gradually neglected. Modern education had a substantial influence on the socio-cultural life of the Nagas. Education led the Nagas to a new dimension of the value system of life and revolutionized their entire cultural ethos. The standards of living of the Nagas have changed notably as a result of the modern education system. With the progressive propagation of modern education, the outlook of the people, which formerly remained narrow, significantly developed. The process of urbanization and increased educational opportunities encouraged individuals to specialize in various technical fields. The impact of education among the Nagas is thus very significant. It transformed the very thinking and outlook of the Nagas who refused to remain static in a rapidly changing world.

#### **2.4.4. Globalization and emergence of new cultural trend**

As it is known that globalization is not a new concept, for centuries people and corporations have invested in enterprises in other countries. However, in the context of the Naga society, the advent of Christianity and modern education is heralded as one of the causes that have brought about changes and slowly paving the way to the wave of globalization in the Naga hills. The influence of the western way of life among the Nagas reached through the means of education, religion and media. There is no doubt that globalization ushered in development and progress in the Naga society which led to the rapid growth of towns and cities, getting access to foreign goods, TV, internet, cosmetics, and electronics etc.

The contemporary Naga society is now influenced by the western lifestyle, especially among the youth. The change is drastic and radical, transforming the Naga society from being a traditional society to a western-influenced society. Youth are considered to be the first to bend to the pressure of globalization. The exposure of the region to entertainment and information through mass media, particularly television and the internet has caused changes in peoples taste and preference and acceptability of inter-regional and international items or brands.

As a result of this, the younger generation of the Nagas is suddenly swiped with an enormous amount of exposure to western influence. Now the people are acquainted with the modern lifestyle and influenced by the modern way of business that has changed the Naga society immensely. Today, the Nagas, particularly the youth are well connected with the global popular culture through various media, including the internet. With the spread of the global market and universal consumer culture, it has directly or indirectly affected the Naga society which is leading to the emergence of a new culture especially among the youth. The most dramatic changes that can be seen is the way of dressing which has been driven by the fashion industry. It is not so much a reflection of westernization as it is a reflection of consumerism. Globalization has led to an increased in consumerist values.

## **2.5. Changing trend of shopping culture among the youth**

The Youth of today are increasingly progressing in a globalized and commercialized world. The concept of youth and youth culture is relatively new. In order to understand the shopping culture of the youth one must look at the youth culture. The concept of youth culture is not easy to define, as it reflects the assumption that the majority of the world young people share a common cultural framework. Youth culture is the way young people live, the norms, values and practices they share. Youth culture can be related to interests, styles, behaviour, beliefs, music, clothing and sports etc. In essence, youth culture can be interpreted as young people's own free space. Youth culture may serve as a reference point for individuals developing their own identity. The Youth culture today tends to be strongly associated with increasing consumerism, that youth has become more widely acknowledged as autonomous consumers and targeted by marketing campaigns.

The global youth culture assumes that the young people around the world are connected by their consumption of certain commercial products. Young people are engaged with global culture in a uniform manner. Youth are obliged to partake in the consumer culture, but they also interact and contribute to that culture, producing their own experience and meaning based on their unique local circumstances. In other words, the youth use global culture and consumption as a means of expressing their identity. Defined within this context the current youth culture is clearly international in nature, as the consumption habits associated with it are to be found whenever young people have purchasing power. Youth has an immense impact on marketers and retailers. Youth

exhibits their attachment towards materialistic value and possession. The younger generations are known for their love for shopping. The immense love for shopping and spending power has triggered these youngsters in the consumption process existing in the market. Internet and digital media has also offered a perfect platform for the youth to explore the world. There is a large shift in the consumption behaviour among the youth due to enhanced awareness and information technology. Lifestyle among the youth has changed drastically with the influence of socio-economic conditions, cultural environment, education level and occupation etc.

Specifically, the youth of the present generation have been brought up in an era where shopping is not regarded as a simple act of purchasing but have developed a different shopping style as compared to the previous generation. The youth today consider shopping as a chain of activities comprising of socialization, gaining knowledge, comparison of products, features and price range and finally concluding the whole experience with the purchase of a particular product after intense scrutiny related to its price, quality, utilitarian and hedonic aspects. Youth of the present generation are self-conscious and are always in search of self-identity. Brand awareness and realization about self have gained importance among young consumers. Growing consciousness about the self and the role of fashion and brands is enhancing the youth consumer image. Acquiring of branded products and following the fashion trends maybe seen as a symbolizing status not only to the individual but also to the family and social groups.

In the global markets today, shopping malls and online/e-commerce are becoming important agents defining the kind and quality of supplies, not only establishing the assortments but also affecting the consumption behaviour. Shopping malls and online shopping act as a mediator in their consumption behaviour. These malls and online sites are responsible for the consumption process which has a profound impact on the youth and on the community as well. This trend of shopping culture among the youth is created due to shopping, roaming, browsing new products at malls and online commercial sites. Mall culture and online culture is at its peak, aiming to hold more customers and to provide the whole facility under one roof and easy access to foreign products. It provides a complete package to everyone regardless of their age group.



## 2.6. Emerging shopping culture among the youth in Nagaland

Retail sector in Nagaland is witnessing a significant growth in the past few years from small unorganized family-owned retail formats to organized retailing. The mall culture and online shopping trend is a new concept in Nagaland. Introduction of malls and online shopping has not completely been able to replace the old traditional markets which have been operating from before. In Nagaland, modern retail organization started their operation in the year 2003 at Dimapur with the expansion of Jack and Jill showroom outlet to a multi-storey family store and Vishal mega-mart in the year 2008<sup>100</sup> which later extended to Kohima and Mokokchung. Although the number of shopping malls is limited and is still expanding, these malls are operating in an increasingly competitive environment.

Here are some names of shopping malls and branded showrooms in the three urban centres so far in table 2.1:

**Table 2.1: List of shopping malls operating in three urban districts from 2003**

Sl.No	Dimapur	Kohima	Mokokchung
1	Vishal mega Mart	Vishal Mega Mart	Gravity
2	Jack and Jill	Jack and Jill	M.M.C
3	Central Plaza	K.A.K The Family store	
4	City Life	Gravity	
5	Westside	City life	
6	Gravity		
7	Pantaloon		
8	Reliance trend		
9	Big Bazaar		

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<sup>100</sup>Eastern Mirror, September 6, 2016 <https://www.easternmirrornagaland.com/jack-n-jill-opens-its-new-branch-in-kohima/> accessed on 12/06/2016



**Pic 2.1: Jack and Jill, Dimapur**



**Pic 2.2: Vishal Mega Mart, Dimapur**



**Pic 2.3: City life, Kohima**



**Pic 2.4: Westside, Dimapur**

The shopping malls in Nagaland cannot be compared with those in other metropolitan cities and towns in terms of the size, infrastructure, entertainment, availability of products, services etc because of the geographical limitation, networking and communication facilities etc. However, despite the limitation, this new trend has definitely added a new aspect of shopping among the youth of Nagaland. Online shopping is another emerging trend, with many e-sites like amazon, eBay, jabong, club factory, sheinetc being quite popular amongst the youth. Today visiting a mall or online shopping has become one of the most popular modes of shopping as well as leisure time among the youth. Consumer youth, taste and preferences are changing leading to a radical

transformation in lifestyles and spending patterns which in turn is giving rise to new business opportunities. Shopping has become an important part of the Socio-economic life among the youth of Nagaland. The youth perception of shopping has changed because of international brands, luxurious items that malls and online sites are targeting to provide. So shopping has become a cultural practice linked to youth's everyday life experience.

In order to understand to what extent this new trend of shopping culture has pervaded amongst the urban youth of Nagaland, one needs to look at the cultural meaning of shopping and what it means to them. Shopping cultural pervasiveness touches every person lives in a variety of ways.<sup>101</sup> The meaning of shopping differs from person to person depending on age, gender etc. For some, shopping serves a strictly utilitarian purpose, being not more than a means to product acquisition. In contrast to these, there are some who truly enjoy being in the shopping place, to make a purchase or engage in experiential consumption. For them, shopping is a form of recreation and entertainment that may even be one of their favourite pastimes and a preferred activity of choice.<sup>102</sup> Given these differences, it becomes imperative to examine the cultural meaning of shopping for the youth in the present study.

The use of quantifiable scale when seeking information about statements such as Likert scale has been accepted in behavioural and attitudinal research including consumer satisfaction etc. Hence, to assess the cultural meaning of shopping among the respondents, eleven statements on the cultural aspects of shopping was provided, where each statement was measured using a five (5) – point Likert- type scale, ranging from Strongly disagree (1), Disagree (2), Neutral (3), Agree (4) and Strongly agree (5). However, the researcher in order to find more detail information 3 point Likert scale was applied, combining strongly disagree and disagree into one category (1), Neutral (2) and strongly agree and agree (3).

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<sup>101</sup> Michael Guiry and J. Richard Lutz, 2000, *Recreational shopper identity: Implications for recreational shopping for consumer self- definition*, p. 5

<sup>102</sup> *Ibid*

**Table 2.2: Cultural meaning of shopping to respondents**

Sl.no	Statement	Disagree	Neutral	Agree
a	Buying basic needs/wants	1.00%	9.50%	89.50%
b	Fun	18.00%	32.25%	49.75%
c	Pass my leisure time	57.75%	26.00%	16.25%
d	make me feel better and relief from stress	63.50%	24.00%	12.50%
e	To keep up with the latest trend	30.00%	41.25%	28.75%
f	To see what new products are available	23.75%	34.50%	41.75%
g	Feel good while shopping	13.25%	34.75%	52.00%
h	Status updating	68.75%	17.50%	13.75%
i	Shopping with friends/ family	5.75%	23.25%	71.00%
j	Window shopping	35.25%	30.00%	34.75%
k	To enjoy and hang out with friends	23.75%	37.00%	39.25%

Table 2.2 shows the overall cultural meaning of shopping of the respondents. 89.50 percent of the respondents rated shopping to them as the *purchase of basic needs and wants*. This reflects utilitarian elements to the shopping culture of the respondents. However, the argument here is how they define needs and wants. Many a time, the youth are unable or unwilling to make that distinction between a want and a need. The preferences of the youth change so frequently that it makes it even more difficult to identify their needs and wants. This has caused the line between what is want and what is truly need, to become blurred. In general, the youth of this generation are more materialistic and their needs and wants are growing more sophisticated.

In a study done by Prus and Dawson (1991), they saw shopping orientation as interesting, enjoyable, entertaining and leisure activity.<sup>103</sup> Martin and Mason, (1987) further viewed shopping as a leisure activity.<sup>104</sup> When one talks about shopping, it does not mean strictly for the aim of purchasing goods and commodities only, but encompasses new aspects of shopping culture like just window shopping, checking out new products, enjoyment, and hanging out with friends and families (socializing) etc. Similar to the aforementioned studies, it has been observed that a new aspect of shopping culture has

<sup>103</sup> Ibid., p. 7

<sup>104</sup> B. Martin and S. Mason, 1987, *Current Trends in Leisure*, p. 93

emerged among the Naga youth. Shopping has become a part of the socializing process among the youth as 71 percent of the respondents agreed that they like to shop with friends and family. Shopping provides an avenue by which people enjoys one another's company and spend time together. The findings also indicated some new changing cultural meaning of shopping which shows that 52 percent of the respondents shop in order to make themselves feel good and 50 percent of the respondent consider shopping as fun. Shopping has become an alternative for recreational, entertainment and other leisure pursuits.

Today, the cultural meaning of shopping has become far more diverse. In order to understand why this new cultural meaning of shopping is emerging among the Naga youth, there was a need to look at the age and gender differences for further in-depth analysis. For this, age and gender-disaggregated data of the cultural meaning of the respondents were evaluated.

Table 2.3, shows that out of the total respondents for whom shopping with friends and family was desirable, 43.75 percent were found to be females.

**Table 2.3: Shopping with friends and family**

Age Group	Disagree		Neutral		Agree		Grand Total
	Female	Male	Female	Male	Female	Male	
18 to 20	0.50%	1.75%	1.50%	4.75%	19.75%	13.75%	42.00%
21 to 23	0.25%	0.75%	2.00%	4.50%	12.00%	5.75%	25.25%
24 to 26	0.00%	1.50%	0.50%	2.25%	4.50%	3.25%	12.00%
27 to 29	0.00%	0.75%	0.75%	4.25%	5.00%	2.75%	13.50%
30 to 32	0.00%	0.25%	0.75%	2.00%	2.50%	1.75%	7.25%
<b>Total by Gender</b>	<b>0.75%</b>	<b>5.00%</b>	<b>5.50%</b>	<b>17.75%</b>	<b>43.75%</b>	<b>27.25%</b>	<b>100.00%</b>
<b>Grand total</b>	<b>5.75%</b>		<b>23.25%</b>		<b>71.00%</b>		

Mention may be made here of a Study conducted by Mitchell and Walsh (2004), wherein they found that the notion of shopping as recreation has resulted in the development of shopping malls to meet a host of leisure needs including hanging out, eating out etc which women are shown to particularly enjoy.<sup>105</sup> It has been observed that the male respondent tends to be 'Neutral' when it comes to shopping with friends and family. Similar pattern of

<sup>105</sup> V. W Mitchell and G. Walsh, 2004, *Gender differences in German decision making style*, p. 331

behaviour among the male respondents can be noticed in most of the findings. Hence the study indicates that women tend to shop for more social reasons including interactions with family and friends as compared to men.

Examining the above findings against the differentiated age categories, 42 percent of the respondents that like to shop with friends and family were between 18-20 years of age followed by 21 to 23 years at 25.25 percent. This points to the fact that the older respondents were found to be less interested in shopping activity with friends or family. Thus, one can say that the younger age groups tend to involve more in the process of socialization which is influenced by social groups, peer group, family etc.

The trend of fun shopping or experience shopping is also evident among the respondent which is reflected in the table below:

**Table 2.4: Shopping for fun**

Age Group	Disagree		Neutral		Agree		Grand Total
	Female	Male	Female	Male	Female	Male	
18 to 20	1.75%	5.25%	4.50%	7.50%	15.50%	7.50%	42.00%
21 to 23	1.00%	2.50%	4.25%	5.00%	9.00%	3.50%	25.25%
24 to 26	0.50%	2.50%	1.75%	3.00%	2.75%	1.50%	12.00%
27 to 29	0.00%	2.50%	1.75%	2.75%	4.00%	2.50%	13.50%
30 to 32	0.00%	2.00%	0.25%	1.50%	3.00%	0.50%	7.25%
<b>Total by Gender</b>	<b>3.25%</b>	<b>14.75%</b>	<b>12.50%</b>	<b>19.75%</b>	<b>34.25%</b>	<b>15.50%</b>	<b>100.00%</b>
<b>Grand total</b>	<b>18.00%</b>		<b>32.25%</b>		<b>49.75%</b>		

Table 2.4 shows that 49.75 percent of the respondents consider shopping as fun. On the basis of age and gender, 42 percent of the respondents in agreement to the statement were between the age group between 18 to 20 years out of which 15.50 percent were female respondents whereas male respondents were at 7.50 percent.

Raajpoot et al.,(2008) found that despite the increasing number of men in shopping, men do not enjoy shopping as much as women and generally have a more

negative attitude towards the shopping activity.<sup>106</sup> Thus, from the findings, one can conclude that female respondents see shopping as an enjoyable activity in contrast to the male respondents who look a more neutral stance to the statement.

Another insight into the changing cultural meaning on shopping was found i.e., shopping for self appeasement. 52 percent of the respondent stated that they feel good while shopping. Table 2.5 below shows the disaggregated data by age and gender on this aspect:

**Table 2.5: Shopping for self - appeasement**

Age Group	Disagree		Neutral		Agree		Grand Total
	Male	Female	Male	Female	Male	Female	
18 to 20	2.00%	1.50%	7.75%	5.25%	10.50%	15.00%	42.00%
21 to 23	1.75%	0%	5.25%	5.00%	4.00%	9.25%	25.25%
24 to 26	2.75%	0.50%	2.75%	1.75%	1.50%	2.75%	12.00%
27 to 29	3.00%	0%	2.75%	1.75%	2.00%	4.00%	13.50%
30 to 32	1.75%	0%	1.50%	1.00%	0.75%	2.25%	7.25%
<b>Total by Gender</b>	<b>11.25%</b>	<b>2.00%</b>	<b>20.00%</b>	<b>14.75%</b>	<b>18.75%</b>	<b>33.25%</b>	<b>100.00%</b>
<b>Grand total</b>	<b>13.25%</b>		<b>34.75%</b>		<b>52.00%</b>		

From the above data, it indicated that shopping is also engaged in, apart from its utility aspects, for self-appeasement. On the basis of gender, it can be seen that 33.25 percent of the female respondents shop as a means of “feeling good” as compared to male respondents at just 18.75 percent. This is a clear pointer to the changing paradigm of shopping in the contemporary era.

Similar insight on the changing cultural meaning of shopping was found based on the in-depth interview that was conducted among the respondents. 53.33 percent of the respondents stated that shopping made them feel better and considered it as a stress-buster activity. Analysis on the basis of gender showed that 46.67 percent of the respondents who opined as such were females while only 6.66 percent were male respondents. Hence, Females tend to engage in the shopping activity to express themselves and to uplift one’s

<sup>106</sup> Christoph Teller and Jennifer A. Thomson, 2011, *Gender differences of shoppers in the Marketing and Management of Retail Agglomerations*, p. 4

mood. In other words, shopping is becoming a medium to reinforce their mood or which may be termed as retail therapy.

Preference of shopping site is considered a reliable pointer to understand the current shopping culture of the youth. Fashion being one of the driving agencies that propel the shopping habits of the youth, it is expected that the preference of shopping site for apparels would be reflective of their shopping behaviour. The respondents were queried on this matter, the result of which is reflected in figure 2.1:

**Fig 2.1: Preferences for shopping site**

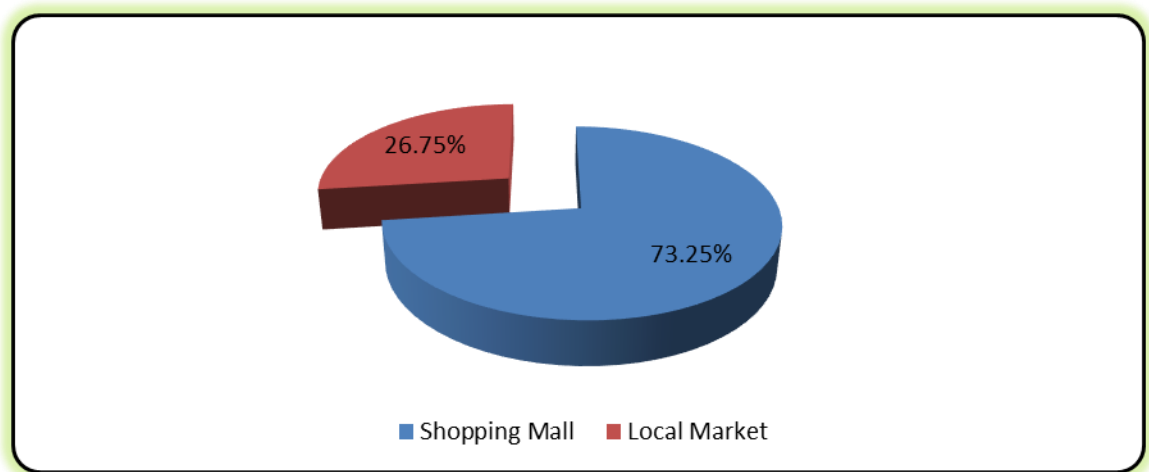


Fig 2.1 shows that 73.25 percent of the respondents prefer going to shopping malls while 26.75 percent prefer to shop in a local traditional market. Malls are generally considered as a fascinating place to visit by the younger generation. Since the concept of malls are new in the Naga society, the newly constructed mall with beautiful interior design, international and national brands with offers and discounts etc., attract the customer especially the youngsters, for whom the new environment is a novelty to relish in.

Wakefield and Baker (1998) found out that the architectural design of the mall was the dimension which contributed the most to the mall excitement, while a mall's interior design had the strong influence on customers desire to stay longer in the mall. They also found a positive and strong relationship between the mall's layout and desire to stay/mall



excitement.<sup>107</sup> Hence, one may argue that malls provide people especially in small towns and cities experience and access the consumer lifestyles of the bigger metro cities. So, one can say that Naga youth visit malls for a better experience and to explore the commodities in the new shopping environment that malls are targeting to provide. However, the introduction of mall has not been able to completely replace the traditional local markets which still exist in the Naga society. As shown in fig 2.1 the data also indicate the preference of the local traditional market by quite a substantial proportion of the respondents.

Furthermore, an effort was made to disaggregate on the basis of age and gender category, the total respondents who preferred to shop in malls and local market. Preference site for shopping has been discussed in table 2.6 and 2.7 below:

**Table 2.6: Preference of shopping mall by age and gender**

Shopping Site	Age Group	Male	Female	Total
<b>Shopping Mall (73.25%)</b>	18-20	15.75%	14.00%	29.75%
	21-23	8.50%	9.50%	18.00%
	24-26	5.25%	3.25%	8.50%
	27-29	6.50%	4.50%	11.00%
	30-32	3.00%	3.00%	6.00%
<b>Total</b>		<b>39.00%</b>	<b>34.25%</b>	<b>73.25%</b>

Table 2.6 shows that 29.75 percent of the respondent in the age group of 18 to 20 years preferred to shop in malls, followed by the age group of 21 to 23 at 18 percent and 27 to 29 years at 11 percent. This point to the fact that the younger age group appears to be more inclined towards shopping in malls.

An evaluation of the shopping preference site on the basis of gender shows that male respondents in the study exhibited a propensity for shopping at malls at 39 percent in contrast to just 34.25 percent of female respondents.

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<sup>107</sup> Kirk L. Wakefield and Julie Baker, 1998, *Excitement at the mall: Determinants and effects on shopping response*, p. 515-539

**Table 2.7: Preference of local market by age and gender**

Shopping Site	Age Group	Male	Female	Grand Total
<b>Local Market (26.75%)</b>	18 to 20	4.50%	7.75%	12.25%
	21 to 23	2.50%	4.75%	7.25%
	24 to 26	1.75%	1.75%	3.50%
	27 to 29	1.25%	1.25%	2.50%
	30 to 32	1.00%	0.25%	1.25%
<b>Total</b>		<b>11.00%</b>	<b>15.75%</b>	<b>26.75%</b>

Before the introduction of malls, the retail sector in Nagaland was dominated by traditional and unorganized format. However, the emergence of malls or the online shopping site has not completely replaced the traditional markets or the unorganized format of retailing which still co-exists. As shown in fig 2.1, 26.75 percent of the respondents still prefer to shop in local markets. Based on the gender analysis the preference of the local market was found common among the female respondents at 15.75 percent as compared to male respondents at 11 percent.

In light of the preference to shop at malls, it becomes imperative to delve into the factors that propel this inclination. Following table 2.8, therefore, reflects the reasons for shopping malls preference:

**Table 2.8: Factors for preference of shopping mall**

	Factors	Disagree	Neutral	Agree	Grand Total
<b>a</b>	Convenience	2.05%	31.06%	66.89%	100.00%
<b>b</b>	Good service	2.05%	19.45%	<b>78.50%</b>	100.00%
<b>c</b>	Cheap products and lots of promotions.	13.65%	48.12%	38.23%	100.00%
<b>d</b>	Variety of Products	0.34%	19.45%	<b>80.20%</b>	100.00%
<b>e</b>	Branded Stuffs	1.37%	29.35%	<b>69.28%</b>	100.00%

As per the table above, for 80.20 percent of the respondents, the availability of a variety of products in malls was the most significant reason for their preference to shop in malls. Globalization and the resultant free market has made international and national brands more accessible and it attracted the youngsters to shop in malls where they have

more options to choose the products they want. The data also indicated that the good service provided by malls attracted the respondents with 78.50 percent of them agreeing to this factor. 69.28 percent of the respondents also liked to visit malls on account of the availability of branded products there.

For more detail insight into the study, the three highest important pointers forwarded by the respondents for the preference of shopping malls were evaluated by age and gender.

Table 2.9 below shows that 40.61 percent of the respondents who were in the age group of 18 to 20 years agreed to a variety of products as the reason for the preference of malls. No significant gender gap was found in this regard as an analysis of the different age-group categories show almost similar pattern of responses between male and female respondents

**Table 2.9: Variety of products**

Age Group	Disagree		Neutral		Agree		Grand Total
	Female	Male	Female	Male	Female	Male	
18 to 20	0.00%	0.34%	1.71%	3.41%	17.41%	17.75%	40.61%
21 to 23	0.00%	0.00%	2.05%	3.75%	10.92%	7.85%	24.57%
24 to 26	0.00%	0.00%	0.00%	2.05%	4.44%	5.12%	11.60%
27 to 29	0.00%	0.00%	0.68%	3.07%	5.46%	5.80%	15.02%
30 to 32	0.00%	0.00%	1.37%	1.37%	2.73%	2.73%	8.19%
<b>Total by Gender</b>	0.00%	0.34%	5.80%	13.65%	40.96%	39.25%	<b>100.00%</b>
<b>Grand total</b>	<b>0.34%</b>		<b>19.45%</b>		<b>80.20%</b>		

Shopping malls are known for providing quality service with a good shopping environment. Bearden (1977), Cited in ShahlaChandel (2014), identified seven store characteristics that influenced consumer experience and preference or decisions concerning where to shop. Those attributes were price, quality of merchandise, selection, atmosphere, location, parking and salespeople. He further stated that store atmosphere, location, parking facilities and friendliness of store people were the salient factors that

influenced consumer store patronage.<sup>108</sup> Also, Bodkin, & Lord (1997) states that the main reason for a consumer choosing a shopping centre was because of the facility be apart from having a specific shop, attractive service and pricing.<sup>109</sup>

**Table 2.10: Factor of good service**

Age Group	Disagree		Neutral		Agree		Grand Total
	Female	Male	Female	Male	Female	Male	
18 to 20	0.68%	0.00%	2.73%	4.10%	15.70%	17.41%	40.61%
21 to 23	1.02%	0.00%	2.39%	3.07%	9.56%	8.53%	24.57%
24 to 26	0.00%	0.34%	1.02%	2.39%	3.41%	4.44%	11.60%
27 to 29	0.00%	0.00%	0.34%	1.02%	5.80%	7.85%	15.02%
30 to 32	0.00%	0.00%	1.02%	1.37%	3.07%	2.73%	8.19%
<b>Total by Gender</b>	1.71%	0.34%	7.51%	11.95%	37.54%	40.96%	100.00%
<b>Grand total</b>	<b>2.05%</b>		<b>19.45%</b>		<b>78.50%</b>		

Table 2.10 presents the disaggregated data by age and gender for the preference of shopping mall on account of the good service provided. The table shows that 17.41 percent of the male and 15.70 percent female respondents respectively in the age group 18-20 years agreed that shopping malls provided with good facilities and service, making it a total percentage of 40.16 percent in this category.

Overall male respondents exhibited more inclination for mall shopping at 40.96 percent as compared to female at 37.54 percent. In general, malls are better organized with more option of products to choose from. Shopping in a mall is time- efficient and along with offers and discounts, fixed pricing on the product makes it easier for men to shop as many would not engage in bargaining as is the norm in a local market.

One of the primary objectives of any shopping mall has become a Brand Building. Brands are considered important pointers for shopping mall preference. Table 2.11 shows the age and gender-disaggregated data for the location for branded products as a factor for mall preference.

<sup>108</sup>Shahla Jahan Chandel, 2014, *Consumer shopping experience in shopping malls of selected Indian cities*, p. 48

<sup>109</sup> Ibid., p. 49

**Table 2.11: Branded products as factors**

Age Group	Disagree		Neutral		Agree		Grand Total
	Female	Male	Female	Male	Female	Male	
18 to 20	0.34%	0.68%	5.46%	5.80%	13.31%	15.02%	40.61%
21 to 23	0.00%	0.00%	3.07%	4.78%	9.90%	6.83%	24.57%
24 to 26	0.00%	0.00%	0.68%	2.05%	3.75%	5.12%	11.60%
27 to 29	0.00%	0.00%	1.02%	3.75%	5.12%	5.12%	15.02%
30 to 32	0.34%	0.00%	0.34%	2.39%	3.41%	1.71%	8.19%
<b>Total by Gender</b>	0.68%	0.68%	10.58%	18.77%	35.49%	33.79%	100.00%
<b>Grand total</b>	<b>1.37%</b>		<b>29.35%</b>		<b>69.28%</b>		

Eppli and Shilling (1996) argued that brand image has an important role in the preference and purchase intention among the shoppers in the mall.<sup>110</sup> Similarly, Ranjbarian and Jooneghani (2013) found that brand image has a positive influence on consumer attitudes.<sup>111</sup> It is evident from the above table that both male and female respondents show a similar inclination for branded goods at 69.28 percent, this being one of the propelling reasons for mall preference over local markets.

An evaluation of different age group categories shows that the male respondents between the age group of 18 to 20 years were found to be more focused on branded products at 15.02 percent, whereas female respondents were at 13.31 percent. Also in most of the age categories, both male and female respondents have shown equal tendencies for branded products except for the age group of 30 to 32 years which has shown less tendency for branded products as per the present study.

Thus, the data suggest the younger respondents of both genders to be more focused on branded products and by extension, more brand-conscious.

As a sizeable number of respondents at 26.75 percent preferred local markets over malls, an attempt was made to understand the factors promoting this preference:

<sup>110</sup>Ren-Fang Chao and Ping-Chu Liao, 2016, *The impact of Brand image and discounted price on purchase intention in outlet mall: Consumer attitude as mediator*, p. 121

<sup>111</sup>Ibid., p. 122

**Table 2.12: Factors for preference of local market**

	<b>Factors</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Grand Total</b>
A	Local shops provide products at low price	<b>5.61%</b>	<b>35.51%</b>	<b>58.88%</b>	<b>100.00%</b>
B	Local shops provide better service	<b>17.76%</b>	<b>51.40%</b>	<b>30.84%</b>	<b>100.00%</b>
C	Personalized interaction with consumers	<b>13.08%</b>	<b>24.30%</b>	<b>62.62%</b>	<b>100.00%</b>
D	Can bargain on the products	<b>2.80%</b>	<b>14.95%</b>	<b>82.24%</b>	<b>100.00%</b>
E	Local market consumes less time	<b>27.10%</b>	<b>32.71%</b>	<b>40.19%</b>	<b>100.00%</b>

On analyzing the reasons for the preference of the local market, data revealed that 82.24 percent of the respondent agreed that one can bargain more over the price of the products at local markets. This is followed by the factor that local shops engage more with customers at 62.62 percent. 58.88 percent of the respondents agreed that local market provides products at a low price. These three factors are seen to be the primary reasons assigned for the preference of local market over malls.

**Table 2.13: Bargaining as a factor**

<b>Age Group</b>	<b>Disagree</b>		<b>Neutral</b>		<b>Agree</b>		<b>Grand Total</b>
	<b>Female</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	
18 to 20	0.00%	1.87%	0.93%	3.74%	28.04%	11.21%	45.79%
21 to 23	0.00%	0.00%	1.87%	4.67%	15.89%	4.67%	27.10%
24 to 26	0.00%	0.00%	0.00%	0.93%	6.54%	5.61%	13.08%
27 to 29	0.00%	0.00%	0.00%	0.93%	4.67%	3.74%	9.35%
30 to 32	0.00%	0.93%	0.00%	1.87%	0.93%	0.93%	4.67%
<b>Total by Gender</b>	<b>0.00%</b>	<b>2.80%</b>	<b>2.80%</b>	<b>12.15%</b>	<b>56.07%</b>	<b>26.17%</b>	<b>100.00%</b>
<b>Grand total</b>	<b>2.80%</b>		<b>14.95%</b>		<b>82.24%</b>		

Table 2.13 shows bargaining as a factor accounting for the preference of the local market by 26.75 percent of the total respondents. The study brings to light that it is predominantly the female respondents at 56.07 percent who still likes to shop at local markets, as compared to just 26.17 percent of the male respondents.

**Table 2.14: Personalized interaction with customer**

Age Group	Disagree		Neutral		Agree		Grand Total
	Female	Male	Female	Male	Female	Male	
18 to 20	0.93%	3.74%	4.67%	4.67%	23.36%	8.41%	45.79%
21 to 23	0.93%	0.93%	4.67%	3.74%	12.15%	4.67%	27.10%
24 to 26	1.87%	2.80%	0.00%	0.00%	4.67%	3.74%	13.08%
27 to 29	0.93%	0.00%	1.87%	2.80%	1.87%	1.87%	9.35%
30 to 32	0.00%	0.93%	0.00%	1.87%	0.93%	0.93%	4.67%
<b>Total by Gender</b>	<b>4.67%</b>	<b>8.41%</b>	<b>11.21%</b>	<b>13.08%</b>	<b>42.99%</b>	<b>19.63%</b>	<b>100.00%</b>
<b>Grand total</b>	<b>13.08%</b>		<b>24.30%</b>		<b>62.62%</b>		

As per the above table, 62.62 percent of the respondents who preferred the local market is of the view that local stores or shops show more interest towards the customer. This highlights the importance of personalized interaction that transpires between the customers and shop owners which play a vital role in retaining customers. This aspect appears to assume primacy for female respondents at 49.99 percent which is substantially higher than the males at 19.63 percent.

One can thus deduce that the respondents preferred to shop in local stores considering the fact that the store owner knows the choice or preference of the customers due to their personal rapport with them, hence, providing them exactly what they required.

**Table 2.15: Products at low price**

Age Group	Disagree		Neutral		Agree		Grand Total
	Female	Male	Female	Male	Female	Male	
18 to 20	0.00%	2.80%	12.15%	7.48%	16.82%	6.54%	45.79%
21 to 23	0.93%	0.93%	4.67%	2.80%	12.15%	5.61%	27.10%
24 to 26	0.00%	0.00%	0.93%	0.93%	5.61%	5.61%	13.08%
27 to 29	0.00%	0.00%	1.87%	1.87%	2.80%	2.80%	9.35%
30 to 32	0.00%	0.93%	0.00%	2.80%	0.93%	0.00%	4.67%
<b>Total by Gender</b>	<b>0.93%</b>	<b>4.67%</b>	<b>19.63%</b>	<b>15.89%</b>	<b>38.32%</b>	<b>20.56%</b>	<b>100.00%</b>
<b>Grand total</b>	<b>5.61%</b>		<b>35.51%</b>		<b>58.88%</b>		

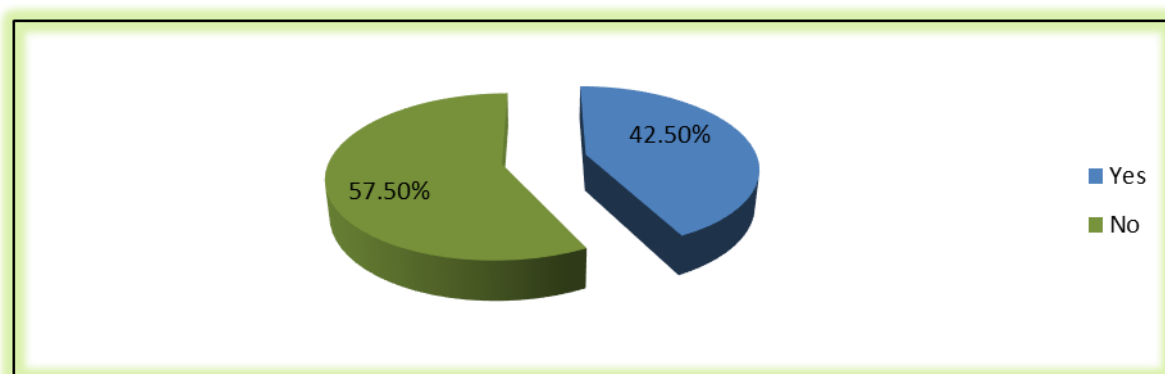
Table 2.15, reveals that out of the total respondents who preferred to shop in the local market, 58.88 percent considered that local market provides products at a low price as compared to the malls or other showrooms. The data also shows that female respondents 38.32 percent drawn by low-cost products are more provided by the local market as compared to the male respondent at 20.56 percent.

Additionally, it was also found that 23.33 percent of the female respondents prefer second-hand goods available in the market at a cheaper rate. The second-hand goods, as the term suggests are used goods which are sold openly in the street markets or even in proper stores. Such used clothes are very popular everywhere in Nagaland, especially for the economically poorer sections who are drawn to it by the low cost and variety.

### 2.6.1. Trend of online shopping

Online shopping is the latest shopping craze globally, an attempt was made to find out how many of the respondents in the study have access to the online shopping facility. Fig 2.2 indicates the percentage of respondents that have access to the online shopping facility:

**Fig 2.2: Access to Online Shopping**



The above data indicates that 42.50 percent of the youth in the study have access to an online shopping facility but a larger proportion of the youth at 57.50 percent still do not have online shopping access. Thus, there was a need to examine which category of the respondents has access to online shopping and who are influenced more by this new emerging trend of online shopping.



In light of this, the respondents who have access to online shopping were evaluated by age and gender. The results of the findings are discussed in table 2.16 below:

**Table 2.16: Online shopping by age and gender**

	Age Group	Male	Female	Grand Total
<b>Online shopping</b>	18 to 20	22.35%	19.41%	41.76%
	21 to 23	10.00%	10.59%	20.59%
	24 to 26	7.65%	4.12%	11.77%
	27 to 29	9.41%	5.88%	15.29%
	30 to 32	7.06%	3.53%	10.59%
<b>Total</b>		<b>57.47</b>	<b>43.53</b>	<b>100.00%</b>

From the above data, it is evident that a number of respondents from the younger age group between 18-20 years does online shopping at 41.76 percent. This is followed by the age group of 21-23 years at 20.59 percent and the older age group of 27-29 years at 15.29 percent.

Banerjee et al., (2010) cited in Sharma et al (2012), found that online shopping is significantly related with family income and frequency of internet usages and internet users with high disposable monthly income are more likely to engage in online shopping.<sup>112</sup> However, in the context of the present study the younger age group, i.e., those who have access to online shopping are mostly students who are still dependent on their parents' income for their expenses.

An evaluation on the basis of gender revealed that more male respondents at 57.47 percent engaged in online shopping as compared to the females. This conforms to a study by Teo, (2001) who found that male online shoppers are more likely to engage in internet usage activities such as downloading and purchasing activities as compared to females.<sup>113</sup>

One can deduce from the preceding sections that the male respondents are more inclined towards online shopping which is in contrast to the female respondents, who are

<sup>112</sup>Shraddha Sharma et al., 2012, *A study on Gender difference in online shopping behaviour*, p. 353

<sup>113</sup> Ibid., p. 354

found to be more recreational shoppers and preferred to do their shopping the conventional way. For female respondents, in addition to the utility aspects of shopping, it also incorporates functions of socializing and having fun with loved ones. Females hesitate to do online shopping as they are concerned about trust, security and confidentiality, especially with regard to online payment security. They tend to be more cautious while using credit cards and perceived more risk in online shopping than males.

The discussion and data presented above thus provides an overview of the current trend of shopping among the youth of Nagaland wherein a definite shift from the conventional mode is projected along with the emerging shopping culture. There are strong indicators of the changing cultural meaning of shopping. In view of this, the next chapter would focus on the socio-economic determinants of shopping of the respondents.

**CHAPTER 3**  
**SOCIO-ECONOMIC BACKGROUND**  
**AND SHOPPING BEHAVIOUR**

## **CHAPTER 3**

### **SOCIO-ECONOMIC BACKGROUND AND SHOPPING BEHAVIOUR**

#### **3.1. Introduction**

The term socio-economic refers to the interaction between the social and the economic habits of a group of people.<sup>114</sup> Socio-economic is concerned with the relationship between social behaviour and economic factors within society. These factors examine how the social norms, ethics and other social philosophies influence consumer behaviour and shape an economy, to predict potential results from changes to society or the economy.<sup>115</sup> As consumer attitudes are influenced by numerous factors, so their reaction or behaviour is difficult to envisage. There are many factors which contribute to the influence on shopping behaviour. These factors could include consumer demographics like age, gender, occupation, lifestyle, economic status etc. Of these many described factors, socioeconomic status is an important determinant that influences the shopping habits and buying behaviour patterns which could be observed in a particular area inhabited by individuals belonging to a certain socio-economic class.

Socio-economic status is the social standing or class of an individual or group. It is often measured as a combination of income, education and occupation. Socio-economic class or background is defined as a group of people with similar characteristics. These characteristics can include social and economic standing and other factors such as level of education, current profession, ethnic background or heritage and other ways that individuals can be categorized.<sup>116</sup> An individual's socioeconomic status or background shapes the beliefs and attitudes of a person.

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<sup>114</sup> Socio-economic definition, available at <https://www.vocabulary.com/dictionary/socioeconomic>, accessed on 20/3/19

<sup>115</sup> Sandra Lim, 2009, *Social Economics, Market and Economy*, Available at <https://www.investopedia.com/terms/s/social-economics.asp>, accessed on 20/3/2019.

<sup>116</sup> Socioeconomic status definition, available at <https://www.apa.org/topics/socioeconomic-status>, accessed on 20/3/19

The global market today is overflowing with multiple choices; however, the consumer chooses according to one's economic capacity. What, how and why we buy or consume serve a significant way to project one-self or how one would like to be and it may be used to produce and maintain a particular lifestyle or status. Youth consumer differs in many ways, they have different likes and dislikes, perception, attitude, income level etc. Thus, they engage in buying activities according to their needs, preference and buying power. The economic state of youth is considered to be one of the reasons influencing their shopping habits and buying behaviour. Further, studies by Ali J. et al., (2010), states that the shopping behaviour of an individual is based on the motivational factor, frequency of purchase, monthly expenditure, preferred shopping place, impact on socio-demographic profile of consumer (age, gender, education, and income) on the purchase decision.<sup>117</sup> Consumer shopping behaviour, therefore, involves understanding what, why, where, and how often they purchase or consume. Hence, for the purpose of this study, the researcher has made an attempt to study and identify the relationship between the socio-economic background of the respondents and their shopping behaviour.

For the present study, the socio-economic profile of the respondents is presented with respect to their age, gender, occupation, income, and parental occupation and family income. This has been done with the purpose of correlating their socio-economic background with their shopping behaviour.

### **3.2 Socio-economic profile of the respondents**

According to Rich and Jain (1968) differences between socio-economic classes lead to different buying behaviour, these classes exist in every society and culture and it shapes their lifestyle accordingly due to which people show various buying behaviour.<sup>118</sup> Here, the profile of the respondents from the three selected urban districts under study related to gender, age, educational level, occupation of the respondents and income level per month, parental occupation, and income of the family per month are highlighted below:

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<sup>117</sup>Ali, J. et al, (2010), *Buying Behaviour of Consumers for Food Products in an Emerging Economy*, p-109-124

<sup>118</sup>Marya Iftikhar. et al, 2013, *Social Class is a Myth or Reality in Buying Behaviour*, p-713

### 3.2.1. Gender profile of respondents

A key distinguishing variable in terms of shopping behaviour is that of gender. Gender has been used as a variable in retail patronage studies by many researchers. Studies done by Mitchell and Walsh (2004), Andrews et al., (2007), and Grewal et al., (2003) have shown that men and women perceived the shopping activity differently and have different attitudes and subsequently behave in distinct ways when performing the shopping task.<sup>119</sup> As a result of the gender mix in the shopping population, researchers are increasingly examining shopping behaviour and intentions in terms of gender-based differences. Therefore in the present study, in order to find out and analyze the gender differences in their shopping activities or shopping behaviour, an equal representation of 200 respondents each of both males and females were selected. In the absence of documented data on the third gender in the state, they were excluded from the purview of the present study.

### 3.2.2. Age of the respondents

Srinivasan, et al., (2014), cited in Khan and Chawla, (2015), state that age is considered as one of the important demographic variables which can have a profound influence on the purchasing behaviour of an individual. People of different age group can show a different buying pattern.<sup>120</sup> Every age has its own essence. As people grow their needs change. Age brings changes to people's lifestyle and with it, their needs and personal values are also affected.<sup>121</sup> Accordingly, the researcher has classified the respondents into different age groups. Table 3.1 shows the age of the respondents. The respondents were between the age group of 18 to 32 years, which was further stratified into five sub-groups, i) 18-20 years, ii) 21-23 years, iii) 24-26 years, iv) 27-

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<sup>119</sup> Christoph Teller and Jennifer A. Thomson, 2011, *Gender differences of shoppers in the Marketing and Management of retail agglomeration*, p-2

<sup>120</sup> Syed Md. Faisal Ali Khan and Chanchal Chawla., 2015, *Impact of age on purchase decision from organized and unorganized retail stores*, p-1102

<sup>121</sup> Abhijeet Pratap, 2017, *Effect of Demographic Factors on Consumer Behaviour: Age, Sex, Income and Education*, Available at <https://www.cheshnotes.com/2017/07/effect-of-demographic-factors-on-consumer-behavior-age-sex-income-and-education/> accessed on 12/08/2018

29 years, v) 30-32 years. The largest set of respondents was the age group of 18 to 20 years at 42.00 per cent, following were the respondents between the age group of 21 to 23 years at 25.25 percent, 27 to 29 years at 13.50 percent, 24 to 26 years at 12 percent and 30 to 32 years at 7.25 percent respectively.

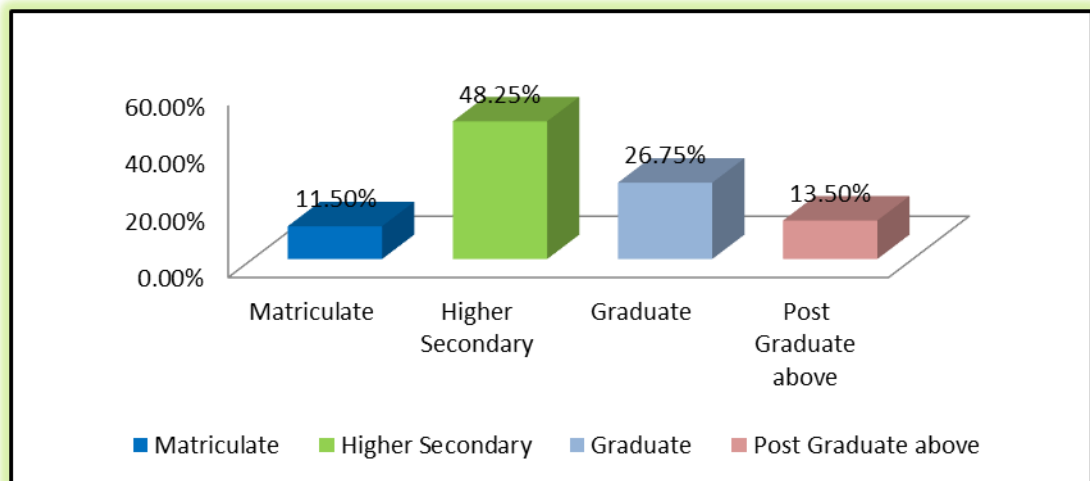
**Table 3.1: Age of the respondents**

Age group in Years	Frequency	Percentage
<b>18-20</b>	168	42%
<b>21-23</b>	101	25.25%
<b>24-26</b>	48	12%
<b>27-29</b>	54	13.50%
<b>30-32</b>	29	7.25%
<b>Total</b>	<b>400</b>	<b>100%</b>

### **3.2.3. Educational Profile of the Respondents**

Education affects how people view things around them. People's preference or choices can change with education. For the purpose of the study, the educational level is divided into four categories, i) Matriculate, ii) Higher Secondary, iii) Graduate and iv) Post Graduate above. The highest percentage of the respondents are under the category of the higher secondary level at 48.25 per cent, followed by the graduates at 26.75 per cent, postgraduate and above at 13.50 per cent and 11.50 per cent of the respondents are matriculate. The distribution of the respondents according to the educational level is shown in fig. 3.1.

**Fig. 3.1: Educational Profile of the Respondents**



### **3.2.4. Occupational Profile of the Respondents**

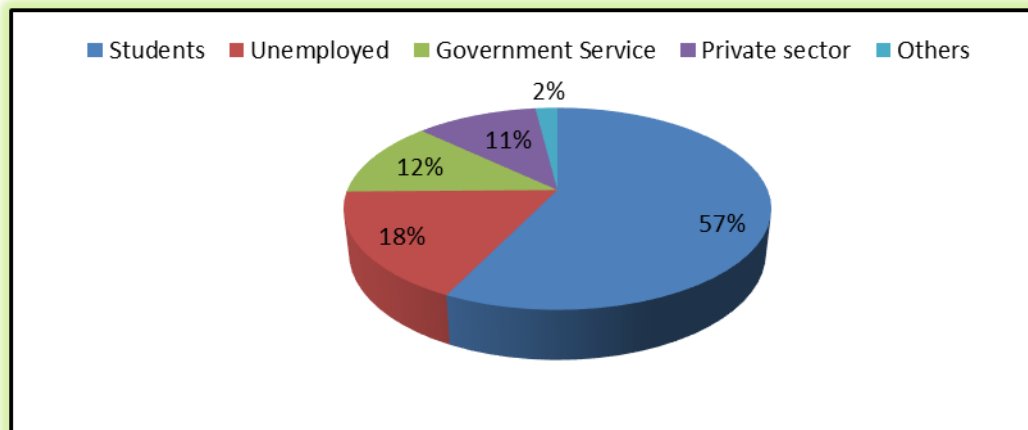
Kotler and Armstrong (1997) revealed that demographic factors such as age, gender, education, occupation plays an important role in making a purchase decision.<sup>122</sup> Occupation is considered as one of the factors for the influence of buying behaviour. For instance, buying behaviour pattern would vary depending on the occupation a person holds in society. For the present study the researcher has segregated the occupation of the respondents into five categories, i) Students ii) Unemployed iii) Government service iv) Private sector and v) Others ( includes Church workers, Contractors and self-employed).

The distribution of the respondents' profile based on occupation is presented in fig. 3.2:

<sup>122</sup> Syed et al., 2015, *Impact of Occupation in Selecting Type of Retail Store – A Research in Saudi Arabian Context*, p-230



**Fig.3.2: Occupational profile of the respondents**



With regard to the occupation of the respondents, the majority of the respondents were students at 57 per cent. 18 per cent of the respondents fall in the unemployed category, while a government employee comprised 12 per cent of the respondents. Those employed in the private sector were at 11 per cent and lastly others at 2 per cent respectively.

### **3.2.5. Monthly income of the employed respondents**

According to Mohamad E. Ahmed et al., (2016), income is defined as money received for work or through investment on a regular basis. It is the sum of all wages, salaries, profits, interest payments, rents and other forms of earnings. They also stated that there is a positive relationship between income and spending.<sup>123</sup> Income level helps the consumer in making a decision about spending, whether the consumer should spend a certain amount over luxuries or opt to save that amount. People at higher income level tend to spend more as their consumption and need for luxuries increases with improvement in income.<sup>124</sup> The shopping behaviour or shopping habits of the consumer depends upon their income. This factor influences their buying and spending habits.

<sup>123</sup> Mohammad E. Ahmed, et al., 2016, *Income, Social Class and Consumer Behaviour: A focus on Developing Nations*, p-6679

<sup>124</sup> Ibid., p-6679

The monthly income of the respondents who are employed in the government sector, private sector and others were examined. It may be noted that the respondents under the category of ‘Students’ and ‘Unemployed’ are not included since they are presumed to be still dependent on their parents’ income for sustenance. In the context of the present study, the monthly income of the respondents was segregated into five income categories namely i) Less than 5000 ii) 5000-10000 iii) 10000-20000 iv) 20000-30000 v) 30000 and above.

**Table 3.2: Monthly income of the employed respondents**

	Monthly Income	Government service	Private sector	Others	Total Percentage
a	Less than 5000	0	2	1	2.98%
b	5000-10000	1	17	4	21.78%
c	10000-20000	8	21	3	31.68%
d	20000-30000	18	2	0	19.80%
e	30000 and above	22	2	0	23.76%
	<b>Total</b>	<b>49</b>	<b>44</b>	<b>8</b>	<b>100%</b>

The above table shows that the major proportion of the employed respondents is in government service, followed by the private sector and others. The highest number of employed respondents fall in the income-earning ranged from 10000 to 20000 at 31.68 per cent, followed by 23.76 per cent in 30000 and above category, 5000-10000 at 21.78 per cent, 20000-30000 at 19.80 per cent and less than 5000 at 2.98 per cent.

### **3.2.6. Parental occupation of the respondents**

Parental occupation suggests the economic background and social status of the family in society. It deciphers the means of livelihood of the family. In terms of Parental occupations, the data shows 56 per cent of the respondent parents are employed in Government service, this is followed by those who are employed in the Others category (includes Church workers, Contractors, Politician, Housewife, and

Self- employed) at 16 percent, farmers at 11.5 percent and those employed in the Private sector at 9.5 percent.

**Table 3.3: Parental occupation of the respondents**

	Parental Occupation	Frequency	Percentage
a	Government Service	224	56%
B	Retired	28	7%
c	Private Sector	38	9.5%
d	Farmer	46	11.5%
e	Others	64	16%
	<b>Total</b>	<b>400</b>	<b>100%</b>

### 3.2.7. Family income of the respondents

Income gives an insight into the economic status of the family that is instrumental in forming the external behaviour pattern. Income level of families is considered as an important factor affecting the choice of store wherein high family income levels are usually expected to lead to higher consumption levels, which in turn would suggest higher aggregate shopping and more time spent in the store.<sup>125</sup>

Thus, for the present study the monthly income of the family has been divided into six income category, i) Less than 10000, ii) 10000-20000, iii) 20000-30000, iv) 30000-40000, v) 40000-50000, vi) Above 50000.

**Table 3.4: Family income of the respondents**

Family Monthly Income	Frequency	Percentage
Less than 10000	36	9.00%
10000-20000	62	15.50%
20000-30000	138	34.50%
30000-40000	56	14.00%
40000-50000	54	13.50%
Above 50000	54	13.50%
<b>Total</b>	<b>400</b>	<b>100.00%</b>

<sup>125</sup>Shouvik Sanyal and Mohammed Wamique Hisam, 2018, *Influence of income on the shopping habits of consumers with respect to shopping malls in Kolkata city*, p-635

It is observed from the data that 34.50 per cent of the respondents' family has a monthly income of 20000-30000 INR, which is followed by the income range of 10000-20000 at 15.50 per cent. 14.00 per cent of the respondents have a family income ranging between 30000-40000, while between the range of 40000-50000 and above 50000 stands equally at 13.50 per cent respectively and 9.00 per cent of respondents reveal income which is less than 10000. The parameter of the family income will help to examine the shopping behaviour of the respondent relating to their family income which is expected to give more meaningful insight into the study.

### **3.3. Shopping behaviour of consumers**

Shopping is a distinctly modern ensemble of actions, perception and emotions. Shopping includes an array of social, economic and cultural activities connected with the shopper's selection and procurement of goods and services.<sup>126</sup> Consumer behaviour describes the process that leads to and determines the why, what, who, when, and how of what consumers purchase in a way that reinforces their self-image, sustains their lifestyle, expresses their identity culturally as a group (or part of it) or to gain recognition within their own group.<sup>127</sup> Consumer shopping behaviour is the study of individual and the procedure they use to select, secure, use and dispose of products, services, experience or ideas to satisfy needs and the impacts that these processes have on the consumer and society.<sup>128</sup>

The study of consumer behaviour from the point of view of understanding consumption behaviour and the meanings behind such behaviour is called Interpretivism (also known as post-modernism). Interpretivism has expanded the boundaries of study to include many subjective aspects of consumer behaviour, the role of fantasy, of play, or rituals, even of the sensory pleasures that certain products and services provided. Many interpretivisms consider each purchase experience unique because of the diverse set of variables it plays at that one particular moment in

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<sup>126</sup> Sharon Zukin, 2007, *Shopping*, p-1

<sup>127</sup> Osadebamwen Anthony Ogbeide, 2015, Consumer behaviour in product acquisition: Literature review, p-341

<sup>128</sup> Sabine Kuester, 2012, *Strategic Marketing and Marketing in specific industry contexts*, p-110

time. Because of its focus on the consumption experience, the interpretive approach is also known as experientialism.

Engle et al., (1990), defined consumer behaviour as the actions and decision processes of people who purchase goods and services for consumption. Therefore, consumer behaviour is the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. Assael, (1987) in Tiwari and Abraham (2010), states that Shopping behaviour is the most unique for behaviour which the consumer exhibit. From clothing, accessories, gifts, groceries, household items are the most common type of shopping which people indulge in a highly frequent manner.<sup>129</sup> Similarly Bhattacharya & Sen, (2003), states that consumer behaviour denotes to the emotional and mental process and the observable behaviour of the consumer during search of products, purchasing process and post-consumption of a product or service. Consumer behaviour includes the study of how people buy, what they buy when they buy and why they buy. It blends the elements from Psychology, Sociology, Anthropology and Economics.<sup>130</sup> Shopping behaviour can be examined as it is a decision-making process of an individual when consumer engaged in evaluating, acquiring, using or disposing of goods and services.

### **3.3.1. Determinants of Shopping Behavior**

Many factors, specificities and characteristics influence the individual in the decision-making process, shopping habits, purchasing behaviour, brands preference or the choice of stores. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by culture, subculture, social class, membership groups, family, personality, psychological factors, etc.<sup>131</sup> According to Kotler and Keller (2011), states that a consumer buying behaviour is determined by Cultural, Social and Personal factors. However, among these factors, cultural factor

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<sup>129</sup> Rupesh Kumar Tiwari and Anish Abraham, 2010, *Understanding the consumer behaviour towards shopping malls in Raipur city*, p-1

<sup>130</sup> C.B. Bhattacharya and S. Sen, 2003, *Consumer company identification: A framework for understanding consumers relationship with companies*, p-67.

<sup>131</sup> Pinki Rani, 2014, *Factors influencing consumer behaviour*, p-52-61

has the broadest and the deepest influence.<sup>132</sup> Consumer behaviour is determined by various factors. These may be grouped into five categories namely i) Cultural factor, ii) Social factor, iii) Personal factor, iv) Psychological factor and v) Economic Factor.<sup>133</sup> These determinants are briefly discussed here below.

### **i) Cultural Factor**

Different cultures and habits are predominant in different parts of the world. Different emphasis is given by different cultures for the buying, use and disposing of products. Consumer behaviour as a human characteristic is determined by cultural factors. The cultural determinants of purchasing behaviours are associated with historically shaped models of the community life, systems of values, customary norms as well as with standards of behaviour of individuals, groups and the society.<sup>134</sup>

The culture should be understood as the whole of lifestyles of various human groups, of relationships in these groups and attitudes of their members as well as values, beliefs, norms and ways of experiencing the world recognized by them. It is also created by the lifestyle of the given people, their way of life, and the social heritage of the members of the society. The elements of the culture are manifested with symbols, rituals and values and characterize the lifestyle of the given society. The consumer behaviour is deeply rooted in the cultural context which means that a buyer reads out and interprets certain situations.<sup>135</sup>

Within a culture, sub-culture plays an important role. Sub-culture includes Nationality, religious group and communities. There are many groups or segments of people with distinct customs, traditions and behaviour. Hence, products are designed to suit a target group of customers who have a similar cultural background.<sup>136</sup>

Social class is another determinant under cultural factor. Social class refers to a group of people who share an equal position in society. Social class is defined by parameters

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<sup>132</sup> Lebogang Mokgabudi, 2011, *The impact of shopping mall developments on consumer behaviour in township areas*, p-8

<sup>133</sup> N Ramya and S.A Mohamed Ali, 2016, *Factors affecting consumer buying behavior*, p- 76

<sup>134</sup> Dorota Roszkowska Hoiysz, 2013, *Determinants of consumer purchasing behaviour*, p-338

<sup>135</sup> Ibid., p-338

<sup>136</sup> Martin Khan, 2004, *Consumer behaviour*, p-15

like income, education, occupation etc. Within a social class, people share the same values and belief and tend to purchase similar kind of products.<sup>137</sup>

## **ii) Social Factor**

Social factors are among the factors influencing consumer behaviour significantly. It includes groups (reference groups), family, roles and status. This explains the outside influences of others on our purchase decisions either directly or indirectly.

Reference groups have potential in forming a person attitude or behaviour. Reference groups are defined as those that provide to the individual some points of comparison more or less direct about one's own behaviour, lifestyle, desires or consumer habits. They influence the image that the individual has and behaviour as well. Family forms an environment of socialization in which an individual will evolve, shape his personality, and acquire values. Family also develops attitudes and opinions on various subjects such as politics, society, social relations and one's desires. Shopping behaviour is strongly influenced by the member of a family.

## **iii) Personal Factor**

Each individual processes the information received in different ways and evaluated the products in their own personal way. Irrespective of the influence of cultural, social etc one's own personality ultimately influences the buy decision. An individual has his/her personal reasons for likes, dislikes, price, convenience etc. Personal factor includes variables such as age and lifecycle stage, occupation, economic circumstances, lifestyle (activities, interests, opinions and demographics), personality and self-concept.

## **iv) Psychological Factor**

The Shopping behaviour of consumers is influenced by a number of internal or psychological factors. These factors are motivation, perception, learning, attitude and personality. The most important ones are Motivation and Perception.<sup>138</sup>

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<sup>137</sup> Ibid., p-15

A motive can be defined as a drive or an urge for which an individual seeks satisfaction. It becomes a buying motive when the individual seeks satisfaction through the purchase of something.<sup>139</sup> So, motivation is the force that activates goal-oriented behaviour. Motivation acts as a driving force that impels an individual to take action to satisfy his needs. So it becomes one of the internal factors influencing consumer behaviour.

Perception is the process through which an individual selects, organizes and interprets the information he receives in order to do something that makes sense. The perception of a situation at a given time may decide if and how the person will act. Selecting, organizing and interpreting information in a way to produce a meaningful experience of the world is called perception. There are three different perceptual processes which are selective attention, selective distortion and selective retention.

#### **v) Economic Factor**

Consumer behaviour is influenced largely by economic factors. There are several economic factors influencing the consumer shopping behaviour such as personal income, family income and credit facilities which are discussed here:

Personal income is considered an important factor as it provides consumer purchasing power. Change in disposable income brings in change in demand for different categories of goods. Rise in discretionary income usually leads a consumer to spend more on the items that enhance his living standards.

Family income refers to the aggregate income of all the members of a family. Family income influences the buying behaviour of the family. The surplus family income, remaining after the expenditure on the basic needs of the family, is made available for buying shopping goods, durables and luxuries.<sup>140</sup>

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<sup>138</sup>Pinki Rani, 2014, *Factors influencing consumer behaviour.*, p-58

<sup>139</sup>N Ramya and S.A Mohamed Ali, 2016, *op cit.*, p- 77

<sup>140</sup> Ibid., p- 79



Easy availability of credit usually in the shape of deferred payment; instalment purchasing, hire-purchase arrangements induce the customers to purchase consumer durables. Consumer credit influences consumer behaviour. The more consumer credit is available on liberal terms, expenditure on comforts and luxuries increases, as it induces consumers to purchase these goods and raise their living standard.

Since shopping behaviour of an individual is outlined by a number of factors and all these factors thus show the influence on the consumer shopping behaviour. For the purpose of this study, shopping behaviour, therefore, involves an understanding of what, why, where and how often the youth purchase and the factors that influence the Naga youth. In view of this, the next section will deal with the shopping behaviour of the Naga youth correlating with their socio-economic background.

### **3.4. Shopping Behavior of Naga Youth**

As reflected in the previous chapter, in recent years, there is a major shift in the consumer behaviour among the Naga youth with the introduction of the new shopping culture i.e., Mall culture and online shopping culture. Today, shopping is not only for utilitarian purpose but also becoming a place for socializing and recreational activity for the Naga youth. The study also indicates the changing preference for the shopping site among the youth. With this shift in the cultural meaning of shopping among the respondents, there was a felt need to examine their shopping behaviour against the backdrop of existing knowledge on the subject.

#### **3.4.1. Shopping Motivation of the Respondents**

Motivation refers to the drive, urge, wish or desire that leads to goal-orientated behaviour. There are many reasons or needs why an individual decide to go for shopping and shop in a particular location or particular online shopping site. These reasons or needs are called shopping Motivation.<sup>141</sup> Motivational forces are

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<sup>141</sup> Vipul and Mahendra, 2009, Consumer Motivation to shop in Shopping Malls: A study of Indian Shoppers, p-285

commonly accepted to have a key influencing role in the explanation of shopping behaviour.<sup>142</sup>

Several researchers have studied shopping motives, resulting in a broad range of literature. As stated by Gehrt et al., (1992), shopping motivation reveals the general predisposition of the consumer towards the act of shopping. This predisposition may be clearly visible in the buyer's decision-making process which includes patterns of information search alternative, evaluation and product selection.<sup>143</sup> Dawson et al., (1990), states that Motive range from utilitarian motivation to hedonic or experiential motivation. Motive of utilitarian shoppers involves satisfying functional or economic needs and often been characterized as task-related and rational.<sup>144</sup> Utilitarian shoppers visit shopping malls only for the products they want to purchase thereby neglecting all other motivation.<sup>145</sup> In contrast, some shoppers visit malls with mainly non-utilitarian motives. For them, shopping can be hedonic or recreational. Hedonic shopping is viewed as a positive experience where shoppers may enjoy an emotionally satisfying experience related to the shopping activity regardless of whether or not a purchase is made. This hedonic satisfaction may be derived from the ambience, entertainment, browsing and social experiences outside the home (e.g., hanging out or meeting friends).<sup>146</sup>

Sheth, cited in Geuens et al., (2001), distinguished between functional and non-functional motivations. Functional motivation pertain to tangible aspects such as product assortment, product quality, convenience, price etc., while non-functional motivations comprise non-tangible aspects such as store clientele, store reputation and promotion, social motivation (social interaction etc) and personal motivation enjoyable experience.<sup>147</sup>

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<sup>142</sup> Lebogang Mokgabudi, 2011, op cit., p-8

<sup>143</sup>J. Chithralega, 2013, *A study on influence of shopping motivation, mall atmosphere and value relationship with reference to mega malls in Chennai*, p

<sup>144</sup> Vivek Sane and Komal Chopra, 2013, *Analytical study of shopping motives of young customers for selected product categories with reference to organized retailing in selected metropolitan select cities of India*, p-162

<sup>145</sup> Vipul and Mahendra, 2009, op cit., p- 285

<sup>146</sup> Ibid., p-286

<sup>147</sup> Ibid., p-285

Motivational factor is thus considered as an important factor to examine and evaluate why an individual go for shopping. In view of this, an attempt has been made to understand the purpose and motivational factors of the respondents and to identify different types of shoppers.

The following table 3.5 shows the purpose of the mall visit of the respondents:

**Table 3.5: Purpose of mall visit**

	Purpose of mall visit	Disagree	Neutral	Agree	Total
<b>a</b>	To buy basic needs or wants	0.50%	4%	95.50%	100.00%
<b>b</b>	Leisure	57%	33.75%	9.25%	100.00%
<b>c</b>	To check the latest fashion trend	21.75%	44.25%	34%	100.00%
<b>d</b>	Meeting or hanging out with friends	26.75%	39.75%	33.50%	100.00%

The study shows that 95.50 percent of the respondents visited malls to buy their basic needs and wants. This indicates that they are mostly utilitarian shoppers however it is more than just buying a product. Apart from buying products the data also indicated that 34 percent of the respondents visited malls to check out the latest fashion trend (browsing) or in other terms, window shopping. Window shopping is becoming a popular trend among the youngsters with the emergence of malls. Also, 33.50 percent of the respondents are motivated to visit malls to meet or hang out with friends (Socializing). This indicates the hedonic motives of the respondents.

Similar findings were also found in other research studies. According to a study by Reid and Brown, (1996), shopping is a means of getting acquainted and interacting more with others in a social context especially the teenagers or the young crowd and for some, it is a way of breaking out from the regular monotonous professional and personal routine.<sup>148</sup> Similarly, a study by Taubar, (1972), entitled *Why do People Shop?* has shown that motives could be unrelated to the actual need for shopping. They could be related to personal and social factors. The personal and social factors include learning about new trends, to feel better, to gain acceptance among the peer group or a diversion from routine activities. Researchers Thomson et

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<sup>148</sup> Rupesh Kumar Tiwari and Anish Abraham, 2010, op cit., p-1

al., (1990), have stated that the utilitarian and hedonic motives co-exist with each other among the shopping community.<sup>149</sup>

The above discussion has focused on the motivation of the respondent youth in visiting a mall, wherein buying their needs and wants were found to be the primary factor highest. Here the question arises why do they buy at shopping malls, what could be the reason behind buying a product. In view of this, the next table 3.6 will examine the factor that motivates them to buy in a mall.

**Table 3.6: Factors that motivate purchase in malls**

	<b>Factors</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Total</b>
<b>a</b>	Good shopping environment	3.00%	24.25%	72.75%	100.00%
<b>b</b>	Quality and Brand	2.25%	18.50%	<b>79.25%</b>	100.00%
<b>c</b>	Design and Shape	4.25%	31.00%	64.75%	100.00%
<b>d</b>	Price	11.25%	50.75%	38.00%	100.00%

Table 3.6 reveals that 79.25 percent of the respondents considered quality and brand as a key factor for their motivation to shop or buy in a mall, followed by good shopping environment at 72.75 percent, design and shape at 64.75 percent and price factor at 38 percent. The data also shows 50.75 percent of the respondents stand neutral in terms of the price factor, which indicates that they are indifferent to the factor of pricing so as long as they get the required product.

#### **a) Quality and Brand:**

Brand image and quality of a brand is considered as a motivating factor for purchasing in malls. The American Marketing Association (AMA) definition of a brand is “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors”. The brand for readymade garments which is highly perceived by the consumer is focused on cloth quality, design, fashion, colour, price,

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<sup>149</sup> Vivek Sane and Komal chopra, 2013, op cit., p-162

size, comfort, fitness, style, varieties and easily avail of the product in the competitive market.<sup>150</sup>

According to Eppli and Shilling (1996), brand image has an important role in the purchase intention of mall consumers. In addition, Aaker & Keller (1990) in *Consumer evaluations of brand extensions*, states that brands with a good image can increase consumers' loyalty to the brand and trust in its quality products, therefore strengthening consumers' purchase intention.<sup>151</sup> Further Arnould et al., (2002), confirm that consumers evaluate quality on the basis of extrinsic cues that are external to the product itself, such as brand image, price, manufacture's image, retail store image or even the country of origin. They also found that consumer relies on price as an indicator of product quality, namely, a higher price means better quality.<sup>152</sup> For further in-depth analysis, the above factors that motivate the respondents the most to shop in a mall have been evaluated and discussed on the basis of age and gender.

Table 3.6 shows the age and gender-disaggregated data on Quality and Brand. As reflected on the table below, 79.25 percent of the respondents are motivated to spend based on the quality and brand of products. The highest percentage of the respondents is between the age group of 18- 20 years and 21 to 23 years who considered quality and brand as a motivating factor to buy in malls. The study also indicated that the older age groups between 27 to 29 years were also into quality and brand. However, the younger age group shows preference towards quality and brand. On examining the data based on gender, it was found that there were no significant differences between male and female respondents with regard to emphasis on purchase based on quality and brand.

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<sup>150</sup>K. Maran and Praveen Kumar, 2017, *A Study on Branded Apparels Customers Purchase Behavior with Reference to India*, p- 216

<sup>151</sup>Ren-Fang Chao, 2016, *The Impact of Brand Image and Discounted Price on Purchase Intention in Outlet Mall: Consumer Attitude as Mediator*p-121

<sup>152</sup> Dinesh Jajoo, 2014, *A study of buying decision process in Malls*, p-18

**Table 3.6: Quality and brand**

Age Group	Disagree		Neutral		Agree	
	Female	Male	Female	Male	Female	Male
18 to 20	0.00%	0.75%	3.00%	3.50%	18.75%	16.00%
21 to 23	0.75%	0.00%	3.25%	2.25%	10.25%	8.75%
24 to 26	0.00%	0.25%	1.00%	1.25%	4.00%	5.50%
27 to 29	0.25%	0.25%	0.25%	1.50%	5.25%	6.00%
30 to 32	0.00%	0.00%	1.25%	1.25%	2.00%	2.75%
<b>Total by Gender</b>	<b>1.00%</b>	<b>1.25%</b>	<b>8.75%</b>	<b>9.75%</b>	<b>40.25%</b>	<b>39.00%</b>
<b>Grand total</b>	<b>2.25%</b>		<b>18.50%</b>		<b>79.25%</b>	

Similar related findings can be seen in a study conducted by Otnes and McGrath, (2001), which indicated that males still appear as brand conscious as females. Brand consciousness can be seen as a reflection of men's desire or motivation to use shopping as a demonstration of their superiority, i.e., shopping to win as well as being beneficial because they reduce search costs.<sup>153</sup> Sandeep and Srinivasa, (2018), found that the gender of the respondents and their opinion and purchase on brands are not dependent. The study revealed that familiar brands are preferred by most of the respondents and quality plays a dominant role over price in choosing a brand.<sup>154</sup> Thus, one can say that the respondents regardless of gender are motivated by quality and brand available in the mall.

#### **b) Good shopping environment:**

Another motivational factor that was found among the youth respondent was regarding a good shopping environment. Several related studies have been conducted to identify the dimension which enhances malls attraction and improve customer shopping experience. A study by Phillips and Sternthal (1977), illustrated the fact that the atmosphere of the shopping centre is the key factor to exert a pull on the customers towards the shops.<sup>155</sup>

<sup>153</sup>Cathy Bakewell and Vincent Wayne Mitchell, 2006, Male versus female consumer decision making styles, p-1229

<sup>154</sup> M. Sandeep Kumar and Srinivasa Narayana, 2018, *A study on Shoppers' preferences towards various brands in consumer packaged goods offered by modern retail stores*, p- 1-9.

<sup>155</sup>Phillips W. Lynn and Brain Sternthal, 1977, *Age differences in information processing: A perspective on the aged consumer*, p-444

Complementing the discussed findings are the studies conducted by Lui, (1997); Loudon and Britta, (1993); Murjani, and Sharma (2007), all of whom favoured that a better interior design actually helps to elevate the image of the mall over a period of time. Today's malls have seen a paradigm shift in the kind of interior which the designers chose for the malls, from a relaxed environment to architecturally lavish, and sophisticated design.<sup>156</sup> Malls offer a plethora of attractions like high profile shopping, impulse eating establishment, a glitzy and glamorous environment to discerning shoppers of more refined tastes, who are more concerned with quality and fashion and less concerned with budgets.<sup>157</sup> Ammani (2013) too identified quality environment as one of the prime reasons why people visited shopping malls. According to him, people prefer to shop in malls because they can get everything under one roof, from branded apparel stores to even grocery stores etc. Hence, malls incorporating more diversified shops have more footfalls.<sup>158</sup>

Table 3.7 highlights the age and gender-disaggregated data on mall shopping environment that motivates the respondents

**Table 3.7: Good shopping environment as a motivating factor**

Age Group	Disagree		Neutral		Agree	
	Female	Male	Female	Male	Female	Male
18 to 20	0.75%	0.50%	2.25%	5.75%	18.75%	14.00%
21 to 23	0.25%	0.25%	4.25%	4.00%	9.75%	6.75%
24 to 26	0.25%	0.50%	1.00%	1.50%	3.75%	5.00%
27 to 29	0.00%	0.25%	1.00%	2.50%	4.75%	5.00%
30 to 32	0.25%	0.00%	0.75%	1.25%	2.25%	2.75%
<b>Total by Gender</b>	<b>1.50%</b>	<b>1.50%</b>	<b>9.25%</b>	<b>15.00%</b>	<b>39.25%</b>	<b>33.50%</b>
<b>Grand total</b>	<b>3.00%</b>		<b>24.25%</b>		<b>72.75%</b>	

<sup>156</sup> Dinesh Jajoo, 2014, op cit., p-24

<sup>157</sup> L. Murjani and A.M Sharma, 2007, *Malls: Redefining the consumption landscape in the city of Lucknow*, p-22-35

<sup>158</sup> P. Ammani, (2013), *A study of the factors that influence customer preference for shopping mall over local markets*, p-7-21

Analyzing the data, it was found that 72.75 percent of the respondents agreed that good shopping environment or atmospheric stimuli including smell, music, decoration or layout etc motivates them to visit or shop in a mall. Since most of the malls in Nagaland started operating recently and the concept of mall is new to most of the people, young people are motivated to personally experience and explore a new shopping environment. The study also suggests that the younger age group between 18-20 years tend to visit malls more often as compared to the older age groups. Further, on the basis of gender, it was found that female respondents showed more positive inclination towards shopping mall and its atmospheric mall attributes compared to male respondents. However, in general, the respondents irrespective of gender was motivated to visit or shop in malls because of the shopping environment and atmospheric factors.

### **c) Design and Shape:**

Brand design elements including brand name and symbols associated with the brand (e.g. logo shape, colour, type font) play an important role in brand perception, identification and differentiation.<sup>159</sup> Batra et al., (1993) suggests that brand design elements influence consumers' perceptions of brand personality – the human personality traits consumers associate with a brand.<sup>160</sup> A study by Henderson and Cote, (1998), refers Logo shape to a brand logo's graphic design because logos are physical manifestations of brands, logo shape might influence perceived brand masculinity/femininity.<sup>161</sup> In light of this, an effort is made on reflecting the age and gender-disaggregated data on the preference of purchase based on design and shape in table 3.8 below:

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<sup>159</sup>Theo Lieven et al., 2014, *The effect of brand design on brand gender perceptions and brand preference*, <https://doi.org/10.1108/EJM-08-2012-0456> accessed on 29/9/18, p-148

<sup>160</sup> Ibid., p-147

<sup>161</sup> P. J Henderson and J. A Cote, 1998, *Guidelines for selecting or Modifying logis*, p-14-30



**Table 3.8: Design and shape as a motivating factor**

Age Group	Disagree		Neutral		Agree	
	Female	Male	Female	Male	Female	Male
18 to 20	1.00%	0.75%	6.25%	5.50%	14.50%	14.00%
21 to 23	0.50%	0.00%	6.00%	3.25%	7.75%	7.75%
24 to 26	0.50%	0.25%	1.25%	2.25%	3.25%	4.50%
27 to 29	0.25%	0.50%	1.00%	2.00%	4.50%	5.25%
30 to 32	0.25%	0.25%	1.50%	2.00%	1.50%	1.75%
<b>Total by Gender</b>	<b>2.50%</b>	<b>1.75%</b>	<b>16.00%</b>	<b>15.00%</b>	<b>31.50%</b>	<b>33.25%</b>
<b>Grand total</b>	<b>4.25%</b>		<b>31.00%</b>		<b>64.75%</b>	

The above table shows that 64.75 percent of the respondents, who are mostly from the younger age group of 18 to 20 appeared to be influenced by brand design and logo compared to the older age groups. The data also suggests that regardless of the gender, both male and female consider design and shape of apparel products in malls as motivating factors for purchase purpose. However compared to female respondent, Male respondent tends to show more inclination towards design, logo, shape etc.

#### **d) Price**

Along with the other motivational factors, price is one of the primary characteristics which influence the consumers' experience and patronage decision concerning where to shop. Pricing influences shopping behaviour, and store patronage. According to Bodkin and Lord (1977), the main reason for a consumer choosing a shopping centre was because of the facility be apart from having a specific shop, attractive service and pricing.<sup>162</sup>

Table 3.9 below presents the age and gender-disaggregated data on pricing as a motivational factor of the respondents.

**Table 3.9: Price as a motivating factor**

<sup>162</sup>Chrales D. Bodkin and J. Dennis Lord, 1977, *Attraction of Power Shopping Centre*, p-93-108

Age Group	Disagree		Neutral		Agree	
	Female	Male	Female	Male	Female	Male
18 to 20	1.50%	2.25%	10.00%	9.25%	10.25%	8.75%
21 to 23	2.00%	0.75%	6.50%	7.50%	5.75%	2.75%
24 to 26	0.75%	1.25%	2.25%	4.50%	2.00%	1.25%
27 to 29	0.00%	1.50%	3.00%	3.25%	2.75%	3.00%
30 to 32	0.50%	0.75%	1.75%	2.75%	1.00%	0.50%
<b>Total by Gender</b>	<b>4.75%</b>	<b>6.50%</b>	<b>23.50%</b>	<b>27.25%</b>	<b>21.75%</b>	<b>16.25%</b>
<b>Grand total</b>	<b>11.25%</b>		<b>50.75%</b>		<b>38.00%</b>	

Field data have indicated the pricing as one of the motivational factors for visiting and purchasing purpose for the respondents. However, price as a factor was ranked below other factors such as mall environment or quality. One of the reasons could be, since malls provided mostly branded products ranging from international to national brands, the price range also varies and may differ from one brand to another. Some brands are high-end price while others are low-ended. Price is often considered to be an indicator of quality, some products advertisement deliberately emphasis on high price to underscore the marketer's claims of quality. A study conducted by Arnould et al., (2002) found that shoppers rely on price as an indicator of products quality, which means that higher the price better quality. When in doubt, shoppers feel that the most expensive model or brands are probably the best in term of quality, which is they equate price with quality.<sup>163</sup>

The study highlights the fact that pricing was a more significant factor for female respondents than for the male respondents. For 50.75 percent of the respondents, price does not seem to matter as they have taken a neutral stand. As indicated in the previous table 3.6 on quality and brand where both male and female respondents focused on quality and branded products, pricing appears to be a negligible determining factor. Hence, the price of branded clothes does not assume as much importance for the shoppers for whom availability of goods quality products seem to be more crucial regardless of their cost.

### 3.5. Online Shopping of the respondents

<sup>163</sup> Dinesh Jajoo, 2014, op cit., p- 18

Apart from an analysis of the motivational factors influencing the respondents for shopping in malls, the present study focused on the online shopping trend of the youth. In order to understand the reason or the factors that motivate the respondents for online shopping, an attempt to examine and identify patterns, if any amongst the respondents. Accordingly, Factors that motivate online shopping included convenience, cheaper price, variety and options of branded products and ease of buying online. The most common reasons identified among the respondents were the price factor. 40 percent of the respondent stated that online sites provide branded products at a cheaper price compared to the retail store. Online service provides new opportunities for marketers by offering innovative ways to promote and to attract their customer. With offers and discounts on branded apparels and other variety of products made available easily online at a cheaper price, the youth are easily influenced by it. According to Afrose Fathima Farid, (2015), Price has been reported to be a crucial purchase deciding factor for clothing. Moreover, online shoppers are likely to perceive that prices of products in online shops are often lower than brick and mortar stores.<sup>164</sup>

Gender also plays an important role in online shopping. Usages of the internet also differ on the basis of gender. According to Huang and Yang, (2010), states that the motivation of online shopping is divided into two categories which are utilitarian and hedonic motivations. Utilitarian tends to have rational approach such as time-saving, detailed information of the products, price comparison and cheaper products etc whereas hedonic tends to have emotional approach, which is driven by emotions/feelings because they like, enjoy and feel excited to the online shopping experience.<sup>165</sup>

In the present study, it was found that female respondents were more interested to browse for the latest fashion trend and keeping themselves up to date; however, for purchase of products, they tend to be cautious whereas the male

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<sup>164</sup>Afrose Fathima Farid, 2015, *A Study on the growing popularity and purchase of fashion product from online stores in India*, p-363

<sup>165</sup> Lim Pei Ling and Rashad Yazdanifard, 2014, *Does Gender play a role in Online consumer behaviour?*, p-49

respondents are more into purchasing online products by comparing and buying at a cheaper rate. This shows that female respondent tends to be hedonic shoppers while males are more utilitarian in shopping online. As reflected in the previous chapter as well which highlighted that male respondents are more into online shopping compared to female respondents. This study supports the belief that male shoppers tend to be convenience shoppers. Hence, one can conclude that male take risk for money whereas females seemed less inclined to take the risk for money.

Introduction of personal computers and the internet has changed the way of living of the People. The Internet has changed the way consumers shop, buy, sell goods and services and also has entered into a global phenomenon. The internet is a new medium at communication and the number of internet users is increasing which also signifies that online purchasing is increasing. Sharma and Varsha (2013) found out that market place is fast turning into e-marketplace. Everything is being sold and bought on the internet. With the advent of the internet and e-commerce, a variety of new business models are coming into picture with innovative techniques to sell their goods and services.<sup>166</sup> Online shopping is becoming an important part of lifestyle. With the widespread internet access by people and e-commerce usage, online shopping has seen a drastic growth in recent years.

Hernandez et al., (2011), in their study of age, gender and income found that socio-economic variables moderate neither the influence of previous use of the internet nor the perception of e-commerce, in short, they do not condition the behaviour of the experience e-shopper. Thus, the demographic factor and their relationship with online have not been generalized due to conflicting results of the studies need to be studied within a specific group of people i.e. the youth.<sup>167</sup>

As indicated in the previous chapter, the online shopping trend already existed in the Naga society where a good number of respondents at 42.50 percent are into online shopping. However, mall shopping appears to be more preferable as compared to online shopping. As a recent cultural trend, online shopping also necessitates a

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<sup>166</sup> Tanvi Patiyal, 2016, *Online Shopping: A Paradigm Shift in Buying Behaviour of Young Consumers in Himachal Pradesh*, p-12

<sup>167</sup> B. Hernandez, J. Jimenez and M. J. Martin, 2011, *Age, gender and income: do they really moderate online shopping behaviour?*, p-113-133

more in-depth analysis to understand the sociological dynamics driving the trend. For this purpose, an attempt has been made to evaluate and analyze the parental income and occupation of the respondents with online shopping access. Table 3.10 and 3.11 highlights the parental income, occupation and the respondent usage or access to online.

From the table 3.10, the data shows, the highest percentage at 31.8 percent of the respondents who have access to online shopping falls under the parental income category of 20000-30000 INR, followed by 17.6 percent and 17.1 percent whose parental income were more than 50000 INR and above and under 40000-50000 INR respectively. Thus, from the data, one can find that online shopping access of the respondents is determined by the family income.

**Table 3.10: Parental Income and access to Online shopping of the respondents**

Parental Income (INR)		Access to Online shopping		Total
		No	Yes	
Less than 10000	Count	26	10	36
	% with Parental Income	72.2	27.8	100.0
	% within Access to Online shopping	11.	5.9	9.0
10000-20000	Count	42	20	62
	% within Parental Income	67.7	32.3	100.0
	%within Access to Online shopping	18.3	11.8	15.5
20000-30000	Count	84	54	138
	%within Parental Income	60.9	39.1	100.0
	%within Access to Online shopping	36.5	<b>31.8</b>	34.5
30000-40000	Count	29	27	56
	%within Parental Income	51.8	48.2	100.0
	%within Access to Online shopping	12.6	15.9	14.0
40000-50000	Count	25	29	54
	% within Parental Income	46.3	53.7	100.0
	% within Access to Online shopping	10.9	<b>17.1</b>	13.5
Above 50000	Count	24	30	54
	%within Parental Income	44.4	55.6	100.0
	%within Access to Online shopping	10.4	<b>17.6</b>	13.5
Total	Count	230	170	400
	%within Parental Income	57.5	42.5	100.0
	%within Access to Online shopping	100.0	100.0	100.0

**Table 3.11: Parental Occupation and access to Online shopping**

Parental Occupation		Access to Online shopping		Total
		No	Yes	
Government employee	Count	121	103	224
	% within Parental Occupation	54.0	46.0	100.0
	% within Access to Online shopping	52.6	<b>60.6</b>	56.0
Retired	Count	14	14	28
	% within Parental Occupation	50.0	50.0	100.0
	% within Access to Online shopping	6.1	8.2	7.0
Private employee	Count	22	16	38
	% within Parental Occupation	57.9	42.1	100.0
	% within Access to Online shopping	9.6	<b>9.4</b>	9.5
Farmer	Count	34	12	46
	% within Parental Occupation	73.9	26.1	100.0
	% within Access to Online shopping	14.8	7.1	11.5
Others	Count	39	25	64
	% within Parental Occupation	60.9	39.1	100.0
	% within Access to Online shopping	17.0	<b>14.7</b>	16.0
Total	Count	230	170	400
	% within Parental Occupation	57.5	42.5	100.0
	% within Access to Online shopping	100.0	100.0	100.0

Also analyzing the parental occupation and access to online as shown in table 3.11, the highest percentage of the respondents who have access to online shopping was seen to be under ‘Government service’ at 60.6 percent, followed by 14.7 percent under ‘Others’ occupational category and 9.4 percent in ‘Private sector’ category.

From the above tables one can summarize that the respondents who engaged in online shopping, from their family monthly income and parental occupation, one can gauge that higher income level and good designated position in different working category tend to have online shopping access. Similar findings were seen in a study done by Banerjee et al.,(2010), which revealed that online shopping is significantly related to family income and the frequency of internet usage. Internet users with high disposable monthly income are more likely to engage in online shopping. Thus, various demographic variables like age and income have preliminary positive impact on online shopping.<sup>168</sup> Hence, the present study also found that there is a significant relationship between family income and their parental occupation in relation to shopping online behaviour.

For the present study, in addition to the data acquired through questionnaire from 400 respondents, in-depth interview was conducted with 30 respondents all of whom are engages in online shopping. The respondents were between the age group of 18 to 32 years, out of which 26.66 percent were students, 16.67 percent falls in the unemployed category and 56.67 percent of the respondents were working youth. In the process, it emerged that 13.33 percent of the younger respondents falling under student and unemployed category stated that although they browse and shopped online, they accessed it either through their parents' account or friends who had online banking facilities. While the remaining 86.67 percent of the respondents have their own online shopping access.

Here one may note that since online shopping purchase is done through an online transaction, which required credit/ debit card for transaction purpose, most of the students or unemployed youth do not have access to such facilities and they are solely dependent on the parental income for their expenses. Kiyici, (2012), tried to find out the role of familiarity and income and possession of credit card on online shopping. He found that participant who have credit card, have more familiarity and less anxiety concerning internet shopping than those who don't have.<sup>169</sup>

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<sup>168</sup> N. Banerjee, et al.,2010, *A Study on consumer's attitude towards online shopping- An Indian perspective*, p-36-42

<sup>169</sup> M. Kiyici, 2012, *Internet shopping behaviour of college of education students*, p-202- 214

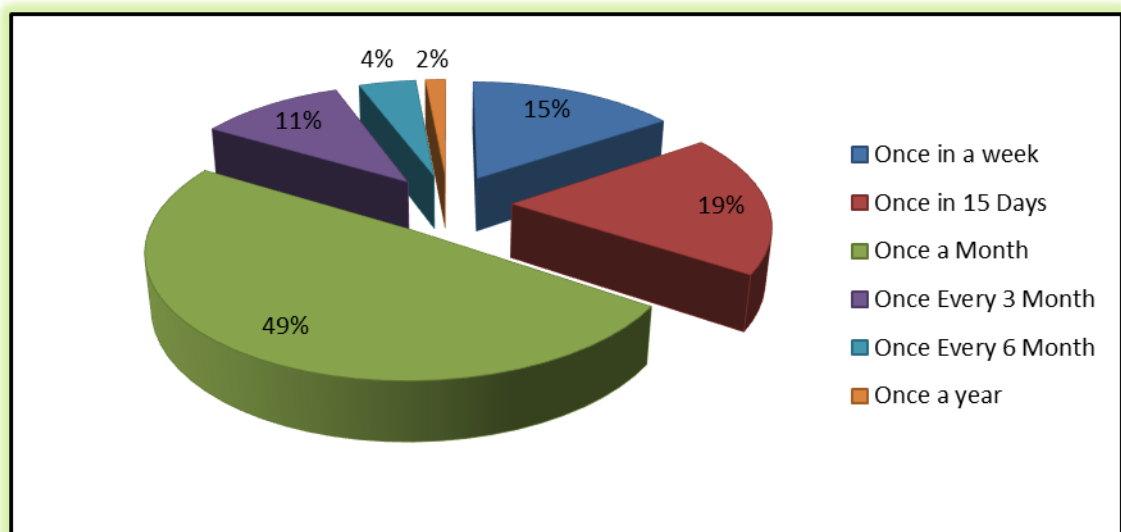


### 3.6. Frequency of shopping visit

The behaviour of the shoppers may differ according to the place where they tend to shop and their involvement level with the act or habits of shopping. Through their activities, purpose or motivation of visit, frequency of visit, duration of time spent, items bought and monthly spending pattern, it shows the nature of shopping behaviour of the youth. In fact, the shopping activities of a person will show their shopping habits and their lifestyle. Therefore, in order to understand the nature of the shopping behaviour of the Naga youth, one needs to look at the activities involved while shopping. Overall analysis of the shopping behaviour and activities undertaken by the urban youth in relation to their socio-economic background is discussed below:

Frequency of shopping is considered as an important factor to understand the respondents' nature of shopping habits. How frequently the respondents visit a mall will help to examine their shopping pattern. The respondents from different frequency of visit are assessed in this segment. For this purpose, the respondents frequency of visit has been classified into eight categories which comprise 'Never', 'everyday', 'once in a week', 'once in 15 days', 'once in month', 'once every 3 month', 'once every 6 month' and 'once a year'. However, 'Never' and 'Everyday' received nil responses, these two categories are not reflected in the chart.

**Fig. 3.3: Frequency of shopping visit**



In the frequency of visitors to the mall, it was found that a substantial number of respondents at 49.25 percent visited malls once in a month, followed by 18.75 percent who visit malls once in 15 days and 15.5 percent visited once in a week. From the findings, it shows that shopping malls are becoming one of the most visited shopping destinations among the Naga youth. In order to understand more in-depth the shopping behaviour and shopping habits among the youth, an attempt has been made to identify the relationship between the socio-economic background of the youth respondents and their frequency of shopping which are presented in the following sections.

### **3.6.1. Correlation between frequency of shopping and age**

According to Yashu (2015), age is an important factor when it comes to influencing behaviour. According to him, every age has its own essence, its own state of mind, its own perception and its own characteristics. The way an individual chooses the marketing place and products show the behaviour of the buyer itself. Every age has a different list of needs and wants. It depends on the individual's age to decide whether a product is need or no and what products to buy etc. Age brings changes to people's lifestyle and with it, their needs and personal values are also affected.<sup>170</sup>

In the present study, an attempt was made to find whether the age factor has any relation with the frequency of shopping, which is presented in table 3.12. Theoretically, when one talks about shopping of different age groups, it is of a common belief that for different age group there are different reasons for visiting shopping malls. From the table 3.12, it is clear that the younger the age, the frequency of visit is more as compared to the older groups. The age group between 18–20 years and 21-23 years has shown more inclination towards shopping, where the majority at 47.7 percent and 18.8 percent responded that they tend to shop at least once in a month. A good number of respondents also visit once in a week and once in 15 days from this age category. The older age group 27-29 years has shown a slight tendency towards shopping at 16.2 percent once in a month as compared to the age group of 30-32 years that has shown least tendencies for shopping at 7.6 percent.

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<sup>170</sup>Yashu Bansal Chanakya, 2015, *Influence of age on buyer behaviour*, p-1

**Table 3.12: Age and frequency of Shopping visit**

Age of the respondents		Frequency of Visit						Total
		Once in a week	Once in 15 days	Once in a Month	Once every 3 months	Once every 6 months	Once a year	
18-20	Count	25	27	94	15	5	2	168
	% Age of the respondent	14.9	16.1	56.0	8.9	3.0	1.2	100.0
	% Frequency of Visit	40.3	36.0	<b>47.7</b>	34.9	29.4	33.3	42.0
21-23	Count	18	26	37	15	4	1	101
	% Age of the respondent	17.8	25.7	36.6	14.9	4.0	1.0	100.0
	% Frequency of Visit	29.0	34.7	<b>18.8</b>	34.9	23.5	16.7	25.2
24-26	Count	8	10	19	6	4	1	48
	% Age of the respondent	16.7	20.8	39.6	12.5	8.3	2.1	100.0
	% Frequency of Visit	12.9	13.3	9.6	14.0	23.5	16.7	12.0
27-29	Count	7	9	32	4	2	0	54
	% Age of the respondent	13.0	16.7	59.3	7.4	3.7	.0	100.0
	% Frequency of Visit	11.3	12.0	<b>16.2</b>	9.3	11.8	.0	13.5
30-32	Count	4	3	15	3	2	2	29
	%Age of the respondent	13.8	10.3	51.7	10.3	6.9	6.9	100.0
	% Frequency of Visit	6.5	4.0	<b>7.6</b>	7.0	11.8%	33.3	7.2
Total	Count	62	75	197	43	17	6	400
	% Age of the respondent	15.5	18.8	49.2	10.8	4.2	1.5	100.0
	% Frequency of Visit	100.0	100.0	100.0	100.0	100.0%	100.0	100.0

As reflected in the previous tables on motivation for shopping, the younger age group visited malls not only for purchasing purpose but to socialize with family and friends, browsing (window shopping) etc, which can be one factor that the younger age group tends to be higher in visiting a mall whereas the older age group usually visited to purchase only their requirement. For them, there is a constraint of time and lack of interest in browsing or evaluating products and therefore frequented the malls as per

requirement. Hence, one can summarize that age is an important factor that determines the frequency of visiting and buying or in developing certain shopping habits.

### **3.6.2. Correlation between occupation and frequency of shopping visit**

People of different occupation tend to shops differently. According to Syed et al (2015), the increase in the youth population and shift of skilled and unskilled manpower lead to the growth of organized retail. Occupation has a behavioural impact on an individual. They also mention that in organized retailing occupation shows a higher degree of association towards the attitude of choosing retail store.<sup>171</sup> In the present study, an effort is made to arrive at an understanding of the relationship between the frequency of shopping and occupation of the respondents which is presented in the table 3.13.

The correlation between the occupation of the respondents and the frequency of mall visit highlight their shopping habits as well. The data shows that 60 percent of the respondents in student category visited malls once in 15 days, followed by once in a week at 59.7 percent and once in a month at 58.9 percent. Under the unemployed category 23.3 percent visit malls once in 3 months, 19.4 percent once in a week and once in 15 days at 18.7 percent.

Under the government service category 14.7 percent of the respondents visit malls once in a month and 11.3 percent and 9.3 of the respondents visit once in a week and once in every 15 days, The study shows that students and unemployed youth have the highest frequency of visiting malls as compared to those who are employed in government service, private sector and others categories.

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<sup>171</sup> Syed et al., 2015, Impact of occupation in selecting type of retail stores- A research in Saudi Arabian context, p-537

**Table 3.13: Occupation of the respondents and frequency of visit**

Occupation		Frequency of Visit						Total
		Once in a week	Once in 15 days	Once in a Month	Once every 3 months	Once every 6 months	Once a year	
Student	Count	37	45	116	21	8	2	229
	% Occupation of the respondent	16.2	19.7	50.7	9.2	3.5	.9	100.0
	% Frequency of Visit	59.7	60.0	58.9	48.8	47.1	33.3	57.2
Unemployed	Count	12	14	29	10	3	2	70
	% Occupation of the respondent	17.1	20.0	41.4	14.3	4.3	2.9	100.0
	% Frequency of Visit	19.4	18.7	14.7	23.3	17.6	33.3	17.5
Government employee	Count	7	7	28	4	1	2	49
	% Occupation of the respondent	14.3	14.3	57.1	8.2	2.0	4.1	100.0
	% Frequency of Visit	11.3	9.3	14.2	9.3	5.9	33.3	12.2
Private employee	Count	3	8	22	7	4	0	44
	% Occupation of the respondent	6.8	18.2	50.0	15.9	9.1	.0	100.0
	% Frequency of Visit	4.8	10.7	11.2	16.3	23.5	.0	11.0
Others	Count	3	1	2	1	1	0	8
	% Occupation of the respondent	37.5	12.5	25.0	12.5	12.5	.0	100.0
	% Frequency of Visit	4.8	1.3	1.0	2.3	5.9	.0	2.0
Total	Count	62	75	197	43	17	6	400
	% Occupation of the respondent	15.5	18.8	49.2	10.8	4.2	1.5	100.0
	% Frequency of Visit	100.0	100.0	100.0	100.0	100.0	100.0	100.0

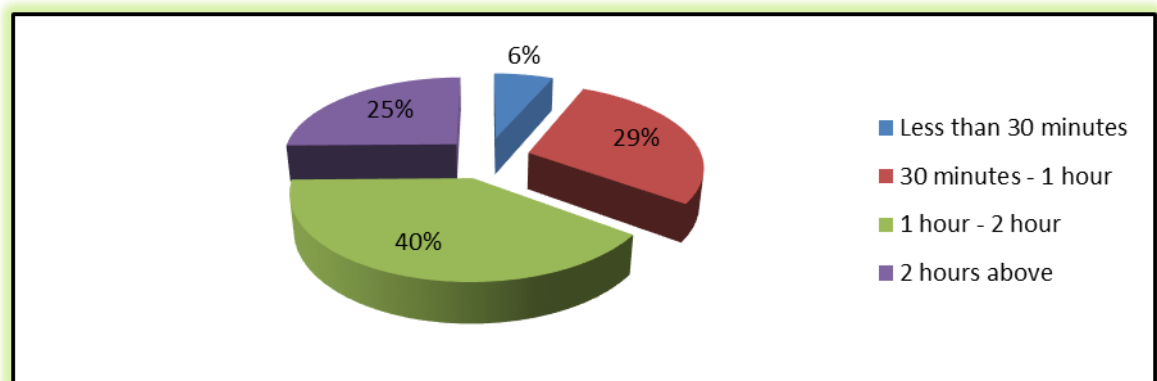
As mentioned in the previous chapter as well, the fact that respondents under student and unemployed category has the highest frequency of visiting shows that this group of respondents consider shopping not only for buying purpose but also as a site for recreation, creating social relation and identity whereas the working youth usually visit

occasionally because of the time constraint or have less tendency towards going out and socializing. The present generation youth are influenced by various factors among which peer group influence is also one of them. According to Lunt and Livingstone (1992), the youth's identity and experience are produce due to their participation in the shopping malls which are nothing but cultural forms of late capitalism.<sup>172</sup>

### 3.7. Duration of Malls Visit

According to Craig and Turley (2004) Ambience of shopping mall, architecture, variety and excitement motivates the shopper to stay longer and make repeated visit to the mall.<sup>173</sup> The average time spend in the mall by the respondents while shopping reveals about their activities and shopping habits. Fig 3.4 below shows the duration of time spent by the respondents.

**Fig. 3.4: Duration of Mall visit**



In this study the data shows that the time spent in malls by the respondents' is around 1- 2 hours by a majority of respondents at 40 percent, followed by 30 minutes – 1 hour by 29 percent of the respondents. There was even a good percentage of respondents who shopped for more than 2 hours at 25 percent. Hence, the study reveals that respondents' like to spend substantial amount of time in malls.

<sup>172</sup> P.K Lunt and S.M Livingstone, 1992, *Mass consumption and personal identity*, in Dholakia, 1999, *Going shopping: Key determinant of shopping behaviour and motivation*, p-154

<sup>173</sup> A.M. Craig and L. W Turley, *Malls and Consumption Motivation: An Exploratory Examination of Older Generation and Young consumer*, p-472

The table below shows the duration of mall visit on the basis of gender:

**Table 3.14: Duration of Mall Visit by Gender**

Gender		Duration of Mall Visit				Total
		Less than 30 minutes	30 minutes - 1 hour	1 hour - 2 hours	2 hours above	
Male	Count	23	69	85	23	200
	% Gender	11.5	34.5	42.5	11.5	100
	% Duration of Mall Visit	88.5	60.5	53.5	22.8	50
Female	Count	3	45	74	78	200
	% Gender	1.5	22.5	37	39	100
	% Duration of Mall Visit	11.5	39.5	46.5	77.2	50
Total	Count	26	114	159	101	400
	% Gender	6.5	28.5	39.8	25.2	100
	% Duration of Mall Visit	100	100	100	100	100

The present study shows that female respondents tend to spend more time in the malls as compared to male. 39 percent of the female respondents spent more than 2 hours in their visit to shopping malls whereas 42.5 percent of the male respondent spent in malls is 1 hour to 2 hours. Similarly to the present study, a study conducted by Klein (1998), stated that given that women spend more time at shopping sites, are generally more ‘engaged’ in the shopping task and enjoy the activity of shopping more than men. Women are shown to enjoy shopping more and spend more time performing the activity, therefore, retention proneness, which captures concepts such pleasure and enjoyment in the shopping environment, are more likely to be viewed positively by women than men.<sup>174</sup>

With regards to men, studies done by Otnes and McGrath(2001), Mitchell & Walsh (2004), have shown that some men do indeed transcend traditional shopping stereotypes, however, Campbell (1997), states dominant male shopping characteristics show men to be decisive and task orientated towards shopping coupled with a desire

<sup>174</sup>Christoph Teller and Jennifer A. Thomson,2011, *Gender differences of Shoppers in the Marketing and Management of Retail Agglomerations*, p-9

to complete the task in a short time frame showing a lack of patience for the activity.<sup>175</sup>

### 3.8. Monthly expenditure of the respondents

Monthly expenditure of the respondents is determined by the occupation, income of the respondents and the income of the family is related to one another by which the respondents' spending behaviours may be assessed. This plays a major role in making a choice as well as buying decision. The monthly expenditure of the respondent in this present study will help in understanding their spending pattern and shopping behaviour.

The respondents' monthly expenditure or purchase on apparel products is shown in table 3.15 below:

**Table 3.15: Monthly expenditure of the respondents**

	Monthly expenditure (INR)	Frequency	Percentage
a	Less than 5000	227	56.75%
b	5000 – 10000	133	33.25%
c	10000 – 15000	23	5.75%
d	15000 – 20000	9	2.25%
e	20000 – 25000	3	0.75%
f	Above 25000	5	1.25%
g	<b>Total</b>	<b>400</b>	<b>100.00%</b>

The above data indicates that 56.75 percent of the respondents spend less than 5000, followed by 33.25 percent who spent between 5000-10000, and 5.75 percent of the respondents spend around 10000-15000 INR per month.

#### 3.8.1 Correlation between monthly expenditure and gender

In a study by Hoch, reveals that gender differences can be found throughout many aspects.<sup>176</sup> In order to arrive at a more detailed understanding of the monthly

<sup>175</sup> Colin Campbell, 1997, *Shopping, Pleasure and Sex War*, p-166-176

<sup>176</sup>Wharton, 2007 <https://knowledge.wharton.upenn.edu/article/men-buy-women-shop-the-sexes-have-different-priorities-when-walking-down-the-aisles/> accessed on 18/10/19s



expenditure of the respondents, it necessitated for further in-depth analysis on the basis of gender, age and occupation which will provide more insight to the study.

In light of this, table 3.16 highlights the monthly expenditure by gender, which is shown and discussed below:

**Table 3.16: Monthly expenditure of the respondents by gender**

Monthly Expenditure (INR)		Gender		Total
		Male	Female	
Less than 5000	Count	112	115	227
	% Monthly expenditure on shopping	49.3	50.7	100.0
	% Gender	<b>56.0</b>	<b>57.5</b>	56.8
5000 – 10000	Count	68	65	133
	% Monthly expenditure on shopping	51.1	48.9	100.0
	% Gender	<b>34.0</b>	<b>32.5</b>	33.2
10000 – 15000	Count	13	10	23
	% Monthly expenditure on shopping	56.5	43.5	100.0
	% within Gender	<b>6.5</b>	<b>5.0</b>	5.8
15000 – 20000	Count	3	6	9
	% Monthly expenditure on shopping	33.3	66.7	100.0
	% Gender	1.5	3.0	2.2
20000 – 25000	Count	1	2	3
	% Monthly expenditure on shopping	33.3	66.7	100.0
	% Gender	.5	1.0	.8
25000 above	Count	3	2	5
	% Monthly expenditure on shopping	60.0	40.0	100.0
	% Gender	1.5	1.0	1.2
Total	Count	200	200	400
	% Monthly expenditure on shopping	50.0	50.0	100.0
	% Gender	100.0	100.0	100.0

Table 3.16 highlights the monthly expenditure based on gender, which shows that both male and female of the respondents tend to spend less than 5000 on shopping per month, female respondents at 57.5 percent and male respondents 56 percent respectively. However, under the expenditure category ranging between 5000-10000 and 10000-20000, male respondents were seen to be higher at 34 percent and 6.5 percent while the female respondents were at 32.5 percent and 5 percent respectively.

It is a commonly established observation that male and female tend to shop or spend differently. Men are particular about the features of a product they wish to buy for. They tend to be less mindful of offers and are particular about specific brands. This often led them to compromise for a higher price if they are satisfied with the quality, hence, they end up spending more. While women shoppers are also particular about fashion and brands however they are keen on offers and discounts to be availed and conscious about the price and they carefully analyze before spending.

### **3.8.2. Correlation between monthly expenditure and occupation**

Asad and Jamil (2016) Consumer belonging to different occupational group are subject to different levels of informational, value expressive and utilitarian influence while making choice or purchasing a product. <sup>177</sup> An individual's nature of job and income has a direct influence on the products and brands one chooses. In the present study, an attempt was made to identify and understand the occupational relationship with their monthly expenditure on shopping.

Table 3.17 shows the occupation and the monthly expenses apparels per month of the respondents. The data shows a significant relationship between the occupation of the respondents and their spending pattern. In general, those respondents employed in the government sector and the private sector were found to spend more money on a monthly basis. 52.3 percent of the respondents who work in the private sector were found to spend around 5000-10000 per month. The table also highlights the fact that it was primarily the government servants who spent more

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<sup>177</sup>Asad Rehman and Syed Ahsan Jamil, 2016, *Influence of Income and Occupation on consumer's Susceptibility to Reference Group Demand on Brand choice decision*, p- 378

under all the monthly expenditure range. The student, unemployed and those under other category respondent were found to spend on an average less than 5000 per month.

**Table 3.17: Monthly expenditure by occupation of the respondents**

Occupation		Monthly expenditure on shopping						Total
		Less than 5000	5000 - 10000	10000- 15000	15000- 20000	20000 - 25000	25000 above	
Student	Count	151	67	6	2	1	2	229
	% Occupation of the respondents	65.9	29.3	2.6	.9	.4	.9	100.0
	% Monthly expenditure	66.5	50.4	26.1	22.2	33.3	40.0	57.2
Unemployed	Count	45	20	5	0	0	0	70
	% Occupation of the respondents	64.	28.6	7.1	.0	.0	.0	100.0
	% Monthly expenditure	19.8	15.0	21.7	.0	.0	.0	17.5
Government employee	Count	9	21	8	7	2	2	49
	%Occupation of the respondents	<b>18.4</b>	<b>42.9</b>	<b>16.3</b>	<b>14.3</b>	4.1	4.1	100.0
	%Monthly expenditure	4.0	15.8	34.8	77.8	66.7	40.0	12.2
Private employee	Count	16	23	4	0	0	1	44
	% Occupation of the respondents	36.4	<b>52.3</b>	9.1	.0	.0	2.3	100.0
	%Monthly expenditure	7.0	17.3	17.4	.0	.0	20.0	11.0
Others	Count	6	2	0	0	0	0	8
	% Occupation of the respondents	75.0	25.0	.0	.0	.0	.0	100.0
	% Monthly expenditure	2.6	1.5	.0	.0	.0	.0	2.0
Total	Count	227	133	23	9	3	5	400
	%Occupation of the respondents	56.8	33.2	5.8	2.2	.8	1.2	100.0
	% Monthly expenditure	100.0	100.0	100.0	100.0	100.0	100.0	100.0

The fact that those respondents who have secured jobs and higher income tend to spend more is due to financial stability as they can spend whenever they want. Thus

from the finding one can summarize that the occupation of an individual strongly determines the spending behaviour.

### 3.8.3 Correlation between Monthly expenditure and Age

**Table 3.18: Monthly expenditure by Age**

Age		Monthly expenditure on shopping						Total
		Less than 5000	5000 - 10000	10000- 15000	15000 - 20000	20000- 25000	25000 above	
18-20	Count	111	48	3	3	1	2	168
	% Age of the respondent	66.1	28.6	1.8	1.8	.6	1.2	100.0
	% Monthly expenditure	48.9	36.1	13.0	33.3	33.3	40.0	42.0
21-23	Count	64	32	5	0	0	0	101
	% Age of the respondent	63.4	31.7	5.0	.0	.0	.0	100.0
	% Monthly expenditure	28.2	24.1	21.7	.0	.0	.0	25.2
24-26	Count	26	17	4	0	1	0	48
	% Age of the respondent	54.2	35.4	8.3	.0	2.1	.0	100.0
	% Monthly expenditure	11.5	12.8	17.4	.0	33.3	.0	12.0
27-29	Count	19	22	8	2	1	2	54
	%Age of the respondent	35.2	<b>40.7</b>	14.8	3.7	1.9	3.7	100.0
	% Monthly expenditure	8.4	16.5	34.8	22.2	33.3	40.0	13.5
30-32	Count	7	14	3	4	0	1	29
	%Age of the respondent	24.1	<b>48.3</b>	10.3	13.8	.0	3.4	100.0
	% Monthly expenditure	3.1	10.5	13.0	44.4	.0	20.0	7.2
Total	Count	227	133	23	9	3	5	400
	%Age of the respondent	56.8	33.2	5.8	2.2	.8	1.2	100.0
	% Monthly expenditure	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Age factor has a great influence on the spending pattern. As rightly stated by Srinivasan et al., (2014), age is considered as one of the important demographic

variables which can have a deep influence on purchase pattern on an individual.<sup>178</sup> People of different age groups can show a different buying pattern. Wood (1998), states that there is an inverse relationship found between age and impulsive buying. He further added that the relationship is non-monotonic i.e. it is at a higher level between the group 18 to 39 and at a lower level after that.<sup>179</sup>

Table 3.17 shows that the age group of 30-32 and 27-29 years reveal more propensity to spend more on a monthly basis at 48.3 percent and 40.7 percent respectively in the INR 5000-10000 range. The age group of 18 -20 years,21-23 years and 24-26 year were seen to spend upto 5000 at 66.1 percent,63.4 percent and 54.2 percent respectively. Hence, the older age group tends to spend more as compared to the younger age group. One can conclude that the respondents in the age group between 27-32 years are more likely to be working youth with high disposable income, accounting for their higher shopping and spending disposition.

#### **3.8.4. Correlation between Monthly Expenditure of the respondents by Parental Income**

Income depends primarily upon current earning power and it affects the spending behaviour of the consumer. Relationship between income and expenditure depicts the consumers' buying behaviour. According to Hamilton (2009) difference in socio-economic class exist between income groups. Capacity to spend is dependent on the economic resources people have.

Table 3.18 highlights the monthly expenditure of the respondents in relation to the parental income which has been shown and discussed:

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<sup>178</sup> R. Srinivasan et al., 2014, *Impact of age on purchase behaviour of Luxury brands*, p-21

<sup>179</sup> Michael Wood, 1998, *Socio-Economic Status, Delay of Gratification and Impulse Buying*,p-295

**Table 3.19: Monthly expenditure of respondents by parental Income**

Monthly Expenditure (INR)		Parental Income						Total
		Less than 10000	10000-20000	20000-30000	30000-40000	40000-50000	Above 50000	
Less than 5000	Count	28	48	91	27	16	17	227
	% Monthly expenditure on shopping	12.3	21.1	40.1	11.9	7.0	7.5	100.0
	% Parental Income	77.8	77.4	65.9	48.2	29.6	31.5	56.8
5000 - 10000	Count	8	11	40	24	31	19	133
	%Monthly expenditure on shopping	6.0	8.3	30.1	18.0	23.3	14.3	100.0
	% Parental Income	22.2	17.7	29.0	42.9	57.4	35.2	33.2
10000 - 15000	Count	0	3	4	2	3	11	23
	%Monthly expenditure on shopping	.0	13.0	17.4	8.7	13.0	47.8	100.0
	% within Parental Income	.0	4.8	2.9	3.6	5.6	20.4	5.8
15000 - 20000	Count	0	0	2	2	2	3	9
	% Monthly expenditure on shopping	.0	.0	22.2	22.2	22.2	33.3	100.0
	% Parental Income	.0	.0	1.4	3.6	3.7	5.6	2.2
20000 - 25000	Count	0	0	0	0	1	2	3
	%Monthly expenditure on shopping	.0	.0	.0	.0	33.3	66.7	100.0
	% Parental Income	.0	.0	.0	.0	1.9	3.7	.8
25000 above	Count	0	0	1	1	1	2	5
	% Monthly expenditure on shopping	.0	.0	20.0	20.0	20.0	40.0	100.0
	% Parental Income	.0	.0	.7	1.8	1.9	3.7	1.2
Total	Count	36	62	138	56	54	54	400
	% Monthly expenditure on shopping	9.0	15.5	34.5	14.0	13.5	13.5	100.0
	% Parental Income	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Schiffman et al (1997) Income has a link with class in the society, people with more income spend more and try to achieve high status. Hence, buying behaviour or expenditure in shopping, fashion and brand consumption is dependable on the different economic class of an individual.

Since many of the respondents fall within the category of student and unemployed youth with no income source, the researcher made an attempt to find the correlation with the parental income to evaluate the monthly expenditure of the respondents in these two categories. The study shows that under the two monthly expenditure categories i.e., up to 5000 INR and 5000 to 10000 INR were at 40.1 percent and 30.1 percent respectively, whose parental income range was in between 20000 to 30000 INR. It has also been found that under the monthly expenditure category ranging between 10000 to 15000 INR was at 47.8 percent whose parental income category were more than 50000 and above. Thus, from the data collected one can find that the higher the family income of the respondents the frequency of spending per month also increases.

This chapter has attempted to establish the correlation between Socio-economic backgrounds of the respondents with their shopping behaviour. Accordingly, it has been found that there a significant relationship between the socio-economic background of the respondents including age, occupation and income was seen to have with their shopping habit. The next chapter will focus on the emerging consumerist culture among the Naga youth dealing with the changing consumption pattern and the role of advertisement in promoting fashion and brand and how it is creating a new image of self or self-concept among the youth of Nagaland.

**CHAPTER 4**  
**CONSUMER CULTURE AMONG**  
**THE NAGA YOUTH**



## CHAPTER – 4

### CONSUMER CULTURE AMONG THE NAGA YOUTH

#### 4.1. Introduction

Consumption is an intrinsic part of lifestyle in the present contemporary society. Consumption is derived from the Latin ‘Consumere’, which means to use up entirely or to destroy. Since the 14<sup>th</sup> century, the word to ‘consume’ in English has had a negative connotation, meaning ‘to destroy, to use up, to waste, to exhaust’. By contrast, the word ‘customer’ was a more positive term, implying a regular and continuing relationship to a supplier. The unfavourable connotation of the word ‘consumer’ continued to the late 19<sup>th</sup> century. Gradually, the meaning of ‘to consume’ shifted from the object that is dissipated to the human need that is fulfilled in the process.<sup>180</sup> It was mainly since the ‘Roaring Twenties’ (1920s) in the USA that the meaning of consumption has broadened still further to resonate pleasure, enjoyment and freedom.<sup>181</sup> Consumption moved from a means towards an end – living – to being an end in its own right. By the beginning of the 21<sup>st</sup> century, this had changed; the consumer has become a totem pole around which a multitude of actions and ideologies are surrounded.<sup>182</sup>

The ever-increasing attitude to improve one’s lifestyle by possessing material goods is the consumption of contemporary times.<sup>183</sup> Like the words consumption and consumer, the word consumerism is part of different intellectual traditions that for a long time have knowingly or unknowingly disregarded each other. As a result, the word consumerism has come to mean different things to different people in different contexts.

Traditionally, consumption is seen as a material process rooted in human biological needs but when its practice is mediated through symbols and signs; it is defined as consumerism. Consumerism defined here is an activity which has its own icons,

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<sup>180</sup> Raymond William, 1985, *Keywords: A Vocabulary of Culture and Society*, p-69

<sup>181</sup> Christopher Lasch, 1991, *The Tree and Only Heaven: Progress and Its Critics*, p-591

<sup>182</sup> Gabriel, Yannis and Tim Lang, 1995, *The Unmanageable Consumer*, p-8

<sup>183</sup> Ritu Sharma, 2009, *Consumerism and consumption: Study of markets in Delhi and Gurgaon*, p-1

objects, brand names, and marketing campaigns for the broad mass of the population.<sup>184</sup> Consumerism is related to purchasing material possessions to derive personal happiness. It can be seen that consumerism facilitates individuals to exhibit their values and make statements publicly about self-image, social status and personal identity. One of the significant applications of consumerism is distinction and identification. Consumption stresses these differences as crucial in the development of identity in contemporary society. Consumerism has become a powerful and evocative symbol of contemporary capitalism. Commodification dominates societal interaction through its signs and symbols diffusing across all class relations.<sup>185</sup>

Consumption is a social, cultural, and economic process of choosing goods, and this process reflects the opportunities and constraints of modernity. It is part of cultural reproduction of social relations, a concrete process carried out through social practices in mundane life. Consumerism is articulated within specific meaningful ways of life. It is through specific forms of consumption that we produce and reproduce cultures and social relations. The focus of consumerism is a material culture of advance capitalist societies. The basis of consumerism is to explore the multiple ways people engage themselves in several other aspects of their lives through their day to day consumption. Therefore generating new needs of goods and services is consumerism.<sup>186</sup>

In tune with the emerging trend of consumer culture in the present contemporary Naga society, this chapter is an attempt to analyse and understand the changing trend of consumerism among the Naga youth. For this one need to first look at the growth of consumerism as a concept and the emergence of contemporary consumer society in India and how the middle class in India is emerging and is associated with mass consumption.

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<sup>184</sup> Ibid., p-1

<sup>185</sup> Ibid., p-3

<sup>186</sup> Ibid., p-5

## 4.2. Growth of consumerism as a concept

Consumption is seen more in the light of life-enhancing the use and enjoyment of commodities. Contemporary consumerism is driven by diversity and choice, which is based on an emphasis on difference. There also exist alongside a conscious and deliberate promotion of material goods, which is seen as reflectors of status symbol of particular segments of society. Theoretically, there has been an expansion regarding the conceptualizing of commodity forms, which has broadened to include sign and symbol value from been confined to only its economic sphere. This broadening of the concept has been seen as a reaction against the economic deterministic theoretical orientation practised by the Marxist.<sup>187</sup> According to Corrigan, Consumption is also viewed as communication where through the act of consumption, one conveys one's feeling to others. Consumerism is thus defined as the belief that goods give meaning to individuals and their roles in society. Gross also explains how consumerism has been able to dominate and triumph in the present condition because of its principles which encourage individualism, liberty and democracy each of which, in turn, are values professed in the modern society.<sup>188</sup> However, on the contrary, consumerism is also seen as a way of life, which is primarily committed to the possession and use of consumer goods. As an outcome of this, the consumer falls into the trap of commodity fetishism, where they try to find themselves within every product that they purchase, consume and use.

Different schools of thought reviewed on the theoretical aspects, where their focus shift from a production centric study to consumption centric cultural study as individual construction of identities emphasizes on pleasure and development through the act of consumption. The new cultural study which has developed since the 1970s can be distinguished from the previous stage of state-monopoly capitalism or Fordism<sup>189</sup> based on new capital and social order. This culture was described as Post-Fordism<sup>190</sup> or Postmodernism which was characterized by transnational and global

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<sup>187</sup> Urna Dutta, 2008, *Sociology of Consumption: A study of select malls in Kolkata*.,p-27.

<sup>188</sup> *Ibid.*,p-28.

<sup>189</sup> Introduced by Henry Ford, it refers to the methods of organizing production in advance industrial societies. The term is also used as a way of emanating associated social and political consequences.

<sup>190</sup> It refers to new economic possibilities opened up by the rise of development in the area of technology, computers and robotics in the production and exchange of information and commodities.

capital representing the difference, multiplicity and intensive consumerism in a society characterized as an informative society. The consumerist culture which has secured the society is based on the contradictory forces of homogeneity and heterogeneity, global and local, impinging on each other at the same time co-existing peacefully or producing a new dimension of its own<sup>191</sup>. This can be seen in the development of fast-food joints, malls etc which creates a new meaning and homogeneous global culture.

The expansion of the consumer market with the breaking down of boundaries and globalization has seen an increasing complexity in the pattern of consumption. The postmodern consumption pattern has transformed consumers across the world. Hence, the new postmodern cultural study emphasized on individuals who are given a variety of choice of cultural materials, corresponding to a new global and transnational capitalism, with a broader array of consumer choices, products and services.<sup>192</sup> There also exist a distinction between the relations between individual identity and the object consumed. In modern society, the subject i.e., the consumer, encounters the objects (products) as distinct from itself. In contrast, in postmodern consumption, the consumer renders products as a projection of oneself. Therefore in modern consumption, the acquisition of the consumer objects leads to the enhancement of status, while in postmodern consumption it establishes the identity of the consumer.<sup>193</sup>

Since the 1980s, with the rise of the new consumerism, the nature of consumption has become more aggressive in nature with the reference group becoming vertically elongated, aspiring to achieve the lifestyle of those situated above them in the hierarchy. The rate at which this new consumerist culture is penetrating society and the long term effect that is being created with the unlimited nature of spending has often been a matter of serious concern among the theorist. If one traces the historicity of the development of the consumer culture, one finds that the twentieth century has witnessed a new trend in consumer culture. There has been more

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The major associated social and economic changes related to this work includes the rise of the white-collar professionals and most importantly the promotion of types of consumption around the concept of individually chosen lifestyles, with an emphasis on taste, distinctiveness, packaging and appearances.

<sup>191</sup> Urna Dutta., 2008, *Sociology of Consumption: A study of select malls in Kolkata*, p-29.

<sup>192</sup> Ibid., p-29

<sup>193</sup> Ibid., p-30

openness and greater accessibility towards different social classes in access to consumer goods. The growth of this new trend has been made possible with new changes that were taking place in society such as globalization, Urbanization, formal education, and the gradual dilution of traditional social relationships. All these have contributed to the development of the new consumer society where commodities emerged as a new kind of symbolic significance.

#### **4.3. The emergence of contemporary consumerism**

The present contemporary world is regarded as consumer-centric - judging by the actions and emotions that are related in some way or the other, by one's identity as consumers. There has been increasing debate and arguments from academia and media regarding consumption and consumer culture which is reflective of the fact that the world is experiencing rapid changes and the increase of consumerism. The relation between the social and economic aspects of society has undergone changes both at the global and local context, several reasons have been accorded to these changes. Of these, some of the eminent ones include factors like the universal adoption of the neo-liberal market policies, the growth of the multinationals, the global spread of media information technologies and the globalization of production revealed in the displacement of Fordism by Post-Fordism. Incorporated with these, there have been demise in the state regulation and the increasing predominance of the free-market economic policies dominating the global market that encouraged nations to develop into a global consumer society.<sup>194</sup>

Most of the theorists on consumption agree that, following the Second World War, there was an explosion in the industrialized nations. Many industries, such as automobiles, chemicals, domestic appliances, electronics goods, etc took off, fuelling as well as feeding off a culture of consumerism. The basic bargain on which consumerism flourished was a more docile workforce in exchange for ever-increasing standards of living, referred to earlier as the Fordist Deal.<sup>195</sup> Contemporary consumerism in all its current diversity is unthinkable without the unwritten deal pioneered by Henry Ford for his employees: ever-increasing standards of living in

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<sup>194</sup> Urna Dutta., 2008, *Sociology of Consumption: A study of select malls in Kolkata*, p-26-27

<sup>195</sup> Gabriel,Yainnis and Tim Lang, 1995, *The Unmanageable Consume.*, p-13

exchange for a quiescent labour force. Ford offered his workforce the material enjoyment outside the workplace as compensation for the de-skilling, control and alienation that he imposed in the workplace.<sup>196</sup> Since the deal was struck, consumerism has come to signify a general preoccupation with consumption standards and choice as well as a willingness to read meanings in material commodities and to equate happiness and success with material possessions.<sup>197</sup> The Fordist Deal linking consumption to the labour process highlights three dimensions of 20<sup>th</sup>-century consumer capitalism that is addressed, the first is its historical character. Consumerism did not appear already shaped and formed in advance industrial societies. It was prefigured in earlier societies. Contemporary consumerism is the product of long-term historical changes. Fordism as a phenomenon embraces both production and consumption signalled the transformation of consumerism from elite to mass phenomenon in the 20<sup>th</sup> century in advance capitalist societies. The second dimension of contemporary consumerism is its global nature. While consumerism touches the minutiae of everyday life, it is a global phenomenon in many different ways. It underlines the interconnectedness of national economies, it affects rich and poor alike, it shapes international trade and politics and peace. This connects the third dimension, sharply highlighted by the Fordist deal, the vital links between contemporary consumerism and production. Patterns of consumption are crucially linked with developments in the nature of production. The consumer is ultimately the person as the worker or manager now threatened by continuous mechanization of production and distribution.<sup>198</sup>

#### **4.4. Growth of consumerism in India**

India is considered one of the largest and fastest-growing economies in the world after China with 9.4 percent GDP growth. Consumerism describes the shift in Indian culture from a producer-oriented society in the nineteenth century to a consumerist society in the twentieth century.<sup>199</sup> Indian economy in particular and

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<sup>196</sup>Richard J. Barnett and John Cavanagh, 1994, *Global Dreams: Imperial corporation and the new world order*, p-261.

<sup>197</sup>Gabriel, Yannis and Tim Lang, 1995, *The Unmanageable Consumer*, p-10

<sup>198</sup> Ibid., p-11.

<sup>199</sup> R. Selvamani and K.K Ramachandran, 2011, *A study on role of consumerism in modern retailing in India*, p-63

society, in general, witnessed several changes in the economic scenario, of which the major one included a shift from the state-centric welfare to a market-driven economy. As India underwent several internal and external pressures, which were created by political, economic and social crises both at international and national front, there resulted in a shift in its economic policies.<sup>200</sup> In the context of developing countries like India, several factors including globalization, the rise of excessive materialism and westernization need to be understood in the study of cultural consumption or consumerism. The process of globalization affected India in every aspect, be it economic, social, political or cultural. The rapid economic growth alongside an expansion of the middle class with the spread of the global culture has led to the development of a culture of consumerism. Consumerism in India developed in the latter part of the twentieth century, especially after the liberalization and the opening up of the market to western products. From the 1990s onward there was not only an inflow of western products but also infiltration of the new culture which was based on the values of the western society. The intermingling of this new culture with the traditional culture led to the emergence of the new culture of consumption which was seen as a new way of life. These new economic policies focus at a more liberal stance towards the inflow of foreign capital, which was achieved by the opening up of the economy.<sup>201</sup>

The process of liberalization was not a sudden one rather it had started from 1966-68 onwards, which finally led to the culmination in the 1990s. The move was towards creating an open economy, thereby limiting the governmental role or control over the economy. Thus, strengthened and refinement of the policies relating to capital mobility which allowed the growth of private sector investment and corporation through the Monopoly and Restrictive Trade and Practices (MRTP). This was followed by changes leading to additional reforms in the taxation system, role of share markets, foreign joint ventures and the development in the infrastructural facilities.<sup>202</sup>

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<sup>200</sup> Urna Dutta, 2008, *Sociology of Consumption: A study of select malls in Kolkata*, p-89

<sup>201</sup> Ibid., p-90

<sup>202</sup> Ibid., p-91

This has paved a way for a new wave of consumerism driven by changes in demographics, increasing urbanization, improvement in the standard of living, lifestyles and advances in information technology create a behemoth consumer market which offers a plethora of opportunities for the growth and development of the retail sector in India. This fast-changing trends of consumerism based on the growing middle-class consumers have a conspicuous impact on the modern retailing particularly in food, apparel and entertainment sectors. Hence the emergence of hypermarkets, shopping malls and online shopping become the destination centres or sites to the ever-changing needs of the consumers.

#### **4.4.1. Emergence of middle class in India and changing consumption pattern**

The idea of a middle class is most closely associated with the mass consumption society that emerged as a result of industrialization in Western Europe and North America. The term middle class is as much economic as it is socio-cultural. Easterly (2001), states that in industrialized countries, the middle class refers to the relatively prosperous bulk of the population that has a stable and high discretionary income. It described a broad type of lifestyle, expectation, level of education and political inclination. In the west, the middle class is the lynchpin of both economic and political stability.<sup>203</sup> According to Mills (1956), the new class was the result of the demise of entrepreneurial capitalism, coupled with the rise of corporate capitalism with its managers, technocrats, marketers and financiers. To Mills, the classic formulation of a definition of middle class in the United States involved all those who were the white-collar professionals having a distinct lifestyle of their own.<sup>204</sup>

Middle class is a complex heterogeneous division which is based on socio-economic and cultural stratifications. This indicates the existence of the internal social-cultural dynamics, which leads to vibrant and forceful evolvement in the cultural nature of the class. Middle class can be seen as a constantly negotiating cultural space - a space of amalgamation of ideas, values, goods, practices and embodied behaviour. Consumption is thus seen as one of the key dynamics of middle-class life. Most of the

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<sup>203</sup> P. Knorringa and A. Guarin, 2014, *Standards and consumer behaviour of the rising middle class in India*, p-25

<sup>204</sup>Urna Dutta. 2008, *Sociology of Consumption: A study of select malls in Kolkata*, p-96



theories been recurrent in relating class formation of goods, similarly, goods have always been infused with social meaning.

The extraordinary economic growth in some developing countries, most notably in the rising power like China, India and Brazil, has been seen as contributing to the rise of a new global middle class. The specific condition of contemporary globalization distinguished the process of the invention of the new Indian middle class in a significant way. The distinctiveness of this new middle class lies largely in its discursive construction, as a sign of potential promised of India's integration with the global economy. In contrast to Mill's classic formulation of the concept of the middle class in the United States, it takes a new meaning in the India context.

In India, the new middle class becomes a sign of the promise of the new national model of development, having a global outlook that adheres to the largest processes of economic globalization. Probably the growth of this class and its aspiration can be related to the changing self-perception of India's political economy. With the growth of industrialization and urbanity, this middle class also grew in size. As Kulkarni described, whether, by design or default, a series of government economic policies have helped to give birth to the generation of Indian who have money to spend.<sup>205</sup> This depicted the urban middle classes getting opportunities due to the new economic reforms. The rise of this new middle class brings along with it, the consumerist culture. With the open global market and the availability of varied products has led to the creation of a particular social standard which this middle class always aspires to reach. In this process, the new urban Indian middle class becomes the central agent for the re-visioning of the Indian nation in the background of globalization.

When one talks about the rise of the middle class in India, there exist contradictory viewpoints among various theorists regarding the centrality of the concept. There are those theorists for whom the middle class in India has gained a central focus in the development of the Indian society, while on the other hand, there are those who regard the middle class as the uncooperative class in the development

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<sup>205</sup> Ibid., p-98

of the nation. However, both these theorist agree on the issue that consumption plays a significant role in shaping the middle-class structure and identity.<sup>206</sup> There are several reasons accorded for the rise of consumerism in India mainly, a rise in disposable income, an increasing number of dual-income nuclear families and the changing attitude towards consumption. Individuals are prompted to consume object not only for their utility but also for the consumption of intrinsic meaning that these objects signify. Most of the products already tagged with specific pre-assigned meaning in the world of their origin, which is the developed world, leaving no space for the third world to produce any meaning of its own. The rapid growth of urbanization coupled with the spread of globalization, resulted in the paucity of chance for the third world nation like India to evolve their own pattern. As a result direct transfer of meaning with symbols inherited from the West act as a benchmark for consumption standards, by working as a force of standardization of urban culture and consumption. There has been a gradual infiltration of the culture of consumption among the masses so that it is reflected in the shopping activities of the consumers. Hence, the emergence of supermarkets, hypermarkets, shopping malls and online shopping sites has become the destination centres to cater to the ever-changing needs of consumers.

#### **4.5. Emerging consumer culture among the Naga youth**

Consumerism essentially means the growing wants and needs of an individual for goods and services. The consumer's standard of living is growing and hence his needs are escalating as well. In the present Naga society, one can find that the apparel industry in the past recent years has seen to be growing rapidly with the growing demand of the people, especially among the youth. The research, thus focus on the apparel section and would try to identify the emerging culture of consumption which seems to have grasped the urban towns and has become remarkably visible in the transformation of the market in recent years. Nagaland today has witnessed the growth of several shopping malls and the growing demand for online shopping site in the society within a short span of time. The pace at which Naga society is witnessing the opening of various outlets and malls at different parts of the state has led one to

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<sup>206</sup> Ibid., p-99

ponder about the fast-changing characteristic of the urban town. Also several of them are in the process of construction and opening up in the near future. There is also harmonious existence between the multinational brand names and the indigenous products. This changing urban landscape in Nagaland with its diverse new and old market places existing side by side make, the study of this trend vital and challenging in its own way.

Consumer societies are considered to be a historical phenomenon, however, the change from a production-driven to a consumption-driven society is not a natural process. As discussed in the previous chapter, the Naga traditional economy was based on agriculture and barter system played a dominant role in the subsistence economy. However, with the advent of the British and American Christian missionaries in the Naga Hills brought changes in social, economic and political life of the people. The introduction of the monetary economy and through various development activities accelerated the gradual growth of trade and commerce in the Naga Hills. The introduction of modern education also led Nagas to a new dimension of value system of life and revolutionized entire cultural ethos. The standard of living of the Nagas has changed notably as a result of modern education. There is also no doubt that globalization ushered in the development and progress in the Naga society. The present contemporary Naga society is now influenced by western lifestyle especially among the youth who are well connected with the global popular culture resulting in the emergence of consumer culture.

Some of the key elements to the emergence of consumer culture include the increase in productivity, rising personal income and an increased in leisure time. There are also several other factors behind the emergence of the consumer culture in the society. The researcher in the present study has made an attempt to identify certain important factors contributing to the emergence of the consumer culture in the present Naga society.

Firstly, globalization and the introduction of liberalized economy which has opened up the Indian society and economy to international and national investors and to the western value system, and new opportunities for consumption among the masses in general and youth in particular. The introduction of the mall and online

shopping led to the growth of this consumer culture resulting in the transformation of certain institutions which included the cultural institution, financial institution, educational institution and the family. This has brought changes in their meaning and functions in order to promote the consumption of commodities. Globalization and technologization have brought about social transformation brought about innumerable changes in the family, work or service sector and consumption pattern of the urban youth<sup>207</sup>.

Secondly, the construction of the consumer society initiated through various public discourse and practices by the media as well as marketing. The role of advertisement, social media (Facebook, WhatsApp, Instagram etc) and the development of marketing techniques etc... successfully helped in the conversion of the consumers into shoppers. A major transformation was recorded in the meaning of goods and how they were presented and displayed. In this context, the development of the retail organized chain stores, departmental stores, and finally shopping malls and the new online trend became the primer in guiding people in the matter of consumption of goods and services.

Thirdly, the change in the perception of money was a catalyst in the spread of the consumer culture. A change can be seen in the attitude and perception of the people from a general abhorrence of debt to the acceptance of credit as a part of modern consumer society. the credit mode of payment has not only facilitated the nature of payment by making transaction simpler but also promote spending, by providing access to consumption even when there is scarcity of cash. Credit cards, through their power, to command other consumption markers, help in acquiring objects rather than simply utilizing them. This usage helps in the attainment of specific lifestyle objectives, which are based on consumer-driven urges. They communicate a particular lifestyle of the user, which portrays through his/her acts of acquisition.

Lastly, another dimension which fostered is the concept of choosing oneself or the construction of self-identity among the urban youth. The changes brought by this

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<sup>207</sup>Ellina Samantroy, 2010, *Changing Youth Culture: A study of Young Urban Professionals in Delhi*, p-161.

new culture affected the philosophy or the mind-set of the people. The changes in the intellectual values of society led to facilitate the adoption of this new culture. The dominant outlook towards life which was based on self-denial and where propensity to save was the norm, change of that kind of society into a consumerist society required not only a structural change but also a change in the value system of the society. This, in turn, gave an individual the choice of choosing ones' own products, thereby giving the freedom of choice and opportunity, therefore, developed a particular taste and lifestyle which became embedded in the individual's social code of behaviour.<sup>208</sup> It is indeed true that consumerism has permeated through the majority of the urban youth. The urban youth no doubt would like to consume products or things which are indeed spectacular and to express oneself. Also in terms of consumption, they would try to consume everything which is extraordinary in order to be the trendsetter among the social groups.

In light of the above discussion the following sections make an attempt to look in detail on these aspects that fuel the growth of consumer culture among the respondents:

#### **4.5.1. Malls and online as sites for consumption and creation of socialization**

Shopping takes place at a different site from the traditional unorganized market to organized retail market; however, each of which represent often quite a different kind of shopping experience and identification. As mentioned in the preceding chapter, malls in Nagaland cannot be compared with those in other metropolitan cities and towns in terms of their size, infrastructure, entertainment, service and availability of products because of various geographical limitation, networking and communication facilities etc. Malls in Nagaland have tried to adapt themselves to the local culture of the region so as to gain broader acceptability among the masses. However, the emerging trend of consumer culture with mall culture and online culture has definitely changed the outlook towards shopping which is leading the mass to adapt the new culture or so-called consumerist culture.

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<sup>208</sup> Urna Dutta., 2008, *Sociology of Consumption: A study of select malls in Kolkata*, p-36

For the study, malls are seen as a site for consumption as this new site of shopping affected the shoppers who flocked the stores from various level of society. Malls are becoming one of the favourite destination places among the youngster followed by online shopping sites. As it has already been reflected in the previous chapters by analyzing the duration of time spent in shopping, the frequency of visit, amount spent in shopping, and changing preference of shopping site etc. which clearly indicates the growing consumer culture trend in the present Naga society. In this section, an attempt has been made to assess whether there has been any change in the spending pattern on shopping among the youth. This was assessed through a comparison of the monthly expenditure of shopping before and after the introduction of malls.

**Table 4.1: Expenditure pattern of the respondents**

<b>Amount Spent (INR)</b>	<b>Before mall</b>	<b>After mall</b>
<b>Less than 5000</b>	87.10%	61.75%
<b>5000 – 10000</b>	<b>12.90%</b>	<b>31.25%</b>
<b>10000 – 20000</b>	Nil	6.25%
<b>20000 – 30000</b>	Nil	0.50%
<b>30000 Above</b>	Nil	0.25%

Table 4.1 shows the expenditure pattern of the respondents which has reflected an increase after the advent of shopping malls. As data shows, there has been an increase by 150 percent in the spending pattern within the range of 5000 to 10000 INR category, wherein before the shopping malls 12.90 percent of the respondents spent just 5000 – 10000 INR on shopping per month, but which has increased exponentially to 31.25 percent post introduction of shopping malls and online shopping, which shows the upward expenditure pattern of the respondents.

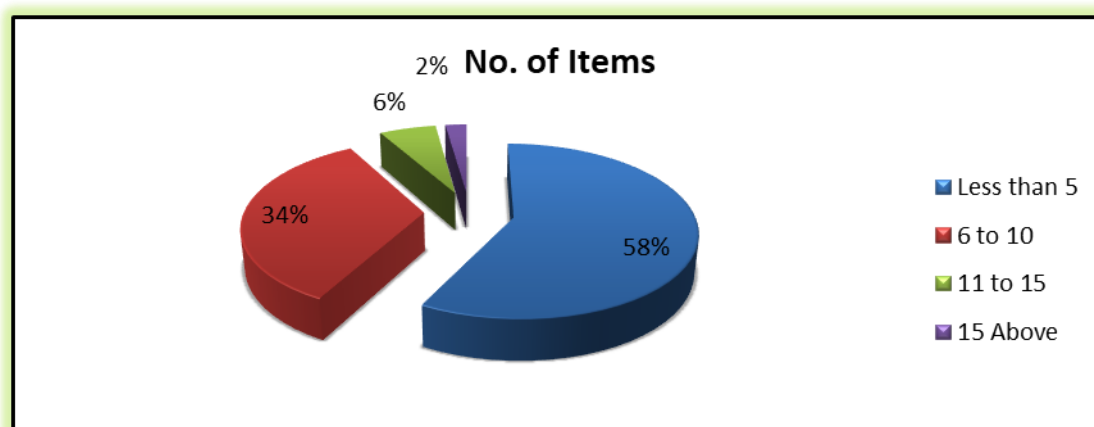
A survey conducted by ASSOCHM (2013) showed that the youth segment was spending on leisure activities in spite of the fact that they were dependent on their parents for finance. The main items of their expenditure were branded apparels,

cosmetics, electronic gadgets and eating joints etc.<sup>209</sup> One of the reasons for the upward expenditure pattern could be that in malls, the shoppers get more option to choose and moreover diverse branded products are available, both imported and national. Hence, the expenditure tends to increase with these growing malls. Also looking at the current generation of youth and as indicated in the previous chapter they are more into quality and brands and price appears to be of not much importance as long as they get what they want. Thus, these sites are creating and fuelling consumer desires to spend as per wants leading to more consumption.

In order to understand the emergence of malls and online as consumption site one also need to look at the items or apparel/goods that the youth consume and on which categories of items, they spend more, which in fact is also one of the reasons for the growth of this emerging trend.

Fig 4.1 and Table 4.2 show the monthly purchase of goods and the categories of items bought by the respondents at malls.

**Fig 4.1: Monthly purchase of goods**



As to the number of items purchased on a monthly basis, 58 percent of the respondents buy up to 5 items per month, followed by 6 to 10 items by 34 percent of the youth in the study. Very little section of the respondents buys 11 to 15 items or

<sup>209</sup> Ren Parashar, 2014, *Spending behaviour of University Students on Socio-economic activities in the Cosmopolitan Cities of North India*, p-2

more than that. The study shows that the average number of monthly items purchased by the respondents ranges from 5 to 10 items.

Table 4.2 below shows the frequency of the respondents' preference of items for purchase. It was found that a major portion of the expenditure was on clothing at 67 percent. Shoes followed next at 38 percent, followed by accessories at 16 percent and electronic products at 11 percent.

**Table 4.2: Product Preference for Purchase at Malls**

Items	Never	Rarely	Sometimes	Mostly	Always	Total
Shoes	1%	10%	49%	<b>38%</b>	3%	<b>100%</b>
Bags	8%	49%	36%	6%	1%	<b>100%</b>
Clothing	0%	2%	14%	<b>67%</b>	18%	<b>100%</b>
Accessories	5%	38%	35%	16%	7%	<b>100%</b>
Electronic products	14%	41%	33%	11%	2%	<b>100%</b>

Further analysis on the basis of gender throws light on gender-wise preference of products.

**Table 4.3: Items purchased by gender**

Items	Never		Rarely		Sometimes		Mostly		Always		Grand Total
	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	
Shoe	0.50%	0.00%	5.00%	4.50%	22.25%	27.00%	20.50%	17.75%	1.75%	0.75%	100.00%
Bags	2.50%	5.25%	18.75%	30.25%	22.25%	13.75%	5.25%	0.75%	1.25%	0.00%	100.00%
Clothes	0.25%	0.00%	1.00%	0.50%	5.00%	8.50%	31.75%	35.50%	12.00%	5.50%	100.00%
Accessories	2.50%	2.50%	17.00%	21.00%	16.25%	18.25%	9.50%	6.50%	4.75%	1.75%	100.00%
Electronic products	10.25%	3.50%	22.75%	17.75%	12.25%	20.75%	3.75%	7.25%	1.00%	0.75%	100.00%

As indicated, a substantial section of the respondents spent on clothing followed by shoes and accessories. In table 4.3, analyzing on the basis of gender it



was found that a higher percentage of male respondents 35.50 percent purchased clothes more frequently as compared to female respondents at 31.75 percent. However, the purchase of shoes was seen more amongst the female respondents at 20.50 percent who professed that they shop mostly shoes as compared to male respondent at 17.75 percent. However, in both clothing and shoe categories, there is not much significant difference between the male and female respondents. In the accessories category, female respondents tend to be higher as compared to male respondents at 9.50 percent and 6.50 percent respectively, whereas in electronic gadgets male respondents tend to spend more at 7.25 percent as compared to female respondents at 1 percent.

Apart from malls, online shopping is also emerging as a popular site for consumption. As highlighted in the previous chapter, 42.50 percent of the respondents have access to online shopping, hence, an attempt was made to evaluate the products purchased by those who have access to online facilities. Table 4.4, 4.5 and 4.6 highlights the respondents' preference of items purchased online and website/app for shopping and further analyse on the basis of gender.

**Table 4.4: Items purchased online**

Purchased Items	Frequency	Percentage
Clothing	39	22.94%
Electronic products	59	34.70%
Shoes	49	28.83%
Bags	8	4.71%
Books	3	1.76%
Accessories	9	5.30%
Cosmetics	3	1.76%
<b>Total</b>	<b>170</b>	<b>100.00%</b>

The table shows the online purchased items by the respondents. Similar to the products purchased in malls, it was found that the electronic products, shoes and clothing were seen to be the most preferred products for online purchase at 34.70

percent, 28.83 percent and 22.94 percent respectively. The respondents were also seen purchasing other products like accessories, bags, books and cosmetics; however electronic products, shoes and clothing saw a higher preference for purchases online.

**Table 4.5: Items purchased online by gender**

Items purchase online	Male	Female	Total
Clothing	11.18%	11.76%	22.94%
Electronic products	24.12%	10.58%	34.70%
Shoes	16.48%	12.35%	28.83%
Bags	1.77%	2.95%	4.72%
Books	1.17%	0.59%	2.35%
Accessories	1.17%	4.12%	5.29%
Cosmetics	0.00%	1.17%	1.17%
<b>Total</b>	<b>55.89%</b>	<b>43.52%</b>	<b>100.00%</b>

Table 4.5, highlights the items purchased online by gender. Analysis of the data by gender reveals that male respondents tend to buy online products more as compared to female respondents at 55.89 percent and 43.52 percent respectively. Amongst the products purchased online, male respondents have shown a higher purchasing preference for electronic products and shoes at 24.12 percent and 16.48 percent while female respondents were at 10.58 percent and 12.35 percent. In the clothing section both the gender of the respondents showed similar preference in buying online, where female respondents were at 11.76 percent and Male respondents were at 11.18 percent. From the study, one can infer that there are gender differences in purchasing products online. A study conducted by Sebastianelli et al (2008), found that females purchased significantly more apparels e.g., clothes, shoes, and bags etc, while males purchased significantly more electronics products computer hardware software etc in online.<sup>210</sup>

Malls and online sites are central spaces of apparel consumption for both the genders. In spending a lot of time and money there they postulate their symbolic

<sup>210</sup> R. Sebastianelli et al., 2008, *Perceived quality of online shopping: Does gender make a difference?*, p-465

independence and strengthen their ties with friends or peers. However, consumption in the mall is endowed with different meanings for the two groups. The apparel Industry is carriers of a wide range of ideological meaning. The fashion trend portrays a visual culture and style of dressing that models the consumer identity. Clothing is one domain that is supposed to fulfil both functional and symbolic needs of the consumers. In the context of Naga society, fashion clothing may be considered both as an object and as a behavioural process. Clothing help in enhancing the self-image of the individual and for the urban youth of Nagaland it signifies global values and lifestyle. In the past recent years, there has been a rapid growth of this apparel industry.

An appraisal of the current trend among the Naga youth has indicated that shopping has become a part of socializing process among the Naga youth as 71 percent of the youth preferred to shop with friends and family. Focusing on malls as a site for creation of social relationship means that shopping is not strictly limited for the sake of purchasing of the products but also some cultural values of consumerist culture like browsing or just looking without any intention of buy (Window shopping), hanging out with friends and families, etc, is cropping up among the urban youth. This indicates that it's more than just shopping; socializing as a part of shopping culture is emerging adjunct to the consumer culture.

A work done by Douglas and Isherwood (1979) also argued that consumer use goods to construct an intelligible-universe and to make and maintain social relationship.<sup>211</sup> The relationship between the consumer market and youth consumption is a two-way relationship. Consumer youth taste and preference will automatically influence the market, malls and online e-commerce sites, just as representative of the market and structure of consumption influence the youth. Hence, an effort was made to analyse how the youth foster social relationship through their shopping culture practice.

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<sup>211</sup>Mahsa Zamani, 2010, *Shopping culture among the youth with focus on Pune city*, p-11-12

Table 4.6 below shows the socializing trend of the respondents as the preference for shopping companions would be reflective of the respondents' socializing space.

**Table 4.6: Preference for shopping companion**

	Companion	Never	Rarely	Sometimes	Mostly	Always	Total
a	Friends	0.25%	7.25%	36.50%	40.25%	15.75%	100.00%
b	Self	19.50%	28.75%	29.75%	17%	5%	100.00%
c	Family	2.50%	14%	49%	24.50%	10%	100.00%
	<b>Total</b>	<b>22%</b>	<b>50%</b>	<b>115%</b>	<b>82%</b>	<b>31%</b>	

The present study shows that 40.25 percent of the respondents prefer to shop with friends, followed by family at 24.50 percent. This indicates the influence of peer group among the respondents while shopping. Shopping was not considered as a fun activity before; however, with the new shopping trend, the outlook of the youth toward shopping is seen to be changing.

Further analysis on gender basis will help to understand the different preference for shopping companion by the respondents as given in table 4.7 below:

**Table 4.7: Preference of Shopping Companion by Gender**

Companion	Never		Rarely		Sometimes		Mostly		Always		Grand Total
	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	
Friend	0.00%	0.25%	3.50%	3.75%	14.25%	22.25%	21.75%	18.50%	10.50%	5.25%	100.00%
Self	11.25%	8.25%	16.25%	12.50%	14.00%	15.75%	6.75%	10.25%	1.75%	3.25%	100.00%
Family	0.00%	2.50%	5.75%	8.25%	19.75%	29.25%	16.25%	8.25%	8.25%	1.75%	100.00%

Data based on gender indicate that female respondents mostly preferred to shop with friends and family at 21.75 and 16.25 percent. The male respondents also show a liking for shopping with friends at 18.50 percent; however, a good number of male respondents preferred to shop by themselves at 10.25 percent as compared to

female respondents. As rightly pointed out in an article published by the Irish Independent (1999), women are expressive shoppers, they can wander around in a group, exploring and browsing in malls without a specific item or purchase in mind creating social space. Women shopping is like talking, it doesn't need a point or a definite outcome and find shopping relaxing and rejuvenating whether they buy or not. However, this behaviour would drive most men mad after a few minutes.<sup>212</sup>

Reality is far more complex as malls help to fulfil many psychological needs of the consumers as they act as a place for social interaction and even relaxation. The wide span of glass windows which showed off various products to the passer-by, this revolutionized the shopping experience of the consumers' youth who could now spend their time by looking at the displayed items, apart from buying the products. So when a shopper walked into these malls or stores, one come under visual and sensory contact with a wide array of products. These products titillated some of the hidden desires of the individuals which often led to the purchase of the products. Even the act of just looking (window shopping) and feeling the products becomes a leisure-time activity for many shoppers and considered a necessary part of the culture of consumption.

In this context, one can say that visualizing culture represented a shift of focus in understanding shopping as a consumption centric activity. Thus shopping became an exercise in pleasure and diversion. Such is the influence of this illusion that often many shoppers have commented on how a short trip has extended for a couple of hours, once they are within the confines of the malls. So the consumers often stay for no good or apparent reasons, even beyond their conscious desires as within its real walls and psychological illusion that malls provide a feeling of comfort and security.

#### **4.5.2. Advertisement and fashion trends among the Naga youth**

The use of advertising in the fashion industry was started as early as in the Victorian period. Advertising has been very important to the fashion and apparel

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<sup>212</sup> Treasa Dampsey, 1999, *A postmodern analysis of the shopping experience and the consumer society*, p-13

industry as it is one way of reaching a large group of people quickly, fashion today being very competitive which need speedy marketing. The role of the mass media and advertising in fuelling and sustaining contemporary consumerism has been widely debated and contested. One of the prominent work by Adorno and Horkheimer (1944) talks about *The Cultural Industry*, where they witness the emergence of new forms of mass media communication and the entertainment industry and argued that these developments were of profound significance. What this represented, they argued, was the subsumption of the previously relatively autonomous realm of culture into the market, governed by instrumental logic. They use the term culture industry to describe the commodification of cultural forms that had resulted from the growth of monopoly capitalism. The culture industry, they argue, plays a central role in cementing its audience to the status quo, and had transformed culture itself into an ideological medium of domination. Adorno and Horkheimer believed that a key function of the culture industry was to extinguish the revolutionary potential of the masses, by providing relief from the stresses of life under capitalism through brief and surface-level distractions. However it cannot provide genuine happiness, only short-lived and meaningless pleasure; the culture industry, by contrast, provides only a formulaic and predictable escape form of reality, and one which stays within existing social and artistic boundaries. In keeping with the above argument, one may focus attention on the role of advertisement, social media and the development of marketing techniques etc., which has successfully helped in the conversion of the consumers into shoppers.

Consumerism in its many guises found the mass media as the ideal vehicle both for its self-definition and for its dissemination. Advertising as a part of marketing communication is a business activity today. Advertising is useful to the consumer because it supplies them with information that helps them make choices among various companies' products and services based on their specific needs. Advertising is seen 'to sell' a consumerist lifestyle or perspective. Advertising aimed at creating consumer perspectives by an active competition between signs. Modern consumerism really takes off with the growth of effective advertising campaigns, where the systematic moulding of consciousness can take place. Modern mass media enabled

advertisers to capture the attention and imagination of millions, to stop chance dictating how a product is seen and to shape thoughts and action in particular ways.<sup>213</sup>

Raymond Williams suggested that the development of modern commercial advertising is highly significant in the creation of consumerism. Under late 19<sup>th</sup> century capitalism, mass manufacture was related to the satisfaction of relatively fixed needs. Early forms of advertising were primarily meant to notify potential customers about available supply. Modern advertising, on the other hand, is forged on the assumption that consumers have different means to satisfying needs, consumers can derive pleasures and satisfactions that have little to do with needs. Modern advertising makes no secret of its aim to stimulate desires rather than to propose the means for satisfying needs<sup>214</sup>. Advertisement does much more than simply transmitting information, they display and reinforce certain values, constantly affirming the association between happiness and consumption, between success in life and things, between sexual attractiveness and particular forms of consumption.

Modern consumers want to be entertained as well as informed through advertising, according to Lea-Greenwood (2002). The introduction to the store or a product can be given through a mass media that is advertising, advertising can be done through many ways like television, internet, print, advertisement in radio, and even through word of mouth. According to Aaker, et al (1994), advertising is effective to influence consumer attitude. They also mentioned that most of the images of well-liked brands are established by successful advertising.<sup>215</sup>

Advertising and media play an extensive role in an individual's daily life. In the present Naga society, advertisement and social media through online/internet have greater influence among the youth. The role of social media and advertisement in the fashion apparel industry shows how fashion blogging communication has evolved between fashion brands and consumer youth. Web technology is making the internet more social and consumers' the content has accelerated the pace of development even

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<sup>213</sup> Gabriel, Yannis and Tim Lang, 1995, *The Unmanageable Consume*, p-16.

<sup>214</sup> *Ibid*, p-17.

<sup>215</sup> Essays, UK. (2018). *Impact of Advertising on Fashion*. Retrieved from <https://www.ukessays.com/dissertation/examples/marketing/the-impact-of-advertising-on-fashion.php?vref=1> Retrieved on 27/06/2019

more. With the ease of information access through the internet and web technology, marketers have managed to capture a significant market youth through online shopping store and online advertisement. According to Davis, (2001), from a sociological perspective, online shopping is arguably the most predictable way to shop. Shoppers know exactly what website to visit, how much the product will cost and how long it takes for the product to be shipped and delivered. Online shopping has become particularly routine and predictable, which one of its great advantages to the customer.<sup>216</sup> Today's consumers especially the youth are now spending a good amount time on the internet for their purchasing decision.

In order to identify how the advertisement and social media is influencing the present generation youth, an attempt has been made to understand through which source the youth update themselves of the latest global fashion trend. Table 4.8 highlights the various sources in updating the fashion trend of the respondents.

**Table 4.8: Source of latest fashion trend**

Source	Disagree	Neutral	Agree	Grand Total
Friends	17.82%	36.14%	46.04%	100.00%
Fashion Tv	28.22%	29.21%	42.57%	100.00%
Magazines	14.85%	25.74%	59.41%	100.00%
Online/ internet	3.96%	17.33%	78.71%	100.00%

Table 4.8 shows that online/internet was the most common source at 78.71 percent, followed by magazines at 59.41 percent and influence through friends at 46.04 percent and 42.57 percent through fashion Tv. Hence, social networking and online shopping apps are fast becoming an important source through which the respondents get to follow the latest trend.

The above findings were further evaluated on the basis of gender to gauge gender differences if any, as reflected in table 4.9 given herein:

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<sup>216</sup> Susan G. Davis, 2001, *Culture Works the political economy of culture*, p-33-38



**Table 4.9: Source of latest fashion trend by gender**

Source	Disagree		Neutral		Agree		Grand Total
	Female	Male	Female	Male	Female	Male	
Friends	8.42%	9.41%	18.81%	17.33%	28.71%	17.33%	100.00%
Fashion Tv	4.95%	23.27%	18.32%	10.89%	32.67%	9.90%	100.00%
Magazines	2.97%	11.88%	10.40%	15.35%	42.57%	16.83%	100.00%
Online/ internet	1.98%	1.98%	8.42%	8.91%	45.54%	33.17%	100.00%

The present study shows that 45.54 percent of the female respondents agreed that online app/internet was the primary source of the latest fashion trend, as compared to male respondents at 33.17 percent. Following next as considered by the female respondents was a magazine at 42.57 percent while male respondents stood at 16.83 percent. Fashion Television was also seen to have influence among the female respondents at 32.67 percent as compared to male respondents at 9.90 percent. Influence by friends was also found among the respondents however female respondent tends to be higher as compared to male respondents at 28.71 percent and 17.33 percent. However, all these sources to update oneself in following fashion trend shows the impact of advertising and media among the youth and how it is influencing in their everyday life and changing consumption trend.

According to Lee and Kozar (2009), there is a positive instance of website usability and its relation to online shopping and that usable website are pivotal for e-business success. They create a positive attitude towards an online store and can stimulate online purchase. There are many online website/app which is now selling a variety of the products, this necessitated to evaluate the most preferred online website/app used for shopping by the respondents.

Table 4.10 shows the list of the website/app preferred by the respondents:

**Table 4.10: Online website/app used for shopping**

Website /app	Male	Female	Total
<i>Myntra</i>	8.62%	8.62%	17.24%
<i>Flipkart</i>	8.62%	1.72%	10.34%
<i>Amazon</i>	18.97%	17.24%	36.21%
<i>Snapdeal</i>	5.17%	1.72%	6.90%
<i>Ajio</i>	0.00%	3.45%	3.45%
<i>Koovs</i>	0.00%	3.45%	3.45%
<i>Jabong</i>	5.17%	1.72%	6.90%
<i>Shein</i>	0.00%	12.07%	12.07%
<i>Clubfactory</i>	0.00%	3.45%	3.45%
<b>Total</b>	<b>46.55%</b>	<b>53.45%</b>	<b>100.00%</b>

Table 4.10 depicts that *amazon.in* is the most preferred website for online shopping by the respondents at 36.21 percent which is followed by *myntra.com* at 17.24 percent, *shein.com* at 12.7 percent and *flipkart.com* at 10.34 percent. Further based on the gender analysis it was found that from both the category *amazon.com* was the most preferred website/app. Apart from *amazon.in/com* among the female category *shein.com* was the second most preferred site at 12.7 percent which was followed by *myntra.com* at 8.62 percent, *ajio.com*, *koovs.com* and *clubfactory.com* were at 3.45 respectively. Among the male respondents' *myntra.com* and *flipkart.com* was the second most preferred online website at 8.62 percent equally, followed by *snapdeal.com* and *jabong.com* equally at 5.17 percent. Online shopping definitely has become a great way to shop with everything available on websites. From clothes, gifts items, accessories, electronics products and many more, this mode of shopping allows one to shop conveniently.

The advertising marketing agencies directed toward the youth appear to be driven by the desire to develop and build brand awareness or recognition, brand preference etc. A new media has emerged as a result of this development i.e., as social media which greatly influences consumers' purchasing decisions. This evolution has a deep effect on the marketing world. Many of today's businesses have moved their advertisement activities to this media which attracts young consumers. One of the most popular social media platforms is social networking sites such as facebook, Instagram, twitter etc. Facebook, Instagram and Twitter are all social networking sites

that let people accumulate friends and share preferences. These social networking sites began selling advertisement that displays people's profile next to commercial messages that are shown to their friend's group about items they check or registered an opinion about the products. This new style of advertising is, in fact, attracting a lot of consumer youth. Social media is an emerging and fast-growing trend in which online shopping are able to connect with other shops in the same online marketplace.<sup>217</sup>

McFatter (2005) conducted a study for measuring the number of women in the United Kingdom who became fashion addicted and he found that a large number of women adopted different fashions through media like TV shows, movies, magazines online etc. Looking particularly at the youth in the present Naga society who are into online, magazines, and other sources of media where they compare the style and clothing can be seen as a confluence in youth apparel-buying decision process. Also considering the pace of the online trend and their access to online shopping among the Naga youth as reflected in the previous chapter, one can say that online shopping trend will soon dominate the consumer shopping trend.

#### **4.6. Perspective of respondents towards fashion, brand and identity**

Material possession is often seen as a criterion of success. Hence, fashion clothing and branded goods are considered as a medium of expressing oneself or construction of identity, or to fit into a social environment. Fashion clothing as a form of non-verbal communication can reflect the wearer's identity. Kivisit and Shaw (1987), found that consumers tend to select products and stores that correspond to their self-concept.<sup>218</sup> A study conducted by Thompson and Haytko (1997), suggested that there is a connection between people's identity and their fashion-sense or choice of brands. It provides people with the platform to express both their individuality and their conformity to the cultures and groups they belong to.<sup>219</sup> According to Mike

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<sup>217</sup>Stephen, Andrew T. and Toubia, Olivier, 2009, *Deriving Value from Social Commerce Networks*, Journal of Marketing Research, Forthcoming. Available at

SSRN: <https://ssrn.com/abstract=1150995> or <http://dx.doi.org/10.2139/ssrn.1150995>

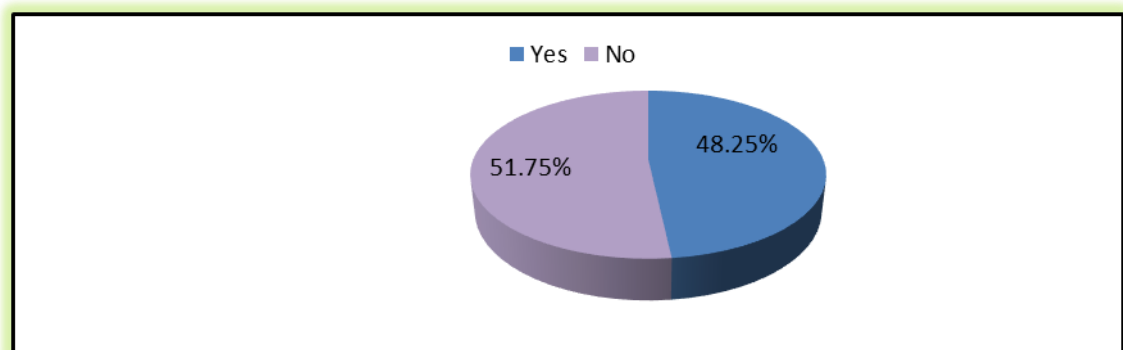
<sup>218</sup> Nandini and S. Jeevananda, *To study the factors of consumer Involvement in fashion clothing*, p-9

<sup>219</sup> Craig Thompson and Diana Haytko, 1997, *Speaking of fashion: consumer uses of fashion discourses and the appropriation of countervailing cultural meanings*, p-23

Featherstone, the term lifestyle is currently in vogue. While the term has a more restricted sociological meaning in reference to the distinctive style of life of specific status group within contemporary consumer culture it connotes individuality, self-expression and stylistic self-consciousness. One's body, clothes, speech, leisure, pastime, eating and drinking preference, home, car, choice of holiday etc are to be regarded as indicators of the individuality of taste and sense of style of the consumer. He also mentions that we are moving towards a society without fixed status groups in which adoption of styles of life manifest in the choice of clothes, leisure activities, consumer goods etc which are fixed to specific groups have been surpassed <sup>220</sup>. Fashion Clothing, style, brand, enjoyment, escape from boredom, being attractive to self and others have now become central life concerns among the youth in this contemporary society, which is affecting the patterns of consumption as well and in this process construction of their identity. Fashion clothing and brand has become one of the main domains that is fulfilling both functional and symbolic needs to the consumers.

Most of the consumer culture studies has tagged the youth for being brand and fashion-conscious who chose their apparel to create an impression as being trendy. Based on this, a hypothesis was implied on the fashion and brand consciousness among the respondents in the present study whether it concurs with this generalization as being fashion and brand conscious. Fig 4.2 shows the responses of the respondents to the question of fashion and brand consciousness.

**Fig. 4.2: Fashion and Brand Conscious**



<sup>220</sup> Featherstone, M., 1991, *The Body in Consumer Culture*, p-83.

Contrary to general expectation, the data showed that a majority of the respondents at 51.75 percent of the respondents are not into fashion and brand, whereas 48.25 percent respondents have a preference for and are conscious about fashion and brands. Here, the argument is even though the majority of the respondents mention that they are not brand and fashion-conscious however from the present study the findings have indicated that a major portion of the respondents prefer and follow the latest global brands and fashion trend. This shows that there is a symbolic significance or meaning behind the preference of liking or using certain branded items. In light of this, an attempt was made to identify the topmost preferred brands among the respondents. Table 4.11 shows the list of top brands preferred by respondents.

**Table 4.11: Preferred brands by the respondents**

Preferred Brands	Female	Male	Total
<i>Adidas</i>	18%	15%	33%
<i>Puma</i>	7%	7%	13%
<i>Nike</i>	2%	8%	10%
<i>Levis</i>	2%	3%	5%
<i>Zara</i>	4%	1%	5%
<i>Forever 21</i>	2%	0%	3%
<i>Reebok</i>	1%	1%	2%
<i>Vero Moda</i>	1%	1%	2%
<i>Mango</i>	2%	0%	2%
<i>Van Heusen</i>	0%	2%	2%
<i>Jockey</i>	1%	1%	1%

From the above table, the data shows that *adidas* is considered as one of the top favourite brands among the respondents at 33 percent, followed by *puma* and *nikeat* 13 percent and 10 percent respectively. Analyzing on the basis of gender it was found that apart from *adidas* and *puma* brands, there were differences in the choices of brands.

Today, Fashion clothing and Branding is an important marketing strategy for manufacturers. Deriving brand meaning from the brand may vary among different people in a diverse cultural setting. A brand connotes several meanings and the consumers develop an emotional attachment and feeling with the brands. The consumer evaluates a brand on various attributes and its ability to be in congruence

with his values and needs. The value of a brand and the perception of its control purchasing pattern of products and services. Apparels is especially a way of communicating one's self- image to the surroundings. According to Kirmani et al (1999), the brand's evaluation may be done based on its quality, exclusiveness, ability to symbolize style and enhance the self-image.<sup>221</sup>

**Table 4.12: Reasons for brand preference**

Reasons	Disagree	Neutral	Agree	Grand Total
Brand loyalty	7.75%	43.50%	48.75%	100.00%
Quality	0.25%	9.75%	90.00%	100.00%
Availability	5.00%	41.25%	53.75%	100.00%
Style	5.25%	36.25%	58.50%	100.00%
Value for Money	5.00%	45.00%	50.00%	100.00%
Aesthetics	9.75%	55.50%	34.75%	100.00%

Table 4.12 indicates the varied reasons for brand preference of the respondents. The most pre-eminent factor for selecting a particular brand for the respondents in the present study was found to be the quality aspect with 90 percent agreeing to it. The style factor also figured as a major reason of brand preference for 58.50 percent of the respondents, followed closely at 53.75 percent agreeing to 'Availability' as the reason for buying a particular brand, which is more of a pragmatic reason rather than some lofty symbolic idealism. Another pragmatic factor proffered by 50 percent of respondents was 'Value for money'. Brand loyalty also figured significantly with approximately half the respondents at 48.75 percent agreeing with it as the reason for brand preference. Only 34.75 percent of the respondents agreed that they preferred a particular brand for its aesthetics.

Youth of the present generation have their own preferences for a particular product or brand which is mostly influenced by the social trend and always changes over time stated by Yau (1994).<sup>222</sup> According to Morton (2002), the younger generation is very much conscious about fashionable branded items though they are

<sup>221</sup> Amna Kirmani et al., 1999, *The ownership effect in consumer responses to brand line stretches*, p-88-101

<sup>222</sup> O. Yau, 1994, *Consumer behaviour in China: Consumer satisfaction and cultural values*, p

very much fickle as far as brand loyalty is concerned. Also, they put much importance on the product's features that help them to express their personality or to fulfil their psychological needs. Further, according to Anshul Khandelwal (2012), different age groups of the youth have different preference regarding the brands. Youth has gone crazy about the brands and it has become their weakness. They prefer to go for the brands when it comes to clothing, shoes, accessories etc and is willing to spend a higher amount for brands just to look different and trendy.<sup>223</sup> Here, some similarities can be traced even in the Naga society.

In order to get a more in-depth understanding of the preference of brands, an attempt was made to analyse on a gender basis. Through the analysis on gender basis, one can identify how brands are influencing on both the gender aspects. Table 4.13 below shows the gender-based analysis on the preference of brand.

**Table 4.13: Reasons for brand preference by gender**

Reasons	Disagree		Neutral		Agree		Grand Total
	Female	Male	Female	Male	Female	Male	
Brand loyalty	2.50%	5.25%	19.75%	23.75%	27.75%	21.00%	100.00%
Quality	0.25%	0.00%	3.50%	6.25%	46.25%	43.75%	100.00%
Availability	1.50%	3.50%	22.00%	19.25%	26.50%	27.25%	100.00%
Style	1.75%	3.50%	15.25%	21.00%	33.00%	25.50%	100.00%
Value for Money	3.00%	2.00%	19.75%	25.25%	27.25%	22.75%	100.00%
Aesthetics	5.00%	4.75%	26.50%	29.00%	18.50%	16.25%	100.00%

The gender-disaggregated data on brand preference does not point to any significant gender differences between male and female respondents. As in table 4.13, the data here indicates that quality is found to be the primary reason for in terms of absolute numbers, on this account the female respondents stood at 46.25 percent which is slightly higher than the male respondents at 43.75 percent. Mention may be made here of a study by Grant and Stephen, (2005), who found that younger teenage

<sup>223</sup> Anshul Khandelwal, 2012, *Is youth is brand slave?*, <http://www.mbaskool.com/business-articles/marketing/4831-is-youth-a-brand-slave.html> accessed on 22/7/19

girls are highly fashion and brand sensitive.<sup>224</sup> Thus, from the analysis, one can see that though there are not much gender differences however, females were seen to be more brand conscious compared to males.

In order to understand the perception and the influence of global brand or fashion on Naga youth, an attempt was made to find out how global brands and fashion matter to them, how they want to be recognized in the eyes of others through their consumption pattern and the source through which they get access to it.

**Table 4.14: Perspectives on global brands and fashion**

Statement	Disagree	Neutral	Agree	Grand Total
<i>Brands and fashion greatly express my individuality</i>	4%	15%	82%	100%
<i>Important for me to look good and fashionable</i>	3%	25%	73%	100%
<i>If I don't use them I feel out of place or outdated</i>	15%	48%	38%	100%
<i>I can connect with the outside world by wearing and consuming them</i>	17%	53%	30%	100%

From the above table 4.14, shows that 82 percent of the respondents agreed to the statement that fashion and brand greatly express their individuality. The importance of looking good and fashionable was also considered by the youth to express themselves at 73 percent. 38 percent of the respondents were also of the view that the use of fashion and brands was to makes themselves up-to-date and feel a part of a new trend. Moreover, 30 percent of the respondents considered that by following and acquiring the global fashion and brand they can connect with the outside world and be a part of it.

Self-image/product image congruity was related to an individual's behaviour to a particular item and that apparel products had symbolic meaning. The youth in the present study, therefore, exhibits a desire for branded products for attaining the perceived benefits of fashion viz. status symbols, quality, availability etc. According to Baskin and Earls (2003) when a customer purchases a prod it is carried out with the

<sup>224</sup> I.J. Grant and G.R Stephen, 2005, *Buying behaviour of "tweenage" girls and key societal communication factors influencing their purchasing of fashion clothing*, p-450-467



intention that the product and the brand shall reflect the buyers' image and lifestyle.<sup>225</sup> This becomes a way to communicate one's personality. Accordingly, Table 4.11 shows the perception of self in relation to branded products:

**Table 4.15: Perception of 'Self' through branded goods**

Statement	Disagree	Neutral	Agree	Total
<i>I like to own luxury branded things that impress people.</i>	63.25%	25.00%	11.75%	100.00%
<i>I buy branded items that others admire.</i>	60.25%	30.25%	9.50%	100.00%
<i>I like to use rare products/brands to show other people that I am different.</i>	40.50%	17.75%	41.75%	100.00%
<i>My favourite products and brands can greatly express my individuality.</i>	27.00%	32.00%	41.00%	100.00%
<i>It is important for me to look good and fashionable all the time.</i>	34.50%	40.75%	24.75%	100.00%
<i>I want to create an impression in the eyes of others and want them to say that he/ she wear expensive brands and fashionable clothes.</i>	75.50%	18.00%	6.50%	100.00%
<i>I want to look good, fashionable and cool.</i>	17.25%	45.75%	37.00%	100.00%
<i>I want to be known as a fashion/stylish icon among my friends or group.</i>	45.00%	24.75%	30.25%	100.00%

Table 4.15 shows how the respondents through the branded and fashionable apparels try to project themselves, their personality or identity. An assessment of their responses shows that 41.75 percent agree to the statement that they like to use rare products/ brands to show they are different, whereby products and brands could greatly express their individuality. Also, 41 percent of the respondents agree that their favourite products and brands can greatly express their individuality. The desire to be different and the need to express their individuality appears to be paramount factors in acquiring and donning branded apparels amongst the respondents in the present study, which maybe generalized as being the case of the Naga youth. Hence, the projection of a unique individuality and identity can be seen as propelling motives that drives the

<sup>225</sup> K. Maran et al., 2017, *A study on branded apparels customers purchase behaviour with reference to India*, p-216

present day consumerism amongst the youth in Nagaland. The desire for being ‘cool’ and need to be recognized as a trendsetter among friends and peer group was also found among the youth at 37 percent and 30.25 percent.

The symbolic consumption of youth with reference to apparel fashion industry indicates that the choices made by the youth in purchasing specific brands are closely connected and bound to their self- concept and used both as a means of self-expression and as a way of judging the people and situation one face. The reflexive project of the self is involved in the construction of identity through products and signs. One of the most existential questions of the present society is what to wear? How do I look? What to buy? Who to be? The youth of this present generation involved in this reflexive project thus often left in confusion and find themselves trying to fit in the social setting in the construction of identity.

Global fashion trend and brands are the two key elements to the modern apparel market and the increase in consumption pattern. This two play a crucial role in the life of an individual for showing his or her lifestyle or expressing self. Lifestyle is an expression of an individual self-concept. However, It is not a matter of what they can afford or not? It is, in fact, a question of what that lifestyle they want to portray in terms of what brands of clothes or products they wear or how frequently they update their products which are an indication of their affluent lifestyle. So they have created their own life-world and their own identity in the process. The present study relates to the research work of Hofstede (1980) that individualist cultures or the self- concept is self-focused. Cooley (1902) theory on ‘the looking glass self’ in which he suggests “*I am what you think I think I am*”.<sup>226</sup> It described one’s reflection on how one thinks one appears to others. It was totally dependent on how one perceived of oneself and others on the basic ways of seeing. This influence was found to be the most vital construct of brand meaning and has a major impact on brand connotation amongst the younger generation.

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<sup>226</sup> Charles H. Cooley, 1902, *Human Nature and the Social Order*, p



**CHAPTER 5**  
**SUMMARY AND CONCLUSION**

## **CHAPTER – 5**

### **SUMMARY AND CONCLUSION**

In contemporary society, shopping is everyday life practices, which does not necessarily involve the act of buying material things or objects. Shopping today is no longer just the mundane act of going out and buying a product, it has been imbued with a whole new ethos, a new significance, a new cultural meaning and commodities themselves seems to have taken on a new central role in people's lives. Shopping is, in fact, a major cultural phenomenon which increasingly structures the everyday practices of urban people.

Shopping culture has become a significant part of global consumer culture which emphasizes on the lifestyle of the people. Lifestyle within the contemporary postmodern consumer culture society, connotes individuality, self-expression and stylistic self-conscious. One's body, clothing, leisure, eating, fashion and brand conscious or preferences etc are regarded as indicators of the individuality of taste and sense of style of the consumer. Shopping has some symbolic meaning, some emotional and cognitive association, and these meanings differ across cultures. Today, shopping has become more of an activity and pleasurable experience among the youth which involves the creation of self-identity and construction of a cultural experience.

Modern retail shopping is becoming important centres of social life and economic purpose, serving for commercial, recreational, entertainment, cultural, education, integration as well as socializing purpose. Shopping mall and online shopping have become important sites in the sociology of everyday life and consumption. Consumption is seen as a creative process in the context of youth culture. The younger generations are known for their love for shopping. The immense love for shopping and spending power has triggered these youngsters in the consumption process existing in the market. Specifically, the youth of the present generation have been brought up in an era where shopping is not regarded as a simple act of purchasing but have developed a different shopping style as compared to the previous generation. While the contemporary youth are obliged to partake in the

consumer culture, yet, they also interact and contribute to that culture, producing their own experience and meaning based on their unique local circumstances. In other words, the youth use global culture and consumption as a means of expressing their identity. Growing consciousness about the self and the role of fashion and brands is also enhancing the youth consumer's image.

In view of the above statement and keeping in view the specific objectives and hypothesis in mind as stated in chapter one, the present study aimed at understanding of the emerging shopping culture of the Naga youth from a sociological point of view and critically evaluating the youth shopping culture and how this new shopping culture paves way for consumerist culture trend.

In the context of Nagaland, the retail sector is witnessing a significant growth in the past few years from small unorganized family-owned retail formats to organized retailing. The mall culture and online shopping trend is a relatively nascent concept. Shopping malls in Nagaland cannot be compared with those in other metropolitan cities and town in terms of the size, infrastructure, entertainment, availability of products, service etc because of the geographical limitation, networking and communication facilities etc. Despite the limitations, malls are becoming one of the favoured destinations and preferable place among the youngsters as compared to other traditional local market (fig 2.1). The study indicated that 73.25 per cent of the respondents preferred shopping in a mall. The younger age group appeared to be more inclined towards shopping in a mall.

On the basis of gender, the study found that male respondents exhibited a propensity for shopping at malls at 39 per cent as compared to female respondents at 34.25 per cent (table 2.6). However, the introduction of malls and online shopping has not completely replaced the old traditional markets which continue to coexist alongside the new phenomenon. There are people who shop and are still dependent on the small retail local market. The study also indicated the preferences for the local market at 26.75 per cent. Based on the gender analysis the present study indicated that preference for the local market was found higher among the female respondents at 15.75 per cent whereas male respondent was at 11 per cent (table 2.7). However,

despite the differences in the preference of shopping site, this new culture of shopping is definitely adding a new adventure to the shopping experience and cultural values.

Online shopping is another emerging trend preferred by Naga youth. The study indicated that 57.50 per cent of the respondents do not have access to online shopping however a good number of the respondents at 42.50 per cent have access to online shopping (fig 2.2). Evaluating on the basis of gender, the findings of the study revealed that male respondents were more inclined toward online shopping as compared to the female respondents (table 2.16). This study supports the belief that male shoppers tend to be convenience shoppers best inclined to carry out shopping as quickly as possible without much thought to the leisure aspect of the process. On the other hand, the female shoppers tend to be recreational shoppers and preferred to do their shopping using the conventional way as they find it more enjoyable and sociable. They find a traditional way of shopping more interesting and associated it with a leisure frame.

The growth of mass consumption in the Naga society has witnessed changes not only in the sphere of consumption practice but also in the cultural meaning of shopping. So from a place of buying and selling of goods and services, it is seen as a place where one's dreams are transformed into needs/wants and consumption is becoming the main purpose for existence. Consumption thus enters the realm of leisure, culture and experiences using all kinds of persuasive tools for stimulating people to consume more. A change in the cultural meaning and concept of shopping is also reflected in the transformation of structural or architectural form of the shopping centres or markets. The changes in the retail structure were developed with this new method of stimulation which were reflected in new architectural forms of market places like the shopping malls and online shopping.

Today, the shopping cultural trend is gradually changing the cultural meaning and concept of shopping among the Naga youth and changes can be seen in their shopping behaviour as well (table 2.2). For instance, shopping with friends and family (table 2.3), shopping for fun (table 2.4) and shopping for self-appeasement (table 2.5) were a new concept found among the respondents. Analysing on the basis of age and gender, the study found that the younger age group tends to be more focused on the

process of socializing and leisure activity as compared to the older age group. Gender wise, the study found that for females shopping was more or less associated with socializing and leisure activity whereas for males it took a utility hue. One can summarize that the youth visited shopping malls for both utilitarian and experiential reasons. It has been observed that the youth of the present generation are pre-occupied with their hectic work pressure which is also one of the reasons that shopping is becoming a medium to buttress their disposition, which may also be termed as retail therapy. Hence, this points to an emergent cultural practice of shopping wherein just looking or browsing in the shops (window shopping), hanging out with friends and family and enjoyment may be viewed as retail therapy. In this context, one can say that visualizing culture or mall/online culture represented a shift of focus in understanding shopping as a consumption-centric activity. Thus, shopping becomes an exercise in pleasure and diversion.

There is no doubt, the emergence of this new shopping culture contributed to the improvement of supplies and facilitated everyday shopping. Today, in the contemporary Naga society, particularly the youth are well connected with global popular culture through media and the internet. Now the people are acquainted with the modern lifestyle and influenced by the modern way of business that has changed the Naga society immensely. The present Naga society is witnessing the existence of diversity in terms of goods and services, changing lifestyle, changing perception among the youth consumers, emerging as a result of new cultural values of consumerism. For the present study, malls and online shopping were considered as emerging sites for consumption and creation of social relations. In this context, the study revealed the change in the spending pattern of shopping among the respondents before and after the introduction of malls. It was found that there has been an increase by a whopping 150 percent in the spending pattern of the respondents within the range of 5000 to 10000 INR category, wherein before the malls 12.90 percent of the respondents spent just 5000-10000 INR on shopping, but which has increased exponentially to 31.25 percent post introduction of shopping malls which shows an upward expenditure pattern (table 4.1).

One of the reasons for the upward expenditure pattern could be that in the malls the shoppers get more option to choose from and moreover a broad range of



diverse branded products are available, both imported and national. Another consumption trend was identified on the basis of the monthly purchase of goods/items. The study indicated that 58 percent of the respondents purchased up to 5 items per month, followed by 6 to 10 items at 34 percent which shows that the average number of monthly goods/items purchased by the respondents ranges from 5 to 10 items (fig 4.1). Hence, it is obvious that the expenditure tends to increase with the growth of malls and online shopping facility. Thus, these sites are creating and fuelling consumer desire to spend as per wants leading to more consumption.

Considering the lifestyle of the Naga society at present, the most obvious changes can be seen in the way of dressing with particular preferences for the latest international fashion trends. One of the central practices related to clothing and fashion brands among the youth was in shopping malls and online shopping sites. The study revealed that a major portion of the expenditure was on apparel products in which clothing and shoes were seen to be the most preferred products purchased in malls at 67 percent and 38 percent respectively, while in online shopping purchase, electronics products, shoes and clothing were seen to be most preferred by the respondents at 34.70 percent, 28.83 percent and 22.94 percent respectively (table 4.2 and table 4.4). Gender wise analysis found that a higher percentage of male respondents at 35.50 percent purchased clothes at malls more frequently as compared to female respondents at 31.75 percent. However, the purchase of shoes was seen more amongst the female respondents at 20.50 percent who professed that they shopped mostly shoes as compared to male respondents at 17.75 percent. However, in both clothing and shoe categories, there was not much significant difference between the male and female respondents (table 4.3). Amongst the products purchased online, male respondents have shown higher purchase preference for electronic products and shoes at 24.12 percent and 16.48 percent respectively while for female respondents it stood at just 10.58 percent and 12.35 percent. In the clothing section, both the male and female respondents showed a similar preference in buying online, where female respondents were at 11.76 percent and Male respondents were at 11.18 percent (table 4.5). From the study, one can infer that there are gender differences in purchasing products at malls and online shopping. In the context of Naga society, one can find that clothing has become one of the main domain that fulfill both functional and symbolic needs.

Focusing on malls as a site for consumption and social relationship indicate that shopping is not strictly limited for the sake of purchasing a product; it is more than just shopping. The study showed that for the preferences of shopping companion, majority of the respondents preferred to shop with friends at 40.25 percent, followed by family at 24.50 percent while 17 percent of the respondents preferred to shop by themselves (table 4.6). On the basis of gender, the study indicated that most female respondents preferred to shop with friends at 21.75 percent, followed by family at 16.25 percent. In contrast to female respondents, a good number of male respondents preferred to shop by themselves at 10.25 percent; however, the study also showed a liking by the male respondents for shopping with friends at 18.50 percent (table 4.7). This indicates that females are expressive shopper as they can wander around in groups, exploring and browsing without a specific item or purchase in mind creating social space. However, this behaviour would drive most men mad after a few minutes. The importance of the peer group or social group is crucial, perhaps because the peer group helps in identifying safe choices of products that are socially confirmed by the group to maintain their image or status. Reality is far more complex as malls or online sites help to fulfil many psychological needs and act as a place for social interaction and even relaxation. Malls and online shopping are becoming the central spaces and sites of apparel consumption for both the genders. In spending time and money they postulate their symbolic independence and strengthen their ties with friends/ peers and family. This indicates that socializing as a part of shopping culture is emerging as associates to consumer culture.

The role of advertisement and media in the fashion apparel industry shows how fashion blogging communication has evolved between fashion brands and consumer youths. When one talk about fashion and brands, advertisement or mass media is considered as an important source to reach out to the mass in a quick and efficient manner. In the present Naga society, advertisement and social media through the internet have greater influence among the youth. It was found that online/internet, Magazine, and influence of friends (peer group) are the important sources through which the Naga youth get to follow the latest fashion trend (table 4.8). On the basis of gender, 45.54 percent of the female respondents agreed that online app/internet was the primary source of the latest fashion trend, as compared to male respondents at 33.17 percent. Following next as considered by the female respondents was a

magazine at 42.57 percent while male respondents stood at 16.83 percent. Fashion Television was also seen to have influence among the female respondents at 32.67 percent as compared to male respondents at 9.90 percent. Influence of friends was also found higher among the female respondents as compared to male respondents at 28.71 percent and 17.33 percent respectively (table 4.9).

With the ease of information access through the internet and web technology, marketers have managed to capture a significant youth market through online shopping store and online advertisement. Shoppers know exactly what website to visit, how much the product will cost and how long it takes for the product to be shipped and delivered. They create a positive attitude towards an online store and can stimulate online purchase. There are many online website/app which is now selling a variety of the products; this necessitated the study to evaluate the most preferred online website/app used for shopping by the respondents. The present study depicts that the e-commerce site 'Amazon' is the most widely used website for online shopping by the respondents at 36.21 percent; this is followed by 'Myntra.com' by 17.24 percent of the respondents, 'shein.com' at 12.7 percent and 'flipkart.com' at 10.34 percent (table 4.10). Here one can draw relevance to the works of Adorno and Horkheimer (1944) wherein in their work 'The Cultural Industry' they witnessed the emergence of new forms of mass media communication and the entertainment industry and argued that these developments were of profound significance. It describes the commoditization of cultural forms that had resulted from the growth of monopoly capitalism.

Another area of focus for the present study based on the image of the contemporary youth which has been tagged for being fashion and brand-conscious who chose their apparels to create an impression of themselves as being trendy. A hypothesis was employed based on this statement, in order to find out whether the Naga youth concur with this generalization as being fashion and brand conscious. However, the findings showed that 51.75 percent of the youth respondents stated that they are not fashion and brand-conscious whereas 48.25 percent have a preference for and are conscious about fashion and brands (fig 4.2). Therefore, the hypothesis proposed for the study has been proven wrong. However, the argument here is even though a majority of the youth mentions that they are not fashion and brand

conscious, however from the present study it indicated that a major portion of the youth followed the latest global fashion trend and preferred branded products. This shows that there is a symbolic significant meaning behind the preference of liking or using certain branded items. The findings have also shown that the international brand 'Adidas' was considered as one of the top favourite brands among the respondents at 33 percent, followed by the brands of 'Puma' and 'Nike' at 13 percent and 10 percent respectively. Analyzing on the basis of gender it was found that apart from 'Adidas' and 'Puma' brands, there were differences in the choices of brands (4.11). Hence, one can summarize that the present Naga society is so into western brands and the associated westernized values of consumerism.

One may draw here from Baudrillard's (1981) work in *Simulacra and Simulation*, where he talks about signs and symbols in relation to their simultaneous existence. To him, the persistence of symbols in the modern world and the collective interpretation of them, rather than of nature as it truly exists has resulted in a sort of simulated reality. Our perceived reality is a construct, of a sort, composed of signs and imagery that inundate our lives accordingly, such interaction arises from media and other elements of culture that includes logos, art, design and symbols of all forms, which play an important role in one's life. Today, everywhere there is only fashion and brands, no rules, only choices which indicates everyone can be anyone. According to Yau (1994), the youth of the present generation have their own preferences for particular products or brands which is mostly influenced by the social trend and always changes over time. The value of a brand and the perception of it control the purchasing pattern of products and services. There have been varied reason for the fashion and brand preference among the Naga youth. The study found that the most pre-eminent factor among the respondents for selecting a particular brand was the factor of quality at 90 percent. Apart from the quality of a brand, other factors like style factor, availability, value for money and brand loyalty were the considerations while choosing a brand (table 4.12). On the basis of gender, the study found that there were no significant differences in brand preference; however female respondents were seen to be relatively more brand conscious than the male respondents.

Acquiring of branded products and following the fashion trend is seen as a status symbol and self-expression for the individual. The study indicated that 82

percent of the Naga youth engaged in fashion and brands to express themselves and their personality. The importance of looking good and fashionable was also considered by respondents at 73 percent. The desire to be different and the need to express their individuality appeared to be paramount factors in acquiring and donning branded apparels amongst the respondents (table 4.14 and table 4.15).). It has been found that self-image/ product image congruity was related to an individual's behaviour to particular brands and that apparel products had symbolic meaning. This implies that fashion and brands are important ways to express themselves, where everyone wants to fit themselves in a system of what we call social class or social group.

Fashion and brand as signs of expression amongst the Naga youth shows relevance to the study of what sociologist Erving Goffman terms as the presentation of self in everyday life. In this dramaturgical model, one's possession helps with impression management, letting one define who we are by defining how we will be seen. In this process, one creates what sociologist Charles Horton Cooley called the 'looking-glass self'- the self as one imagines it seen by others. Here in many ways, a person becomes who other people think a person is and what a person is becoming; therefore, a person present oneself as to how one wants to be seen. Image value is then as important as use-value because it is use-value. Products, therefore, becomes a communication system a language of their own. The study also relates to the research work of Hofstede (1980) that individualist cultures or the self- concept is self-focused. Hence, the projection of a unique individuality and identity can be seen as propelling motives that drives the present day consumerism amongst the youth in Nagaland. Based on the findings, it can be said that the consumerist trend has permeated among the Naga society, especially among urban youth.

Drawing attention to the shopping behaviour of the youth, one of the crucial questions that shopping involves was that why do people shop?. There may be varied reasons on why an individual shop or their preference in choosing a particular location. Motivational forces have a key influencing role in the explanation of shopping behaviour. Focusing on the factors that motivated the Naga youth, it was found that quality and brand were found to be one primary motivating factor. The study also found that good shopping environment, design and shape and pricing were

other factors that attracted the youth to malls (table 3.6). Based on gender, the study indicated that there were no significant differences found between both the male and female respondents in this aspect.

The motivation factors for online shopping of respondents showed that convenience, cheaper price, variety and options of branded products and ease of buying were the major ones. The most common reason identified by the respondents for online shopping was the price factor at 40 percent. With offers and discounts on branded apparels and a multitude of products makes online shopping quite attractive.

Sociological variables like age, gender, occupation, income have a bearing on the shopping habits and the nature of shopping behaviour engaged in by the youth. The study showed that the respondents who visited malls at least once in a month were primarily the younger age group of 18-20 years (table 3.12). This implies that the younger respondents' frequency of mall visits were more as compared to the older respondents. Respondents' occupational relationship with the frequency of visit shows that students and unemployed categories have the highest frequency of visiting malls, compared to those who were employed in the government service, private sector and those in others categories (table 3.13). The occupation category of frequent mall-visits implies that the youth tend to visit the malls not necessarily for shopping per se but as a means of recreation or hang out.

Analyzing the average time spent in malls by the respondents revealed that 40 percent of the respondents spent around 1 to 2 hours, followed by 30 minutes to 1 hour by 29 percent of the respondents. There was even a good percentage of respondents who liked to shop for more than 2 hours at 25 percent (fig 3.4). However, gender differences in the duration of mall visit were found as females were seen to spend more time as compared to males (table 3.14).

Regarding the monthly expenditure indicated that 56.75 percent of the youth spent up to 5000 INR, while 33.25 percent spent between 5000 to 10000 INR on a monthly basis (table 3.15). On the basis of gender, it was found that male shoppers were seen to spend more as compared to female shoppers (table 3.16). The occupational relationship to monthly expenditure showed that respondents who were

employed in the government service and private sector were found to spend more money on a monthly basis between 5000 to 10000 INR. The students and unemployed category were found to spend on an average less than 5000 INR (table 3.17)

Correlating between monthly expenditure and family income the data showed that under the two monthly expenditure categories i.e., up to 5000 INR and 5000 to 10000 INR were at 40.1 percent and 30.1 percent respectively, whose parental income range was in between 20000 to 30000 INR. It has also been found that under the monthly expenditure category ranging in between 10000 to 15000 INR was at 47.8 percent whose parental income category were more than 50000 and above. Thus, from the data, it can be summarized that the higher the family income of the respondents the frequency of spending per month also increases (table 3.18).

Further evaluating on the online shopping access of the respondents with parental occupation and parental income the study indicated that the respondents who have access to online shopping falls under the parental income category of 20000-30000 INR at 31.8 percent, followed by above 50000 at 17.6 percent and 40000 - 50000 INR at 17.1 percent (table 3.10). On Parental occupation the study found that the highest percentage of the respondents who have online access falls under government service category at 60.6 percent, followed by 'Others' occupational categories at 14.7 percent and private sector category at 9.4 percent (table 3.11).

Based on these findings, one may draw inference from the work of Thorstein Veblen on the theory of Leisure class and conspicuous consumption. Veblen talks about how the affluent class spends enormous energy and money constructing a distinctive style of life. According to him, a motif that motivates consumer and their activities of shopping are based on the desire for social status and this is dependent on the economic background of the consumer. Consumer decision about where to shop and purchase is influenced by their economic background. Thus, from the present study one can find that the higher the family income or good designated position in different working category, the higher the shopping expenditure or shopping access. This shows that a significant relationship exists between the socio-economic background including age, occupation and income with the shopping behaviour of the youth. Hence, the hypothesis that the socio-economic background is a determining factor in the nature of shopping among the youth stands validated.

## **Impact of emerging shopping culture:**

The ongoing trend of emerging shopping culture as popular culture among the youth in Nagaland is directly or indirectly impacting the socio-economic life of the Nagas. Some of the socio-economic impacts that are inferred as a consequence of the emerging shopping culture in the Naga society are discussed below:

### **1. Change in the structural and institutional system:**

Globalization has brought about social and economic transformation and innumerable changes in the lifestyle, work or service sector and consumption pattern among the Nagas. The economic growth of the Naga society in comparison with other states has been slow and still lacking behind. Naga economy is still confronted by many developmental challenges. However, the introduction of New Economic Policy (NEP), liberalization, globalization and privatization together target to provide a market-oriented direction to the economy. This policy has now opened up opportunities to bring about structural change in the economy. The emergence of the new shopping culture ushered in change in terms of the sales area, location, mall structure, architecture and technological solution. Their development constitutes a certain stage of qualitative transformation of commercial activities stemming from the needs of the market and its evolving infrastructure. This has also led to the growth of a global consumer culture resulting in transformation of certain institutions which include the cultural institution, financial institution, educational institution and the family that has seen changes in their meaning and functions designed to promote the consumption of commodities.

### **2. Changing preference of shopping site**

As mentioned before that the retail sector in Nagaland was earlier mostly dominated by small scale and unorganized retail format consisting of stand-alone stores and open local markets. However, with the emerging shopping culture, people can now avail almost everything from grocery, toiletry, clothing, and other essential items under just one roof or online shopping sites, saving a lot of time. They are also distinguished by congenial shopping environment with air-conditioned and impressive



architectural and interior designs, mall cleanliness, modern technology solution and extensive marketing strategy that use a whole range of means to attract the attention of the customer. This organized retail format offers consumers several benefits such as wider product choices from different brands, good customer service from the sales representative, affordable prices, discounts and offers during special occasions and better shopping experience. Hence, people's preference for shopping site seems to be changing towards this new retail format.

### **3. Increased in the spending pattern**

As indicated in the present study there is changing consumption pattern and shopping behaviour among the youth with the emergence of the new culture of shopping in the society. Hedonic aspects of shopping were found common among the youth and the spending pattern of the youth has increased, despite the fact that most of the respondents were students and unemployed who are still dependent on their family income for their expense. Even among the working youth, the spending expenditure was seen to be high. Naga youth today devote a significant amount of time and money on shopping and are enmeshed in the process of acquisition or possession of material goods and leisure activity, more than savings. The nature of their consuming behaviour which is more focused on leisure and materialistic possession as a part of the lifestyle without considering much thought for savings or investment brings into question the issue of economic sustainability of the society. One may draw from Weber's *Protestant Ethics and the Spirit of Capitalism* (1958) in relation to the trend. For Weber, the development of capitalism was tied intrinsically to inner-worldly asceticism and self-denying activity. Significantly, Weber's protestant ethic has become a keyword for referring to consumption as hedonism, pragmatically placed in the service of religious beliefs about salvation. For this reason, Protestants developed a wonderful work ethic. However, they were not allowed to spend the money they earned, instead, they saved and invested it. Against this theoretical leaning, when one juxtaposes the consumption trend of the Naga youth it can be seen as a matter of concern as they are inclined towards spending and buying fashionable and branded products just to be considered 'trendy' by peers and as a form of self-expression. The current trend of shopping behaviour of the youth, therefore, conjures up the question of long term economic sustainability and its socio-cultural fallout in Naga society.

#### **4. Impact on Employment:**

In regard to employment, the emergence of the new culture of shopping is seen to enhance employment potential in the state. The development of malls often brings substantial private sector capital investment. Many professionals like architects, display designers, retail shop managers and workers like salespersons, security guards, sweepers etc., are likely to get employed in the process of the development of modern shopping malls. However, a frequently raised criticism is that the development of malls and online shopping access can have relatively high local job displacement effect in the future as most of the people prefer to choose malls over the local market, hence leading to the gradual decay of the traditional markets and effecting the livelihood prospects of the small-scale local artisans and vendors manning those markets.

#### **5. Impact on traditional and cultural values:**

Before the infiltration of the western culture, the Naga people lived a simple life following the indigenous traditional ways of life and maintaining a harmonic relationship that existed among man, nature and society. The dominant traditional ethos from spiritual to intellectual values and outlook towards life which was based on self-denial, self-sufficiency and self-reliance which gave way and changed to a consumerist society that required not only a structural change but also a change in the value system of the society. In addition, Nagas were known to have a rich tradition and culture and noted for their handloom and textile heritage, with each tribe having its own unique costumes and traditional attires. However today, with the advent of modern trade and commerce, and growth of shopping malls and online shopping, the people have access to global international and national branded products. Looking at the fact that the present generations are influenced heavily by the western lifestyle, the most dramatic change can be seen in the way of dressing whereby the youth have largely discarded the usage of traditional attires in favour of western mode of dressing. This does not augur well for the traditional lifestyle and attires which are increasingly confined only to festivals and other special occasions. The blind aping and adoption of global fashion and western cultural values of consumerism by the

Naga people is a matter of concern that requires consideration. Although the western philosophy of life i.e., consumerism helped in the attainment of a better lifestyle which was gained through scientific and technological developments through modern capitalism, however, the old traditional values which were based on the simplicity of limited wants has been replaced by a culture based on consumerism. In critiquing the current emerging consumerist trend among the Naga society one can find relevance in the philosophy of Mahatma Gandhi. The Gandhian philosophy negated the very basis of the theory of unlimited wants and thereby creating an alternative viewpoint of life. He advocated the revival of the old Indian traditional values of self-restraint and simple living which he thought would be possible through a moral transformation. Gandhi was against the adoption of the western model of development and stood for the development of a new model based on indigenous Indian traditional values. Gandhi's perception towards consumption can be viewed from his doctrine on *Swadeshi*.

Everyday life in contemporary society offers multiple instances of consumption that can be studied in many ways. The focus of this study was to understand and examine how, why and in myriad ways, the younger generation is influenced by this new culture paving way to the new consumerist way of life. This change has come due to increased income, changing lifestyles, and pattern of demography which is favourable. Globalization undoubtedly represents a mega phenomenon that is shaping today's trend. Its influence is visible in almost all the aspects of life including the shopping of society. As rightly pointed out by Giddens (1990) the process of globalization can be referred to the plurality of socio-cultural embedded practices and interpretation people express and apply in an increasingly globalized everyday life.<sup>227</sup> Based on the argument given by Giddens that personal lives have been altered as globalizing forces enter into local context through impersonal sources such as media, internet and popular culture etc. The most common interpretations of globalization say that the world is becoming more uniform and standardized through a technological, commercial and cultural synchronization coming from the west. Relating to Giddens' argument, one can find that contemporary Naga society is witnessing redefinition of numerous aspects of the youth today such as their personal identity, their lifestyle, changing preferences and the habits of

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<sup>227</sup>Anthony Giddens, 1990, *The consequences of Modernity*, p-64

consumption. In the context of the present study one can also draw inference from Don Slater's (1997) argument that consumer culture began with a wide penetration of consumer goods into the everyday lives of people, across social strata; that consumption was ignited through a new sense of fashion and taste, and finally that the culture was cemented through the development of infrastructure, organization and practices that took advantage of the new market namely the rise of shopping, advertisement and marketing. All of the aspects he mentions finds relevance in the context of the Naga society, as brought out through the present study.

The process of the construction of the self has become important to the younger generation, where they try out different possible identities. The younger generations are growing up in a more media fragmented and fashion and brand-conscious environment. They have the inclination to spend and embrace products that promote their lifestyle in a manner that they can associate with their peer groups. The respondents donned branded clothing to communicate about themselves to the group that they belong to or aspire to belong. Brands are successfully creating images such as being trendy, cool, or classy which are regarded as a symbol of success.

In Nagaland, as mall and online culture sweep the state, there is a serious need to reconsider the mindless promotion of a culture that is centred on consumerism and materialism lest it lead to polarization of society. In the present contemporary society the urban Naga youth as exemplified by the respondents, are hugely influenced by fashion and brands, and they are seen to be adopting a non-utilitarian approach to carefully choose, arrange, adapt and display a stylistic statement of self. Thus it begs the question of whether sustainability and responsible consumption is possible within the contemporary postmodern paradigm.

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## **Appendix**

## Appendix - 1

### QUESTIONNAIRE SURVEY

#### SCHOLAR

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#### SUPERVISOR

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I am undertaking a Ph.D research on “A sociological analysis of shopping culture among the youth of Nagaland”. For the purpose of collecting authentic data, a questionnaire is enclosed herewith. The purpose of this questionnaire is purely for academic data collection. Therefore, you are requested to kindly give your opinion and judgement without any hesitation and bias.  
Your name and information will be strictly confidential.

### PART – I

#### **A. Socio- Demographic Information :**

i) Name: \_\_\_\_\_

ii) Age: \_\_\_\_\_

iii) Sex: Female ☐ Male ☐

iv) Marital status: Unmarried ☐ Married ☐

v) Educational Level: \_\_\_\_\_

vi) Occupation: \_\_\_\_\_

vii) Are you employed? Yes ( ) No ( )

viii) Designation: \_\_\_\_\_ [Government/Private/ Others]

xi) How much do you earn in a month?

- a) Less than 5000 ( )
- b) 5000 to 10000 ( )
- c) 10000 to 20000 ( )
- d) 20000 to 30000 ( )
- e) 30000 above ( )

x) Father/ Mother Occupation: \_\_\_\_\_

xi) Designation: \_\_\_\_\_ [Government/ private/ others]

xii) How much is your family income in a month?

- a) Less than 5000 ( )
- b) 5000 to 10000 ( )
- c) 10000 to 20000 ( )
- d) 20000 to 30000 ( )
- e) 30000 above ( )

## PART – II

### B. Shopping cultural aspects :

1. Please tick (✓) your response to each item that best indicates your agreement or disagreement with each statement concerning Shopping according to you. Rate each aspect of the statement on a 1-5 scale 1 equals 'strongly disagree' and 2 equals 'disagree' representing the lowest and most negative impression. 3 represent 'neutral' 4 equals 'agree' and 5 equals 'strongly agree' representing the highest and positive impression on the scale.

	Statement	Strongly disagree	disagree	Neutral	Agree	Strongly agree
a)	Shopping is buying basics needs/ wants.	1	2	3	4	5
b)	Shopping is fun.	1	2	3	4	5
c)	Shopping is to pass my leisure time.	1	2	3	4	5
d)	I go shopping to make me feel better and relief from stress.	1	2	3	4	5
e)	I do shopping to keep up with the latest trends.	1	2	3	4	5
f)	I go shopping to see what new products are available.	1	2	3	4	5
g)	I feel good while shopping.	1	2	3	4	5
h)	I shop for status updating.	1	2	3	4	5
i)	I like to go shopping with friends/ family.	1	2	3	4	5
j)	I go shopping to get ideas though I have no intention of buying. (window shopping)	1	2	3	4	5
k)	I go shopping to enjoy and to hang out with friends.	1	2	3	4	5

2. Do you personally like to shop for your apparels? (clothes, shoes, bags, accessories etc)

Yes ☐

No ☐

3. From where do you buy your apparels? Please tick(✓) your response given below.

	Shops	Never	Rarely	Sometimes	Mostly	Always
a)	Local outlet					
b)	Company retail outlet					
c)	Shopping malls/centres					
d)	Online shopping					

4. Do you enjoy going to shopping malls or centres as compared to other local shops? ( if Yes, question no – 5, if No, question no - 6)

Yes ☐

No ☐

5. If yes, why do you prefer to shop in a mall/centre? Please tick(✓) your response in each of the following.

	Preference	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a)	Convenience.	1	2	3	4	5
b)	Good service.	1	2	3	4	5
c)	Cheap products and lots of promotions.	1	2	3	4	5
d)	Variety of products.	1	2	3	4	5
e)	Branded stuffs	1	2	3	4	5

6. If no, why do you prefer to shop in local markets? Please tick (✓) your response.

	Preference	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a)	Local shops provide products at low price.	1	2	3	4	5
b)	Local shops provide better service.	1	2	3	4	5
c)	Local shops take more interest in customers.	1	2	3	4	5
d)	Can bargain on the products.	1	2	3	4	5
e)	Local market consumes less time.	1	2	3	4	5

7. Apart from shopping malls/centres, or other local market, do you have access to purchase or shop online?

Yes ☐

No ☐

8. If yes, what kind of products do you mostly shop online? List four of the items.

a) .....

b) .....

c) .....

d) .....

9. What is the purpose of your shopping? Tick(✓) your responds given below.

	Purpose for shopping	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
a)	To buy needs or wants	1	2	3	4	5
b)	Time pass	1	2	3	4	5
c)	To check the latest fashion	1	2	3	4	5
d)	Meeting or hanging out with friends.	1	2	3	4	5

10. What are the key factors that motivate you to shop in malls/centres? Tick(✓) your response.

	Motivation	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
a)	Good Shopping environment.	1	2	3	4	5
b)	Quality and brand	1	2	3	4	5
c)	Design and shape	1	2	3	4	5
d)	Price	1	2	3	4	5

11. What attributes do you consider as important while shopping in a mall/centre?  
Please tick (✓) your opinion of importance or unimportance with the statement given below on a rating of 1- 5 scale.

	Attributes	Not at all important	Somewhat important	Neutral	Quite important	Extremely Important
a)	Convenient mall location.	1	2	3	4	5
b)	Convenient opening hours.	1	2	3	4	5
c)	One-stop shopping convenient.	1	2	3	4	5
d)	Availability of well known branded merchandise.	1	2	3	4	5
e)	Brand available at a reasonable price	1	2	3	4	5
f)	Friendliness of sales personnel.	1	2	3	4	5
g)	Product knowledge of sales personnel	1	2	3	4	5
h)	Discount and offers during special occasions.	1	2	3	4	5
i)	Mall cleanliness.	1	2	3	4	5
j)	Mall design and layout.	1	2	3	4	5
k)	Entertainment facilities.	1	2	3	4	5

### **Part – III**

#### **C. Behavioural Activities and consumption pattern :**

12. Approximately, how often do you go shopping? Tick (✓) one from the following.

- a) Never ( )
- b) Every day ( )
- c) Once in a week ( )
- d) Once in 15 days ( )
- e) Once a month ( )
- f) Once every 3 months ( )
- g) Once every 6 months ( )
- h) Once a year ( )



13. What kind of products/items do you buy most at the shopping mall/centre? Tick(√) your responds on each of the following.

	Products/ items	Never	Rarely	Sometimes	Mostly	Always
a)	Shoes					
b)	Bags					
c)	Clothes					
d)	Belt					
e)	Accessories					
f)	Electronic products					

14. How many items do you usually buy in a month?

- a) Less than 5 ( )
- b) 6 to 10 ( )
- c) 11-15 ( )
- d) 15 above. ( )

15. How would you rate the pricing of products at the malls/centres? Tick (√) one from the following.

- a) Expensive ( )
- b) Affordable ( )
- c) Reasonable ( )
- d) Competitive ( )

16. What is the average time that you spend at the shopping malls/centres?

- a) Less than 30 minutes ( )
- b) 30 minutes -1 hour ( )
- c) 1 hour - 2 hour ( )
- d) 2 hours above ( )

17. Who accompanies you for the purchase or while shopping? Tick (√) on your responds.

	Accompanies	Never	Rarely	Sometimes	Mostly	Always
a)	Friends					
b)	Self					
c)	Family					
d)	Spouse (if married)					

18. On which occasion do you usually shop or make a purchase? Please tick(✓) your response

	Occasion	Never	Rarely	Sometimes	Mostly	Always
a)	Festivals					
b)	Birthdays					
c)	Offers and discounts					
d)	Weddings					

19. How much money do you usually spend for shopping on an average per month?

- a) Less than 5000 ( )
- b) 5000 – 10000 ( )
- c) 10000 – 20000 ( )
- d) 20000 – 30000 ( )
- e) 30000 – 40000 ( )
- f) 40000 -50000 ( )
- g) 50000 above ( )

20. Do you consult with your parents before buying any items? (For students)

Yes ( )

No ( )

#### **D. Perceptions about fashion/brands:**

21. What is luxury Items or branded products in your opinion? Tick(✓) on your response.

	Opinion	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
a)	Great comfort and extravagant items.	1	2	3	4	5
b)	Best quality items.	1	2	3	4	5
c)	Very selective and exclusive items.	1	2	3	4	5

22. Are you a fashion-oriented and a branded preference person? (If Yes, go to Q-23)

Yes ☐

No ☐

23. If yes, to what extent do these global brands or fashion matters to you? Please tick(✓) your response.

	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
a)	It is important because Brands and fashion greatly express my individuality					
b)	It is important to me to look good and fashionable.					
c)	It is important because if i don't use them i feel out of place or outdated					
d)	It is important because i can connect with the outside world by wearing and consuming them.					

24. Which brand do you usually prefer to buy? List five of your favourite brands' name.

- a) ..... d) .....  
b) ..... e) .....  
c) .....

25. Give reasons for your brand preference? Please tick (✓) your response to each item that indicates your agreement and disagreement.

	Reasons	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a)	Brand loyalty					
b)	Quality					
c)	Availability					
d)	Style					
e)	Value for money					
f)	Aesthetics					

26. Do you usually follow the latest fashion trends? Yes ( ) No ( )

27. If yes, through which sources? Please Tick(✓) your response.

	Source	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a)	Friends					
b)	Fashion TV					
c)	Magazines					
d)	Online / internet					

28. How would you like to be recognised as a person in the eyes of others through your shopping and consumption pattern? Below are a few statements; mark them on a scale of 1- 5. ( 1- Strongly Disagree, 2- Disagree, 3- Neutral, 4- Agree and 5- Strongly Agree)

a)	I like to own luxury branded things that impress people.	1	2	3	4	5
b)	I buy branded Items that others admire	1	2	3	4	5
c)	I like to use rare products/ brands to show other people that I am different.	1	2	3	4	5
d)	My favourite products and brands can greatly express my individuality.	1`	2	3	4	5
e)	It is important for me to look good and fashionable all the time.	1	2	3	4	5
f)	I want to create an impression in the eyes of others and want them to say that he/she wear expensive brands and fashionable clothes.	1	2	3	4	5
g)	I want to look good, fashionable and cool.	1	2	3	4	5
h)	I want to be known as a fashion/stylish icon among my friends or groups.	1	2	3	4	5

**E. Opinion:**

29. What do you think, do different taste and preference among the youth giving rise to new business opportunities? (Eg: the emergence of malls, showrooms, online shopping etc)

Yes      ☐      No      ☐      Maybe      ☐

30. What is your opinion regarding the emergence of shopping malls /centres in Nagaland and how it is benefiting the Naga youth?

a)

b)

31. Name three best mall/centre you have visited so far in Nagaland? And give your rating 1,2,3.

RATING	Name of the mall or centre.
--------	-----------------------------

1	
---	--

2	
---	--

3	
---	--

32. What do you think the impact of globalization has on the youth with regards to the change in preference and taste on fashion and brands?

a)

b)

Place:

Signature of the Respondent

Date: .....

## **Appendix - 2**

### **Interview Schedule**

#### **A. Socio- Demographic Information:**

- I. Name :
- II. Age :
- III. Sex : Male ☐ Female ☐
- IV. Marital status: Unmarried Married
- V. Educational Level: \_\_\_\_\_
- VI. Occupation: \_\_\_\_\_
- VII. Are you employed? Yes ( ) No ( )
- VIII. Designation: \_\_\_\_\_ [Government/Private/ Others]
- IX. How much do you earn in a month?
- X. Father/ Mother Occupation: \_\_\_\_\_
- XI. Designation: \_\_\_\_\_ [Government/ private/ others]
- XII. How much is your family income in a month?
- 
1. What shopping means to you?
  2. Do you personally go for shopping?
  3. While shopping, do you buy things you really need them?
  4. How much were you spending before the emergence of the shopping mall? Is it the same spending pattern or it has increased?
  5. What kind of shopping centres do you prefer to go and why?
  6. Apart from shopping malls/centres, or any other local market, do you shop online? if Yes, why?

7. What motivates you to Shop Online?
8. What item do you buy online?
9. On which items do you spend more?
10. How much money do you usually spend for shopping in a month?
11. Do fashion and brands matters to you while you go for shopping? If yes, to what extent do these global brands or fashion matters to you?
12. Do you usually follow the latest fashion trend? If yes, through which source?
13. From which online website do your purchase mostly?
14. What are your perceptions about the brands or fashion and what influences you to use branded products?
15. Which brand do you usually prefer to buy? Why?
16. How would you like to be recognised as a person in the eyes of others through your shopping and consumption pattern?
17. What is your opinion regarding the emergence of shopping malls and online in Nagaland and how it is benefiting the Naga youth?