ResearchGate

See discussions, stats, and author profiles for this publication at: https://www.researchgate.net/publication/310100591

A SURVEY FOR EXAMINATION OF FORMS OF SHOPPING BEHAVIOUR: A CASE STUDY FOR VOCATIONAL SCHOOL

Article · November 2016

CITATIONS
0

READS
136

6 authors, including:



Zühal Polat
Marmara University
18 PUBLICATIONS **57** CITATIONS
SEE PROFILE



Mehmet Tektas
Bandırma Onyedi Eylül University
116 PUBLICATIONS **296** CITATIONS
SEE PROFILE



Necla Tektas
Bandirma Onyedi Eylül Üniversitesi
74 PUBLICATIONS **296** CITATIONS
SEE PROFILE



Nuray Oz Ceviz
Marmara University
41 PUBLICATIONS **41** CITATIONS
SEE PROFILE

Some of the authors of this publication are also working on these related projects:

thyroid blood test View project

REMOTE MANAGED SMART BUS STOP SYSTEM View project

All content following this page was uploaded by Mehmet Tektas on 09 December 2017.

The user has requested enhancement of the downloaded file.

JOURNAL OF EDUCATIONAL AND INSTRUCTIONAL STUDIES
IN THE WORLD
November 2016, Volume: 6 Issue: 4 Article: 05 ISSN: 2146-7463

A SURVEY FOR EXAMINATION OF FORMS OF SHOPPING BEHAVIOUR: A CASE STUDY FOR VOCATIONAL SCHOOL

Res. Assist. Zühal Polat
Marmara University Vocational School of Technical Sciences, Istanbul
zuhalpolat@marmara.edu.tr

Assoc. Prof. Dr. Mehmet Tektaş
Bandırma Onyedi Eylül University Faculty of Maritime, Balıkesir
mtektas@bandirma.edu.tr

Assist. Prof. Dr. Necla Tektaş
Bandırma Onyedi Eylül University
Faculty of Economics and Administrative Sciences, Balıkesir
ntektas@bandirma.edu.tr

Instr. Nuray Öz Ceviz
Marmara University
Vocational School of Technical Sciences, Istanbul
nuray.ceviz@marmara.edu.tr

Res. Assist. Ali Sarıkaş
Marmara University
Vocational School of Technical Sciences, Istanbul
ali.sarikas@marmara.edu.tr

Res. Assist. Ayşe Yayla
Marmara University
Vocational School of Technical Sciences, Istanbul
acetinkaya@marmara.edu.tr

Abstract

Compared to past and present, it is seen that consumers' budget and environment for shopping are increasing and diversifying. Consumers allocate a significant portion of their income for shopping. Trends of consumers' shopping sliding from small shopkeepers to shopping malls and increasing smartphone applications have led to quite increase the shopping rates especially among young people. Therefore, young people studying at the university also is the subject of this study how they are affected by this change occurred in shopping behaviour. This study was carried out by applying the survey on students in vocational high schools. According to the survey results, it can be said that students are conscious and cautious while they are shopping. It is observed that using credit card is much lesser than cash payment. Followings are also observed that they are influenced by the social media advertisements, happy to do shopping, and love shopping.

Keywords: Shopping, behaviour, social media, associate degree program, survey.

INTRODUCTION

Shopping trends of consumers change due to their socioeconomic levels, usage habits, pleasure, and the most important needs. Shopping, in addition to providing concrete benefits such as meeting the needs of some people, also exhibits emotional pleasure and happiness. This shows that the goods and services consumed by the individuals make them feel happy. Today, examining the causes underlying consumer behaviours and predicting consumer behaviours is an extremely important issue in terms of economy (Köksal, Bayraktaroğlu, & Sarı, 2014).

COPYRIGHT © JOURNAL OF EDUCATIONAL AND INSTRUCTIONAL STUDIES IN THE WORLD

It is possible to examine consumer behaviour models in two groups. Descriptive models in the first group and contemporary consumer behaviour models in the second group. The first model explains why consumers behave this way. The second model is more of a variety of models with behavioural details (Papatya, 2005). It is necessary to determine the factors that affect consumer behaviour in order to better understand the consumer's buying decision process. These factors are social, cultural, psychological, demographic, characteristics as well as external factors such as technology and social environment (Erkmen & Yuksel, 2008).

In recent years, advances in information technology have enabled rapid internet access. With this opportunity, the use of smartphones and the number of applications have become inevitable. Turkey Statistical Institute (TURKSTAT) 2016 data shows that the rate of ownership of mobile phones is 96.9%. Rapid internet access, improved phone applications and increasing shopping malls have also changed consumer shopping behaviour. These developments have made it easier for consumers to get to the products they are looking for cheaper, easier and faster. According to TURKSTAT 2016 data, the rate of ordering or purchasing goods or services over the internet for individuals using the internet has increased by 1 percentage point to 34.1% (http://www.tuik.gov.tr/). All these developments have caused some negative behaviours as well as the benefits they bring. It is observed that consumers tend to buy uncontrolled products against unnecessary products (Karabacak, 1993).

According to TURKSTAT 2016, household information technology usage survey, internet use rate of individuals in the 16-74 age group increased to 61.2% and internet access in the households increased to 76.3%. Internet usage rate was found in males (70.5%) and females (51.9%). In Figure, these rates are seen to change rapidly between the years 2007 and 2016 (http://www.tuik.gov.tr/).

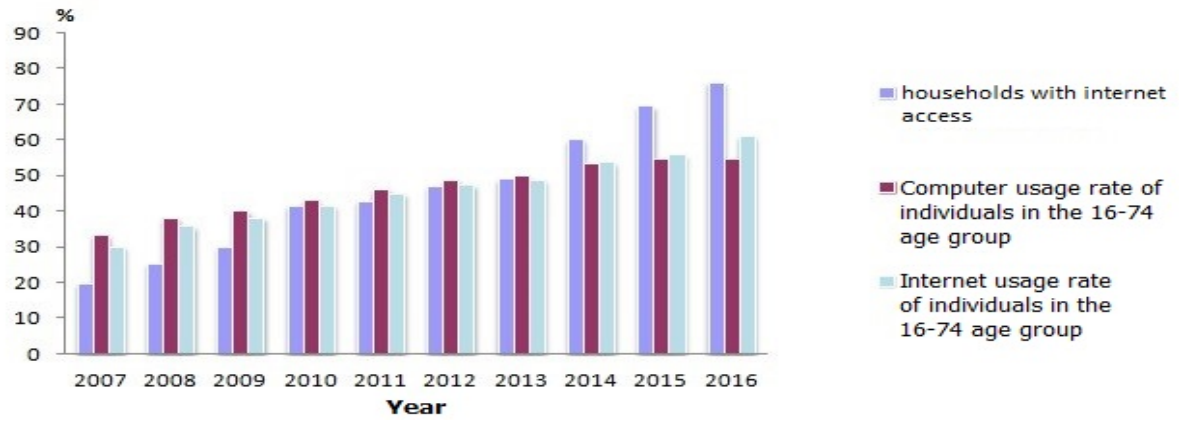


Figure:Household information technology usage survey according to 2007-2016 data.

In particular, cultural developments that take place in social life and the environment in which consumers are shopping and budget are changed and their diversity is increasing. When the spending budgets of the people are examined, it is seen that they allocate a significant part of their budget to shopping.

Consumers who do not want to spend a lot of time shopping in intensive work, prefer shopping malls offering mass shopping opportunities in this sense (Akgün, 2010). However, the rapid increase in applications developed for smartphone applications has caused the tendency of people to shop especially for young people to shift to virtual environments.

In this study, a survey to investigate the shopping behaviours of young people was carried out by conducting a survey among Marmara University Vocational School of Technical Sciences students. According to the results of the survey, it was seen that students had little credit card usage and paid cash. It was also observed that students liked to shop and enjoy shopping.

When the relevant literature is searched, Cömert and Durmaz have found that most of the participants in purchasing goods and services pay attention to factors such as the fact that the product received by the buyer

COPYRIGHT © JOURNAL OF EDUCATIONAL AND INSTRUCTIONAL STUDIES IN THE WORLD

should be suitable for his / her age, liked the product and fit the budget of the product price. In addition, in the same study, it was concluded that factors such as the suitability of the product to its own profession, the ease of use of the product, the duration of the warranty and the spare part also play a role in their choice of products (DURMAZ, 2006). Armağan and Turan have found that the participants in the experimental studies on shopping on the internet showed a balanced distribution of the people who did and did not make internet shopping and that they were approximately balanced distribution in terms of Internet shopping by sex. They also found that there was no difference between women and men on the internet (Armağan & Turan, 2014). Another study on the use of mobile devices for shopping has found a significant relationship between the number of purchases made with mobile devices in the past year and the mobile marketing acceptance variables determined by the tendency to use mobile devices for shopping in the near future. According to the above mentioned TURKSTAT data, the increase in the use of household information technology supports the result of this study (Uygun, Divanoğlu, & Özçifçi, 2012).

Studies conducted on hedonic consumption within the context of consumer purchasing behaviour revealed that males exhibited more unplanned and hedonic shopping behaviours as compared to females and that married participants exhibited more unplanned shopping behaviour compared to single participants, the magnitude of their place reflects the hedonic consumption, and a statistically significant relationship was found between the monthly incomes of the participants and the unplanned and hedonic shopping behaviours (AYDIN, 2010; Öz & Mucuk).

In a survey of university students visiting shopping malls and their behaviours, it was seen that university students prefer shopping malls due to their aesthetic and discovery dimension. Escape and time flow dimensions are also noted with lower values. University students responding to the survey seem to visit shopping centres not to escape from distress and loneliness, but to escape from bad weather conditions and to change day monotony (Dincer & Dincer).

FINDINGS

Methodology

This study has been applied to the associate students studying at Marmara University Vocational School of Technical Sciences and was carried out by conducting a questionnaire to 289 participants. The research includes questions about the demographic characteristics of the students as well as the questions that are asked to analyse the behaviour patterns exhibited during the shopping. In the research, the scale developed by Babin, Darden and Griffin (1994) to determine hedonic shopping habits consisting of 11 judges, the scale developed by Rook and Fisher (1995) to measure intuitive purchasing behaviour consisting of 7 judges and the scale developed by Valence, d'Astous and Fortier (1988) to measure shopping passion consisting of 8 judges were used. All scales were based on the 5-point Likert type response method. The Cronbach Alpha values of the scales in this section were found to be 0.85 for hedonic shopping behaviour, 0.91 for effects of advertisements, 0.85 for shopping passion behaviour and 0.74 for intuitive shopping behaviour.

The results were evaluated using SPSS 17.0 statistical package program. Shopping behaviours were grouped in 4 steps using t test analysis, as well as the responses assessed using frequency analysis.

Research Results

Table 1: Gender Distribution

	Frequency	Percent
Female	196	67.8
Male	93	32.2
Total	289	100

When Table 1 was assessed, it was seen that 67.8% of the participants were female and 32.2% were male.

COPYRIGHT © JOURNAL OF EDUCATIONAL AND INSTRUCTIONAL STUDIES IN THE WORLD

Table 2: Age Range

	Frequency	Percent
17-19	63	21.8
20-22	174	60.2
23-25	37	12.8
26 and over	15	5.2
Total	289	100

T
able 2, in which the age ranges of the students participating in the research are evaluated, shows that 60.2% of the participants are in the age range of 20-22 years.

Table 3: Educational Status

	Frequency	Percent
1st class	122	42.2
2nd class	115	39.8
Sustained	52	18
Total	289	100

When Table 3 is evaluated, it is seen that 66.2% of the participants have continued their education life in normal time and 18% of them have exceeded normal period.

Table 4: Number of individuals in the family (http://tureng.com/tr/turkce-ingilizce/educational status)

	Frequency	Percent
1	2	.7
2	9	3.1
3	34	11.8
4	120	41.5
5	77	26.6
6	47	16.3
Total	289	100

When the total number of people in the families is evaluated, it is seen that the majority (84.4%) of the families have 4 or more individuals. 16.3% of the participants live in the crowded family.

Table 5: Monthly Total Income of the Family (http://tureng.com/tr/turkce-ingilizce/educational status)

	Frequency	Percent
1000 TL and lower	6	2.1
1001-1500 TL	37	12.8
1501-2000 TL	61	21.1
2001-3000 TL	93	32.2
3001-4000 TL	56	19.4
4001-5000 TL	17	5.9
5001 TL and over	19	6.6
Total	289	100

When Table 5 is evaluated, the income of 64.1% of the families is above 2001 TL. 2.1% of them have an income below 1000 TL. 6.6% can be considered economically good.

COPYRIGHT © JOURNAL OF EDUCATIONAL AND INSTRUCTIONAL STUDIES IN THE WORLD

Table 6: Parents' professions

	Father's profession		Mother's profession	
	Frequency	Percent	Frequency	Percent
Retired	68	23.5	17	5.9
Artisan	35	12.1	8	2.8
Worker	40	13.8	186	64.4
Housewife	0	0	27	9.3
Officer	34	11.8	10	3.5
Parents' professions (cont.)				
	Father's profession		Mother's profession	
	Frequency	Percent	Frequency	Percent
Student	2	.7	2	.7
Private Sector Employees	31	10.7	22	7.6
Self-employment	62	21.5	14	4.8
Traders / Manufacturers	17	5.9	3	1
Total	289	100	289	100

Table 6 shows the results of the analysis on the profession of the parents. When the obtained data were evaluated, 23.5% of fathers were retired, 64.4% of mothers are workers. The number of students in both groups was also low and the same (0.7%).

Table 7: The Number of Employees in the Family

	Frequency	Percent
1	111	38.4
2	126	43.6
3 and over	42	14.5
No employees	10	3.5
Total	289	100

As a result of the evaluation made in terms of the number of employees in the family, 96.5% of the participants of at least one person is working in the family. 3.5% of the participants do not have any employees in the family.

Table 8: Product group mostly purchased (http://tureng.com/tr/turkce-ingilizce/educational status)

	Frequency	Percent
Other	14	4.8
Electronics	21	7.3
Clothing	116	40.1
Food	102	35.3
Books, magazines, CDs and so on.	12	4.2
Cosmetic	24	8.3
Total	289	100

When the answers to the questions about which group of products they spend their shopping at most are evaluated, it is seen that 40.1% spend more money to clothing and 35.3% spend more money to food. Students

COPYRIGHT © JOURNAL OF EDUCATIONAL AND INSTRUCTIONAL STUDIES IN THE WORLD

are also concerned about their clothing as well as their basic needs like food. The results of the research show that students do not spend as much on items like books and magazines.

Table 9: The amount of money spent on shopping

	Frequency	Percent
20 TL	24	8.3
21 – 50 TL	62	21.5
51 – 100 TL	103	35.6
101 – 250 TL	70	24.2
251 – 500 TL	18	6.2
500 TL and over	12	4.2
Total	289	100

When the answers to the questions asked about how much money they usually spend on shopping are analysed, the amounts in Table 9 stand out between 21-50 TL is 21.5% and between 101-250 TL is 24.2%. 35.6% of them spend between 51-100 TL. It can be said that students generally spend between 20 and 250 TL. When monthly income levels are examined, it can be also reported that expenditure items are high.

Table 10: Monthly budget for shopping (http://tureng.com/tr/turkce-ingilizce/educational status)

	Frequency	Percent
10% and lower	1	.3
11% - 20 %	56	19.4
21% - 30 %	116	40.1
31% and over	68	23.5
Total	289	100

When Table 10 is assessed, the budget amounts that they allocate monthly for shopping are seen. Accordingly, 40.1% of the students allocate between 21-30% of their monthly income.

Table 11: Day preferences for shopping (http://tureng.com/tr/turkce-ingilizce/educational status)

	Frequency	Percent
Wednesday	17	5.9
Friday	24	8.3
Saturday	128	44.3
Sunday	88	30.5
Monday	16	5.5
Thursday	7	2.4
Tuesday	9	3.1
Total	289	100

Students usually prefer to shop on Saturdays (44.3%) and Sundays (30.5%). There are few student purchases on weekdays.

COPYRIGHT © JOURNAL OF EDUCATIONAL AND INSTRUCTIONAL STUDIES IN THE WORLD

Table 12: Do you always purchase something when you went shopping? (http://tureng.com/tr/turkce-ingilizce/educational status)

	Frequency	Percent
Yes	164	56.7
No	125	43.3
Total	289	100

In Table 12, the answer to the question about whether or not they had bought something in each shop was evaluated and 56.7% of them were found to have received something in every purchase. This shows that students are highly inclined to shop.

Table 13: Do you purchase something to gift for someone when you went shopping?

	Frequency	Percent
Yes	173	59.9
No	116	40.1
Total	289	100

Table 13 examines the answers that students have bought for shopping in exchange for something that others might enjoy, and shows that 59.9% of students liked to give gifts to others.

Table 14: Preferences of forms of payment

	Frequency	Percent
Installment payments by credit card	27	9.3
The only payment by credit card	52	18
Cash	210	72.7
Total	289	100

Table 14 contains answers about the most common forms of payment that students use in exchange. Accordingly, students prefer to make cash purchases by 72.7%. Credit card usage is not common among students in the sample.

Table 15: To take advantage of credit facilities of the bank

	Frequency	Percent
Yes	72	24.9
No	132	45.7
No credit card	85	29.4
Total	289	100

It is seen that students do not take advantage of 45.7% of the question about the level of utilization of credit facilities offered by the bank when their money is exhausted. 29.4% of the students do not have credit cards.

Table 16: Your hobbies

	Frequency	Percent
Do shopping	32	11.1
Play computer games	10	3.5
Have a rest	52	17.9
Wander	91	31.5
Reading books	14	4.8

COPYRIGHT © JOURNAL OF EDUCATIONAL AND INSTRUCTIONAL STUDIES IN THE WORLD

Listen to music	21	7.3
Cinema / Theatre	35	12.1
Sport	25	8.7
Watch TV	9	3.1
Total	289	100

The activities that students surveyed most want to do in their free time are to visit and wander (31.5%). 17.9% prefer to rest and 11.1% prefer to shop. When the answers given by the students to the previous questions are evaluated, it is thought that they usually do shopping while wandering.

Table 17: earson Multiplication Moment Correlation analysis was performed to determine the relation between scores obtained from the scales used in the research

	Hedonic	Shopping passion	Intuitive	Effects of advertisements
Hedonic	---	---	---	---
Shopping passion	.655**	---	---	---
Intuitive	.494**	.682**	---	---
Effects of advertisements	.423**	.464**	.499**	---

As a result of the Pearson Product Moment Correlation analysis performed to determine whether there is a meaningful relationship between the scales used in the research, it was determined that there is a significant correlation between the scales in the positive direction. There was a significant positive correlation between scores from hedonic scale and shopping passion scale ($r = 0.655$, $p < 0.05$). There was a significant positive correlation between hedonic scale and intuitive scale ($r = 0.494$, $p < 0.05$). There was a significant positive correlation between hedonic scale and effects of advertisements scale ($r = 0.423$, $p < 0.05$). The highest positive correlation was found between the shopping passion scale and the intuitive scale ($r = 0.682$, $p < 0.05$). A significant positive correlation was found between the shopping passion scale and the effects of advertisements scale ($r = 0.494$, $p < 0.05$). A significant positive correlation was found between the intuitive scale and the effects of advertisements scale ($r = 0.499$, $p < 0.05$).

RESULTS AND DISCUSSION

This study was carried out to investigate the shopping behaviours of the individuals who are studying at associate degree level at Marmara University Vocational School of Technical Sciences. In the first stage, participants were asked questions about introductory/descriptive information, while in the second stage they were asked about types of shopping behaviours containing 5-point Likert type questions and different scales. All results were evaluated using SPSS 17.0 statistical package program.

The questionnaire has been applied to 289 participants. As a result of the research, it is seen that most of the participants are female (67.8%), 41.5% have families with 4 people and 16.3% have grown in crowded families. Total income of 64.1% of the families is above 2001 TL and also income level of 6.6% of them is better than the others. At the end of the evaluation made in terms of number of employees in the families, it is seen that at least 1 person works in 96.5% of the participants' families. 3.5% of the participants do not have any employees in the family. Students spend more money on clothing (40.1%) than on food (35.3%). In addition to the basic needs of the students, the importance they attach to their external appearance can be understood from the fact that clothing takes the first place in terms of the amount of expenditure. When students are assessed in terms of the amount of expenditure they make at one time in their shopping, the results are striking with 81.6% shopping for at least 21 TL and 24.4% shopping between 101-250 TL. Because the amounts are high enough to be called for students. It is also supported by the fact that 40.1% of the monthly budget is reserved for 21-30% of the shopping. These students usually prefer to shop on weekends (74.7%). 56.7% of them get something when they go shopping, 59.9% like to do shopping not only to themselves but also to others. Generally, this shopper youth who likes to make cash shopping (72.7%) does not use credit cards (29.4%) and

COPYRIGHT © JOURNAL OF EDUCATIONAL AND INSTRUCTIONAL STUDIES IN THE WORLD

does not benefit from credit advantages offered by banks (45.7%). The students who participated in the survey most liked to wander, and 11.1% of them prefer to shop. However, it can be said that this student group, which usually likes to take something for themselves or others, is actually too inclined to shop each time and that this rate is higher.

When all these data are evaluated, it can be said that the students who participated in the study liked to do shopping and that getting things made them happy. This group, which usually makes purchases on weekends, is incompatible with monthly income levels and the amount of spending they make. The low rate of credit card use is appreciated when the new order is evaluated in terms of shopping patterns and overall borrowing. However, when the content of the students' shopping and the purchases they make are evaluated, the indifference to books, magazines, etc. is worrying and thought-provoking. It can be said that these problems are caused by the long time spent on the smartphones and social media pages. The young university generation, who can acquire all kinds of information on the internet and everywhere, is not interested in written books and magazines.

The research results show that students have shopping passions and the advertisements are very effective in this case. Students are very happy and pleased with the shopping they do. Sometimes they act with a sense of passion, sometimes they feel they have to buy something. This passion does not prevent them from shopping even if they have little money left. These pleasure and passion make the individuals happy not only to wander but also to shop. This situation is also supported intuitively. This supports the fact that students sometimes make purchases instantaneously and sometimes without any hesitation. The results show that even students with limited budgets cannot resist shopping pleasure and passion.

WJEIS's Note: This article was presented at 5th World Conference on Educational and Instructional Studies-WCEIS, 27- 29 October, 2016, Antalya-Turkey and was selected for publication for Volume 6 Number 4 of WJEIS 2016 by WJEIS Scientific Committee.

REFERENCES

Akgün, V. Ö. (2010). Modern Alışveriş Merkezlerinin Tüketici Davranışları Üzerindeki Etkisi ve Konya İlinde Bir Uygulama. *Karamanoğlu Mehmetbey Üniversitesi Sosyal Ve Ekonomik Araştırmalar Dergisi, 2010*(2), 153-163.

Armağan, E. A, & Turan, A. H. (2014). Internet Üzerinden Alişveriş: Demografik Faktörlerin, Bireysel İhtiyaçlarin Etkisi Üzerine Ampirik Bir Değerlendirme. *Atatürk Üniversitesi İktisadi ve İdari Bilimler Dergisi, 28*(3).

Aydin, S. (2010). Hedonik Alışverişin Cinsiyet, Gelir ve Yerleşim Büyüklüğüne Göre Farklılaşması Üzerine Bir Araştırma. *Süleyman Demirel Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, 15*(3).

Babin, B.J., Darden, W.R. And Griffin, M., (1994): "Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value, Journal of Consumer Consum. Research, 20(4): 644–656.

Dincer, B. & Dincer, C. Tüketicilerin Alişveriş Merkezi Ziyareti Ve Davranişi: Üniversite Öğrencileri Üzerine Bir Araştirma. *Sosyal ve Ekonomik Araştırmalar Dergisi*, 317.

Durmaz, Y. C. (2006). Tüketicinin Tatmini İle Satin Alma Davranişlarini Etkileyen Faktörlere Bütünleşik Yaklaşim Ve Adiyaman İlinde Bir Alan Çalişmasi. *Journal of Yaşar University, 1*(4), 351–375.

Erkmen, T. & Yuksel, C. A. (2008). Tuketicilerin Alisveris Davranis Bicimleri Ile Demografik ve Sosyo Kulturel Ozelliklerinin Incelenmesine Yonelik Bir Arastirma. *Ege Academic Review, 8*(2), 683-727.
http://www.tuik.gov.tr/ Accessed; 20.10.2016

COPYRIGHT © JOURNAL OF EDUCATIONAL AND INSTRUCTIONAL STUDIES IN THE WORLD

Karabacak, E. (1993). *Medyanın tüketici davranışları üzerindeki etkisi ve pazarlama yönetimi açısından önemi.* Selçuk Üniversitesi Sosyal Bilimler Enstitüsü.

Köksal, Y., Bayraktaroğlu, H. & Sarı, S. (2014). Tüketicilerin Mutluluk Düzeylerine Göre Markalı Ürünlere Bakışları Üzerine Bir İnceleme; Giyim Sektörü Örneği. *Uluslararası Alanya İşletme Fakültesi Dergisi, 6*(2), 73-81.

Öz, M., & Mucuk, S. Tüketici Satin Alma Davranişi Kapsaminda Hedonik (Hazci) Tüketimin Plansiz Alişveriş Üzerine Etkilerinin İncelenmesi.

Papatya, N. (2005). Tüketici davranışları ile ilgili motivasyon modelleri: Bir perakende işletmesinde temizlik ve kişisel bakım ürünlerine bağlı bir araştırma. *Süleyman Demirel Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, 10*(1).

Rook, D. W. (1987): ''The Buying Impulse'', Journal of Consumer Research, 14(2): 189-199.

Uygun, M., Divanoğlu, S. U., & Özçifçi, V. (2012). Mobil Pazarlama Uygulamalarına Yönelik Tüketici Kabulünü Etkileyen Faktörler. *Organizasyon ve Yönetim Bilimleri Dergisi, 4*(2).

Valence, G., D'astous, A. And Fortier, L. (1988): Compulsive Buying: Concept and Measurement", Journal of Consumer Policy, 11(4):419-433.

COPYRIGHT © JOURNAL OF EDUCATIONAL AND INSTRUCTIONAL STUDIES IN THE WORLD

View publication stats