Flow Theory and Offline Shopping Behaviour of Gen X

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ABSTRACT

Purpose: The purpose of this research paper is to observe different determinants of shopping behaviour and the moderated effect of ethnic groups in Indian culture. It uses flow theory to understand the shopping behaviour determinants. So, the importance of offline retailing is generalized among Generation X consumers in Indian aspect.

Research methods and design: The data was collected from six religious groups (Sikh, Hindu, Muslim, Christian and Buddhist), and scale was developed for multi-dimensional shopping behaviour. The samples are belong to Generation X (age 35 to 55 years)

Findings: The research model investigates the relevant relationship between these constructs by using a structural equation modeling approach, which reveals that status consciousness, need for touch and companion opinion are significant determinants of shopping behaviour.

Conclusions: The results reveal that the Indian culture is composite in nature and because of which there is no difference between different religious groups in their preference for three shopping behaviour determinants, viz., status consciousness, need for touch and companion opinion.

Significance of the study: Organized retailers working in India, and especially in Jammu region have lack of cultural preference and knowledge, because of adaptation of western world marketing philosophies in multicultural societies like India. The outbreak of shopping behaviour as a multi-dimensional constructs help the retailers to understand the religious group preferences for FMGC goods, white goods, apparel, jewellery, watches and shoes.

Keywords:Religious groups, Status consciousness, Companion opinion, Need for touch, Shopping behaviour.

INTRODUCTION:

Shopping involves high level of regularity and involvement. Modern day shopping is a private pursuit, involving the experience of wandering among the crowd and responding to a wide range of stimuli. Shops are places where the ordinances of everyday life are transformed into a series of fragmented stimuli (Tauber, 1972; Elliott, 2002). In different situations consumers had different decision making styles, like: a) extended problem solving: having high level of risk, uncertainty, time investment, b) limited problem solving: having some experience, moderated risk involved, moderate time involvement, and c) habitual decision making: involving little or no conscious effort (Levy et al., 2004). In the present study, the focus was on three flow experience variables which the researcher had developed after qualitative survey. These variables were: (a) status consciousness; (b) companion opinion; and (c) need for touch. As per existing literature, these three variables have been observed to have positive relationship with shopping behaviour. Along with that the ethnic group effect is also considered as moderator in analyzing their relationship with shopping behaviour. This study offers an integrated approach to understand status consciousness, companion opinion and need for touch. It also attempts to extend the theoretical and empirical evidence on the causal relationship between these three constructs and the shopping behaviour. All the determinants of shopping behaviour are considered as reflective in nature. The proposed research model is tested in this study. The model identifies relationship among the constructs by applying structural equation modelling approach. Hypothetically, the model examines the two relationships: one is between shopping behaviour and need for touch, status

consciousness and companion opinion and the other is the moderating affect of ethnic groups on shopping behaviour and its determinants. To support the theoretical model, the author reviewed literature on status conciousness, companion opinion, need for touch, and ethnicity vis-à-vis shopping behaviour and its determinants. The scope of present study is confined to the shopping behaviour of consumers with regard to jewellery items.

THEORETICAL FRAMEWORK AND STUDY MEASURES:

Flow experience describes psychological mind set of individuals (Novak et al., 2000). In flow mind set individual is deeply involved or having positive experiential exposures (Jackson and Marsh, 1996). Flow is also considered as influential subjective enjoyment determinant of consumer behaviour (Wu and Chang, 2005), during shopping it is believed that consumer is totally absorbed its mind in finding the best deal, which suits its sub-conscious (subjective) and conscious (objective) desires. In any activity, time and cost are relevant factors for humans. So, to understand the cost factor, transaction cost theory (as search cost) is used to understand individual consumer behaviour (Malone et al., 1987).

The important question is why consumers still reluctant to shop from offline retail stores, when today they have the facility of mobile shopping. Does they are avoiding transactional frauds (Bhatnagar et al., 2000), they are not able to develop a favourable experiences of shopping through image glancing (Novak et al., 2000), or because of less leisure and more utilitarian experience in online shopping (Eighmey and McCord, 1998). Offline consumers have some unique needs which are different from their online counterparts. Our study tries to determine some those differences in B2C commerce. A basic nomological network is developed to test the model developed for the study.

LITERATURE REVIEW:

Shopping Behaviour:
Consumers are social in nature and consumption behaviour should be considered in social context, which predicts that social interaction influence on consumer behavioural choices, because consumers look for social ties which shows resemblance in their behaviour with others behaviour (Chung and Fisher, 1999). Wittmayer, et. al., (1994) described that consumer behaviour related to products depends on symbolic and social significance, and this behaviour gets boosted because of consumer cultural obligations. Now days, marketers try to focus on attracting consumer not only through their functional needs but also through other motives (Roy, 1994). The social ties and cultural obligations evoke status consciousness among consumers. The erge to get social acceptance from the society, the need for companion opinion also arises in a multicultural society. Touch develops relational messages and interpretation (Burgeon, 1991). So, consumers prefer the communication in terms of visual, verbal and through touch (Joy, 2006). The importance of touch among consumers arise the need of touch among consumers. Social affiliations impact shopping attitudes through the medium of self-actualization (Shim and Eastlick, 1998).

Ethnic Groups:
The ethnic groups are institutionalized and categorize social groups as ethnic groups, and teach members of those groups, about how the things are done which fit well in their local context, the social groups also tune the behavior and decision making capabilities of individuals. The social groups play an important role in the discussion of ethnicity, which describes that ethnic groups are defined by the unique trait adopted by individuals from their ancestry to identify themselves (Barth, 1969). But still there is scarcity of research on social categorization which shows caste and hierarchy in system, like, in India (Jenkins, 2008). India is country of more than one billion people and over 1600 different languages, and thousands of castes and tribes, various ethnic groups (Sinha, et. al., 2004).

HYPOTHESIS AND MODEL DEVELOPMENT:

Companion opinion:
Shopping works like a social experience. The shoppers either go alone or with a companion for shopping. The companion usually helps shopper by his experience and assists him in decision making. He provides emotional and fearless support to shopper and also delivers psychological support of societal acceptance of their decision during shopping besides freeing the shopper from loneliness (Riesman, et. al., 1950; Matzler, et. al., 2005). The companion also provides advice and opportunity of social exchange with others (Tsai, 2003; Goby, 2006). The companion may be parent (Isler, et. al., 1987) or a friend (Hartman and Kiecker, 1991) who influences the decision or gets influenced by others and later influences the decision of shopper (Wang, et. al., 2007). Shoppers

ask for help from a variety of persons especially the ones they usually interact with in daily life; who may also include salespersons (Crosby, et. al., 1990), strangers (McGrath and Otens, 1995), and sometimes even third parties (McGrath and Otens, 1983; McGuire, 1968). Third parties are individuals who control either sender perception or receiver perception towards purchase, and sometimes those individuals who influence both the parties in the social network. Therefore, we predict that;

H1: Companion opinion influences shopping behaviour

Need for touch:

There exists very little research which tells us that need for touch embeds influence on consumer's mind. In restaurants, those servers who touch consumer's heart by their good service get higher tips in comparison to others (Hornik, 1992). But those who were touched negatively wrote complaint petitions against the service (Willis and Hamm, 1980). Those consumers who feel appreciated and get importance during mall intercept interviews, get touched and try to give best responses they can possibly have (Hornik and Ellis, 1988). People gather information from their environment through sensory channels, like, touch which navigates the signals to brain for further storage and evaluation. Human cognition plays an important role in accumulating information in human brain (Neisser, 1976). The object information is decoded by touching the product in a peculiar way (Klatzky, et. al., 1987; Lederman, et. al., 1987). Therefore, we predict that;

H2: Need for touch influences shopping behaviour

Status Consumption:

Status defines individual "prestige, esteem, power, wealth" (Donnenwerth and Foa, 1974), respect, admiration (Balkin, 1997) and group membership (Hyden, 1942). The uniqueness and differentiation enjoyed by the brand, develops a sense of status in consumers. The sense of status develops sense of relationship between consumers and the brand (O'Cass and Ewen, 2006). Status brands have high quality and class (Shermach, 1997). High class brand reveals one's status or at least vision of status among others (Trigg, 2001; Mason, 1992). Consumers always have a desire to gain status through the consumption of products (Goldsmith, et. al., 1996). Highly status conscious consumers always have high desire to consume products which reveal status symbols (Eastman, et. al., 1999). Products which reveal status among significant others, boost the self confidence of individuals in social standing (Kilsheimer, 1993). To gain status in one's group one has to understand the group's objective demands (Bourdieu, 1984). Therefore, we predict that;

H3: Status consciousness influences shopping behaviour

Ethnic groups Moderation on shopping behaviour drivers:

Need for touch:

Spanish people like to touch the products in physical channels (Manzano, et. al., 2013); Malaysians prefer to touch the product before purchasing it (Haque, et. al., 2006); Chinese speaking consumers like to touch the product (fruit) more often than English speaking consumers. In addition, Chinese consumers touched the product (bananas) four times more in comparison to American consumers (Ackerman and Tellis, 2001).

Companion Opinion:

In hospitals, Black patients take companion with them to understand medical procedures suggested by doctors, in comparison to white patients (Gordon, et. al., 2006). Hispanics consider shopping as a social activity, and like to take companion with them on shopping who may be their child, spouse or other family member (Ruiz, 2012). Malaysian male adults usually go for shopping alone or with spouse, but women like to take companions, like, spouse, children or friends (Phillips and Ong, 2007). Iowa women prefer to take companion with them for safety and adventure (Faye, 1993). Black students during shopping for fashion rely on companion opinion and sales clerk (Ryan, 1953).
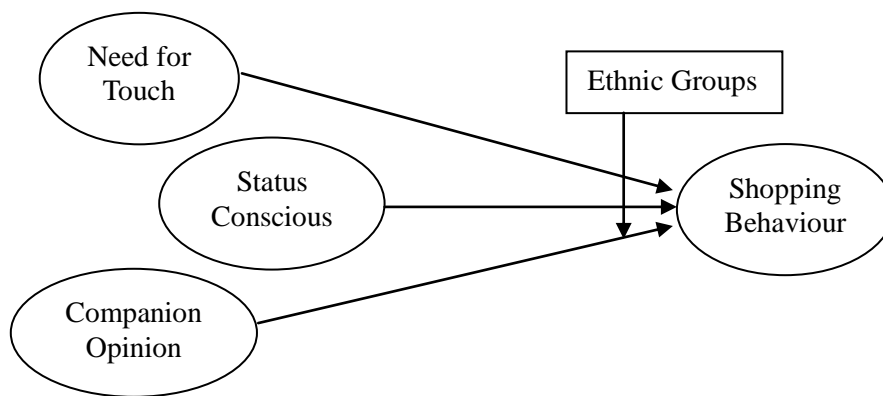
Status Consciousness:

For Latin American consumers, status is the main issue for selecting a store. There are various ethnic groups, who suffered humiliation in the past, so they want to shop at store which provides status to them, like, the presence of security personnel at the front gate of the store, which depicts a symbol of status to them (Retail Research Council, 2010). In health sector, hospital selection is also a matter of status for the people who consider that the health services they are enjoying should be relatable to their status in society (Wilkinson, 2005). Other researchers also propose that Chinese immigrants living in USA are concerned about (conscious of) their social status, while adopting American practices (Kasinitz, et. al., 2008). Individuals from various

ethnic groups give importance to their ancestral heritage, and link their ancestral heritage perception with ethnic status (Sykes, et. al., 1996). British English are conscious about their status, and learn others British English status through their conversation (Watanabe, 1977). Therefore, we predict that

H4: The relationship of (a) status consciousness, (b) need for touch, and (c) companion opinion and shopping behaviour is moderated by ethnic groups.

The researchers described that companion not only assists in shopping, but also increases the time and money spent on shopping (Granbois, 1968; Sommer, et. al., 1992). Sometimes interpersonal or product touch also influences purchase decision. People who are high in need for touch would purchase in impulsive manner. Even at the point of purchase if consumer feels delighted with signs and freshness of the product, he will certainly go for high impulsive purchase (Peck and Childers, 2006). Most of the purchase by socially aware consumers is to achieve status among others (Goldsmith, et. al., 1996). The complete theoretical framework (Figure 1) is also a nomological network used to test the construct validity of our variables. Constructs are nomologically valid, if their predictions are consistent with constructs used in past research (Cronbach, 1971).

Figure 1: Theoretical Framework of shopping behaviour and its antecedents

METHODOLOGY:

Research design and variables:

Based on the existing literature, the present study uses the concept of companion opinion (Riesman, et. al., 1950; Tsai, 2003), need for touch (Peck and Childers, 2006), and status consciousness (Eastman and Goldsmith, 1999). In the first stage, ethnographic interviews (n=34) were conducted of people belonging to selected religious groups (Sikh, Hindu, Muslim, Christian and Buddhist) and their opinions were gathered with regard to the effect of above mentioned three constructs on shopping and thereafter scales were developed for all those variables. In the second stage, quantitative analysis was used to test the opinion of selected religious groups regarding shopping behaviour determinants. The mixed method approach used in the study was very helpful in developing the theory (Deshpande, 1983).

Study site and sample:

First interviews were conducted to develop grounded theory regarding constructs in multi-cultural society (see Appendix I). The sample size of informants is N=20, because information is repetitive in all six ethnic groups after collecting this sample. Secondly, the data was collected by self-administered questionnaire method in Jammu region, located in the State of Jammu and Kashmir. A total of five hundred questionnaires were distributed to the consumers doing shopping in the malls in Jammu region, out of which 487 were used in the study. Missing values, outliers and distribution of all measured variables were examined to purify the data and reduce systematic errors. Serious missing values were not found, and those missing observations were managed by a listwise procedure.

Questionnaire design:

In order to measure shopping behaviour, the study utilizes three variables, namely, need for touch, companion opinion, status consciousness. From ethnographic interview it is observed that companion opinion consists of 3 items, need for touch consists of 5 items, and status consciousness consists of 4 items. A five point Likert-type scale was used to take responses from respondents for the selected variables under study.

DATA ANALYSIS AND RESULTS:

The relation of shopping behaviour with need for touch, companion opinion and status consciousness was tested with LISREL procedure of structural equation modeling (Joreskog and Sorbom, 1996), and the Maximum Likelihood (ML) method of estimation and the two-stage testing process were adopted. Correlation matrices and standard deviations were used to test a hypothesized model in structural equation modeling. Finally, completely standardized solutions were utilized in reporting the results. SEM is designed to evaluate how well a proposed conceptual model that contains observed indicators and hypothetical constructs explains or fits the collected data (Bollen, 1989a,b; Yoon, et. al.,2001). It also provides the ability to measure or specify the causal relationships among sets of unobserved (latent) variables, while describing the amount of un-explained variance (Turner and Reisinger, 2001). Clearly, the hypothesized model in this study was designed to measure causal relationships among the unobserved constructs that were set up on the basis of prior empirical research and theory. The SEM procedure was an appropriate solution for this proposed hypothetical model.

Prior to LISREL analysis, an exploratory factor analysis (EFA) was performed only for purposes of reducing the number of variables in status consciousness, need for touch, and companion opinion constructs. The underlying factors derived from EFA were represented as correlations among sets of many interrelated variables (Hair, et. al., 1998). Using varimax rotation, the latent root criterion of 1.0 was used for factor inclusion, and a factor loading of 0.40 was used as the benchmark to include items in a factor. Then the included items within a factor were calculated to create a composite factor. All of these procedures were performed using SPSS 20. Subsequently, these composite factors were treated as indicators to measure a construct. This procedure may help to decrease multi-collinearity or error variance correlations among indicators in the confirmatory factor analysis of the measurement model. Such errors are avoided as much as possible in structural equation modeling procedures (Bollen, 1989a).

The results of EFA analysis determined significantly correlated factors, including three items for companion opinion, five items for need for touch, and four items for status consciousness (Table 1). These factor analyses were acceptable because at least two significant loadings for any one factor were loaded, as well as all of the variables that were included in the factors. Thus, there was no chance of losing any information in measuring constructs.

Table 1: Results of Exploratory Factor Analysis for shopping behaviour

	Item to total Correlation	Factor (EFA) Loadings	Explained variance	Composite Mean
Factor 1: Shopping Companion Opinion			20.11	2.62
I take opinion of my companion but last decision is mine	0.78	0.81		
I like to take opinion of family members to come to consensus before buying products	0.77	0.78		
I take opinion of my friends especially those whose shopping style I like most	0.70	0.76		
Factor 2: Need for Touch			23.04	3.08
I like to touch the product before purchasing it	0.75	0.75		
I touch the product to know about its feature quality	0.68	0.74		
I have more trust on products which I can touch	0.68	0.74		
I feel confident in purchasing product after touching it	0.69	0.31		
I am reluctant to purchase the product if I don't physically examine it	0.52	0.62		
Factor 3: Status consciousness			30.05	2.56
I like to buy branded design products from branded stores	0.51	0.56		
I buy products according to my family status in society	0.52	0.54		
I like to buy the product if it is well appreciated by my parents	0.62	0.79		
I care for the product status in the society	0.53	0.36		

Table 2: Results of Confirmatory Factor Analysis for shopping behaviour

	Completely Standard loadings (t-value)	Construct &indicator reliability	Variance extracted & error variance
Factor 1: Shopping Companion Opinion		0.69	0.78
I take opinion of my companion but last decision is mine	0.69(4.67)	0.19	0.16
I like to take opinion of family members to			
come to consensus before buying products	0.75(6.37)	0.34	0.15
I take opinion of my friends especially those			
whose shopping style I like most	0.80(6.36)	0.34	0.16
Factor 2: Need for Touch		0.88	0.44
I like to touch the product before purchasing it	0.70(10.48)	0.76	0.48
I touch the product to know about its feature quality	0.73(4.40)	0.14	0.68
I have more trust on products which I can touch	0.67(8.81)	0.54	0.69
I feel confident in purchasing product after touching it	0.64(9.05)	0.46	0.54
Factor 3: Status consciousness		0.70	0.44
I like to buy branded design products from branded stores	0.55(7.97)	0.53	0.38
I buy products according to my family status in society	0.76(9.71)	0.51	0.5
I like to buy the product if it is well appreciated by my parents	0.71(7.48)	0.43	0.25

From reviewing the mean score of constructs, it was found that need for touch (M=3.08) was considered as important factor in comparison to status consciousness and companion opinion.

Measurement model:
First, a confirmatory factor analysis (CFA) of the measurement model specifying the posited relationships of the observed indicators to the latent constructs, with all constructs allowed to be inter-correlated freely, was tested. According to Anderson and Gerbing (1988) confirmatory measurement models should be evaluated and re-specified before measurement and structural equation models are examined simultaneously. Thus, before testing the entire measurement model, each construct in the model was analyzed separately.

Since an item having a coefficient alpha below 0.40 is unacceptable, it is recommended that the same be deleted from further analysis (Joreskog, 1993). Consequently, one indicator from each construct of 'need for touch' and 'status consciousness' was removed. The fit indices indicated an acceptable level with the data (GFI=.96, CFI=.91, NFI=.81).

RESULTS:

A total of 3 indicators of companion opinion, 4 indicators of need for touch and 3 indicators of status consciousness were used in the measurement model. For testing the measurement model, it was modified so that it came to represent the theoretical causal model of interest in this study. Indicators having less than 0.30 of coefficient alpha were deleted, and the resultant theoretical model was evaluated and revised until a theoretically meaningful as well as statistically acceptable model was achieved. Thus, after examining the model fit of the overall measurement model that excluded the correlated indicator, one indicator was deleted because the model without this indicator produced better-fit indices. The construct reliability and validity along with model fit were tested. Here, basically, reliability refers to the consistency of measurement, while validity refers to the extent to which an instrument measures what it is intended to measure (Hatcher, 1994). This measurement model described the nature of the relationship between latent constructs and the manifest indicators that measured those latent constructs. Three types of overall model fit measures were utilized in this study: absolute fit measures (AFM), incremental fit measures (IFM), and parsimonious fit measures (PFM). An absolute fit index was used to directly evaluate how well the priori theoretical model fits the sample data, and an incremental fit index assessed the proportionate fit by comparing a target model with a more restricted, nested baseline model (Hu and Bentler, 1995). A parsimonious fit measure was used to diagnose whether model fit has been achieved by overfitting the data with too many coefficients. In this study, all three types of goodness of fit indices indicated that the overall measurement model was acceptable and in that proposed model

fit the collected data with a sample size of 487, goodness of fit index (GFI)=0.96, Root mean square residual (RMSR)=0.03, root mean square error of approximation (RMSEA)=0.03, adjusted goodness-of-fit (AGFI)=0.92, non-normed fit index (NNFI)=0.97, parsimonious normed fit index (PNFI)=0.61, comparative fit index (CFI)=0.96, incremental fit index (IFI)=0.96, and relative fit index (RFI)=0.87 (Table 3).

Table 3: Goodness-of-fit indices for the modified measurement model

Absolute fit measures			Incremental fit measures		Parsimonious fit measures			
GFI	RMSR	RMSEA	AGFI	NNFI	PNFI	CFI	IFI	RFI
0.96	0.03	0.03	0.92	0.97	0.61	0.96	0.96	0.87
GFI=goodness-of-fit index; RMSR=root mean square residual; RMSEA=root mean square error of approximation; AGFI=adjusted goodness-of-fit; NNFI=non-normed fir index; PNFI=parsimonious normed fit index; CFI=comparative fit index; IFI=incremental fit index; RFI= relative fit index.								

After assessing the overall model, the psychometric properties of each latent construct were evaluated separately by examining the completely standardized loading, error variance, the construct reliability, and the variance extracted. As seen in Table 2, the t-value associated with each of the standardized loadings exceeded the critical level (2.58, p<.05). The construct reliability of all five constructs was close, and exceeded the recommended level of 0.70. Thus, it can be said that the psychometric properties of each respective latent construct, especially for the purpose of this research, are acceptable.

Table 4: Ethnic group difference for shopping behaviour and status consciousness

	Hindu		Sikh		Christian		Buddhist	
	T value	Sig.	T value	Sig.	T value	Sig.	T value	Sig.
Muslim	1.48	0.92	1.63	0.55	1.21	0.67	1.82	0.62
Hindu			1.28	1.29	1.73	0.28	1.93	0.95
Sikh					1.82	0.21	1.54	0.47
Christian							1.83	0.81
Buddhist								

Table 5: Ethnic group difference for shopping behaviour and need for touch

	Hindu		Sikh		Christian		Buddhist	
	T value	Sig.	T value	Sig.	T value	Sig.	T value	Sig.
Muslim	1.67	0.92	1.82	0.82	1.26	0.57	1.14	0.09
Hindu			1.47	0.21	1.99	0.83	1.23	0.11
Sikh					1.33	0.42	1.78	0.45
Christian							1.68	0.56
Buddhist								

The results from Tables 4, 5 and 6 indicate that there is no difference in religious groups for status consciousness, need for touch and companion opinion, which portrays that the shopping behaviour of all the religious groups is same as there is no significance difference found in comparing any group with the other for all the three determinants of shopping behaviour.

Table 6: Ethnic group difference for shopping behaviour and companion opinion

	Hindu		Sikh		Christian		Buddhist	
	T value	Sig.	T value	Sig.	T value	Sig.	T value	Sig.
Muslim	1.88	0.32	1.76	0.41	1.22	0.11	1.31	0.21
Hindu			1.42	0.13	1.34	0.09	1.64	0.10
Sikh					1.65	0.10	1.52	0.19
Christian							1.49	0.23
Buddhist								

DISCUSSION AND IMPLICATIONS:

The empirical results of this study provide tenable evidence that the proposed structural equation model, designed to consider shopping behaviour and its determinants is acceptable. In the literature, the individual constructs and concepts have received much attention from shopping behaviour scholars and practitioners. But no empirical studies related to causal relationship between these constructs have been examined. It is believed that this study has the potential of generating more specific applications related to shopping behaviour, especially concerning its determinants. In the present study, all the three determinants of shopping behaviour are considered as reflective in nature.

The major findings of this study have significant managerial implication for Jammu region. First of all, the exploratory factor analyses showed that consumers from major ethnic groups pursue three different shopping motivation determinants. Thus, it is suggested that marketers should understand the practical implications of these three determinants, while keeping in view the motivations for shopping behaviour of consumers from different ethnic groups. Second, the confirmatory factor analysis showed that even if all the three constructs retain their original characteristics, still they could be reduced to a number of reliable and appropriate items that might be used to measure those constructs. On the other hand, it is difficult to conclude solid measurement indicators for the selected constructs. The findings of this study result from a single empirical investigation, therefore, the shopping behaviour scholars and practitioners need to understand that there was a need of developing more effective measurement scales to assess those constructs in Indian culture. This suggests that shopping behaviour may be differently motivated and consumers react differently in different socio-cultural milieu, therefore, consistent measurement scales and constructs are required to understand the shopping behaviour of different ethnic groups in India. This study further indicates that shopping behaviour managers ought to understand consumer's internal motivation of need for touch more than the other constructs. The importance of need for touch construct in all ethnic groups reveals that they prefer to touch the product to gather knowledge about its texture and genuinity. The feeling of touch gives consumer confidence during shopping for any product. This study provides empirical evidence that flow variables like need for touch, companion opinion and status consciousness have positive relationship with shopping behaviour and there is a moderating effect of ethnic groups between shopping behaviour and its determinants.

CONCLUSION:

The shared sense of culture helps individual to understand himself and the world around him. The religion also assists individual to organize himself and others around him. The cultural phenomena in India originates with a combination of institutional, cultural and social-structural elements and the civilized society of India has witnessed for long dynamic historical interaction with thousands of communities and castes over the landmass of the country. These communities have grown in a friendly environment where they enjoyed their religious identities and freely followed their cultural attributes, customs and life style and the said processes have been strengthened by numerous saints, sufis and religious reformers. In the civilized Indian society culture is the central theme with which communities are bound from within and with other groups (Cohn, 1996). Culture is not simply a normative structure of scripts and combination of values, beliefs and aesthetic standards but grounded in the existential, ecological, social and political settings of the society. The combined effect of these forces reforms the norms of the culture over a period of time.

Melucci (1989) described that collective identity is not fixed objective fact, but a process. Collective identity formation is a delicate process and requires continual investments. As it comes to resemble more institutionalized form of social action, collective identity may crystallize into organizational forms. In less institutionalized forms of action its character more closely resembles a process which must be continually activated in order for action to be possible." In order to understand collective identity as constructionist, it is recommended to consider race and ethnicity. Modern sociologists also suggest that in modern times, the race and ethnicity are eroded, like ethnic and race differences have been eroded in homogenized American identity.

It can be concluded that shopping behaviour has causal relationship with need for touch, status consciousness, and companion opinion. In the literature, it has been seen that understanding of shopping behaviour of consumers is important, but little has been done to understand the shopping behaviour from ethnic group view point, or its structural relationship with other constructs, which constitute as its determinants. The study revealed and confirmed the existence of the critical relationship between shopping behaviour and need for touch, status consciousness and companion opinion. This finding suggests that it is worthwhile for shopping behaviour managers to make greater investment in three constructs of consumer shopping behaviour, in order to enhance consumer experiences.

Finally, there are some issues related to limitations of the study which should be noticed to support future research. The model of the study was tested in a specific setting, the Jammu region of Jammu and Kashmir

State. The generalization of the model is suggested, by applying this model in other settings that have different shopping behaviour attributes. An application of the model to other ethnic groups in other regions shall provide reliable indicators and valid constructs with a robust and stable model.

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APPENDIX I

Quotations (Ethnographic Interviews)	Open Coding	Axial Coding	Selective Coding
I like to take companion with me on shopping…I ask help from my companion when I have to make decisions about product purchase…but the last decision is mine (Informant 1)	Opinion shopping	Social Network Therapy	1. Companion Opinion
I like to do shopping with my family members…I like to take opinion of my family members…when it is hard for me to take decisions before buying products (Informant 5)	Family opinion		
I like to take friends as companion with me on shopping …I like to take their opinion especially when I like their shopping styles… (Informant 9)	Retail therapy by Friends		
I usually prefer to touch the product…I don't like to purchase the product without touching it (Informant 15)	Sense of touch	Haptic opportunities	1. Need for Touch
I touch the product to know about its stuff quality…type of stuff…its features…(Informant 17)	Interpersonal touch		
I feel good when I touch the products…I develop more trust on products when I touch them. (Informant 19)	Auto telic touch		
I like to touch the products…touching products give me confidence… (Informant 20)	Sensory stimulated Pleasure		
I am not able to make judgment about the product without touching it…I have to touch the product to make purchase decision… (Informant 14)	Explicit self-attributed motives		
I like to buy good brand product…I like to buy branded products from exclusive branded stores only…I don't like to buy branded products from franchise products (Informant 3)	Prestige conscious	Attachment to status Symbols	1. Status consciousness
I like to shop stores which have status in the society…along with that I buy products which match the status of my family in the society… (Informant 7)	Status acquisition		
I always listen to my parents…I like to fulfill the wishes of my parents…I like to buy and wear those products which are acceptable by my parents… (Informant 6)	Family status Consumption		
I don't care much about the product recognition in the society…I don't care much about the society…I like to purchase those products which I like to buy (Informant 4)	unworried about societal affairs		