



ATTITUDE AND LIFESTYLE'S INFLUENCE ON ONLINE SHOPPING AMONG NEWLY MARRIED WOMEN: A CASE OF BHUBANESWAR CITY, ODISHA

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ABSTRACT

Online shopping is evidently the present future trend of shopping. With the pace of each day's work increasing day-by-day people feel that they do not have the time to spend and go to a retail outlet to shop. Hence online shopping has become the more preferred channel of shopping. To make most of this new trending consumer behavior, online businesses should pay more attention to the changing lifestyle patterns and attitudes of the consumers that have the most effect in their purchasing decision who are primarily newly married women. This study aims to analyze how far the lifestyles and attitudes of consumers influence mobile phone purchasing decisions through online shopping. The populations in this study are from Bhubaneswar. The data was analyzed through factor analysis and ANOVA to find the results. The results of the study showed that influence on lifestyle is high on the purchasing decisions. Attitude alone has no influence on the purchasing decision of mobile phones through online shopping whereas lifestyle combined with attitude has an influence on the purchasing decision of mobile phones through online shopping.

Keywords: *Consumer Behaviour, Lifestyle, Attitude, Online Shopping, Mobile Phones, Purchasing Decision*