



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

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### 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.