

## THE EFFECTS OF SOCIO-DEMOGRAPHIC-ECONOMIC STATUS OF VOCATIONAL SCHOOL STUDENTS ON SHOPPING BEHAVIOR

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### Abstract

Emerging technology and increasing number of intelligent devices' applications (mobile phones, tablet computers, etc.) have caused changes in the behaviors of all consumers in shopping as well as changes in shopping behaviors of university students. The fact that the students have to pay more for the shopping is the most striking change in consumption behavior. The variables of social, economic and demographic characteristics and expenditure items of young people studying at universities constitute the subject of this study. This study was carried out among the undergraduate students studying in Istanbul. As a result of the research, it has been found out that the students liked to buy something in almost every shopping, expenditure items increased in the age of graduation were close to the working life of the student, and the amount of spending significantly increased and varied due to the parents' professions, and liked to give gifts to others. The increase in digital media, the desire to stay on the internet constantly and the widespread use of social media have changed shopping behavior, and also have been found out that they allocate more budget to their electronic product group than items like clothing, food, cosmetics. Students browse the products they want to buy through social media and browse the product related sites. This has already led to a serious change in the day-to-day shopping experience, especially in shopping outings, and that smartphones have increased the habit of e-shopping.

**Keywords:** Associate degree students, shopping behaviors, shopping attitudes, socio-demographic-economic status.