

SHOPPING ORIENTATION AND CHOICE DECISION  
AMONGST ADOLESCENTS: A CONSUMER  
SOCIALIZATION APPROACH

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MASTER OF SCIENCE  
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Shopping orientation and choice decision amongst adolescents : a  
consumer socialisation approach / Safiek Mokhlis.



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**SHOPPING ORIENTATION AND CHOICE DECISION AMONGST  
ADOLESCENTS: A CONSUMER SOCIALISATION APPROACH**

**By**

**SAFIEK MOKHLIS**

**Thesis Submitted in Fulfilment of the Requirement for the  
Degree of Master of Science in the  
Faculty of Management and Economics  
Kolej Universiti Terengganu  
Universiti Putra Malaysia**

**February 2001**

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Abstract of Thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirement for the degree of Master of Science

SHOPPING ORIENTATION AND CHOICE DECISION AMONGST ADOLESCENTS: A CONSUMER SOCIALIZATION APPROACH

By

SAFIEK MOKHLIS

February 2001

Supervisor: Abdul Razak Kamaruddin, DBA

Faculty : Management and Economics

The objective of this study is to investigate how the process of consumer socialisation will determine adolescents' shopping orientations and subsequently, the relationship between their shopping orientation and their decision in the marketplace. Eight shopping orientations were hypothesised to be an outcome of socialisation process, which is derived via interaction with socialisation agents, namely parents, peers, mass media, television commercials and in-school education. The study will investigate two social structural variables (social class, gender, ethnicity, religion and region) to be associated with the socialisation process and shopping orientations. Age as the developmental variable was expected to interact with the influence of socialisation agents and shopping orientations. The final consideration was to find the relationships between adolescents' shopping orientation and their choice between traditional and modern retail outlets. Two types of retail institutions were hypothesised as retail outlets and shopping venues.

**Dedicated to my parents**

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Science.

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By

**SAFIEK MOKHLIS**

**February 2001**

**Chairman: Abdul Razak Kamaruddin, DBA**

**Faculty : Management and Economics**

The purpose of this study is to investigate how the process of consumer socialisation will determine adolescents' shopping orientations and consequently, the relationship between their shopping orientation and choice decision in the marketplace. Eight shopping orientations were conceptualised to be an outcome of socialisation process, which is acquired via interaction with socialisation agents, namely parents, peers, printed media, television commercials and in-school education. The study also proposed five social structural variables (social class, gender, ethnicity, residence and religion) to be associated with the socialisation agents and shopping orientations. Age as the developmental variable was proposed to correlate with the influence of socialisation agents and shopping orientation. The final consideration was to find the relationships between adolescents' shopping orientation and their choice between traditional and modern retail outlets. Two types of retail institutions were examined: eating outlets and shopping venues.