

Consumer Shopping Practices and Women's Participation in the Role of Women in Shopping: A Literature Review of Consumer Shopping Practice and the Function of Women in Shopping

Rinku Pal¹ and Komal Pandey²

Assistant Professor, BMS, Suman Education Society's LN College, Borivali East, Mumbai, India¹

Student, BMS, Suman Education Society's LN College, Borivali East, Mumbai, India²

Abstract: *Anyone who purchases a good or service is not necessarily a user or customer. The study of consumer behaviour has centred on people and the variables that affect how they decide how much money to spend on goods for consumption. The ideas and theories behind consumer behaviour have been influenced by a wide range of academic fields, including sociology, psychology, social psychology, anthropology of culture, and economics. The majority of shoppers are female and are seen as a significant force in the retail industry. Because men and women's brains differ biologically, neurologically, and behaviourally, women think differently than men. Their buying habits are affected by these disparities in turn. Women would try to profit from others' experience by asking individuals around, but males would load themselves with enough knowledge about a product or service through the internet, advertising, and reviews. The literature on consumer buying behaviour and the place of women in the marketplace is reviewed in this article. This article's major goal is to identify the many schools of thinking that could aid and direct future studies. The researcher has reviewed study materials on consumer purchasing behaviour and the role of women in retail. Women would try to profit from others' experience by asking individuals around, but males would load themselves with enough knowledge about a product or service through the internet, advertising, and reviews. The literature on consumer buying behaviour and the place of women in the marketplace is reviewed in this article. This article's major goal is to identify the many schools of thinking that could aid and direct future studies. The researcher has reviewed study materials on consumer purchasing behaviour and the role of women in retail.*

Keywords: Consumer Behaviour, Researcher, Literature.

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