

A STUDY ON FACTORS INFLUENCING CONSUMER SHOPPING BEHAVIOR TOWARDS RETAIL STORES

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Abstract:

Understanding consumer shopping behavior is essential for the growth of retail stores because their main motive is to attract and maintain consumers for a long time. By examining their shopping perspective, retail stores can create successful marketing strategies that effectively reach the appropriate consumers with the right message at the right time. This study was undertaken to understand the factors influencing consumer shopping behavior towards retail stores. A total of 50 respondents were randomly selected, and information was collected using primary and secondary sources of data. The objective of this study was to provide valuable suggestions to retailers.

Keywords: Consumer Shopping Behavior, Retail Stores, Factors Influencing, Marketing Strategies

Introduction:

Consumer shopping Behavior is the evaluation of the psychology of consumers throughout shopping about how they think, feel and make decisions when choosing between various products. This is extensively researched in business, economics, psychology, and sociology, with significant implications for marketing and sales strategies. Retail stores analyze consumer shopping Behavior to assess how their products are perceived and whether they align well with consumer preferences, aiming for successful positioning strategies. Understanding consumer shopping Behavior allows retailers to objectively analyze their internal strengths and weaknesses, uncovering important insights that can guide future differentiation strategies. When the mindset of consumers behind shopping is understood then the further procedure is to pinpoint the specific factors that influence their choices. The fact is that understanding consumer shopping Behavior is impossible without acknowledging the factors influencing it.

Factors Influencing consumer shopping Behavior

Some factors that influence consumer shopping Behavior

Personal Factors: Personal factors like age, income, occupation, lifestyle etc have a great influence on consumer shopping Behavior as they ascertain the consumer's needs, desires and choices.

Psychological Factors: Consumer shopping Behavior is also influenced by psychological factors which include motivation, perception, learning, beliefs, attitudes and emotions.

Social factors: Social Factors such as social media, culture, family, friends, and status, all influence consumers shopping Behavior by molding their values, norms and Behavioral tendencies.

Economic Factors: Economic factors that influence consumer shopping Behavior include personal income, family income, savings, inflation, taxation etc. They have an impact on consumer's spending power, priorities and sense of worth.

Cultural Factors: Cultural factors include how a consumer's social, cultural and subculture influence their shopping habits.

Statement of the Problem

The subject of how and why consumers choose is addressed in the problem statement of consumer shopping Behavior. This might involve factors including their income, priorities, and previous experience with a product, benefits and drawbacks of utilizing certain goods or services. Researchers in the fields of marketing, psychology and economics frequently examine consumer shopping Behavior to find out more about the factors that influence their opinions and attitudes in shopping. Better goods and services may be designed with this knowledge in mind and can also develop marketing strategies. The overarching objective is to comprehend the intricate and varied process by which consumers choose what to buy and consume, and how these decisions are influenced by a broad variety of factors.

Literature Review

Menace, R., et al. (2014) provides a comprehensive approach to understanding consumer Behaviour in the context of Indian retail stores. By analysing factors such as societal roles, social and cultural environments, and consumer aspirations, the study provides a nuanced outlook on the complex amalgam of needs and desires that influence purchase decision-making patterns. The research also provides a valuable contribution to the understanding of consumer buying Behaviour in retail outlets, highlighting the significance of adapting retail strategies to meet the evolving needs of customers in a dynamic market environment.

Balladur say, A. (2021) made a study to understand the relationship between product characteristics and customer satisfaction in retail stores and shopping malls. The study employs exploratory research methods, including surveys among different classes of customers. The insights gained from this research can be valuable for businesses in enhancing their strategies to attract and retain customers in a competitive market environment.

Vantaa, k., et al. (2021) highlight the significance of the retail industry in India, emphasizing the impact of various aspects such as the retail outlet's image, product range, services, and marketing strategies on consumer decision-making. The study underscores the need for retail outlets to adapt to changing consumer preferences and expectations by implementing strategies that cater to customer needs effectively. By understanding consumer perceptions and preferences, retail stores can optimize their operations, drive growth and build relationships with their target audience.

Dean agree, K.J., et al. (2022) conclusively show the significance of consumer Behaviour in the retail sector, emphasizing the need for effective strategies to understand and satisfy consumer needs. The study found that consumers face accessibility issues with retail stores being far from their residencies, suggesting the need for more retail outlets. Advertisements and sales promotions were identified as key triggers for consumers. The findings and suggestions from the study are seen as beneficial for retailers seeking success in the growing Indian retail industry, highlighting the importance of understanding and meeting consumer preferences.

Huger, S., (2022) point out that the big bazaar has an advantage in the market and employs various strategies such as promotions, exhibitions and window shopping to encourage customers to purchase without specific lists. This study also reveals impulse buying is

influenced by factors such as discounts, convenience and product availability. Customer demographics, including age, income and employment status, play a role in impulse purchasing Behaviour, particularly in product categories like clothing, beauty products, groceries, and personal care items. Time also plays a crucial role, as customers who spend more shopping tend to make more impulsive purchases. Understanding this consumer Behaviour is necessary for retailers to effectively engage customers and drive sales growth.

Objectives

- ❖ To identify the factors influencing consumer shopping Behaviour towards retail stores
- ❖ To examine the latest trends in shopping to give valuable suggestions to retailers
- ❖ To evaluate the consumer opinions and attitudes for shopping towards retail stores

Research Methodology

Research Design: Exploratory Research Design is being adopted to find out the factors influencing consumer shopping Behaviour.

Sampling Technique: Random Sampling Technique is used in this research.

Sample Size and Area: The sample size of 50 respondents was selected in town for this study.

Data Representation tools: the collected data are analysed and presented through a table and bar graph.

Sources of Data: The Primary data is collected through observation and interview method. Secondary data is collected through research papers, journals and online sites.

Limitations of the study

- ❖ Limited time available for research
- ❖ Studying consumer shopping Behaviour while they shop is extremely difficult
- ❖ The study was conducted only in limited area and respondents

Results and Discussion

Table (a) shows the consumer's opinion towards retail stores

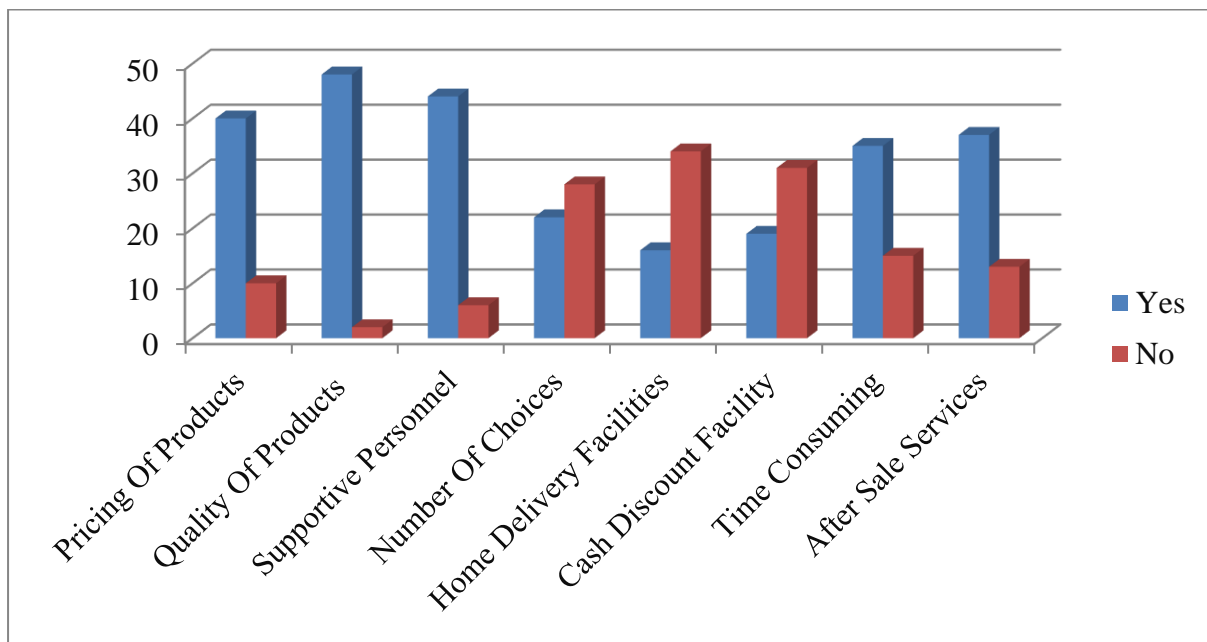
S. No.	List of Questions	Yes	No
1.	Are you satisfied with the pricing of products?	40	10
2.	Do you feel that there is good quality of products at retail stores?	48	2
3.	Have the store's personnel supportive enough to help you in finding the products of your choice?	44	6
4.	Are there several choices available with retail stores?	22	28
5.	Are you getting home delivery services in recent times?	16	34
6.	Do you enjoy the cash discount facility provided by retail stores?	19	31
7.	Do you find that shopping from retail stores is time-consuming process?	35	15
8.	Are you happy with the after-sales services?	37	13

Source: Primary Data

Analysis

The table illustrates the consumer’s opinion towards retail stores. It shows that 48 respondents (80%) are satisfied with the pricing of products. Most of the respondents are happy with the quality of products and after-sale services provided by retail stores. Additionally, several respondents say that the store’s personnel are supportive enough to help them find products. However, some respondents also believe that retail stores are time-consuming and there are less number of choices available in retail stores. When the opinion regarding home delivery and cash discount facility was sought, some respondents were found to be dissatisfied.

Bar Graph showing the consumer opinion towards retail stores



Interpretation

Based on the above bar graph, it is interpreted that:

Pricing: The majority of respondents are satisfied with the pricing of products, indicating that the pricing strategy of the retail stores is generally perceived positively.

Product Quality: Almost all respondents are pleased with the good quality of products at retail stores, suggesting that the stores are meeting expectations in terms of product quality.

Store Personnel: The majority of respondents find the store’s personnel supportive which signifies that consumer service in the stores is generally perceived as helpful.

Choice Availability: A significant portion of respondents reported that there is a lack of choices available in retail stores, highlighting a potential area for improvement in product variety.

Home Delivery Facilities: Some respondents are not receiving home delivery facilities, revealing a potential area for expansion to meet consumer expectations.

Cash Discount Facility: Several respondents do not enjoy the cash discount facility provided by retail stores, displaying that the current discount offerings may not be appealing to consumers.

Time-Consuming Process: Most of the respondents find shopping from retail stores to be time-consuming, indicating a potential area for improvement in efficiency.

After-Sales Services: The majority of respondents are happy with the after-sales services which show that the retail stores are meeting expectations in this area.

Suggestions

The findings suggest that retail stores need to offer a variety of products to attract more consumers. Encourage consumers to buy products through offers, discount facilities and home delivery facilities etc. Improving efficiency in shopping such as fast billing service, parking facilities, and modes of payment, so that consumers will not find shopping at the retail store is time-consuming. Recruiting more number of skilled salespeople will expedite consumer services. The salesperson should be knowledgeable, patient and helpful to motivate consumers to do additional shopping. It can also be seen that consumers preferred retail stores for good quality products at reasonable prices. Therefore, retail stores should focus more on the quality of products to build trust and enhance consumer retention.

Conclusion

In today's digitally connected world, consumers prioritize time and cost efficiency when shopping. Consumers have become more aware regarding the price and quality of products. Hence, retail stores must evaluate consumer shopping Behaviour for successful positioning strategies and scrutinize their changing needs, aspirations and lifestyles for the expansion of business. Overall, retail stores are performing well in areas such as product quality and consumer service, but still, there are areas for improvement. Thus, to attract more consumers and boost their retention, retail stores should emphasize to offering a wide variety of products, encouraging through offers and discounts and improving efficiency in shopping experiences. Hiring skilled salespeople who are knowledgeable, patient and helpful will also facilitate consumer services and inspire them to do additional shopping. Ultimately, by focusing more on product quality and consumer services, retail stores can build trust and enhance consumer retention, which leads to their long-term success.

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