

Open Access Article

## ANALYSING CONSUMER BEHAVIOUR IN RETAIL OUTLETS-AN ANALYTICAL APPROACH

Sana Khan  
PhD Scholar

Prof A. K. Saxena  
Integral University, Lucknow

**Abstract:** Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Keeping in view, the present study is intended to explore the correlative analysis of consumer behaviour and retail outlet of the selected respondents. The required data was collected with the help of purposive sampling technique. 100 respondents were selected from both nuclear and joint families. The results of the study reveal that there exists significant relationship between nuclear and joint family respondents on their consumer behaviour. Besides, that there exists no significant difference between nuclear and joint family respondents on their consumer behaviour. In addition to this it was found that there exists no significant difference between nuclear and joint family respondents on their retail outlet.

**Key words:** Consumer Behaviour, Green Marketing Practices.

**摘要：**顾客行为研究是基于消费者的购买行为，顾客扮演着用户、支付者和购买者三个不同的角色。有鉴于此，本研究旨在探讨所选受访者的消费者行为和零售店的相关分析。需要的数据是在有目的的抽样技术的帮助下收集的。从核心家庭和联合家庭中选出 100 名受访者。研究结果表明，核心家庭和联合家庭受访者之间的消费者行为存在显著关系。此外，核心家庭和联合家庭受访者在消费者行为上没有显著差异。除此之外，还发现核心家庭和联合家庭受访者在零售店中没有显著差异。

**关键词：**消费者行为，绿色营销实践。

**Introduction:** Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy. It blends elements from psychology, sociology, socio psychology,

anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioural

Received: March 4, 2021 / Revised: April 4, 2021 / Accepted: May 8, 2021 / Published: June 13, 2021

About the authors: Dr. Mital Bhayani Associate Professor, Sanjivani College of Engineering, Maharashtra, India

Corresponding author Dr. Mital Bhayani

variables in an attempt to understand people's wants and needs. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Belch and Belch (2007) define consumer behaviour as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. Therefore, from the above discussion it is evident that consumer behaviour is the study of how individual customers, group or organizations select, buy, use and dispose ideas, goods and services to satisfy their needs and wants. It refers to the actions of the consumers in the market place and the underlying motives for those actions. Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers. Drucker, P. F. (1988) defined consumer as "it is the consumer who determines what business is.... What the consumer thinks he is buying, what he considers 'value' is decisive – it determines what a business is, what it produces and whether it will prosper". Solomon (1996) defined consumer behaviour as "the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and wants." Kotler and Armstrong (2004) defined consumer buyer behaviour refers to "the buying behaviour of final consumers, individuals and households who buy goods and services for personal consumption. All of these final consumers combine to make up the consumer market." According to Hoyer and Macinnis (2008), "Consumer behaviour reflects the totality

of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units (over time)."

**Review of related literature:** The investigator has surveyed many research studies in the relevant area. However, notable research studies are reported as under:

**Wahyuningsih and Chris Dubelaar (2004)** in his paper 'Consumer Behaviour and Satisfaction' of Monash University. In their studies they have concluded that in order to satisfy their customers, companies need to identify clearly each segment of consumers whether they are passive, rational-active, or relational dependent consumers. This is because these three types of consumer perceive their levels of satisfaction differently. Since rational active and relational dependent consumers are very sensitive about their feelings and expectations, companies need to communicate and increase their performance continuously. **Armstrong and Scott (1991)** stated that the study of customer behaviour is based on consumer buying behaviour, with the customer playing three distinct roles: user, payer and buyer. Consumer behaviour research allows for improved understanding and forecasting concerning not only the subject of purchases but also purchasing motives and purchasing frequency. **Schiffman & Kanuk, (2007)** opined that one of the current fundamental assumptions in consumer behaviour research is that individuals often purchase products for their subjectively perceived values rather than their primary functions. **Stávková, Stejskal & Toufarova, (2008):** The stimulus-response model (or the black box model) is a well-

developed and tested model of buyer behaviour. **Fernie (1997)** does not treat consumer preferences as a separate issue; his work seems likely to provide inspiration for the present study. Fernie looked at the retail changes in the United Kingdom and included a consideration of the logistical consequences of the developments there. **Robert V Kozinets & John F Sherry studies (2002)** have explained the flagship brand stores as an increasingly popular venue used by marketers to build relationships with consumers. They have stated that as we move further into an experience economy in the new millennium, retailers are refining the flagship brand store into new forms such as the themed retail brand store. This new form not only promotes a more engaging experience of the brand's essence but also satisfies consumers looking for entertainment alongside their shopping. **Carrie Heilman (2002)** has examined the impact of in-store free samples on short and long-term purchasing behaviour. They suggest that the population of in-store samplers can be divided into three segments based on their motives for sampling: "Information Seekers", "Party Goers," and "Opportunists," and propose that short- and long-term shopping behaviour differs across these three segments post-sample. They had conducted an in-store experiment and found support for their theory and hypotheses. **Empson (2014)** opines that current generation has huge spending power and make up a quarter of the UK population while it will constitute 40% of all U.S. consumers by 2020. So, it is expected to heavily influence retail marketing practices both from a technological and product-specific point of view and also consumer's expectations and the aspiration to fulfil them from the foundations of all classical and modern marketing concepts. **Hristoy and Reynolds (2013)** state that the

recent studies on diffusion of technologies have investigated how in-store consumer behaviour has been affected by advanced technologies. Results have showed that Technology Acceptance Model has been extensively exploited by considering the perceived ease of use, usefulness, attitude and behavioural intention as drivers of new technology adoption, which has been further extended with more constructs such as risk avoidance and trust. **Barthel and Hudson(2012)** identified that one of the key drivers in retail is an increasing demand for a seamless experience between online mobile and in-store shopping. The creation of a superior customer experience is asserted to be one of the pivotal objectives in retailing environments whether it be offline or online.

**Location of the research gap:** Large number of research studies have been explored by the investigator to explore the research gap. Notable research studies are; Wahyuningsih and Chris Dubelaar (2004), Armstrong and Scott (1991), Schiffman & Kanuk, (2007), Stávková, Stejskal & Toufarova, (2008), Fernie (1997), Robert V Kozinets & John F Sherry (2002) and Carrie Heilman (2002). However, in these research studies, diversified results have been reported.

**Problem under investigation:** The statement of researcher problem for the present study is reported as under:

**“Analysing Consumer Behaviour in Retail Outlet Process”**

**Objectives of the Study:** The main objectives of this study are as under:

- 1) To study the relationship between consumer behaviour and selecting retail outlets.
- 2) To study consumer purchase behaviour of respondents belonging to joint and nuclear families.
- 3) To study consumer selecting retail outlet of respondents belonging to joint and nuclear families.

### Hypothesis: -

- 1) There exists significant relationship between nuclear and joint family respondents on their consumer behaviour.
- 2) There exists no significant difference between nuclear and joint family respondents on their consumer behaviour.

- 3) There exists no significant difference between nuclear and joint family respondents on their retail outlet.

**Delimitation of the study:** The study was delimited to 100 male and 100 female consumers. Besides, it is imperative to mention here, that this study was limited to Lucknow district of Uttar Pradesh.

**Methodology and procedure:** The present study was carried with the help of descriptive research method.

**Sample:** The total sample for the present study consists of 200 respondents. The detailed procedure of the sample is reported as under:

Table: 1.0: Showing the sample breakup of the study:

Category	Nuclear family	Joint family
Consumers	50	50
Total	100 Consumers	

❖ **Sampling Technique:** The required data was collected with the help of convenience sampling technique.

❖ **Sampling area:** The required sample was selected from Lucknow district of Uttar Pradesh.

❖ **Statistical treatment:** The collected data was put to suitable statistical treatment by using:

- a) Bivariate correlation
- b) Mean
- c) Standard deviation

d) Independent 't' test.

**Analysis And Interpretation Of The Data:** The data has been analysed with the help of descriptive and comparative analysis. The detailed analysis and interpretation is reported as under:

**Table 1.1: Showing the correlative analysis of consumers towards consumer behaviour and retail outlet process. (N=50)**

Correlations		
	Consumer	Retail Outlet

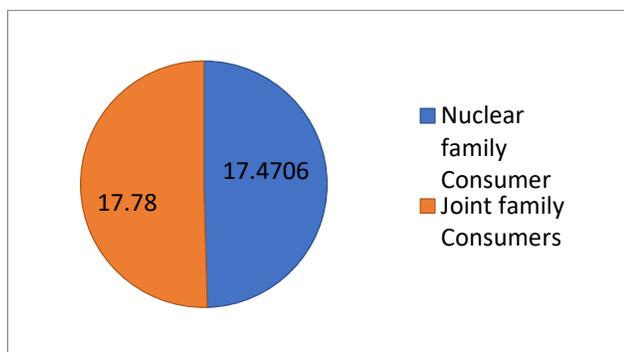
		Behaviour	
Consumer Behaviour	Pearson Correlation	1	.840**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	2292.687	1930.818
	Covariance	23.395	19.702
	N	99	99
Retail Outlet	Pearson Correlation	.840**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	1930.818	2305.636
	Covariance	19.702	23.527
	N	99	99
**. Correlation is significant at the 0.01 level (2-tailed).			

**Interpretation:** The results reported in above table gives information about the correlative analysis of consumers towards consumer behaviour and retail outlet process. The collected data was analysed with the help of spearman's correlation analysis. The results reveal that the

correlated value was seen 1.00, which indicates that there is positive correlation between consumer behaviour and retail outlet.

**Table: 1.2: showing the mean significant difference between nuclear and joint family respondents on their consumer behaviour.**

Group Statistics							
	VAR00002	N	Mean	Std. Deviation	Std. Error Mean	't' value	
Consumer Behaviour	Nuclear family Consumer	50	17.4706	4.72412	.81018	0.28	
	Joint family Consumers	50	17.7800	5.04385	.71331	0.28	

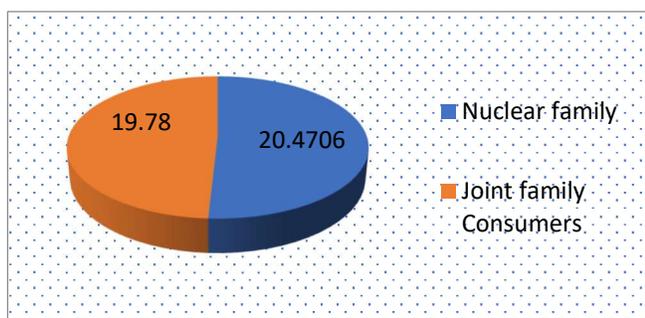


**Interpretation:** The results reported in the above table (Please refer table 1.3) give information about the mean comparison of nuclear and joint family consumers on their consumer behaviour

profile. As per the obtained results the calculated 't' value came out to be 0.20, which is not significant at 0.01 level of confidence. The obtained results indicate that there seems no significant difference between nuclear and joint family consumers on their consumer behaviour profile. Therefore, investigator can infer that impact of type of family was reported not significant on consumer behaviour of the selected respondents.

**Table: 1.3: Showing the mean significant difference between nuclear and joint family respondents on their retail outlet.**

Group Statistics						
	Retail outlet	N	Mean	Std. Deviation	Std. Error Mean	't' value
Retail Outlet	Nuclear family	50	20.4706	3.72412	.71018	0.90
	Joint family Consumers	50	19.7800	3.04385	.61331	0.90



**Interpretation:** The results reported in the above table (Please refer table 1.3) give information about the mean comparison of nuclear and joint family consumers on their retail outlet profile. As per the obtained results the calculated 't' value came out to be 0.90, which is not significant at 0.01 level of confidence. The obtained results indicate that there seems no significant difference between nuclear and joint family consumers on their consumer behaviour profile.

Therefore, investigator can conclude that impact of type of family was reported not significant on retail outlet of the selected respondents.

**Conclusion:** Customer behaviour study holds important position in the domain of management. Keeping in view, the present study was intended to explore the correlative analysis of consumer behaviour and retail outlet of the selected respondents. The researcher revealed that there exists significant relationship between nuclear and joint family respondents on their consumer behaviour. Besides, that there exists no significant difference between nuclear and joint family respondents on their consumer behaviour. In addition to it, it was found that joint and nuclear family respondents do not differ on their retail outlet.

- **Competing interest:** The research declared that there is no potential interest with respect to authorship, research and publication of this article.

## BIBLIOGRAPHY

- Armstrong, J. Scott (1991). Prediction of Consumer Behaviour by Experts and Novices. *Journal of Consumer Research*, 18(2), 251-256.
- Belch, G. E. & Belch M. A. (2007). Advertising and Promotion: An Integrated Marketing Communication Perspective, 7th edn, McGraw Hill/Irwin, New York.
- Chang, I.; Karagouni, G.; Trigkas, M.; Platogianni, E. (2010). Green marketing: The case of Greece in certified and sustainably managed timber products. *European Journal Of Business Management*. 2010, 5, 166–190.
- Drucker, P.F. (1988) The Coming of the New Organization. *Harvard Business Review*, 66, 45-53.
- Harrison, R.Y.; Lau, L. B. (1998). Antecedents of green purchases: A survey in China. *J. Consum. Mark.* 2000, 17, Pp-338–357.
- Jagdish N. Sheth and Chin Tiong Tan, Singapore : Association for Consumer Research, Pages: 72-75.
- Keegan, S. Moriarty, T. Duncan, (1992). Marketing . Englewood Cliffs, NJ: Prentice-Hall Pp. 193.
- Kotler, P. and Armstrong, G. (2004) Principles of Marketing. 10th Edition, Pearson Prentice Hall, New Jersey.
- Kumar, P. State of green marketing research over 25 years (1990–2014) Literature survey and classification. *Mark. Intell. Plan.* 2016, 34, 137–158.
- Leon G. Schiffman and Leslie Lazar Kanuk (1978). Consumer behaviour. PrenticeHall.
- Michael R. Solomon (1996). - Consumer behaviour. Prentice-Hall, India.
- Mohammad, A. (2014). The impact of green marketing strategy on the firms performance in Malaysia. *International Journal Of Management*. 172, (11) Pp-463–470.
- Sandhusen, R. L. (2000). Marketing (3rd ed.). New York, NY: Barron’s Business Review Books.
- Sangman Han, Sunil Gupta, Donald R. Lehmann (2001), Consumer price sensitivity and price thresholds, *Journal of Retailing*. 77 (12): 435–456.
- Schiffman, L. G., Kanuk, L. L. (2007). Purchasing Behavior (9th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
- Stávková, J., Stejskal, L., Toufarová, Z. (2008) Factors Influencing Consumer Behavior. *Agricultural Economics – Czech*, 54(6), 276-284.
- Wayne D. Hoyer, Deborah J. MacInnis (2008). Consumer Behaviour. Cengage Learning.