

## Factors determining shopping and selection of retail store outlets, A study

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### Abstract:

Retail business is in the limelight nowadays. Not only are their margins getting bigger but also are the sizes of the outlets. To intrude into the retail industry a questionnaire was designed wherein the following questions were asked. First of all the factors that drive customers to shop at certain and particular stores over others in the retail industry of Goa were looked into. Secondly, if there was any correlation between store digitization and consumer buying satisfaction. Thirdly, if there was any correlation between consumer buying behavior and brand loyalty. And lastly if there was any correlation between retail discount and consumer footfall. The findings were as follows: nearness to the residence was ranked number 1, followed by quality of the product, assortment of merchandise, ambience, discounts given and knowledgeable staff in the store. A low level of correlation existed between digitalization and consumer buying satisfaction, a high level of correlation existed between consumer buying behavior and brand loyalty and a high correlation existed between retail discount and store reputation.

**Key words:** Retail, digitalization, brand loyalty, discount and assortment

**Introduction :** The present retail climate is advancing more quick than before. Developing contest and really exhausting, complex clients who have better standards for their utilization and purchasing encounters are signs of this (Srivastava, 2008). Because of the passage of a couple of new firms, the Indian retail industry has developed to become perhaps of the most solid and speedy industry . The act of shopping has evolved into a complex process that reflects the intricate interplay of various factors, shaping the choices consumers make when selecting retail store outlets(Reardon & Minten, 2011). The state of Goa, which is located along India's beautiful coastline, provides a distinctive setting for investigating these factors. Goa offers an engaging setting for investigating the elements that influence people's retail selections because of its unique blend of cultural heritage, tourist attractions, and local preferences (Kumar & Ayodeji, 2021).

Goa's position as a popular tourist destination is a testament to both its natural beauty and its diverse retail environment. Goa has a variety of options that cater to both its native population and the inflow of tourists, ranging from humming local markets overflowing with colorful items to contemporary shopping malls showing international brands (Zulqarnain et al., 2015). This study explores the variables that influence the decisions consumers make while navigating this varied retail environment.

We explore into the factors influencing buying behavior in the state of Goa through this study and exploration. The purpose of the study is to better understand the influence of regional culture, the preferences of a diverse population, and the changing tactics used by merchants to gain a foothold in this competitive market. By investigating these elements, we hope to better understand the driving forces behind customer decisions about specific retail establishments and the effects those decisions have on the neighborhood's businesses and economy.

This research article aims to provide useful insights into the customer mindset and the tactics that merchants may use to improve their appeal using a combination of empirical research, case studies, and analysis (Park & Kim, 2003). In addition to providing insight into the dynamics of one particular state, our knowledge of the variables influencing purchasing behavior in Goa also advances our comprehension of the intricate web of forces dictating consumer preferences in today's dynamic retail environment.

### **Variables selected**

Location was selected as the primary variable. Area is a key factor when a customer shops. The location of your retail store will have a big impact on how visible you are to the public, how easy it is to navigate rush hour traffic, how much money you could potentially make in the future, and other factors. Picking where such factors are not available may confine the association's ability to create and thrive (Turhan et al., 2013). Despite the way that any time it is considered, it could make gigantically accommodating outcomes for the retailers.

The second variable chose was staff kind disposition and manners. This is an extraordinarily significant perspective which is in many cases disregarded in the developing industry world . Regardless of your business, greatness in client assistance decorum can recognize you and give you the edge over your opposition. Clients by and large to run to the power source that have individuals and workers that require some investment to make sense of the items and administrations accessible . A very much educated customer can turn into a routine and standard whenever treated well by the staff and representatives of said store (Wel et al., 2012).

The third component picked was the level of item combination and accessibility. The cutting edge Indian customer is exceptionally powerful, hence there are individuals who look for various reasons and come from various racial gatherings and identities(Chamhuri & Batt, 2013). The profundity of items sold, or the number of assortments of a given item a business that conveys, is one of the two fundamental parts of item varieties for example the number of sizes or kinds of a similar item. The subsequent element is the broadness (width) of the item assortment, or the quantity of particular item sorts a store conveys.

Store ambiance was selected as the fourth factor. A key component of the store ambiance is the store mood, which is defined as the overall tactile impact of the business's actual attributes and promotional activities(Dhurup et al., 2013). Essentially, store climate consolidates the genuine characteristics of a retail space that are utilized to establish a connection to attract clients (Li & Liu, 2012). The short name for it is atmospherics. It is significant solid areas for a for the client experience right away, which is critical for building your standing and making your store stick out .

The fifth option that was selected was deals and discounts. Discounts are offers that businesses make to their customers that lower the cost of goods or services, usually by a certain amount or by using specific models (Belwal & Belwal, 2017). One of the most well-known and conceivably one of the most effective strategies for driving deals is to limit or run advancements with limits. Limits and offers will typically bring more customers to your store and encourage steadfastness in your most unusual customers. There are many markdown types for each business that give motivations to clients to purchase your items. With such countless choices, reducing the suitable limits for your business is vital to making the best deals.

Item Quality was the last factor chose , Quality of item suggests how well a thing fulfills client needs, fills its need and satisfies industry rules. By the day's end the nature of items a retail shelves and sells is critical , the retailer my have all the other things going for them however on the off chance that the nature of the item sold isn't great , there is a high opportunity that the business result might be close to nothing to none for that retailer (Prasad, 2014).

Next was Digitization of store ,which is done by coordinating the computerized and in-store retail encounters into a smooth, omnichannel experience, store digitization expects to reform clients' face to face or physical shopping (Finn & Louviere, 1996).

Footfall of consumer is the number of people entering a shopping mall or store is measured by footfall, also known as store traffic, shopper counting, or people counting. Footfall is typically measured hourly, daily, weekly, monthly, or annually (Bishop Gagliano & Hathcote, 1994).

### **Literature Review**

As exhibited by Erbyık et al., 2012 choosing a location for a retail store is a crucial decision due to the significance of the relationship to shifting financial conditions, unprecedented conflict, and customer loyalty. Choosing a retail location takes too much time. Changing decisions made during lengthy trial periods is unpleasant and costly. To defeat the snag, choosing a brick and mortar store is a cycle that should be painstakingly followed. During this cycle, which involves collecting and carefully evaluating political race-related information, decisions regarding its brightness should be made.

Then again Wiklund & Shepherd, 2003. states that using worker skill can significantly affect promoting and deals. Yet, it can go past that as well and even add to further developing the ability pool and encouraging an inside local area of information sharing. In the event that a worker doesn't have the foggiest idea how their organization's item tackles either issue, they will not have the option to properly counsel clients. Subsequently, they'll neglect to convince them to purchase. Item information assists transform your staff into excited specialists who with knowing how and whom to sell your item.

Chernev, 2003. states that item variety and accessibility is significant in light of the fact that when organizations increment stock, they just have such a lot of room accessible for loading. Arranging permits the business to pick the most advantageous item choices for their business and tries not to sit around idly. Since organizations mean to fulfill clients with their item choices, having an assortment in an assortment can be imperative. Planning a quality in-person shopping experience with captivating items can impact clients to purchase things. It can likewise urge clients to spend more.

Dabija & Băbuț, 2014 notice that store climate is a climate that is made to create an improvement among the client's discernments and feelings that will influence their buying conduct. Mood is significant as far as you can tell, the clients will shape an impression of your business in view of the feeling of your workplaces and outlets, this impression can either be good or pessimistic and will eventually affect their general involvement in your image clients. HE proceeded to express that store climate invigorates feelings that altogether support client return to expectation. Subsequently, retailers endeavor to separate their store by joining different ecological improvements to make an appealing feel that will thusly attract the clients.

Laohapensang, 2009.states that whenever you let a client know that he can set aside cash, you're probably going to certainly stand out enough to be noticed. Limits and proposition can offer numerous positive results including to increment momentary deals, to move obsolete stock, to compensate significant clients, to urge circulation channel individuals to carry out a role, or to in any case remunerate ways of behaving that benefit the markdown guarantor. The client securing process begins with building mindfulness and interest, and limits are a demonstrated method for doing exactly that. Shoppers are drawn in by limits and will generally share them through verbal exchange — a productive method for arriving at new clients while holding client securing costs under control

Hallak, 2006. states that thing quality is colossal considering the way that it impacts the movement of the connection and fans out its extra in client markets. He continued to make reference to that when retailers stock up and offer first in class things that continue to satisfy client needs, it can prompt less creation costs, higher hypothesis returns and enhancements in pay as clients generally return when a thing is perfect, whether the expense is high. Something quality makes unshakeable client consistency that makes extended

leads. Right when clients find a thing they trust, they return, make go over purchases, and guarantee the thing or relationship to others.

Espejel et al., 2008. make a relationship between customer satisfaction and pleasure, unwavering quality, and ethical purchasing in the eyes of Spanish customers. The "Olive Oil from Bajo Aragon" with safe starting effort is the food item under evaluation. According to the findings, greater happiness results in higher levels of tenacity and purchasing power for the PDO "Olive Oil from Bajo Aragon." As a result, being too conscious of customer loyalty and responsibility can be very helpful to company.

Hagberg et al., 2016 states that digitizing the modern day stores , alters culture, improves employee and customer service, and assists businesses in developing business strategies. Businesses are able to respond to market demands and shifts as a result.

. Kesari & Atulkar, 2016. mention that in order to improve supply chain planning, footfall data is helpful in measuring consumer activity at different locations. It can assist organizations with understanding the changing socioeconomics across regions and what they could mean for execution.

### **Research Gap**

Considering the composing review it will in general be accumulated the confined proportion of studies have been coordinated on the what factors drive clients to shop at explicit stores in Goa . While there are numerous examinations driven on other retail points very few to none have been recognized to know if there is any association between store digitization and customer buying satisfaction and besides accepting there is any kind of association between purchaser relentlessness and brand support, as well as to see whether there was any kind of association between store cutoff points and consumer footfall.

### **Objectives**

- To find out which factors drive customers to shop at certain and particular stores over others in the retail industry of Goa
- To find out if there is correlation between store digitization and consumer buying satisfaction
- To find out if there is correlation between consumer buying behavior and brand loyalty .
- To find out if there is any correlation between retail discount and increase in footfall.

### **Research Question**

- Which factors drive customers to shop at certain and particular stores over others in the retail industry of Goa
- What effect does store digitization have on consumer buying satisfaction in retail stores of Goa
- What effect does consumer loyalty have on brand retention satisfaction in retail stores of Goa
- Does retail store discounts have any impact on consumer footfalls in retail areas of Goa

### **Hypothesis of the study**

H0- Digitization of stores and outlets have an effect on satisfaction of clients in Goa's retail establishments

H0- Digitization of stores and outlets don't have an effect on satisfaction of clients in Goa's retail establishments

H0- Customer buying behavior has an effect on brand loyalty in Goa's retail establishments ;

H1- Customer buying behavior has an no effect on brand loyalty in Goa's retail establishments

• H0-Goa retail store discounts and customer traffic have no correlation with one another.

• H1- There is a correlation between retail store discounts and customer traffic in Goa's stores.

## Research Methodology

The primary objective of this study was to analyze the key attributes influencing customer engagement with integrated retail designs in the state of Goa, India. To achieve this, a non-random purposive survey was conducted among a sample of 300 customers. The research design adopted an exploratory approach, aiming to uncover new insights into the subject. Thurstone Case V scaling was employed to identify the pivotal factors, while Pearson's correlation coefficients were utilized for data analysis. The research data were collected from both primary and secondary sources.

The primary data collection primarily relied on responses from customers who frequently patronized retail establishments. These participants played a central role as key informants for the study. Secondary data were sourced from diverse outlets including books, academic journals, websites, and other reputable sources. Questionnaires were administered to customers in both North and South Goa, encompassing regions that routinely engaged with retail outlets. This approach aimed to capture a comprehensive representation of customer perspectives in different geographic areas.

**Target Universe :** Customers who shopped at regular high level retail outlets from the state of Goa

**Sample Size:** 300 customers from the retail stores across Goa

**Area of Survey :** Margao ,Carvelossim , Porvorim , Baga , Panaji

## Results And Discussions

### 1. The Thurstone Case V scaling technique.

"The Thurston Case V technique is a famous strategy for ordinal data. It engages the creation of a one-layered range scale including input from methods for get-together changeability data, as paired assessment. (From Investigation for Exhibiting Decisions by P.E. Green and D.S. Tull, 1990) ( fourth Delivery). It includes fostering a stretch scale out of assessments of the sort "X is fancier than Y" or "X is jumped at the chance to Y." The survey's relationship of the six elements used Thurstone Case V Scaling as well. The segments are then examined from a table after these characteristics have been separated by the model size. The qualities in the sections were assembled, and the least worth was then duplicated by nothing or deducted from itself prior to being added to different factors. On a one-layered scale, the results are pruned. We could presume that a distinction exists assuming the Thurstone case V scaling uncovered a distinction in the request for the boundaries. The review gave data on the perspectives that Goan clients accepted to be most critical regarding both item and non-item driven measures.

The Thurstone Case V Scaling technique was utilized to break down the information in the non item driven factors. The correlation between the factors was first made wherein the factors A, B,C, D, E and F were contrasted and one another. A-Location B-Proficient staff C-Level of product assortment D-Store Ambience E-Discounts and offers and F-Product Quality

Note: 1 represents most Preferred and 6 least Preferred

Table 1. Initial values of the Thurston Case Scaling

	A	B	C	D	E	F
A	0.5	40/300	110/300	210/300	130/300	80/300
B	260/300	0.5	230/300	132/300	103/300	212/300
C	190/300	70/300	0.5	162/300	92/300	100/300
D	90/300	168/300	138/300	0.5	80/300	263/300
E	170/300	197/300	208/300	220/300	0.5	60/300

<b>F</b>	220/300	88/300	200/300	57/300	240/300	0.5
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Source : Primary data

Note : A-Location B-Proficient staff C-Level of product assortment D-Store Ambience E-Discounts and offers and F-Product Quality

Table 2. Decimal Conversion of initial data

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
<b>A</b>	0.5	0.13	0.36	0.70	0.43	0.26
<b>B</b>	0.86	0.5	0.76	0.44	0.34	0.70
<b>C</b>	0.63	0.23	0.5	0.54	0.30	0.33
<b>D</b>	0.30	0.56	0.46	0.5	0.26	0.87
<b>E</b>	0.56	0.65	0.69	0.73	0.5	0.20
<b>F</b>	0.73	0.29	0.66	0.19	0.80	0.5

Source : Primary data

Table 3. Values derived from the Thurston Case V Table

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
<b>A</b>	0	-1.12	-0.35	0.52	-0.17	-0.64
<b>B</b>	1.08	0	0.70	-0.25	-0.41	0.52
<b>C</b>	0.33	-0.73	0	0.10	-0.52	-0.43
<b>D</b>	-0.52	0.15	-0.10	0	-0.64	1.12
<b>E</b>	0.15	0.41	0.52	0.64	0	0.84
<b>F</b>	0.61	-0.55	0.41	-0.91	0.87	0

Source : Primary data

Table 4. Added values of Thurston case v scaling

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
	1.65	-1.84	1.18	0.1	-0.87	1.41

Source : Primary data

Table 5. Final Value Conversion

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
	3.49	0	3.02	1.94	0.97	3.25

2. Karl Pearson's Coefficient of Correlation, abbreviated as 'r,' is a fundamental statistical tool that measures the strength and type of linear correlations between two variables. This coefficient, which was created by British mathematician Karl Pearson in the late 19th century, has become a cornerstone in many disciplines for determining how much changes in one variable correlate to changes in another (Cohen et al., 2009).

The coefficient of correlation, which operates on a scale from -1 to 1, offers important insights on the strength of the relationship between variables. An 'r' value of 1 denotes a perfect positive correlation, where an increase in one variable causes an equal increase in the other. A perfect negative correlation, on the other hand, is represented by a 'r' value of -1, where a rise in one variable results in a fall in the other.

There is no linear association between the variables, as indicated by a value of 0. Finding the covariance between the two variables and then normalizing it by dividing by the sum of their standard deviations is how the coefficient is calculated. This procedure produces a value that captures the linear relationship's strength and direction. A positive correlation is suggested by a positive "r" value, whereas a negative correlation is suggested by a negative "r" value. The linear relationship is weaker the closer the 'r' value is approaching 0 (Benesty et al., 2008).

**Table 7. Correlation between store digitization and consumer buying satisfaction**

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<b>Correlations</b>			
		Store Digitization	Consumer buying satisfaction
Store Digitization	Pearson Correlation	1	-0.111
	Sig. (2-tailed)		0.056
	N	300	300
Consumer buying satisfaction	Pearson Correlation	-0.111	1
	Sig. (2-tailed)	0.056	
	N	300	300

Correlation is significant at the 0.05 level (2-tales)

- "Store Digitization" and "Consumer Buying Satisfaction" have a -0.111 Pearson correlation coefficient. The correlation between these two variables is weakly negative, as indicated by this number. This implies that consumer buying satisfaction tends to somewhat decline as shop digitization rises, or vice versa. 0.056 is the matching p-value. The association is not statistically significant at the standard level of 0.05 (5%), according to this p-value, although it is somewhat close to that bar.

**Table 8. Correlation between consumer buying behavior and brand loyalty**

<b>Correlations</b>			
		Consumer Buying Behavior	Brand Loyalty
Consumer buying behavior	Pearson Correlation	1	.203**
	Sig. (2-tailed)		0
	N	300	300
Brand Loyalty	Pearson Correlation	.203**	1
	Sig. (2-tailed)	0	
	N	300	300

\*\* . Correlation is significant at the 0.05 level (2-tailed).

- The two variables "Consumer Buying Behavior" and "Brand Loyalty" have a Pearson correlation coefficient of 0.203 each. The association is statistically significant because the associated p-value is zero, or 0. A correlation coefficient of 0.203 indicates a favorable link between brand loyalty and customer purchasing behavior. Brand loyalty tends to increase along with customer buying behavior. The observed association between these two variables is statistically significant, which means that it is improbable that it happened by chance.

**Table 9. Correlation between Store discount and Store Reputation**

<b>Correlations</b>			
		Store Discount	Store Reputation
Store Discount	Pearson Correlation	1	.327**
	Sig. (2-tailed)		0
	N	300	300
Consumer footfall	Pearson Correlation	.327**	1
	Sig. (2-tailed)	0	
	N	300	300

\*\* . Correlation is significant at the 0.05 level (2-tailed).



- "Store Discount" and "Store Reputation" have a Pearson correlation coefficient of 0.327. The association is statistically significant as indicated by the accompanying p-value of 0, which is 0. A positive association between store discount and store reputation is shown by a correlation coefficient of 0.327. As a result, higher levels of store discounts tend to have a favorable impact on the reputation of the store, and vice versa. This association is statistically significant, indicating that it is improbable that the observed link happened by chance.

### **Conclusion And Findings**

1. Location of the retail store was ranked first. The location is important because customers find it convenient to shop if the retail store is near to the residence.
2. The second most important aspect was the quality of product. Given the fact, that consumers always want and should have the highest quality of products, available to purchase
3. Level of product assortment was the third highest ranked preference. As consumers want a higher variance and availability of product to choose from, as taste and preference differ from one customer to another .
4. Store ambience was ranked fourth. A somewhat neglected aspect by many retailers, store ambience can go a long way in bringing in higher walk-ins and more buyers.
5. Discounts and offers was ranked as the fifth major aspect in preference for shopping in retail stores. Stores offering valid and good discounts can help a retailer get rid of the goods sold less frequently and which tend to pile up and pull in more sales for the given store.
6. Knowledgeable staff was ranked as the last preferred aspect because most products sold in a retail store are not of high end technology and any reasonably educated staff member can easily answer the queries.
7. There is a low level of correlation between store digitization and consumer buying satisfaction in the retail stores of Goa. So, revamping and digitizing your retail store may not have the desired effect of attracting customers to your store
8. There is a high level of correlation between consumer buying behavior and brand loyalty in retail stores of Goa. Thus keeping good, reliable and branded products can have a higher purchase rate thereby increasing sales and reputation of the store.
9. There is high level of correlation between store discounts and store reputation as retail stores that offer the best deals and offers can always bring in higher consumer satisfaction.

### **Discussion and Implications of the study:**

1. The location should be in highly populated areas of residence, since people in general prefer locations of retail stores near to their residence (Chatzoglou et al., 2022).
2. Good quality products must be kept in the retail store to increase the store traffic (Javadi et al., 2012).
- 3 Variety should be available as tastes and preferences vary from person to person.
4. A good ambience brings in curious visitors or undecided buyers.
5. Giving discount help in sales and thereby decrease the inventory levels .
6. As there was a low correlation between digitalization and consumer buying satisfaction, the store need not go completely digital (Dalwadi et al., 2010).

7.As there was a high correlation between consumer buying behavior and brand loyalty it appears that keeping established brands will help the sales of the store (Hasan & Mishra, 2015).

### Limitations

- To begin with, in this review, the creator centers around finding and concentrating on 6 autonomous factors:. Nonetheless, there are as yet numerous different variables that can influence shoppers' marking conduct that the creator has not contemplated.
- The respondents were restricted to just 300 clients who routinely shopped at conspicuous retail locations across Goa
- As certain polls were viewed as deficient or wrongly filled were disposed of and new respondents were chosen .
- A few different devices and procedures might have been utilized in the exploration technique anyway Thurstone Case V scaling and Karl Pearson's Connection of coefficient were viewed as adequate

### Recormendations

- Retailers should focus in having outlets in highly populated areas so that the traffic will automatically increase within the outlet, since people in general prefer shopping in locations near to their residence.
- A retailer's public image, traffic congestion during busy times, the likelihood of future compensation, and other factors will all be influenced by the location of their business. If the company chooses a location that does not address these issues, its potential for growth and success may be limited.
- Store displays such as point of purchase, mass displays , wall displays and other forms of display can catch the attention of the customers when they visit the retail outlet.
- Having items in the retail outlet which are not selling over a long period of time will only hinder the sales of those items which are fast selling. As a result such items should be done away with and only those items or products which are fast selling should be displayed.
- Going to a vocation exhibition or other retail presentations can help with giving retail owners, buyers and chiefs the opportunity to meet existing suppliers, lead gatherings, network with others in retail and look at new things.
- As sales people are the face of the retail store they should be trained regularly updated on new methods and ways of dealing and interacting with consumers.

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