

A STUDY ON CONSUMERS BUYING BEHAVIOUR IN RETAIL OUTLET

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Consumer buying behavior is a complex and multifaceted process that involves a variety of psychological, social, and environmental factors. Understanding these factors is crucial for businesses looking to attract and retain customers in the highly competitive retail industry. Let's consider the case of a retail outlet that sells clothing and accessories for women. The outlet is located in a busy shopping mall and attracts a diverse range of customers. The buying behavior of customers in this outlet is influenced by a variety of factors, including their personal preferences, budget, and lifestyle. For example, some customers are looking for specific items to wear to a special occasion, while others are looking for everyday wear that is comfortable and versatile. The layout and design of the retail outlet also play a key role in shaping customer behavior. The outlet is designed to be spacious and inviting, with plenty of natural light and comfortable seating areas. The clothing and accessories are arranged in an aesthetically pleasing manner, with new and popular items displayed prominently to catch the attention of customers. Staff members in the outlet are trained to be friendly and helpful, offering advice and guidance to customers as needed. They are also knowledgeable about the products on offer, and can provide information on everything from sizing and fit to materials and care instructions.

In addition to these factors, the buying behavior of customers in the outlet is influenced by social and cultural factors. For example, customers may be more likely to purchase items that are currently in fashion or that are popular among their peer group.

Overall, the retail outlet has been successful in attracting and retaining customers through a combination of high-quality products, a welcoming environment, and attentive customer service.

Discussion questions:

How do personal preferences, budget, and lifestyle influence consumer buying behavior in a retail outlet? How might the outlet cater to these different needs?

How does the layout and design of a retail outlet influence consumer behavior? What are some best practices for designing an effective retail space?

What role does staff training and customer service play in shaping consumer buying behavior in a retail outlet? How might the outlet improve its staff training and customer service to further enhance the customer experience?

How do social and cultural factors influence consumer behavior in a retail outlet? How might the outlet stay up-to-date with changing trends and preferences among its target demographic?

What other environmental factors, such as weather or time of day, might influence consumer buying behavior in a retail outlet? How might the outlet adapt its strategies to account for these factors?