

A STUDY ON AGE BASED CONSUMER BUYING BEHAVIOR TOWARDS ORGANIZED RETAIL STORES IN TIRUCHIRAPPALLI DISTRICT

Ms. K. Suregka Felix

Research Scholar, PG and Research Department of Commerce, Thanthai Periyar Government Arts & Science College (Autonomous), (Affiliated to Bharathidasan University), Tiruchirappalli.- 620023, Tamilnadu, India. e-mail: suregkafelix@gmail.com

Dr. M. Hemanalini

Research Supervisor & Associate Professor, PG and Research Department of Commerce, Thanthai Periyar Government Arts & Science College (Autonomous), (Affiliated to Bharathidasan University), Tiruchirappalli – 620023, Tamilnadu, India.
e-mail: hemaevrcommerce@gmail.com

Abstract

The primary objective of this study is to determine consumer buying behavior in the Tiruchirappalli district, with the frequency of visits in organized retail outlets acting as a moderator. The survey was done across retail store customers to identify behavioral patterns such as why they favor retail stores. Retail stores provide sales discounts, special offers, emotional connections with the store, store ambiance, and other things. A total of 65 customers are chosen and given a questionnaire. The research was conducted on several sociodemographic customer groups. Using SEM analysis, determine the link between customer purchasing behavior and demographic data and mediating factors. The study showed that the consumer's sociodemographic factors had a substantial impact on their purchasing behavior. Along with the mediating factor, the number of visits per month has a substantial influence on customer purchasing behavior.

Keywords: *Brand and Promotion, Customer Buying Pattern, Service Quality, Price and Discount and Store Ambience.*

1.0 INTRODUCTION

Consumer behavior study is the scientific paper of the procedures that customers use to acquire, purchase, utilize, and dispose of items and services that meet their requirements. Understanding customer behavior has a direct impact on the marketing approach. This is due to the marketing principle, which states that companies exist to meet the demands of their customers. Firms can only meet such demands if they understand their consumers. As a result, marketing strategies must include consumption patterns insights into every aspect of a marketing strategy.

Human behavior is complicated, full of disputes and inconsistencies, which makes complete sense to marketing academics and practitioners. Consumer behavior is widely acknowledged to be the cornerstone to modern marketing success. Consumer buying behavior has been validated in marketing because it offers the analytical model and strategic planning required for successful market segmentation. Several disputes have erupted between empiricism and interpretative consumers. As a result of the range of perspectives on the subject of consumer behavior, the entire

subject is now built on an emerging study. Understanding consumer behavior applies to a variety of understanding, including psychology, cultural social psychology, physio-psychology, genetics, and anthropology. Among them is psychology, because consumer behavior involves feelings, thoughts, and behaviors. Emotional research in marketing has grown into three approaches: the categorization method, the aspects methodology, and the cognitive evaluations approach.

The classifications method integrates feelings around exemplars and analyses how they affect consumption-related activity. The dimensions method distinguishes among emotions and the consequences they have on consumer behavior by using the expressive dimensions of intensity and level of excitement.

The cognitive evaluations method has utilized the basic motivational and evaluative bases of emotions to understand their impacts on consumption-related behavior. This perspective holds that underlying assessments of a condition (such as its attractiveness, certainty, and so on) combine to evoke distinct feelings. This method can be used to illustrate how a wide range of feelings are generated, including ones with comparable intensity and arousal levels, and how they lead to varied behavioral reactions. The cognitive method has been deemed appropriate for comprehending the emotional responses of shoppers in the markets. Propose that the cognitive evaluations method, as opposed to the other, provides a more thorough account of consumers' reactions to emotions. What's clear from the current study is that we may be overlooking ideas and attitudes maintained at the unconsciousness or implicit level, which can be critical in shaping consumer behavior. People's memories of their consumer encounters will also influence their resistance and liking for items. Aversion behavior refers to our dislike of certain items (branding or marketing offers) made available to us as customers. The relevance of implicit memory in respect of information processing and storage cannot be overstated. The implicit memory records huge quantities of information from our surroundings.

Lots of events throughout our whole lives are retained in a specific area of our memory system and they can be retrieved immediately to help us build an instinctive 'feeling' about what we do or don't do. The essential difficulty, though, is that the majority of the relationships that drive perception to exist in our unconscious mind. They have activated automatically and are not susceptible to cognitive awareness. Normally, we are unable to explain the source of our intuitions. As a result, customers frequently make brand decisions intuitively and are unable to explain why they did so.

The behavioral model is also frequently used in marketing, and it offers academics a valuable lens for investigating the elements that underlie consumer purchase intention and adoption. In this approach, behavior is mostly influenced by purpose. Other variables, including attitudes, subjective standards, and perceived behavioral control, are also linked to a specific set of prominent behavioral, prescriptive, and control beliefs about the activity. Fishbein's approach, on the other hand, terminates at the level of adoption but does not account for other crucial aspects that explain consumer retention behavior (repurchase).

In contrast, the expectation-confirmation model focuses on post-purchase conduct. It is a popular paradigm in consumer behavior especially for explaining customer satisfaction and repurchase.

The core concept of this paradigm, which is generated by the difference between anticipation and actual performance, is satisfaction.

According to the expectation confirmation hypothesis, if the perceived performance fits one's expectations, confirmation is created and the customer is satisfied. The happy customers are more inclined to buy the same items again. In terms of culture, it is one of the most important external variables that influence human behavior. It symbolizes a way of life that evolved through generations as a result of changes to the environment, individuals, and things. Culture has such an impact on people's lives that it influences their motivations and choices while consuming or purchasing. Culture is described as "all technologies, beliefs, information, and fruits that people are sharing and pass on to future generations."

Culture is said to be all that a person develops in society. It is a synthesis of information, beliefs, arts, morality, laws, customs, and any other abilities or customs. One of the most important variables influencing behavior is culture. Two external variables and two internal elements combine to produce the fundamental factors that govern human behavior.

Culture is divided into three parts: culture, subculture, and social status. Culture is the most underlying influence on human desire and behavior. Everyone is a part of a variety of minor subculture groups, which give a more distinct feeling of identity and social process. Subcultures are classified into four types: nationality, religion, race, and geography. Many subcultures may constitute significant market sectors and act as a decision-making reference for marketing staff in developing product designs and marketing strategies to meet customer expectations. Different people's experiences and individual qualities were blended through group interactions.

Individuals would choose someone who was well matched to themselves through the convolution process to establish a subgroup or small group alone. It was assumed that the subgroup might build a shared history over time by sharing knowledge, attitudes, forms of communication, and unique characteristics, giving rise to subculture.

Individual lifestyles are influenced by the connection of internal variables such as values and personality traits, as well as external influences such as culture and society, and this has an impact on everyday life activities. We all have a character, according to the paradox of character in marketing, yet we don't know how it is consistently connected to our consumer preferences.

Another area of study that aids in understanding consumer action is social psychology. The study of human behavior in the presence of people or groups is the subject of social psychology. Social attitudes, social influence, social incentives, social pressure, social signals, social penalties, and other concepts all help shed light on the riddles of consumer behavior.

External impacts on expenditure activities have been stressed in the framework for understanding consumer behavior. The basic premise underlying this logic is that consumer behavior occurs in the presence of groups and other people present, which impacts consumers' information analysis and decision making.

The physio-psychological field of study has also been used to develop a better understanding of consumer behavior. The study of the connection between the body and the mind is known as physiological psychology. It is the study of the level to which physical and chemical events in the

body cause behavior. It emphasized that mental and psychological processes are derived from physiological ones. This topic offers a lot of potential in terms of understanding consumer behavior. For example, the hypothalamus is a brain region that mostly regulates intake.

The chemical alterations caused by the initial product's use/eating result in a blood-borne signal to the brain that activates future intake. As a result, the person would order one additional thing to use/eat. Such behavior can be explained by study results on the functioning of the hypothalamus and other brain regions. Physio-psychology offers intriguing methods for understanding consumer behavior without having to go inside the consumer's "black box" for theoretically based variable explanations. To better understand consumer behavior, new scientific areas such as genetics and anthropology were added.

Our genes, according to the genetics viewpoint, control our consuming behavior. It seems we are all predisposed to behave in particular ways when it comes to consumption and consumption-related behavior. Is the existence of specific genes that force us to consume specific types of goods. Genetic research may very well produce definitive results to explain consumer behavior, and so we may hit a vein of truth in searching for explanations and rules governing consumer behavior. Business anthropology and its use in consumer behavior research have shown the world of business that an anthropological method as a new perspective will lead to a new age for consumer science. Because anthropological techniques have become more extensively accepted in the business sector in general, and consumer studies in particular, utilized anthropologists will be the most sought-after individuals for business-related research employment.

2.0 REVIEW OF LITERATURE

Parsad et al. (2019) Furthermore, many correlations between brand and store selections have been found and linked to certain demographic features of customers. The current research is the first approach to tackling these challenges in the Greek grocery industry, and it provides plenty of potential for future research. This article attempts to understand and investigate the explicit and implicit effects of shop visuals, the desire to buy impulsively, and buying intention on the post-purchase conflict in the form of regret. The survey technique was utilized to conduct the analysis, and structural equation modeling was employed to analyze the suggested model. According to the study's results, impulsive purchase by customers is significantly associated with feelings of regret. The study also highlighted the impact of good and bad effects on the intentions to purchase impulsively, which is then directed to purchase behavior. This research was carried out in India. The study will be more valuable for better generalizations if cross-cultural elements are included.

Jalal (2017) The goal of this study is to investigate the impacts of corporate social responsibility, digital marketing, promotional activities, shop atmosphere, and potential value on a retail buying decision. The data were obtained from 278 consumers of retail outlets in Malaysia using a quantitative research design. SPSS 19 and structural equation modeling on AMOS was used to evaluate the obtained data. According to the findings, corporate social responsibility has a significant favorable influence on a buy choice, but sales promotion has a detrimental impact on a

purchase decision. In contrast to predictions, the findings indicated that the impact of online marketing on buying decisions is negligible. Finally, the findings indicate that organizational value has a significant beneficial impact on a purchasing choice. This study's findings also revealed that the shop atmosphere has a significant beneficial influence on consumers' purchasing decisions. The study's findings lead to a better understanding of the significance of the selected criteria in influencing a consumer's purchasing choice in the retail business.

Menaka and Chandramana (2014), Over the previous few decades, India's retail industry has grown rapidly. The retail sector in India is divided into formal and informal retail marketplaces. It has seen rapid expansion in recent years, with a clear emphasis on organized retailing models. The retail sector is evolving toward a more contemporary idea of retailing. As India's retail business aggressively expands, there is a high need for retail stores. Furthermore, the simple accessibility of debit/credit cards has contributed considerably to India's strong and rising retail consumer culture. Consumers are growing more powerful, intelligent, and smart, and study into current consumer behavior is becoming more important for the retailing industry. When consumers are deciding where to purchase, they consider store qualities. Retailers provide store characteristics based on their particular functional methods. Store characteristics that are sought by the prospective customer must be available. The issue for retailers is determining which shop features are more essential to the targeted buyer. The face of Indian consumption is changing: from the Bajaj Scooter family guy to the Bajaj Pulsar fashionable teenager. The shifting customer tastes and lifestyles naturally offer the organized sector an edge. This necessitates the reorganization of the unorganized retail sector to survive the rising competition and fulfill customer demand by keeping up with trends. As a result, the current study focuses on the purchasing habits of customers at retail outlets, and the conclusions were derived from published sources.

Wanniachchi and Kumara (2016) The objectives of this research were to determine the impact of visual retailing features on the customer buying behavior and to determine the most attractive visual merchandising aspects. The goal of visual merchandising is to attract, engage, and persuade customers to make purchases by influencing their purchasing behavior. For analysis and conclusions, visual merchandising aspects are divided into two categories: external and interior elements. Exterior signs, marquees, entrances, and window displays are examples of exterior features. Mannequins, colors, illumination, cleaning, music, interior signs, space and layouts, innovative display, display screen, focus points, and smell are all interior aspects. Four notable apparel retail outlets in the districts of Kohuwala, Piliyandala, and larger Colombo have been identified to evaluate the impact of the above-mentioned components. Two of the four retail establishments are branded stores, while the other two are retail outlets. This was done to obtain a more accurate or sample that is representative of customers as a source of data. The obtained data revealed that the complete sample group had no disputed or strongly disagreed replies. The visual merchandising components chosen have a favorable effect on consumer purchasing behavior. 96 percent of the respondents agreed that those elements had impacted them to be more interested in,

engaged with, or motivated by the goods assortments. According to the findings, window displays and mannequins are the most influential features, although color combinations, lighting, music, and innovative display also have a significant impact on consumer purchasing decisions.

Subrato Dey (2017) The way Indian customers spend their own money on different items has evolved in recent years. As the advent of social media has been more widely used, Indian consumers' shopping habits have shifted considerably. In India, urbanization is a constant phenomenon that has an impact on customers' lifestyles and purchasing habits. The research is focused on consumer attitudes, purchasing habits, and experience in the Indian market. Rural India is home to three-quarters of India's population and generates one-third of the country's GDP, thus it should not be overlooked. Finally, the most crucial thing is to create value for the consumer while also delighting them. We live in a digital world; thus, we must stay up with current digital marketing trends.

Nancy Chopra and Cheshta Kashyap (2021) Both unorganized and organized retail stores need to be more ground-breaking to sustain, maintain, and attract more customers during the rapid lifestyle and in light of current income levels, nature and type of family system, habits, desires, and taste concerning products consumers. Several significant motivating factors point to the retail market as the next big thing, including rising expectations, favorable demographics, an aging population of women, food, and fashion, and so on. Due to the necessity to compete in turbulent markets and maximize earnings, it has become necessary for retailers to design their stores in such a way that they will attract new customers while also keeping the loyalty of existing customers. The study explores whether customers prefer to acquire convenience items from an organized retail outlet or an unorganized retail outlet, taking into consideration a variety of categories such as furniture, footwear, food, and beverages. The study also looks at various strategies for increasing consumer satisfaction in both organized and disorganized retail shops.

Alauddin, M., Hossain, M. M., Ibrahim, M., & Hoque, M. A. (2015) In Bangladesh, supermarkets play an important part in the retail industry. Supermarkets are growing increasingly popular in our country, and customers are becoming accustomed to purchasing from them. Food goods are likewise a source of concern for today's consumers. They want foods that are fresh, clean, and nutritious. As a result, superstores have become an important source for consumers to obtain these things. The purpose of this study is to look into the elements that influence consumer impulse buying behavior in Bangladeshi superstores. A basic random sample strategy was designed to collect data from 100 respondents as part of the survey procedure. When buying a product, all of the features are taken into account. Individual buys, general purchases, and substitute products always have an impact on the intention purchases. The report will aid marketing practitioners and scholars in gaining a better grasp of customer impulsivity.

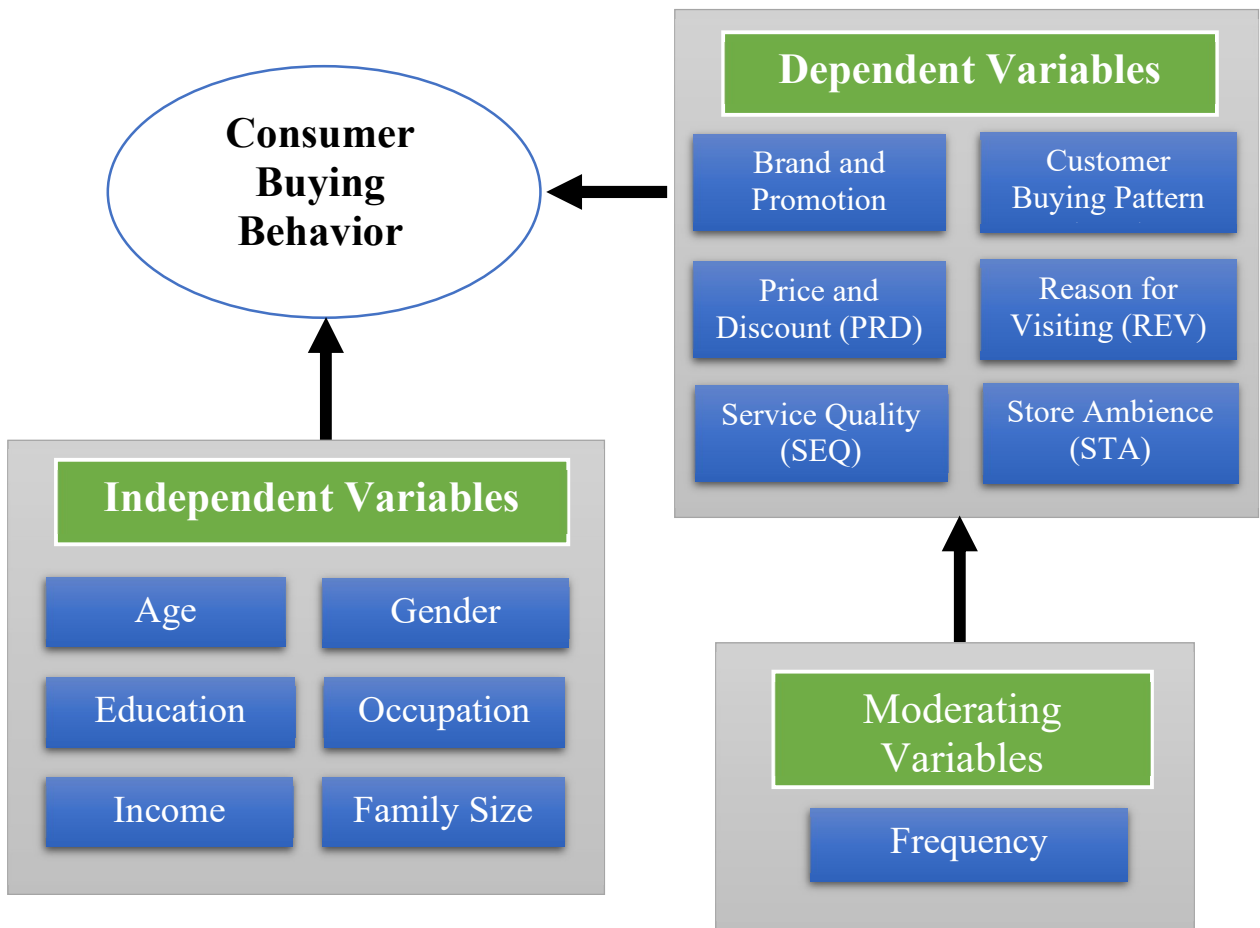
3.0 RESEARCH METHODOLOGY

An extensive review of literature on the concepts of Consumer Buying Behavior and analysis of research developments in the field of Organized Retail Stores in the Tiruchirappalli District. A research methodology was framed to answer the research questions raised in the study.

The proposed model considers Socio-demographic variables as Independent Variables (IV) and BRP, CBP, REV, PRD, SEQ, STA as the Dependent Variable (DV) with mediating factors as Frequency of visiting the retail store.

Conceptual Framework

Figure 1



4.0 HYPOTHESIS

To analyses, the data, the following primary, and supporting hypotheses were developed based on a study of the literature.

H1: “The relationship between the socio-demographic factor of consumer and consumer buying behavior in organized retail stores is mediated by frequency of visit”

Dependent Variable: Consumer Buying Behavior

Independent Variable: Sociodemographic variables

Mediator: Frequency of Visits

4.1 DATA SAMPLES

The study was conducted among consumers of organized retail shops in Tiruchirappalli District provided with the questionnaire. 65 respondents supported the study.

4.2 STATISTICAL IMPLEMENTS

From the collected samples the data has been statistically analyzed using SEM. The SPSS AMOS version 25 was used in testing the hypothesis.

5.0 RESULTS AND DISCUSSION

To examine the influence, exist between socio-demographic data and Consumer Buying Behavior in the Organized Retail Stores with the mediating factor of frequency of visit to the, using SEM.

Figure 2

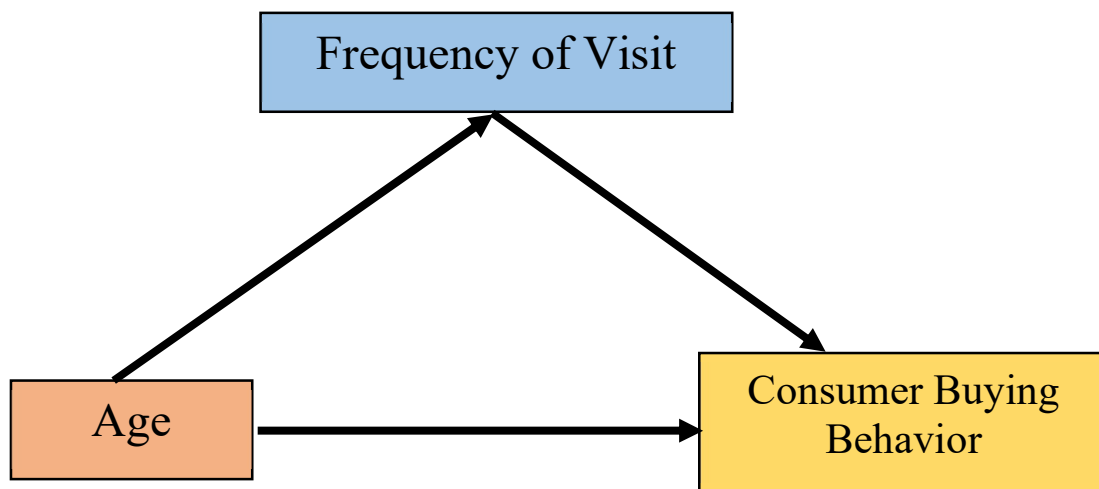


Table 1
REGRESSION WEIGHTS

Regression Weights	Estimate	S.E	C.R	P
Frequency of Visit –Age	0.688	0.053	12.916	***
Consumer Buying Behaviour – Age	0.658	0.057	11.603	***
Consumer Buying Behaviour – Frequency of Visit	0.232	0.045	5.171	***

*** - indicates 0.000

The regression weights between age and consumer purchasing behavior, with the frequency of visits in the organized retail sector acting as a moderator. The age associated with customer buying behavior in organized retail stores is estimated to be 0.658, while the age associated with the frequency of visits in organized retail stores is estimated to be 0.688. The frequency of visits with customer purchasing behavior in organized retail establishments is estimated to be 0.232. The crucial ratio was obtained by dividing the estimations by the standard estimates. The resulting number is either higher than or less than +1.96. The P-value is also taken into account when determining significance. In this model, the critical value (CR) is larger than +/- 1.96 in all situations, and the p-value is less than 0.05 in all circumstances.

Table 2
STANDARDIZED REGRESSION WEIGHTS

	Estimates
Frequency of Visit –Age	0.544
Consumer Buying Behaviour –Age	0.516
Consumer Buying Behaviour – Frequency of Visit	0.23

The Standardized Regression Weights shows the impact of the change in the standard deviation of independent variables how much affects the dependent variables. When age goes up by 1 standard deviation, the Frequency of Visits goes up by 0.544 standard deviations. Consumer Buying Behaviour increases by 0.23 standard deviations when Frequency of Visit increases by one standard deviation. When age goes up by 1 standard deviation, Consumer Buying Behaviour goes up by 0.516 standard deviations.

Table 3
TWO-TAILED SIGNIFICANCES

	Standardized Estimation	P-value
Total Effect	0.641	0.006
Direct Effect	0.516	0.003
Indirect Effect	0.125	0.009

The p-value of the standardized total effects shows that 0.006 which is less than 0.05. The standardized direct effects p-value is 0.003, which is lower than 0.005 and the standardized indirect effects p-value is 0.009, which is lower than 0.005.

Figure 3

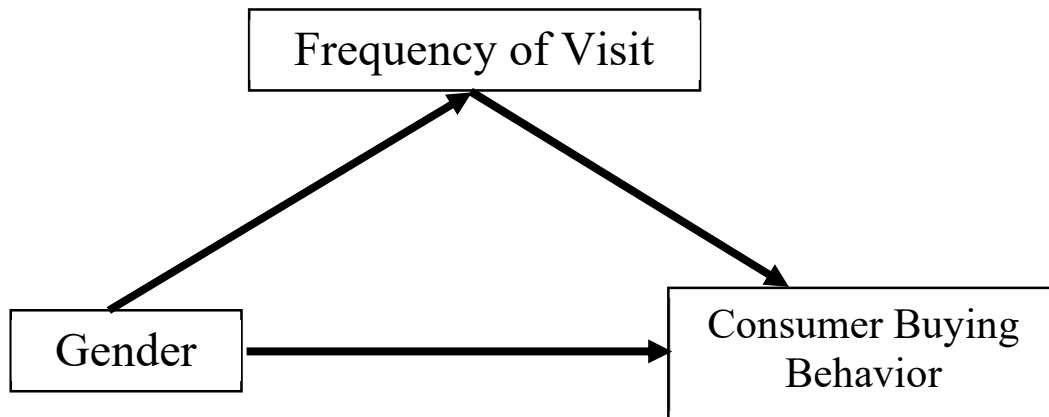


Table 4
REGRESSION WEIGHTS

Regression Weights	Estimate	S.E	C.R	P
Frequency of Visit –Gender	0.680	0.052	12.921	***
Consumer Buying Behaviour – Gender	0.684	0.056	11.610	***
Consumer Buying Behaviour – Frequency of Visit	0.252	0.046	5.174	***

*** - indicates 0.000

The regression weights between various factors of gender and the consumer buying behavior with mediating factors as the frequency of visits in the organized retail sector. The estimates of the gender with consumer buying behavior in organized retail stores is 0.684, the estimates of the gender with the frequency of visit in organized retail stores is 0.680 and the estimates of the frequency of visits with consumer buying behavior in organized retail stores is 0.252. The critical ratio has been calculated through the ratio between the estimates and standard estimates. The resulted value is either greater than +1.96 or -1.96. The P-value also consider for the identification of significance. In this model, the critical value (CR) for all the cases is greater than +/- 1.96 and the p-value is less than 0.05 in every case.

Table 5
STANDARDIZED REGRESSION WEIGHTS

	Estimates
Frequency of Visit –Age	0.547

Consumer Buying Behaviour –Age	0.520
Consumer Buying Behaviour – Frequency of Visit	0.224

The Standardized Regression Weights shows the impact of the change in the standard deviation of independent variables how much affects the dependent variables. When gender goes up by 1 standard deviation, the **Frequency of Visits** goes up by 0.547 standard deviations. **Consumer Buying Behaviour** increases by 0.224 standard deviations when **Frequency of Visit** increases by one standard deviation. When gender goes up by 1 standard deviation, **Consumer Buying Behaviour** goes up by 0.520 standard deviations.

Table 6
TWO-TAILED SIGNIFICANCES

	Standardized Estimation	P-value
Total Effect	0.645	0.005
Direct Effect	0.522	0.002
Indirect Effect	0.128	0.007

The p-value of the standardized total effects shows that 0.005 which is less than 0.05. The standardized direct effects p-value is 0.002, which is lower than 0.005 and the standardized indirect effects p-value is 0.007, which is lower than 0.005.

6.0 CONCLUSIONS

According to the SEM analysis, the mediating factor and independent factors have a considerable impact on the dependent variable. Consumer's buying behavior is influenced by their sociodemographic factor and the number of times they visit retail stores every month. Brand and Promotion (BRP), Customer Buying Pattern (CBP), Reason for Visiting (REV), Price and Discount (PRD), Service Quality (SEQ), and Store Ambience (STA) are all strongly correlated with age and gender factors in standardized total effects of 0.641 and 0.645, respectively. The presence of a mediating factor and an independent variable has a considerable impact on customer purchasing behavior. The age group of 25 to 35 is highly motivated to purchase things regularly, and this is dependent on familial, personal, and other factors. One of the most essential aspects to consider when analyzing consumer purchasing behavior in organized retail stores is gender. Consumer buying behaviors are influenced by changes in lifestyle, such as frequent visits to retail stores for various reasons such as offers, discounts, and ambience. According to the findings, the frequency of visits and sociodemographic factors of customers have a substantial impact on their purchasing habits in organized retail outlets.

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