CONSUMER SHOPPING BEHAVIOUR IN RETAIL STORES - A CASE OF SALEM DISTRICT

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ABSTRACT

This paper an attempt to find the factors that influences on consumer shopping behaviour in retail stores. Using a factor analysis by principal component method, this study identified convenience seeking, quality consciousness, price consciousness, service quality, store loyalty, time consumption, information attainment, assortment seeking, uniqueness seeking, entertainment, and status consciousness are predominantly influencing factors in the shopping behaviour among the consumers of retail stores. After the thorough analysis it has been found out the demographic variables significantly differ with the factors of consumers’ shopping behaviour. Furthermore, K-means cluster analysis is applied to classify the perception of consumers for understating the consumers’ needs and expectations. This paves the way to categorize the consumers and also useful to suggest the marketers for preparing their policies and strategies.

KEY WORDS: Consumer Behaviour, Retail Stores, Shoppers attitude.