

What Drives Purchases? A Closer Look at Shopping Determinants

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Abstract— The primary aim of this research is to explore key factors that significantly influence consumers' perceptions of prominent organized retail stores. The evolution of retailing has led to more organized formats, distinctly different from traditional retailing methods. This study hypothesizes a positive correlation between dependent shopper behaviors and independent variables such as motivation, perception, learning, and attitude. We utilized quantitative methods for analysis. A field survey was conducted across various retail outlets in India, employing a random sampling technique to gather data. Researchers distributed 150 questionnaires, receiving 129 in return, of which 117 were deemed valid. The questionnaire items were presented in a multiple-choice format. Notably, the attitude factor scored the highest at .708, suggesting a strong linkage between consumer attitude and shopping behavior.

Keywords— Attitude, Learning, Motivation, Perception, Shoppers' Behavior

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I. INTRODUCTION

Over the past decade, the retail landscape, a key city in the India—which is governed semi-autonomously by the Government—has undergone significant transformation. This change has been marked by the rapid expansion and diversification of retail formats, encompassing everything from large-scale hypermarkets and supermarkets to more unconventional outlets like direct selling by factory-owned retail outlets, street vendors, e-commerce (e-tailing), and television shopping. Such evolution highlights a shift towards more structured retailing practices distinct from the traditional models previously prevalent in the area.

Organized retailing, as defined by Arpita and Nitisha (2004), refers to any retail operation that is professionally managed. This includes family-run businesses that exhibit accounting transparency, adhere to high standards, utilize Management Information Systems (MIS) effectively, and maintain centralized quality control along with organized supply chain management. Additionally, these outlets often have the capability for local sourcing, which can further enhance their market appeal and operational efficiency.

The emergence of these new, organized retail formats is not just a reflection of global retail trends, but also an adaptation to the unique cultural and economic contexts. This more structured approach to retailing likely appeals to a consumer base that is increasingly looking for reliability, quality, and convenience in their shopping experiences.

The proliferation of diverse retail formats has not only altered the physical retail environment but also the consumer behavior. Shopping has transcended its traditional utilitarian purpose of merely purchasing necessities. For many Kurdish consumers, it has become a form of leisure and entertainment. Malls and shopping centers are now seen as venues for socializing and recreation, indicating a significant shift in consumer lifestyles and preferences.

This shift is particularly noticeable among the younger demographics, who are more inclined to spend their free time engaging in shopping as a recreational activity. This change is supported by the development of more comprehensive retail centers that offer a variety of services and amenities beyond just shopping, such as food courts, movie theaters, and gaming zones, making them attractive destinations for family outings and youth gatherings. The changing retail environment also reflects broader economic trends, including increased urbanization, rising disposable incomes, and greater exposure to global consumer culture due to advancements in technology and connectivity. These

factors collectively fuel the demand for more sophisticated and varied retail experiences.

Moreover, the success of organized retailing in India can be attributed to several factors. The implementation of modern systems like MIS has enabled better inventory and sales tracking, leading to more efficient operations and improved customer service. Centralized quality control ensures that products meet consistent standards, which builds consumer trust and satisfaction. Additionally, the ability to source locally not only supports the regional economy but also reduces supply chain costs, allowing retailers to offer competitive pricing. In conclusion, the evolution of the retail sector in India is a testament to the region's dynamic economic landscape and changing consumer patterns. As the retail market continues to develop, it will likely offer further insights into the interplay between regional economic policies, consumer culture, and global retail trends. Understanding these shifts is crucial for businesses aiming to capitalize on the burgeoning retail opportunities in emerging markets.

Literature Review

According to Brown and Reid (1997) shoppers have been categorized into three categories as he interviewed several women shoppers. Dependent shopper can be understood as a shopper who depends on their children or parents

because they don't have source of income. It can also be understood that shopper has money, but depends on his friends or relatives on decision making in buying process. Compulsive shopper is second category that can be understood as shopper does shopping after entering the store and want to leave the outlet which they can't control. Individualistic shopper is third category which can be understood as a shopper who wants to do shopping individually where he/she enjoys freedom in choosing products.

The extent of patronage concentration of retailers is other way to categorize shoppers. Concentration of shopper and search are two parameters which were considered by Stephenson and Willet (1969). The first category of shopper was categorized as loyalty towards to store with more concentration and less search. Second category of shopper was segregated as Convenience Oriented with less concentration and less search. Third category was categorized as Recreational and Compulsive with more concentration and more

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search. Fourth category was segregated as less concentration and more search.

There was research conducted on internet shoppers by Donthu and Garcia (1999) and they concluded that income level of internet shoppers would be more than non-shoppers of Internet and exhibit inclination as Infomercial shoppers. Vast research was performed on male shoppers as well as female shoppers by Jarrat (1996) and he described different retail formats as shopping malls and categorized in six ways. Shopping behavior of shopper reshapes according to retail environment. According to Wakefield and Baker (1998) a shopper performs shopping in a place which is away from his place of living while doing shopping which includes amusement and pleasure. The transformation of several purposes will be fulfilled by shoppers instead of different visits to retail outlets which will be time consuming, shopping centers and malls will be convenient and shoppers utilize their time with wide range of products according to Popkowski et al., (2014). Kurdish environment needs concentration of research which will unveil shopping trend. The research in this area is still proprietary in nature so that it is considered to be outside of public domain.

Another research was made by Venugopal (2001) from presupposition of retailers towards suppliers and intermediaries. Countryside consumers are steered through bargaining with respect to various products and price. They also get steered of markets which are periodic in nature through promotion incentives. Review made by Westbrook and Black (1985) on shoppers. They found six motivations on behavior of shopping as they chose adults for their study as per shoppers' entanglement with shopping which are choice optimizing, negotiation (bargaining), economic role enactment, sensory stimulation, affiliation, influencing and economic role enactment.

Different psychosocial needs which are social and personal motivate shoppers as per Tauber (1972). Customer value is viewed as assessment of benefits of product features, consequences of usage and perception of customers' preferences which allows customers to reach their aspired goal as per Woodruff

(1997). According to Argote (1999) the strong driver to learn in an organization is experience. A customer who is learnt about the company, values and products can give better publicity into to the market through word of mouth. According the definition of Hawkins, Best and Coney (2004), attitude is continuous organization of processes which are emotional, cognitive, perceptual and motivational towards to issues related to environment.

Research hypothesis:

H1: There is a positive association between motivation and shoppers' behavior.

H2: There is a positive association between perception and shoppers' behavior.

H3: There is a positive association between learning and shoppers' behavior.

H4: There is a positive association between attitudes and shoppers' behavior.

Research Methodology

The aim of this study is to investigate the factors influencing shoppers' behavior. A quantitative research method was used to analyze the current study. A random sampling method was used to gather data. The researchers distribute 150 questionnaires. 129 questionnaires were received but only 117 questionnaires were valid. The questionnaire was in multiple choice format questions. The respondents were asking to rate each question according to five point likert, ranging from 1=strongly disagree, 2=disagree, 3= neutral, 4= agree and 5= strongly agree.

Data Analysis

Table 1: Reliability Statistics

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the other hand, one dependent factor (shoppers' behavior). In terms of motivation as independent factor, the Cronbach's Alpha = .784 for 8 items, since (.784 < .6) therefore 8 motivation questions were reliable. In terms of perception as independent factor, the Cronbach's Alpha = .854 for 8 items, since (.854 < .6) therefore 8 perception questions were reliable. In terms of learning as independent factor, the Cronbach's Alpha = .946 for 7 items, since (.946 < .6) therefore 7 learning questions were reliable. In terms of attitudes as independent factor, the Cronbach's Alpha = .926 for 7 items, since (.926 < .6)

therefore 7 attitudes questions were reliable, and the reliability test for shoppers' behavior as dependent factor, the Cronbach's Alpha = .857 for 11 items, since (.857 < .6) therefore, 11 shoppers' behavior questions were reliable.

Factors	Cronbach's Alpha	N of Items
Motivation	.784	8
Perception	.854	8
Learning	.946	7
Attitudes	.926	7
Shoppers' behavior	.857	11

Table (1) shows the reliability statics analysis. The researchers used four independent factors (motivation, perception, learning and attitudes) on

Conclusion

Interpretation of act of shopping in retailing is becoming tough day by day. Shoppers' acts of shopping patterns impact strategies on Retail Mix. The observations in this study help the retailers to understand the motivation, perception, learning and attitudes that affect shopper behavior. As seen in the table (2), the highest value of the Pearson Correlation was for attitudes is .921** (Correlation is significant at the 0.01 level, 2-tailed), therefore there is a strong positive correlation between attitudes and shoppers' behavior. The researchers used multiple regression analysis to analyze the current study. As seen in the table (5), the value B for motivation factor is -.066 (-.066 > 0.01) which

indicates that there is no association between motivation with shoppers' behavior; but the first Research hypothesis was rejected. The value B for perception factor is .216 (.216 < 0.01) which indicates that there is a weak association between perception and shoppers' behavior, and the second research hypothesis was supported. The value B for learning factor is -.131 (-.131 > 0.01) which indicates that there is no association between learning and shoppers' behavior, but the third research hypothesis was rejected. The value B for attitude factor is .708 (.708 < 0.01) which indicates that there is a strong association between attitudes and shoppers' behavior, accordingly the fourth research hypothesis was supported.

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