

An Analytical Study Of Consumer Buying Behaviour And Its Impact On Sales Growth

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ABSTRACT

This study examines the relationship between consumer buying behaviour and sales growth in retail establishments across Kichha, Udham Singh Nagar district. The research employs a mixed-methods approach with a sample of 350 consumers and 85 retail outlets to identify key behavioural patterns influencing purchase decisions. The hypothesis proposes that consumer buying behaviour dimensions including product awareness, brand preference, purchase frequency, and pricing sensitivity significantly predict sales growth. Utilising structural equation modelling and regression analysis, results indicate that brand loyalty ($\beta=0.482, p<0.001$) and perceived value ($\beta=0.391, p<0.001$) are primary predictors of sales increase. The discussion contextualises findings within Indian retail dynamics, where traditional retail still dominates 67% of market share. Conclusions suggest retailers must focus on customer relationship management and value-based pricing strategies to enhance sales performance in tier-2 cities. This research provides actionable insights for retail managers and contributes to understanding consumer behaviour in emerging Indian markets.

Keywords: Consumer buying behaviour, Sales growth, Retail performance, Brand loyalty, Purchase decision-making.

INTRODUCTION

Consumer buying behaviour represents a complex interplay of psychological, social, cultural, and economic factors that determine purchasing decisions and ultimately influence business performance (Kotler & Keller, 2021). In the Indian retail landscape, understanding these behaviours is particularly crucial given the rapidly evolving market dynamics and increasing competition from both organised and unorganised retail sectors. The National Council of Applied Economic Research (2023) reports that Indian retail sales reached USD 950 billion in 2022, with consumer preferences shifting towards quality, convenience, and value for money. Kichha, a rapidly developing commercial hub in Udham Singh Nagar district of Uttarakhand, presents an ideal research context as it experiences significant population growth and increasing consumer purchasing power, yet remains understudied in academic literature. Sales growth, defined as the percentage increase in total sales revenue over a specific period, serves as a fundamental business metric reflecting organisational success and market competitiveness (Chen et al., 2022). The relationship between consumer behaviour and sales outcomes is not merely transactional but represents a deeper understanding of market dynamics, customer satisfaction, and business sustainability. Previous research by Sharma and Patel (2020) in



Indian retail contexts found that consumer-centric strategies directly correlated with 23-35% sales improvement. However, most studies focus on metropolitan areas, leaving a significant knowledge gap regarding consumer behaviour patterns in developing tier-2 cities.

The primary motivation for this research stems from the observation that many retailers in Kichha operate with minimal understanding of their customers' behavioural patterns, relying instead on traditional inventory management and limited promotional strategies. This approach limits their ability to anticipate market trends and respond to evolving consumer preferences. Contemporary consumer behaviour research emphasises the role of digital influence, social factors, and psychological aspects in shaping purchase decisions (Singh & Kumar, 2021). Additionally, the post-pandemic retail environment has fundamentally altered consumer expectations regarding product quality, shopping experience, and payment options. Understanding these dynamics becomes essential for retail businesses aiming for sustainable growth in competitive markets. This study addresses the critical need for empirical evidence regarding how specific dimensions of consumer buying behaviour including product awareness, brand preference, purchasing frequency, price sensitivity, and shopping convenience impact sales growth metrics in the Kichha retail market. The findings will provide local retailers with evidence-based strategies for business improvement while contributing to academic literature on consumer behaviour in emerging Indian markets.

LITERATURE REVIEW

Consumer buying behaviour has been a central focus of marketing research for over six decades, with foundational theories developed by Engel, Blackwell, and Miniard (1995) establishing the consumer decision-making process model. This seminal work identified three stages pre-purchase, purchase, and post-purchase which remain relevant in contemporary retail contexts. Modern interpretations by Solomon et al. (2020) expand this framework to include digital touchpoints, social media influence, and omnichannel experiences that characterise 21st-century purchasing patterns. Sales growth, as a dependent variable, has been extensively linked to consumer satisfaction, loyalty, and repeat purchase behaviour in the marketing literature. Reichheld and Sasser (1990) demonstrated that a 5% increase in customer retention could yield 25-95% increase in profits, establishing the economic significance of understanding consumer behaviour. Recent studies by Verhoef et al. (2021) highlight that integrated customer experiences across multiple channels significantly enhance purchase propensity and transaction values. In the Indian context specifically, research by Desai and Mahajan (2022) found that consumer behaviour in retail is increasingly influenced by digital reviews, peer recommendations, and social proof, particularly in tier-2 cities where traditional word-of-mouth remains powerful.

Brand loyalty emerges as a critical mediator between consumer behaviour and sales outcomes. Aaker (1991) conceptualised brand loyalty as a commitment to rebuy despite situational influences and marketing efforts by competitors. Contemporary research validates this theory; for instance, Bhattacharya and Sen (2003) found that emotionally connected consumers demonstrate 306% higher lifetime value. In Indian retail contexts, Kapoor and Sharma (2021) identified that brand trust and perceived authenticity drive loyalty more significantly than price discounts alone, challenging purely transactional views of consumer behaviour. The role of pricing in consumer

decision-making represents another crucial dimension. Nagle and Holden (2002) established that price sensitivity varies substantially across product categories and consumer segments. Subsequent research by Ariely (2008) on behavioural economics reveals that consumers employ heuristic shortcuts and anchoring effects in pricing evaluation, often valuing perceived worth over actual cost. In developing markets like India, Rathod and Gupta (2020) documented that while price sensitivity remains high, quality assurance and value perception increasingly influence purchasing decisions, particularly among younger, educated consumers.

Product awareness and information search behaviours have undergone transformation with digital accessibility. Consumers now engage in extensive online research before purchasing, as documented by König and Köchling (2021), who found that 73% of consumer purchase decisions are influenced by online reviews and social media content. This shift has important implications for sales growth strategies, requiring retailers to maintain robust digital presence alongside physical stores. Furthermore, the concept of experiential shopping where store environment, customer service, and convenience factors influence purchases remains significant in India, where many consumers value personal interaction and tangible product examination before purchase (Banerjee & Bhattacharya, 2022). Research by Grewal et al. (2020) demonstrates that store atmosphere, customer service quality, and convenience dimensions collectively explain 42-58% of variance in customer satisfaction and repeat purchase intentions.

OBJECTIVES

1. To identify and analyse the key dimensions of consumer buying behaviour affecting sales growth in retail establishments within Kichha, Udham Singh Nagar.
2. To determine the relative impact of brand loyalty, price sensitivity, product awareness, and shopping convenience on sales performance metrics and recommend evidence-based strategies for retail business improvement.

METHODOLOGY

This study employs a mixed-methods explanatory sequential design, combining quantitative survey research with qualitative interviews to provide comprehensive understanding of consumer-retailer dynamics. The quantitative phase involved structured questionnaire administration, while the qualitative phase enabled deeper exploration of emerging themes and contextual factors influencing consumer behaviour patterns in Kichha's retail environment. The target population comprised consumers aged 18 years and above who had engaged in retail purchases from organised or semi-organised retail outlets in Kichha, Udham Singh Nagar during the preceding six months. A stratified random sampling approach was employed, dividing Kichha into five geographical zones (Central Business District, Residential Area A, Residential Area B, Commercial Peripheral, and Market Hub) with proportionate allocation of 350 consumers (70 per zone) to ensure representativeness. Additionally, 85 retail outlet managers were purposively selected representing various store types: supermarkets (n=15), traditional kirana shops (n=35), specialty stores (n=20), and modern retail formats (n=15).

Data collection utilised a 42-item self-administered questionnaire assessing five key dimensions: (1) Product Awareness (6 items, $\alpha=0.78$), (2) Brand Preference and Loyalty (8 items, $\alpha=0.82$), (3) Purchase Frequency and Quantity (5 items, $\alpha=0.71$), (4) Price Sensitivity and Value Perception (7 items, $\alpha=0.79$), and (5) Shopping

Convenience and Store Environment (7 items, $\alpha=0.81$). Responses employed 5-point Likert scales (1=Strongly Disagree, 5=Strongly Agree). Sales performance data were collected directly from retailers, measuring total sales value (in INR), transaction frequency, average transaction value, and year-on-year sales growth percentage over 12-month periods. Quantitative data were collected through face-to-face interviews and self-administered questionnaires at retail locations during high-traffic periods. Retailers provided financial data through structured financial disclosure forms, verified through transaction records where available. Qualitative data comprising semi-structured interviews with 25 consumers and 15 retail managers were recorded, transcribed, and analysed using thematic coding. Data collection occurred across 8 weeks, ensuring seasonal variation capture during different shopping seasons and promotional periods.

RESULTS

Table 1: Demographic Profile of Consumer Sample (n=350)

Demographics	Frequency	Percentage	Mean Age (SD)
Age Groups			38.6 (12.4)
18-25 years	48	13.7%	-
26-35 years	94	26.9%	-
36-50 years	132	37.7%	-
Above 50 years	76	21.7%	-
Gender			
Male	182	52.0%	-
Female	168	48.0%	-
Educational Qualification			
Up to Higher Secondary	87	24.9%	-
Graduate	168	48.0%	-
Post-graduate	95	27.1%	-
Monthly Household Income			
₹25,000-₹50,000	112	32.0%	-
₹50,001-₹75,000	145	41.4%	-
₹75,001-₹100,000	68	19.4%	-
Above ₹100,000	25	7.1%	-

The consumer sample (n=350) demonstrated balanced demographic distribution essential for representativeness. The mean age of 38.6 years (SD=12.4) reflects a mature, decision-making population. Gender distribution achieved near-parity (52% male, 48% female), enhancing generalisability. Educational composition skewed towards graduate-level (48%) and post-graduate (27.1%) qualifications, indicating relatively educated consumer base in Kichha. Income distribution concentrated in ₹50,001-₹75,000 monthly bracket (41.4%), representing upper-middle-income households typical of developing tier-2 cities. This demographic profile validates the sample's ability to provide meaningful insights regarding consumer buying behaviour and purchasing power in the research context.

Table 2: Consumer Buying Behaviour Dimensions - Mean Scores and Reliability

Behaviour Dimension	Mean Score	SD	Cronbach's α	Item Count
Product Awareness	3.84	0.67	0.78	6
Brand Loyalty & Preference	3.92	0.71	0.82	8
Purchase Frequency	3.71	0.73	0.71	5
Price Sensitivity	3.56	0.68	0.79	7
Shopping Convenience	4.01	0.64	0.81	7

Consumer behaviour dimension assessment revealed shopping convenience as the highest-rated factor (M=4.01, SD=0.64), suggesting that accessibility, location convenience, and operational hours significantly influence consumer satisfaction. Brand loyalty demonstrated strong mean scores (M=3.92, SD=0.71) with high reliability ($\alpha=0.82$), indicating consistent consumer commitment to preferred brands. Product awareness (M=3.84, SD=0.67) demonstrated moderate-to-high endorsement, reflecting adequate consumer information regarding product features and benefits. Price sensitivity showed relatively lower scores (M=3.56, SD=0.68), suggesting Kichha consumers, despite earlier assumptions, prioritise value and quality over lowest-cost alternatives. All scales demonstrated acceptable reliability (Cronbach's $\alpha>0.70$), validating measurement instrument integrity for subsequent statistical analyses.

Table 3: Correlation Analysis Between Consumer Behaviour Dimensions and Sales Growth

Variables	Product Awareness	Brand Loyalty	Purchase Frequency	Price Sensitivity	Shopping Convenience	Sales Growth %
Product Awareness	1.000	-	-	-	-	-
Brand Loyalty	0.521**	1.000	-	-	-	-
Purchase Frequency	0.468**	0.612**	1.000	-	-	-
Price Sensitivity	0.321*	0.287*	0.201	1.000	-	-
Shopping Convenience	0.582**	0.634**	0.547**	0.156	1.000	-
Sales Growth %	0.456**	0.682**	0.591**	0.312*	0.648**	1.000

Note: **p<0.01, *p<0.05; n=85 retail outlets

Correlation analysis (n=85 outlets) demonstrated significant positive relationships between consumer behaviour dimensions and sales growth metrics. Brand loyalty exhibited the strongest correlation with sales growth (r=0.682, p<0.01), validating theoretical frameworks emphasising customer retention and repeat purchase behaviour. Shopping convenience demonstrated similarly strong association (r=0.648, p<0.01), reinforcing that store accessibility and operational convenience meaningfully influence purchase frequency and transaction values. Purchase frequency showed moderate-to-strong correlation (r=0.591, p<0.01), indicating that increased shopping visits translate to incremental sales growth. Product awareness correlation (r=0.456, p<0.01) was significant but comparatively lower, suggesting awareness alone insufficiently drives sales without complementary brand loyalty and convenience factors.

Price sensitivity demonstrated weaker relationship ($r=0.312$, $p<0.05$), confirming that despite initial expectations, consumers in Kichha increasingly overlook minor price variations when quality and convenience are assured.

Table 4: Multiple Regression Analysis - Predictors of Sales Growth

Predictor Variables	Unstandardised Coefficient (B)	Standardised Coefficient (β)	t-value	p-value	95% CI
(Constant)	8.342	-	2.156	0.034	[0.621, 16.063]
Product Awareness	0.214	0.187	2.103	0.039	[0.011, 0.417]
Brand Loyalty	0.485	0.482	5.847	<0.001	[0.312, 0.658]
Purchase Frequency	0.371	0.328	4.156	<0.001	[0.189, 0.553]
Price Sensitivity	0.134	0.119	1.342	0.183	[-0.068, 0.336]
Shopping Convenience	0.412	0.391	4.892	<0.001	[0.254, 0.570]
Model Statistics	$R^2 = 0.687$	Adjusted $R^2 = 0.661$	F = 25.834, p<0.001	-	-

Multiple regression analysis ($R^2=0.687$) revealed that consumer behaviour dimensions collectively explained 68.7% of variance in sales growth, indicating robust explanatory power. Brand loyalty emerged as the primary predictor ($\beta=0.482$, $p<0.001$), demonstrating that each unit increase in brand loyalty scale scores corresponded to 0.482 unit increase in sales growth percentage. Shopping convenience demonstrated nearly equivalent predictive strength ($\beta=0.391$, $p<0.001$), validating its critical importance in retail performance. Purchase frequency ($\beta=0.328$, $p<0.001$) contributed substantially as intermediate mechanism whereby satisfied customers visit more frequently, generating cumulative sales increases. Product awareness ($\beta=0.187$, $p=0.039$) showed statistical significance but modest effect magnitude, suggesting awareness requires complementary brand development. Price sensitivity ($\beta=0.119$, $p=0.183$) failed to achieve significance in multivariate context, likely due to suppression effects from other variables. The overall model demonstrated significance ($F=25.834$, $p<0.001$), confirming that identified consumer behaviour dimensions meaningfully predict retail sales growth in Kichha market.

Table 5: Sales Performance Metrics by Store Type

Store Type	Number of Outlets	Mean Monthly Sales (₹ Lakhs)	SD	YoY Growth %	Average Transaction Value (₹)
Traditional Kirana	35	12.4	4.2	8.3%	485
Supermarkets	15	28.7	6.8	15.2%	1,240
Specialty Stores	20	18.5	5.1	12.1%	862
Modern Retail Format	15	35.2	8.4	18.7%	1,856
Overall (n=85)	85	20.8	8.6	12.1%	948

Sales performance stratification by store type revealed substantial variation in performance metrics reflecting different customer bases and operational models. Modern retail formats demonstrated superior performance ($M=₹35.2$ lakhs

monthly, YoY=18.7%), benefiting from higher transaction values (₹1,856 average) despite smaller outlet numbers. Supermarkets achieved 15.2% year-on-year growth with considerable transaction values (₹1,240), occupying intermediate position in market dynamics. Specialty stores demonstrated moderate performance (12.1% growth) with transaction values (₹862) reflecting product-specific pricing. Traditional kirana shops, despite largest outlet count (n=35), showed lowest growth metrics (8.3%) and smallest transaction values (₹485), suggesting they remain price-focused with limited expansion opportunities. Overall sample demonstrated 12.1% average growth, validating Kichha retail market's expansion trajectory. Variation across store types (SD=8.6) underscores importance of format-specific strategies aligned with identified consumer behaviour dimensions.

Table 6: Consumer Satisfaction and Behavioural Outcomes

Satisfaction Variable	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Mean (SD)
Product Quality	2.3%	5.7%	18.6%	42.9%	30.6%	3.96 (0.89)
Store Environment	1.4%	4.3%	16.8%	46.3%	31.1%	4.02 (0.81)
Staff Courtesy	3.1%	7.2%	22.4%	38.5%	28.8%	3.84 (0.98)
Value for Money	2.8%	8.4%	26.3%	38.6%	23.9%	3.73 (0.98)
Shopping Convenience	1.7%	3.5%	14.6%	47.2%	33.0%	4.06 (0.79)
Overall Satisfaction	2.3%	5.8%	19.7%	43.4%	28.8%	3.93 (0.87)

Consumer satisfaction assessment (n=350) revealed predominantly positive evaluations across all dimensions, with overall satisfaction mean of 3.93 (SD=0.87) indicating substantial customer contentment. Shopping convenience achieved highest satisfaction (M=4.06), aligning with earlier quantitative findings regarding its importance. Store environment satisfaction (M=4.02) reflected effective retail infrastructure development in Kichha. Product quality satisfaction (M=3.96) demonstrated consumer confidence in merchandise standards. Combined satisfaction analysis revealed only 8.1% negative responses (dissatisfied/very dissatisfied) across all dimensions, while 72.2% expressed satisfaction/very satisfaction, suggesting retailers effectively addressed consumer expectations. Staff courtesy (M=3.84) represented the lowest satisfaction dimension, identifying opportunity for service training and customer engagement improvement. These positive satisfaction levels explain observed sales growth metrics, validating customer experience's critical role in retail performance trajectory.

DISCUSSION

The findings of this comprehensive investigation elucidate the multifaceted relationships between consumer buying behaviour dimensions and sales growth in Kichha's retail ecosystem, with substantial implications for business practice and theoretical understanding of consumption patterns in Indian tier-2 cities. The primary discovery that brand loyalty emerges as the strongest predictor of sales growth ($\beta=0.482, p<0.001$) fundamentally validates decades of marketing scholarship emphasising customer retention and relationship development. This finding proves particularly significant in the Indian context, where traditional word-of-mouth and family recommendations historically drove purchasing decisions. Sharma and Patel (2020) similarly documented that Indian consumers exhibit strong loyalty once trust is established, and the current research quantifies this behaviour's sales impact, demonstrating that each incremental increase in brand loyalty perception corresponds to measurable sales growth. This suggests retailers must

invest substantially in customer relationship management systems, loyalty programmes, and personalised engagement strategies rather than competing primarily on price-based promotions.

Shopping convenience's substantial predictive power ($\beta=0.391$, $p<0.001$) reflects transformations in consumer expectations regarding retail accessibility and experience. Kichha's developing infrastructure provides unique opportunity for retailers to establish convenience-first positioning before market saturation. Unlike metropolitan areas with established retail infrastructure, Kichha consumers value newly accessible shopping options significantly. This finding aligns with Banerjee and Bhattacharya's (2022) observation that Indian consumers in tier-2 cities prioritise convenience highly given time constraints and transportation limitations. The research suggests that strategic location decisions, extended operating hours, and streamlined checkout processes directly translate to sales increases. Modern retail formats' superior performance (18.7% growth) relative to traditional kiranas (8.3% growth) substantiates this interpretation, as modern outlets typically emphasise convenience through parking, climate control, variety, and payment options.

Product awareness's more modest but statistically significant effect ($\beta=0.187$, $p=0.039$) merits contextual interpretation. The lower magnitude doesn't denote unimportance but rather suggests that awareness alone, without supporting brand development or convenience factors, insufficiently drives sales. This aligns with contemporary marketing understanding that awareness represents necessary but insufficient condition for purchase. Integration with brand loyalty and convenience factors substantially enhances awareness's effectiveness. The correlation pattern ($r=0.456$) and regression findings suggest retailers should sequence marketing strategies: establish awareness through promotion and information dissemination, then leverage brand development and convenience enhancements to convert awareness into actual purchases and repeat behaviour. Price sensitivity's insignificance in multivariate prediction ($\beta=0.119$, $p=0.183$) directly contradicts traditional assumptions about Indian consumer price-consciousness. Contemporary Indian consumers, particularly in developing tier-2 cities, increasingly prioritise quality, brand trust, and shopping experience over absolute lowest prices. Singh and Kumar (2021) similarly document this shifting paradigm, attributing it to rising income levels, educational advancement, and digital exposure facilitating informed purchasing decisions. Modern retail formats' success despite premium pricing relative to traditional outlets corroborates this interpretation. Retailers pursuing aggressive price-competition strategies may inadvertently diminish profitability without correspondingly increasing market share. Instead, value-based positioning emphasising quality, convenience, and brand reputation appears strategically superior in Kichha's market context.

The regression model's substantial explanatory power ($R^2=0.687$) demonstrates that identified consumer behaviour dimensions comprehensively capture sales growth determinants, with remaining 31.3% variation attributable to external factors including seasonal fluctuations, competitive activities, economic conditions, and unmeasured psychological constructs. This finding validates the theoretical framework's relevance while acknowledging complex retail environments' inherent unpredictability. Stratified analysis by store type revealed format-specific dynamics modern retail's superior growth stemming from accumulated advantages in all measured dimensions rather than singular factors. Traditional kirana stores' modest growth despite community embeddedness suggests structural limitations (limited variety, restricted operating hours, payment limitations) constraining expansion regardless of

individual customer loyalty. Satisfaction assessment revealing predominantly positive evaluations (72.2% satisfaction across dimensions) indicates that Kichha's retailers have effectively established baseline customer contentment. This positive foundation suggests growth opportunities through incremental service enhancements and convenience optimisations rather than fundamental business model restructuring. Staff courtesy's relatively lower satisfaction (M=3.84) identifies specific improvement opportunity; targeted training programmes addressing customer engagement could leverage existing satisfaction foundation toward incremental growth. The research thus positions Kichha retailers advantageously they've established functional retail ecosystems that now require refinement through brand development and targeted convenience enhancements.

CONCLUSION

This analytical investigation comprehensively examined consumer buying behaviour dimensions and their impact on sales growth within Kichha, Udham Singh Nagar's retail environment, yielding empirically validated insights for retail practitioners and theoretical contributions to consumer behaviour literature. Brand loyalty and shopping convenience emerged as primary sales growth drivers, collectively demonstrating that customer-centric strategies substantially outperform price-focused approaches in tier-2 Indian markets. The research validates that consumer satisfaction, when translated into repeat visitation and brand commitment, creates sustainable sales growth mechanisms. These findings challenge conventional assumptions regarding Indian consumer price-sensitivity, demonstrating instead that quality, convenience, and brand trust increasingly dominate purchasing decisions. For Kichha retailers, implications are clear: investment in brand development, store location and accessibility optimisation, and customer relationship management systems represents strategically superior approach compared to promotional pricing strategies. The research contributes to academic literature on consumption patterns in emerging Indian markets, addressing significant knowledge gaps regarding tier-2 city consumer behaviour. Future research should investigate psychological factors, digital influence, and long-term brand equity development to provide deeper mechanistic understanding of consumer-retailer relationships in developing markets.

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