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DETERMINANTS OF CONSUMER BUYING BEHAVIOR IN RETAIL SECTOR: A STRATEGIC MARKETING PERSPECTIVE FROM ABU OZIQ-OVQAT STORE

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Abstract

Consumer buying behavior has become one of the most important areas of study in modern retail marketing due to increasing competition and changing customer expectations. This study examines the determinants of consumer buying behavior in the retail sector with specific reference to ABU Oziq-Ovqat Store located in Andijan, Uzbekistan. The research focuses on strategic marketing factors such as product quality, price perception, promotion, customer service, shopping convenience, and product availability.

The study adopted a quantitative and descriptive research methodology. Primary data were collected from 150 respondents through a structured questionnaire, while secondary data were obtained from academic journals, books, and marketing literature. The collected data were analyzed using percentages, tables, and interpretive discussion.

The findings reveal that product availability, product freshness, price fairness, and shopping convenience are among the strongest determinants influencing consumer buying behavior. The research also found that consumers positively evaluate the store's operational reliability and product quality. However, promotional visibility and customer service require further improvement to strengthen customer satisfaction and repeat purchase behavior.

The study concludes that consumer buying behavior in the retail sector is influenced by a combination of economic, psychological, and marketing-related factors. Strategic marketing practices play a significant role in shaping customer perception and purchase decisions. The paper recommends that local retail businesses improve promotional activities, customer engagement, and service quality to maintain competitiveness and strengthen long-term customer relationships.

Keywords: Consumer Buying Behavior, Retail Marketing, Customer Satisfaction, Strategic Marketing, Retail Sector, ABU Oziq-Ovqat Store

1. Introduction

The retail sector plays a significant role in economic development by providing products and services directly to final consumers. In recent years, increasing competition and changing customer expectations have made understanding consumer buying behavior essential for retail businesses. Consumer buying behavior refers to the process through which customers select, purchase, and evaluate products and services based on their needs, preferences, and perceptions.

In the retail grocery sector, customer decisions are influenced by several factors including price, product quality, convenience, product availability, customer service, and promotional activities. Small and medium-sized retail stores, particularly in developing markets such as Uzbekistan, face strong competition and must adopt effective strategic marketing practices to attract and retain customers.

ABU Oziq-Ovqat Store, located in Andijan, operates in a highly competitive retail environment where customer satisfaction and repeat purchase behavior are important for business sustainability. This study aims to analyze the determinants of consumer buying behavior and evaluate how strategic marketing factors influence purchasing decisions in the local retail sector.

2. Literature Review

Consumer buying behavior has remained a central topic in marketing research because it helps businesses understand customer decision-making processes. According to Kotler and Keller (2016), consumer behavior is influenced by cultural, social, personal, and psychological factors. In retail settings, these influences become more practical and immediate due to the frequent nature of purchasing activities.

Previous studies indicate that product quality and price perception are among the strongest determinants of customer preference in retail markets. Customers generally prefer stores that provide fresh products, fair pricing, and reliable service. Research also suggests that convenience and product availability strongly affect store selection and customer loyalty.

Strategic marketing in retail focuses on creating customer value through product assortment, pricing strategies, promotion, and customer relationship management. Effective marketing strategies help businesses strengthen customer trust and improve satisfaction levels.

Recent studies further emphasize the importance of customer experience and service quality in shaping repeat purchase behavior. Customers are more likely to revisit stores that provide positive shopping experiences, organized product arrangement, and respectful customer interaction.

Overall, the literature demonstrates that consumer buying behavior in retail is multidimensional and influenced by several interconnected marketing-related factors.

3. Objectives of the Study

The major objectives of this study are:

1. To identify the major determinants of consumer buying behavior in the retail sector.
2. To analyze the influence of strategic marketing variables on customer purchase decisions.
3. To examine customer perception regarding ABU Oziq-Ovqat Store.
4. To provide recommendations for improving customer satisfaction and retail marketing effectiveness.

4. Research Methodology

The study adopted a quantitative and descriptive research design. Both primary and secondary data sources were used for the research.

Primary data were collected through a structured questionnaire distributed among consumers in Andijan. A total of 150 respondents participated in the survey using convenience sampling. The questionnaire included questions related to product quality, price perception, promotion, shopping convenience, customer service, and overall satisfaction.

Secondary data were obtained from academic journals, books, marketing research articles, and online scholarly sources related to consumer behavior and strategic marketing.

The collected data were analyzed using tables, percentages, and interpretive analysis to identify major consumer behavior patterns and purchasing determinants.

5. Data Analysis and Discussion

The findings of the study reveal that several strategic marketing variables significantly influence consumer buying behavior in the retail sector.

5.1 Product Quality and Availability

A majority of respondents identified product freshness and product availability as important factors influencing store preference. Consumers preferred stores where essential grocery items were consistently available and maintained good quality standards.

5.2 Price Perception

The analysis showed that customers are highly sensitive to price fairness. Most respondents preferred stores that offer reasonable pricing and value for money. Price transparency also contributed to positive customer perception.

5.3 Shopping Convenience

Shopping convenience was another important determinant identified by respondents. Customers preferred stores that are easily accessible, organized, and time-efficient.

5.4 Promotion and Customer Service

The findings suggest that promotional activities have moderate influence on consumer buying behavior. While customers respond positively to discounts and visible offers, the store's promotional visibility remains relatively limited.

Customer service also emerged as an important factor affecting satisfaction. Friendly interaction and supportive staff behavior contributed positively to customer experience.

5.5 Overall Interpretation

The study indicates that practical and convenience-related factors strongly influence consumer behavior in local retail environments. Product quality, pricing, availability, and convenience were identified as the most influential determinants affecting customer purchasing decisions.

6. Findings

The major findings of the study are summarized below:

- Product quality and freshness significantly influence consumer purchase decisions.
- Product availability and shopping convenience strongly affect store preference.
- Fair pricing positively influences customer satisfaction and repeat purchase behavior.
- Promotional activities are comparatively less effective and require improvement.
- Customer service quality influences overall shopping experience and loyalty.
- Strategic marketing practices directly affect customer perception and buying behavior.

7. Conclusion

The study concludes that consumer buying behavior in the retail sector is influenced by a combination of strategic marketing variables and practical shopping considerations. Customers are more likely to prefer retail stores that offer quality products, fair pricing, convenient shopping environments, and reliable product availability.

The findings also demonstrate that strategic marketing practices play a vital role in shaping customer perception and strengthening customer satisfaction. Although ABU Oziq-Ovqat Store possesses strong operational strengths, improvements in promotional communication and customer service can further strengthen its competitive position.

In conclusion, understanding consumer buying behavior is essential for local retail businesses seeking long-term growth and sustainability. Retailers should adopt customer-centered marketing strategies that focus on value creation, convenience, and relationship building.

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