

Unveiling The Dynamics Of In-Store Consumer Behavior: Comprehensive Analysis Of Factors Influencing Purchase Decisions Towards Grocery Products, Confined To Tirupati District

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Abstract:-

Aim/purpose:-The aim of the descriptive research study was to investigate and understand the Dynamics of In-Store Consumer Behavior: Comprehensive Analysis of Factors Influencing Purchase Decisions towards Grocery Products, Confined to Tirupati District. The study seeks to examine the factors influencing purchasing decisions towards grocery products. **Outcome:** - The outcome of the research is to study the uncover factors which influence purchase decisions. Further, the outcome of the research will provide recommendations for marketers and businesses to develop strategies towards in-store in retail market landscape to sustain in competitive market. **Research Design/Methodology/Approach:-** The study adopt a descriptive research design by utilizing both quantitative and qualitative data. The convenience sampling strategy employed to select respondents who have recent online buying experience. **Statistical tools:** - Researcher applied confirmative factor analysis and structure equation modeling. **Generalizability:-** The research addresses the potential generalizability of the outcome, where need arises to assess the consumer behavior with respect to factors influencing purchasing decisions towards in-store shopping. **Novelty:-**The research introduces newness by uniquely focusing on comprehensive analysis of factors influencing purchase decisions towards physical shopping with respect grocery products and to offer meaningful strategies for the business owners and marketers to gain competitive advantage. **Key words:** - consumer behaviour, in-store shopping, purchasing decisions, business strategy, competitive advantage etc.

INTRODUCTION

In today's competitive retail landscape many factors influence purchasing decisions, retail businesses must take advantage of knowing and capitalizing on those that can have a positive impact on sales. When a business unveils what motivates people to make a purchase then it can tailor your retail presence to appeal to these motivations and positioning brand at the forefront of consumers' minds. Understanding how marketing influences consumer behavior is essential to keeping the spotlight on your brand in a retail environment. Consumer behavior is influenced by many different factors. Understanding customer is an important factor in go-to-market success, It is important to realize that customer expectations constantly alter due to macro factors and brands need to be agile and accept change to satisfy customer needs, therefore this study focus on the factors which influence purchase decisions of grocery products towards in-store shopping confined to Tirupati District.

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STATEMENT OF THE PROBLEM

The present research is carried out to examine the factors influencing purchasing decisions towards grocery products of in-store shopping confined to Tirupati District

SIGNIFICANCE OF THE STUDY

Consumer preferences towards in-store and online shopping are driving customer towards shopping ,creating satisfied customer is difficult especially in an online environment where the interaction between the company personnel and customer is minimal, in case of in-store shopping there is possibility to establish relationship and sustaining profitability therefore the factors leading to satisfied customer is of paramount importance. For this reason, this study examines the factors influencing purchase decisions towards grocery products in Tirupati District.

RESEARCH DESIGN AND DATA COLLECTION METHOD

The main aim of the research is to do a comprehensive analysis of factors influencing purchase decisions towards in-store shopping of grocery products confined to Tirupathi District.

This is accomplished with structured frame work which contains the following elements.

Research Design: The researcher has followed Descriptive Research Design, to identify the research problem characteristics. It is a conclusive and structured study.

Sample Design: The researcher has used Convenience sampling method to collect the data from sample respondents. This study is descriptive in nature and used primary data to analyse and interpret the results.

Sample size: In this the researcher has chosen 177 sample respondents from in-store shopping.

Sampling Area: The researcher has selected Tirupati city of Andhra Pradesh as study area.

Statistical Tool: Confirmatory factor analysis and Structural equation model tests are applied for data analysis.

DATA COLLECTION

- ❖ **Primary Data:** It was collected from in-store customers of Tirupati city of Andhra Pradesh.
- ❖ **Secondary Data:** It was collected from Journal, Periodicals, Newspapers, Circulars, Reports, Books and websites etc.
- ❖ **The Instrument for Data Collection:** Questionnaire, Interviews, Telephone, Internet, and Mail.

REVIEW OF LITERATURE

D.Chakraborty (2023) In his research paper stated that 418 in the first phase and 392 in the second phase with the same respondents conducted a longitudinal study and results showed that consumers are interested in grocery service applications (GSAs) rather traditional stores because of novel experience so retailers should think to make them interested with user friendly options and make them more interested in using the technology.

M.Knof et.al (2023) in their research it is witnessed that retailer integrating smart technologies into their offline retail business environment to provide them with a personalized shopping experience. The results showed that technologies were primarily used to gain insights into customer's physical behavior.

RN Naryan & S Mehendale (2022) in their research paper they surveyed 378 consumers of provisional stores spread across India and the outcome suggested that consumers are high regard with easy and speed access to the store and an extent to the acquisition of the product

and hygiene of the store but required important improvement in the product search and transaction process in the store.

B.Alsaender & A. Kent (2022) conducted exploratory qualitative approach and semi structured interviews with consumers and found that significance of implementing and integrating in-store technologies to enhance customer experience.

Rao V.N (2021) an empirical study conducted based on primary data derived from survey with valid questionnaire and the researcher covered different dimensions of customer experience management by selecting retail format in retail sector and suggested that the retail firms more dynamic in maintaining customer experience through innovation

Agnese Rondoni & Simona Grasso (2021) In their research paper stated that people with higher income and qualifications expressed higher concern towards environment and they likely to buy eco-friendly labeled foods however consumers still lack of knowledge of carbon measurements, consumer understanding increases when carbon footprint labels are redesigned using consumers friendly symbols. It was also stated that by using carbon footprint label on environmentally produced food enhance willingness to pay. Therefore manufacturers of food should inform consumers on carbon footprint to develop a friendly carbon label system.

Diep et.al (2021) it is witnessed in this research paper that 478 respondents empirically tested and recognized that there is a direct impact of environmental life style and retailer's environmental reputation on shopping behavior related to sustainable packaging.

Maharani et.al (2020) it is witnessed from the research that in-store promotion; visual merchandising and store image propositions directly influence the customer value and purchase intention.

Ravi & Bhagat (2020) In their research paper by taking FMCG merchandisers as respondents through quantitative study identified that competition update, stock availability, personnel management, in-store visibility and share of shelf were important factors that influencing sales performance in retail business by using mobile technology applications

Grewal et.al (2020) a conceptual model introduced to understand a novel and futuristic in-store technology infusions. Outcome of this research is a series of propositions based on the idea that convenience and social presence can spark vividness by increasing customer involvement, imagery and elaboration which ultimately leads to increased sale.

RESEARCH QUESTION

The following question was raised for the investigation after a thorough literature review.

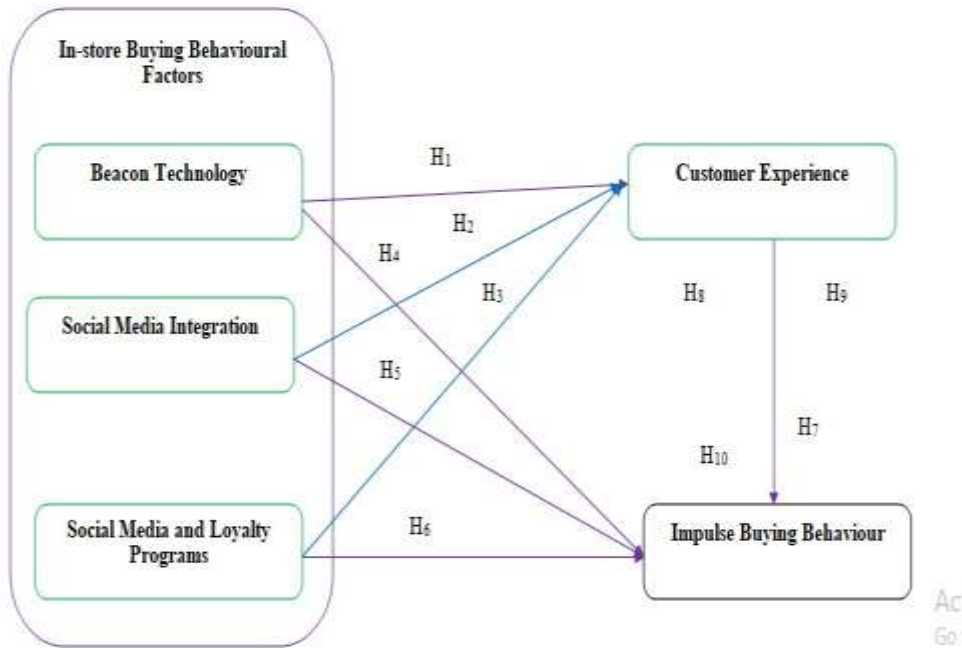
1. What is the relationship among the factors impacting in-store buying behavior, customer experience and impulse buying behavior?

Objectives

1. To develop and test the structural model with the relationships among factors impacting in-store buying behavior, customer experience and impulse buying behavior.
2. To examine the direct effects of factors impacting in-store buying behavior on customer experience and impulse buying behavior.
3. To study the mediating role of customer experience in the relationship between factors impacting in-store buying behavior and impulse buying behavior.
4. To offer suggestions to strengthen the in-store buying behavior.

Conceptual Model

Conceptual Model



Hypothesis

- H₁: Beacon technology is positively and significantly related to customer experience.
- H₂: Social media integration is positively and significantly related to customer experience.
- H₃: Social media and loyalty programs are positively and significantly associated with customer experience.
- H₄: Beacon technology is positively and significantly related to Impulse buying behavior.
- H₅: Social media integration is positively and significantly related to Impulse buying behavior.
- H₆: Social media and loyalty programs are positively and significantly associated with Impulse buying behavior.
- H₇: Customer experience is positively and significantly related to impulse buying behavior.
- H₈: Customer experience is positively and significantly mediates the relationship between beacon technology and impulse buying behavior.
- H₉: Customer experience is positively and significantly mediates the relationship between Social media integration and impulse buying behavior.
- H₁₀: Customer experience is positively and significantly mediates the relationship between Social media and loyalty programs and impulse buying behavior.

Table 1 Total Variance Explained by Extracted Factors.

	BT	CE	IBB	SMI	SM&LP
BT1	0.981				

BT2	0.854				
BT3	0.916				
BT4	0.964				
BT5	0.866				
CE1		0.977			
CE2		0.907			
CE3		0.949			
CE4		0.920			
CE5		0.893			
IBB1			0.830		
IBB2			0.907		
IBB3			0.930		
IBB4			0.883		
IBB5			0.931		
SMI1				0.954	
SMI2				0.953	
SMI3				0.911	
SMI4				0.988	
SMI5				0.951	
SMLP1					0.981
SMLP2					0.938
SMLP3					0.969
SMPL4					0.964
SMPL5					0.971
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 5 iterations.					

Measurement Model

The first step in the SEM is to perform a confirmatory factor analysis to test the relationship between observed and unobserved variables in the measurement model and to ascertain the substantial difference between the different constructs. As noticed in figure 1, the measurement model of the research contained six latent constructs and twenty-eight statements. From the latent variable, each statement had only one path and all the latent variables have been correlated with each other. The model fit of the measurement model was tested by using different model fit indices. The indices include the absolute fit measures like normed chi-square (χ^2/df), the goodness of fit index (GFI) and root mean square error of approximation (RMSEA), the incremental fit measures like Tucker Lewis index (TLI) and comparative fit index (CFI), and the parsimony fit measures like adjusted goodness of fit index (AGFI) and parsimony comparative fit index (PCFI). The model has a good enough fit when it has χ^2/df value is range from 5 to 1 (Arbuckle, 2009), RMSEA is less than 0.08 (Browne and Cudeck, 1993), GFI, TLI and CFI values are higher than 0.9 (Hu and Bentler, 1999) with AGFI and PCFI values are more than 0.5 and closer to the value of GFI and CFI (Mulaik et al., 1989). Also, Hoelter's statistics estimate the required sample size to yield adequate model fit (Byrne, 2010). The model fit indices showed in table 4.39 interprets that all the six latent variables of the research model obtained unsatisfactory fit after deleting a few items which are loaded less than the threshold value and add correlations among error items finally obtained a satisfactory fit $\chi^2= 992.070$, $p<0.000$, $\chi^2/df= 3.744$, GFI=.810, RMSEA=.125, TLI=.886, CFI=.899, AGFI=.744, PCFI=.829, Hoelter

=94 (.05), 99 (.01). While the GFI value for the measurement model is less than the threshold value of 0.9, few studies (Nayak, 2016; Zhang and Bartol, 2010; Chow and Chan, 2008) have to take into account values that are slightly less than the cutoff values to be the yardstick of a satisfactory model.

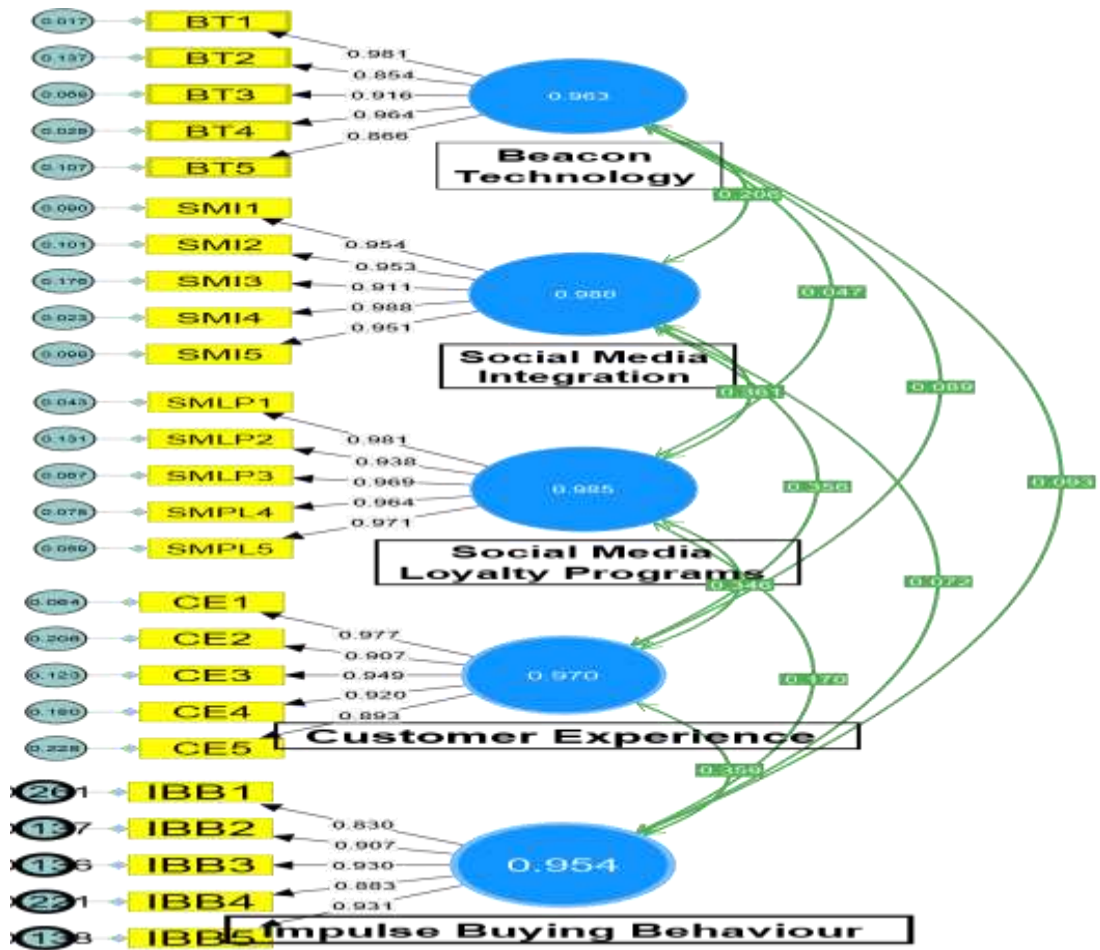


Table 1 Model Fit Indices of the Measurement Model

Fit Index	Observed Values	Threshold Values
Absolute fit measures		
CMIN/DF	3.744	≤ 2**, ≤ 3*, ≤ 5*
GFI	.810	≥ .90**, ≥ .80*
RMSEA	.125	≤ .08
Incremental fit measures		
TLI	.886	≥ .90**, ≥ .80*
CFI	.899	≥ .90**, ≥ .80*
Parsimonious fit measures		
AGFI	.744	The higher, the better
PCFI	.829	The higher, the better
HOELTER	94(.05), 99(.01)	

Acceptability: **Acceptable, *Marginal.

Table 2 Result of Measurement Model

Constructs	Measurement Indicators	Standardized Estimates	AVE	CR	P-Value
BT	BT1	.981	0.842	0.963	***
	BT2	.854			
	BT3	.916			
	BT4	.964			
	BT5	.866			
SMI	SMI1	.954	0.906	0.980	***
	SMI2	.953			
	SMI3	.911			
	SMI4	.988			
	SMI5	.951			
SMLP	SMLP1	.981	0.931	0.985	***
	SMLP2	.938			
	SMLP3	.969			
	SMLP4	.964			
	SMLP5	.971			
CM	CM1	.977	0.864	0.970	***
	CM2	.907			
	CM3	.949			
	CM4	.920			
	CM5	.893			
IBB	IBB1	.830	0.805	0.954	***
	IBB2	.907			
	IBB3	.930			
	IBB4	.883			
	IBB5	.931			

***p<.001, *p<.05

Structural Model

The second phase in SEM is to develop the structural model to test the hypothesized relationships in the research model. In this research, the structural model is deliberated in four phases to validate the hypothesis in the study. In the first phase, the relationship between factors impact in store buying behavior factors and customer experience (CM) was tested. In the second phase, the association between factors impact in store buying behavior factors and impulse buying behavior (IBB) was analyzed. In the third phase, the relationship between customer experience (CM) and impulse buying behavior (IBB) was analyzed. In the last phase, mediation analysis with customer experience (CM) performing the role of mediator among the study variables.

Discriminant Validity

Discriminant validity refers to what extent one construct is different from the other constructs. The square root of Average Variance Extracted should be more than the intermediate – construct correlations for adequate discriminant validity. Instead, AVE should be excess than squared correlation estimates between the variables. It explains that the constructs having more variance in their statements than they mutually shared. The square root of the AVE of the variables is displayed in the diagonal of Table 5, and off-diagonal values are correlations between the constructs. Every construct has satisfied this condition and recognized adequate discriminant validity of the latent variables.

Table: 5 Discriminant validity

latent variable	BT	CE	IBB	SMI	SM&LP
BT	0.918				
CE	0.089	0.930			
IBB	0.093	0.359	0.897		
SMI	0.206	0.356	0.072	0.952	
SM&LP	0.047	0.346	0.170	0.361	0.965

Bold values in the table indicate the square root of the Average Variance Extracted. For discriminant validity to represent the diagonal values must be higher than the off-diagonal values

Structural Model

The second step in SEM is to develop the structural model to test the hypothesized relationships in the research model. In this research, the structural model is deliberated in four stages to validate the hypothesis in the study. In the initial stage, the relationship between factors impacting in-store buying behavior and customer experience was examined. In the second stage, the association between factors impacting of in store buying behavior and impulse buying behavior was analyzed. In the third stage, the relationship between customer experience (CE) and impulse buying behavior (IBB) was investigated. In the final stage, mediation analysis with customer experience (CE) and impulse buying behavior (IBB) the role of mediator among the study variables.

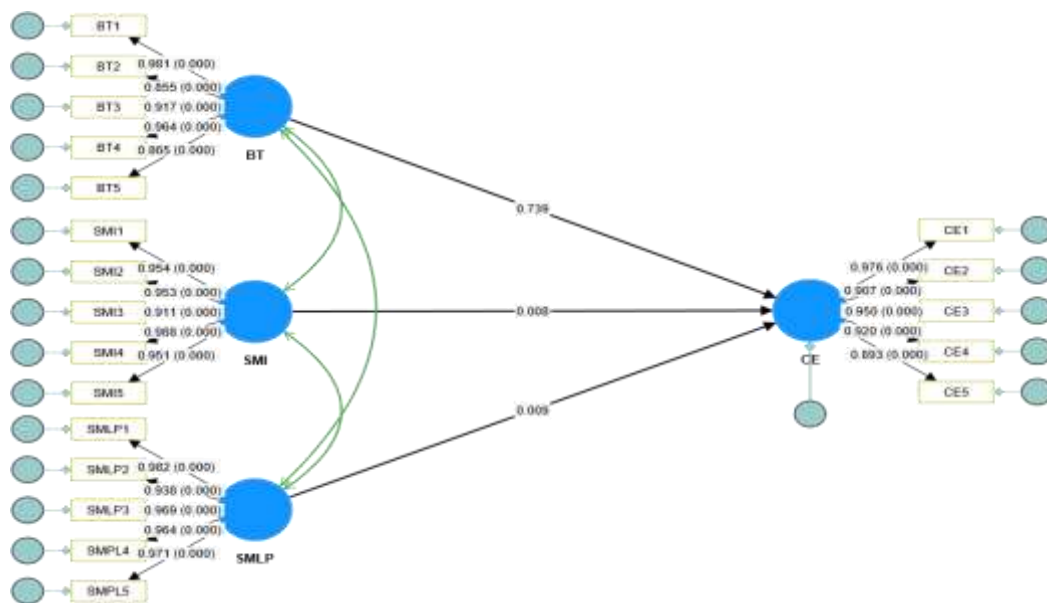


Table: 6 Model Fit Indices of the Model factors impacting of in store buying behaviour and customer experience

Fit Index	Observed Values	Threshold Values
Absolute fit measures		
CMIN/DF	2.170	≤ 2**, ≤ 3*, ≤ 5*
GFI	.837	≥ .90**, ≥ .80*
RMSEA	.082	≤ .08
Incremental fit measures		
TLI	.835	≥ .90**, ≥ .80*
CFI	.857	≥ .90**, ≥ .80*

Parsimonious fit measures		
AGFI	.792	The higher, the better
PCFI	.740	The higher, the better
HOELTER	97(.05), 014(.01)	

Acceptability: **Acceptable, *Marginal.

The structural model path coefficients disclose that the relationship between BT and CE was positive and significant ($\beta = .739, p < .001$). Therefore, the alternative hypothesis H_1 was supported. The relationship between SMI and CE was positive and significant ($\beta = .008, p < .000$). Therefore, the alternative hypothesis H_2 was supported. SMLP had a positive and significant relation with CE ($\beta = .009, p < .000$), the alternative hypothesis H_3 was accepted.

Relationship between factors impacting of in store buying behavior and impulse buying behavior.

The second stage investigated the model interpreting the variables of the factors impacting in-store buying behavior namely Beacon Technology (BT), Social media integration (SMI) and Social media and loyalty programs (SMLP) and its relationship with IBB. Assessment of all fit indices with their threshold values showed that the model had a good fit ($\chi^2 = 711.076, p < .000, \chi^2/df = 4.336, GFI = .741, RMSEA = .137, TLI = .890, CFI = .905, AGFI = .669, PCFI = .579, Hoelter 37(.05), 49(.01)$). The model fit indices are explained in Table 7. The standardized path coefficients of the structural model are shown in figure 3.

Figure: 3 Model Linkage between between factors impacting in store buying behavior and impulse buying behavior.

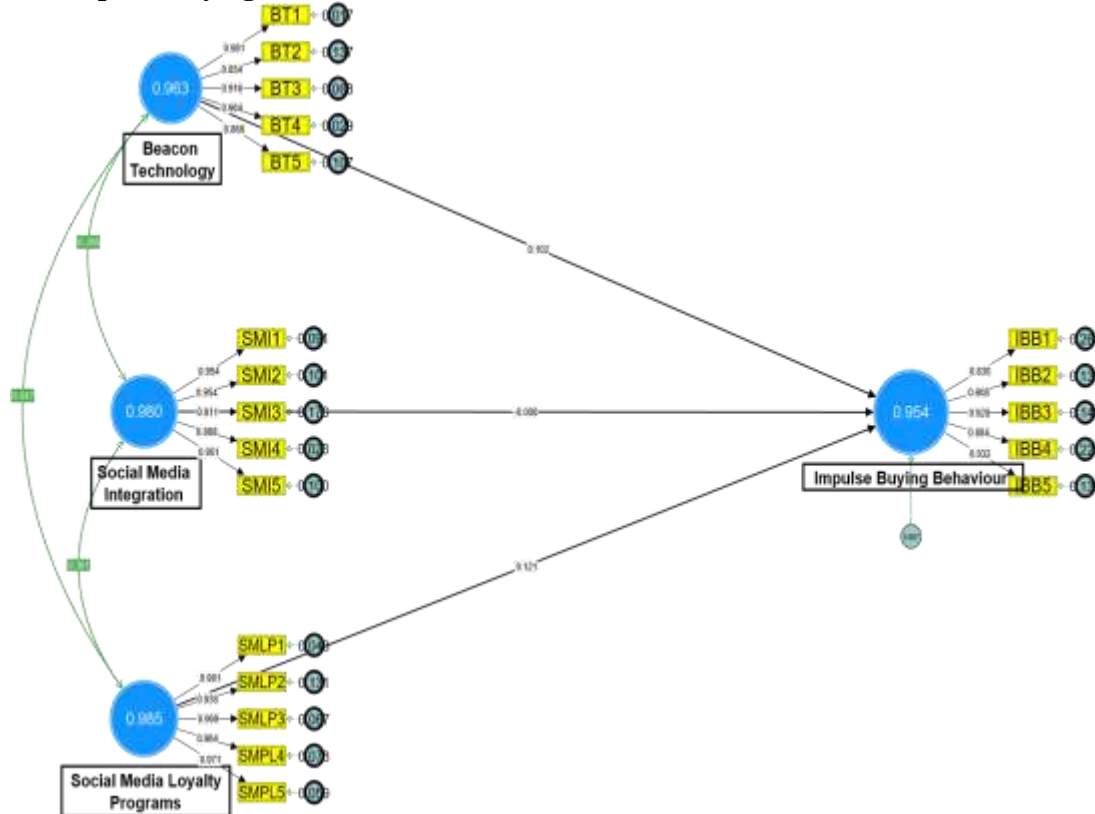


Table 7 Model Fit Indices of the Model Linkage between factors impacting of in store buying behavior and impulse buying behavior.

Fit Index	Observed Values	Threshold Values
Absolute fit measures		
CMIN/DF	4.336	≤ 2**, ≤ 3*, ≤ 5*
GFI	.741	≥.90**, ≥.80*
RMSEA	.137	≤.08
Incremental fit measures		
TLI	.890	≥.90**, ≥.80*
CFI	.905	≥.90**, ≥.80*
Parsimonious fit measures		
AGFI	.669	The higher, the better
PCFI	.579	The higher, the better
HOELTER	37(.05),49(.01)	

Acceptability: **Acceptable, *Marginal.

The structural model path coefficients reveal that the relationship between BT and IBB was positive and significant ($\beta =.257, p<.05$). Therefore, the alternative hypothesis H_4 was supported. The relationship between SMI and IBB was positive and significant ($\beta =.945, p<.05$). Thus, the alternative hypothesis H_5 was supported. SMLP had a positive and significant relation with IBB ($\beta =.113, p<.000$), the alternative hypothesis H_6 was accepted.

Relationship between CE and IBB

The third stage tested the model and concluding the variable of the CE and its relationship with IBB Assessment of all fit indices with their threshold values showed that the model had a good fit ($\chi^2 =279.389, p<.000, \chi^2/ df=3.351, GFI=.871, RMSEA=.115, TLI=.952, CFI=.964, AGFI=.791, PCFI=.538, Hoelter 30(.05), 39(.01)$). The model fit indices are explained in Table 4.45. The standardized path coefficients of the structural model are shown in figure 4.4

Figure 8 Model Linkage between CE and IBB

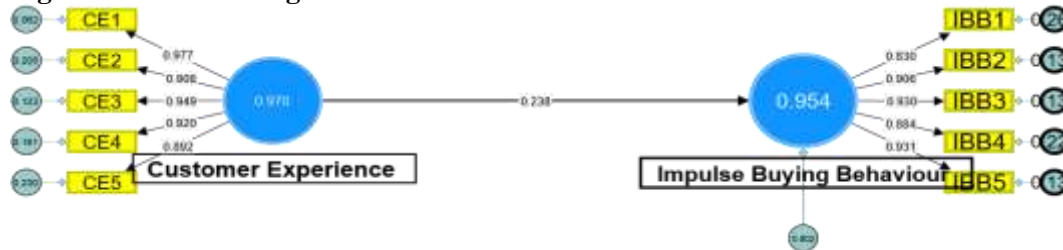


Table 4.45 Model Fit Indices of the Model Linkage between CE and IBB

Fit Index	Observed Values	Threshold Values
Absolute fit measures		
CMIN/DF	3.351	≤ 2**, ≤ 3*, ≤ 5*
GFI	.871	≥.90**, ≥.80*

RMSEA	.115	≤.08
Incremental fit measures		
TLI	.952	≥.90**, ≥.80*
CFI	.964	≥.90**, ≥.80*
Parsimonious fit measures		
AGFI	.791	The higher, the better
PCFI	.538	The higher, the better
HOELTER	30(.05),39(.01)	

Acceptability: **Acceptable, *Marginal.

The structural model path coefficients notice that the relationship between CE and IBB was positive and significant ($\beta = .238$, $p < .000$). Hence, the alternative hypothesis H_7 was supported.

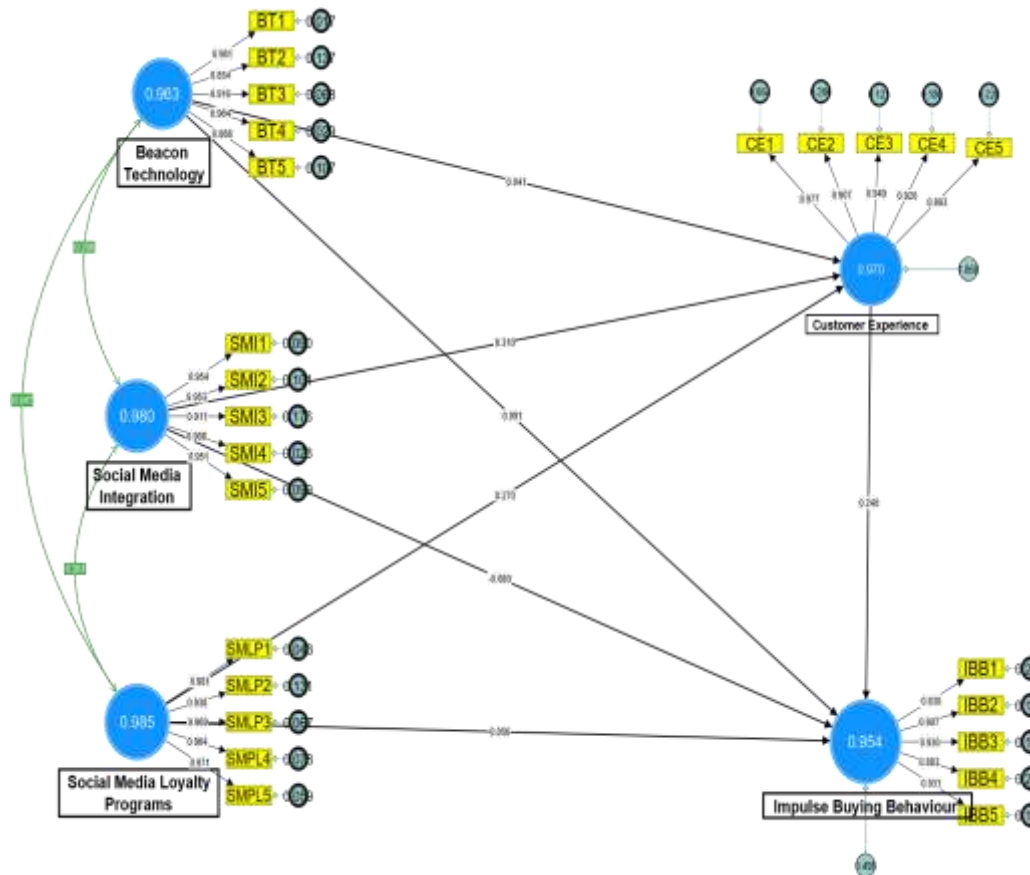
All the mediation relationships in the study were tested with a single structural model and identified its path coefficients to validate the hypothesized research model. In this research model, Customer Experience (CE) was treated as a mediator, factors impacting in-store buying behavior (Beacon (BT), Social media integration (SMI), Social media and loyalty programs (SMLP) were independent variables and Impulse buying behavior (IBB) was the dependent variable shown in figure 9. Therefore, in the model direct relationship was investigated between factors impacting in-store buying behavior, customer experience, and impulse buying behavior and also examined the indirect relationship between factors impacting in-store buying behavior and impulse buying behavior through the mediating variable of customer experience. The model fit indices are noticeably good. ($\chi^2 = 992.070$, $p < .000$, $\chi^2/df = 3.744$, GFI=.803, RMSEA=.125, TLI=.886, CFI=.899, AGFI=.664 PCFI=.579, Hoelter 30(.05), 38(.01)). Table 9 represents the total fit indices of the model.

Table 9 Model Fit Indices of the Hypothesized Mediation Model.

Fit Index	Observed Values	Threshold Values
Absolute fit measures		
CMIN/DF	3.744	≤ 2**, ≤ 3*, ≤ 5*
GFI	.803	≥.90**, ≥.80*
RMSEA	.125	≤.08
Incremental fit measures		
TLI	.886	≥.90**, ≥.80*
CFI	.899	≥.90**, ≥.80*
Parsimonious fit measures		
AGFI	.664	The higher, the better
PCFI	.579	The higher, the better
HOELTER	30(.05),38(.01)	

Acceptability: **Acceptable, *Marginal.

Figure 9 CE is a mediator between factors impacting in store buying behavior (BT, SMI and SMLP) and IBB



Therefore, the hypothesized mediation model results fortify the partial mediation role of CE among BT, SMI and SMLP, which was formerly stated in this study by individual mediation analysis.

Table 10 Hypothesized Mediation Model Direct, Indirect and Total Effects

Hypothesized Relationship	Total Effects	Direct Effects	Indirect Effects	Mediation Type
BT→CE	.740***	.740***	-	-
SMI→CE	.008***	.008***	-	-
SMLP→CE	.304***	.304***	-	-
BT→IBB (CE)#	.102*	.101*	.008*	Partial
SMI→IBB (CE)#	.007*	-.083*	.090*	Partial
SMPL→IBB (CE)#	.168**	.167**	.094*	Partial

Mediator in parenthesis, **p<.001, *p<.01.

FINDINGS ON CONFIRMATORY FACTORY ANALYSIS AND PATH ANALYSIS

Table 11 Interpretations are drawn from Hypothesis Testing

Hypothesis	Relationship	Standardized β Coefficients	Significance	Result
H ₁	BT→CE	.739	***	Supported
H ₂	SMI→CE	.008	***	Supported

H ₃	SMLP→CE	.009	***	Supported
H ₄	BT→IBB	.257	***	Supported
H ₅	SMI→IBB	.945	***	Supported
H ₆	SMLP→IBB	.113	***	Supported
H ₇	CE→IBB	.238	***	Supported
H ₈	BT→IBB (CE)#	.087	***	Supported
H ₉	SMI→IBB (CE)#	.168	***	Supported
H ₁₀	SMPL→IBB (CE)#	-.007	***	Supported

Mediator in parenthesis, ***p<.001, **p<.01, *p<.05.

Suggestions

The present study concentrated on the in-stores purchasers of Tirupati district. The current study stated that technological aspects, social media and loyalty programs promotes better customer experience that leads to impulse buying behavior of the customers in off line shopping. The study offers the following suggestions based on empirical findings.

The technological initiates followed by the offline shopping malls have a significant impact on both customer experience and impulse buying behavior of the shoppers.

The suitable social media selection plays a crucial role in the development of the customer experience and impulse buying behavior of the in-store customers. The right social media attract the majority of customer's attention towards purchase of goods through by offline.

The outcomes of the research explain the significant impact of in-store buying behavior on customer experience and impulse buying behavior of the traditional shoppers. The offline shopping malls must design will define loyalty programs can attract and retain customers.

Directions for Future Research

The present study provides a many ways for future research. First, the researcher has measured only one mediator in this research. Other variables can also consider for further studies which include the price and promotion, visual merchandising, customer service, product placement and sensory factors. How in-store buying behavior factors received, processed and concluded depends on the customer experience. Further, the history of offline shops are providing support to the customer affect outcomes. If the loyalty programs are effective it is more likely to improve better customer experience and impulse buying behavior of customers. Finally, in developing countries like India technological advancements have a main role to play in influencing the behavior of customers.

Conclusion

The previous discussions demonstrated that customer satisfaction is associated with organizational growth. The process of identifying customer expectations and offering better product and services is achieved by proper implementation customer services. Customer buying behavior factors have to concentrate more on behavior, attitudes, and product knowledge of the customers. The shopping mall needs to maintain sound customer relationship management techniques for promote better customer experience and impulse buying behavior.

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