

Factors Influencing Shopping Behaviour in Retail Sector of Goa: Focus on Local Markets and Consumer Preferences

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Abstract

Local markets are at the heart of community identity and tourism economies, rendering an understanding of shopper behaviour critical to improving consumer experience and sustainable growth. Critical factors influencing shopper behaviour in local market settings are identified in this study, including six independent variables such as proximity of markets, availability of traditional goods, influence of tourism on shopper behaviour, attitude and amicability of staff handling shoppers, cultural relevance of shopping products, and seasonal product promotions. The relationships of the variables studied are investigated by using correlation analysis, multiple regression techniques and Thurstone Case V Scaling. Results indicated that tourist activity had the highest relationship with shopper behaviour, followed by proximity to markets and staff attitude. The study provides good guidelines to develop customer engagement, utilise tourism potential and improve local products. The results add to the growing literature on consumer behaviour in local market contexts and suggest managerial strategies for fostering positive customer-staff interactions and capitalising on tourism's influence. The dynamic nature of consumer preferences offers opportunities for further research.

Keywords

Customer buying behaviour, retail landscape, proximity to local markets, Goa retail market

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Introduction

Shopping behaviours in the retail industry of Goa are influenced significantly by a combination of cultural heritage, economic dynamics and changing consumer preferences. Its local markets form a colourful commercial platform for economic trading but with rich social exchanges, and more importantly, local craftsmanship preservation through which people will go for purchases, unlike mere shopping destinations—manifestations of historical richness about a region as well as variances of tastes about the demands of residents and outsiders of the markets (Abu-ElSondos et al., 2023).

The forces of globalisation have significantly transformed the retail sector in Goa. The entry of different formats of retailing, including international brands and modern shopping complexes, has increased competition and changed the expectations of consumers (Frasquet et al., 2001). These include the pricing, variety of products, quality and shopping experience as a whole.

Demographic diversity, cultural relevance and technological advancement have complicated the retail world further (Guo & Wang, 2024). Online reviews, social media and mobile commerce have transformed the way consumers interact with brands and make purchases (Kushwaha et al., 2017). The study aims to provide insights for tailoring retail strategies to local needs. The findings support data-driven decisions and sustainable growth in a culturally rich market (Sham et al., 2023).

The location of a retail store is the first variable selected, which is paramount in determining consumer shopping decisions. Areas close to popular markets, such as Mapusa and Margao, are seen to have the benefit of high foot traffic and visibility. Preferred shopping areas are considered those that offer access to multiple outlets and enable comparison among products. The proximity advantage encourages impulsive buying and also supports the selection of retailers that belong to the local community (Zulqarnain et al., 2015).

In Goa, customers have an affinity for whatever product would speak to the rich culture and heritage of the region. Availability of locally produced goods, such as Goan handicrafts, spices and traditional food items, was the second variable selected, which greatly influences the decision to shop (Méndez-Vogel et al., 2023). For the tourism market, the purchase of authentic local products is what makes them experience and take home a part of Goan culture (Chetioui et al., 2021).

Tourism, the third variable, happens to be one of the major activities in Goa and contributes substantially to the retail sector (Guo & Wang, 2024). The retailers are thus constrained to modify their product range and prices by this temporary customer. They ensure that they meet the changing tastes of residents and visitors (Zheng et al., 2020).

The attitude displayed by the staff in retail stores also forms the basis of the shopping experience was the fourth variable selected. Attentive and knowledgeable salespeople can offer information about the products to help inform customers' purchasing decisions (Pardeshi & Khanna, 2021).

The cultural aspects of the products that are sold in retail stores were the fifth variable selected, which have especial significance whenever local festivals and functions take place. All shoppers who want to be in contact with their cultural heritage shop at retailers that sell products related to festivals such as Carnival or

Ganesh Chaturthi (Méndez-Vogel et al., 2023). This provides not only a positive impulse to sales at festival times but also feeds into the emotional need of the consumer with the store (Fu et al., 2020).

Festive offers and discounts fuel peak consumer activity by instilling a sense of urgency and drawing greater footfall. These offers have a major impact on purchase decisions during peak times (Ketanbhai, 2020).

Strategically planned promotions can make retailers' choices very crucial for shopping behaviour in the competitive retail market of Goa (Behera et al., 2023).

Theoretical Background & Literature Review

Proximity and Accessibility of Markets

The Central Place Theory proposed by Christaller in 1933 points out that consumers tend to shop in closer geographical areas because it saves time and effort (Shi et al., 2020). In places like Goa, where traffic congestion and parking constraints are prevalent, accessibility is most important, as it scores well over other factors (Mohamad et al., 2011). Also, Pei et al. (2020) claim that regular exposure to local shops boosts impulse purchasing, whereas Baker et al. (2002) point out that local retail stores possess greater potential to convert passers-by to customers.

Theory of Consumer Preferences

Based on Lancaster's Theory of Consumer Preferences (1966), consumer behaviour is influenced by the importance consumers place on factors such as cultural relevance, uniqueness and quality. In areas such as Goa, where lifestyle is interwoven with tradition, consumer preference is towards culturally relevant products (Grönroos & Raval, 2011).

Cultural Relevance and Consumer Preferences

The Theory of Consumer Preferences suggests that purchasing decisions are influenced by culture, distinctiveness and product quality (Feldmann & Hamm, 2015). In Goa, both locals and tourists prefer culturally significant products like local crafts and heritage goods. Studies show that consumers value authenticity and cultural identity in their purchases. Wang and Zhang (2020) and Srivastava and Thaichon (2023) argue that consumers prioritise authenticity and are more inclined to products which support cultural identity (Fisman et al., 2017). In Goa, this is noticeable for tourists and locals able to purchase goods that capture Goan traditions and lifestyle.

Tourism Impact Theory

The theory by Wall (1996) claims that tourists have a particular influence on the behaviour of consumers in retail businesses. Ask anyone, and they will concede that tourists, especially those in search of authentic and local handicrafts,

compel retailers to change their product mix and the way goods are sold (Wang & Chen, 2015). Tourism's seasonal timelines create unique shopping behaviours, as noticed by Chang et al. (2023) and Rani et al. (2023), who emphasise that in addition to local gifts, clothes and food, retailers have to serve foreign patrons. The phenomenon in which tourism crosses over into retailing is apparent in Goa, where retailers take advantage of seasonal increases in tourists' visits and use season-specific advertising and unique types of goods (Dasoomi et al., 2023).

Service Quality Theory

The Service Quality Theory emphasises that customer satisfaction is greatly driven by employee service performance and interactions (Ho & Wei, 2016). Service operators, if friendly and more attentive, help improve the shopping experience and encourage loyalty. Studies from Wu et al. (2023) and Sari (2023) demonstrate that customer service emerges as an important factor that distinguishes success in retail. According to Diaz-Gutierrez et al. (2023), with increasing competition in Goa, retailers who spend resources on training their staff to improve customer service are rewarded by feedback and referrals.

Cultural Proximity Theory

According to Hofstede (1980), Cultural Proximity Theory implies that the probability of purchase is high if products have cultural similarities and are relevant to people (Zimmermann et al., 2023). When the product belongs to the cultural values or beliefs a consumer holds, then they are more likely to make that buy (Bourg et al., 2023). In Goa, being a place of traditions and cultural heritage, the same products increase consumer involvement through culture (Kakaria et al., 2023). This is especially true for locals and tourists alike looking for authentic, culturally meaningful experiences in the region (Fisman et al., 2017).

Consumer Behaviour Theory

Consumer behaviour theory (Schiffman & Kanuk, 2007) emphasises promotions, discounts and limited-time offers as being different from other psychological stimuli that create urgency and excitement, and thus induce higher purchase rates (Zhang & Benyoucef, 2016). Consumer purchasing behaviour in Goa is particularly driven by seasonal festivals and peak travel seasons (Ligaraba et al., 2023). Studies by Kakaria et al. (2023) indicate that successful promotional campaigns entice tourists.

Objectives & Hypotheses

- To identify and rank key factors influencing consumer preferences in retail outlets in Goa.
- To examine the impact of local market accessibility on consumer purchasing behaviour.

H_1 : Accessibility of local markets is positively related to consumer shopping behaviour in Goa.

- To assess how the availability of local and traditional products enhances store attractiveness.

H_2 : The availability of local and traditional products significantly enhances customer attraction toward retail stores.

- To investigate the influence of tourists on product diversity and pricing strategies in Goa's retail sector.

H_3 : The presence of tourists influences product assortment and pricing strategies in Goa's retail sector.

- To evaluate the role of staff attitude and friendliness in attracting customers and fostering loyalty.

H_4 : Positive staff interactions, including friendliness and attentiveness, contribute to customer loyalty and an enriched shopping experience.

- To determine the significance of culturally relevant products during festivals in shaping consumer preferences.

H_5 : The presence of culturally significant products during local festivals significantly impacts consumer purchasing behaviour.

- To analyse the effect of seasonal sales and promotions on shopping behaviour, particularly during peak tourist seasons.

H_6 : Seasonal promotions and discounts boost shopping intentions among consumers in Goa's retail industry.

Research Methodology

Research Design

An exploratory research design has been adopted in this study for the purpose of unearthing the major characteristics of the organised retail formats that attract consumers in Goa, India. This approach easily offers an understanding of consumer preferences and behaviour in the view of dynamics developed in local retail environments (Rehman et al., 2024). The research explores consumer shopping habits as the dependent variable, controlled by six independent variables: locality to local markets, presence of local and traditional products, effect of tourism, attitude and helpfulness of staff, cultural significance of products and seasonal promotion and sales.

Target Population

The sample population for the study are the regular customers who regularly visit the organised retail outlets in Goa. It includes local residents as well as tourists visiting and interacting with the retail sector in this region (Kar, 2023).

Sample Size

A total of 320 questionnaires were distributed among the customers, but after close scrutiny, 20 responses were found wanting and were excluded due to incompleteness, and therefore, the sample size for this study was set at 300 respondents. The sample is divided evenly into 150 representing the north Goa area, including Porvorim and Baga, while 150 represent the south Goa region, including Margao and Cavelossim, thus evenly distributing representation among various geographies and demographics (Hossan et al., 2023).

Sampling Technique

Convenience sampling was adopted in this study to ensure that the best possible data could be collected from participants who were convenient to access in some of the well-organised retail outlets across Goa (McDowell et al., 2016). It was adopted because of time and resource constraints, there was a real need to ascertain quickly something that would be relevant (Selvarajan & Chandran, 2024). The study captured customer preferences in key high-traffic areas like Margao, Cavelossim, Porvorim, Baga and Panaji.

Data Collection Methods

In retrieving data for this study, primary and secondary sources were used. Primary Data: The structured questionnaire was prepared to collect primary data from the participants about their shopping behaviour, preferences and perceptions related to the identified six independent variables of the study. Participants were approached in high-traffic retail areas within Goa, especially in Margao, Cavelossim, Porvorim, Baga and Panaji, thereby creating a diverse representation of shoppers (Seock, 2009).

Secondary data: The secondary data were sourced from journals, books, internet sources and relevant previous research studies that have taken place concerning retail consumer behaviour and shopping preferences. Such data sets helped establish context and support the primary results, and therefore overall robustness of the study (Khoa et al., 2023).

Area of Survey

A set of such strategic locations was surveyed across Goa to understand consumer preferences in both North and South Goa. The chosen areas for data collection are: Margao, which is perceived to have a vibrant market feel and lots of retailing outlets; Cavelossim, which is a tourist area having shops to cater to the locals as well as visiting tourists; Porvorim, an area fast developing with the presence of both organised and relatively more traditional retail stores; and Panaji, which is the capital city of Goa, representing different kinds of consumers and retailing options (Ghosh et al., 2010).

Data Analysis Techniques

In this study, the relative importance of the six independent variables that affect shopping behaviour was assessed by using the Thurstone Case V Scaling for data analysis

(Figure 1) (Turner et al., 2024). Thurstone scaling utilises pairwise comparisons wherein respondents rated factors by preference; the results were analysed using the formula below:

$$P_{ij} = 1 + e(S_i - S_j) / e(S_i + S_j)$$

where P_{ij} is the preference scale of respondents for factor i in comparison with factor j , while S_i and S_j denote the factor scale for each factor. Furthermore, Pearson's correlation analysis was performed to analyse the relationships among the six independent variables. The correlation coefficient was calculated (Cleophas et al., 2018):

$$r = \Sigma(X_i - \bar{X})(Y_i - \bar{Y}) / \sqrt{[\Sigma(X_i - \bar{X})^2 \times \Sigma(Y_i - \bar{Y})^2]}$$

In addition, multiple regression analysis was used to find out how much the independent variables affected consumer shopping behaviour (Sarstedt & Mooi, 2019).

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \varepsilon,$$

where Y is consumer shopping behaviour, X_1, X_2, \dots, X_n are independent variables (e.g., accessibility, tourism, seasonal promotions); β_0 is the intercept, $\beta_1, \beta_2, \dots, \beta_n$ are coefficients quantifying each variable's effect, and ε is the error term (Sarstedt & Mooi, 2019).

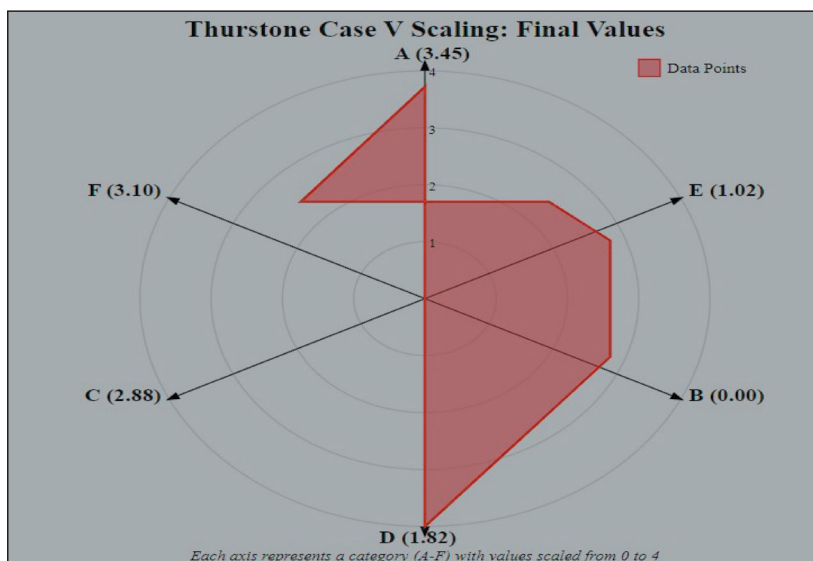


Figure 1. Spider Graph Representing Final Thurstone Case V Scaling Values.

Source: Primary data.

Results and Discussion

Results

The Thurstone Case V Scaling Technique

Thurstone Case V scaling, an established means of analysing ordinal data by pairwise comparison, was utilised in the current study to score six factors affecting consumer preferences in organized retail. The variables measured included: (A) Proximity to Local Markets, (B) Availability of Local and Traditional Products, (C) Tourist Influence, (D) Attitude and Friendliness of Staff, (E) Culture Relevance and (F) Seasonal Offers. The method begins with raw paired preference data in Table 1 which is then converted to decimal proportions in Table 2 and further on in z-cores using standard normal table appearing in Table 3, the z-scores are summed up in Table 4 and normalized in Table 5 to produce final value ranked items.

Table 1. Initial Values of the Thurstone Case Scaling.

	A	B	C	D	E	F
A	0.5	45/300	115/300	205/300	125/300	85/300
B	255/300	0.5	225/300	145/300	113/300	222/300
C	195/300	75/300	0.5	172/300	102/300	110/300
D	95/300	158/300	148/300	0.5	85/300	253/300
E	180/300	185/300	198/300	215/300	0.5	65/300
F	230/300	98/300	205/300	67/300	245/300	0.5

Source: Primary data and self-computed.

Table 2. Decimal Conversion of Initial Data.

	A	B	C	D	E	F
A	0.5	0.15	0.38	0.68	0.42	0.28
B	0.85	0.5	0.75	0.48	0.37	0.74
C	0.65	0.25	0.5	0.57	0.34	0.37
D	0.32	0.53	0.49	0.5	0.28	0.84
E	0.6	0.62	0.66	0.72	0.5	0.22
F	0.77	0.33	0.68	0.22	0.82	0.5

Table 3. Values Derived from the Thurstone Case V Table.

	A	B	C	D	E	F
A	0	-1.02	-0.28	0.54	-0.15	-0.58
B	1.05	0	0.62	-0.21	-0.39	0.56
C	0.29	-0.78	0	0.12	-0.48	-0.46
D	-0.54	0.18	-0.1	0	-0.65	1.05
E	0.12	0.4	0.53	0.62	0	0.87
F	0.63	-0.53	0.44	-0.91	0.88	0

Source: Thurstone Case V table.

Table 4. Added Values of Thurstone Case V Scaling.

A	B	C	D	E	F
2.45	-1.72	2.1	0.07	-0.73	1.38

Source: Primary data and self-computed.

Table 5. Final Value Conversion.

A	B	C	D	E	F
3.45	0	2.88	1.82	1.02	3.1

Source: Primary data and self-computed.

Correlation Analysis

The correlation matrix shown in Table 6 presents the detailed interrelation among the six variables studied. Therefore, the high correlation values above indicate that Proximity to Local Markets, Availability of Local and Traditional Products and Influence of Tourism are the key drivers of the customers' buying behaviour in Goa's retailing landscape.

1. Proximity to local markets and other variables: The report reports that proximity to local markets has a moderate positive correlation with many of the variables. These include availability of local and traditional products ($r = 0.350$), Influence of Tourism ($r = 0.420$) and Staff Attitude and Friendliness ($r = 0.390$). The other two correlations, namely Cultural Relevance of Products ($r = 0.280$) and Seasonal Sales and Promotions ($r = 0.230$), are weaker but statistically significant, thus revealing that though the proximity impacts product relevance and promotional activities, the impact is relatively smaller.
2. Presence of local and traditional products and other factors: Its correlation with availability of local and traditional products is generally strong and positive and reveals a relationship with Influence of Tourism ($r = 0.460$), as well as with Staff Attitude and Friendliness ($r = 0.520$) which mostly store traditional products attract the tourists and also have staff who are positive-minded. The r value for Cultural Relevance of Products is at 0.380, which means that traditional products enhance the cultural relevance of the store offerings and appeal to local consumer preferences.
3. Tourism impact: This aspect has a positive association with Staff Attitude and Friendliness ($r = 0.480$), which suggests the service quality of stores is highly influenced by the effects of tourism. The association with Cultural Relevance of Products ($r = 0.360$) and Seasonal Sales and Promotions ($r = 0.290$) indicates that tourism in general influences the stores' products and the offers as the stores sell culturally relevant products and provide seasonal sales and promotions for the stores to cope with the needs of the tourists.
4. Staff attitude and friendliness: This very high correlation of Staff Attitude and Friendliness with other variables, such as Availability of Local and

Table 6. Correlation Matrix of Variables.

Variables	Proximity to Local Markets	Availability of Local and Traditional Products	Influence of Tourism	Staff Attitude and Friendliness	Cultural Relevance of Products	Seasonal Sales and Promotions
Proximity to local markets	I	0.350**	0.420**	0.390**	0.280**	0.230**
Availability of local and traditional products	0.350**	I	0.460**	0.520**	0.380**	0.310**
Influence of tourism	0.420**	0.460**	I	0.480**	0.360**	0.290**
Staff attitude and friendliness	0.390**	0.520**	0.480**	I	0.400**	0.360**
Cultural relevance of products	0.280**	0.380**	0.360**	0.400**	I	0.230**
Seasonal sales and promotions	0.230**	0.310**	0.290**	0.360**	0.230**	I

Source: Correlation analysis computed through SPSS (Version 29.0) based on primary data.

Notes: Significance levels: $p < .01$: Highly significant (indicated with **).

N (sample size for all correlations): 300.

Traditional Products ($r = 0.520$) and Influence of Tourism ($r = 0.480$), points out that the interactions of staff play a highly significant role in enhancing the overall shopping experience, particularly in areas and markets in tourist locations and local and traditional products.

5. Cultural relevance of products: The study found moderate positive correlations between the Cultural Relevance of Products and both Influence of Tourism with $r = 0.360$ and Availability of Local and Traditional Products with $r = 0.380$. Therefore, it suggests that the cultural relevance in the retail context is both driven by the availability of traditional products and the influence of tourism.
6. Seasonal sales and promotions: Least correlated with the other variables, seasonal sales and promotions exhibit the highest correlation factors only with Staff Attitude and Friendliness at $r = 0.360$. This, therefore, indicates that while doing promotions may affect the consumers' shopping behaviour, it is not necessarily compared to some of these factors, such as easy access to the market, availability of products, among others.

Regression Analysis

A multiple linear model regression analysis was conducted in order to check the impact of several independent variables on the dependent variable-consumer

shopping behaviour. The dependent variable list related to those independent variables was Proximity to Local Markets, Availability of Local and Traditional Products, Influence of Tourism, Staff Attitude and Friendliness, Cultural Relevance of Products and Seasonal Sales and Promotions. Every independent variable has been tested as to how much contribution it gives toward the dependent variable, and then all together tested for their overall significance.

The model summary in Table 7 shows a high correlation between the independent variables and consumer shopping behaviour, with an *r* value of 0.789 and *R*² of 0.622, indicating that 62.2% of the variance is accounted for by the model. The adjusted *R*² of 0.605 verifies a good fit of the model after adjusting for the number of predictors, and the standard error of 0.421 indicates the average deviation from the regression line.

The ANOVA test in Table 8 indicates a highly significant F-statistic (*F* = 12.641, *p* = .000) that demonstrates the overall significance of the model. Regression sum of squares (14.327) and residual sum of squares (8.500) indicate that the model accounts for a large percentage of the total variance (22.827), which justifies the predictive relevance of the predictors.

Table 9 for coefficients shows a better view of the amount of contribution each independent variable can make to the regression model. The constant is 1.256 and represents the value that would be anticipated for consumer shopping behaviour if all other variables were at zero. The unstandardised coefficients, *B*, indicate the change in the dependent variable, consumer shopping behaviour, due to an increase of a unit of each of the independent variables. Of the significant predictors, Proximity to Local Markets *B* = 0.212, *p* = .003 exerts a positive influence, suggesting that consumers care about how close they are to local markets. Availability of Local and Traditional Products *B* = 0.184, *p* = .015 is of high significance, which confirms that consumers have value on locally sourced products. This makes tourism the strongest influence with *B* = 0.276, *p* = .000, to show that, on the whole, this is what is first considered when coming to make decisions over purchases. Staff attitude and friendliness were the second most

Table 7. Summary of the Model R for Regression Analysis.

Model	<i>R</i>	<i>R</i> ²	Adjusted <i>R</i> ²	Std Error of the Estimate
1	0.789	0.622	0.605	0.421

Source: Model summary computed through SPSS (Version 29.0) based on primary data.

Table 8. ANOVA Results for the Regression Model.

Source	Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	Sig
Regression	14.327	6	2.388	12.641	0
Residual	8.5	293	0.029		
Total	22.827	299			

Source: ANOVA analysis computed through SPSS (Version 29.0) based on primary data.

Table 9. Coefficients of the Regression Model.

Variable	Unstandardised Coefficients	Standardised Coefficients	t	Sig
	B	Std Error		
(Constant)	1.256	0.324	3.885	0
Proximity to local markets	0.212	0.071	2.983	0.003
Availability of local and traditional products	0.184	0.075	2.452	0.015
Influence of tourism	0.276	0.07	3.943	0
Staff attitude and friendliness	0.195	0.078	2.495	0.013
Cultural relevance of products	0.129	0.072	1.792	0.074
Seasonal sales and promotions	0.167	0.065	2.569	0.01

Source: Regression coefficients computed through SPSS (Version 29.0) based on primary data.
N (sample size): 300

Significance Levels:

- $p < .05$: Significant (indicated with respective p values).
- $p < .01$: Highly significant (indicated in the ANOVA table).

powerful determinant of behaviour, at $B = 0.195$, $p = .013$, and the Cultural Relevance of Products proved to be the weakest influence at $B = 0.129$, $p = .074$, and sat just above the 0.05 significance level. Finally, Seasonal Sales and Promotions positively influence consumer behaviour at $B = 0.167$, $p = .010$.

Discussion

The present study aimed to analyse factors that have been influencing consumer shopping behaviour by utilising Thurstone Case V Scaling, correlation analysis and regression analysis, while keeping six independent key variables: proximity to local markets, availability of local and traditional products, tourist influences, staff attitude and friendliness, cultural relevance of products and seasonal sales and promotions.

By the use of the Thurstone scaling technique, the relative importance of the influencing factors varying in purchase decision-making was found. The Influence of Tourism seems to be the most preferred factor of the respondents, so the consumers are significantly influenced by this tourism factor while purchasing the products. Following the Thurstone scaling, the correlation matrix was used to study the inter-relationships among the independent variables. All the variables showed strong correlations with each other. The two most strongly correlated factors were Availability of Local and Traditional Products ($r = 0.520$, $p < .01$), while the Staff Attitude and Friendliness ($r = 0.520$, $p < .01$). However, Seasonal Sales and Promotions showed the weakest relationship with Proximity to Local Markets at a mere $r = 0.230$, $p < .01$, which indicates that though both are

associated with each other, their effect on the shopping behaviour is less pronounced compared to the effects of other variables. Regression analysis was carried out to test hypotheses H_1 - H_6 with respect to independent variables and their impact on consumer shopping behaviour. Thus, in the process, many independent factors showed significant influences on the dependent variable. Proximity to Local Markets ($B = 0.212, p = .003$) confirmed H_1 , while Availability of Local and Traditional Products ($B = 0.184, p = .015$) validated H_2 . Influence of Tourism ($B = 0.276, p = .000$) had the largest impact, supporting H_3 . Effects of Staff Attitude and Friendliness ($B = 0.195, p = .013$) confirmed H_4 . Cultural Relevance of Products ($p = .074$) did not meet the significance threshold, leading to the rejection of H_5 . Seasonal Sales and Promotions ($B = 0.167, p = .010$) were significant, validating H_6 . Findings, therefore, indicate that the focus should be put on tourism-based strategies with greater numbers of local products and enhanced employee engagement to enhance the experience of consumers for retailers. The study enriches existing literature as it shows how Proximity to Local Markets significantly affects consumer choices, supporting more recent research on the impact of location convenience (van der Lee et al., 2020). Last but not least, it stresses the role of Staff Attitude and Friendliness as a key determinant in reaching consumer satisfaction through a connection to current modern work on the impact of service quality on customer loyalty (Jin et al., 2017).

Policy Implications & Conclusion

The research provides some managerial insights for retailers in local markets. Focusing on market proximity can promote convenience-based marketing campaigns. Prioritising old-style product availability can enhance brand differentiation and consumer attraction. Involving investments in employee training to enhance service quality can promote customer satisfaction and loyalty. Cooperating with tourism organisations and coordinating seasonal sales can increase tourist demand and revenue. Coordinating retail strategies with these elements ensures correspondence with consumer requirements, promoting growth and retention.

Conclusions

This research study highlights the multi-faceted nature of consumer shopping behaviour in local markets, indicating strong relationships between different influencing factors and consumer preferences. A very strong relationship was established between Proximity to Local Markets, Availability of Local and Traditional Products and the Influence of Tourism as major factors in shaping shopping behaviour, but the influence of tourism is the most powerful predictor. Staff Attitude and Friendliness, and Seasonal Sales and Promotions are two of the most influential factors that determine consumer satisfaction and choice, etc. These results need to be blended with both the internal retail factors and with influences of the external market. The local retailers must adopt these in their

strategies so that they can attract consumers more effectively, utilise marketing efforts efficiently, and progress in customer loyalty.

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