



THE EFFECT OF PRODUCT ASSORTMENT AND COMPETITIVE PRICING ON CONSUMER CHOICE OF RETAIL OUTLETS: INSIGHTS FROM NIGERIAN RETAILERS

Ogbunankwor, Chibueze Emmanuel and Madumere, Humphrey Ikenna

Department of Marketing, Nnamdi Azikiwe University, Awka, Nigeria.

ABSTRACT: *One of the major challenges faced by product assortment planning is finding the optimal balance between breadth and depth of product range, failure of which may lead to negative consequences for the retailer. At the same time, competitive pricing draws new customers to/from competitors. However, it is not empirically established if product assortment and competitive pricing strategies employed by retailers in Nigeria influence consumer choice of retail outlets from a retailer perspective. To achieve these objectives and establish a framework of consumer choice of retail outlets, a convenience sample of 138 retailers was pooled up in Awka metropolis, South-East, Nigeria. In addition, the study used multiple regression analysis to test the formulated hypotheses with the aid of SPSS Version 20.0 software at 5% level of significance. Findings show that the two factors examined, namely, product assortment and competitive pricing effect consumer choice of retail outlets. More importantly, competitive pricing has more effect than product assortment. Finally, the study concludes that for retailers to succeed in the present situation, there is the need for them to be resilient, purposeful, transformational, and customer-focused. In consequence, Nigerian retailers should always employ the right product assortment and competitive pricing strategies to enable them maximize sales, grow and increase profitability.*

Keywords: Product Assortment, Competitive Pricing, Consumer, Choice, Retail Outlets

Introduction

The 2023 World Retail Congress which took place in Barcelona, Spain with the theme “Retail Leadership for Extraordinary Times” focused on four key premises that are required of retailers and businesses today (National Retail Association, 2023). Accordingly, these premises include resilient retail, purposeful retail, transformational retail, and customer-focused retail (National Retail Association, 2023). Of course, these four premises became necessary due to some obvious reasons. First, there were changes in consumer tastes and preferences that were accelerated by the COVID-19 pandemic. Second, the expansion of modern retail and the nascent rise of e-commerce posed an exciting and serious challenge to traditional retail. Third, retail stores were closed due to the COVID-19 health crisis leading to a downturn in sales. For instance, a record 12,200 United States stores closed in 2020 due to the COVID-19 pandemic (Fortune, 2021). In addition, research from

PricewaterhouseCoopers (PwC) and Local Data Company shows 17,532 chain stores in the United Kingdom closed down in 2020, while only 7,655 opened leaving a net deficit of 9,877 permanent store closure – the highest on record (Retail Gazette, 2021). Assuredly, figures equate to 48 stores closing in the U.K. every day, with just 21 opening (Retail Gazette, 2021). Fourth, the Russia-Ukraine war triggered inflation in many regions across the world due to volatile and elevated commodity and energy prices that aggravated food shortages with the concomitant negative effect on retailing.

Notwithstanding these challenges faced by the retail industry in recent years, the retail sector has continued to experience reasonable sales. For example, in 2022, the global retail market generated sales of over 27 trillion U.S. dollars, with a forecast to reach over 30 trillion U.S. dollars by 2024. (Statistica, 2023). In the same year, the global in-store or brick-and-mortar retail channel generated an estimated 20 trillion U.S. dollars in sales

Business Management and Entrepreneurship Academic Journal

An official Publication of Center for International Research Development

Double Blind Peer and Editorial Review International Referred Journal; Globally index

Available www.cirdjournal.com/index.php/bmeaj/index; E-mail: journals@cirdjournal.com



(Statistica, 2023). Similarly, total retail sales in the United States alone by the end of 2022 reached approximately 7.1 trillion U.S. dollars, around half a billion U.S. dollar increase from the year before (Statistica, 2023).

Of course, wholesale and retail alone are the third largest contributors to Nigeria's GDP contributing some 16 percent of the total (Obayagbona, 2022). Interestingly, the 2021 Global Retail Development Index reported a three percent increase in total retail sales for Nigeria valued at \$108 million (Ojo, 2022). In comparison, the National Bureau of Statistics (NBS) noted an 8.62 percent growth in trade in Nigeria in 2021, a rebound from a six-year slump (Ojo, 2022). More importantly, London-based research firm, Euromonitor, in its report, stated that the Nigeria consumer goods segment grew by 9.3 percent to a six-year high of ₦9.76 trillion (Ojo, 2022). To be more precise, breaking down the figure, the report indicated that store-based retailing accounted for ₦9.58 trillion of the total while online trading was ₦178.2 billion (Ojo, 2022). Nevertheless, the Nigerian food and grocery retail market had total revenues of \$45.7 billion in 2020, representing a compound annual growth rate (CAGR) of 5.8% between 2016 and 2020 (MarketLine, 2021), in the same way, the food segment was the market's most lucrative in 2020, with total revenues of \$35.1 billion, equivalent to 76.9% of the market's overall value (MarketLine, 2021).

Certainly, the aforementioned statistics at the global, developed country and Nigerian contexts suggest the emerging retail trend. In other words, this trend showcases the attractiveness of retailing leading to intense competition in the industry. As a result, this makes retailers to offer different types of products for sale and to also price competitively in a bid to either survive competition or outdo competitors.

Statement of the Problem

Currently, one of the primary challenges faced by FMCG companies in Nigeria is poor infrastructure, inadequate transportation networks, unreliable power supply, and a lack of storages facilities that can disrupt the supply chain and lead to delays and increased costs (Linkedin,

2023). As a result, product assortment and competitive pricing strategies of retailers are negatively affected. To begin with, one of the major challenges faced by product assortment planning is finding the optimal balance between breadth and depth of product range. Therefore, too broad/wide assortment leads to overwhelmed consumers whereas too narrow assortment leads to lost sales, higher handling costs, poor product availability, poor customer services, slow selling inventory, and consumer inconvenience. At the same time, competitive pricing draws new customers to/from competitors. That is to say, if products are priced too high, the retailer risks losing potential customers to competitors. On the other hand, if products are priced too low, the retailer gains potential customers from competitors. This may involve selling the products less than they are worth. In consequence, this leads to price wars and loss of profit margins. Besides, it is not empirically established if these product assortment and competitive pricing strategies employed by retailers in Nigeria influence consumer choice of retail outlets from a retailer perspective.

Certainly, several studies have been conducted in different countries of the world on factors influencing consumer choice of retail outlets from a consumer perspective. For instance, some of these studies established the relationship between demographic variables and consumer choice of retail outlets (e.g., Prasad & Reddy, 2007; Mirza, 2010; Prasad & Aryasri, 2011; Iqbal, Ghafoor & Shahbaz, 2013; Meng, Florkowski, Sarpong, Chinnan & Resurreccion, 2014). On the contrary, an avalanche of studies examined the relationship between store attributes and consumer choice of retail outlets (e.g., Sinha & Barnerjee, 2004; Uslu, 2005; Polat & Kulter, 2007; Yilmaz, Aktas, & Celik, 2007; Chamhuri & Batt, 2009; Mittal & Prashar, 2010; Wel, Hussin, Omar & Nor, 2012; Panda, 2013; Prashar, 2013; Zameer & Mukherjee, 2013; Agarwal & Guirat, 2017). Also, studies have integrated demographic variables and store attributes to examine factors influencing consumer choice of retail outlets (e.g., Gorton, Sauer & Supatpongkul, 2009; Seetharaman, Bajaj, Raj & Saravanan, 2013; Phoebe &



Nyongesa, 2015; Gido, Ayuya, Owuor & Bokelmann, 2016; Iton & Ewan, 2016). More importantly, a plethora of studies have been executed in the Nigerian context to ascertain the determinants of consumer choice of retail outlets from a consumer perspective (e.g., Oghojafor & Nwagwu, 2013; Igwe & Chukwu, 2016; Akekue-Alex & Kalu, 2016; Onyeagwara, Agu & Aja, 2019; Okeke, 2020; Iloamaeke, Nwaizugbo & Ogbunankwor, 2022). The very few indigenous studies that examined the factors influencing consumer choice of retail outlets from a retailer perspective (e.g., Ogbunankwor & Madumere, 2023) were limited to investigating the influence of customer service, product quality and store location on consumer choice of retail outlets. Therefore, the present study attempts to bridge this gap in existing literature.

Objectives of the Study

The main objective of this study is to establish a model of consumer choice of retail outlets in Awka, Anambra State, Nigeria. Thus, this objective can be broken down into the following particular objectives:

- To determine whether product assortment has a significant effect on consumer choice of retail outlets.
- To establish the extent to which competitive pricing contributes to consumer choice of retail outlets.

Significance of the Study

This study is considerable because there is relatively a dearth of studies that have examined the determinants of consumer choice of retail outlets from a retailer perspective. As a result, the study will add to the stock of existing knowledge as well as provide a base for further studies in this area of supply chain management. The study is also worthwhile because it will also be beneficial to retailers, retail industry employees who are interested in job security and members of Retail Council of Nigeria (RCN) established by the private sector as a forum for operators to engage themselves on common issues. In addition, the three prominent regulatory agencies in the country namely Consumer Protection Council (CPC), National Agency for Food and Drug Administration and Control (NAFDAC) and Standards

Organization of Nigeria (SON) will equally benefit from the results of this study, hence they will regulate better on consumer protection issues. Moreover, the study will be beneficial to customers of retail outlets who desire a positive shopping experience, the community around the business, manufacturers of consumer goods, marketing consultants, management consultants and the government that needs to reposition the country's ailing economy. Finally, it will also be beneficial to research scholars as it will act as a springboard for further research in this area of supply chain management.

Scope of the Study

In terms of content scope, the present study is domiciled within the domain of consumer behavior. At the same time, in terms of geographical scope, the study covers Awka Metropolis, Anambra State, Nigeria. Finally, the unit of analysis in this study is consumers that patronize Fast Moving Consumer Goods (FMCG) retail outlets.

REVIEW OF RELATED LITERATURE

Theoretical Framework: Attribution Theory

The theoretical framework of the present study is developed based on the adaption of the Attribution Theory propounded by Heider (1958). To begin with, Heider (1958) first developed the Attribution Theory from his book on 'the psychology of interpersonal relations' domiciled within the domain of social psychology. In the classical Attribution Theory, individuals, groups and organizations possess an inherent need to understand "why" events or situations occur (Heider, 1958; Gooding & Kinicki, 1995). That is to say, Attribution Theory indicates that an individual's psychological state is a consequence of his or her evaluation of causal factors (Weiner, Frieze, Kukla, Reed, Rest & Rosenbaum, 1971).

To be more precise, Heider (1958) first introduced the concept of perceived 'locus of causality' to define the perception of one's environment and stated that an experience may be perceived as being caused by factors outside the person's control (external or situational cause) or it may be perceived as the person's own doing (internal or dispositional cause). These initial perceptions are called attributions (Heider, 1958).



Accordingly, internal attribution is assigned to individual's characteristics such as ability, personality, mood, efforts, attitudes, or disposition whereas external attribution is assigned to the situation in which the behavior was seen such as the task, other people, or luck, meaning that the individual producing the behavior did so because of the surrounding environment or the social situation (Heider, 1958). Therefore, the Attribution Theory states that individual outcomes are influenced by a set of situation specific causal attributions, that is, factors to which the cause of a certain outcome can be attributed (Frieze & Synder, 1980; Anderson, 1983; Johnston & Kim, 1994; Gooding & Kinicki, 1995).

According to Gooding and Kinicki (1995), through gaining a better understanding of the causal factors leading to an event, individuals are able to modify their behaviors and control the likelihood of future occurrence of the event. Similarly, Weiner et al. (1991) maintains that causal attributions are made by people to aid them in dealing with, and reacting to, events occurring in their environment. Likewise, Schmitt (2015) maintains that Attribution Theory attempts to analyze the impact of such attribution on people's future behavior. More importantly, Weiner (1974) identified ability, effort, task

difficulty and luck as the most important factors affecting attributions for achievement. These attributions are classified along three causal dimensions: locus of control, stability, and controllability.

Moreover, the adaptability of the Attribution Theory is demonstrated by its continuous applications in social, cognitive, personality, and educational psychology, as well as applied research domains such as consumer research and marketing (Johnson, 2006). More importantly, researchers have applied the Attribution Theory to study consumer choice of retail outlets (e.g., Onyeagwara et al., 2019; Iloamaeke et al, 2022; Ogbunankwor & Madumere, 2023). Nevertheless, Kelley (1967, 1973) extended Attribution Theory to include cause and effect relations whereas Martinko and Thomson (1998) synthesized the two major attributional frameworks: Kelley's covariation model and Weiner's achievement-motivation framework.

Unfortunately, the Attribution Theory has been criticized as being mechanistic and reductionist for assuming that people are rational, logical, and systematic thinkers (Assignment Point, 2016). It is also criticized for failing to address the social, cultural, and historical factors that shape attributions of cause (Assignment Point, 2016).

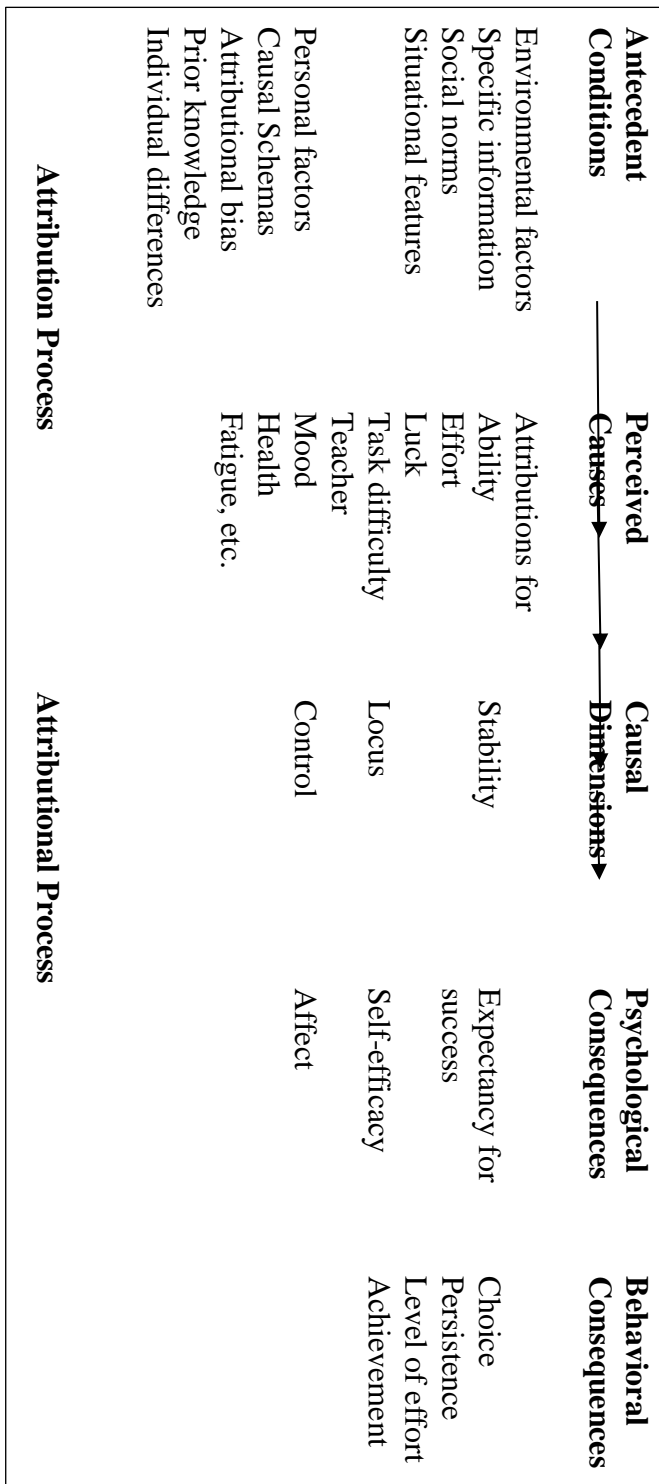


Fig 1: Overview of the Attributional Model (Weiner, 1986, 1992)



For the purpose of the present study, the application of the Attribution Theory is as follows: firstly, the “causal attributions or factors or antecedent conditions” are represented by the product assortment and competitive pricing variables. Secondly, the “outcome” or “behavioral consequence” is represented by choice of retail outlets.

Interestingly, the Attribution Theory as described by the Attributional Model shown in Figure 1 above is arguably the most suitable theory in consumer behavior used to understand consumer choice of retail outlets.

Empirical Review

The main thrust of this section is to review empirical studies conducted in the area of determinants of consumer choice of retail outlets. This empirical review is broken down into (1) previous studies on consumer choice of retail outlets from a consumer perspective, (2) existing studies on consumer choice of retail outlets in Nigeria. Each category in each of the aforementioned sub-sections of this empirical review follows an inverted temporal sequence structure from the most recent study to the earlier studies.

Previous Studies on Consumer Choice of Retail Outlets from a Consumer Perspective

Some studies have sought to establish the relationship between demographic variables and choice of retail outlets. For instance, Meng et al (2014) examined shopping choice in Ghana and found that supermarkets are preferred by high income and well-educated households. On the contrary, open-air markets are attractive to large households whereas hawkers appear to be more attractive to households of a lower socio-economic status than households of a better educated or higher income. Moreover, location did influence the shopping frequency to supermarkets, open-air markets and hawkers. An earlier study in this category conducted in Pakistan by Iqbal, Ghafoor and Shahbaz (2013) found that education level, occupation, income level and household size did influence store selection. A third study in this category carried out in India by Prasad and Aryasri (2011) on retail format choice for food and grocery products found that shopper’s age, gender,

occupation, education, monthly household income, family size and distance travelled to store have significant association with retail format choice decisions. Another study conducted in the city of Karachi, Pakistan found that the demographic influence on choice of retail outlets is partial with household size, education and income having a significant effect on choice of retail outlet selected (Mirza, 2010). Finally, a study conducted in the food and grocery retailing sector in India found that age, occupation, educational level, household income level and household size does influence the choice of retail format (Prasad & Reddy, 2007).

Conversely, many studies have examined the relationship between store attributes and choice of retail outlets. To begin with, a study carried out by Agarwal and Guirat (2017) studied the factors influencing the behavior of consumers towards fast food joints in Indian markets and found overall delivery, variety in menu, taste and quality of food, décor, seating capacity and waiting time, more efficient services, better handling of complaints, staff appearance and their friendly and polite approach, price competition, and proper promotion and advertising as significant attributes. Another study (Zameer and Mukherjee, 2013) studied the food and grocery retail patronage behavior in India and found that there was significant difference in the role played by convenience of location, parking facility, product variety, product quantity, home-delivery facility, sales promotion schemes, bargaining facility, self-service facility, goods return facility, goods exchange facility and availability of loyalty programs between Kirana Stores and modern retailers. Similarly, Prashar (2013) examined retail outlet attributes that acted as drivers of store selection in the Indian food and grocery sector. This study found that availability and variety of products at store, store ambience, service and facilities, and value for money were the key factors in store selection. Moreover, the study found that store location was outperformed by other store atmospherics. At the same time, a study carried out in Odisha State in India by Panda (2013) analyzed fifteen variables thought to influence selection



between traditional outlets and modern outlets. Findings indicate that opinion of the customers regarding convenient location, parking space, product volume, product variety, home delivery, goods return facility, goods exchange facility, and customer loyalty programs were significantly different in the two formats. In addition, a Malaysian study in this category by Wel et al. (2012) found store personnel, physical characteristics of the store, advertising by the store, store convenience, merchandise selection, store location, peer influence, product variety, product quality, and service offered by the store as important determinants of retail store selection. A sixth study in this category by Mittal and Prashar (2010) analyzed the consumer preferences of the specific attributes of retail stores in 5 selected cities of Punjab, India. The factors identified of much significance include availability and variety, ambience, service, price, advertisement, prestige, and quality. A second Malaysian study in this category by Chamhuri and Batt (2009) found perceptions of freshness, Halal assurance, having good relationship with retailers, good quality meat, competitive price, convenience, varieties of products to choose from and retail outlets that have good and pleasant environment as factors increasing consumers' choice of retail stores for fresh meat in Malaysia. Similarly, Yilmaz et al. (2007) found that convenient location of the shopping mall, product, price, quality, physical appearance, attitude of staff were important factors shaping customer outlet selection preferences in Turkey. Another study conducted in Turkey by Polat and Kulter (2007) established the factors which determine retail store preference of consumers to include product diversity, product quality, inner atmosphere and appearance, quick shopping facility, attitude and interest of staff, and prices of goods. Moreover, a Turkish study by Uslu (2005) found that the approach of the store staff to customers, contents of product, parking space, issue, of hygiene, after sales services, variety of products, product price, location convenience, and quality of products on offer are major factors impacting customers' choice of shopping centers in Turkey. Also, Sinha and Barnerjee (2004) studied

store choice in an evolving market like India and found that store convenience and customer services positively influence customers' supermarket choice, whilst, entertainment, parking and ambience facilities had a negative influence on consumer outlet choice. Finally, one of the earliest studies in this category carried out in the United States by Martineau (1958) suggested that the store's personality or image has two components, its functional qualities and its psychological attributes. According to Martineau (1958), the functional attributes included such attributes as location, assortment of products and store layout whereas the psychological attributes related to the feelings generated by functional factors such as spacious, not crowded, etc.

Nevertheless, studies have integrated demographic variables and store attributes to examine factors influencing consumer choice of retail outlets. One of such studies executed in Trinidad and Tobago by Iton and Ewan (2016) examined consumers' retail outlet choice for roots and tubers between traditional and modern retail outlets and found that four demographic variables namely age, employment status, ethnicity and income plus two latent factors of store attributes, that is, value and location were statistically significant. A Kenyan study by Gido et al. (2016) examined consumers' choice of retail outlets for African indigenous vegetables. Their findings revealed that local open-air markets and green groceries were the most preferred retail outlets in rural and urban households, respectively. In addition, gender, age, and education level of the key decision-maker, household size, variety diversity, vegetable bunch size, market distance and perceptions regarding African indigenous vegetables (AIV) retail prices significantly influence the choice of AIV retail outlets. Another Kenyan study in this category by Phoebe and Nyongesa (2015) investigated the factors that influence consumer retail outlets patronage in Kenya. In consequence, the study found eight most important factors that influence patronage to include adequate number of cashiers to reduce queuing, reasonable prices of products, employees' courtesy and warmth with customers, knowledgeable employees,



display and arrangement of merchandise, convenient operating hours, availability of all types of merchandise and channel for customer complaints. Moreover, there was no evidence to prove that consumers' demographics influence loyalty. In addition, Indian consumers' perception of Wal-Mart and the factors that affect their perception were examined by Seetharaman et al. (2013). The study found that product and service quality do not affect the consumer perception of Wal-Mart while other variables like price, convenience and social and cultural affinity influence consumer perception of Wal-Mart. Finally, Thai shopping behavior between wet markets, supermarkets and food quality was investigated by Gorton et al (2009). Findings show that gender, age, income and education are not significant in explaining variations between wet markets and supermarkets. However, for fresh produce sales there are positive relationships between supermarket spending and speed of service and variety of products. Similarly, Gorton et al. (2009) found frequency of wet market visits to be positively related to the importance given to speed of service and product quality, and negatively related to atmosphere and the interaction of quality and cleanliness.

Existing Studies on Consumer Choice of Retail Outlets in Nigeria

Of course, a number of studies on consumers' choice of retail outlets have been previously undertaken in the Nigerian context as revealed by extant literature. For example, a recent study by Ogbunankwor and Madumere (2023) examined the factors influencing consumer choice of retail outlets from a retailer perspective in Awka metropolis and found that the three attributes investigated namely customer service, product quality and store location influence consumer choice of retail outlets. Another recent study carried out by Iloamaeke et al. (2022) examined the attributes influencing consumer choice of retail outlets in the fast-moving consumer goods (FMCG) sector in Awka metropolis, Nigeria and found that customer service, product quality, product assortment, competitive pricing, and store location significantly influence consumer choice of retail outlets.

A second study (Okeke, 2020) found that product quality, ambience and price had significant positive influence on customer choice of retail outlets in South-Eastern, Nigeria. Another study conducted by Onyeagwara et al. (2019) found that product, outlet and demographic attributes are significant predictors of choice of buying outlets by consumers in Imo and Abia States. A fourth study by Akekue-Alex and Kalu (2016) investigated the relationship between positioning strategies and customer patronage of fast-food firms in Port-Harcourt metropolis. Findings revealed an insignificant relationship between all positioning strategies and customer patronage. To be more precise, only 2.5 percent of the variation in customer patronage was explained by the joint influence of customer expectation, location, service quality and assortment. A fifth study (Igwe and Chukwu, 2016) examined the impact of consumer demographic variables on consumer store choice in four major commercial cities in Nigeria. Findings revealed that there is no significant difference between retail pattern choice and sex, marital status and religion while there is a significant difference between store choice based on income, age, education and economic position of the consumer. Finally, Oghojafor and Nwagwu (2013) examined the influence of demographic variables on choice of shopping outlets for grocery products among female residents of Lagos State, Nigeria. In consequence, this study found that socio-economic variables such as income, level of education, type of employment, marital status and family size did not influence retail outlet choice for groceries by Nigeria women.

From the foregoing discussion, the gap in the literature is that there is a dearth of studies that have examined retailers' perception of consumer choice of retail outlets especially in the Nigerian context. Interestingly, this study examines the views of retailers regarding consumer choice of retail outlets in the FMCG sector to find out their clean, competent, expert perspectives. More importantly, the current literature suggests that product assortment and competitive pricing are two of the most highlighted store attributes influencing



consumer choice of retail outlets. Accordingly, these two store attributes are suitable for helping us provide empirical evidence of what works in Nigeria with respect to consumer choice of retail outlets.

Hypotheses Development

The two factors identified were reviewed in this empirical study. The proposed hypotheses to be tested in the empirical research are explained hereunder.

Product Assortment

Assuredly, numerous studies have confirmed the effect of product assortment on consumer choice of retail outlets (e.g., Iloamaeke et al, 2022; Gido et al, 2016; Phoebe & Nyongesa, 2015; Zameer & Mukherjee, 2013; Prashar, 2013; Wel et al, 2012; Mittal & Prashar, 2010; Chamhuri & Batt, 2009; Polat & Kulter, 2007; Uslu, 2005). Nevertheless, the study by Akekue-Alex and Kalu (2016) has proven that product assortment does not influence consumer choice of retail outlets. Therefore, we state the first hypothesis:

H₁: H₀₁: Product assortment has no significant effect on consumer choice of retail outlets.

Research Model

The conceptual model is formulated based on the preceding discussion and hypotheses (see Figure 2 below).

Causal Factors/Attributes

Outcome/Behavioral Consequence

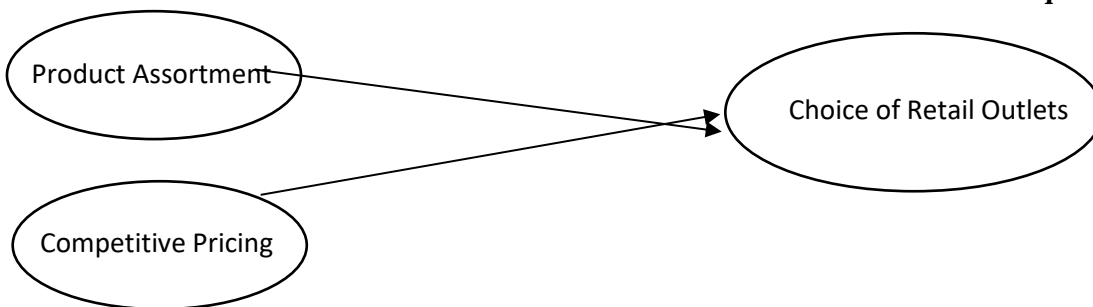


Fig. 2: Proposed research model

Interestingly, the proposed research model as shown in Fig 2 above is an abridgement of the attribution model (Weiner, 1986, 1992) as depicted in Figure 1. This was done by leaving out perceived causes, causal dimensions and psychological consequences variables as the attributional processes intervening between the

H_{A1}: Product assortment has a significant effect on consumer choice of retail outlets.

Competitive Pricing

A plethora of studies have proven that competitive pricing has a significant influence on consumer choice of retail outlets (e.g., Iloamaeke et al, 2022; Okeke, 2020; Agarwal & Guirat, 2017; Seetharaman et al, 2013; Mittal & Prashar, 2010; Chamhuri & Batt, 2009; Yilmaz et al, 2007; Polat & Kulter, 2007; Uslu, 2005). Conversely, in a few studies like Onyeagwara et al's (2019) study, competitive pricing had no influence on consumer choice of retail outlets. In consequence, we state our second hypothesis:

H₂: H₀₂: Competitive pricing has no significant influence on consumer choice of retail outlets.

H_{A2}: Competitive pricing has a significant influence on consumer choice of retail outlets.

antecedent conditions and the behavioral consequence or outcome.

RESEARCH METHODOLOGY

Research Design

A cross-sectional survey which is the predominant method of executing descriptive research design is adopted in this study.



Area of Study

Interestingly, Awka metropolis, South-East, Nigeria is the area of study. To be more precise, Awka is the capital of Anambra State, Nigeria and contain retail outlets in the different segments of the Fast-Moving Consumer Goods (FMCG) sector like food and beverages, healthcare, household and personal care, and stationery.

Population of the Study

The retailers, who operate in the food and beverages outlets, healthcare outlets, household and personal care outlets, and stationery outlets in Awka metropolis were taken as the population for this study. Therefore, since there is no accurate statistics on the number of retailers who operate in these retail outlets in Awka metropolis, at any given time, the population is not known.

Sample and Sampling Techniques

Owing to the fact that the population could not be ascertained, the sample size was determined by estimating the sample based on a proportion. According to Rose, Spinks and Canhoto (2014), the sample size estimate can be obtained by the formula:

$$n = \frac{(1.96)^2 pq}{d^2}$$

Where n = sample size

d = degree of precision or the margin of error that is acceptable.

p = proportion of the population having the characteristic.

q = proportion of the population not having the characteristic.

To be more precise, because the population is not known, then for a degree of precision (d) of 5%, and a proportion of the population having the characteristic (p) of 90%

and a proportion of the population not having the characteristic (q) of 10%, the sample size required for the current study is calculated as

$$n = \frac{(1.96)^2 (0.90)(0.10)}{0.05^2} = 138 \text{ respondents}$$

Accordingly, the sample size here is 138 respondents.

A convenience sample (non-probability sampling method) of 138 retailers was polled up for the current study in April and May, 2023. The retailer sample is suitable for this study in the sense that retailer's interface with the final consumer. As a result, they can provide a clean, competent, expert perspective on consumer choice of retail outlets.

Instrument of Data Collection

The questionnaire is the research instrument employed in this study. The instrument contained two major parts. The first part comprised 6 demographic questions. On the other hand, the second part consisted of 30 questions concerning participants' perception of consumer choice of retail outlets borrowed from Iloamae et al's (2022) scale. This second part of the questionnaire contains the core subject-matter section and was developed based on the proposed research model (see Figure 2). This part of the questionnaire contains questions to enable the researchers test the formulated hypotheses and meet the objectives of the study. That is to say, they contain the predictor and criterion variables of interest in the study. Each construct in the model consisted of items measured using 5-point Likert scales, ranging from "1" (strongly disagree) to "5" (strongly agree). See Table 1 for the constructs, their sources, and corresponding survey questions.



Table 1: The Development of Survey Instrument

Construct	Source(s)	Adapted Items/Survey Questions
Product Assortment	Iloamaeke et al (2022)	Customers buy because the store carries a wide range of products. (x ₁) Assortment is a no factor to customers while buying. (x ₂) Customers rarely consider assortment in relation to patronage. (x ₃) Assortment offers customers a one stop shopping grace. (x ₄) Customers go for specialty in services. (x ₅)
Competitive Pricing	Iloamaeke et al (2022)	Store comparisons are made before a customer makes a purchase. (x ₁) Customers never see price comparisons as necessary. (x ₂) A customer never patronizes a store due to price. (x ₃) Customers are influenced by the store’s price competitiveness. (x ₄) Customers always consider price because it communicates quality. (x ₅)
Choice of Retail Outlets	Iloamaeke et al (2022)	A store frequently patronized by customers grows. (x ₁) A security lapse in a store keeps customers away. (x ₂) Customers are less exposed to retailing business. (x ₃) Customers do not buy at stores but their family and friends buy for them. (x ₄) Upgraded stores are attractive to customers. (x ₅)

Validity and Reliability of Instrument

The instrument was validated by using face validity method otherwise known as content validity. The face validity was evaluated by the researchers and two retailers from the FMCG industry.

To check the reliability of the measuring instrument, the questionnaire was pre-test through a pilot study to determine its effectiveness in soliciting the information intended. In consequence, copies of the research instrument were restricted on a sample of thirty respondents who were representatively drawn from the area of the study. Also, Cronbach Apha reliability test was employed in the analysis due to the nature of the instrument. Moreover, Wong (2013) and Hair, Sarstedt, Hopkins and Kuppelwieser (2014) recommended that an internal consistency greater than 0.70 should be considered a good measurement. To be more precise, the calculated Cronbach coefficients (α) are shown in Table 2. Therefore, the Cronbach’s Alpha values were considered high enough and the instrument considered reliable and acceptable.

Table 2: Reliability Test

Variable/Construct	Number of Items	Cronbach’s Alpha
Product Assortment	5	0.920
Competitive Pricing	5	0.899
Choice of Retail Outlets	5	0.770

Source: Field Survey, 2023.

Administration of the Instrument

The copies of the research instrument were administered by the researchers themselves with the help of two research assistants. The drop-off and pick-up method (Ibeh, 2004) was adopted in administering the copies of the questionnaire to ensure that the distribution and collection processes were systematic and objective.

Method of Data Analysis

To test the significant effect and the relationship between the dependent variable and independent variables, multiple regression analysis was used to test the formulated hypotheses with the aid of Statistical Package for Social Science (SPSS) Version 20.0 software at 5% level of significance. The decision for the hypotheses is to accept the alternative hypotheses if the p-value of the test



statistic is less than or equal to the alpha (α) at 5% (0.05) significance level. All the items in the dimension of each variable were used to test each hypothesis.

Instrument Administration and Collection

Initially, the researchers and their assistants distributed 138 copies of the questionnaire which tallied with the already determined sample size of the study. Eventually,

Table 3: Distribution and Collection of Copies of Research Instrument

Returned and Usable Copies Analysis			Copies/Rate Usable to Total Copies Produced	
Copies produced and distributed	Copies returned and usable	Copies not returned/not collected and unusable	Copies usable to total copies produced	Percentage of copies usable to copies produced
138(100%)	110 (79.7%)	28 (20.3%)	110/138	79.7%

Source: Field Survey, 2023.

Table 3 comprised two major parts. Accordingly, the first part, *Returned and Usable Copies Analysis*, shows that the total copies of the questionnaire produced and distributed to the respondents which tallied with the sample size were 138, which is 100%. Out of this figure, 110 were returned and usable representing a 79.7% response rate. However, copies of the questionnaire not returned and unusable were 28, which represent 20.3% of the total copies produced and distributed. In consequence, the 79.7% response rate in this study is well above the 70% minimum response rate recommended by scholars (e.g., Kothari, 2011).

The second part of Table 3 which is *Copies/Rate Usable to Total Copies Produced* compares the usable copies with the total copies produced. As clearly shown, 110 returned usable copies represents 79.7% of the 138 total copies of the research instrument produced and distributed. As has been said previously, this rate is once again considered sufficiently high to proceed with the study.

Data Presentation

The data is presented using a frequency table and simple percentages.

due to external variables such as the time and busy schedule of some of the respondents, 110 copies of the questionnaire were completed and returned. Table 3 below shows the distribution and collection statistics of the research instrument.

Demographic Characteristics of Sample

Table 4 shows the demographic characteristics of the sample which is validly 110 retailers. This is shown hereunder.

Table 4: Respondents’ Demographic Profile

Items	Categories	Frequency	%
Gender	Male	48	43.6
	Female	62	56.4
Age	18 – 29	44	40.0
	30 – 39	33	30.0
	40 – 49	24	21.8
	50 – 59	7	6.4
	Above 60	2	1.8
Income per month	Below ₦30,000	29	26.4
	₦30,000 – ₦50,000	42	38.2
	₦50,001 – ₦70,000	14	12.7
	₦70,001 and above	25	22.7
	Education	Non-formal/primary	9
	Secondary	28	25.5
	Tertiary	57	51.8
	Postgraduate	16	14.5



Segment of FMCG	Food and Beverages	40	36.4
	Healthcare	21	19.1
	Household and Personal Care	38	34.5
	Stationery	11	10.0
	How long respondents	Less than 7 years	75
		21	19.1

have been in business	7 – 12 years	10	9.1
	13 – 18 years	3	2.7
	19 – 24 years	1	0.9
	25 years and above		

Source: Field Survey, 2023.

Data Analysis

Table 5: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
CRO	5	16.00	209.00	110.0000	88.95786	-.021	.913
PA	5	16.00	208.00	110.0000	90.01389	.075	.913
CP	5	12.00	216.00	110.0000	92.17375	.070	.913

Source: SPSS 20.0 Output, 2023.

The descriptive statistics for the dependent variable, choice of retail outlets (CRO) and independent variables namely product assortment (PA) and competitive pricing (CP) are presented in Table 5. The mean is used to establish a baseline. The central tendency is taken by the median, which re-ranks. The maximum and minimum statistic on the other hand, aid in the detection of data problems. The deviation/dispersion/variation from the mean is represented by the standard deviation. It is a risk indicator; the greater the standard deviation, the greater the risk. The standard deviation is a metric that expresses how much each item in a dataset deviate from the mean. It is the most reliable and extensively used metric. The

standard deviation of the variables are 88.96, 90.01, and 92.17 for choice of retail outlets (CRO), product assortment (PA), and competitive pricing (CP) respectively. The table shows that, all the variables have positive values or are skewed except choice of retail outlets (CRO).

Test of Hypotheses

Regression analysis using SPSS Version 20.0 software was used to test the hypotheses by using data from Table 5 above. Likewise, Table 6 below shows the regression analysis results.

Table 6: Regression Analysis

	RSquare	Adjusted RSquare	Coefficients	t	p-value
CRO					
PA	0.995	0.994	0.998	25.651	0.000
CP	0.998	0.997	0.999	38.989	0.000



Hypothesis One

H₁: **H_{O1}:** Product assortment has no significant effect on consumer choice of retail outlets.

H_{A1}: Product assortment has a significant effect on consumer choice of retail outlets.

A regression analysis was used to investigate the association between consumer choice of retail outlets and product assortment in Table 6. In consequence, the coefficient of determination or Adjusted RSquare shows us how much variation in the dependent variable is caused by changes in the independent variable. According to the findings in Table 6, the value of the Adjusted RSquare is 0.994, indicating that 99.4% changes in consumer choice of retail outlets was due to variations in product assortment. This means that 99.4% of the changes in consumer choice of retail outlets can be described by product assortment, while 0.6% was by other variables not in the model.

In Table 6, it reveals that the probability of the slope coefficients indicate that p-value (0.000) < 0.05. Despite, the t-statistics of 25.65 for product assortment implies that product assortment positively affects consumer choice of retail outlets and this is statistically significant at 5%, hence the p-value is less than 5%.

In addition, a positive link between product assortment and consumer choice of retail outlets is shown in Table 6 with a correlation coefficient of 0.998. This means that there is a high level of confidence between product assortment and consumer choice of retail outlets and the correlation coefficient is significant at the 0.05 level.

Decision:

Since p-value of the test statistic is less than alpha value, we therefore, reject the null hypothesis and uphold the alternative hypothesis which states that product assortment has a significant effect on consumer choice of retail outlets.

Hypothesis Two

H₂:**H_{O2}:** Competitive pricing has no significant influence on consumer choice of retail outlets.

H_{A2}: Competitive pricing has a significant influence on consumer choice of retail outlets.

Table 7 presents a summary for analysis of variables towards choice of retail outlets.

Table 7: Results from Testing Influence of Independent Variables on Choice of Retail Outlets

Likewise, a regression analysis was used to investigate the relationship between consumer choice of retail outlets and competitive pricing in Table 6. Moreover, the coefficient of determination or Adjusted RSquare shows how much variation in the dependent variable is caused by changes in the independent variable. According to the findings in Table 6, the value of Adjusted RSquare is 0.997, indicating that 99.7% changes in consumer choice of retail outlets was due to variations in competitive pricing. This means that the 99.7% changes in consumer choice of retail outlets can be described by competitive pricing, while 0.3% was by other variables not in the model.

More importantly, in Table 6, it reveals that the probability of the slope coefficients indicate that p-value (0.000) < 0.05. In contrast, the t-statistics of 38.99 for competitive pricing implies that competitive pricing positively affects consumer choice of retail outlets and this is statistically significant at 5%, hence the p-value is less than the 5% significance level.

Moreover, a positive link between competitive pricing and consumer choice of retail outlets is shown in Table 6 with a correlation coefficient of 0.999. In other words, there is a high level of confidence between competitive pricing and consumer choice of retail outlets and the correlation coefficient is significant at the 0.05 level of significance.

Decision:

Since p-value of the test statistic is less than alpha value, we therefore, reject the null hypothesis and uphold the alternative hypothesis which states that competitive pricing has a significant influence on consumer choice of retail outlets.



Hypothesis	Variables Involved	t-statistics	ANOVA p-value	Remarks
H ₁	Product Assortment Vs. Choice of Retail Outlets	25.651	0.000	Significant Relationship
H ₂	Competitive Pricing Vs. Choice of Retail Outlets	38.989	0.000	Significant Relationship

The result of the analysis including the hypotheses involved, the variables involved, their t-statistics, ANOVA p-values and remarks are shown in Table 7. Accordingly, as shown in Table 7, the two hypothesized relationships (the relationship between choice of retail outlets and product assortment, choice of retail outlets and competitive pricing) in the research model are statistically significant at $\alpha = 0.05$. To be more precise, the results indicate that competitive pricing has more influence than product assortment with t-values of approximately 39.0 and 25.7 respectively.

Discussion of Results

Our study developed a conceptual model to examine retailers' perception of consumer choice of retail outlets and furthered our understanding of their expert perspective. Based on our findings and previous studies, it is now possible to construct a definitive model to predict consumer choice of retail outlets. Specifically, product assortment and competitive pricing influence consumer choice of retail outlets.

Our study supported that product assortment is positively correlated to Nigerian consumers' choice of retail outlets. Although this finding conflicts with a previous Nigerian study (Akekue-Alex & Kalu, 2016), it is consistent with Uslu's (2005) finding in Turkey, Polat and Kulter's (2007) discovery in Turkey, Chamhuri and Batt's (2009) finding in Malaysia, Wel et al's (2012) finding in Malaysia, Panda's (2013) finding in India, Prashar's (2013) finding in India, Zameer and Mukherjee's (2013) discovery in India, Agarwal and Guirat's (2017) finding in India and Iloamaeke et al's (2022) study in Nigeria. This indicates that the more of the different types of products that a retailer offers for sale, the more likely consumers will choose that retail outlet. Very probably, Nigerian consumers feel

frustrated whenever they are not offered a one-stop shopping grace. This finding has significant implications for the Nigerian retail industry. Nigerian retailers' failure to provide consumers with assorted products has led to diminishing patronage of particular retail outlets among Nigerian consumers. There is every need for Nigerian retailers to provide Nigerian consumers with assorted products in their various retail outlets. Otherwise, the survival, thriving and growth of Nigerian retail businesses that fail to do so are at stake.

Our study also shows that competitive pricing influences Nigerian consumer choice of retail outlets. This finding is consistent with previous studies (e.g., Uslu, 2005; Polat & Kulter, 2007; Yilmaz et al, 2007; Chamhuri & Batt, 2009; Gido et al, 2016; Agarwal & Guirat, 2017; Iloamaeke et al, 2022). These consumers quickly select strategic price points to best take advantage of a product or service based market relative to competition. That is to say, Nigerian consumers would make price comparisons and consider a store's price competitiveness before choosing a retail outlet. It is further evidenced that Nigerian retailers need to price competitively while Nigerian regulatory agencies should set a clear rule on pricing to protect the consumers.

In summary, our study has confirmed that Nigerian consumers favor retail outlets that provide product assortment, and are priced competitively. Stricter regulation is required to ensure that a clear rule on pricing is set to protect consumers. Nevertheless, the consumers are inclined to choose retail outlets if they are offered a one-stop shopping grace.

Conclusions and Recommendations

This paper has demonstrated that for retailers to succeed in the present situation, there is the need for them to be resilient, purposeful, transformational, and customer-



focused. Of course these basic premises will enable them avert knee-jerk reactions, act with a clear aim and determination, survive the constantly changing business environment, and meet or even exceed customer expectations. More importantly, product assortment and competitive pricing play significant roles in influencing consumer choice of retail outlets. In consequence, Nigerian retailers should always employ the right product assortment and competitive pricing strategies to enable them maximize sales, grow and increase profitability. For instance, they should employ technologies such as ML algorithms to optimize assortment, pricing, and supply chain operations.

Also, government should provide the right incentives to attract foreign direct investment (FDI) into the country to enable the production of affordable assorted goods and services. Accordingly, the diversified offerings therefrom will support demand in retail outlets and provide consumers with a one-stop shopping grace. Moreover, retailers should digitize their operations to improve distribution and lower costs thereby having a spillover effect on prices of products sold.

Finally, the Nigerian government should stabilize inflation fuelled by the fuel subsidy removal as well as energy and food shortages resulting from the Russia-Ukraine war as unevenly rising prices of products sold by retailers inevitably reduce the purchasing power of some consumers.

Suggestions for Future Research

First, the sample size for this study is small when compared with the total number of retailers that operate in the FMCG sector in Awka metropolis. Thus, a bigger random sample of retailers in the FMCG sector should be employed to construct and test the model in future studies. This is because the opinion of the present sample may not reflect the opinion of the entire population of retailers operating in the FMCG sector in Awka metropolis. Second, this study was executed in the FMCG market. Future studies using the schema of research should be replicated in specific segments of the FMCG industry like food and beverages, healthcare, household and personal care, and stationery. Of course,

the present study focus on the entire FMCG sector. Finally, the present study examined only two attributes influencing consumer choice of retail outlets. As a result, future studies should include other important factors influencing consumer choice of retail outlets such as promotion and advertisement (Agarwal & Guirat, 2017), store ambience (Prashar, 2013), store facilities (Prashar, 2013), physical facilities/appearance (Yilmaz et al, 2007), staff attitude (Yilmaz et al, 2007), store layout (Martineau, 1958), social affinity (Seetharaman et al, 2013) and cultural affinity (Seetharaman et al, 2013) to gain fascinating insights.

REFERENCES

- Agarwal, S., & Guirat, R.B. (2017). An empirical study of various factors influencing the behaviour of consumers towards fast food joints in Indian markets. *Independent Journal of Management and Production*, 8(4), 1341-1364.
- Akekue-Alex, N., & Kalu, S.E. (2016). Positioning strategies and customer patronage of fast food firms in PortHarcourt, Nigeria. *European Journal of Business and Management*, 8(36), 63-74.
- Anderson, C.A. (1983). The causal structure of situations: The generation of plausible causal attributions as a function of the type of event situation. *Journal of Experimental Social Psychology*, 19(2), 185-203.
- Assignment Point (2016, April 23). *Attribution theory*. Retrieved March 27, 2023 from assignmentpoint.com
- Chamhuri, N., & Batt, P.J. (2009, June 20-23). *Factors influencing consumers' choice of retail stores for fresh meat in Malaysia*. Paper presented at the IFAMA 19th Annual World Forum and Symposium, Budapest, Hungary.
- Fortune (2021, January 7). *A record 12,200 U.S. stores closed in 2020 as e-commerce, pandemic changed retail forever*. fortune.com



- Frieze, I., & Synder, H. (1980). Children's beliefs about the causes of success and failure in school settings. *Journal of Educational Psychology*, 72(2), 186-196.
- Gido, E.O., Ayuya, O.I., Owuor, G., & Bokelmann, W. (2016). Consumers' choice of retail outlets for African indigenous vegetables: Empirical evidence among rural and urban households in Kenya. *Cogent Food & Agriculture*, 2(1), 1-14.
- Gooding, R.Z., & Kinicki, A. (1995). Interpreting event causes: The complementary role of categorization and attribution processes. *Journal of Management Studies*, 32(1), 1-21.
- Gorton, M., Sauer, J.A., & Supatpongkul, P. (2009, March 30- April 1). *Investigating Thai shopping behavior: Wet-markets, supermarkets and food quality*. Paper presented at the 83rd Annual Conference of the Agricultural Economic Society, Dublin, Ireland.
- Hair Jr., J.F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V.G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106-121.
- Heider, F. (1958). *The psychology of interpersonal relations*. New York: Wiley.
- Ibeh, K.I.N. (2004). Furthering export participation in less performing developing countries. The effects of entrepreneurial orientation and managerial capacity factors. *International Journal of Social Economics*, 31(1/2), 94-10.
- Igwe, S.R., & Chukwu, G.C. (2016). Demographic variables and retail choice pattern amongst urban Nigerian consumers. *Journal of Asian Business Strategy, Asian Economic and Social Society*, 6(6), 125-135.
- Iloamaeke, N.C., Nwaizugbo, I.C., & Ogbunankwor, C.E. (2022). Application of the attribution theory to consumers' choice of retail outlets in a Nigerian setting. *European Journal of Business and Innovation Research*, 10(4), 54-73.
- Iqbal, H.K., Ghafoor, M.M., & Shahbaz, S. (2013). Impact of demographic factors on store selection: An insight in Pakistani society. *Journal of Marketing Management*, 1(1), 34-45.
- Iton, C.W.A., & Ewan, S. (2016). Traditional retail outlet or supermarket: A probit analysis of shoppers in Trinidad and Tobago. *Applied Studies in Agribusiness and Commerce*, 10 (4-5), 69-76.
- Johnson, M.S. (2006). A bibliometric review of the contribution of attribution theory to sales management. *Journal of Personal Selling & Sales Management*, 26(2), 164-179.=
- Johnston, W. J., & Kim, K. (1994). Performance, attributions and expectancy linkages in personal selling. *Journal of Marketing*, 58(4), 68-81.
- Kelley, H. (1967). *Attribution theory in social psychological*. In D. Levine (Ed.), Nebraska Symposium on Motivation, 15, 192-238. Lincoln: University of Nebraska Press.
- Kelley, H. (1973). The process of causal attribution. *American Psychologist*, 28, 107-128.
- Kothari, C.R. (2011). *Research methodology: Methods and techniques*. New Delhi: New Age International Limited.
- Linkedin (2023, June 6). *Navigating supply chain challenges in the Nigerian fmcg industry*. www.linkedin.com
- MarketLine (2021, July). *Food and grocery retail in Nigeria: Market summary, competitive analysis and forecast to 2025*. www.marketresearch.com
- Martineau, P. (1958). The personality of the retail store. *Harvard Business Review*, 36 (Jan-Feb), 47-55.
- Martinko, M.J., & Thomson, N.F. (1998). A synthesis and extension of the Weiner and Kelley attribution models. *Basic and Applied Social Psychology*, 20, 271-284.
- Meng, T., Florkowski, W.J., Sarpong, D.B., Chinnan, M.S., & Resurreccion, A.V.A. (2014).



- Consumers' food shopping choice in Ghana: Supermarkets or traditional outlets. *International Food and Agribusiness Management Review*, 17 (Special Issue A), 107-129.
- Mirza, S. (2010, March 15-16). *The influence of demographic factors on the choice of retail outlet selected for food and grocery purchases by urban Parkistanis*. Paper presented at the International Conference on Business and Economic Research, Kuching, Sarawak, Malaysia.
- Mittal, K.C., & Prashar, A. (2010). A study of diversity in retail purchase behaviour in food and grocery in Punjab: An aid to formulate retail strategy. *Vision: The Journal of Business Perspective*, 14(4), 255-265.
- National Retail Association (2023, May 3). *Young retailer of the year hits the 2023 World retail congress in Barcelona*. www.nationalretail.org.au
- Obayagbona, O. V. (2022, August 18). *Nigeria's retail industry is on promising path of growth*. Businessday.
- Ogbunankwor, C.E., & Madumere, H. I. (2023). Retailers' perceptions of consumer choice of retail outlets: A test of three attributes. *European Journal of Logistics, Purchasing and Supply Chain Management*, 11 (3), 27-49.
- Oghojafor, B.E.A., & Nwagwu, K.O. (2013). Choice of shopping outlets for grocery products and the socio-economic profile of female consumers in Lagos, Nigeria. *Journal of Sustainable Development Studies*, 4(2), 88-113.
- Ojo, O. (2022, June 19). *How modern retail boom is stimulating economic growth*. The Guardian.
- Okeke, L.N. (2020). Determinants of customers' choice of retail outlets in South-East, Nigeria. *International Journal of Business & Law Research*, 8(1), 22-32.
- Onyeagwara, C.A., Agu, G.A., & Aja, E.E. (2019). Predictors of consumers' choice of buying outlets in Imo and Abia States Nigeria. *Archives of Business Research*, 7 (SP), 34-48.
- Panda, A. (2013). Customer patronage toward food and grocery retail: A case study. *Global Journal of Management and Business Studies*, 3(9), 955-960.
- Phoebe, K.E., & Nyongesa, W.J. (2015). Factors that influence consumer preference for retail outlets in Kenya (A case of supermarkets in Kisii town). *Journal of Poverty, Investment and Development*, 14, 1-15.
- Polat, C. & Kulter, B. (2007). *The factors that affect the retail store preferences of consumers: An application in Nigde*. Paper presented at the 12th National Marketing Conference, Sakarya, Turkey.
- Prasad, C.J., & Reddy, D.R. (2007). A study on role of demographic and psychographic dynamics in food and grocery retailing in India. *Vision: The Journal of Business Perspective*, 11 (4), 21-30.
- Prasad, C.J., & Aryasri, A.R. (2011). Effect of shopper attributes on retail format choice behaviour for food and grocery retailing in India. *International Journal of Retail & Distribution Management*, 39 (1), 68-86.
- Prashar, A. (2013). Drivers of store choice in an evolving market: An empirical study. *International Journal of Advancements in Research & Technology*, 2(8), 195-202.
- Retail Gazette (2021, March 14). *Covid-19 pandemic drives record number of stores shutting down in 2020*. www.retailgazette.co.uk.
- Rose, S., Spinks, N., & Canhoto, A.I. (2014). *Management research: Applying the principles*. New York: Routledge, Taylor & Francis Group.
- Schmitt, J. (2015). Attribution theory. *Wiley Encyclopedia of Management*. Wiley Online Library: John Wiley & Sons Ltd.



- Seetharaman, A., Bajaj, S., Raj, T.R., & Saravanan, A.S. (2013). A consumers' perception of Wal-Mart in India. *International Journal of Academic Research*, 5(3), 134-148.
- Sinha, P.K., & Banerjee, A. (2004). Store choice behaviour in an evolving market. *International Journal of Retail and Distribution Management*, 32 (10), 482-494.
- Statistica (2023, May 24). *Retail market worldwide: Statistics & facts*. www.statistica.com.
- Uslu, S. (2005). The reasons that shopping mall preferences of consumers. *Marketing World*, 19, 54-63.
- Weiner, B., Frieze, I., Kukla, A., Reed, I., Rest, S., & Rosenbaum, R.M. (1971). Perceiving causes of success and failure. In E.E. Jones et al. (Eds.), *Attributions: Perceiving the causes of behavior* (pp. 95-119). Morristown, NJ: General Learning Press.
- Weiner, B. (1974). *Achievement motivation and attribution theory*. Morristown, NJ: General Learning Press.
- Weiner, B. (1986). *An attributional theory of motivation and emotion*. New York: Springer-Verlag.
- Weiner, B. (1992). *Human motivation: Metaphors, theories and research*. Newbury Park, CA: Sage Publications.
- Wel, C.A.C., Hussin, S.R., Omar, N.A., & Nor, S.M. (2012). Important determinant of consumers' retail selection decision in Malaysia. *World Review of Business Research*, 2(2), 164-175.
- Wong, K.K.K. (2013). Partial least squares structural equation modeling. In C. Homburg et al. (Eds.) *Handbook of market research* (pp. 1-47). Cham: Springer.
- Yilmaz, V., Aktas, C., & Celik, H.E. (2007). *Development of scale for measuring consumer behavior in store choice*. *Sosyal Bilimler Dergisi* 2007/1, 171-184.
- Zameer, A., & Mukherjee, D. (2013). Food and grocery retail: Patronage behavior of Indian urban consumers. *South Asian Journal of Management*, 18 (1), 119-149.