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An Empirical Study on Statistical Determinants of Consumer Buying Behaviour in Organized Retail Stores of Surat

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Abstract: *Consumer purchase decisions play a pivotal role in shaping the growth and sustainability of the organized retail sector. Understanding these decisions requires a systematic statistical approach that captures the complex interplay of store attributes, consumer perceptions, and buying preferences. The present study aims to develop and empirically test statistical models explaining consumer decision-making behaviour with respect to purchases from organized retail outlets in Surat city.*

The research investigates key determinants such as store image, product quality, assortment variety, store layout, brand communication, and service attributes that influence consumer preference for organized retailers. Using both primary and secondary data, the study applies appropriate statistical techniques, including Exploratory Factor Analysis, to identify underlying factors governing consumer behaviour. The derived models help in explaining how consumers evaluate multiple attributes simultaneously while selecting retail stores.

With the rapid expansion of organized retail in India, particularly in urban regions, such empirical studies are essential for retailers to refine their marketing strategies and improve customer satisfaction. The findings of this research offer valuable insights for retail managers, policymakers, and researchers by highlighting statistically significant factors influencing consumer purchase decisions in the organized retail context of Surat city..

Keywords: Exploratory Factor Analysis, Retail Industry, Surat Region, Consumer Behaviour, SEM

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