

ISSN (Online) : 2279-0667



Editor-in-Chief : Dr. Karun Kant Uppal

Impact Factor : SJIF 2017 = 5.943

Frequency : Monthly

Country : India

Language : English

Start Year : 2012

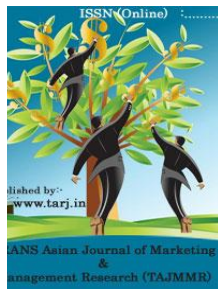
Published by : [www.tarj.in](http://www.tarj.in)

Indexed/ Listed at : Ulrich's Periodicals  
Directory, ProQuest, U.S.A.

E-mail ID: [tarjjournals@gmail.com](mailto:tarjjournals@gmail.com)

### **VISION**

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.

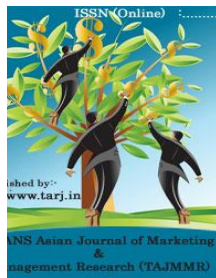


# TRANS Asian Journal of Marketing Management Research (TAJMMR)

(Double Blind Refereed & Reviewed International Journal)



SR. NO.	PARTICULAR	PAGE NO.
1.	<b>GREEN MARKETING: A SYSTEMATIC LITERATURE REVIEW USING TEXT MINING</b>  Kasinathan Karmugilan, B Rajeswari, Murugaiyan Pachayappan	<b>4-16</b>
2.	<b>IGBO TRADITIONAL MARKET DAYS: IMPLICATION FOR MODERN MARKETING IN NIGERIA</b>  Enyia Charles Daniel , Kalu Sylva Ezema	<b>17-24</b>
3.	<b>“IMPACT OF STORE LOCATIONS AND DEMOGRAPHICS IN STUDENT BUYING BEHAVIOR WITH REFERENCE TO AN APPAREL STORE”</b>  Suruchi Jain	<b>25-31</b>



# TRANS Asian Journal of Marketing Management Research (TAJMMR)

(Double Blind Refereed & Reviewed International Journal)



## GREEN MARKETING: A SYSTEMATIC LITERATURE REVIEW USING TEXT MINING

**Kasinathan Karmugilan\*; B Rajeswari\*\*; Murugaiyan Pachayappan\*\*\***

\*Research scholar,  
Department of Management Studies,  
Pondicherry University,  
Pondicherry, INDIA.  
Email id: karmugilan88@gmail.com

\*\*Assistant Professor,  
Department of Management Studies,  
Pondicherry University,  
Pondicherry, INDIA.  
Email id: raajeebster@gmail.com

\*Assistant Professor,  
Production and Operations Management,  
Xavier Institute of Management & Entrepreneurship,  
Chennai, INDIA.  
Email id: pachayappanvn@gmail.com

### ABSTRACT

*Green marketing finds high value in research due to environment depletion. Green marketing involves the practice of reducing wastages and less environmental impact in the process of production, consumption and disposition. There are a very few literature studies available for green marketing. The paper aims to present a literature review for green marketing from the earlier stage to existing, which furnish the contextual propagation of the research in green marketing. The research articles from last three decades are collected and classified based on sequence of periods to conduct a systematic literature review. Research articles were collected carefully from reputed journals of green marketing. A total of 168 papers were collected and classified periodically to six different stages of five consecutive years. These five year literature data is reviewed by text mining concept viz. word cloud and word cluster, it is a pictorial*



*observation to untie the hidden patterns in the literature of green marketing to identify the research problem which are still lacking in the literature of green marketing. The classified literature data was text mined by R-studio text mining packages and Gephi (network visualization software) is used to obtain the word cluster for the overall literature data collection. The results showed the contextual trend of green marketing during the overall period of study. The major findings were about the different factors which influenced the trend of manufacturers in production process and the factors that played a vital role in purchase decision of end users. The paper is concluded with green marketing has become a major inevitable part of consumerism and the public interest towards environmental concern has grown up. The study has year-wise limitations and sources which were not accessible which would be a gateway for future discussions.*

**KEYWORDS:** *Green Marketing, Systematic Literature Review, Text Mining, Gephi*

---

## **INTRODUCTION**

Green marketing is a recently emerged topic that found its importance due to the increase in the depletion of environmental resources. The awareness level among consumers has forced the manufacturers to move towards the concept of green marketing. The Government regulations and the other social organisations are also responsible for the increase in promotion of products in relation to concept of green. Environmental marketing or ecological marketing was the term to be used before the word green marketing. Environmental concern is believed to have relation with an individual's attitude, belief and its impact reflects on their behaviour towards the wellness of their environment (Cohen, 1973; Hendee, 1972). A number of scales were developed by different individuals to measure these relationships in which attitude scale and environmental scale formed the base (Weigel, 1978, VanLiere and Dunlap 1981) developed six different scales. Three scales were on population, pollution, or overuse of natural resources and other three scales varied in theoretical conceptualizations of environmental concern that measured attitudes toward governmental actions and the respondents' level of participation in pro environmental behaviours. Perceived consumer effectiveness is a measure of the subject's judgment in the ability of individual 1970's, the 90's changed its centre of interest from political solutions to environmental and social issues, the current scenario deals on consumer purchase behaviour (Wells, 1990). Future analysts agree that the 1990s will be the green decade that environmentalism will be a major worldwide force. Environmental Safety was yet another value used by manufacturers to increase their sales (Keller 1987, Shearer 1990). Apart from industrial view, the early 90's lacked academic interest on this topic. The later years focused on green consumer attitude, purchase intention, behaviour, individually which were implied for product development and marketing strategies (Bohlen et al, 1993).

European countries and the U.S were the first to focus about the environment concern with an individual's contribution. People initially were ready to pay more and support for green products but later they reduced supporting. Advertisements played a major role in influencing the purchase of green products rather than individual's own interest (Barbier, E. B., Markandya, A.,

& Pearce, D. W, 1990). There is a steady growth and popularity for green market despite its critics. The blend of marketing practices became more professional and systematic with more establishments (Fischer, K., & Schot, J, 1993). Organisations were impressed by the reduction of material wastages, cost effectiveness and increased productivity, which made them to adopt green manufacturing process (Azzone and Manzini, 1994). The branding and advertising of the products were mostly based on their environmental benefits and many products were introduced (Ottman, 1994). There were two different opinions about green market during the same period; one stated a positive growth and the other in a negative way. Green market is in its real growth phase with rapid expansion rate (Schlegelmilch et al, 1996 and Menon and Menon, 1997). There is a very minimum increase in the number of consumers for green products since 1990. People showed differences in actual purchase and recorded interest about environmental concern (Peattie, 1999; Crane, 2000).

The increase of globalisation has spread the concept of eco-friendliness and its importance across various cultures and demographics which differ accordingly (Johnson, Bowker, & Cordell, 2004; Laroche, Bergeron, Tomiuk, & Barbaro-Forleo, 2002). The needs of a green consumer must be rightly identified and the firms must adapt accordingly to fulfil them, which will enable a sustainable environmental scenario in reality. Such a competitive advantage could give companies an incentive to develop new, and more environmentally benign, products (Thøgersen, 2002, D'Souza, C., Taghian, M., & Lamb, P. 2006). Consumers along with social organisations, shareholders and stakeholders demand for assurance of environmental friendly manufacturing (Fischer et al., 2005). In association with environmental responsibility, consumers consider it as an esteem and status in their social life. They willingly pay more to purchase such kind of products (Gil et al., 2000, Loureiro and Lotade, 2005). Green spinning- Firms overcoming wrong opinion among public about their product with the help of public relations, Green selling- Trying to increase the sales of an existing product by adding green values, Green harvesting- Involving green concepts only when the firm has monetary benefits, Entrepreneur marketing-invention of new green products without analysing the needs and wants of the consumer, Compliance marketing – reacting within government regulation only to increase sales and not into further processes for real environmental safety, were the five main reasons for the downfall of green products among consumers. There was a huge difference between the expected and real time scenario by the firms which earned the dissatisfaction among consumers (Peattie and Crane, 2005). There are many criteria for defining eco labelling, the information's are unstructured and are not confined that vary according to products. A model with vertical product differentiation was made to analyse the relationship of quality with eco labelling (Roe and Sheldon, 2007). The differences between third-party labelling and self-labelling for different types of products and manufactures was counted (Baksi and Bose, 2007). The aim of academic learning should be to improve the knowledge of a society about a product's full life cycle, left over, disintegration and recycling, the impacts after consumption and individual's realisation about their participation in all the stages (De Coverly, E., McDonagh, P., O'Malley, L., & Patterson, M. 2008). There are mainly three drivers that initiate the process of green sustainability in marketing, individuals own interest and attitude towards environment sustainability, peer competitor and consumer's pressure, societal and governmental regulations (Gibbs, 2009). The economic needs and the environmental safety targets must be balanced

simultaneously without compromising each other must be the priority of entrepreneurs (Hockerts and Wüstenhagen, 2010). Studies also confirmed that there is a positive relationship between green image and store loyalty (Wahid, N. A., Rahbar, E., Shyan, T. S., & Ramayah, T. 2011). Few of the firms really develop green products but the rest of the other make minor modifications to the existing products and promote them as green in order to increase sales. This kind of marketing is called “green washing”, In some studies, they mention that spirituality has a considerable effect on environmental friendly purchasing. Here spirituality is related to the inner consciousness, understanding oneself, the environment and the universe (Subrahmanyam & Gould, 2013). The customers with specific knowledge of eco labels readily accept green products and adopt their purchase behavioural intention towards green products (Daugbjerg et al, 2014). Mandatory education provokes the thought of social concern that leads to environmental friendly behaviour (Meyer, 2015). The consumer preference has shifted from commercial elements to environmentally friendly elements, especially in the recent times (Gutierrez, A. M. J. A., & Seva, R. R. 2016)

In this paper, a systematic literature review is adapted based on text mining approach. The paper explores the flow of the research trend and pattern of green marketing. Based on the pattern identification the paper demonstrates the contextual based analysis of the collected literature data. The research data is gathered from the online databases like Scopus, Google Scholar and Web of Science. Suitable research articles were collected from reputed journals of green marketing. A total of 168 papers were collected and classified into six different stages of five consecutive years. This classified data is further analysed using R-studio for text mining and Gephi is used to identify the word cluster for the overall literature data collection. Further the session is organized as, elaborating the research methodology, analysis and discussion and conclusion.

## METHODOLOGY

The process of data collection begins from the identification of journals with keywords related to “eco-friendly”, “environmental concern”, “environmental attitude”, “green consumerism”, “green marketing”, “green products”, “green purchase intention”, “ecological marketing”, “environmental sustainability”, “eco-labels”, “enviropreneurship”, “green product”, “green marketing strategy”. The period of review begins from 1978 and covers till 2016, which include publications from reputed publishers’ like Elsevier, Sage, Springer and Emerald Insight. Books and other non-refereed journals were excluded to have a standard in review. At early stage a total of 746 peer-reviewed articles were collected, then iterated with relevancy to topic. A total of 168 papers were obtained as database for further research process. The papers were classified on a yearly basis with an interval of five years making it into a division of six. The classification was mainly made to know the direction of the study and the various inclusions and exclusions of trend and patterns in the study. The classified data was analysed using R-studio and interpreted based on word cluster, which reveals the association and trend line of the topic and further interpreted with Gephi to explain the nodes and their relative cluster between the words.

The text mining and Data Analysis involved the following steps:





purchase, norms, moral, store, advertisement, significance, industry, recyclable, intention, public were other important words combined in the study period.

In the word cloud 2001-2005 (Figure 3) the term energy was most frequently used by research community, this is due to the energy consumption of the company and incorporating the green values in the energy sector to reduce the negative impact in the environment. (Batley, S. L., Colbourne, D., Fleming, P. D., & Urwin, P. 2001, Zarnikau, J. 2003). Brand, sustainability, behaviour, model, effect, renewable, performance, change and price, were the terms are regularly used in the research work to specify the importance of the green marketing value in the organization. This particular period represents the overall factors responsible for green environment and sustainable business growth with relation to consumer's perspectives and demands (Gilg, A., Barr, S., & Ford, N. 2005, Becker-Olsen, K. L., Cudmore, B. A., & Hill, R. P. 2006). Word phrases 2006-2010 (Figure 4) the term consum is most frequently used in the dataset. The term factor and model is the next frequently used. Price, global and polici are the terms emerged during these time period and most of the company policies are incorporated with green marketing policy.

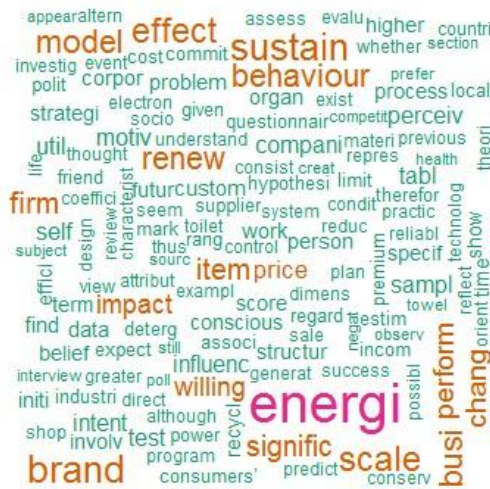


Figure 3 2001-2005



Figure 4 2006-2010

After 2010 the advantages of green marketing energies in the concept of waste reduction and re-usability of the product (Figure 5). The frequent words like factor, advantage, future, waste and green are most cited in the collected literature from 2011-2015. These words explore the importance of the company's environmental policy and its implementation. From 2016 onwards (Figure 6), the customer's perspective about the green marketing is increased. The purchase behaviour and environmental effort are most frequently used by the researchers in this domain.



Figure 5 2011-2015



Figure 6 2016 and above

The overall word cluster (Figure 7) represents the year wise conglomeration of various words. The individual cluster represents the words which are present in the respective years alone. The joint clusters, that have two or more colored segmentations represents the words that are common in their corresponding years. The following table represents the colours and their corresponding degree i.e. number of words commonly used with respect to years classified.

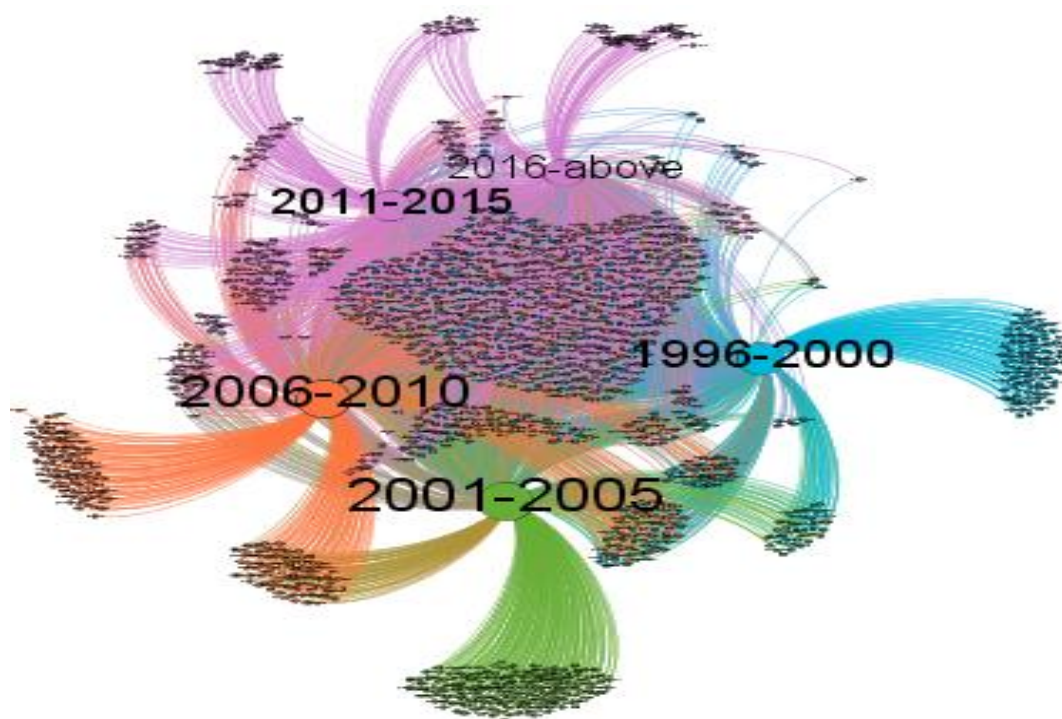


Figure 7-word cluster

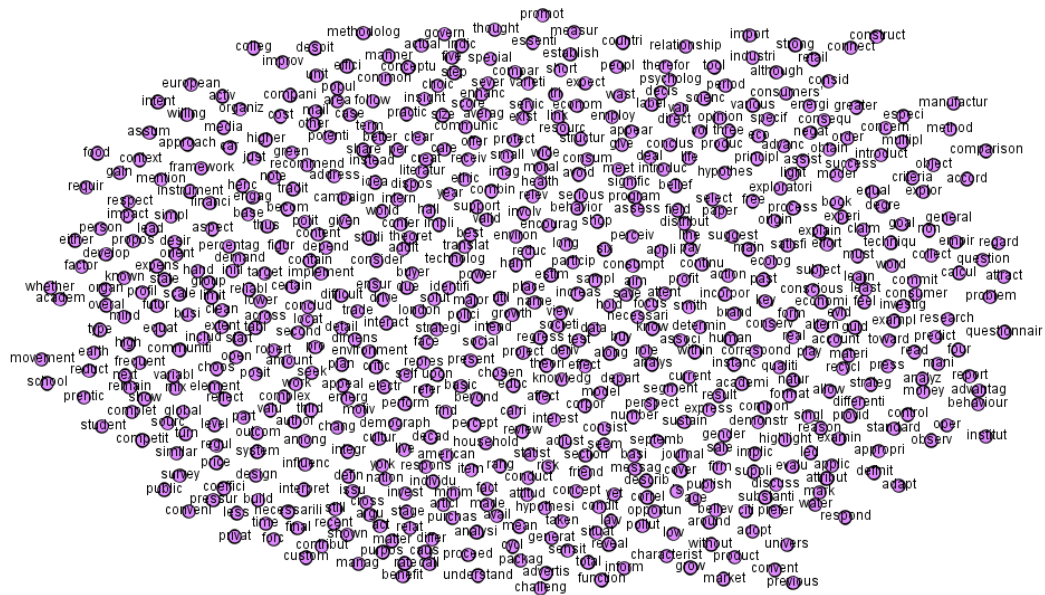


Figure 8 Common words in five classifications of years

Figure 8 represents the words present in all the five segment of years. The words green, environment, ecology, health, concern, conscious, conserve, recycle, waste, disposal, sustainability, avoid, reduction, conceptual, theory, concept represents the environmental factors discussed in common. The words demographic, population, culture, percentage, society, gender, location represents commonly studied demographic factors. The remaining words such as advertisement, label, campaign, attitude, design, psychology, buyer, challenge, purchase, consumption, corresponding, criteria, custom, demand, depend, detail, develop, dimension, distribution, economic, invest, establish, effect, equal, implication, influence, significant, attribute, demonstrate, determine, purpose, desire, behaviour, willingness, convenience, intention, convention, frequent, motive, quality, scale, structure, outcome, comparison, adopt, encourage, value, cost, expense, essential, recommend, satisfaction represents the marketing strategies, personal, psychological and economic factors involved in green marketing.

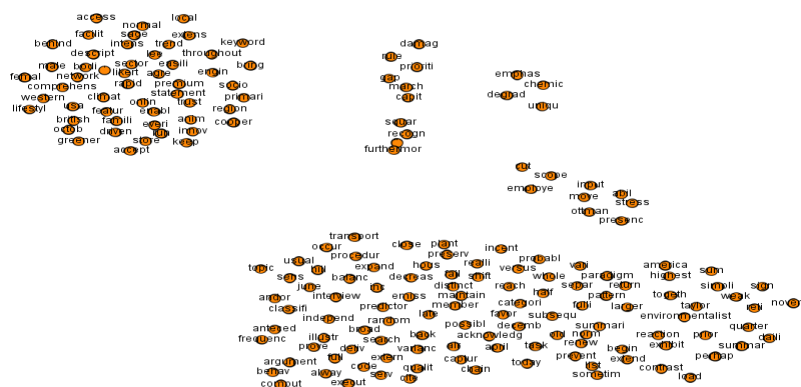


Figure 9 Common words in four classifications of years



Figure 9 represents the words present in four out of the total five classifications. The words balance, greener, climate, reaction, damage, degradability, environmentalist, preserve, begin, exhibit, input focuses on the environmental factors. The words category, broad, classify, maintain, description, chain, return, execution, expand, employee, frequency, recognition, scope, predictor, extend, subsequent represents the organisation's perspective of green products. The words favour, priority, sometime, variance, capture, stress, behave, paradigm, acknowledge, accept, trend, pattern, premium, lifestyle, intension, network, online, store, innovation represents the purchase behaviour and factors affecting purchase. Figure 10 represents the words present in three out of the total five classifications. The words habit, style, reality, urban, young, satisfaction, decide, decline, deviate represents the words in from the customer's point of purchase. The words managerial, supplier, prospect, credibility, loyalty, proactive, popular are common terms from organisation's point of view. The words altruism, constraint, difficulty, ration, identify, threat, barrier, valuable, income, spend, medium, sufficient were common items studied with regard to factors influencing the purchase and factors affecting the purchase.



Figure 10 Common words in three classifications of years

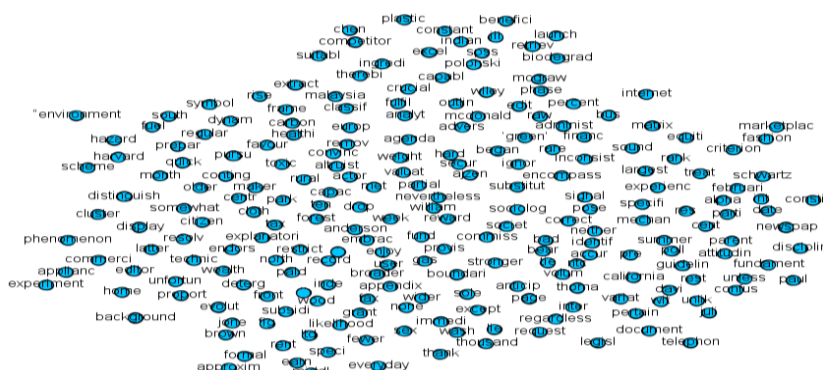


Figure 11 Common words in two classifications of years



Figure 11 represents the words in blue colour indicate the words present in two out of the total five classifications. The words environment, biodegradability, healthier, toxic, hazard depicts the environmental concern factors. The words beneficiary, experience, fashion, advertisement, marketplace, criterion, fundamental, inconsistent, identification, user, endorsement, evolution, sociology, experiment implies the factors which affect the view of green products with regard to time and development. The words phase, substitute, variation, anticipation, distinguish, explanatory, provision, regardless, commerce, fund, tax, subsidise, phenomenon, technical, rare, internet, signal, wealth, regular, likelihood, capable, classification, preparation, plastic, competitor, suitable replicates the commercial and technical supporting factors which influence in green product manufacture and purchase.

## CONCLUSION

A review paper may consist of various variables involved in the due course of study. The paper indicated the flow of concentration of study from one period to another. This allows in identifying the trend followed in the area of study. The early period the focus was on environmental concern, emergence of the topic green marketing, manufacturer's focus towards environmental concern, marketing, consumer behaviour towards sustainable products. The attitude and the purchase pattern of the consumers started shifting towards environmental friendly products. This influenced the advertising and marketing strategies of the manufacturers. The display in stores and labels also played a major role in purchase influence. Energy conservation and recycling concept became more prevalent during this stage. The price to value of the product, the significance of the product and the willingness to pay more for a sustainable branded product became increasing. Many consumers changed their purchase pattern towards eco-friendly products and recycled products. The increase premium pricing by displaying the certification and eco labelling became a common practice. The concept of green started gaining importance in the hospitality, tourism and food industries. The dimensions of green and sustainability concepts found growth in most of the consumer durables sector. The increase in business automatically attracted investors and stakeholders marking its growth. The satisfaction of consumer became priority for most of the organisations. The participation of young consumers also became more in number. The perception and perseverance about green products, intention to buy them, service and quality of eco-friendly products had a positive effect in purchase decision of the consumers. The adoption to a greener life style became a trend. The growth of technology and communication also played a major role in the growth of green marketing concept. The gephi output explained earlier shows the most commonly studied and discussed words over the period of years. The paper clearly explains the growth phase of green marketing. The concept of green has become inseparable from consumerism and marketing. Over the years most the consumer related goods have been certified and labelled as eco-friendly one to improve their sales and sustain in the market. The future also has to be the same moreover the government policies regarding resource depletion and energy and environmental conservation is also being more strictly enforced worldwide. Hence green marketing is one of the major areas to be focused for future research and imply more specific trends and improve the process of progression.

**REFERENCES**

- Alwitt, L.F. and Pitts, R.E., 1996. Predicting purchase intentions for an environmentally sensitive product. *Journal of Consumer Psychology*, 5(1), pp.49-64.
- Azzone, G. and Manzini, R., 1994. Measuring strategic environmental performance. *Business Strategy and the Environment*, 3(1), pp.1-14.
- Baksi, S. and Bose, P., 2007. Credence goods, efficient labelling policies, and regulatory enforcement. *Environmental and Resource Economics*, 37(2), p.411.
- Barbier, E.B., Markandya, A. and Pearce, D.W., 1990. Environmental sustainability and cost-benefit analysis. *Environment and Planning A*, 22(9), pp.1259-1266.
- Batley, S.L., Colbourne, D., Fleming, P.D. and Urwin, P., 2001. Citizen versus consumer: challenges in the UK green power market. *Energy policy*, 29(6), pp.479-487.
- Bech, A.C., Engelund, E., Juhl, H.J., Kristensen, K. and Poulsen, C.S., 1994. QFood-Optimal design of food products.
- Becker-Olsen, K.L., Cudmore, B.A. and Hill, R.P., 2006. The impact of perceived corporate social responsibility on consumer behavior. *Journal of business research*, 59(1), pp.46-53.
- Bohlen, G.M., Diamantopoulos, A. and Schlegelmilch, B.B., 1993. Consumer perceptions of the environmental impact of an industrial service. *Marketing Intelligence & Planning*, 11(1), pp.37-48.
- Cohen, M.R., 1973. Environmental information versus environmental attitudes. *The Journal of Environmental Education*, 5(2), pp.5-8.
- Crane, A., 2000. Facing the backlash: green marketing and strategic reorientation in the 1990s. *Journal of Strategic Marketing*, 8(3), pp.277-296.
- Daugbjerg, C., Smed, S., Andersen, L.M. and Schvartzman, Y., 2014. Improving eco-labelling as an environmental policy instrument: knowledge, trust and organic consumption. *Journal of Environmental Policy & Planning*, 16(4), pp.559-575.
- De Coverly, E., McDonagh, P., O'Malley, L. and Patterson, M., 2008. Hidden mountain: the social avoidance of waste. *Journal of Macromarketing*, 28(3), pp.289-303.
- D'Souza, C., Taghian, M. and Lamb, P., 2006. An empirical study on the influence of environmental labels on consumers. *Corporate communications: an international journal*, 11(2), pp.162-173.
- Fischer, G., Shah, M., Tubiello, F.N. and Van Velhuizen, H., 2005. Socio-economic and climate change impacts on agriculture: an integrated assessment, 1990–2080. *Philosophical Transactions of the Royal Society of London B: Biological Sciences*, 360(1463), pp.2067-2083.
- Gibbs, G. and Dunbar-Goddet, H., 2009. Characterising programme-level assessment environments that support learning. *Assessment & Evaluation in Higher Education*, 34(4), pp.481-489.

Gil, J.M., Gracia, A. and Sanchez, M., 2000. Market segmentation and willingness to pay for organic products in Spain. *The International Food and Agribusiness Management Review*, 3(2), pp.207-226.

Gilg, A., Barr, S. and Ford, N., 2005. Green consumption or sustainable lifestyles? Identifying the sustainable consumer. *Futures*, 37(6), pp.481-504.

Grunert, S.C. and Juhl, H.J., 1995. Values, environmental attitudes, and buying of organic foods. *Journal of economic psychology*, 16(1), pp.39-62.

Gutierrez, A.M.J.A. and Seva, R.R., 2016. Affective Responses in the Purchase of Consumer Eco Products. *DLSU Business & Economics Review*, 25(2).

Hendee, J.C., 1972. No, to attitudes to evaluate environmental education. *Journal of Environmental Education*, 3(3), pp.65-1972.

Hockerts, K. and Wüstenhagen, R., 2010. Greening Goliaths versus emerging Davids—Theorizing about the role of incumbents and new entrants in sustainable entrepreneurship. *Journal of Business Venturing*, 25(5), pp.481-492.

Johnson, C.Y., Bowker, J.M. and Cordell, H.K., 2004. Ethnic variation in environmental belief and behavior: An examination of the new ecological paradigm in a social psychological context. *Environment and behavior*, 36(2), pp.157-186.

Keller, G.M., 1987. Industry and the environment: toward a new philosophy. *Vital Speeches*, 54(5), pp.154-157.

Lampe, M. and Gazda, G.M., 1995. Green marketing in Europe and the United States: an evolving business and society interface. *International Business Review*, 4(3), pp.295-312.

Laroche, M., Tomiuk, M.A., Bergeron, J. and Barbaro-Forleo, G., 2002. Cultural differences in environmental knowledge, attitudes, and behaviours of Canadian consumers. *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, 19(3), pp.267-282.

Loureiro, M.L. and Lotade, J., 2005. Do fair trade and eco-labels in coffee wake up the consumer conscience?. *Ecological economics*, 53(1), pp.129-138.

Menon, A. and Menon, A., 1997. Enviropreneurial marketing strategy: the emergence of corporate environmentalism as market strategy. *The Journal of Marketing*, pp.51-67.

Meyer, C., Kreft, H., Guralnick, R. and Jetz, W., 2015. Global priorities for an effective information basis of biodiversity distributions. *Nature Communications*, 6.

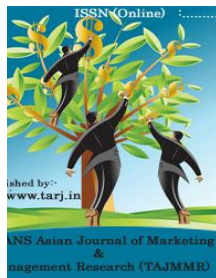
Ottman, J.A., 1993. *Green marketing: challenges and opportunities for the new marketing age* (p. 10). Lincolnwood, IL: NTC Business Books.

Peattie, K. and Crane, A., 2005. Green marketing: legend, myth, farce or prophesy?. *Qualitative Market Research: An International Journal*, 8(4), pp.357-370.

Peattie, K., 1999. Trappings versus substance in the greening of marketing planning. *Journal of Strategic Marketing*, 7(2), pp.131-148.

- Roberts, J.A., 1996. Green consumers in the 1990s: profile and implications for advertising. *Journal of business research*, 36(3), pp.217-231.
- Roe, B. and Sheldon, I., 2007. Credence good labeling: The efficiency and distributional implications of several policy approaches. *American Journal of Agricultural Economics*, 89(4), pp.1020-1033.
- Schlegelmilch, B.B., Bohlen, G.M. and Diamantopoulos, A., 1996. The link between green purchasing decisions and measures of environmental consciousness. *European journal of marketing*, 30(5), pp.35-55.
- Schultz, P.W., Gouveia, V.V., Cameron, L.D., Tankha, G., Schmuck, P. and Franěk, M., 2005. Values and their relationship to environmental concern and conservation behavior. *Journal of cross-cultural psychology*, 36(4), pp.457-475.
- Shayler, M., 1994. Environmental strategies for industry: International perspectives on research needs and policy implications. Editors: K. Fischer and J. Schott. paperback, pp 390. ISBN 1 55963 194 5. Island Press.
- Shearer, J.W., 1990. Business and the new environmental imperative. *Business Quarterly*, 54(3), pp.48-52.
- Subrahmanyam, S. and Gould, S., 2013. Achieving sustainable consumption through spiritual practices. *Purushartha: A Journal of Management Ethics and Spirituality*, 5(2).
- Thøgersen, J., 2002. E co-labeling is one among a number of policy tools that are used in what. *New tools for environmental protection: Education, information, and voluntary measures*.
- Van Liere, K.D. and Dunlap, R.E., 1981. Environmental concern: Does it make a difference how it's measured?. *Environment and behavior*, 13(6), pp.651-676.
- Wahid, N.A., Rahbar, E., Shyan, T.S. and Ramayah, T., 2011. Relationship between environmental volunteers' demographic characteristics and their green purchase behaviour: evidence from Penang (Malaysia). *International Journal of Global Environmental Issues*, 11(3-4), pp.299-309.
- Weigel, R. and Weigel, J., 1978. Environmental concern: The development of a measure. *Environment and behavior*, 10(1), pp.3-15.
- Wells, R.P., 1990. Environmental performance will count in the 1990s. *Marketing news*, 26(6), pp.22-3.
- Zarnikau, J., 2003. Consumer demand for 'green power' and energy efficiency. *Energy Policy*, 31(15), pp.1661-1672.





# TRANS Asian Journal of Marketing Management Research (TAJMMR)

(Double Blind Refereed & Reviewed International Journal)



## IGBO TRADITIONAL MARKET DAYS: IMPLICATION FOR MODERN MARKETING IN NIGERIA

Enyia Charles Daniel \*; Kalu, Sylva Ezema\*\*

\*PhD Student,

University of Port Harcourt, NIGERIA.

Email id: charlesdanenyia@gmail.com

\*Professor

University of Port Harcourt, NIGERIA.

Email id: ezema.kalu@uniport.edu.ng

### ABSTRACT

*With the integrating speed of modern marketing in today's business environment, there is reason for scholars to forget how it all started. This study is aimed at creating a reminder on the relationship between Igbo traditional market days and modern marketing in Nigeria. 8 markets were selected from 3 states within South-East Nigeria which are; Afo Umuosulu Market, Eke Ohiabiam market, Ahia Nkwo market, Eke Awka market, Nkwo Ogidi, AfoNnobi Market Eke Onwa market and Owerri Nkwo Orji market in Abia, Anambra and Imo states respectively, 360 copies were distributed to these markets (45 copies for each market), 299 were returned and useful for analyses. Wilcoxon Sign-Rank test was used in testing the null hypothesis. The study found a significant relationship between traditional market days and modern marketing.*

**KEYWORDS:** *Igbo, Traditional Market days, AfoUmuosuluNsulu Market, Eke Ohiabiam market, AhiaNkwo market, Eke Awka market, NkwoOgidi market, AfoNnobi Market, Eke Onwa market, Owerri Nkwo Orji market, Abia, Anambra, Imo, Modern marketing & Nigeria*

## INTRODUCTION

The Igbo people are located on the south eastern part of Nigeria and they consist of five core Igbo speaking states which are Abia, Anambra, Ebonyi, Enugu and Imo state. However, the Igbos spread across other states such as Delta, Rivers, Bayelsa, Akwaibom, Edo, etc (Okeke, Ibenwa & Okeke, 2017). According to National Population Commission (NPC) 2006 census of Nigeria, the Igbo population was estimated to number about 21 million. They inhabit a land area which is about 15800 square miles and they also occupy 5.8<sup>0</sup> north and 6.8<sup>0</sup> east. The origin of the Igbo people has remained exceptionally remarkable as it has been believed that the Igbos are descendants of the Gad who happens to be the seventh son of Jacob also known as Isreal (Oduah, 2013). Gad had three sons named Eri, Arodi and Areli and these sons settled in today south eastern Nigeria and have fathered so many clans and have established kingdoms and town which are still in existence today such as Owerri, Umuleri, Aguleri, Arochukwu etc.

The origin of market days in Igbo land can be traced to the reign of EzeNriji for I within 1300-1390AD. According to Igbo history, EzeNriji for was visited by four strangers one day at his palace. As they visited, these four strangers who were also regarded as wise men behaved as if they were deaf and dumb so they did not disclose to anyone what their mission was. However, history had it that Adama who happened to be one of the king's servant ushered them into the guest apartment. When EzeNriji for went to see them in their apartment that night, they did not communicate with him, neither did they receive his gift of kolanut (Nwokoye, 2008). In his wisdom, EzeNriji for instructed his soothsayer to monitor the activity of the strangers and this he did by sending a rat to disturb them while asleep. The rat had to disturb the four baskets each of them were carrying. When he nibbled the first basket which belonged to Eke, Oye woke up and called the owner of the basket (Eke) by name and told him to wake up and see what was happening to his basket. The rat repeated the same exercise on all other baskets and through this, the strangers revealed their names without knowing. Their names were Eke, Oye, Afo and Nkwo (Okigbo, 2015). The next morning, EzeNriji for proceeded to see the strangers who were initially referred to as '*Ndibialaijeekwuokwu*' which can be translated as (dumb visitors). As Adama broke the kolanut for the morning ritual, EzeNriji for I called each of the strangers by name and they were astonished. Immediately, they requested for water to wash their hands and faces as well as request for kolanut. After the morning ritual exercise, these strangers gave the king four earthen pots and directed him to keep them in front of the shrine outside the palace. They informed the king that the pots were sent down by Chukwu (God Almighty) and his people must observe the names as market days. These pots were named after the strangers as well as the market days.

## STATEMENT OF THE PROBLEM

Despite the unique history of the Igbos, the event of the civil war (1967-1970) left them in a condition which is similar to a conquered territory (Bruder&Parfitt, 2012). The civil war had so much effect on their economic operations such as observation of market days, displacement of people from their home, communities/territories, unfavorable treatment from the government and those from neighboring regions. One significant act from government which creates much problems for the Igbos was the compulsory 20 pounds that was offered to Igbos irrespective of

what they owned in the bank as well as the loss of manpower (over 2 million Igbos), (Eze, 2015). The confiscation of landed properties owned by the Igbos and other acts were also aimed at exterminating the existence of the Igbos and their God given marketing attributes. However, in all these odds, the Igbos have proven to be resilient in their business activities. Today, the Igbos have grown to be builders of nation as there is no part of Nigeria and abroad their presence is not found pioneering business affairs in large quantities. It is true that the Igbos found themselves in the midst of enemies who knew their worth yet would not want to see them prosper. Today, Igbos produce vehicles, software programs as well as banking platform for use in Nigeria today but it is sad to note that the government with high level of Islamic ideology would not let them grow in peace. This is because there is a natural fear that the Igbos would someday take the lead and make them inferior just like the case of Israel and neighboring countries. People still get frightened that despite all that was taken away from them, they have shown resilient and have come back to their feet. Another strategic move by the government of Nigeria to bring their economic progress to an end was the disintegration that was activated within the old eastern region. The change from regional to state government which brought about enmities between the core Igbo states and its neighbors. Take for example, the Ikwerre man who has very similar characteristics with the Igbos would choose to be called an Edo man rather than an Igbo man. These factors and many more created challenges which affected the implementation of traditional market days in Igbo land.

## **THEORETICAL FOUNDATION**

This study would be anchored on Guerrilla Marketing Theory and Resilience Theory. Guerrilla marketing theory according to Levinson (1984) is a competition strategy used by organization whereby minimum budget is used in achieving big results and its methods are highly unconventional. Ries and Trout (1986) are of the opinion that one of the major drivers of Guerrilla marketing theory is the application of flexibility. According to Hutter and Hoffmann (2011), the effects of Guerrilla marketing theory are manifested in surprise, diffusion and low cost. Surprise marketing actions attract customers so much because they are taken unaware. This surprise leads them to diffusing such marketing information to various groups and individuals. This often deals with spread of information at very low cost. This theory is related to this work because the Igbos have fought to remain on their feet, they have surprised even the government of Nigeria and enemies within. They have grown to become leading marketers and producers and their productions are often self-advertising. Despite the fact that the government had employed several strategies to kill the concept of the Igbo language, the people have continually applied negative entropy. Some of the ways the Igbos have implemented Guerrilla marketing theory are viral marketing, Ambush marketing, Ambient marketing, etc and this can be regarded one of the reasons why the Igbos are known all over Nigeria as those who are associated with business. Without such marketing ideology, the Igbos would have become refugees after the civil war in Nigeria. The visit of the four strangers to EzeNriji for I was a surprise to him and his ability to figure out the names of the strangers was also a surprise to them. The message from Chukwu was clear. He was to pass the message to all his subjects and market days were to be named after the names of the four strangers.

The second theory is Resilience Theory. This theory can be simply defined as a process of bouncing back from perceived or actual adversity, misfortune or frustration (Ledesma, 2014). According to O'Leary (1998), resilience is often associated with survival, recovery and thriving the introduction of things in the concept of resilience shows that an individual or group must have encountered a situation which must have made him go beyond the level where his strength can carry. It is also associated with high self-esteem, optimism, adaptability, determination as well as a high level of perseverance (Bonanno, 2004). Linking this to the Igbos, we see a high level of resilience existing among the Igbos because after they were conquered during the civil war, they have chosen not to remain on the ground. They have raised empire out of nothing and today, they have built their cities such as Onitsha and Nnewi into tourist and industrial hub. Despite the fact that the Igbo marketing days have not received the awareness it is supposed to receive, there is evidence that light is truly at the end of the tunnel.

### **MODERN MARKETING IN VIEW**

Today, South-Eastern Nigeria still believes in the principle of market days. In fact, they have a calendar of market activities. Although, some of these market days have been renamed and modified to be in congruence with national and international marketing. Some have adjusted their market days to once every week or once every seven days. The AfoUmuosu-Nsulu market for instance is known for Saturday marketing where people from all corners of the state come together for buying and selling activities. Today, the use of ICT has created a dynamic shift in the ways in the ways in which businesses are being done (Saleh, Mirzaei, Aghaei&Abyari, 2012). The Igbos would no longer depend fully on traditional market days to carry out buying and selling functions because information and transactions can just occur with the click of a button. Because virtually every business has a web presence when there is no restriction, people can easily walk in and out of offices while sitting in the comfort of their rooms. Hoge (1993) defined e-marketing as the transfer of goods/services from one source (seller) to one or more destination (buyer) which involves electronic methods. Furthermore, Strauss &Ansary (2006) also defined e-marketing as a process whereby ICT is used in creating, delivering and communicating value to customers. Both the events of the civil war and the introduction of ICT turned the marketing days practice around. Today, the Igbos own big businesses all across the country and the use of Igbo market days in another man's land may not be ideal hence, the need to accept the reality of the day. However, most rural areas in south-east still follow the traditional Eke, Oye, Afoand Nkwomarket days.

The introduction of Christianity to eastern Nigeria also influenced the practice of traditional market days and other festivals (Okeke, Ibenwa&Okeke, 2017). Most Igbos became more attracted to foreign festivals such as Easter and Christmas celebration. People have left their cultures of marriage and have also adopted the foreign man's white wedding. People have also followed the trend being brought about by western education and no one remembers omenala (tradition).

### **RESEARCH OBJECTIVE**

- To empirically examine the extent to which traditional market days relate with modern marketing in Nigeria.



## RESEARCH QUESTION

- Does traditional market days significantly relate with modern marketing in Nigeria?

## HYPOTHESIS

- $H_0$  There is no significant relationship between traditional market days and modern marketing in Nigeria?

## METHODOLOGY

This study is a cross-sectional survey which cuts across Abia, Anambara and Imo states respectively. Eight local markets were selected as follows;

**TABLE 1: MARKETS SELECTED FOR STUDY**

S/N	ABIA	ANAMBRA	IMO
1	AfoUmuosuNsulu Market	Eke Awka	Eke Onwa market
2	Eke Ohiabiam market	NkwoOgidi	Owerri Nkwo Orji market
3	AhiaNkwo market	AfoNnobi Market	

The researcher purposively distributed forty five (45) copies of questionnaire to each of the markets selected in the various states. A total of 360 copies were distributed but 299(83.1%) were retrieved and useful for analyses. Data was analyzed using Wilcoxon sign rank test because the two samples drawn for this study are dependent samples (traditional market days and modern marketing), the paired observation are randomly and independently drawn, data are non-parametric and the level of measurement is ordinal.

**TABLE 2: DESCRIPTIVE STATISTICS**

	N	Mean	Std. Deviation	Minimum	Maximum	Percentiles		
						25th	50th (Median)	75th
TRADITIONAL MKT DAYS	299	18.92	3.527	10	25	16.00	19.00	22.00
MODERN MARKETING	299	22.78	3.471	12	30	21.00	23.00	25.00

Table 2 shows that traditional marketing has a mean of 18.92 while modern marketing has a mean of 22.78. Traditional market days also have a standard deviation of 3.527 while modern marketing has a standard deviation of 3.471. The median is also found within the 50<sup>th</sup> percentiles. This signifies less difference between group of responses.

**TABLE 3: RANKS**

		N	Mean Rank	Sum of Ranks
MODERN MARKETING - TRADITIONAL MKT DAYS	Negative Ranks	21 <sup>a</sup>	44.81	941.00
	Positive Ranks	270 <sup>b</sup>	153.87	41545.00
	Ties	8 <sup>c</sup>		
	Total	299		

a. MODERN MARKETING &lt; TRADITIONAL MKT DAYS

b. MODERN MARKETING &gt; TRADITIONAL MKT DAYS

c. MODERN MARKETING = TRADITIONAL MKT DAYS

Table 3 shows the mean rank of 21 negative ranks (44.81 mean rank) was negative with a sum of 941.00 while the positive ranks were 270 (153.87 mean rank) with a sum of 41545.00 which is higher while 8 responses were ties. This also signify the existence of a significant relationship.

**TABLE 4:****Test Statistics<sup>a</sup>**

	MODERN MARKETING - TRADITIONAL MKT DAYS
Z	-14.168 <sup>b</sup>
Asymp. Sig. (2-tailed)	.000

a. Wilcoxon Signed Ranks Test

b. Based on negative ranks.

Table 4 further shows us a significant relationship with a p-value of 0.000 which is less than alpha of 0.05. Based on this result, we would reject the earlier stated null hypotheses for this study which stated that there is no significant relationship between Igbo traditional market days and modern marketing in Nigeria.

**CONCLUSION**

This study has established the fact that there is a significant relationship between Igbo traditional market days and modern marketing in Nigeria. The Igbos have proven themselves as those who attribute business as part of their culture. Before Nigeria was formed, there had been traces of good business transactions among them. This study has looked at the antecedents which characterized the formation the institution of the traditional market days and how EzeNriji for religiously instituted the practice as instructed by the strangers who visited him. We also see that despite the fact that the market days institution has been disrupted by events and previous governments, the Igbos have shown resilience towards establishing modern marketing activities with the foundation of traditional concepts.

## RECOMMENDATIONS

There are several lessons that should be learnt from this study and this is shown in the recommendation below;

- i. Government at all levels within south-east region must take it as a responsibility to bring back traditional values so that the Igbo culture would not be lost.
- ii. The modern marketing activities cannot exist independently in Nigeria. Since the Igbos are prone to business, there must be a close tie within the community they come from and what they do.
- iii. The Igbo language must be taught to children. This is a good way of maintaining succession.
- iv. There must be harmony among Igbo speaking states
- v. Nigerian government must understand the significance of the Igbos towards economic and national development. They should provide a good business environment for them instead of politicizing governance.

## REFERENCES

- Bruder E. And Parfitt, T. (2012). *African Zion: Studies in Black Judaism* . Cambridge: Scholars Publishing.
- Eze, O.C. (2015). The Indigenous Aliens: The Case of the Igbo in Nigeria, 1953 –2013. *Historical Research Letter* 21(1) , 6-12.
- Hoge, S. (1993). The Electronic Marketing Manual. *ABA Journal*,22(1) , 1-10.
- Hutter K & Hoffman S. (2011). Guerrilla marketing: The nature of the concept and propositions for further research. *Asian Journal of markeing* , 1-16.
- Hutter, K & Hoffman S. (2011). Guerrilla-marketing: The nature of the concept & propositions for further research. *Asian journal of Marketing* 1(2) , 1-16.
- Ledesma, J. (2014:). Conceptual Frameworks and Research Models on Resilience in Leadership. *SAGE Open July-September* 1(8) , 1-8.
- Levinson, J.C. (2007). *Guerrilla marketing: Secrets of Marketing big profit from your small business*. Boston: Houghton Mifflin Company.
- NPC. (2006). *Census: 2006*. Abuja: Nigeria Population Communication.
- Nwokoye, C. (2008). *How Eke, Oye, Afor and Nkwo Market Days Were Introduced In Igboland*. <https://www.onlinenigeria.com/columnists/ad.asp?blurb=662>.
- O’Leary, V. E. (1998). Strength in the face of adversity: Individual and social thriving. . *Journal of Social Issues*, 54(1) , 425-446.
- Oduah, C. (2013). *Nigeria's Igbo Jews: 'Lost tribe' of Israel?* cnn.com: By , for CNN <http://edition.cnn.com/2013/02/01/world/africa/nigeria-jews-igbo/index.html>.

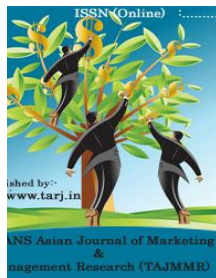
Okeke, O.C, Ibenwa, C. N & Okeke, G.T. (2017). Conflicts Between African Traditional Religion and Christianity in Eastern Nigeria: The Igbo Example. *SAGE Publications Inc*2(1) , 1-12.

Okigbo, D. (2015). *Origin of the four market days in Igboland*. <http://obindigbo.com.ng/2015/11/origin-of-the-four-market-days-in-igboland/> .

Salehi M, Mirzaei H, Aghaei, M & Abyari M. (2012). Dissimilarity of E-marketing VS traditional marketing. *International Journal of Academic Research in Business and Social Sciences* 2(1) , 510-515.

Strauss. J & Ansary E. (2006). *E-Marketing, Third Edition*. New Jersey: Pearson/Prentice Hall.





# TRANS Asian Journal of Marketing Management Research (TAJMMR)

(Double Blind Refereed & Reviewed International Journal)



## “IMPACT OF STORE LOCATIONS AND DEMOGRAPHICS IN STUDENT BUYING BEHAVIOR WITH REFERENCE TO AN APPAREL STORE”

**Suruchi Jain\***

\*School of Business Studies and Social Sciences,  
Christ University Bannerghatta Road Campus,  
Bangalore, INDIA.  
Email id: suruchi.jain.78@gmail.com

### ABSTRACT

*This research paper is an attempt to examine the impact of store location and demographics in student buying behavior in Bangalore. The primary objective of the study is to identify the influence of store location in the process of final purchasing decision of students with particular reference. A questionnaire was developed for 50 respondents in and around Bangalore between the age group 18-26 to measure the construct and its dimensions. Different brands such as Shoppers Stop, Pantaloons, MAX, and Westside were the major retail stores preferred by the consumers and hence they were thrown light upon in the questionnaire. However, the respondents also had an option of “other” in case their preferences varied. While shopping from a mall or retail store there lies various attributes that impacts the buying behavior which includes basic amenities like product specification, availability of alternative options, food court, adequate parking area for cars and even the minutest of details such as the fragrance lingering around, store lighting, surrounding of the mall or retail stores.*

**KEYWORDS:** Basic Amenities, Purchase Decision, Store Location

## INTRODUCTION

The Indian apparel industry has grown a lot in the past decade. This is because of the change in various economic factors such as consumer demand, changing fashion trends, lifestyle and income of the consumers and demographic factors (availability of the favorite or the most desirable stores in that area and many more factors to add on.)

The changes in the Indian fashion industry have seen several changes because of the factors that are stated as follows:

- **India's Macroeconomic Scenario:** Since the last century, India has grown tremendously at a growing speed and this is evident from the GDP, as it has driven up the industry by 8-9% and there has been various positive investment like various international brands have opened up their physical stores in big metropolitan cities after doing an extensive research and now shifting towards the semi-urban cities also. The quality of the brand also urges the consumers to do brand shopping so that they can be lasted for a longer period of time.
- **India's Demographic Dividend:** Seeing the future of India by 2030, the population is still expected to be the youngest from all its neighboring countries Nepal, Pakistan, Sri Lanka, Japan, America and other nations. This young consuming sector has always new aspirations regarding the industry and so always wants to change and always be updated with the fashion and trend.
- **Consumer Behavior:** Consumer Behavior is the psychological study of consumers, individuals and a group of people who indulge in a purchase process of a commodity or service. Characteristics of individual consumers such as demographics, personality lifestyles and behavioral variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals etc.

The retail sector is thus expected and therefore would account a huge share in the final GDP computation as the industry as a whole is witnessing about 15-20% CAGR and is expected to grow upto 25-30% in 2020-2030. Different factors such as that of the increasing awareness of the stores enhanced and customized store designs that attracts the consumer and thus influencing them to do impulsive purchasing which in result helps the retailer grow in terms of sales, turnover and even goodwill which he earns from the satisfied and loyal customers and even because of word of mouth. The very likely behavior of students is very much influenced by his friend. Thus, the research paper finds various attributes that the consumer looks for. Like sale person assistance, after sales service provided by company, basic amenities being fulfilled when he goes to a mall or a retailer store which has been discussed briefly in the later part of the study and also helps to understand how the final decision of the consumer is affected because of the presence or absence of the above mentioned factors.

## LITERATURE REVIEWS

The research paper titled "Influence of the Store Ambiance on Customers' Behavior—Apparel Stores in Malaysia studied the effect of apparel store environment on customers 'buying behavior in Malaysia. They also identify the importance of store ambience that helps retailers form the image and reputation in the market. A research from 225 respondents was taken and the

results were analysed using SPSS software. Regardless of nationality of the consumers, store atmosphere, music, sales person assistance, loyalty programs provided by the shops plays an important role in the purchase decision of the students.

The research paper titled “Retail Shoppability: The Impact Of Store Atmospherics & Store Layout On Consumer Buying Patterns” defines Retail Shoppability as the ability of the retail store to convert consumer demand into purchase. The different objectives identified in the study include the influence made by the lighting, design layouts and how environmental stimulus affects shopping behavior. The research also measures the impact of different visual communications used to attract customers’ attention. A survey from 162 respondents was taken and the results were analysed using Correlation, Regression and SPSS software.

The research paper titled “The Importance of store image dimensions in Apparel retail: Customer and Management perceptions” by Janetta Van Der Vyver in the research paper identified the objectives of the study include to identify the effect of store image and describe the various dimensions of store image. A survey was taken from 200 respondents from the age group 18-55 and statistical tools such as Correlation, Regression, Anova test was used for the analysis of the data.

The research paper titled “The Influence of Store Characteristics on Consumers’ Impulse Buying Behavior” by Begzod Nishanov and Umidjon Ahunjonov aims to explore the influence store layout, music and store smell on consumer impulse buying behavior. The research was conducted among 117 respondents in Uzbekistan particularly the local supermarket of Korzinka and the data was analysed using regression and Correlation.

The research paper titled “Key Drivers Influencing Shopping Behavior In Retail Stores” by Aamir Hasan identified the objective of the study as to determine the key drivers that influence shopping behavior and also to study the various types of customers. They also conducted a survey among 300 respondents in different stores of Lucknow and recorded that sales promotion, quality of the products, customer services, store atmospherics created an influential role in shopping. The final data was thus finally analysed using SPSS software.

### **Research Gap**

The research was conducted to find out the various attributes that affects the purchase decision of a consumer. The market in the 21<sup>st</sup> century has evolved so much that even a small delay in the service can lead to decrease in the market share and vice versa. Demographic and economic changes in the country have been found to play an important role in determining Indian consumers’ preferences and predisposition toward products and services. Hence the study helps to identify the influence of store design and demographics that affects the buying behavior of students.

### **OBJECTIVES OF THE STUDY:**

1. To analyze the student buying behavior of a retail store keeping in mind the store location.
2. To study how likely will the consumer go and purchase from the store where all his needs and demands are fulfilled at a same place under one roof.

**STATEMENT OF PROBLEMS:**

Consumer Behavior research is the scientific study of process where the consumer identifies his needs, searches for the alternatives and how much is he ready to go to that particular store and do shopping. Knowing the fact that students in the 21<sup>st</sup> century are technologically updated and respond to the changes very frequently. The problem of change in fashion might be a major drawback for the study.

The very need of ambience, design of the store is some of the attributes that contribute to a large scale in the purchasing decision of a consumer. A store that is set attractively keeping in mind the upcoming fashion and trends will definitely expect huge sales than its competitors in the market.

**LIMITATIONS**

- The current research done doesn't record the sources of income and the different areas where the consumer goes and does the shopping from.
- Time constraints.
- Geographical area limited to Bangalore only.
- The response from students was unpredictable which again took a lot of time and their responses are likely to change.
- Subjective response of the student.

**RESEARCH METHODOLOGY**

A survey was conducted among 50 students in and around Bangalore from the age group 18-24 where different factors such as ambience of the store, store lights, basic amenities being fulfilled in the area, variety of choices, adequate parking facilities available and many more attributes was analysed during the study.

Statistical tools such as mean, standard deviation and different modes of presentation such as that of bar graph, pie charts have been used for the analysis of the data.

**Analysis and Interpretation**

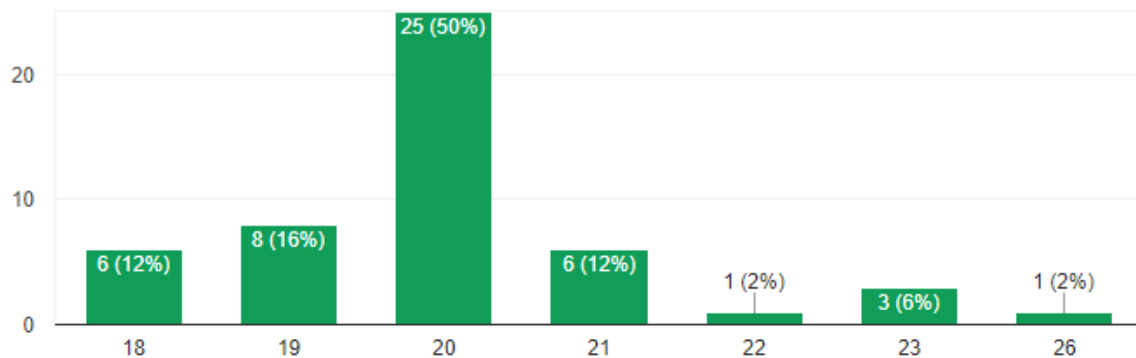
The objectives and the dimensions of the research paper is determined by the responses from the students in and around Bangalore. A questionnaire was designed and various options were provided to the students who then rated according to their taste and preference of the attributes provided to them. The questionnaire included the following information:

- Name, Age of the student
- Which shop they preferred shopping from?
- How frequently the students go out for shopping?
- Various factors such as variety of choices, sales person attitude, shopping assistance, ambience of the store, customer loyalty programs and after sales services provided from that particular retail store.
- The availability of adequate car parking facilities, basic amenities being fulfilled, ambience of the mall, gaming zone, food court, alternative options etc.



- Last but not the least, ambience of the store, fragrance, lightning of the store, placement of mannequins and arrangement of merchandises affects the final student purchasing behavior.

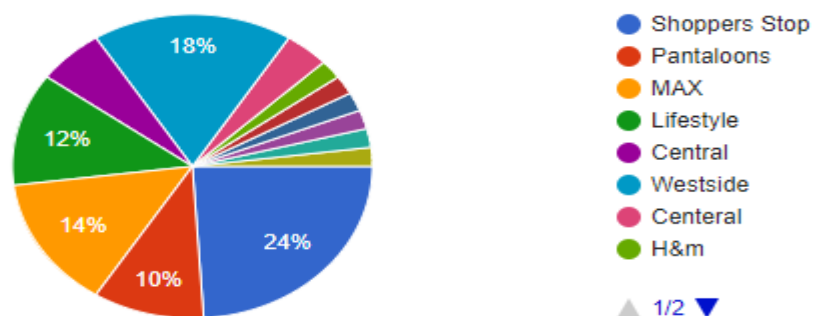
### Age



The research was conducted from the age group 18-26 years out of which the maximum number of responses was received from 20 years as attaining the age of 20 years the student does the shopping himself without the help of family members but is likely to influence by peer, friends circles and other reference group. Also the age group is also considered to be the most energetic as they are likely to be influenced by the changing fashion, trends and styles prevailing in the market and they also want themselves to be updated with the changing trends and lifestyle in the market.

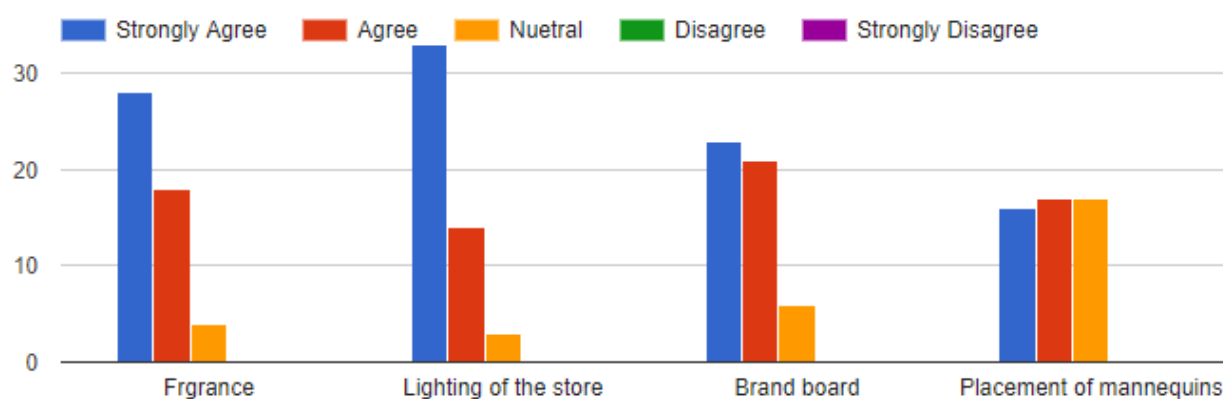
### Where do you prefer shopping from?

50 responses



From the above pie chart, it can be concluded that there's strong likeness of Shoppers Stop store by the students because of its own private label brands such as Haute Curry, Stop, IVY, Vettorio Fratini and many brands to add in the list. The next most preferred brand after Shoppers Stop is none other than its immediate competitor, Westside which also has its own private label brands like Nuon, Rangmanch and many more. The list continues with Central, H&M, MAX and Lifestyle.

### Select the factors that affect the store ambience?



The store design plays an important role in the final decision making of goods and services from a store. Attributes such as Fragrance, lightning and of course how the brand board is put up so that student is likely to go and visit that store instead of various other stores in the area. The placement of mannequins according to the changes in fashion, trends and how the store is keeping it well so that student is likely to visit that store only. How systematically clothes and other apparels are displayed in the store with the availability of different sizes whatever the student aspires from the store.

### CONCLUSION AND FINDINGS

- The research paper thus attempts to fulfill the objectives as majority of the students final buying behavior is influenced by store design as well as demographics. Store design is attributed with factors like fragrance, lighting of the store, brand board are some of the direct factors that influences the final decision.
- More than half of the people that is 37% of students believe that there must be adequate parking facilities because in cities like Bangalore people find it very difficult and tedious job

to find sufficient parking in the area so shopping centers like that of Meenakshi Mall, Phoenix Market City and more malls to count on.

- Again more than half of the people that is 28% of the students believe that after doing handful shopping the students also desire for a delicious dinner so that their mind and their soul is purely satisfied with the day.
- The more attractive the mall, the more variety of brands, the more facilities, the most popular will be retail store and more students be brand loyal towards that particular retail store and they are likely to go there every time for doing their final purchase of goods and services because of the trust factor they have developed over the time.
- After attaining the age of 18-26, students don't find the importance of gaming zone as they find it merely waste of time as well as waste of money as those games are prepared only to attract the younger target of the society.
- There's strong like ability of students where they prefer multi products being sold in the same roof where all the needs and wants are fulfilled and they don't have to travel to various shops again and again for fulfilling the demand.
- The place where all the basic amenities are fulfilled like that of clean and proper washroom, drinking water, parking facilities, and the store appearance set attractively is likely to be gone there.

## REFERENCES:

1. (Hasan, March 2015)
2. (Ahunjonov, March 2016)
3. (Vyver)
4. (Priyanka Singh, 8 August 2014)
5. (Jayashree, September 2014)
6. (Fashion Retail Scenario in India: Trends and Market Dynamics, 2013)

## BIBLIOGRAPHIES:

### Works Cited

Ahunjonov, B. N. (March 2016). *The Influence of Store Characteristics on Consumers Impulse Buying Behavior*, 26.

Hasan, A. (March 2015). Key Drivers Influencing Shopping Behavior in Retail Stores. 27.

Jayashree, Z. H. (September 2014). Influence of the Store Ambiance on Customers' Behavior—Apparel Stores in Malaysia.

Priyanka Singh, G. V. (8 August 2014). *Retail Shoppability: The impact of store Atmospherics and store layout on consumer buying pattern*, 9.

Vyver, J. V. (n.d.). The Importance of store image dimensions in Apparel retail: Customer and Management Perceptions. 50.

## Editorial Board

### Dr. SS Narta

Professor  
Department of Commerce,  
Himachal Pradesh University,  
Summerhill, Shimla – 171005,  
H.P., India.

### Dr. Mamta Mokta

Professor  
Department of Public Administration,  
Himachal Pradesh University,  
Shimla, India.

### Prof. Shyam Lal Kaushal

School of Management Studies  
Himachal Pradesh University,  
Shimla, India.

### Dr. Durgesh Nandini

Associate Professor  
Department of Public Administration,  
IGNOU, Delhi, India.

### Dr B. Mohan

Associate Professor in English  
S.V. College of Engineering and Technology  
Chittoor, Andhra Pradesh, India.

### Dr. Dalbir Singh

Assistant Professor  
Haryana School of Business,  
G.J.U.S & T, Hisar,  
Haryana, India.

### Dr. Sonia Sharma Uppal

P.G. Department of Commerce and Management  
Arya College, Ludhiana,  
India.

### Nadeera Jayathunga

Senior Lecturer  
Department of Social Sciences  
Sabaragamuwa University, Belihuloya  
Sri Lanka

### Mrs. Sabina Dinesh Kumar

Assistant Lecturer  
Faculty of Management Studies & Comm.  
University of Jaffna,  
Sri Lanka

### Jumana M. Elhafiz

Assistant Professor  
Department of Biochemistry,  
Shendi University, Ministry of Health,  
Sudan

### Dr. Sunil Kumar

Assistant Professor,  
Punjab School of Economics,  
Guru Nanak Dev University,  
Amritsar, Punjab, India

### Dr. Ebele P. ifionu

Faculty, Department of Finance and Banking  
University of Port Harcourt, Nigera

## Review Process

Each research paper/article submitted to the journal is subject to the following reviewing process:

1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of iThenticate/Viper software to examine the originality of research articles received.
2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
4. The review process may take one/two months.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.



## Categories

- Business Management
- Marketing
- Finance
- Insurance
- Human Resource & I.T.



## Published by

### Trans Asian Research Journals

SCO 34, 1st Floor, HUDA Market,  
Near Red Cross, Jagadhri - 135 003 (Haryana) INDIA  
Website : [www.tarj.in](http://www.tarj.in)

Our other publications :

Asian Journal of Multidimensional Research (AJMR)

ISSN (online) : 2278-4853