Analysis of Consumer Retail Practices amidst Pandemic COVID-19 in Nueva Ecija

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ABSTRACT*: This study was conducted to analyze the impact of the Corona Virus 19 or pandemic crisis in the province of Nueva Ecija on retail consumers' practices and behavioral changes. The descriptive study method was used to analyze the 351 respondents in the Municipality of Rizal, Nueva Ecija. Like any other business, small-scale enterprises, specifically retailers, must adopt an effective marketing strategy in selling their products or services amidst the pandemic crisis. Businesses must analyze the different consumer practices of their target market. In this study, the researchers' findings recommended to all small enterprise owners that retail stores should adapt a marketing strategy to persuade consumers who shop or buy products in other places.*

KEYWORDS - *COVID19; pandemic crisis; consumer practices; sustainable; small-scale enterprises*

I.   INTRODUCTION

In the last few months until the mid of this year, millions of Filipino and other people in the country have been able to leave in the poverty line; this poverty is the pandemic crisis, the COVID19, or commonly known as Corona Virus. The first official information on the infections with the new coronavirus SARS-CoV2 (the epidemic being usually called COVID-19 in media) has emerged in China, being spread subsequently to Europe, Eurasia, and America [1].   This virus is considered one of the major problems worldwide that change the business and marketing side under consumer practices. The act of getting a desired product or service by an individual or group of individuals by offering something in return occurs in the market. Buyers and sellers interact to exchange goods and services that will satisfy both their needs and goals. As it is known, the market is a mechanism that facilitates supply and demand; it is a place where interactions or trading of goods and services occur.

COVID-19 pandemic is a global health crisis having already devastating impacts on the world economy, particularly the business retail industry. Consumer expertise is increasingly important in today's commercialized society. To be a capable consumer, it is crucial to be informed about products and be familiar with how markets function [2].

The study will focus on consumer practices in the middle of the quarantine declaration that may lead to pandemic issues in Rizal, Nueva Ecija. The practices will be composed of the purchase decision with regards to the Product, Price, Promotion, time, location, and store aspects. The consumer, age, sex, civil status, educational attainment, occupation, monthly family income, and monthly expenditure for products will also investigate to improve the study. The study will not cover the consumer's behavioral factors or those aspects that might lead to the psychological aspects.

The researcher has the greatest aspiration to know the "Changes of Retail Consumer Practices during pandemic COVID19 in Nueva Ecija. Specifically, the objectives of this study are the following: to determine the profile of the consumer respondents in relations to age, sex, civil status, educational attainment, and monthly income; analyze the consumer practices; how the factors influence consumer practices and to answer if there is a significant relationship between profiles of the respondents and their consumer practices and the significant difference among the respondents' consumer practices of the six (6) barangays in Rizal, Nueva Ecija.

II.   MATERIALS AND METHODS

The descriptive method employed in conducting the study. It is concerned with situations or relationships that exist, opinions that are held, processes that are going on, evident effects, or trends that are developing. The study will focus on how consumers will buy products, how Price and Promotion will affect

their buying, the buying time, and where they will buy since the research is concerned with Rizal's existing consumer practices, Nueva Ecija, the most appropriate descriptive method. The researcher used a questionnaire-checklist as the primary instrument to gather the needed data in the study. This gathering data method is the most suitable for the sources of data, which provided the kind and quality of data that were very useful for the study. Also, respondents asked questions and remarks if they so desired.

Description of the Instruments.

The questionnaire divided into two parts. The first part is the Consumer profile, and the second, the practices of the consumers. Part 2 is the Factors affecting consumer practices that are sub-divided into two parts. The first part of Part 2 is composed of 6 sub-parts. Part 1 is composed of 6 items which is design to find out the considerations of consumer when it comes to Product bought. Part 2 is composed of 5 items which is designed to find out the consumer practices considering the prices of the Product. Part 3 is composed of 5 items which is designed to find out the effect of Promotion to consumer practices. Part 4 is composed of 7 items which is designed to find out the time of purchase of the consumers. Part 5 is composed of 6 items which is designed to find out the store location which the respondents buy their needed products. Part 6 is composed of 8 items which is designed to find out why consumers patronize a store. The second part of part 2 is the factors that influence the consumers in buying Products with considerations of; product, price, location, promotion.

III.   RESULTS AND DISCUSSION

According to the Nielsen Company's study, quoted by Startup Cafe (2020) publication, there was a globally manifested change in consumer behavior as the pandemic spread. Before that issue, the following are the results of the data gathered by the researchers. Table 1 shows a synopsis of the respondents' profile. As seen from the table, the number of respondents as to age dominated by people who belonged to age 38-48 with 33.33 percent, close behind in were people who belonged to age 27-37 with 33.05 percent. It means that the most of the respondents belonged aged 38-48. As to sex, female respondents dominated male respondents. Female respondents garnered 81.20 percent, and the male respondents garnered a percentage of 18.80 percent. It indicates that female respondents were the ones left at home to manage household chores. As to civil status, married people garnered the biggest percentage of the respondents with 80.34 percent. When it comes to educational attainment, respondents who finished their High School education got the biggest respondents with 48.72 percent. These revealed that the majority of the respondents established their own family after their high school years. When it comes to monthly income, respondents within the income bracket of 1,500-7,500 garnered the biggest percentage, 59.54 percent. These revealed that most of the respondents belong to the poverty line, and most of them were dependent on agriculture as a livelihood source. These also signifies that most of the respondents have no available money to avail of goods that will satisfy their "wants."

Consumer Practices

In Table 2, the respondents gave "very often" responses to these five items: I look for products with compatibility, rank 1, with a weighted mean of 4.41; I look for manufacturers' brand, rank 2, with a weighted mean of 3.93; I look for products simplicity, rank 3, with a weighted mean of 3.71; I look for Product with traceability, and I look for Product with speed both which are rank 4.5, with a weighted mean of 3.50. One item was rated by the respondents with "often," this is I look for products with symbolism, with rank 6 and a weighted mean of 3.42.

The findings signify that most of the respondents, when buying a certain product "very often" consider product compatibility; manufacturers' brand; triability of the Product; product speed; and product simplicity in the purchasing process. Further, the respondents "often" consider the product symbolism in the purchasing process.

	Frequency	Percent	Rank
16-26	55	15.67	**3**
27-37	116	33.05	**2**
38-48	117	33.33	**1**
49-59	53	15.10	**4**
60 and above	10	2.85	**5**
Gender			
Male	66	18.80	**2**
Female	285	81.20	**1**
Civil Status			
Single	57	16.24	**2**
Married	282	80.34	**1**
Widowed	12	3.42	**3**
Educational Attainment			
Elementary Graduate	39	11.11	**3**
High School Graduate	171	48.72	**1**
College Graduate	137	39.03	**2**
Master's Degree	2	0.57	**4.5**
Doctors Degree	2	0.57	**4.5**
Monthly Income			
1,500-7,500	209	59.54	**1**
8,000-13,500	111	31.62	**2**
14,000-19,500	23	6.55	**3**
20,000-25,500	3	0.85	**5**
26,000 above	**5**	**1.42**	**4**

Table 1. Summary of the Respondents Profile

Consumer Practice(Product Bought)	Weighted Mean	Verbal Interpretation	Rank
I look for products with compatibility	4.41	Very Often	**1**
I look for manufacturers brand	3.93	Very Often	**2**
I look for products with triability	3.50	Very Often	**4.5**
I look for Product with speed	3.50	Very often	**4.5**
I look for products with simplicity	3.71	Very Often	**3**
I look for products with symbolism	**3.42**	**Often**	**6**

Table 2. Product Bought

Table 3 reveals the weighted mean and verbal interpretation of the respondents' responses on consumer practices, particularly in the category prices of the Product.

Consumer Practice (Prices of Product)	Weighted Mean	Verbal Interpretation	Rank
I look for the Price first	4.53	Always	**1**
I compare prices before buying products	3.80	Very Often	**2**
I buy cheaper goods	3.27	Often	**4.5**
I prefer goods with free items	3.59	Very Often	**3**
I look for discounted goods	**3.27**	**Often**	**4.5**

Table 3. Prices of Product

The respondents gave "always" a response to the consumer practice; I look for the Price first. With a weighted mean of 4.53, this garners the highest rank of the answers with regards to the category "Price of the Product. Two items were rated "very often" these are: I compare Price before buying; and I prefer goods with free items. Also, two items were rated "often" these are: I buy cheaper goods, and I look for discounted goods.

This signifies that respondents "always" if not "very often" consider Price as a prime factor in their purchase decision process. Respondents were intelligent as they look for products that are discounted and are cheaper as compared to other products.

Table 4 reveals the weighted mean and verbal interpretation on the responses of the respondents on consumer practices particularly in the category promotion of Product.

Consumer Practice (Promotion of Product)	Weighted Mean	Verbal Interpretation	Rank
I am influenced by advertisement	3.30	Often	**1**
Attracted to buy products that are displayed in a store shelf	2.84	Often	**3**
I am influenced by direct sales	2.76	Often	**5**
I prefer products with sales promotion	2.79	Often	**4**
I am influenced by personal selling	**2.86**	**Often**	**2**

Table 4. Promotion of Products

The respondents gave "often" as a response to all these five items: I am influenced by advertisement, rank 1, with a weighted mean of 3.30; I am influenced by personal selling, rank 2, with a weighted mean of 2.86; Attracted to buy products that are displayed in a store shelf, rank 3, with a weighted mean of 2.84; I prefer products with sales promotion, rank 4, with a weighted mean of 2.79; and direct sales influence me to rank 5, with a weighted mean of 2.76.

These signify that most of the respondents are buyers who used their critical thinking when buying a product. They are buyers who did not easily believe in an advertisement but rather study its every detail. "Often," if not always, advertisements persuade them to buy a particular product in their purchase decision making.

Moreover, respondents "often" effect by the different forms of Promotion, such as personal selling and direct sales, benefit them with less time, effort, and money. Also, they "often" affected by the display of different products on a shelf, as in the case of impulsive buyers, who were easily attracted by different products' availability. Finally, buyers were "often" affected by the different sales promotions employed by different businesses. Table 5 reveals the weighted mean and verbal interpretation of the respondents' responses to consumer practices, particularly in the category time of purchase.

Consumer Practice (Time of Purchase)	Weighted Mean	Verbal Interpretation	Rank
I shop goods every 30th of the month	3.18	Often	**1.5**
I shop goods every 15th and 30th of the month	3.18	Often	**1.5**
I shop goods every weekends	2.86	Often	**4**
I shop goods every weekdays	2.69	Often	**6**
I shop goods every morning	2.98	Often	**3**
I shop goods every afternoon	2.67	Often	**7**
I shop goods after the work	**2.78**	**Often**	**5**

Table 5. Time of Purchase

As seen from the table, the respondents gave "often" as a response to all consumer practices regarding their time of purchase. These practices include: I shop goods every 30th of the month, and I shop goods every 15th and 30th of the month both have rank 1.5 and a weighted mean of 3.18; I shop goods every morning, rank 3, with a weighted mean of 2.98; I shop goods every weekends, rank 4, with a weighted mean of 2.86; I shop goods after work, rank 5, with a weighted mean of 2.78; I shop goods every weekdays, rank 6, with a weighted mean of 2.69; and I shop goods every afternoon, rank 7, with a weighted mean of 2.67.

These signify that when it comes to purchasing, respondents "often" buy goods with the available time they have. It also shows that respondents "often" buy goods every 15th and 30th of the month because of money availability, as 15th and 30th are the payday schedule. Moreover, the study signifies that respondents no specific times buy goods because the need for a product is unpredictable. Table 6 reveals the weighted mean and verbal interpretation of the respondents' responses on consumer practices, particularly in the category store Location.

Consumer Practice (Store Location)	Weighted Mean	Verbal Interpretation	Rank
I shop or buy goods within Rizal	3.95	Very Often	**1**
I shop or buy goods in other places	3.18	Often	**5**

I shop or buy goods in public market	3.52	Very Often	**2**
I shop or buy goods in grocery stores	3.45	Often	**3.5**
I shop or buy goods in sari-sari store	3.02	Often	**6**
I shop or buy goods near in our house	**3.45**	**Often**	**3.5**

Table 6. Store Location

As seen from the table, respondents gave "very often" responses to two items: I shop or buy goods within Rizal, rank 1, with a weighted mean of 3.95; I shop or buy goods in the public market 2, with a weighted mean of 3.52. Respondents also gave "often" responses to four items: I shop or buy goods in the grocery store, and I shop or buy goods near in our house both have rank 3.5 and a weighted mean of 3.45; I shop or buy goods in other places, with rank 5, with a weighted mean of 3.18; and I shop or buy goods at a sari-sari store, rank 6, with a weighted mean of 3.02.

The study revealed that "very often" respondents shop or buy goods within Rizal due to less cost (travel expense) and time availability. For bargaining where a buyer may induce Lower the Price of a certain good, respondents "very often" shop or buy goods at the public market.

These also signify that respondents "often" buy goods in other places as in the instance that they were already in that place. Moreover, respondents "often" shop or buy goods in grocery stores and sari-sari stores near their houses. These also indicate that "very often" respondents shop or buy goods within Rizal for the reason of accessibility. As in buying perishable goods, it is more practical for the respondents to buy these kinds of goods within their vicinity to maintain its freshness.

Table 7 reveals the weighted mean and verbal interpretation of the respondents' responses on consumer practices, particularly in the category Store reputation or the reason why respondents buy goods in a retail store.

Consumer Practice (Store Reputation)	Weighted Mean	Verbal Interpretation	Rank
Products are neatly arrange	4.13	Very Often	**1**
Inventories are always new	3.85	Very Often	**3**
Products are always available	3.94	Very Often	**2**
Wide selections of products	3.77	Very Often	**6**
Standard quality	3.80	Very Often	**5**
Store accepts return products	3.49	Often	**8**
It is known store	3.59	Very Often	**7**
Sales people are courteous and polite	**3.84**	**Very Often**	**4**

Table 7. Store Reputation; reasons why people shop or buy goods in a retail store

The respondents gave "very often" responses to these seven items: Products are neatly arranged, rank 1, with a weighted mean of 4.13; Products are always available, rank 2, with a weighted mean of 3.94; Inventories are always new, rank 3, with a weighted mean of 3.85; Salespeople are courteous and polite, rank 4 with a weighted mean of 3.84; Standard quality, rank 5, with a weighted mean of 3.80; wide selections of products, rank 6, with a weighted mean of 3.77; It is known to store, rank 7, with a weighted mean of 3.59. Respondents rated "often" this single item; store accepts return products, rank 8, with a weighted mean of 3.49.

It indicates that "very often" these factors affect the respondents why they are shopping or buying goods in a retail store. It ranges from how the products appeal to the eye (proper arrangement); products are always new, available, in standard quality with wide selections, and with people who are courteous and polite. These factors mentioned above "very often" ensure a retail store to persuade their target consumers. With the right combination of product availability and standard quality with a courteous and polite salesperson, there is no excuse for the company not to succeed and eventually reach its goals and objectives and establish consumer loyalty in patronizing the organization. Somehow this will also help the organization outrun its rival in the market that offers the same service.

Also, respondents "often" shop or buy goods in a retail store with a policy of "changing defective product." This policy often affects the consumer on their redress rights and their feeling of being secured to buy or shop in that retail store.

Factors that influence the consumer to buy or shop in a retail store

Table 8 reveals the weighted mean and verbal interpretation of the respondents' responses to Factors that influence a consumer to shop or buy goods in a retail store.

Factors	Weighted Mean	Verbal Interpretation	Rank
Product	4.16	Very often Influence	**1**
Price	4.15	Very often influence	**2**
Location	3.11	Often influence	**4**
Promotion	**3.36**	**Often influence**	**3**

Table 8. Factors that influence a consumer to shop or buy goods in a retail store

The respondents gave "very often influence" responses on two factors: Product, rank 1, with a weighted mean of 4.16; and Price, rank 2, with a weighted mean of 4.15. Two items were rated "often influence": Promotion, rank 3, with a weighted mean of 3.36, and location, rank 4, with a weighted mean of 3.11.

These indicate that respondents "very often" influences by the product offering of a retail store range from product availability, quality, wide selections, and variety. These also indicate that price "very often influence" respondents to shop at a retail store. In today's situation where everyone experiencing a financial crisis, consumers are Price conscious. They usually look for a retail store that offers Product at a lower price to purchase the right quantity of their needed commodities that is equal to the budget they have. Similar to the study of Gordon (2006), he emphasizes that consumers' perceptions of micro-retail location corresponded only partially to the principles of shopping center design and the results of the study of Powers and Loyka [4]. The results indicate that adaptation is greatest for distribution, followed by Price, Promotion, and Product. Market factors influence product adaptation, price adaptation is influenced by market and industry factors, promotion adaptation is influenced by market factors, and distribution adaptation is influenced by company factors. Meanwhile, Kim and Lee (2008)[5] accentuate that consumers who were more satisfied with apparel purchases from a retail channel purchased the products more frequently via that retail channel.

Promotion and Location "often influence" respondents to shop at a retail store. For busy people, location is what matters. Promotion, on the other hand, is an effective factor top to attract the consumer. The proper display of commodities in a retail store that pleases the consumer's eye, especially to the impulsive buyer, is somewhat effective.

Comparison of Respondents' Consumer Practices and Factors influences them to buy or shop in a Retail store when grouped according to barangays.

Source of Variation	Ss	df	MS	F	F-critical	Decision	Interpretation
Between Groups	16.81675	5	3.363351	6.647088	2.240076	Reject Ho	significant
Within Groups	175.0721	346	0.505989				
Total	191.8888	**351**					

Table 9. Comparison of Respondents' Consumer practices on Product Bought

Table 9 shows the obtained F value of 6.647088, while the F critical required at 0.05 level of significance with 5/346 degrees of freedom (df) was 2.240076. This leads to the rejection of the null hypothesis. Further, this means a significant difference among the respondents' consumer practices on Product bought. According to Louden and Bitta, "consumer behavior is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services." Marques et al. (2012) [6] study that the most important environmental determinant of customer satisfaction is the variety of products.

Source of Variation	Ss	df	MS	F	F-critical	Decision	Interpretation
Between Groups	13.6018	5	2.720359	5.073247	2.240076	Reject Ho	significant
Within Groups	185.5309	346	0.536217				
Total	199.1327	**351**					

Table 10. Comparison of Respondents' Consumer practices on Prices of Product

As seen from table 10, the obtained F value of 5.073247 is higher than the computed F critical value of 2.240076 at a 0.05 level of significance with 5/346 degrees of freedom (df). These leads to the rejection of the null hypothesis. Therefore, there is a significant difference among the respondents' consumer practices on Prices of the Product. According to the study on the relationships of product group's perception of Desai and Talukdar (2003)[7], the findings help to identify focal product categories across distinct consumer segments and thus hold important strategic implications for category management and target marketing that are likely to increase the overall effectiveness of retail promotional strategies.

Source of Variation	Ss	df	MS	F	F-critical	Decision	Interpretation
Between Groups	7.952314	5	1.590463	1.791467	2.240076	Accept Ho	Not significant
Within Groups	307.1785	346	0.887799				
Total	315.1308	351					

Table 11. Comparison of Respondents' Consumer practices on Promotion of Product

Based on table 11, the obtained F value, 1.791467, falls within the critical value of 2.2400786 at a 0.05 level of significance with 5/346 degrees of freedom (df). This means there is no significant difference in the respondents' consumer practices on the Promotion of the Product. This leads to the acceptance of the null hypothesis as there is statistical proof that there exists a significant difference among the consumer practices on the Promotion of the Product. Similar to the results of the study on the effect of sales promotion, when the value of the Promotion is low, and the retailer has a positive reputation, consumers have more positive deal attitudes and purchase intentions when offered a markdown vs. coupon [8]. Lee and Yi (2018)[9], in their study "Retail is Detail," prove that retailers often use the promotion strategy of offering supplementary products (e.g., free-gift, bundle) to attract consumers and increase sales.

Source of Variation	ss	Df	MS	F	F-critical	Decision	Interpretation
Between Groups	5.968503	5	1.193701	2.029918	2.240076	Accept Ho	Not significant
Within Groups	203.4666	346	0.588054				
Total	209.4351	351					

Table 12. Comparison of Respondents' Consumer practices on Time of Purchase

The obtained F value falls within the critical value at 0.05 level of significance with 5/346 degrees of freedom (df). This means there is no significant difference among the respondents' consumer practices on Time of Purchase. Therefore, the null hypothesis is accepted. The empirical assessment supports that hedonic shopping styles consumers exhibit a high level of habitual, brand consciousness, fashion consciousness, and conscious recreational style have lower levels of satisfaction and purchase intention during mall shopping. In contrast, novelty and fashion-conscious style consumers have lower satisfaction levels but do not unveil lower purchase intention [10].

Source of Variation	ss	df	MS	F	F-critical	Decision	Interpretation
Between Groups	4.034266	5	0.806853	1.523795	2.240076	Accept Ho	Not significant
Within Groups	183.2078	346	0.529502				
Total	187.2421	351					

Table 13. Comparison of Respondents' Consumer practices on Store Location

Table 13 shows the calculated F value of 1.523795, while the F critical required at 0.05 level of significance with 5/346 degrees of freedom (df) was 2.240076. This leads to the rejection of the null hypothesis, "there is no significant difference among the respondents' consumer practices on Store Location." Like Foxall and Hackett's (2006)[12] study on consumers' perception, consumers' perceptions of micro-retail location corresponded only partially to shopping center design principle.

Source of Variation	Ss	df	MS	F	F-critical	Decision	Interpretation
Between Groups	22.34927	5	4.469854	7.663937	2.240076	Reject Ho	significant
Within Groups	201.7983	346	0.583232				
Total	224.1475	351					

Table 14. Comparison of Respondents' Consumer practices on Store Reputation

The computed F value 7.663937 which is higher than the F-critical 2.240076 at 0.05 level of significance with 5/346 degrees of freedom (df), was seen from the above table 2.240076. These lead to the rejection of the null hypothesis there is no significant difference among the respondents' consumer practices on Store reputation. The finding means that there is a significant difference among the respondents' consumer practices on Store Reputation as anchored on the results of a study of Shin *et al.,* (2015), that information benefit and psychological benefit result in positive psychological satisfaction and social satisfaction, which in turn leads to positive store attitude in retail customers.

Source of Variation	Ss	df	MS	F	F-critical	Decision	Interpretation
Between Groups	16.49456	5	3.298912	4.328192	2.240076	Reject Ho	significant
Within Groups	263.7183	346	0.762192				
Total	280.2129						

Table 15. Comparison of Respondents' on factors that influence them to buy or shop in a Retail store

As shown in Table 15, F value 4.328192 is higher than the F-critical 2.240076 at a 0.05 level of significance with 5/346 degrees of freedom (df). It means that the hypothesis "there is no significant difference among the factors that influence a consumer to buy or shop in a retail store is rejected." This leads to the findings that "there is a significant difference among the factors that influence a consumer to buy or shop in a retail store.
Table 16 shows the summary of the comparison of the respondents' consumer practices and factors influencing them to shop or buy in a retail store when grouped as to their barangays.

As seen in table 16, three (3) out of six consumer practices have a significant difference. These are Product Bought, Prices of Product, and Store Reputation. The table above further shows a significant difference in the factor influencing them to buy or shop in a retail store.

Table 16. Summary of Anova Table

Consumer Practices and Factors	DF	F	F-critical	Interpretation
Product Bought	5/346	6.647088	2.240076	**Significant**
Prices of Product	5/346	5.073247	2.240076	**Significant**
Promotion of Product	5/346	1.791467	2.240076	**Not significant**
Time of Purchase	5/346	2.029918	2.240076	**Not significant**
Store Location	5/346	1.523795	2.240076	**Not significant**
Store Reputation	5/346	7.663937	2.240076	**Significant**
Factors	**5/346**	**4.328192**	**2.24007**	**Significant**

Marketing strategy for small scale enterprises before pandemic in Rizal, Nueva Ecija.

As a result of the study, marketing strategy Price-Product is a good marketing strategy. This means the right combination of these two P's of marketing greatly influences the consumer. The study's implications both challenges accepted wisdom about environment-related consumer behavior. For retail stores having the right kind of Product with the reasonable Price within that Product will establish a good relationship with the consumers. Thus, the right people to manage the retail store are also important for the retail store's strategic marketing system. Nataliia Havlovska et al. (2020)[11] on their study, strategic adaptation is one of the effective approaches of enterprise management, which is base on implementing safety-oriented management, taking into account current dangers, threats, and risks.

IV. CONCLUSIONS AND RECOMMENDATIONS

Marketing is known as the lifeblood of an organization. It is perhaps the most important phase in the conduct of the business. Thus, creating an effective marketing strategy that will ensure the organization's goals and objectives is necessary. In the business arena, where competition is very stiff, marketing will spell the organizations' difference from its competitors. In the day to day activity of a business, marketing is said to be indispensable. It starts with identifying customers, as to their needs or wants, their expectations, and satisfaction. These factors are of great help to businesses for them to persuade consumers to buy to their retail store fully. Thus, this study has some implications for business administration. Adapting an effective marketing strategy will help the company towards its success. Retail stores should evaluate the question of what, why, when, where, and how consumers buy their needed Product. By doing so, retail stores will have an in-depth knowledge of the right combination of the 4P's of marketing and what Product to offer, how much is the Price, what kind of Promotion is needed, and where is the right location for the business. Thus, the right combination of these 4P's of marketing will help the retail stores. Retail stores should strengthen their marketing strategy to establish a good relationship with consumers. Thus, creating loyalty to the store. Retail stores should adapt a marketing strategy to persuade consumers who shop or buy products in other places. Continuous evaluation of consumer practices is a must for retail stores to cater to their needs. A retail store should devise a marketing strategy that will effectively influence consumer buying behavior. Sunil (2015)[13], to maintain and grow in a competition, the retailers need to understand the purchasing behaviour and factors influencing purchase behaviour of consumers. To establish patronage and to attract more consumers to shop or buy on their retail store. Also, continuous research on the needs and wants of consumers is imperative. Changes in consumer practices occur from time to time. Therefore, marketing is the best way to understand these changes that will take place in consumer practices. A similar study must conduct to focus on the post-pandemic crisis on the same topic.

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