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CONSUMER INSIGHTS TOWARDS HOUSEHOLD SHOPPING; WITH SPECIAL REFERENCE TO SHOPPERS BUYING PATTERNS IN SAUDI ARABIA

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Abstract:

The retail division has seen a standard shift in the world. Organized retailing is growing the entire thought of shopping concerning to the buying behavior. In this research, researchers focused on the behavior of customer mainly on purchasing pattern; consumers preferred location and the timing of visit to the shop. The objective of this study is to analyses consumer-shopping behavior in retail stores in Saudi Arabia. Furthermore, this study intends to analyses the consumer shopping behavior dimensions and to measure the consequence of demographic variables on their shopping behavior. Concerning to this study, the data was obtained through online and offline with the self-administered questionnaire to the 212 respondents of Saudi Arabia in 2017. The information was assessed with suitable descriptive statistics. To check the validity of the hypothesis Chi^2 test has been utilized, and results were interpreted accordingly in the article.

Keywords:

Consumer Behavior, Perception, Household, Retailing, Shopper Insights, Saudi Arabia

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1. Introduction:

Consumer behavior studies deal with customer identification and buying behavior patterns. These studies aim to determine that who, where, when and how customer buy. The customer is a buyer of a product or service. The consumer is a user of a product or service. However, we are primarily interested in the behavior of customer shopping behavior and preferences rather than consumer preferences. Client configuration includes many characteristics, such as age, gender, colour, education, economic status, class, profession, religion, nationality, origin, and so on. Consumption and purchasing behaviour is affected by these characteristics, and the relative importance of each of these components varies greatly depending on the nature of the problem.

Retailing is a combination of activities involved in selling or leasing goods and services to the consumer directly to end consumers for personal or household use. Retail sellers are always eager to know the behaviour of the customer, which consists of understanding the purchasing behaviour of the shopper, for example, how, what, when, where and why buy and buy. The response of the retail client is a combination of elements of psychology, sociology, social psychology, anthropology and economics. Marketers always try to understand the decision-making process of the buyer, either individually or in groups and their behaviour variables. The increase in income and occupation levels has changed the buying behaviour of customers and customers become more comfortable taker than in the past. Therefore, marketers required having the always better understanding of consumers or shopper behaviour, customer attitudes and the way to influence, satisfy their needs and wants. Also, to develop successful retail marketing strategies, retailers must understand consumers correctly so that they can respond and anticipate their needs proactively. In addition, this study will help marketers to adapt and optimize their marketing campaigns more efficiently to reach the current consumer choices. Therefore, this present study is an attempt in this direction.

2. Literature Review:

2.1. Customer Satisfaction:

The researcher is referring the various studies related to consumer behaviours and retail shopping. Belch and Belch (2007) state shopper behaviour as the method and activities people engage in when exploring for, selecting, purchasing, using, evaluating, and disposing of products and services to satisfy their needs and desires. Shopper satisfaction is the most impressive intangible assets. Comparable to the feature of service, it can be accomplished by meeting customer expectations (Oliver, 1980; Boulding, Kalra, Staelin, & Zeithaml, 1993; Bahia, Paulin, & Perrien, 2000; Homburg, Koschate, & Hoyer, 2006; Jayasankaraprasad & Kumar, 2012). The broad field is one, which has been broadly studied. It is examined and reviewed by (Wahyuningsih and Chris Dubelaar (2004), Lennart Schirmer (2007) In their investigations, they have inferred that companies need to identify each segment of consumers to satisfy their shoppers, whether they are passive, rational-active, or relational-dependent consumers.

Customer satisfaction is a function of the contrast between the recognition of previous customer expectations and purchases the same service (Oliver, 1980; Anderson & Sullivan, 1993). The fact that more and more high-value customers in the long term and will bring significant benefits to regulate the retail trade with the most significant revenues (Zeithaml, Berry, & Parasuraman, 1996; Cronin, Brady, & Hult, 2000, Aaker & Jacobson, 1994). Studies have emphasised the importance of the relationship between quality of service and customer satisfaction (Cronin and Taylor, 1992). If the retailer can evaluate the purchasing behaviour and its recognition of the client using the experience in the field of quality retail would enable long-term relationship. Besides, for the customer loyalty, retail organisation always require to create and sustain good quality and better services. (Dabholkar, Thorpe, and Rentz, 1996), (Oliver, 1980; Boulding, Kalra, Staelin, & Zeithaml, 1993; Bahia, Paulin, & Perrien, 2000; Homburg, Koschate, & Hoyer, 2006; Jayasankaraprasad & Kufar, 2012).

A research executed by Christensen 1999, notes that out shopping is inversely associated with the size of the town of residence. Some researchers have observed shopping as a leisure activity (Jackson 1991, Newby 1993). Other relevant studies addressed the interaction between the physical infrastructure and consumers' choice of retail outlets. Fernie viewed at the retail shifts in the United Kingdom and included a reflection of the logistical consequences of the advancements. The Robert V Kozinets & John F Sherry (2002) and Dawson John (2000) has described the flagship brand stores as a frequently accepted venue employed by marketers to develop connections with purchasers. Besides, it was asserted that, as consumer move notably into an experience economy in the new millennium, retailers are cultivating the flagship brand store into new designs such as the themed retail kind market. Aforementioned unique form not only encourages a more engaging experience of the brand's essence but also meets purchasers looking for relaxation beside their purchasing.

2.2. Retail Shopping and consumers behaviour in Saudi Arabia:

Organized retailing/ supermarket industry has had a significant impact on the overall economy in most countries. A wide range of segments like a high percentage of young population, high disposable income will provide attractive opportunities and focus on the growth of the retail sector. Also, retail and food industries, including supermarkets and hypermarkets, as a result, to encourage the government to support the economy it is now increasingly expanding in Saudi Arabia, and it is ranked 14th in 2011 (Shabat et al., 2012). McCarthy (1981) indicates that the supermarket has been a self-service, retail markets, and a large store that specialises in food products, in particular, the sale of food and household goods selected. To understand the behaviour described by Yavas and Cecil,1984. Saudi Arabia in the retail sector, according to (Zawya, 2006), is one of the areas that snowball and new demand for consumer goods. Consumers now prefer to shop at the supermarket trendy shops and supermarkets for a variety of reasons. First, to the young people and the public, it has been developed to shop from the Western-style shopping from the supermarket. Second, older people prefer the supermarket because it is convenient (Daniel P. Hampson, Peter J. McGoldrick). Third, at the supermarket, because there is a playground where parents can make it possible to shop while entertainment for children, because of the conservative nature of Saudi society, has been seen as a place for family entertainment (Al Rajhi Capital, 2010). A retail store that can be estimated in these facilities' sale (hypermarkets and supermarkets) is the perfect place to Saudi Arabia from the family can relax (Al Rajhi Capital, 2013). On the other hand, shop corner of Saudi Arabia about 200,000 restaurants in the store mainly for low-income (Al Kathery, 2011). Organized retailing depends on at several circumstances same socio-economic, changing income profile, shifting the role of women, age determinants and finally dynamic role of the banking system - make a dynamic impact on organised retailing in KSA as well as growth (Rahman M.N, 2015).

In addition, Al Kathery (2011) expected that the behaviour of Saudi Arabia shoppers different from the claim that so far, 60% of consumers purchased from supermarkets and hypermarkets, about 6% of the purchase of the small shop. Currently, in addition to the rapid growth of online shopping, a number of retailers that sell goods and services online and it became the leading channel to expand the market locally and internationally (Alam and Elaasi, 2016).

Various investigations accentuate the probable coexistence of different store formats, and others point out the relationship between the type of store and the type of products. These studies show that, while specialized and traditional stores remain preferred for fresh products, hypermarkets are preferred for shopping in general, and for frozen food, groceries and beverages.

According to the study done by the (Abunar & Alam, 2016[1]), it was discovered that buyers were having different opinion towards products availability and price charged by the organized retailer during shop. The result indicates that customers check product quality first and foremost significant concern when they consider to buying the products from the super/ hypermarket (Abunar & Alam, 2016[1])". Another study investigates that buyers were having different opinion towards products availability and price charged by the organized retailer during shopping. The reach of supermarket and abilities to supply all the demanded things by the supplier to the respondents had given more attention to visit the shop. The competitive price and the selection of assets are the auxiliary factors to the Saudi consumers (Abunar & Alam, 2016[2]). Additionally, it has been concluded that retail buying is dependent on various factors like socio-economic, changing income profile, changing the role of women, age factors and finally dynamic role of the banking system - make an instrumental impact on organized retailing in KSA. Besides, the retail sector will be the first successor to increase within the KSA at a regional level, as shopper choices move via smaller firms to large firms like supermarkets and hypermarkets.

2.3. Research Gap:

In several studies, we found that customer satisfaction is an essential factor to achieve business objectives. Retailers, in recent time, are trying to develop a new and useful strategy to meet the needs of the consumer. Although much research has been undertaken to determine the strength of consumers' attitudes and it is evolving factors to measure the consumer retail shopping behaviour these days. Despite the implementation of many types of research inside the region as well as around the world towards the customer shopping behaviour of the retail market, in general, there is still room for to identify and measure the pattern of the shopper buying behaviour and its success factors to achieve the goals the marketer. In fact, there are research gaps on the study of consumers and their shopping patterns in the literature, and it does not cover yet in detail especially to the visiting and shopping pattern of the shoppers in KSA. Consequently, the present study is an attempt in this direction.

2.4. The questions to be answered in the study:

➢ What are the consideration factors of shoppers for buying the household products?

➢ What are the preferred shopping schedules of the shopper for household goods shopping and does shopping pattern vary with working status and income wise of the customers?

➢ What are the preferred locations of shoppers they usually go for shopping and does shopping location preference varies with income of consumers?

➢ What are the preferable distances for the household shopping and does it varies with the working status of the consumers?

➢ What are the preferred modes of buyers usually they prefer for household shopping?

2.5. Objectives of the Study:

❖ To investigate the major factors of consideration when they buy the household products.

❖ To explore and compare the household shopping schedule preferences and to know the variation in the working status, and income of the consumers.

❖ To understand the respondent's excellent retail shopping Location and to know the relationship with their income.

❖ To evaluate the respondent's preferable distance for household shopping and to see its relationship with working status of the consumers.

❖ To assess the respondents' opinion about the preferable mode of shopping they usually prefer for household shopping.

2.6. Research Hypothesis:

To ascertain the buying behaviours of consumers the following null and alternative (none directional) hypotheses were formed:

✓ $H_{o1:}$ There is a no relationship of consumer shopping schedule with working status, and with income.

$H_{a1:}$ There is the relationship of consumer shopping schedule with working status and Income.

✓ $H_{o2:}$ There is a no variation in retail shopping Location preferences with the income of the consumers.

$H_{a2:}$ There is a variation in retail shopping Location preferences with the income of the consumers.

✓ $H_{o3:}$ There is no relation to the preferred distance of retail shopping with working status of consumers.

$H_{a3:}$ There is the healthy relationship in the preferred distance of retail shopping with working status of consumers.

3. The Methodology of Research:

Present research work is descriptive wherein a survey (primary data) was conducted of 212 respondents in Saudi Arabia in the year of 2017. For the study, the convenience sampling method was applied. Moreover, close-ended, self-structured questionnaire through online and manual survey was gathered. After collecting, the information it was evaluated with suitable descriptive statistics. Special care has been given to reduce the errors in the investigation. The Chi2 test, at 95 % confidante level has been chosen to examine the soundness of the concept using online statistical software, and hence results were interpreted accordingly in the article.

4. Result Analysis and Discussions:

Table 1: Demographic Information Of Respondents.

Level		Counts	Proportion	p
1. Gender:	Female	52	0.245	< .001
	Male	160	0.755	< .001
2. Age:	26 to 35	78	0.368	< .001
	36 to 45	64	0.302	< .001
	46 -55	28	0.132	< .001
	56 and above	18	0.085	< .001
	Less than 25	24	0.113	< .001

3.Educational Level:	Graduate degree	92	0.434	<.063
	High School	10	0.047	< .001
	More than graduate	76	0.358	< .001
	Undergraduate degrees	34	0.160	< .001
4.Working Status:	Governmental employ	44	0.208	< .001
	Private employ	126	0.594	<.007
	Self-employed	8	0.038	< .001
	Student	26	0.123	< .001
	Unemployed	8	0.038	< .001
5. Nationality:	Non Saudi (Expatriate)	48	0.226	< .001
	Saudi	164	0.774	< .001
6.Monthly family income level (in S.R):	Less than 5,000	16	0.075	< .001
	11000-15000	52	0.245	< .001
	16000-20000	46	0.217	< .001
	21000-25000	44	0.208	< .001
	6,000-10000	24	0.113	< .001
	Above 25000	30	0.142	< .001
7.Region (Province):	AlMadinah Munawwarah	6	0.028	< .001
	Al Qassim	2	0.009	< .001
	Al Riyadh	8	0.038	< .001
	Al-baha	2	0.009	< .001
	Eastern Province	6	0.028	< .001
	Jeddah	36	0.170	< .001
	Jordanian	2	0.009	< .001
	Makkah	149	0.703	< .001

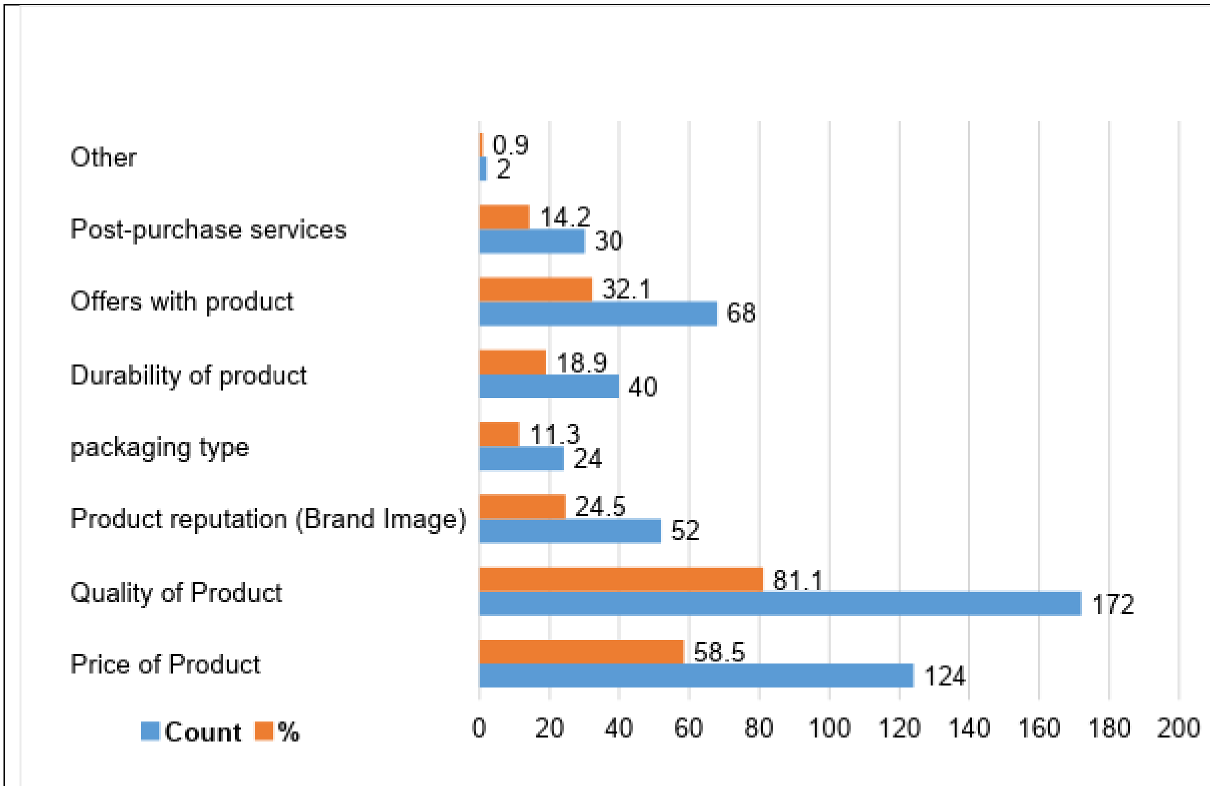
(Abunar & Alam, 2017)

From the Table 1, the demographic information of the respondents can be seen. A percentage of 75.5% of the total sample (N=212) were male and the rest of the sample 24.5% were female. Majority 36.80% of the respondents belongs to the age group range 26-35 years followed by 36-45 age range 30.2%, between 46-55 ages range 13.2%, less than 25 age 11.3% and above 56 age was 8.5% respectively. In conclusion, about 80% of the respondents belong to the range between 26-55 years of the age group. Educational level of interviewees was most of them graduate degree 43% followed by high graduate degree 35.8%, holding undergraduate degree 16% and very few had high school passed 4.7%. Regarding the job status of the Respondents' it can also be seen in table 1 that majority 59.4% were private employed followed by government employed 20.8%, the student 12.3%, and the rest were unemployed 3.8% of the respondents. Furthermore, the above table shows that the income levels of the participants; more than 80% of the participants belong to the monthly family income range of higher than11, 000/- SR and more. Less than 20% of the respondents belong to the regularly less than 11000 SR of their monthly family income. This sequence shows that the majority of the population belongs to the higher middle-income class of the society. As far as geographical location is concerned majority 87.3% belongs to the Makkah region followed by Al Riyadh 3.8%, Al Madinah Munawwarh, Eastern Province was 2.8% respectively of the sample size (Abunar & Alam, 2017).

From the figure 1, it was affirmed that quality of the product (81%) was highly preferred consideration by the customers followed by price of product (58%), offers with the products (32%), product reputation (brand image) (24%), Durability of the product (18.9%) and then post-purchase services (14.2%), packaging type (11.3%) and others factors (0.9%) were selected by the consumers with total multiple selection. From this finding, it is further stated that 80% of the sample respondents have given the important factors of the shopping considerations to the quality of products, price offers with the products and brand image of the products with the household's items. It is 33%, 24.17%, 13.33%, and 10%, respectively. Followed by the durability of the products (7.87), post-purchase services (5.97%), and packaging (4.71%). Hence it also proves the study was done (by Salah and Alam in the year 2012) that quality of the households products should be given highest important to retail sectors, the price (cost of the product) and shall be considered to attract for more purchase by the retailers. This finding also validates the previous investigation done by the researchers in this area.

Figure 2, indicates that majority of the shoppers' schedule to visit for shopping is once per weak followed by once per month. Approximately one per fortnightly and only very meagre percentage of respondents showed their intention that they visit the shop daily in this order 50%, 32%, 12%, and 4.7% respectively. Besides, it can be seen that 82 % of the shoppers visit the retail shop for their household needs either once per weak or once per month. From the table 2; it can be investigated that the respondents visiting the once per week and once per month schedule basis are employed person who has their job status in private sectors or government sector. They are money-earning people. Hence, it shows the trend that rare items like foodstuff (convenience product) and the small money involved items they use to visit every weekend and for further needs that can be postponed further to wait for the salary, they visit the monthly shop basis. It is the excellent indication for the retail marketers who sold household items they can take the benefit of this trend. The marketer can attract the customers through offers and price caring on a monthly basis. As the shoppers have their monthly salary basis so this is the excellent time to grab the attention of customer to take their attention mainly for the shopping products hence the sales offers shall be used for the shopping products during the last week of the month and the first week of the month. The majority of the respondents who visit for the shop weekly and monthly basis they belong to the income range of more than SR 5000/- earnings. It is interesting to say that the respondents who have less than SR 5000/- earning monthly they do not show any trends in visiting schedule shopping. They are visiting for shopping with the entire schedule almost identical pattern showing for them (See the Table: 3). Thus, it can be advised that marketers should attract the shopper of less than five thousand Saudi Riyal monthly earnings always. Moreover, for above income group of the shoppers, any offers and the attraction measure shall be weakly for the daily needs products and the shopping products monthly basis will be highly efficient to grab the customer satisfaction and as well as the benefit to the marketers.

Figure 1: Factors of Household Buying Considerations By the Shoppers



Ho1: There is a no relationship of the consumer-shopping schedule with working status, and with the Income of the consumers. The Chi-square independent test calculated p-value is < .001 for both variables (See the Table 2 and Table 3). The result value is less than the table value that is significant at $p \leq 0.05$. Therefore, it can be verified that there is an essential relationship of the consumer-shopping schedule with working status, and the Income of the shoppers, so the null hypothesis is rejected, and alternative hypothesis will be accepted.

Figure 2: Respondents shopping schedule for the shopping of household goods

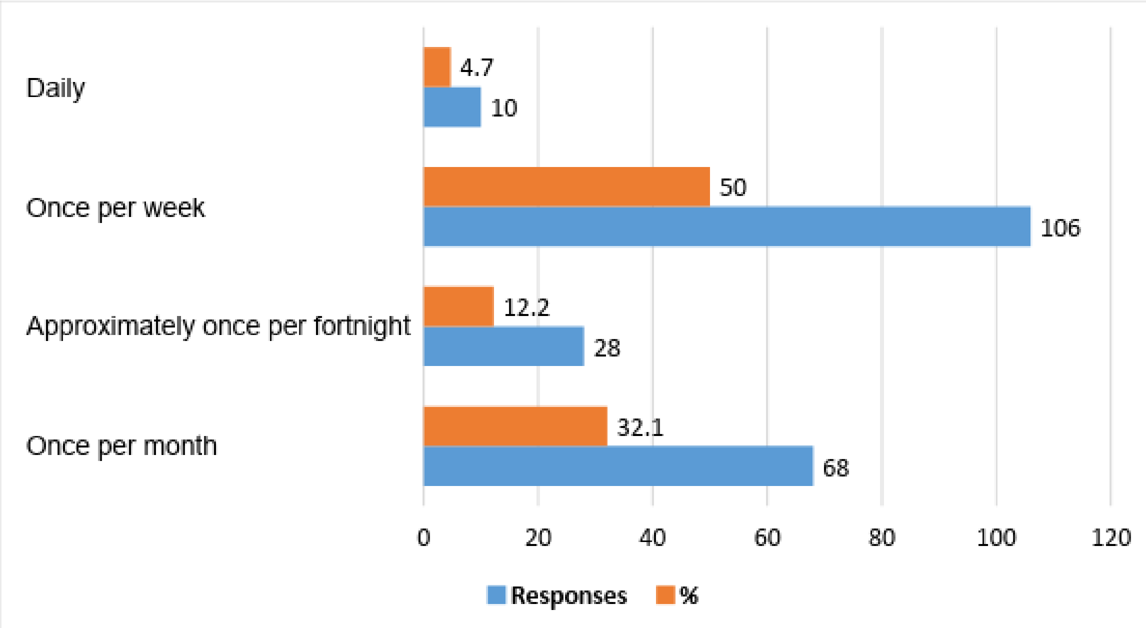


Table 2: Respondents shopping schedule relation with working status for the shopping of household goods

What is your current working situation?	How many times do you go for household goods shopping? Approximately once per fortnight	Daily	Once per month	Once per week	Total
Governmental employ	6	6	10	22	44
Private employ	18	2	32	74	126
Self-employed	0	0	4	4	8
Student	2	2	16	6	26
Unemployed	2	0	6	0	8
Total	28	10	68	106	212

Chi-Squared Tests

	Value	df	p
X^2	38.97	12	< .001
N	212		

Table 3: Respondents shopping schedule relation with working status for the shopping of household goods

Your monthly family income level (in S.R).	How many times do you go for household goods shopping?				
	Approximately once per fortnight	Daily	Once per month	Once per week	Total
Less than 5,000	2	4	6	4	16
6,000-10000	0	0	6	18	24
11000-15000	10	0	16	26	52
16000-20000	6	4	18	18	46
21000-25000	4	0	16	24	44
Above 25000	6	2	6	16	30
Total	28	10	68	106	212

Chi-Squared Tests

	Value	df	p
X^2	36.83	15	0.001
N	212		

Figure 3: Respondents preferred Location for household shopping

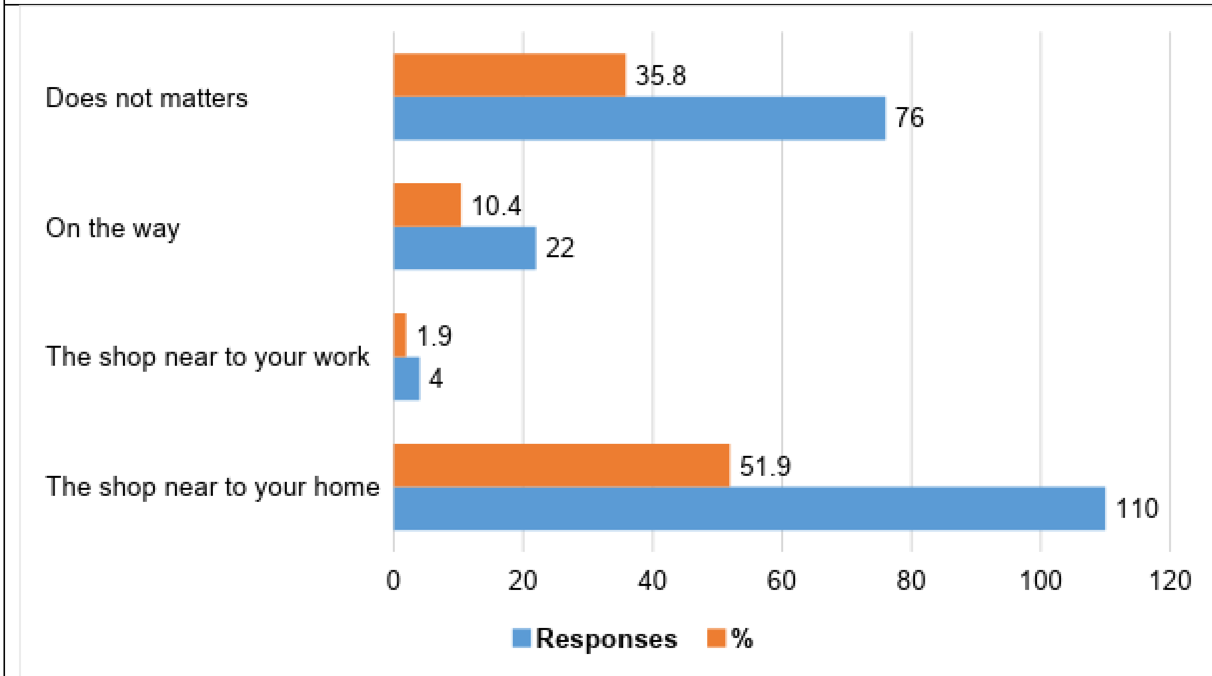


Table 4: Respondents preferred Location for household shopping

Your monthly family income level (in S.R).	What is the preferable place when you usually go for shopping?				
	Does not matters	On the way	The shop near to your home	The shop near to your work	Total
Less than 5000	4	2	8	2	16
6,000-10000	6	2	16	0	24
11000-15000	26	12	14	0	52
16000-20000	20	0	24	2	46

21000-25000	16	2	26	0	44
Above 25000	4	4	22	0	30
Total	76	22	110	4	212

Chi-Squared Tests

	Value	df	p
X^2	48.15	15	< .001
N	212		

The Figure 3, revealed that the majority of the respondents preferred to buy household goods from the stores that were near to the home (51.9%). 35.5% followed respondents said that it does not matter to them, 10.4% stated that they just prefer the way and very less (1.9%) of the respondents said on the way will be preferable to them. The result has the apparent indication that the organised retailers should try to open their centres near to residential location where people have their houses, and it should be considered that opening of the retail shop is on the regular way is desirable by the respondents. This result also indicates that for the convince items of household retailers shall have the small branches inside every residential location so the customer can visit the stores and do shop without using much time and efforts. Moreover, this may be the hot trend and favours of the local sellers who sell and wish to be an entrepreneur in this field.

Ho2: There is a no variation in retail shopping Location preferences with income of the consumers. The Chi-square independent test calculated p-value is < .001 (See Table 4) and the result value is less than the table value that is significant at $p \leq 0.05$. Therefore, it can be assumed that there is a highly significant variation in retail shopping Location preferences with the income of the consumers. Thus, the null hypothesis is rejected.

Figure 4: Respondents preferable distance for household shopping

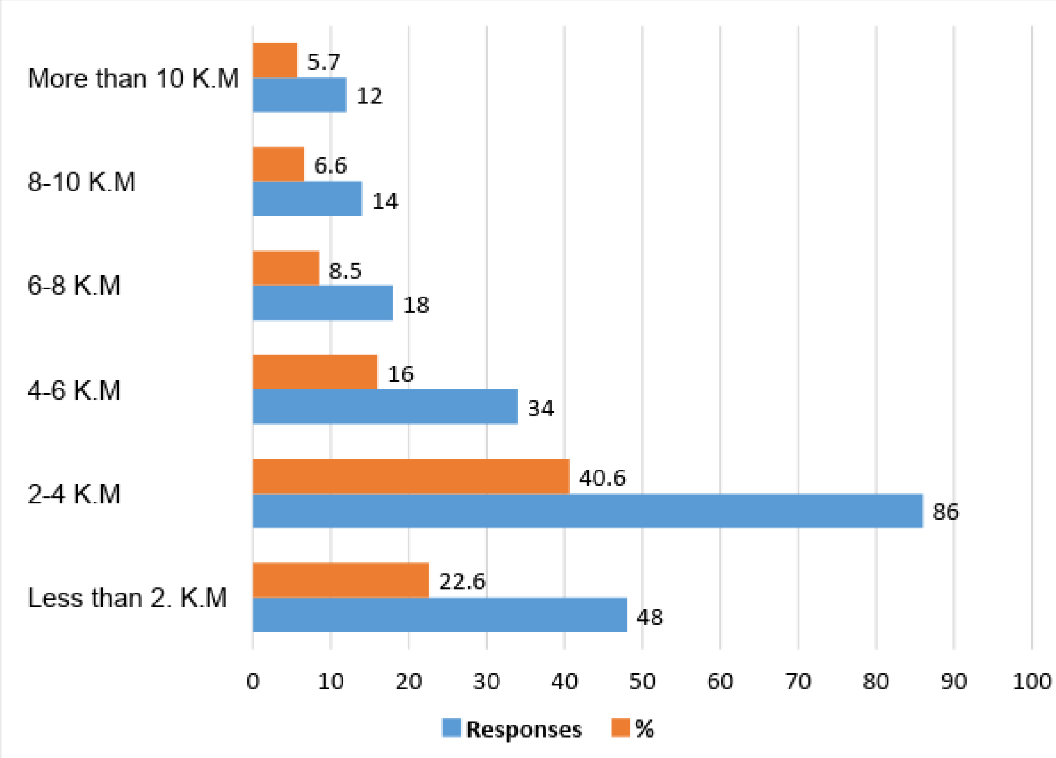


Table 5: Respondents preferable distance relationship with the working status for household shopping

What is your current working situation?	What is your preferred distance for household shopping? 2-4 K.M	4-6 K.M	6-8 K.M	8-10 K.M	Less than 2. K.M	More than 10 K.M	Total
Governmental employ	18	4	4	6	8	4	44
Private employ	50	24	10	4	32	6	126
Self-employed	0	6	2	0	0	0	8
Student	12	0	0	4	8	2	26
Unemployed	6	0	2	0	0	0	8
Total	86	34	18	14	48	12	212

Chi-Squared Tests

	Value	df	p
X^2	55.06	20	< .001
	212		

Figure 4, revealed that more than 60% of the shoppers preferred the household shopping distance less than 4 kilometers to travel. Most Preferable distance in kilometer was between 2-4 kilometers (40.60%), followed by less than 2 kilometers (22.6%), 4-6 kilometers (16%), 6-8 kilometers (8.5%), 8 to 10 kilometers (6.6%) and more than 10 kilometers (5.7%) respectively. In addition, it was noticed that 70% of the respondents stated that prefer to shop for the household god within the 6 Kilometers of the distance from living places. It is further investigated that majority of the private employees and government employ mostly prefer to shop for their household items less than four kilometers of distance from their residence. It is also interesting to indicate that there is the visible sign that self-employed have selected their preferable distance of shopping Centre within the range of 4 to 8 kilometers for it. Majority of the students (almost 80%) also stated that preferable distance for shopping is within the range of fewer than 4 kilometers from the residence (See the Table 5). From the result, this is the apparent indication to the retail marketers that they should not go far more than 6 kilometers from the residential sectors as the high percentage of the shoppers do prefer not more than 4 kilometers distance from their residence for the purpose. Ho3: There is no relation to a preferred distance of retail shopping with working status of consumers. The Chi-square independent test calculated p-value is < .001 (See Table 5) and thus the result value is less than the table value that is significant at $p \leq 0.05$. Therefore, it can be ascertained that there is a highly significant and healthy relationship in the preferred distance of retail shopping with the working status of consumers; therefore, the null hypothesis is rejected, and alternative hypothesis will be accepted.

Figure 5: Respondents shopping place preferences for household shopping

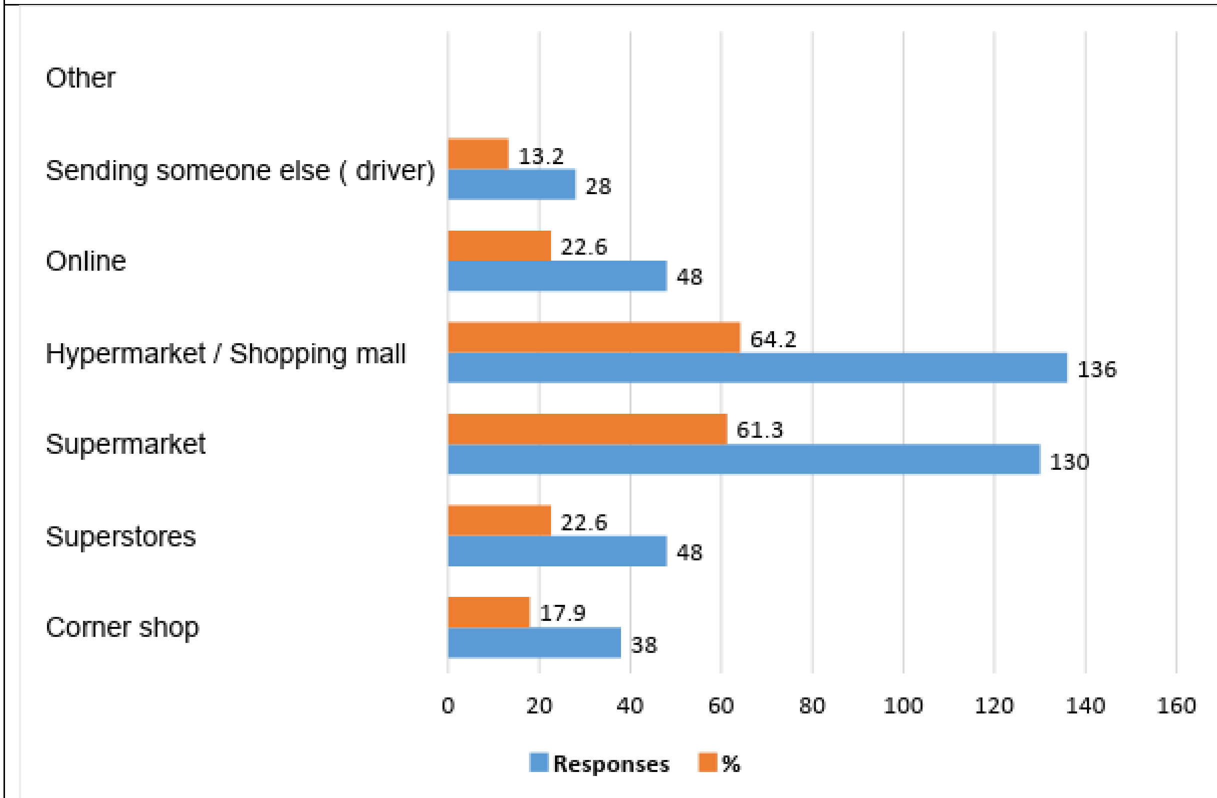


Figure five confirmed that 64.2% respondents had given the first choice of excellent place to household shopping were Hypermarket/ Shopping malls. Moreover, it was followed by supermarket 61.3% of respondents, online and superstores have similar preferences by the respondents (22.6% each), corner shop (17.9%) and not going for household shopping (13.2%) respectively. From the trend, it is further investigated that majority of sampled respondents (more than 80% of the sampled shopper) has their inclination to shop for retail shopping or household shopping places. Also, it includes the hypermarket/ shopping mall (31.73% of total sampled respondents), supermarket (31.73%), superstores (14.19%), and the corner shops (8.86%) were the most visiting places for the household items by the respondents. This result is an indication that shopper of Saudi Arabia has preferences for their shopping to visit the malls and supermarkets that are a good indication for the organized retailers that they have the edge over the on-going online buying trend (Alam, 2017) that is only the preferences of the tiny percentage of respondents. Markets especially retailers of shopping products has very much loyalty to sell their product through this platform. In addition, it can be stated that there is still a significant gap between online shopping and offline shopping trend for the purchase of household items by the consumers. From the trend, it can be stated that retail marketers can use the proper strategy to gain the more attraction and the satisfaction of consumers and it may achieve with the less effort as the online trend of household shopping is far from the retail competition in Saudi Arabia. To gain more trust and received loyalty from the shoppers the retailers can give and add online selling option to the household products will be a value-added advantage for them and through this strategy, they could lead the said industry.

5. Conclusion:

The retail sector in Saudi Arabia is growing very fast. Developments in the retail food industry have led to the growth of shopping malls, especially in major cities in Saudi Arabia. As a buyer, it plays a vital role for any business. Therefore, understanding consumer buying behaviour is essential to the success of new companies or supermarkets in general and especially of private retailers. The product quality is highly appreciated by customers, followed by the price of the product; it is presented with products, product reputation. It reveals that the quality of products and price is of utmost importance to the retail sectors. Also, it concludes that buyers visit the retail store to meet their local needs, both once per week or once per a month. Respondents who visit once a week and once a month work in the private sector or the government sector. It is suggested that the seller must attract customers through monthly offers and price sponsorship. As customers have a monthly salary, so last and the first week of the month is an excellent time to get the attention of customers, and it will be the most deciding concern to attract the customers. Sales offers for purchase products should be used during the last week of the month and the first week of the month. The majority of respondents preferred buying household products in stores that are near their home, followed by, preferring only the road. The result has clear evidence that retailers are trying to open their locations near a residential site where people have their homes and neighbourhoods. Majority of buyers prefer a distance from shopping from home to less than 4 kilometers' to travel. The most preferred distance in the kilometer between 2-4 km, followed by less than 2 km. It is also recommended that most workers in the private sector and the government sectors often prefer to purchase their retail items four kilometers from their place of residence. Most of the students report that their preferred shopping distance was less than 4 km from their place of residence. The respondents have the first choice to choose an excellent place to buy household items from supermarkets/shopping malls, a supermarket, and shops of the neighbourhood. Aforementioned is a good indicator of organized retailers, and they have an advantage over the direction of online purchases. Also, it can be affirmed that there is still a significant gap between online shopping and the trend to buy products currently to buy by consumers. Retailers can use the right strategy to gain more popularity, gain more trust, loyalty that retailers can achieve from customers and also add the option to sell products online of the retail products so that it can give the value-added advantage for them. In this study the three null hypothesis has been assumed to prove the validity of it chi-square statistical has been used after analysis it is validated that all the mentioned three null hypotheses are rejected, and all the three alternative hypotheses (none directional) are accepted.

6. Limitations of the Research:

Although reasonable effort has been made to put up for the study, however, the following factors have been unavoidable absent as a result of their critical limiting factors for this study

- This study could not cover all the dimensions of household marketing insight as very few elements have been selected.
- The representation size (sample) was confined
- This study also has the time and cost concerned limitations.

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