

Impact of Retail Formats on Consumer Buyer Behaviour-A Study of Fast Moving Consumer Goods Market in South Africa

Abstract:

Line-6: despite the fact that retailers around the globe are embracing different
What are your recommendations?

Introduction:

Line- 36: citation needed
Line -40: citation needed
Line -52: consumer behaviour and to find out
Line-59 suggest that small provision
Lines-62-63 citation needed
Line -63 maintain that
Line-64 the self confidence that the customer
Line-65: services that the customers are going
Line-66: (value capacity of the store)
Line-67: or what?
Line-67-68: surname or first name only
Line-70:
Line-76: and family sizes have important association
Line-78: factors that influence consumers in selecting
Line-88: first (surname) only
Line-89: anytime and anywhere

Research Design and Methodology:

Line-95: As the first step
Line-104: the copies of the questionnaire were administered
Line-105: 14 copies of the questionnaire were committed
Line -108: consists of 5 questions, which sought to obtain the respondents' demography
Line-109: consists of 2 qualifying questions

Tabl1 1: Retail Store Formats Considered in the FMCGs Segment

Line-130: the data were prepared for further analysis.
Based on chi-square, the researcher needs to explain how the actual and expected values were determined as basis for determining the variance line 130
Line-134: What does the researcher mean by ...capable of bringing the consumer responses.
Line-138: and product trials were observed using Excel
Line-142: the z-score was been calculated
Line-144: following hypotheses were developed and tested
Line-151: the hypotheses were tested using chi-square and Z-Test
Line-164: this indicates that the
Lines-179-181: based on the use of chi-square, the researcher could not have determined the expected value, thus has only assumed. Based on this personal bias must have influence the results of this study.

Table 3.2: Goodness of Fit Chi-Square Test

Line-192: check- that consumers want to prefer
Line-204: have lesser impact than the - **smaller or lower**

Z Test

Line-219: by the researcher-citation needed
Line-221: impact of each type of store on the
Line-232: inadequate stores do not have significant influence on the consumers' ..

Table 5: Z-Test Scores:

Lines-247-249: What is the output of this attempt?