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**A STUDY OF SIGNIFICANCE OF CONSUMER IN RETAIL  
SECTOR**

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**ABSTRACT**

Many businesses in the consumer goods sector are struggling to keep up with the rapid rate at which the industry is being disrupted. Our most cutting-edge offerings—digital transformation, data analytics and security, supply chain management and expansion, and new business models—all work together to help us become more customer-centric. Clients, no matter where they are located or how big their organization is, may take use of this network's worldwide industry insights, leading practices, and cutting-edge creative solutions. Customers' cultural origins influence how they behave when shopping. It's one of the main reasons why people buy goods. Factors including financial level, cultural background, and subculture may influence purchasing patterns. Impact of cultural components is studied in culture and subculture. Howard and Sheth<sup>8</sup> state that culture is an evolving social construction that changes to fit different contexts and people. A person's personal and social histories are the sources from which they get the information. When shopping in India, cultural considerations play a major role. Consumers' cultural and subcultural identities are just as important as their financial status when it comes to shaping their purchasing behaviors. People from the same socioeconomic background often share values and worldviews. The purchasing habits of consumers are impacted by their socioeconomic background, according to American studies. In terms of occupation, sex, and financial security, it is crucial. The present body of research on retail customer behavior makes it all the more important to comprehend how social aspects influence purchasing choices.