

Andrade, Recel Anne P., Are, Crystal Jane A., Arellano, Joker M., Cobarobias, Sarah Jean B., Cortes, JD Grace M., Daitao, Ericka Jane B., Dianson, Danica D., Mombay, Sherryden Mae A., Penuela, Rizalyn T., Petros, Paul Excel 2., Villaluna, Ana Marie D., **CONSUMERS BUYING BEHAVIOR TOWARDS ORGANIZED RETAIL STORES**, Unpublished Undergraduate Research Paper, Bachelor of Science in Business Administration, Northern Iloilo State University, Estancia, Iloilo, March 2024

ABSTRACT

This descriptive study aimed to determine the consumers buying behavior towards organized retail stores in Estancia, Iloilo. The data was gathered among two hundred forty (240) respondents who were randomly selected through a researchers-modified questionnaire which was duly validated and reliability tested with Cronbach's Alpha results of 0.521. The data were analyzed using frequency counts, mean, t-test, and one-way ANOVA. The findings of the study revealed that consumers in Estancia frequently visit organized retail stores, preferring weekdays and weekends, and spending between 1 and 2 hours, more than 2 hours during their typical visit in organized retail stores. The amount they typically spend is less than P1,000 to 23,000, and sometimes 23,000 above. They preferred to shop alone as well as with others, preferred cash, and credit cards, debit cards, and online payment for their purchase, preferred redeemable points, promotional discounts, and loyalty programs. They preferred direct customer service and sometimes others (emails, messaging, and chat), both full refunds and exchange of products for their return.

Keywords: Consumers, Buying Behavior. Organized Retail Stores,