

**ANALYSIS OF CHANGING CONSUMERS' BEHAVIOUR IN
INTERNATIONALRETAILING SECTOR IN THE UNITED
KINGDOM**

Background to the study

According to Hameli (2018), the retailing sector does not possess any production or manufacturing procedures; instead it purchases goods from the manufacturer and sells the products to the consumers. To be precise, the retailing sector acts as a bridge that connects the manufacturer to the consumers. Thus, the retailing business is directly linked with the consumers' purchasing behaviours (Hanaysha, 2018). Therefore, the changes in the consumers' purchasing behaviour influences the business of the retailing industry to the most and it can even change the retailing trends. As stated by Glocker and Piribauer (2021), In recent years the retail sector in the United Kingdom has changed drastically.

Although the changes have started with the digitalisations occurring around the globe, the world wide outbreak of COVID-19 pandemic has made the process even faster (Brandtner *et al.* 2021). Owing to the digitalization, convenience and restrictions on stepping out during the pandemic, a large number of consumers have shifted their preference to online purchasing. These changes can affect the business of retailers in many ways. Hence, as stated by Hanaysha (2018), it is important for the retail managers to trace the changes in the consumers' behaviour in order to maintain the sustainability in their business.

Rationale

The changes in the consumers' behaviour influence the changes in the retailing industry as it is directly dealing with consumers. The changing market trends in the retailing industry affect the business at international as well as domestic levels and alter the financial performance of the retailers (Shi *et al.* 2018). Thus, it is quite important to study the changes and assess its overall impact on the retailing business at domestic as well as global level. This study will do the same and provide insights of the changes in consumers' purchase behaviour in the retailing industry and its effects on retailing businesses.

<p>Aims and research questions</p>	<p><i>Aims</i></p> <p>For the research the researcher will aim for assessing the changing consumer behaviour in the retailing sector and its impact on the changes in the global retail market.</p> <p><i>Research question</i></p> <p>The research question that will be followed by the researcher will be-</p> <ol style="list-style-type: none"> 1. What are the changes in the consumer’s purchase behaviour in the global retailing market? 2. How do the changes in the consumer’s purchase behaviour affect the international business? 3. How have these changes affected the global competitive environment of the retailing sector?
<p>Methods to be used for:</p> <p>Recruitment of participants</p>	<p>The researcher will be collecting secondary data for analysing the changing consumer behaviour in the international market in the retailing sector from different sources like journals, articles, books and newspaper cut-outs. The researcher will be using the sources that are published and available at public domains. As the researcher will not be collecting any primary data for this research, no participants will be required for conducting this research.</p>
<p>Data collection</p>	<p>The data collection for this research will be conducted using secondary sources, that is, existing literature. The researcher will be collecting the data from various secondary sources such as peer reviewed journals, articles, books and more. The sources that will be used by the researcher will either be using the paper that are on the topic or relevant to the topic. In case of a deficit of the information from peer reviewed journals and articles, the researcher might opt for using reliable websites for data collection.</p>

<p>Data analysis</p>	<p>The researcher has chosen to conduct qualitative research using the secondary sources for collecting information. Qualitative research requires a descriptive analysis process. As stated by Sundler <i>et al.</i> (2019), thematic analysis a widely used method for analysing qualitative data in a descriptive manner. In addition, this helps the researcher to find an adequate explanation for the research questions (Sundler <i>et al.</i> 2019). Therefore, the researcher will be analysing the data collected from various secondary sources through thematic analysis method. For the method, the researcher will develop certain themes according to the research question and research objectives and analyse them using the existing literature for finding answers to the research questions.</p>
<p>Outline the nature of the data held, details of anonymisation, storage and disposal procedure as required</p>	<p>For this research the researcher will only collect data from secondary sources. The researcher will not use any primary data for this research. Therefore, there will not be any need for any human subject that requires maintaining anonymity of the subjects. Moreover, the data storage and data disposal procedure will not be required for the research.</p>

Reference list

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