

# What are the factors affecting retail shopper?

## Factors Affecting Buying Decision of the Customers at the Store

- Store Display and Presentation of Products. The store display plays an important role in influencing the buying decision of the customers. ...
- Ambience of the Store. ...
- Customer Treatment. ...
- Store Design and Layout. ...
- Other Factors.

What are store atmospherics what is their impact on shoppers?

Atmospherics are the controllable characteristics of retail space which entice customers to enter the store, shop, and point of purchase. Many retail giants will use elements of atmospherics to help identify their retail brand and set it apart from competitors.

What are the 5 main factors that influence purchasing decisions?

**Typically, there are five core factors that influence the decision to buy which are:**

- Psychological Factors.
- Social Factors.
- Cultural Factors.
- Economic Factors.
- Personal Factors.

What are three negative impacts to poor safety in the retail store?

**The most common hazards in the retail industry are:**

- Lifting and pushing - eg. handling heavy or awkward sized objects.
- Slips, trips, falls - eg. slipping on a wet surface or falling from a ladder.
- Machinery - eg. using a bread slicer or power tools.
- Occupational violence - eg. ...
- Chemicals - eg. ...
- Bullying –

What is the biggest problem faced by retail store?



- Keeping up with ever-changing customer expectations.
- Maintaining customer loyalty.
- Managing internal communication.
- Retaining and engaging employees.
- A high-stakes global game of digital disruption.
- Finding the best technology solutions for the retail industry.

What are the security challenges in the retail industry?

Most threats in the retail sector are related to attacks on companies' websites and infrastructure, or attacks on their customers that subsequently damage customer confidence. Either way, the result is the same: retailers risk fines, loss of income, theft of goods, and expensive repairs to their infrastructure.

What are three main security issues?

### **7 common network security issues**

- 1) Internal security threats. Over 90% of cyberattacks are caused by human error. ...
- 2) Distributed denial-of-service (DDoS) attacks. ...
- 3) Rogue security software. ...
- 4) Malware. ...
- 5) Ransomware. ...
- 6) Phishing attacks. ...
- 7) Viruses.