

Abstract

Consumer buying behavior is one of the crucial aspects of Marketing and is especially important to retailing industry practitioners. To survive in such a highly competitive retail industry in Macau, the need to understand how customers shop in retail stores is becoming more important. Therefore, successfully identifying in-store customer patronage behavior helps retailers to develop effective retailing strategies leading to the ultimate objective of profit maximization. Yaohan Department Store, as an international mass retailer, is deemed necessary to take it as imperative.

The purpose of this paper is to explore customer patronage behavior at Yaohan Department Store in the hope of providing meaningful insights for Yaohan to develop and improve their retailing strategy. Disclosing the association / relationship between variables which influence customers' shopping behavior and investigating how customers actually shop in Yaohan serve as the main focus of this paper.