

Factors influencing purchasing behavior at retail store chains in Thai Nguyen City

Bui Thi Nhung

Abstract: This study focuses on the factors influencing customer purchasing behavior at retail store chains in Thai Nguyen City. The research topic arises from the need to better understand consumer psychology and behavior in order to improve the business performance of stores. The objective is to build a predictive model of purchasing behavior based on a combination of theoretical and empirical research methods. Accordingly, the study will provide useful insights for optimizing business strategies and customer service, thereby contributing to the development of the local retail industry.

Keywords: purchasing behavior, retail chain stores, Thai Nguyen City, behavior prediction, improving business performance