Please write 300-500 words on similarities between you and your Gen Z friends/family as it relates to the retail customer's decision making process (information search, retailer selection, merchandise selection, etc.)

You are not allowed to discuss this assignment with your Retail Management course mates; however you may talk to your non-Retail Management friends at LUMS, and any non-LUMS friends/family as well.

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MKGT – 222

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**Gen Z retail customer's decision making process**

**Introduction:**

Retail customer’s decision making process involves all steps from recognizing the need to purchase and post purchase. In chapter 4 of our textbook, it is mentioned that retail purchasing behavior varies according to different categories in segments of consumers. In the given assignment, we are asked to discuss the purchase behavior generation Z category from the generations segment of the customers. Generation Z are those who born after the year 1996.

**Generation Z purchase decision making:**

One recent purchase decision that me and my friend made is the buying of fruits every week. First we identified our need that fruits are vital for vitamins and we are missing this component from our diet at hostel. Then we searched for the available options from where we can purchase them. The potential retailers that we identified were LUMS super store, grocery apps and Alfalah Town. We visited our short listed three options according to their ease of accessibility. We first visited LUMS super store because of the most convenient location. Fruits quality was good, but price was too high and variety was less (only apple was available). Then we checked buyers reviews about Airlift grocery and grocer app. They have good buyer reviews on social media but the delivery fee made the online purchase option more costly than the LUMS super store. So, we take the online buying option out of our list. Then we considered our third available option that was to walk 20 minutes left to LUMS in-gate to Alfalah town. On weekend, we visited multiple vendors and shops at Alfalah town. They have less price comparatively which can be negotiated even further and a lot of variety too. But from the quality perspective, we were not satisfied. We have to search multiple shops to buy a good quality fruit. In last we decided to buy a mix of fruits from both super store and Alfalah town. Buy small quantity of fruits from super store’s limited variety (1 apples, 2 bananas etc) during the weekdays and large quantities of different fruits from Alfalah town (2 to 3 dozens) on every weekend and store them in our small freezer.

**Take aways:**

The key points which I noticed from this purchase decision are our preference for quality, convenience, and online purchase option. Although we got less price at Alfalah town shops, but we still preferred quality over price thing that we will consider buying from LUMS super store if required fruits would be available. If our parents were at our place, they would not consider slight quality difference in Alfalah town shops and LUMS super store that much where price gap is larger than the quality gap. Moreover, we have not seen our elders taking online buying option into consideration before purchasing the food items. If delivery charges were lesser, we would have preferred online retail option over the other two shortlisted options.