

"A man is  
great by  
deeds, not by  
birth"  
-Chanakya

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**Consumer Choice Processes and Assortment Planning:  
A Classificatory Framework for Retail Environments**

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## **Consumer Choice Processes and Assortment Planning: A Classificatory Framework for Retail Environments**

### **Abstract:**

Every purchase represents a critical interaction between consumer and retailer, spanning both physical and digital channels. This study investigates the synergy between these two entities, exploring how consumer choice processes inform retail strategy and, conversely, how retailers anticipate consumer behaviour. By analysing fundamental choice theories alongside assortment planning models, this research illustrates how retailers leverage consumer behaviour insights to optimize Stock Keeping Units (SKUs) and category management. Central to this study is a novel classificatory framework that maps the interaction between consumer choice and assortment planning. This classification draws clear parallels between the two domains, demonstrating how retail models evolve to align with consumer decision-making. Unlike previous research, this study contributes a distinct, systematic categorization that bridges the gap between behavioural theory and retail operations.



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