CONSUMERS PREFERENCE TOWARDS SHOPPING; A CASE OF BIG BAZAAR & RELIANCE FRESH

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ABSTRACT
The Indian retail sector has been undergoing a rapid transformation in the past few years. The current face of Indian retail comprising the unorganized small and medium retailers is slowly changing into a more modern (organized) form of retailing. The study observed that different store attributes have differing impact on the potential consumer, Quality of the product and Ease of searching products contributes the maximum while well known brands, promotional schemes and visual appeal contributes the least, while considering the evolution of trading areas by studied organizations Population size and Low cost of promotion contributes maximum and Age distribution contributes the least.

KEY WORDS: Retail, Indian, Store, attributes, contribution.