CONSUMER SHOPPING BEHAVIOUR AMONG MODERN RETAIL FORMATS IN BENGALURU - A CASE STUDY

DR. B. MARIYAPPA

PROFESSOR, DEPARTMENT OF COMMERCE
BMS COLLEGE FOR WOMEN
BASAVANAGUDI, BENGALURU

ABSTRACT
The main objective of the study is to analyze shopping behaviour in different retail outlets in Bengaluru. Consumer behaviour is measured in terms of shopping intention, attitude towards modern retail outlet and shopping habit. Data was collected by using a well structured questionnaire and covered retail outlets like hyper market, super market, department store, mini market and convenience store. There exists tremendous potential for hyper and super markets at present in Bengaluru. The research study confirms that the Bengaluru customers would like to visit in the 5th week and mean expenditure above Rs. 15,000. Majority of the consumers visit at least twice in a month to buy their requirements. The intension to visit in the trip the same outlet is liked by 230 respondents out of 300. Majority of customer buy goods once in a month. Majority of the shoppers viewed extraordinarily the outlet patronage.

KEYWORDS: Consumer behavior, attitude.