A STUDY ON CONSUMER VALUE MEASUREMENT OF STORE 
BRANDED AND MANUFACTURER BRANDED PERISHABLE FOOD 
PRODUCTS IN NAGPUR CITY 

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ABSTRACT 
The origins of retailing in India can be traced back to the emergence of Kirana stores. The overall results of this study show that, food and grocery consumers have cross-shopping behavior in nature. Consumers first select a store format, and then change to a particular store within the format where they can save time, money and effort. Hence, retaining customer loyalty to a particular retail format is a major task. It is also found that consumers giving due apprehension to value for money, and see-touch-feel-select concept. Results also highlight the need for a tailor made approach to retail marketing. 

KEYWORDS: Retailing, branded, consumer, perishable food. 

REFERENCE: 