CUSTOMER’S EXPECTATIONS ON STAPLE PRODUCTS WHILE PURCHASING IN MODERN FOOD & GROCERY RETAIL STORES

DR. P. SATISH CHANDRA

ASSOCIATE PROFESSOR IN MARKETING
WARANGAL INSTITUTE OF MANAGEMENT,
(A UNIT OF ITM GROUP OF BUSINESS SCHOOLS, MUMBAI)
OPP: APSRTC TYRE UNIT, HUNTER ROAD,
WARANGAL-506001 (A.P), INDIA.

ABSTRACT:
To have a cavernous understanding of consumer buying behavior, the marketing manager should have a thorough knowledge regarding the influence of product attributes. This article is dedicated to exploring and examining the importance of product attributes on consumer decision making for low involvement product. Product attributes are the characteristics of products through which products are identified and differentiated. In other words, product attributes can be defined as the features or specific descriptive aspects of a marketing strategy that represent the consumer's evaluative criteria in the selection of particular goods or services. By identifying the product attributes and measuring their relative importance in the target market, marketers can determine the most suitable offering for a given market (Hawes and Baker, 1994).

KEYWORDS: Customer Expectations, Decision—Making, Organised Retailers, Product attributes, Staple products.

REFERENCES:


