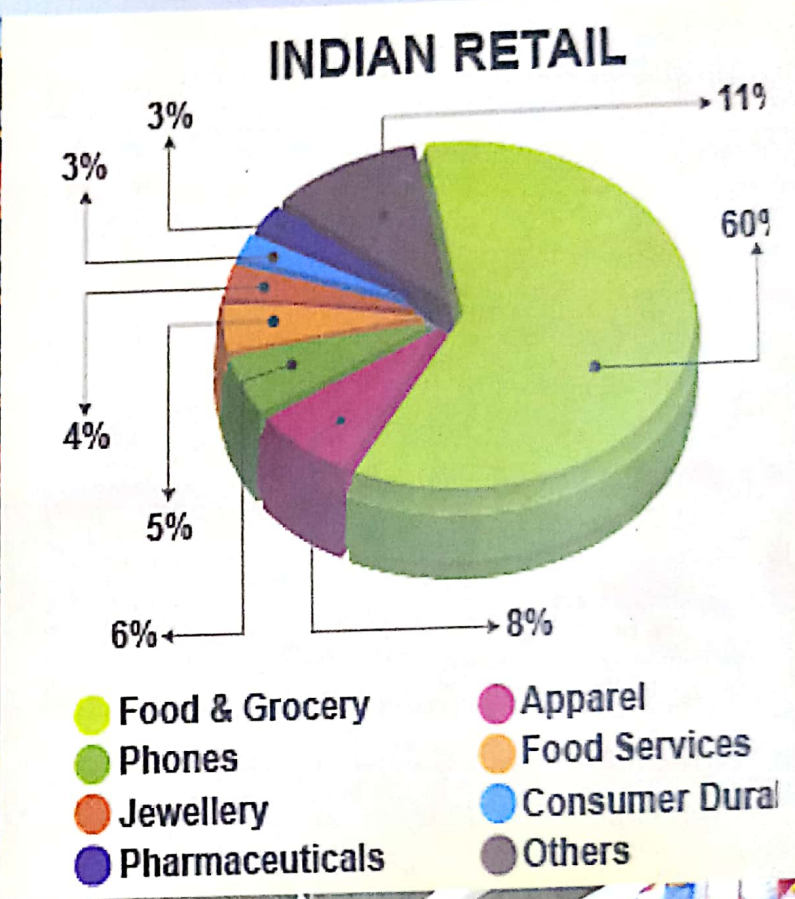


A PRAGMATIC APPROACH OF CONSUMER BEHAVIOUR TOWARDS ORGANIZED RETAIL OUTLETS - A STUDY OF SELECT CITIES



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**A Pragmatic Approach of Consumer
Behaviour towards Organized Retail
Outlets – A study of select cities**

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CHAPTER 5

FINDINGS, CONCLUSIONS AND SUGGESTIONS

The competition has increased with the globalization and a detail understanding is mandatory now for each one of us to select the stores from ,an attempt is made to investigate the impact of the factors influencing the behavioral pattern of consumers in the organized retail outlets the study is limited to a particular city but can be helpful to a large extent to other cities.

5. Demographic Profile.

5.1.41% of the male respondents are in the disposable income group of Rs3000, followed by 33% of the male respondents are in the disposable income group of Rs 1001 to 2000, followed by 21% of the male respondents is in the disposable income group of below Rs 1000 and male respondents is in the disposable income group of Rs.2001 to 3000.

5.2.46% of the female respondents is in the disposable income group of Rs 2001 to 3000, followed by 25% female respondents is in the disposable income group of below Rs 1000, followed by 16 % of the female respondents is in the disposable income group of Rs 3000 and 12 % of the female respondents is in the disposable income group of Rs.1001 to 2000. In order to understand whether disposable income is independent of gender, the χ^2 test is conducted. Disposable Income is found to dependent of the Gender.

5.3 43% of the female respondents having secondary education is in the disposable income group of below Rs 1000, followed by 37% of the female respondents having secondary education is in the disposable income group of Rs 2001-3000, followed by 13% of the female respondents having secondary education is in the disposable income group of Rs 1001-2000 and 7.35% of the female respondents having secondary education is in the disposable income group of above Rs 3000.

5.4 36 % of the female respondents that are graduates is in the disposable income group of Rs 1001-2000, followed by 28% of the female respondents are graduates is in the disposable income group of Rs 3000, followed by 20% of the female respondents those are graduates are