NEW ERA MARKETING CHALLENGES

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TWO DAYS NATIONAL SEMINAR
ON
NEW ERA MARKETING CHALLENGES
27th – 28th, AUGUST, 2013

Behavioral pattern of consumers in the Organized Retail Outlets in the Twin cities of Hyderabad and Secundrabad

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Lifestyle And Retail Marketing/Psychographics: It is how we think and act about our self, which is determined by our past experiences, innate characteristics, and current situation. One's lifestyle is an inherent individual characteristic that have shaped and formed through social interaction as one involves through the lifestyles. It is influenced by the factors like culture, values, demographics, subculture, social class, reference groups, family, motives and personality "Life style is the people's pattern of living in the world as expressed in activities, interests and opinion. It portrays the 'WHOLE PERSON', interacting with his or her environment. Also called as 'AIO ANALYSIS, PYSHCOGRAPHICS' is the science of measuring and categorizing consumer lifestyle. The most important thing is to forecast where customers are moving, and to lie in front of them.: the concept of market says that it is a collection of buyers and sellers and going in depth it studies the attitude, opinion and behavior of consumers that is their lifestyle.

OBJECTIVES OF THE STUDY

- To make aware the customers regarding the concept of retailing outlets, how the attitudes are different for all types consumer lifestyles, and customer opinion regarding their perception and preferences in considering the place of shopping.

- To understand the culture, the customs, traditions and norms and how the opinion of individual will change if these factors are involved and to analyze the image of each brand holding in the minds of customers.

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20) The shopping center since two months:Interpretation: It was found out that the shopping mall which was mostly used is MPM Mall Hyderabad central and lifestyle shopper stop. Statistical Analysis using chi Square Test ; Null Hypothesis: There is no significant difference between the shopping centers' since two months.Alternative Hypothesis: There is a significant difference between the shopping centre's chosen for the past two months. Since the critical table of chi square value at 5 df is 11.07 and the calculated value is 6.639 which is lesser than the critical value we accept the null hypothesis .

21) products generally purchase at the store:: The table above indicates that respondents when entering into a show room plans for one thing but end up buying more as all the items are purchased.Statistical Data Using Chi Square Test : Null Hypothesis: There is no significant difference between the products purchased .Alternative Hypothesis: There is a significant difference between the products purchased more frequently .The critical chi square table value at 5 df is and the calculated value is 34.70 which is greater than the table value so the null hypothesis is rejected and the alternative hypothesis is accepted

22) Rating on the aspects in the store:Interpretation: it can be inferred that the brand image is the most important aspects to the retailers .

23) Clothing style preferred mostly.Average percentage analysis:Interpretation : majority of the customer are having different types of style preference maximum respondents are followers of the traditional way of clothing following .Statistical Data Using Chi Square Test: Null Hypothesis: There is no significant difference between the clothing styles preferred and the perception regarding the life style and retail marketing.Alternative Hypothesis: There is a significant difference between the clothing styles preferred .The critical chi square value at 2 degree of freedom is 5.99 and the calculated value is 14.559 which is greater than the chi square value therefore the alternative hypothesis is accepted

24) music and ambience increases the sales of the store:Interpretation :music and ambience in the store increases sales as it gives a feeling of unstressing and forgetting the stressful world for a moment. Statistical Data Using Chi Square Test: Null Hypothesis: There is no significant difference between the music, ambience .Alternative Hypothesis: There is a significant difference between the music and ambience .The critical value of chi-square is 3.84 and the