A STUDY OF CHANGING CONSUMER BEHAVIOR TOWARDS CONVENIENCE STORES BY ENTRANCE OF MALLS IN INDIA

ANUJA SHUKLA*; ANKUR SHUKLA**

*ASSISTANT PROFESSOR, ITS ENGINEERING COLLEGE, GREATER NOIDA
**SALES MANAGER, HINDUSTAN COCA COLA BEVERAGES PVT LTD.

ABSTRACT

Indian retail industry has always played an important role in improving the GDP growth rate and lifestyle of the country. The industry which traditionally comprised of mom and pop stores spread hither and thither is in the revolutionary phase in the present era. The way retailing is done has come a long way with the emergence of organized or modern retail outlets. There are big players like Big Bazaar, Spencer’s and Vishal Mega Mart to name a few who have changed the face of retailing in India. These modern retail outlets have enormous financial and technological support as compared to the traditional and unorganized retail outlets. An attempt is made in this research to study the changing consumer behavior pattern towards local kirana stores by entrance of modern retail malls. All retailers follow that Customer is the king and customer is always right to please its customers. India is being looked as one of the most attractive host for retail developments. The development of malls in India has given a new meaning to retailing. Indian customer is exposed to completely new kind of shopping experience. The rising standard of living has opened new avenues for shopping.

KEYWORDS- Indian retail industry, consumer behavior, kirana stores, retail malls, Future of Retail, Consumer buying behavior, Consumer decision making process, mom and pop stores