THE IMPACT OF SOCIO-DEMOGRAPHIC CHARACTERISTICS ON THE CHANGING CONSUMER BEHAVIOUR WITH THE UPCOMING OF ORGANIZED RETAIL OUTLETS

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ABSTRACT

Today the consumer’s lifestyle has changed because of better job opportunities and dual income. Consumers are striving towards better time management as they find very less time to spend with their family. Unlike the earlier times, consumers have less time for shopping. This has resulted for a demand for a more convenient and time saving shopping environment. With the upcoming of organized retail outlets there has been a change in the consumer buying behavior which served the purpose of getting everything under one roof, filled with entertainment and the option of choosing their own products. The variety provided and the reasonable costs have indeed made the retail outlets more attractive. The joy of shopping has increased with the advent of organized retail outlets as consumers can now plan for shopping cum entertainment for the family. It has indeed become a place for leisure as along with the shopping they can enjoy the food available and go to watch movies in the multiplexes.

The researcher here wants to see whether the behavior of the consumers have changed with the entry of the organized retail outlets. He also wants to check whether the socio-demographic characteristics have an impact on the changing consumer behavior with the upcoming of the organized retail outlets.

Measurement: A questionnaire is used for measuring the responses of the consumers. The socio-demographic characteristics viz. gender, age, income, occupation, education & lifestyle are used to test the relationship with the brand loyalty, preference to shop in an organized retail outlet and change in shopping preference.

KEY WORDS: Socio-demographic characteristics, organized retail outlet, unorganized retail outlet, Brand loyalty.