IMPACT OF RETAILERS PRICING STRATEGY ON CONSUMER BEHAVIOUR WITH RESPECT TO MARITAL STATUS

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ABSTRACT
Spending habits of singles & couples have always been an interesting topic in eyes of researchers to study the changing behaviour of consumers. This research paper explores the Impact of various factors of Retailers pricing strategy like Perception of fair pricing, Discounts, Billing process & Product return/refund process on consumer behaviour with respect to Marital status at Indore. This paper attempts to find out whether there is any difference in consumer behaviour with respect to their Marital Status towards these factors. The results of this paper may give significant inputs for improving the Pricing strategy of Retailers. Also it may justify the segmentation of Indore’s retail market on the basis of marital status.

KEYWORDS: Billing process, Discounts, Perception of fair pricing, & Product return/refund process.