CONSUMERS BUYING BEHAVIOUR FROM TRADITIONAL MOM AND POP STORES TO MODERN LARGE FORMAT RETAIL OUTLETS, WITH SPECIAL REFERENCE TO KOTTAYAM DISTRICT, KERALA, INDIA

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ABSTRACT
Retail is currently the prosperous sector of the Indian economy and accounts for 14 to 15 percent of its GDP. The modern retail, estimated at Rs. 2,23,572 crore ($40.5 bn) in 2012, increase its share to 7.8 percent in the total retail market and is expected to expand by an impressive 29.7 percent CAGR to reach Rs. 4,87,423 crore ($88.3 bn) in 2015 (India Retail Report 2013). But the organised retailing in India is still at a burgeoning stage. The last few years has seen a mount in modern retail formats such as, super markets, hypermarkets, department stores, specialty stores etc. particularly in urban and semi-urban areas. Retailing in Kerala is a subject too pertinent, there has been a detonation in retailing in the last few years, organised retailing is mushrooming and making its presence felt in different parts of the State especially in Kottayam District, Kerala. Prior to this research, many researchers have proven facts that there is a change in consumer buying behavior towards organised retail outlets. The objective of this research is to examine the activities consumers engage in organised retail outlets, whether the organised retail culture is gradually gaining acceptance among consumers especially in Kottayam, Kerala and the reasons for such change. The study made use of primary and secondary data. A well structured questionnaire is prepared to collect the data from the respondents. A sample of 300 customers from Kottayam city of Kerala is collected from five retail outlets by using simple random sampling. The results elucidate that customers are attracted towards organized retail outlets mainly because of the choice of selection, cost, comfort, branded products, in-house parking, pollution free air conditioned shopping ambience etc.

KEY WORDS: JEL Code-M31, Consumer Buying Behaviour, Organised Retailing, Consumer’s Awareness, Unorganised Retailing.