A Study of Consumer Buying Behaviour at Hyper Stores

Sagar F. Jadhav and Aarti Deshpande

1Sr. Assistant Professor and 2Officiating Principal,
G. H. Raisoni College of Commerce, Science, Technology, Nagpur, Maharashtra, India.


ARTICLE HISTORY: Submitted: February 08, 2020, Revision received: March 10, 2020, Accepted: March 20, 2020

ARTICLE TYPE: Research paper

ABSTRACT
Consumers are influenced by different tastes and preferences in the market from time to time. There have been several factors responsible for the changing market scenario such as social, cultural, psychological, and behavioural situations. The changing consumer taste and preferences, which has brought a massive change in today's market scenario. Today, it has been seen a new era in the market by opening up Hyper Stores. The prime aim of the research study was to analyse consumer buying behaviour at Hyper Stores in Nagpur city. The primary data was collected through the method of circulating surveys, interviews, and observation and secondary data were taken from books, research papers, reports, magazines, websites, and newspapers. A simple random sampling technique was adopted for the data collection. 200 respondents were taken for the research.

KEYWORDS: Consumer, Behaviour, Preferences, Big Bazaar, Nagpur City.

BIBLIOGRAPHY