

RESEARCH PAPER

Purchasing decision for processed food products –A study of modern retail formats in Bengaluru city

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ABSTRACT

Organized retailing is the process of selling goods or merchandise all under one roof in a fixed location such as a departmental store, hypermarket, supermarket or even a convenience store. Organized retail also includes internet retailing, which is the process of buying and selling products and services, such as card on delivery (CoD), or through the internet. In India for a long time the Kirana store was the only choice available to the consumers. With the increasing demand from the customers spurred by changing trends, aspiring needs for variety, the traditional retailing gave rise to modern retail sector. The consumers prefer to buy from organized retail outlets because they can get the right quality at a right time with competitive price. These outlets are able to take care of consumer needs in delivering quality produce at lower prices. Alongside, there are vast investments being made, which open up multiple employment opportunities. The Government also gains substantially in the way of taxes. Therefore, all the parties concerned stand to gain. The present study made an attempt to identify the reasons influencing the purchase of processed food products from Modern Retail Formats in Bengaluru city. A total sample of 60 respondents selected for the study. The availability of different brands, proper shelf display of the products and reasonable price of processed food products were the major factors which influenced the consumers in Modern Retail Formats in Bengaluru city.

KEY WORDS : Purchasing, Decision, Processed food, Modern retail formats

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