

Store choice behavior of consumers in evolving market

■ P. BALAJI, K.R. ASHOK AND S.D. SIVAKUMAR

Received : 15.06.2013; Revised : 01.10.2013; Accepted : 25.10.2013

ABSTRACT

This research paper is to examine the socio-economic and demographic variables and store attributes together influencing the retail store choice behaviour of fruits and vegetables consumers in urban area of Tamil Nadu. The primary data were collected through Mall intercept survey method in the selected fruits and vegetables retail store outlets in the city of Coimbatore. The consumers were approached randomly to participate in a survey questionnaire. The total sample respondents from the retail stores considered for the study was 400. The finding of the study will through light strength and weakness of the retailers viz., National Corporate Retail Chains (NCRC), Regional Corporate Retail Chains (RCRC), Private Sector Specialized Stores (PRSS), Public Sector Specialized Stores (PUSS) and Traditional Mom and Pop (M&P) Stores in Coimbatore, Tamil Nadu. The key findings of the study would help the sample retailers to adopt innovative idea and new marketing strategies to get a strong foothold in the retail market. The originality/value of this paper is but most of the literature has focused neither store attribute nor shopper attribute in the evolving marketplace but this study was attempted to investigate both the retail store as well as shopper attributes in the case of fruits and vegetables.

KEY WORDS : Store choice, Fruits and vegetables, Multinomial logit, National corporate and Retail chain

How to cite this paper : Balaji, P., Ashok, K.R. and Sivakumar, S.D. (2013). Store choice behavior of consumers in evolving market. *Internat. J. Com. & Bus. Manage.* 6(2) : 341-346.

MEMBERS OF THE RESEARCH FORUM

Correspondence to:

P. BALAJI, Department of Agricultural and Rural Management, Tamil Nadu Agricultural University, COIMBATORE (T.N.) INDIA
Email: arunaibala@gmail.com

Authors' affiliations:

K.R. ASHOK, Department of Agricultural Economics, Tamil Nadu Agricultural University, COIMBATORE (T.N.) INDIA

S.D. SIVAKUMAR, Department of Agricultural and Rural Management, Tamil Nadu Agricultural University, COIMBATORE (T.N.) INDIA