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## RESEARCH PAPER

# Modern retail outlet - A consumer perspective study

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### ABSTRACT

A retail revolution is sweeping through India with the growth of malls, multiplexes and hypermarkets, the consumer is exposed to new kind of shopping experience and services that are surely redefining the expectations of shopping and the rise in per capita income in the post liberalization period has brought a considerable change in consumer's consumption pattern and shopping behaviour. The present paper analyses the retail outlet choice and reasons for retail outlet choice of consumers in Hyderabad city of Andhra Pradesh. A probit model was estimated to quantify the impacts of economic and socio demographic factors on the probability of a household purchasing from supermarkets. The results reveal that Income, credit cards, refrigerator ownership are consistently significant determinants in the shopping behaviour of the consumers. Further, westernization of lifestyles, rising culture of supermarkets and growing use of credit cards is causing a surge in demand for processed and ready-to-purchase convenience foods. The stores should focus on improving the convenience of the consumers.

**KEY WORDS :** Supermarkets, Retail outlet choice, Consumers preference

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