

Impact of Motivational Factors on Shoppers of General Retail Stores - An Empirical Study in Hyderabad

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ABSTRACT

In modern society, retailing has its own significance and relevance by virtue of its commercial advantage. It not only provides the Indian consumers a wide choice, but also represents a very large employment opportunity for people with diverse skills. What necessitated the emergence of new types of retailing is the lack of time and inclination to spend disposable earnings. Moreover, the fast-paced changes in the socio-cultural realm of the consumer are also influencing the retail sector. As a consequence, the retailers had to be ever sensitive to the needs and expectations of the customers. Hyderabad, a city known for traditional and cultural heritage, now is a hub of roaring business activities. Shopping in Hyderabad is a novel experience as it is a blend of both the old and new the markets in the normal lanes of the old city and the sprawling shopping malls spread across the different areas of the city. The study is mainly centered on motivational factors, learning the process and interested sections that shape consumer aspirations. Some of the major findings of the study interestingly reveal that a significant percentage of shoppers constitute respondents between 20-50 years of age. The study also finds that significant numbers of respondents are shopping to purchase groceries whereas household requirements other than groceries are accorded only second priority by the shoppers.

KEYWORDS: Organised retail, Disposable income, Retail environment, Motivational factors, Learning process.

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