

INFLUENCE OF RETAIL STORE ATTRIBUTES ON CUSTOMERS' SHOPPING BEHAVIOR

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ABSTRACT

Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behavior is difficult to predict, even for experts in the field.

Store attributes related to retail outlet can be grouped in terms of store atmospherics and store location. Retailers of the modern world have realized the importance of store attributes and systematically so they have tried to enrich, reframe the ambience, emphasizing on colors, music wall decorations, display so as to attract their target customers'. Further, purchase decision-making has become complex due to inseparability of product and services offered in retail outlets.

KEY WORDS: retail, Store, Customer, behavior, attribute
