

A STUDY ON CONSUMER VALUE MEASUREMENT OF STORE BRANDED AND MANUFACTURER BRANDED PERISHABLE FOOD PRODUCTS IN NAGPUR CITY

MR. RAKESH R KHANDELWAL

ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE, NMD COLLEGE, GONDIA.

DR. VM CHOPDE

VICE-PRINCIPAL, DR. AMBEDKAR COLLEGE, DEEKSHABHOOMI, NAGPUR-10.

ABSTRACT

The origins of retailing in India can be traced back to the emergence of Kirana stores . The overall results of this study show that, food and grocery consumers have cross-shopping behavior in nature. Consumers first select a store format, and then change to a particular store within the format where they can save time, money and effort. Hence, retaining customer loyalty to a particular retail format is a major task. It is also found that consumers giving due apprehension to value for money, and see-touch-feel-select concept. Results also highlight the need for a tailor made approach to retail marketing.

KEYWORDS: Retailing, branded, consumer, perishable food.

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