

# **CHANGING CONSUMER PREFERENCES TOWARDS ORGANIZED RETAILING**

**BY**

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## MBA Thesis

### 2<sup>nd</sup> Half-semester Progress Report & Thesis Approval

#### Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	17-9-2014	casual	literature review chapter # 2	<u>Fatima</u>
6	20-10-14	Casual	chapter # 3 chapter # 4	<u>Fatima</u>
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## ABSTRACT

The objective of this study is to explore the relationship between Customer's decision of conventional Kiryana shops versus modern organized retailer in mall and super store environment. The goal of this study is to separate buyer shopping conduct in diverse retail design. Customer shopping behavior includes mentality towards advanced retail locations and conventional stores, plan and shopping inclinations. Information was gathered by going to diverse retail configurations like hyper markets, discount stores, retail chains and little Kiryana stores.

The researchers were planned to know the belief of customers in the wake of opening of cutting edge retail in their neighborhood. Along these lines it had been utilized Structured Questionnaire by utilizing Likert Test scale and Convenient inspecting routines were utilized for 400 specimen size . The reason for this study is to recognize the authoritative components that influence customer backing behavior of urban clients towards current and conventional sustenance and markets in the connection of the Pakistan. Also, the study centers to discover which components lead to the decision of which particular kind of retail formations in food and important buying.

Based on literature review a conceptual model is proposed and a hypothesis was developed. The model investigates the effect of several independent variables on store format choice: product variety, courtesy of staff, reasonable price, store atmosphere, location convenience and household income. Fried man test used on this research and result show that location, income, store atmosphere and price plays important role and are most important. While courtesy of staff comes on second number and least important according to this research is product variety.

The main limitation of this study is that it is only based on Karachi which is not covering all areas of Karachi. Research covers few main areas of Karachi city. Beside this some people were biased and some were not ready to give answers. This research is only based on six variables which include location, store atmosphere, price, Income, courtesy of staff and product variety. Based, on these six variables conclusion is made.

**Key words:** Consumer behavior, Retailing, Traditional store, Modern store, Product variety, Price, location, Store atmosphere, Income

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