

GROWING TRENDS OF SUNDAY BAZAAR

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No.	Date	Place of Meeting	Topic Discussed	Signature of Student
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APPROVAL FOR EXAMINATION

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Abstract

Purpose-The main objective of this research is to find out whether Sunday bazaar has grown over time and the reasons behind the growing trend of Sunday bazaar. This paper consist all the work done to identify the growing trend of Sunday bazaar and the reasons behind this change.

Methodology-A descriptive research design adopted to clear the picture. For this purpose, in-depth interview with an expert and a several mall interviews with the retailers and consumers were conducted. Further the survey was also conducted incorporating 500 participants. The purpose was to find out the reasons why customers visit the bazaar, since how long they are visiting here, what type of customers come here and how is the management's behavior with them.

The interviews were conducted to cater the consumer's viewpoints regarding different issues like; price, quality and changes occurred over time. The perspective of the consumers on different issues like price, quality, changes, bargaining, problems, their buying pattern and their main motivations for visiting Sunday bazaar.

Findings- The analysis concludes that Sunday bazaar has existed there since long and has gone through tremendous changes and has become the most popular bazar among the people for reasons like price, bargaining, convenience and growth in population.

Keywords: Sunday Bazaar, trend, consumer preferences

Table of Contents

Introduction	1
Background of the study.....	1
Research Questions	3
Objective	3
Literature Review	4
The choice of Bazaars over conventional market	4
Government Policy pertaining to Bazaars.....	4
Economic Factors.....	5
Social and Cultural trends.....	5
Bazaars and the Society	6
Source of Revenue.....	6
Opportunity for local retailers.....	6
Creating temporary source of employment.....	6
Sellers and Buyers.....	6
Price.....	7
Quality.....	7
Problems related to the Bazaar	8
Methodology	9
Research Design	9
Participants	10
Measure	10
Procedure	11

Research Objective and Hypotheses.....	12
Findings and Discussion.....	13
Stalls and Retailers.....	13
Brand Activation.....	17
Consumers.....	19
Administration.....	21
Interview Findings.....	21
Survey Findings.....	24
Conclusion and Recommendations.....	35
References.....	36
Appendices.....	38
Screening Questionnaire.....	38
Interview Questions.....	39
Survey Questionnaire.....	40