A STUDY ON CUSTOMER PERCEPTION TOWARDS MORE SUPERMARKETS IN DAVANGERE CITY

J. M. MANJUNATHA*

*Assistant Professor,
Government First Grade College,
Harapanahalli.

ABSTRACT

Perception is a vital factor in purchase decision making. Perception is the process by which individual select organize information from them and interpret the information in a meaningful and coherent way. It is imperative for marketers to also know about the perception process that goes into influencing the customers purchase decision. Retailing is one of the booming sectors in India. Most of the people in cities spent their time for shopping in retail stores, because many product varieties available in retail stores. Changes in life style pattern also changing the shopping pattern of people. More supermarkets is a main player in retail sector runs by Aditya Birla Retail Limited. Nobody sells cheaper and better, this is the success slogan for more supermarket. Apart from these strategies the more supermarkets also uses promotion strategies like special offer at the time of special occasions. Customer’s perception is mainly influenced by pricing strategy, promotion strategy, and psychological state of a person. This paper explains how the special offer attracts the customers to visit more supermarkets in Davangere city. Descriptive research design was adopted and the data is collected through primary and secondary sources. The method adopted for conducting survey is questionnaire; random sampling technique was for selecting the customer.