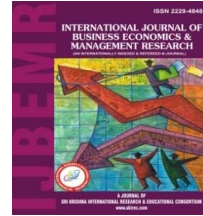




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BUYING BEHAVIOR OF NAGPUR CONSUMERS – A STUDY OF BUYING AT MALLS VS RETAIL SHOPS

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ABSTRACT

This study was done in order to know the buying behavior of the customers in Malls and in Retail shops, and for this some famous Malls and Retail shops were chosen from the Nagpur city.

For this study the convenient sampling technique is used for the data analysis. Near about every mall and retail shops chosen for the study must be having approximately 16,000 to 17,000 customers from whom 300 were conveniently chosen and were interviewed. The data was collected with the help of questionnaire and personal interview.

The research paper includes the analysis of the buying behavior of customers of Malls and Retail shops; a comparative analysis of the consumer behavior of Big Bazaar and any normal retail shops has been performed with the help of SWOT analysis.

KEYWORDS: *Buying Behavior, Mall Vs Retail Shops, SWOT analysis and Nagpur city.*