



GOODS AND MARKET PREFERENCE OF THE LOW-INCOME CONSUMERS IN SELECTED AREA: A COMPARATIVE STUDY

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Abstract

The main objective of the present study is to explore the market place and the reasons to visit a market place of the low-income consumers in YSR Kadapa and Chittoor districts of Andhra Pradesh. In this regard the set hypothesis is **H05**: There is no significant relationship between the low-income consumers' of YSR and Chittoor districts corresponding to their market preference. (Table no. 3.63 and 3.64). The multi-stage stratified sampling procedure comprised the selection of mandals from each district at its first stage, selection of villages in the second stage, and finally the selection of families in the third stage. The total sample size would be 550 from both districts. Primary data was collected, classified, calculated, tabulated and analysed systematically as per the required order by using descriptive statistics, chi-square, ANOVA, t-test, factor analysis and reliability scaling. It is found that majority of the YSR and Chittoor districts' low-income consumers preferred public distribution shops. Only 20 percent of the total respondents are visiting retail shops. And very meagre amount of the respondents are going to district & mandal headquarters and other shops like fairs, exhibition and sales vendors for purchasing essential commodities. (Table no.1 and Chart no.1.1). It is suggested to the government to run the public distribution shops more effectively as majority of the low-income consumers are depending on the public distribution shops for purchasing the essential commodities. (Table no.1 and chart no.1.1).

Key words: low-income consumers, consumer behaviour, goods and market preference, ethnographic study, market places.