

Priority of Low-Income Consumer Behaviour in Visiting Market Places

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Abstract:

Need of the study: The competition among the marketers is at cutthroat type so, the marketers have to search for new avenues or the new segments for selling their goods and services. The present study will pave the way to the marketers and producers to reach the markets where the low-income consumers are available to purchase the goods and services at their potentiality.

Objectives:

1. To find the market places being visited by the low-income consumers.
2. To know the level of consumption expenditure of low-income consumer in a particular market place.
3. To find the market place where the low-income consumer is spending much.

Irrespective of their income level, most of the respondents from low-income consumers preferred 'public distribution shops' for food provisions whatever was available there. Secondly, they preferred to visit 'retail shops', 'towns', and 'district head quarters' were cited as the third, 'vendors' as the fourth, and lastly 'other sources' as their preferred market places, from where they buy their products and services. (Table no: 3). There is relation between literacy level and visiting market place for purchasing goods and services. To say clearly based on their literacy level the low-income consumers market place priority is changing. Based on post hoc test it is found that there exists some similarity in the consumption expenditure of retail shops and district headquarters. But not in the case of public distribution shops. (Table no: 9). Under the keen competition it is suggested to the marketers to provide the necessary goods at Public Distribution Shops to reach the market which they have never met so far.

Keywords: low-income consumers, Market place, Consumer behavior, Marketing, Public distribution shops.
