THE EFFECT OF SOCIO-ECONOMIC FACTORS ON BUYING PATTERN OF URBAN YOUTH IN RETAIL MARKET

A Thesis Submitted to Devi Ahilya Vishwavidyalay, Indore

for the Award of Degree of

DOCTOR OF PHILOSOPHY in Home Science (Family Resource Management)

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2015
DECLARATION BY THE CANDIDATE

I declare that the thesis entitled “The effect of socio-economic factors on buying pattern of urban youth in retail market” is my own work conducted under the supervision of Dr. Manju Patni and Co-supervision of Dr. Muneera Husain and approved by the Research Degree Committee. I have put in more than 200 days of attendance with the supervisor at the center.

I further declare that to the best of my knowledge, the thesis does not contain any part of any work, which has been submitted for the award of any degree either in this University or in any other University/Deemed University without proper citation.

Signature of Supervisor     Signature of Candidate

Signature of Co-supervisor

Signature of the Principal
CERTIFICATE OF THE SUPERVISOR

This is to certify that the work entitled “The effect of socio-economic factors on buying pattern of urban youth in retail market” is a piece of research work done by Mrs. Anuradha Upadhyay under our guidance and supervision for the degree of Doctor of Philosophy of Devi Ahilya Vishwavidyalaya, Indore (M.P.) India, and that the candidate has put in an attendance of more than 200 days with us.

To the best of our knowledge and belief, this thesis:

i) embodies the work of the candidate himself;

ii) has duly been completed;

iii) fulfils the requirements of the Ordinance relating to the Ph.D. degree of the University; and

iv) is upto the Standard both in respect of contents and language for being referred to the Examiner.

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Socio-economic factors are highly predominant towards generating revenues in the market. In a country with diverse variables, it becomes imperative to study these factors with respect to India. The retail market generates a major chunk of sales from urban India. The retail revolution started from Tier I cities and now it has penetrated into Tier II and III cities. Due to more disposable income and availability of easy credit coupled with a high materialistic style of living, Indian customers are now the darlings of companies. More purchase is being seen during festival season. Buying process is a complex process which is influenced by many factors. Consumer making a purchase is be affected by factors like demographic, social and economic factors. Demographic factors include gender, race, age etc., which in the family are responsible for the decision making of young people whose product thing for different reasons that older persons. Social factors include consumer wants, learning, motive etc. which are influenced by opinion of family. Families go through stages. Each stage creates different consumer demand. The economic group also effects buying behaviour. Upper, lower and middle class status determines to some extents the type, quality and quantity of products that a person buys or uses.

In this research, an attempt has been made to study the impact of socio-economic factors on buying pattern of urban youth in retail market. The report has been divided into seven chapters. The first chapter consists of introduction of retail market in India along with socio-economic factors. This section talks about the past, present and future of retail in India. The second chapter contains review of literature with reference to the subject of socioeconomic factors and retail market. Major national and international studies relating to the subject matter have been discussed with brief findings and implications.
Chapter three discusses research methodology adopted by the researcher. Objectives of study are explained in this chapter along with the universe, size of sample, sources of data and techniques of data analysis. Chapter four is highly significant for the study since it contains the comprehensive results with respect to Social factors (i.e. education, family type, adult family members, children and lifestyle) and its impact on urban youth retail decisions. The results of statistical techniques applied have been presented in this chapter.

Chapter fifth explores economic factors with respect to urban youth retail decisions. Economic factors include monthly income, earning member and earning to dependent ratio. In chapter six, impact of demographic factors on urban youth is included. Demographic factors studied are occupation, age, gender, location, marital status. Finally, the last chapter includes conclusions. Suggestions and implications are elaborated for marketers, which are highly significant in today’s time. This study leaves ample food for thought. It is expected that this study will have high relevance for various companies. The materials obtained and used from other sources have been duly acknowledged in the thesis.

Date: Anuradha Upadhyaya
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Mrs. Anuradha Upadhyaya
Particulars

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