

UNORGANIZED RETAILORS BUYING PATTERN WITH SPECIAL REFERENCE TO NON ALCOHOLIC DRINKS: A STUDY IN BANGALORE

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ABSTRACT

Retailing sector in India has undergone huge transformation due to culture, technology, buying pattern, and retailing is the primitive form of business which traces even from barter system and still an ever green form of business. While analysing current retailing context in India, it is visible that there become two types of retailers as major players Organised Retailors and Unorganised Retailors. Organised Retailors are run by corporate conglomerates and follows huge marketing programs from loyalty programs to CSR. But unorganised retailers are small convenience stores mostly self-employed are also playing a major part in Indian economy. Major researches on their problems and development are still lacking. This paper is made an attempt on Unorganized Retailors Buying Pattern with Special Reference to Non Alcoholic Drink.

KEYWORDS: Buying Pattern, Non-Alcoholic Beverages, Organised Retailors and Unorganised Retailors