



A Study on Women Consumers’ Preferences with Special Reference to Retail Stores

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Abstract

The preference of women for retail stores are based on several factors like in-store service, shop layout and merchandising. Women prefer friendly ambience and expect a pleasant and value-seeking shopping experience. The study analyses the various demographics of women buyers with respect to stores choice parameters.

Key words: Retail stores, Young women, FMCG, customer service, merchandising, shop layout