

ABSTRACT

The objective of this research paper is to analyze the consumer behavior towards organized and unorganized retailing in Hyderabad region. The study put the touch on how consumers use cash or plastic money in retail organized for their purchases outlets. The aim was to find out how consumers found it easy to use plastic money to be, whether they like to use, and in particular how it compared to using cash. Conducted a qualitative survey of consumer plastic money and credit cards, debit cards and cash to use. And the attitudes and behavior analysis and opinions of the customers through the payment collected using a questionnaire. It has been studying the impact of factors such as income, education, comfort, and the advantages and disadvantages of the means of payment. The study analyzed the problems faced by consumers with regard to security and complexity of use and preference for alternative means of payment. Research shows advantages in the use of plastic money in some cases offered on the comparative advantage to differentiate consumers. The study of customers' payment behavior during the purchase and their way of payment chosen.