SUMMARY

Customer expectation of store attributes and store patronage decision towards organized retail outlets in Madurai city is about the study of customer and shoppers of this area and there expectation from modern retail outlets. The study attempts to unearth the role played by modern retail outlets in transforming the market and lifestyle of customers.

The study evaluates store experience and store patronage as a result of satisfaction and loyalty. Convenience sampling method is applied in getting the required samples from shoppers who come from shopping. The data were collected after having a pilot study and rectification of variables needed as per expert advice from both organized and unorganized shoppers.

The data collected together with information are used to identify the service gap in the study. Reviews are used to develop an instrument to study the expectation. The data collected are purified and tested with validity of the instrument.

The data from organized and unorganized where collected and analyzed to study the expectation of customer, instruments reliability and validity of instruments was checked and identified the expectation gap in the study.

The thesis is supported with relevant and needed hypothesis and SEM, structural equation modeling and multivariate, bi-variant and uni-variant...
analysis. The applied hypotheses are tested with AMOS and SPSS software to fulfill the research objectives.

A thorough study on literature and other works gave a clear idea to develop a conceptual model. A structural equation model was developed, tested and proved loyalty and assortments are major determinants in store selection. Further the instrument used is also proved valid and acceptable.

The researcher identified that assortment and loyalty are strong and has high significant value in influencing store choice decision. The expectation of store attributes is also much expected both in organized and unorganized retail store.

The study is important for II and III tier cites, many implementation and scope for further research are highlighted in the study.