

**CUSTOMERS' PERCEPTION & SATISFACTION IN ORGANIZED RETAIL
SECTOR IN INDIA**

A

THESIS

PRESENTED TO THE

FACULTY OF BUSINESS STUDIES

PUNJABI UNIVERSITY

IN FULFILLMENT OF THE REQUIREMENTS

FOR THE DEGREE OF

DOCTOR OF PHILOSOPHY

IN

BUSINESS MANAGEMENT

GAUTAM BANSAL

SCHOOL OF MANAGEMENT STUDIES

PUNJABI UNIVERSITY, PATIALA

AUGUST, 2012