

ABSTRACT
FOR Ph.D

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

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Retailing, both as a consumer pastime and as an organizational activity, has changed significantly during recent years. It is one of the world's largest and most diverse industries. The Indian retail industry is no more nascent today. There has been a significant change in retail trading over the years, from small kiranawalas in the vicinity to big super markets; a transition is happening from the traditional retail sector to organized retailing. The unorganized sector still holds a dominant position in this industry. The organized segment holds just about 5% of the current US\$ 450 billion retail market, which is expected to reach about US \$ 900 billion by the middle of this decade. In the same phase there is marked change in the style of shopping as well. Considering the changing Demographics, Life style, Purchasing Power, More disposable income it becomes imperative for all the retail players that they have to know the customers in depth not only to attract but also to make their products taller made to the requirements of the customer and thereby increase their consumer base. Present study was conducted to help the retailers in understanding their customers better and help them in gaining competitive advantage, especially when foreign companies are eying India as huge potential market in organized retail sector. Extensive literature was studied to get insight into retail industry in different world economies to know the trends and behavior of consumer.

The scope of present study has been restricted to state of Punjab. In the study five major cities such as Ludhiana, Jalandhar, Amritsar, Patiala and Bathinda of the state were selected. The

cities were selected on the basis of recent developments in terms of opening of different retail formats in organized retail in these cities. Retail outlets like Big Bazar, Vishal Mega Mart, Spencers, Reliance retail and various big malls in cities were selected to cover wider and diverse perspective of customers which has helped in making comparative analysis of various outlets as well. Sample size for the study was 500 respondents from selected cities. Data was collected by both primary and secondary sources. Primary data was collected through structured undisguised questionnaire which was filled by the respondents visiting and shopping frequently at retail outlets in Punjab. Data collected was analyzed by using various statistical and graphical techniques such as mean, averages and chi Square test. Multivariate statistical technique Like ANOVA was also be used as per the quantification and relevance of data to get better understanding of Phenomenon.

This study provides some insights on factors that could be important in managing customer satisfaction. One of the major factors that attract the customers to shopping malls is availability of all necessarily goods under the same roof along with experience and quality of shopping. The merchandise strategy employed at organized retail outlets in term of quality of products, value for money, variety of products, unique and trendy products, branded products, and good packaging meet the high expectations of majority of the respondents and results in higher satisfaction with the merchandise of organized retail industry. Besides these variables customer care activities, Entertainment, food joints, child care facilities are also becoming significant issue which influence the behavior of consumers. Unplanned purchase behavior and off the shopping list buying behavior of the consumer have significant impact on the overall purchase behavior of the consumer in organized retail industry. Business firms must consider these factors while designing the marketing strategies especially related to displays, advertisements within and outside the outlets and strategic location of products etc. to increase the sales and profits. Certain areas like sales force effectiveness; Role of Information technology (e-retailing), store display strategies etc are some of the areas that need future research.

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