Retailing, especially organized retailing has special significance in all developed and developing countries as it contributes significantly to the GDP and employment opportunities of the countries. With a strategic approach, a retailer has to plan for and adapt to a complex, changing environment. In India, organized independent and chain retailers replace the small and unorganized traditional retailers at a faster rate (45-50 per cent a year), however, the organized retailing has only attained 8-10 percent share in the total retailing arena. The retail turnover of India is estimated to grow at 6 per cent annually and is believed to reach $ 637 billion by 2015 (KSA Techno Park Analysis). The revamping exercise in the sector has been caused by the rising employment opportunities in the service sector and the resultant rise in the income level, inability of current retailing to tap economies of scale, change in the shopping behaviour of customers, quality consciousness of customers and the favorable climate to the large retailers.

New formats of retailing, supermarkets, super stores and hypermarkets offer large number of commodities under one roof, provide facilities for self service and pleasurable shopping experience. Industrial houses such as Tatas, R.P.Goyanks, Nandas, Rehejas, Birlas, Piramals, ITC and many other giants set up their retail outlets throughout the nation. The door is already opened for foreign players also even in fully owned multi-brand retailing. Certainly, all these will revamp the sector, however, to exist and to gain in the scene, retailers have to frame well-integrated customer oriented strategy.

The study, ‘Role of Kerala State Co-operative Consumers’ Federation Limited in Retailing’ is a pioneer one in the field as it is a kind of evaluation of the performance of the consumers’ co-operative state apex body with respect to its retailing activities. In this study, the researcher emphasized the customers’ point of view for the assessment of the effectiveness of the
Federation in the sale of consumer goods to the public and holding the price levels of essentials. It is remain convinced that effective market segmentation is the first step of retail marketing which provides the direction of successful market practice. Assessment of customer satisfaction has unique importance and leads a firm to excel in the core areas; to this end, we have paid attention for ascertaining the level of satisfaction of Triveni customers.

Marketers cannot remain a monopoly for a long time or remain forever with the government help; they have to attain the competition power. In this respect, the competitive position of Triveni Supermarkets is drawn and evaluates while comparing the Private and Margin-Free Supermarkets are evaluated. CONSUMERFED had started first departmental store in 1978 at Statue, Thiruvananthapuram and today it has around 1132 retail outlets including Triveni Supermarkets, floating, moving Triveni markets and Nanma stores. It has more than 35 years’ experience in the retailing of consumer goods in the state and is the second largest chain retailer in the country. At this juncture, the study certainly, will help the firm to plan strategies to remain it competitive one in the sector for saving the public from the exploitation by unscrupulous retailers and middlemen.

The yardsticks and tools used in the study can safely use other retailers also. And so, this endeavour may create awareness among the retailers to assess their customer satisfaction level on various yardsticks. The findings of the study clearly depict the strengths, weaknesses and relative performance of CONSUMERFED in retailing. I hope that this study, though not complete, has provided some valuable and useful insights with respect to the true position of the federation which are likely to be useful to researchers, policy makers, and other interested persons.