A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS ORGANIZED AND UNORGANIZED RETAIL STORES IN COIMBATORE CITY

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ABSTRACT

Customers are the end beneficiary of all retail activities. No matter what type of format a retailer is using, whether organized or unorganized, it has to satisfy the customers’ needs. Keeping this in mind, an attempt has been made to examine the factors influencing the customers to choose the retail outlet, their satisfaction level and the current loopholes in the Indian retail industry have been highlighted. The present study is purely based on the primary data and is confined to Coimbatore City, India. The data was collected through questionnaires.

KEY WORDS: Customers, organized, unorganized, retail industry.

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