DRIVERS OF RURAL CONSUMER’S SATISFACTION FOR APPAREL RETAIL OUTLETS: A CASE STUDY OF ODISHA

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ABSTRACT:

In the present business environment, the retail sector is booming and is fastest growing sector among other sectors in India. India offers tremendous potential for growth in the retail sector, especially for large format modern apparel stores. In aligned to the Indian economy, apparel sector posses great opportunity. We have created a model to assess service quality of large format modern apparel stores. 6 core service dimensions were extracted using Factor Analysis as drivers of customer satisfaction for apparel retail outlet.

KEYWORDS: Apparel Retail Sector, Service Quality, Rural Consumers.

REFERENCES: