CUSTOMER SATISFACTION STUDY ON ORGANIZED RETAILING – SOLUTION TO THE DILEMMA OF THE HOUR

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ABSTRACT
The retail sector is expanding and modernizing rapidly in line with India’s economic growth. The retail industry has been present for many years in the country. However, only in the recent past it has witnessed much dynamism. The Indian retail industry is one of the booming industry, accounts for over 10 percent of country’s GDP and around 8 percent of the employment. It has come forth as a fast paced industry with several players in the market. Increasing income, desire for better quality and luxurious items and influence of western culture have tremendously created a major change in the behavioral pattern of Indian consumers.

“Know your customer” is the unshakable rule in business. Organized retailing is entering into a booming area. Properly understanding the real psyche of the customers and periodical analysis of their expectations helps to place a strong foot in the competitive market.

KEY WORDS: The retail sector, GDP.