

Navigating Consumer Preferences: An Examination of Organized Retail Satisfaction in a South Indian Locale

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Abstract

This study aims to identify the factors that influence consumer satisfaction with retail establishment and the retail industry. Vendors and large business owners prioritize consumer fulfilment because it directly affects the quality of their goods and services, which fosters customer loyalty. This evaluation is an important indicator of the extent to which retail enterprises effectively cater to the needs of their consumers. Additionally, it will explore the demographic characteristics of consumers who patronize these establishments. The assessment was carried out in a South Indian locale (Erode, Tamil Nadu). The data were collected using a well-structured questionnaire with a sample size of 1000 respondents and ten independent variables towards customer satisfaction. Furthermore, statistical methods such as percentage analysis, two-way table analysis, and Chi-square testing revealed that the factors (gender, age, marital status, educational qualification, occupation, family income, family size, type of store, frequency of visit, and type of products preferred) were significant at the 5% level. The findings of the study will assist retail store managements in gaining a fairly good understanding of the various factors that influence consumers' choices of organized retail shops.

Key Words

Consumer satisfaction, Consumer service, Customer loyalty, Retail business, Retail outlets

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