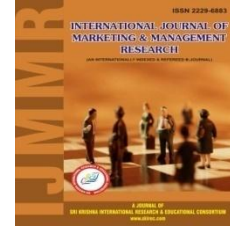




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IMPACT OF RETAIL OUTLET IN RETAINING CUSTOMER LOYALTY - A CASE STUDY OF BIG BAZAR

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ABSTRACT

The Indian retail sector is witnessing tremendous growth with the changing demographics and an increase in the quality of life of urban people. Retail Sector is the most booming sector in the Indian economy. With a growing economy, improving income dynamics, rising awareness, and a youth-heavy customer base, India is well on its way to become one of the most prospective markets for the domestic and global retailers. The inception of the retail industry dates back to times where retail stores were found in the village fairs, Melas or in the weekly markets. Those stores were highly unorganized. The maturity of the retail sector took place with the establishment of retail stores in the locality for convenience. With the government intervention the retail industry in India took a new shape. Outlets for Public Distribution System, Cooperative stores and Khadi stores were set up. These retail Stores demanded low investments for its establishment. The study is about influence of shopping experience on retaining customer loyalty. Study speaks about shopping experience in retail stores and consumer purchase behavior. It helps to understand frequency of shopping visit; the usual time of day for shopping; travel time; time spent; and number of companions. We can also understand various loyalty building programmes that are being initiated by the retail stores. This study intends to know how shopping experience helps the retailers in building store loyalty. Statistical tools are employed to examine the relationship between variables. The study concludes that shopping experience has a direct influence on customer loyalty.

KEYWORDS: *loyalty, retention, variety, products, shopping, satisfaction, offers.*