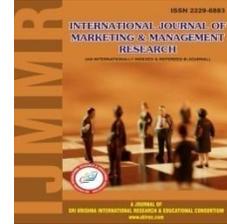




The Journal of Sri Krishna Research & Educational Consortium  
**INTERNATIONAL JOURNAL OF  
MARKETING AND  
MANAGEMENT RESEARCH**  
Internationally Indexed & Listed Referred e-Journal



## **A STUDY OF ORGANIZED RETAIL OUTLETS IN HARYANA- DETERMINANTS OF RETAIL CUSTOMER SATISFACTION**

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### **ABSTRACT**

*Dynamic changes in the field of retailing during the last decade have promoted a focus on “service” to the customer. Customer satisfaction has drawn attention of researcher and managers in recent decades. With the rapid development of modern organized retailers in Haryana in terms of number of stores and value, understanding of retail customer satisfaction and identifying determinants of retail customer satisfaction has become strategic importance for organized retailers or the so-called organized retail outlets in Haryana. The main purpose of this study is to explore the relationship among the customer satisfaction and different dimensions of service quality and identify the most influencing factors that motivate the customers to visit the organized retail outlets. The study is descriptive in nature and is based upon organized retail outlets intercept survey with 450 respondents across a range of demographics. Judgment sampling technique is used in present study and statistical tools used are frequency counts, percentages, means and chi-square test. Analyses were done using the SPSS for Windows (Version 10.0) computer software and set at 0.05 level of significance. The results indicate that variety of products, branded products and availability of necessary goods under same roof, reasonable price and fixed price and location of organized retail outlets at close to residence or work place play a significant role in motivating the customers to visit organized retail outlet. There is significant relationship between customer satisfaction and 5 dimensions of service quality of organized retail outlets; Product Characteristics, Price factor, Physical aspects, Promotional schemes and Personnel interaction. Since the results of the study show that customers' satisfaction is related with service quality of retail stores in terms above said 5 dimensions, therefore, retailers need to stress on these related aspects in providing their services.*

**KEYWORDS:** Retailing, Retail Customer Satisfaction, Retail Service Quality Scale, Service Quality.