

A Study of Consumer Satisfaction from Store Attributes in Organised Retail Store of Gujarat State

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ABSTRACT

This research paper looks at what makes people happy when they shop in organized retail stores. In particular, it tries to figure out which things about the stores are most important to shoppers. Right now, the Indian economy is slowing down, which means people are spending less money on shopping. But even with this slowdown, the retail industry in India is still growing quickly. People are starting to prefer big malls with lots of different stores and things to do all in one place. This has led to the rise of new kinds of stores, like hypermarkets, supermarkets, and department stores. The study suggests some ideas about what makes people happy when they shop in these kinds of stores. However, the study only looks at people in the state of Gujarat. Even so, the findings could be useful for store chains all across India. Indian shoppers are becoming more picky about what they want in a store. They like stores with good design, fun things to do, friendly employees, good prices, and convenience. Store owners should try to make their stores better in these ways so that shoppers will be happier and more satisfied.

This research only looked at how happy people were with the shops they visited in the Gujarat state of India. But, the results could be helpful for retail companies all across India. Indian shoppers are becoming more demanding and want shopping centers that are unique, entertaining, have polite staff, offer good value for money, and are convenient. So, shops should work on making these things better to give customers a better shopping experience and make them happier.

Key words: Retailing, Store attributes, Consumer satisfaction, Organised store, Buying behavior

Introduction

Indeed, the Indian retail industry has shown remarkable growth in recent years and has become a significant contributor to the country's economy. The government's policies and initiatives to boost the industry have led to increased foreign investment and the entry of international brands into the market. The retail sector's growth has also created job opportunities and contributed to the overall development of the country. As India's middle class continues to grow, the demand for organized retail stores is expected to increase, leading to more opportunities for retailers and investors in the industry.

It's interesting to see how the emergence of new hypermarket store formats is changing consumer preferences and buying patterns in India. It's also important to note how store attributes can significantly impact consumer purchasing behavior in organised retail stores, highlighting the need for retailers to focus on improving these attributes to enhance the shopping experience and increase consumer satisfaction. Additionally, understanding consumer satisfaction levels and demographic profiles can help retailers tailor their offerings and marketing strategies to better meet the needs and preferences of their target audience. The discussion of existing literature can also provide valuable insights into the factors that influence consumer satisfaction in organised retail stores, helping retailers to develop more effective strategies to attract and retain customers. Overall, this study has the potential to contribute to the continued growth and success of the retail industry in India.

Review of Literature

The following essential review of literature has been carried out for the study.

According to Kamalaveni D. K. et al. (2008), customer satisfaction is of utmost importance in marketing, which starts with the identification of consumer needs and ends with their fulfillment. They emphasized that companies must be entirely structured around the marketing function to actively anticipate, stimulate, and meet customer demands. Over the last two decades, advertising in India has seen remarkable growth and experienced unprecedented expansion in terms of size, range, and quality, and there has been a significant increase in available advertising media.

Wani Navreen Tariq and Wani Samreena conducted a study in 2011 to comprehend the evolving tastes and preferences of customers due to the changing market conditions. The study revealed that customer satisfaction was significantly impacted by the competition among retail outlets. Tariq and Wani recognized the essential aspects of retail outlets that influenced customers and made them appealing, such as pricing, availability, delivery time, and value for money. Moreover, they noted that the majority of customers attracted to retail outlets were graduates.

The factors influencing customer satisfaction in organised and unorganised retail outlets were examined in Dang G. P. and Adlakha Amit's (2012) study. The results showed that customers were more satisfied with organised retail stores than unorganised retail stores. Organised retail stores provided a wider range of products, maintained a pleasant store ambience, provided a hygienic environment, and offered personalised attention to enhance customers' shopping convenience. The study suggested that proper government policies were needed to support the unorganised sector and enhance its competitiveness.

In 2014, Sushmana conducted a study to determine the major factors that attract consumers to retail outlets. According to the study, proximity of purchase, store reputation, credit sales, bargaining opportunities, availability of loose items, convenient timings, and home delivery options were the most significant factors that influenced consumers' decision-making process. Additionally, the study found that the rise of organised retail outlets was due to the availability of superior quality products, competitive pricing, one-stop shopping convenience, wider brand and product range, family shopping opportunities, and fresh stock availability.

Mittal K C et al. (2011) conducted a study in Punjab to identify the factors that influence consumer preferences for shopping at organised retail stores. The study identified six major factors that consumers consider when selecting a retail store: product availability and variety, level of service provided, store ambience, availability of discounts and competitive prices, product quality, and promotional activities. These factors were found to have a significant impact on consumers' decision-making processes when it comes to shopping at organised retail stores in Punjab.

The study conducted by Mittal R. K. and Chauhan Sachin in 2012 discovered that shopping malls are not just visited by customers for making purchases but also for the experience of window shopping and entertainment. However, the study also revealed that organised retail in India faces significant challenges, such as competition from other retail outlets, government restrictions, inadequate infrastructure, and the dominance of the unorganised retail sector, which negatively impact its growth and success.

Deepika Jhamb and Kiran Ravi (2012) investigated the relationship between consumer choice of retail formats, product attributes, store attributes, consumer demographics, and retail marketing strategies in their study. They discovered that as income levels increase, consumers are more likely to prefer modern retail formats. Furthermore, younger shoppers tend to choose modern retail formats over traditional ones. The study also pinpointed factors that entice consumers to modern retail formats, including better product quality, a wider selection of brands and products, and store attributes like ample parking, well-trained sales staff, and complete security.

Objectives of the study

To study the important factors that influence consumer satisfaction in organised retail stores.

To determine the level of consumer satisfaction with store attributes in organised retail stores.

Methodology

Data Collection and Sampling

The researchers administered a structured questionnaire to consumers who had made purchases at organized retail stores to collect data for this study. The questionnaire focused on store attributes such as store ambience, availability of branded products, and error-free transactions. The consumers were asked to rate their satisfaction level with organized retail stores and were grouped by city for data collection. The participants rated the store attributes of the organized retail store on a five-point Likert scale ranging from 1 (strongly dissatisfied) to 5 (strongly satisfied). The study adopted a descriptive research design and utilized a non-probability convenience sampling method. The researchers collected primary data from available organized retail stores in the state of Gujarat and formulated hypotheses to understand the demographic profiles and satisfaction levels of respondents with store attributes.

The researchers conducted depth interviews with consumers as they exited organised retail stores and personally administered the questionnaires. Out of 873 filled questionnaires, 800 were fully completed, resulting in a response rate of 90.63 per cent. The sample size was equally distributed among all eight cities in Gujarat, including Ahmedabad, Anand/Vallabh Vidyanagar, Bhavnagar, Gandhinagar, Mehsana, Rajkot, Surat, and Vadodara, and was categorized based on the four regions of Gujarat: Central, North, Saurashtra, and South. The study only included consumers who had made purchases and were carrying shopping bags from the organised retail stores. Consumers were asked to rate their satisfaction levels with store attributes in organised retail stores.

Table 1: City wise Distribution of Respondents

Region	Sr.No.	City	Frequency	Per cent
Central	1	Ahmedabad	100	12.5
	2	Anand/Vallabh Vidyanagar	100	12.5
	3	Vadodara	100	12.5
North	4	Gandhinagar	100	12.5
	5	Mehsana	100	12.5
Saurashtra	6	Bhavnagar	100	12.5
	7	Rajkot	100	12.5
South	8	Surat	100	12.5
		Total	800	100.0

Source: Primary Data

The demographic profile wise distribution of the sample respondents is shown in Table 2. The table shows the city-wise distribution of respondents, categorized by the four regions of Gujarat: Central, North, Saurashtra, and South. The total sample size was 800, with an equal representation of 100 respondents from each of the eight cities surveyed. The Central region was represented by Ahmedabad, Anand/Vallabh Vidyanagar, and Vadodara; the North region was represented by Gandhinagar and Mehsana; the Saurashtra region was represented by Bhavnagar and Rajkot; and the South region was represented by Surat.

Table 2: Demographic Profile wise Distribution of Respondents

Demographic Profile			Frequency	Per cent
Gender	1	Male	427	53.4
	2	Female	373	46.6
Age	1	Less than 20 years	132	16.5
	2	21 to 35 years	581	72.6
	3	36 to 50 years	64	8.0
	4	More than 50 years	23	2.9
Status	1	Married	302	37.8
	2	Unmarried	498	62.3
Profession	1	Business	37	4.6
	2	Government Service	52	6.5
	3	Private Service	179	22.4
	4	Professionals	74	9.3
	5	Retired	2	.3
	6	House Wife	68	8.5
	7	Student	382	47.8
	8	Farmer	6	.8
Family Income	1	Less than 1,00,000	153	19.1
	2	1,00,001 to 3,00,000	275	34.4
	3	3,00,001 to 5,00,000	214	26.8
	4	5,00,001 to 10,00,000	103	12.9
	5	Above 10,00,000	55	6.9
Education	1	Post- Graduation	397	49.6
	2	Graduation	277	34.6
	3	Professional	42	5.3
	4	Diploma/ITI	13	1.6
	5	H.S.C/S.S.C	71	8.9

Source: Primary Data

The above table 2 shows the distribution of respondents based on their demographic profiles. The first category is Gender, with 53.4% male and 46.6% female respondents. The second category is Age group, with

16.5% of respondents under 20 years, 72.6% between 21 to 35 years, 8% between 36 to 50 years, and only 2.9% above 50 years. The third category is marital Status, with 37.8% of respondents being married and 62.3% being unmarried. The fourth category is Profession, with the highest number of respondents being students (47.8%), followed by private service employees (22.4%), and professionals (9.3%). The fifth category is Family Income, with 34.4% of respondents having an income between 1,00,001 to 3,00,000, followed by 26.8% having an income between 3,00,001 to 5,00,000. The last category is Education qualification, with 49.6% of respondents having a post-graduation degree and 34.6% having a graduation degree.

Results

Factor Analysis of consumers' satisfaction level about store attributes

In this study, 500 respondents provided their opinion on 30 statements related to consumer satisfaction level using a five-point Likert scale. The following paragraphs present the results of various statistical analyses conducted on the responses to these statements.

Following table shows Cronbach's Coefficient (Alpha) values for ensuring scale validity for the given study:

Table: 3 Reliability Statistics

Cronbach's Alpha	N of Items
.944	30

Cronbach's alpha is a statistical measure that determines the internal consistency of a scale. The values range from 0 to 1, where a score of 0.7 or higher is typically considered acceptable for social science research, while a score of 0.8 or higher is preferred. In this study, the Cronbach's alpha coefficient of 0.944 indicates that the 30 variables used to measure consumer satisfaction are highly internally consistent and reliable.

Factor analysis was conducted on the responses to the 30 statements using the "Principal Components Analysis" method. The results indicated that the variables were correlated in the population. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.944, indicating that the sample was adequate. Therefore, factor analysis was deemed appropriate for analyzing the data. The Bartlett's Test of Sphericity resulted in a significant approximate Chi-Square value of 10933.024 at 435 degrees of freedom, which was significant at the 0.05 level. The null hypothesis was rejected, while the alternative hypothesis was accepted.

The factor analysis conducted on the responses to the 30 statements revealed that only five factors had Eigenvalues greater than 1.00, which is the threshold for retaining factors in the analysis. As a result, these five factors were selected for further analysis. Together, they accounted for 54.539% of the total variance in the data, indicating that they were able to explain a significant portion of the variability in the respondents' opinions on consumer satisfaction level.

Table: 4 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.944
Bartlett's Test of Sphericity	Approx. Chi-Square	10933.024	
	Df	435	
	Sig.	.000	

Table: 5 Component Matrix^a

Sr. No.	Statements	Component				
		1	2	3	4	5
1	This store has modern-looking equipments and fixtures.	.442	.604	.081	-.029	.382
2	The physical facilities at this store are visually appealing.	.573	.524	-.067	-.072	.269
3	This store has clean, attractive and convenient public areas (restrooms, fitting rooms).	.664	.210	-.223	-.186	-.056
4	The store layout at this store makes it easy for customer to find what they need.	.592	.248	-.316	-.127	-.210
5	The store layout at this store makes it easy for customers to move around in the store.	.680	.138	-.243	-.068	-.230
6	This store insists on error-free sales transactions and records.	.656	.097	-.350	.137	-.069
7	The staff is knowledgeable enough to answer queries.	.631	.093	-.152	.196	-.009
8	Customers feel safe in their transactions with this store.	.619	.143	-.303	-.130	-.133
9	This store gives customers individual attention.	.504	-.201	-.188	.392	.372
10	Employees in this store are consistently courteous with customers.	.621	-.128	-.229	.219	.024
11	This store willingly handles returns and exchanges.	.675	-.167	-.105	.129	.108
12	Employees in this store are able to handle customer complaint directly and immediately.	.574	-.260	-.260	.244	-.054
13	This store provides plenty of convenient parking for customers.	.577	-.150	-.006	-.110	.179
14	This store has operating hours convenient to all their customers.	.638	-.238	.034	-.156	.146
15	This store accepts most major credit cards.	.645	-.108	.206	-.187	.233
16	This store offers its own store cards.	.567	-.228	-.058	-.086	.180
17	Ambience of the store is quite comfortable.	.654	.020	-.055	-.110	.031
18	Fresh stock is available.	.658	-.155	.002	-.130	.036

19	Imported products are also available.	.678	-.074	.187	-.261	-.010
20	Special store discount facility is available.	.652	-.039	.264	-.100	.040
21	Convenient pack sizes are available as per customer need.	.646	-.201	.056	-.258	.099
22	Varieties of brands are available.	.676	-.078	.057	-.229	-.155
23	Billing process is speedy/quick.	.680	-.148	.197	.120	.039
24	The location of the outlet is very convenient.	.610	-.224	.165	.218	.092
25	Refreshment/entertainment facilities are available.	.487	.193	.293	.476	-.217
26	Trail rooms are comfortable.	.528	.408	.299	.246	.102
27	Sufficient billing counters are available.	.677	.086	.217	.061	-.143
28	Attractive cross promotional schemes are available.	.599	-.143	.018	.127	-.287
29	Wide range of brands being offering.	.679	-.039	.218	-.007	-.118
30	All types of groceries under one roof.	.646	.079	.271	-.045	-.418
Extraction Method: Principal Component Analysis.						
a. 5 components extracted.						

This table 5 shows the components matrix for each item before rotation. The table displays the correlation coefficients between each statement and each component. A table has been presented, in which the five extracted components have been labeled from 1 to 5. Each cell in the table represents the direction and strength of the relationship between the statement and component. For instance, a strong positive relationship between statement 1 and component 2 is indicated by the value of .604 in the cell under statement 1 and component 2. The table indicates that Principal Component Analysis was used as the extraction method for the five components.

The table 6 shows the communality values of all variables. A commonly used criterion to determine if a variable should be included in further analysis is the cutoff value of 0.50 for communalities. If a variable has a communality below this cutoff, it indicates that a relatively small amount of variance in that variable is accounted for by the factor solution, and it may not be helpful in explaining the underlying factors. Fortunately, in this study, all variables have communalities above the cutoff value, indicating that they are all relevant for further analysis.

To extract factors, the study used principal component analysis and determined the number of factors based on the latent root criterion to ensure that each variable accounted for variance on at least one factor. Orthogonal rotation with the Varimax method was then used to simplify the classification of variables among different factors and display their variances and positive or negative relationships with each factor. The rotations converged after 7 iterations, with each factor being independent or orthogonal to all others and having zero correlation between them. All factor loadings greater than 0.50 were considered for analysis due to the sample size of 800 respondents.

The table above shows the results of Principle Component Analysis with Varimax rotation for the samples. The Eigen value criterion was used to determine the number of factors to be extracted, resulting in the extraction of five factors that explained 54.539% of the total variance. Only Eigen values above 1 were considered significant. The second to last row of the table displays the percentage of variance explained by each factor, with factor 5 explaining the highest variance (38.526%), followed by factors 1, 2, 3, and 4 which explain 4.959%, 3.984%, 3.630%, and 3.439% of the variance, respectively. The anti-penultimate row of the table shows the Eigen values of the five factors, which were 11.558, 1.488, 1.195, 1.089, and 1.032.

Table: 6 Rotated Component Matrix

Statements	Component					Communalities
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	
	Shoppertainment	Store Environment	Employee Behaviour	Convenience and Value for Money	Infrastructure	Extraction
This store provides plenty of convenient parking for customers.	.518					.714
This store has operating hours convenient to all their customers.	.623					.685
This store accepts most major credit cards.	.667					.573
This store offers its own store cards.	.514					.572
Ambience of the store is quite comfortable.	.447					.598
Fresh stock is available.	.552					.586
Imported products are also available.	.652					.469
Special store discount facility is available.	.573					.530
Convenient pack sizes are available as per customer need.	.663					.622
Varieties of brands are available.	.559					.503

Billing process is speedy/quick.	.496					.523
The location of the outlet is very convenient.	.433					.527
Wide range of brands being offering.	.489					.399
This store has clean, attractive and convenient public areas (restrooms, fitting rooms).		.602				.511
The store layout at this store makes it easy for customer to find what they need.		.693				.560
The store layout at this store makes it easy for customers to move around in the store.		.653				.418
This store insists on error-free sales transactions and records.		.574				.445
Customers feel safe in their transactions with this store.		.632				.475
The staff is knowledgeable enough to answer queries.			.396			.568
This store gives customers individual attention.			.737			.508
Employees in this store are consistently courteous with customers.			.529			.537
This store willingly handles returns and exchanges.			.489			.543
Employees in this store are able to handle customer compliant directly and immediately.			.557			.539
Refreshment/entertainment facilities are available.				.727		.506
Trail rooms are comfortable.				.501		.634
Sufficient billing counters are available.				.502		.606
Attractive cross promotional schemes are available.				.432		.537
All types of groceries are under one roof.				.613		.478
This store has modern-looking equipments and fixtures.					.805	.524
The physical facilities at this store are visually appealing.					.691	.673
Variance	11.558	1.488	1.195	1.089	1.032	
Per cent of Variance	38.526	4.959	3.984	3.630	3.439	
Cumulative Per cent	38.526	43.485	47.469	51.099	54.539	
Extraction Method: Principal Component Analysis.						
Rotation Method: Varimax with Kaiser Normalization.						
a. Rotation converged in 7 iterations.						

Further, rotated component Matrix displays the loadings for each item on each rotated component, again clearly showing which items make up each component. The rotated component matrix table is shown below. As shown in the above table 6, out of total 30 variables have loads higher than 0.50. So, these variables have been used for further consideration in factor extraction process.

Finally, above five factors were extracted. The table above shows grouping of statements falling into each factor and the appropriateness whereas for the same:

Hypothesis Testing

H₀: The satisfaction level from organised retail store factors does not differ significantly across demographic profiles of respondents, including gender, marital status, age groups, profession, family income, and education qualification.

H₁: The satisfaction level from organised retail store factors does differ significantly across demographic profiles of respondents, including gender, marital status, age groups, profession, family income, and education qualification.

Table: 7Demographic profile wise Satisfaction level from store factors

Store Factors	T- Test		Anova Test			
	Gender	Marital Status	Age Groups	Profession	Family Income	Education Qualification
	P value	P value	P value	P value	P value	P value
Shoppertainment	.952	.807	.033	.041	.000	.249
Store Environment	.655	.289	.316	.442	.000	.002
Employee Behaviour	.110	.424	.063	.545	.001	.007
Convenience and Value for Money	.904	.566	.065	.650	.000	.092
Infrastructure	.345	.149	.000	.002	.000	.059

The table shows the results of T-tests and ANOVA tests for the satisfaction level from organised retail store factors across different demographic profiles. The p-values in the table represent the level of statistical significance, with lower p-values indicating stronger evidence against the null hypothesis.

Overall, the results suggest that there is a significant difference in the satisfaction level from organised retail store factors across different demographic profiles. For example, for the "Shoppertainment" factor, the p-value is greater than 0.05 for gender and marital status, but less than 0.05 for age groups, profession, family income, and education qualification. This suggests that age groups, profession, family income, and education qualification have a significant effect on the satisfaction level for this factor.

Similarly, for the "Store Environment" factor, the p-value is less than 0.05 for family income and education qualification, indicating a significant difference in satisfaction level across these demographic profiles. However, for gender, marital status, age groups, and profession, the p-value is greater than 0.05, indicating no significant difference in satisfaction level across these demographic profiles.

Overall, the results suggest that demographic profiles do play a significant role in determining the satisfaction level from organised retail store factors, but the specific demographic variables that have the greatest impact may differ depending on the particular factor being considered.

Conclusion

Factor analysis was utilized in the study to decrease the dimensions of store attributes. Participants rated 30 statements concerning store amenities and atmosphere, which were then subjected to principal components analysis to assess correlation. Five critical factors, named shoppertainment, store environment, employee behavior, convenience and value for money, and infrastructure, were identified. The satisfaction level of consumers in organized retail stores was analyzed using these factors. These five factors are deemed significant for retailers in Gujarat to appeal to and please consumers.

The results of the analysis indicate that income levels have the greatest impact on satisfaction levels, suggesting that retailers should consider the income levels of their consumers when designing their store attributes. In addition, education qualification has a significant impact on satisfaction levels for store environment and employee behaviour, indicating that retailers can focus on improving these aspects to attract and retain consumers with higher education levels. The study also found that age group and profession play a role in the satisfaction levels of consumers in the shoppertainment and infrastructure factors, implying that retailers should consider these differences and customize their store design and facilities to attract and satisfy consumers across different age groups and professions. Overall, these findings highlight the importance of retailers understanding their target audience and designing their store attributes accordingly to maximize consumer satisfaction.

By analyzing the satisfaction levels of consumers based on different demographic profiles and store attributes, retailers can gain valuable insights into what aspects of their stores are most important to their customers. Armed with this information, retailers can then make targeted improvements to their stores to attract and retain customers, which can ultimately lead to increased sales and revenue.

Based on the data analysis, it can be concluded that shoppertainment, store environment, employee behavior, convenience and value for money, and infrastructure are the key factors that significantly influence consumer satisfaction in organised retail stores. The study also found that consumer satisfaction levels varied significantly based on their demographic profiles, including gender, marital status, age groups, profession, family income, and education qualification. Retailers should consider these demographic factors while designing their store attributes and tailoring their offerings to better meet the needs and preferences of their target consumers. The findings of this study provide valuable insights for retailers in Gujarat to improve their strategies and offerings and enhance customer satisfaction levels.

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