

**“A STUDY OF THE CUSTOMER SATISFACTION
ABOUT THE BAKE SHOPS OF NAVYA BAKES &
CONFECTIONERIES PVT LTD”**

PROJECT REPORT

Submitted in partial fulfilment of the requirement for the award Degree

MASTER OF BUSINESS ADMINISTRATION



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2020-2022

UNIVERSITY OF CALICUT

BONAFIDE CERTIFICATE

Certified that this project report “**A STUDY OF THE CUSTOMER SATISFACTION ABOUT THE BAKE SHOPS OF NAVYA BAKES & CONFECTIONERIES PVT LTD**” is the Bonafide work of “**Mr. EDWIN JOSE (YPAUMBA029)**” who carried out the project work.

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Certified that this project report “**A STUDY OF THE CUSTOMER SATISFACTION ABOUT THE BAKE SHOPS OF NAVYA BAKES & CONFECTIONERIES PVT LTD**” is the Bonafide work of “**Mr. EDWIN JOSE (YPAUMBA029)**” who carried out the project work under my supervision.

Place: Pongam, Thrissur

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Project Guide

DECLARATION

I, Edwin Jose, hereby declare that the Project Report entitled “**A STUDY OF THE CUSTOMER SATISFACTION ABOUT THE BAKE SHOPS OF NAVYA BAKES & CONFECTIONERIES PVT LTD**” has been prepared by me and submitted to the University of Calicut in partial fulfilment of requirements for the award of the Master of Business Administration, is a record of original work done by me under the supervision of Prof. Fr. Ajo Moothedan of Naipunnya Business School, Pongam, Koratty East, Thrissur.

I also declare that this Project work has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or recognition before any authority.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Customer satisfaction score is nothing quite a snapshot of how customers feel about your products, your service or your brand, at a given point of time. Tomorrow is another day and customers may change their mind if any one of your competitors come up with a better deal. If the inducement or incentive is large enough, even satisfied customers will abandon your brand in droves. The purpose for this is that merely being satisfied, or maybe very satisfied, may be a reasoning state of mind; there is little or no emotion attached to that mindset. Customer satisfaction, therefore, shouldn't be confused with customer loyalty. Customers are loyal because they're emotionally attached to your brand; a bribe by a competitor in the form of a better offer or a single upset in the service delivery may well be the cause for an otherwise satisfied customer to abandon your brand, whereas a loyal customer is rock solid and has the emotional capacity to work out beyond the level and continue his/her strong support for your brand. Customer satisfaction receives great attention from both scholars and practitioners. Two of its important contributions are customer retention and customer loyalty.

With the entry of many companies from both domestic and foreign backgrounds, the retail sector has emerged as the most dynamic, and it is simultaneously vulnerable to various risks from both internal and external pressures. Customers now have a wide range of options, and they are also becoming far more knowledgeable and demanding. The customer's power has genuinely shifted. Those that are able to maintain their customers in the industry, particularly in the organized retail sector, are the ones who are able to flourish in the market. Retailers are focusing their marketing efforts on retaining existing customers more than attracting new ones. Companies must establish a positive relationship with their customers and meet their demands in order to retain them. Companies are striving to find new ways to efficiently manage customer relationships, not only to acquire new customers but also to establish new ones. The Indian bakery market is being driven by the growing demand for biscuits and cookies, rapid advancement in technology, and increasing population within the region. Within the food processing industry, bakery, which is additionally a conventional activity, holds a vital place. Bakery products became preferred consumer choice because of their high nutrient value and affordability and are an item of giant consumption within

the region. With the fluctuating eating habits of individuals because of their busy lifestyle, in addition to the rising request for western taste, bakery products have increased huge status. The emergence of the female working population is further contributory knowingly to the expansion route of the Indian bakery market. With the growing consumer demand for brand new and healthy food choices, the industry is further experiencing protection of bakery products to satisfy the taste of the health-conscious people. The launch of healthy products within the bakery section is increasing and is acquiring status at a high rate. The rising penetration of bakery chains is further activating the expansion of the industry within the region. Bakery products like bread and biscuits are quite common among millennials thanks to their suitable and affordable nature. Further, the increasing use of online platforms within the region is enhancing the 'click and collect' trend, with millennials gathering food online. This still is an untouched market within the region and is predicted to form a huge revolution within the future, thus, aiding the Indian bakery market further.

Retailing might be a multi-dimensional activity within the field of the contemporary business world and occupies a very important place within the socio-economic growth strategy of the country. Retail sector has undergone through sufficient changes and is emerging fastly. The Indian retail industry is one of the most important industries in comparison to other industries, accounting for over 13 percent of the country's GDP and around 10 percent of the utilization in various parts of the state. The retail revolution will restructure the Indian economy and would be beneficial to the consumers, small and medium scale businessmen, farmers and thus the government. Modern retail has entered India as seen in sprawling shopping centers, multi – stored malls and large complexes offer shopping entertainment and food all under one roof. Nearly 40 million people earn their livelihood from retailing business and majority of them are small traders, kirana shop's owner, street vendors, etc. who are essentially unorganized. The shadow of unorganized retailing has finally emerged as organized retailing and also witnessed transformation of unorganized family-owned retail formats to organized retailing. The emergence of organized retailing will help accelerate growth, improve competitiveness, provide better job opportunities, offer more product variety and develop the agriculture and processed food industries.

Here we are making an understanding about the customer satisfaction of the bake shops of navya bakes and confectioneries Pvt Ltd. It includes the taste of the product, packing style of the product, issues with the products, services, store arrangements and the other improvements required according to the customer.

1.2 Statement of The Problem

The study encompasses on the identification of the customers satisfaction on the products and services offered from the bake shops of Navya bakes & confectioneries Pvt.Ltd.Therefore, the researcher wants to conduct "A STUDY OF THE CUSTOMER SATISFACTION ABOUT THE BAKE SHOPS OF NAVYA BAKES & CONFECTIONERIES PVT LTD".

1.3 Objectives of the Study

Following are the objectives of this study.

- To understand customers satisfaction on the products of Navya Bakers
- To understand customers satisfaction on the services of Navya Bakers
- To understand the customers perception towards the products, services and store arrangements of the Navya Bakers

This study helps researcher to study about the level of satisfaction on the products and services which are perceived by the customers and what all are the obstacles faced by them for engaging with the products and services. This helps the brand to ensure efficient communication to its customers and improve the products and services itself.

1.4 Significance of the Study

Retail industry is one of the growing and well-established industries in case of sale and competition also. Since there is high competition between the brands, it is important to retain customers in the long run. Because of changing the styles and wants of customers the organizations need to implement the changes into the stores. Also the entrance of new competitors from foreign countries and from the domestic are making retailers implement new changes. This study is to make an understanding on the customers satisfaction level on the products and services offered by the Navya bakers through its different retail outlets. And to understand what the customers are expecting more from Navya bakers. It is conducted to make changes into the stores, products and services which help to improve the customers' level of satisfaction and

make them loyal to the products and services, and also to attract new customers to Navya bakers.

1.5 Scope of the Study

This study will help to understand the customers attitude towards the products and services offered by Bake shops of Navya Bakes & Confectioneries Pvt.Ltd. Through this study the researcher can get an idea about the satisfaction of the customers towards the products and services. This study will be helpful to understand whether there are any obstacles faced by the customers at the retail store or do they face any issues on the quality, ingredients, taste and services. On the basis of that, management can take important decisions on the necessary improvements required in their stores and make the customers loyal to the products and services. For this it is necessary to identify the problems and the areas of improvement needed in the firm. So there is a need to understand the customers needs and wants and what the competitors' strengths and weaknesses are which can be helped in making changes in the current approach to the customers. This study will make us understand the customer satisfaction which they are expecting from the retail bakery stores. On that basis we can make changes in the products and services. It will help the organization in improving sales, making the customers happy, improving customer retention, and attracting new customers.

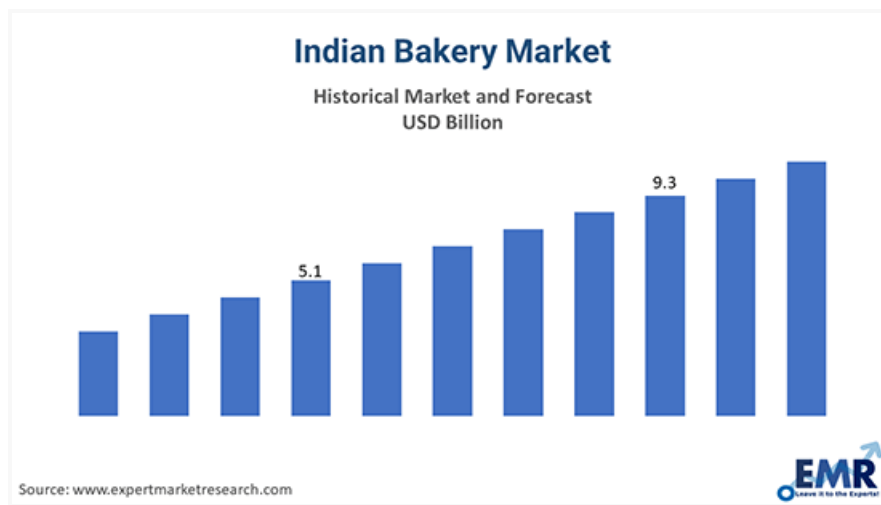
1.6 Industry Profile

Indian Bakery Market Outlook

The Indian bakery market set upright at a value of nearly USD 7.60 billion in 2020. The marketplace is further estimated to develop at a CAGR of 8.5% between 2021 and 2026 to be successful in a value of USD 12.39 billion by 2026. The Indian bakery market is being maintained by the prospering biscuits and cookies industry within the region.

The biscuits and cookies industry in India accounts for nearly 72% of the sales within the Indian bakery market. As compared to other baked FMCG products, the dispersion of cookies and biscuits is sort of high in together the urban and rural areas owed to their reasonable price and cholesterol-free nature. Currently, India is that the world's largest biscuit consuming nation, which can be value nearly USD 4.65 billion

by FY 2020. The region enjoys a comparative benefit in manufacturing, with an abundant supply of primary components, which supports the development of the industry in the region. East and North India are the regions with the very best consumption unit of biscuits and cookies in the country. Maharashtra and West Bengal, being the foremost industrially developed states, hold the very best rate of biscuit consumption. The highest four performers in the biscuits and cookies marketplace are Parle Products, Britannia, ITC, and Surya Food and Agros, where Britannia and Parle comprise 61% of the whole market share.



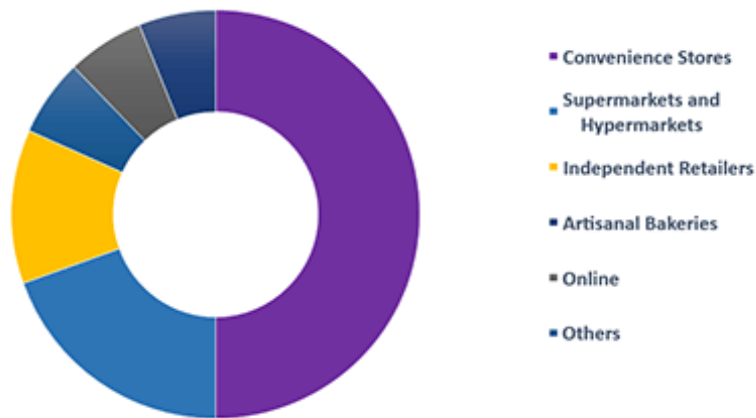
(Fig : 1.1 -Historical Market and Forecast)

Market Segmentation

Baking mentions the technique of cooking food by dry heat in an oven, hot ashes or on hot stones. Food or bakery products comprise items such as, bread, cookies, biscuits, rolls, cakes, cupcakes, pies, tarts, sweet rolls, coffeecakes, doughnuts, and chilled bakery products. Food, like bread, delivers many nutrients that are energetic for health. Bread and biscuits are a number of the widely held products surrounded by other baked goods. On the idea of products, the Indian bakery market is split into:

Indian Bakery Market

Market Share by Distribution Channel (%)



Source: www.expertmarketresearch.com

(Fig : 1.2-Market Share by Distribution Channel)

- ❖ Biscuit
 - Cookies, Cream Biscuits, Glucose Biscuits, Marie Biscuits, Non-Salt Cracker Biscuits, Salt Cracker Biscuits, Milk Biscuits
- ❖ Bread
 - Sandwich Breads, Hamburgers, Croissants
- ❖ Cakes and Pastries
 - Packed Cupcakes, Pastries, Muffins, Layer Cakes, Donuts, Swiss roll
- ❖ Rusk etc.,

Market Analysis

The Indian bakery market is being motivated by the increasing demand for biscuits and cookies, rapid progression in technology, and increasing inhabitants within the region. Within the food dealing out industry, bakery, which is in addition a traditional action, holds an significant place. Bakery products became favoured consumer choice due to their great nutrient value and affordability and are an item of enormous consumption in the region. With the changing eating habits of individuals due to their busy lifestyle, including the growing demand for western taste, bakery products have extended huge status. The development of a female working population is further donating pointedly to the expansion path of the Indian bakery market.

With the increasing consumer request for new and healthy food choices, the industry is added come into contact with protection of bakery products to satisfy the taste of the health-conscious people. The introduction of healthy products in the bakery segment is increasing and is acquisition status at a high rate. The increasing penetration of bakery chains is additional generating the development of the industry in the region.

Bakery products similar to bread and biscuits are quite widely held amongst millennials thanks to their suitable and reasonable nature. Further, the rising use of online platforms within the region is pleasing to the eye the 'click and collect' trend, with millennials ordering food online. This still is an untouched market within the region and is predicted to create enormous revolution in the future, thus, helping the Indian bakery market additionally.

Future Trends in Bakery Sector

➤ Plant-based Food Items will Take in to the Center Stage :

As people are turning veggie to become healthy and in control towards their environment and animal welfare, there'll be a slow but sure increase in the plant-based food items in all the bakery contributions. Even many studies have suggested that by 2030, the increasing demand for supportable products would also end in the development of the plant-based food item category. Brands across the world have already started incorporating plant-based food items in their offerings to be in the trend.

➤ Visual Appeal are going to be the Key :

When it involves bakery products, the visual appeal has always been the key. Since people are browsing a lot due to the Coronavirus pandemic, they need to shell out more on the items that are vibrant and appealing to the eyes. As food-reviews on Instagram has become more in the a rage, to stand out in the market by creating something innovative. it's also been seen that cakes and pastries which have more layers of colors in them are preferred more by the consumers.

➤ Creating More Meaningful Experience :

Food is not any extended just a need to fill our bellies. Rather, people are seeing the food as a chance to know-how brilliant taste, texture and make them healthy. This is often the motive; the bakery industry is presenting fantastic foods in their products. These introductions of products not only develop the taste but also deliver a healthy understanding to the customers.

➤ Usage of More Local Ingredients :

In order to give a financial push to farmers, bakeries are integrating more and more local elements in their recipes, and that's a trend resonating with consumers also. Using the more local item for consumption means decreasing the carbon footprint which will finally leave a feel-good and being liable image in the minds of the consumers. Moreover, usage of more local components helps the brand to assign with the consumers more as it can also assistance a local and original touch to the contributions.

➤ Gluten-Free Products still Rule :

With gluten-free becoming increasingly related to consumers, further brands are using wheat alternative flours that have respectable functionality and consumer demand. Oats are getting a widespread choice - especially for their healthy beta-glucan fiber, protein, vitamin, and mineral satisfied, also as their affordability. They're also high on sustainability due to the low water custom and eco-friendly crop rotation systems connected with oats production.

➤ Cutting Down on Sugar :

This trend came into the market for the reason that of the global increase in diabetes cases. Many producers are swapping some of sugar with malt oligosaccharides for low-sugar, high-fibre cookies by adding alpha-cyclodextrin to scale back the glycaemic index of bread. In India, a lot of bread eaters are trying to find low-sugar claims on bread. Bakers also are slowly gathering up to this trend of low sugar or no sugar entitlements in their contributions.

Evolution of Retail Industry

The consumers change over the period, so the industry also have to change as per the consumers' needs and preferences. The retail industry that emerges in the next five to ten years will almost certainly be very different from what it was at the beginning of the century, with more innovation, integration, and responsiveness. The usual townscape of individual speciality or single-product stores covered the market in the late 1800s and early 1900s. With the entrance of department stores, the situation steadily transformed. According to Moharana (2010), today's corporate world focuses on building reputation through a stronger brand and acceptable image in order to improve consumer and stakeholder acceptability. As a result of this rationale, Indian shops offer a variety of services, brands, and items in one accessible location for customers. Department stores and other merchants, in addition to convenience, provide an interesting and enticing customer experience, an intangible but appealing setting in which shopping is more than just a transaction, but rather a fun-filled delightful event. The shopping environment changed from one dominated by specialty outlet to one that featured integrated "one-stop" shops in just a few decades. Many retailers went to warehousing as a result of significant developments in mass distribution, and interest in discount stores grew as well.

Supermarkets were practically brought to the main street by a transformation in people's shopping patterns around the world. This revolution was unique in human history since it resulted in the construction of a distribution system that provides consumers with unprecedented amounts, variety, and quality of food and other products. From the founding notion of the supermarket and department store to the hypermarket and shopping mall, it has gone through its natural evolution in all areas. The first proper department store, according to history, was opened in Paris in 1852 by Aristide Boucicault and was called Bon Marche. The department store industry was a minimal operation back then. Only after WWII did Western merchants begin to expand their services, facilities, and goods assortment in order to provide a fascinating array of new benefits to customers through organised retailing.

Consumers in the early twentieth century brought various things from different shops and places when they went shopping for their household needs. It was at this time when existing chain stores, such as the Great Atlantic and Pacific Tea Company

(today known as the 'A & P' chain stores), began to introduce new food marketing tactics. Soon after, these chain stores began to sell a variety of things under one roof as well (one-stop shopping). Small merchants were driven to open their own self-service stores in order to save costs and compete with chain store prices as a result of the chain store revolution. The supermarket revolution began in the 1920s, and by the 1930s, the selfservice supermarket idea had gained widespread popularity among housewives. The success of Michael Cullen, an independent operator who opened the King Kullen supermarket in Jamaica, New York, spurred the movement. It was well-received practically all over America in the 1950s. A&P, too, opened its first supermarket in the Midwest in the mid-1930s. Other chains quickly followed, and giant supermarkets began to replace small clusters of stores all over the country. As supermarkets increased in size, they began to expand the self-service concept to include items other than foodstuffs.

Consumers loved the speed and convenience of picking up a box of products that had already been weighed and priced when pre-packaging of foods and groceries debuted in the 1940s. This pre-packaging and self-service supermarket has become the rule rather than the exception all over America over time. By the late 1950s, about 40% of the American population was shopping at these organised retail outlets for food and consumables. The spending choices of consumers have shifted in smaller cities over the last decade. In India, the number of malls in smaller cities has increased by 55 percent in the last two years, compared to 26 percent in larger cities. The share of organised retail to total retail has risen due to saturation in the growth and number of malls in major cities.

China retail, on the other hand, is in the second stage of its exploratory phase, with only a few multinational retailers having entered the sector. The market has matured over a five- to ten-year period, and organised retails claim to have innovated on a big scale in terms of formats and value propositions. Countries like Brazil and Mexico, on the other hand, are in the third phase, known as the concentration phase, in which most global phases have begun to age in the market. The market develops over a period of 0 to 25 years, with organised retail accounting for 25 to 35 percent of the overall market. Germany, the United Kingdom, and Singapore are at the peak of retail evolution, maybe the most advanced level of modern retailing, with many global

merchants in the top ten list and just three to four winning local retailers surviving and flourishing in the market. The organised retail sector accounts for more than 80% of the total market, and it has grown from a fragmented state during the last 25 years. The Global Retail Development Index, published by A.T.Kearney in 2016, compiles a ranking of the top 30 developing market countries based on the attractiveness of doing retail business.

The research ranks India as the second most desirable site after China (up from 15th in 2015), owing to the slowing of the Indian economy in recent years, which has had an impact on the retail business. In the second half of the twentieth century, advances in marketing and technology combined to make it easier for merchants to experiment with new means of contacting customers. Catalogue shopping has seen a comeback, particularly among niche stores like Pottery Barn, Williams Sonoma, and Victoria's Secret. Others pioneered things like television infomercials, creating entirely new business models and expanding the channel environment in the process. These techniques cleared the path for online retailing to become a reality. Beginning in the 1990s, with the arrival of the internet, E-commerce swept the market. The dot-com boom ushered in a slew of pure-play online retailers, as well as a period of rapid technical advancement that impacted practically every part of the retail value chain, from product creation to sales to operations. As these technologies became more widely available, a slew of new channels arose, many of which were in the hands of the end user. Social networking sites, online product reviews, viral marketing, and other forms of engagement ushered in what is still a formative period for the industry.

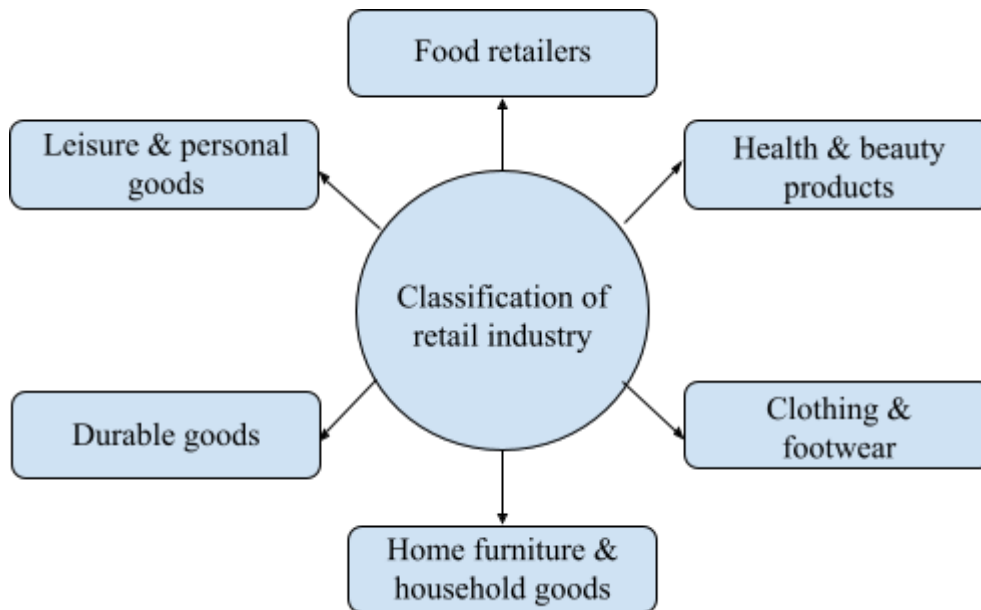
India has the world's most unorganized retail market. Mom and Pop have traditionally handled the retail business, with a shop in the front and a house in the back. More than 99 percent of merchants operate in spaces of less than 500 square feet. All of the items were acquired based on the proprietor's whims and fancies, and pricing was done on an ad hoc basis or by looking at the customer's face. In most cases, the accounts for trading and household are not kept separate. Profits were invested on slow-moving and nonmoving stock that would eventually become obsolete or be consumed in-house. Profits vanished without their knowing as a result. The manufacturers were to reach end customers by distributing items through C & F agents to Distributors & Wholesalers. The price of a product used to be greatly

exaggerated until it reached the end-user from the producer. Manufacturers had little control over selling pricing.

For the most majority, consumers were unconcerned about branding. More than 99% of buyers are price sensitive rather than quality or brand sensitive, yet they are also brand mindful. A weekly bazaar was conducted in many small towns, with practically all supplies, including livestock, on hand. The unwritten law of the market was bargaining. These merchants' educational qualifications were always minimal. As a result, a small number of distributors or wholesalers dominated the market. There was essentially just one type of retailing, and that was mass retail. The retailer-to-consumer ratio was consistently low across all categories. Quality, style, and variety were provided on a regional, community, and truly very low range basis at any one single pace. Almost all of the purchases made by the general public were based on necessity, and the next focus may be on festivals, weddings, birthdays, and other special occasions.

Food or vegetables, for example, are not subject to impulsive purchases or consumption. Except for those who live in metros, having an additional pair of trousers or shirts, casuals and formals, leisure and sportswear, and a separate pair of shoes for different situations is still a luxury for the majority of the people. The purchasing power of Indian urban residents is quite low, and branded products in areas such as apparels, cosmetics, shoes, watches, beverages, food, and jewellers are progressively infiltrating their lives. Electronic and electrical home appliances, on the other hand, have a positive image in the minds of consumers. In certain white goods categories, the brand name does matter. The bulk of organised merchants will find it impossible to keep up with the remainder of the unbranded retail industry, which is huge, in the coming years. The market is expected to mature in the next 5 to 10 years, with organised retail accounting for 15 to 25% of the entire retail market in the country. Local shops are pursuing large-scale format and value proposition innovation. The market develops over a period of 0 to 25 years, with organised retail accounting for 35 percent of the entire market. Countries such as Germany, the United Kingdom, and Singapore are at the pinnacle of retail evolution, maybe the most advanced stage of modern retailing, with many global merchants in the top ten list and only 3-4 winning local retailers surviving and flourishing.

Classification of retail industry :



(Fig1.3- Classification of retail industry)

The Indian retail sector can be broadly classified into:

i) Food retailers :

There are large variability of retailers in the food-retailing sector Traditional types of retailers, who function small single-outlet businesses mostly using the family members, take over this segment In contrast, super markets account for a small part of food sales in India However the growth rate of supermarket sales has being important in recent years because larger numbers of higher income Indians prefer to super markets only because of the higher standards of hygiene and attractive ambience.

ii) Health & beauty products :

Because of the increase in income levels, Indians have initiated to spend extra on health and beauty products. Here the tiny , single-outlet retailers makes changes within the market. However, in recent years, some retail chains specialising in these products have come into the marketplace. Even though these retail chains account for less than a small part of the total market their business is estimated to develop innocently in the future due to the increasing quality consciousness of buyers for these products.

iii) Clothing & footwear :

Numerous clothing and footwear shops in shopping centres and markets operate everywhere in India. Traditional outlets will stock only a some degree of range of low-cost and widespread items; in distinction, recent clothing and footwear stores have new products and good-looking displays to attract the customers. However, with rapid urbanisation, and shifting intentions of consumer tastes and preferences, it's not likely that the traditional outlets will stay alive the test of time.

iv) Home furniture & household goods :

Minor retailers again lead this sector. Although the large size of this market, very a small number of large and modern retailers have established focused stores for these products. However, there is significant potential for the entry and expansion of the specialised retail chains in the country.

v) Durable goods :

The Indian durables part has realised the entry of a huge amount of foreign companies during the post liberalisation period. A greater sort of consumer electronic items and household appliances became offered to the Indian customer. Concentrated competition among companies to sell their brands providing a robust stimulus to the development for retailers doing business in this sector.

vi) Leisure & personal goods:

Increasing household incomes thanks to enhanced economic chances have encouraged consumer expenditure on leisure and personal goods in the country. There are focused retailers for every group of products (books, music products, etc.) during this segment. Another noticeable feature of this part is that the status of franchising contracts between established manufacturers and retailers.

1.8 Company Profile

Navya Bakes & Confectionaries India PVT.LTD

Navya bakery and Coffee Shop was established in 1984 as a standalone bakery with initial staff strength of six people by Mr. C V Ouseph at Karukutty. In the year 1996, the shop is shifted to the new building at the same junction with added infrastructure and facilities. On May 24 th, 2006 a new shop was opened at Angamaly Town. Navya

bakers had been taken up by Mr.Biju Joseph (Managing Director) and Mrs. Giji Biju (Director) which was formerly run by his father and brothers. Since then, Navya Bakers growth was unbeatable, they have grown to 35 strong bakery outlets across Thrissur and Ernakulam districts with a central processing facility in Moonamparambu, Karukutty. They have been registered as Navya Bakes & Confectionaries India private limited in December 2010. For over 37 years, they have remained true to their vision for crafting high-quality bakery products, offering their customers a wide array of products to enjoy. Their future vision is to establish 100 more outlets across Kerala by 2023. Their commitment to offer the customers safe, healthy, and tasty products has driven us to adopt the latest technology and best practices in the baking sector. Since they are dealing with food products manufacturing, they have introduced new types of machinery to their baking and confectioneries section to ensure higher-end standardization and improved hygienic practices and also to enhance the quality and quantity of products produced. They didn't use No Preservatives, Trans-fat free, natural colours and flavours in all their products. Selection of finest raw material from across the country makes their food quality more eminent.



They makes a wide range of food products, approximately 450 different varieties in the factory under the guidance of well-experienced professional chefs. An array of assorted biscuits and halwas, and a variety of snacks like, Puffs, Rolls, Burgers, and Sandwiches in homemade freshness are also made here. Home-made products like Ladoos, Neyappams, and Steamed snacks for the health-conscious are on sale here. Navya bakers always emphasizes the enrichment of traditional foods without losing their inherited texture, aroma, taste, and appearance.

Wide varieties of Jackfruit products like Chakkayada, Jackfruit burfi, Jackfruit jam, Jack fruit halwa & cake, Jack fruit cookies, Chakkavaratiyath, Dried jack fruit, Jack fruit chips, Kinnathapam, Kozhukzтта, Cashew ball, Achappam, Kuzhalappam, Vattayappam (by using original toddy as the main ingredient), festive items like Kalthappam, Indriyappam, etc., are few examples of traditional foods which they make. Navya is famous for its cakes and bread. They always serve freshly and naturally made cakes to the customers accordingly to their wishes. Their authentic way of baking bread is incomparable with the present baking strategy.

They are an ISO 22000 – 2005 & HACCP certified company ensuring the highest level of hygiene and safety in all the production practices. The quality control department ensures upgraded food quality and improved hygienic practices through online quality analysis, raw material inspection, implementation of updated quality policies, lab testing (both microbiology and biochemistry), and conducting various training and awareness programs for the staff.



One of the major reasons behind their success story is the well-dedicated, conscientious, diligent, industrious, and sincere staff. They have a set of well-educated and experienced staff who has more than enough potentials to meet beyond their expectations and requirements. In this time of the pandemic, one can trust Navya with full confidence as they have strictly adhered to the safety and hygienic policies. They believe more than a Business, it's a service to the society that one can offer to provide with the best quality food products without the presence of any negative contents.

Awards and Achievements

- Best Jackfruit Processor State Award (2019)
- Best Cattle Farm Sate Award (2019)

- Consumer Protection Award
- Business Excellence Award By Rolance Club Angamly
- Bakery Foods And Manufacturer Award (2017)
- Krishibhavan Award (2017)
- Wtzup Kochi City Award (2016)
- Business Excellence Award
- Appreciation Letter From Mr. M Francis IAS- Director Of Industries And Commerce

Owned Brands of Navya Bakes & Confectioneries Pvt. Ltd



Vision

The major Vision is to be a major brand in the bakery industry by 2025, reaching 100 shop outlets, whilst maintaining qualitative methods and recipes in a craft industry

and to offer the highest quality of product and service to all their customers using the skilled, trained, and competent staff .

Mission

They are committed to providing our customers with a wide range of branded bakery and freshly made ready to eat goods to a consistently high standard by exceeding all food safety and health measures as well customer expectations by continuous improvement.

Highlights

- ❖ Certified with 5 star rating on Hygiene by the FSSAI department of Kerala and they are the first bakery group in Kerala to receive this honour .
- ❖ They are an ISO 22000 – 2018 & HACCP certified company ensuring the highest level of hygiene and safety in all of their production practices.
- ❖ They didn't use Preservatives, Trans-fat free, natural colours and flavours in all our products.
- ❖ Their 24/7 Customer grievance system ensures that all their customers are treated well with all their concerns.
- ❖ Navya always give emphasis for the enrichment of traditional foods without losing its inherited texture, aroma, taste and appearance.
- ❖ They have a stringent quality checking process(Raw material level to Finished products) undertaking in their well equipped laboratory by the team of QAD professionals .
- ❖ They are using wide range of modern equipped imported machineries for production.

Standardization

- HACCP
- ISO Certification 22000 - 2018

Quality Control Measures

- In house Lab for Raw material testing
- Online product quality checking
- Final product testing.

- High hygienic standards
- Strict monitoring system under housekeeping section.

Pollution control measures

- Effluent treatment plant
- Incinerator
- Plastic bailing machine
- Fssai regulated waste oil disposal
- Proper disposal for both biodegradable and non- biodegradable wastes

CHAPTER 2
LITERATURE REVIEW

2.1 Introduction

A literature review may be a detailed summary of prior research on a specific subject. The literature review examines academic articles records and other bases that are associated with a specific study topic within the review. This prior study should be computed, summarized it objectively, estimated and clarified within the review. It should provide a theoretical foundation for the study and assist the author in determining the choice of the study. The literature review distinguishes the efforts of earlier researchers promising the reader that the study is well assumed out. By acknowledging a previous add the subject of study, it's expected that the author has read, evaluated, and assimilated that employment into the current work. A literature review delivers the reader with a "landscape," allowing them to completely comprehend the field's advances. The reader may even see from this landscape that the author has incorporated all (or the vast majority) of earlier, significant works within the topic into her or his research. A literature review could also be required as a slice of graduate and post graduate scholar work like for a thesis paper or journal article. Evaluative examining and contributory literature reviews are the three commonest types. The systematic review, a fourth type, is usually classified separately, but it's fundamentally a literature review fixated on a research problem, with the goal of identifying, evaluating, selecting, and summarizing all high-quality research evidence and arguments associated with that question. A meta-analysis may be a methodical review that employs numerical tools to efficiently aggregate the data from all of the studies in order to obtain a more reliable result. A integrative literature review is described by Torraco (2016). An integrated literature review's goal is to develop new knowledge a few topics by reviewing, critiquing, then synthesizing the literature under consideration. I conducted a scientific review of literature for this study in order to have a better understanding of customer satisfaction. Here I've compiled an inventory of studies that have helped me learn more about my subject.

2.2 REVIEW OF LITERATURE

2.2.1 Customer Satisfaction

The turbulence within the environment has been created by macro environmental changes, namely, technological advances and globalization. The technological changes have made the traditional economic concept of scale, scope and structure irrelevant within the new economy removing the time and place barriers of doing business. Customer satisfaction presents a versatile cross-channel metric to live the service provider's strengths and weaknesses from the customer's point of view.

Satisfaction or dissatisfaction may be a feeling of pleasure or disappointment from someone who comes from the comparison between his impression of the actual or actual product performance with the expected product performance. Customer satisfaction is the level of one's feelings after comparing the performance or results he feels compared to his expectations (Kotler and Armstrong 2008).

Customer satisfaction is the response or response given by consumers after the fulfillment of their needs for a product or service, in order that consumers get a sense of comfort and pleasure because their expectations have been met (Qomariah 2016).

Term of customer satisfaction is so popular that it's very easy to get in the marketing literature and features a very deep understanding, in order that it becomes the goal or target to be achieved by business organizations like now (Mathews, 2011). The utilization of the term satisfaction within the modern era tends to be widespread and has to do with the words "satisfactory" and "satisfied". However, the term customer satisfaction within the marketing management literature itself features a very specific meaning.

According to Barnes (2011) the satisfaction may be a customer satisfaction assessment response to the fulfillment of needs, desires, hopes and goals consistent with the assumptions of satisfaction that are chosen, felt, pleasing and fulfilled various demands.

Expectation disconfirmation theory explains that satisfaction may be a gap in fulfilling needs and desires, followed by gaps between expectations, and desired goals (Oliver, 1980).

According to Agyapong et al. (2018) Customer satisfaction rest on the merchandise or service's perceived performance relative to a consumer's expectations.

Customer satisfaction is often defined as the positive feeling or effect, which is predicated on the comparison between the customers' perceived level of offering or outcomes and the expected level of offerings or outcomes.

Nair (2018) explored the connection between patronage intentions and store attributes while considering customer satisfaction as a mediator.

Chang et al. (2015) found store attributes, atmosphere and sales employees to possess a positive influence on consumer satisfaction.

Yi and La (2004) conducted a study to differentiate between low-loyalty and high-loyalty customers with regard to the effect of customer satisfaction on repurchase intention.

Fornell (1992) is taken into account customer satisfaction as an approach shaped on the basis of familiarity after clients obtain a product or practice a service and pay for them.

Almost like this Ningsih and Segoro (2014) define satisfaction as an approach, valuation and emotional reaction revealed by the buyer after the purchase process. It's a suggestion of being satisfied with a product or a service.

The definition given by Yap, Ramayah and Shahidan (2012) says that satisfaction is the overall attitude of a customer towards the service provider. Most often customer satisfaction is considered as an important antecedent of customer loyalty.

In other words, customer loyalty is taken as the direct outcome which creates customer satisfaction (Heskett, Sasser, and Schlesinger, 1997).

Further, Consuegra et al., (2007) and Wong and Zhou (2006) acknowledged that customer loyalty is partially improved by satisfaction as one of the most influential factors.

Moreover, Wong and Sohal (2003) stated that satisfying more consumer expectations during a service generates a better repurchase probability for a company.

Most of the studies established that comfortable clients have more probability to repurchase and communicate clearly toward a corporation (Maxham and Netemeyer, 2002).

Though a number of the researchers (Oliver, 1999) noted that prime customer satisfaction does not always indicate high loyalty.

Anderson (1996) clearly established a positive relationship between customer satisfaction and customer loyalty.

Sivadas and Baker-Prewitt (2000) conducted a study to seek out the relationship between service quality, customer satisfaction, and store attributes for a retail emporium .

Service quality was discovered as an important factor that influences consumer satisfaction; however, no evidence on consumer loyalty was established in their study. Also, service quality should be seen from the attitude of customers (Uvet, 2020).

When the merchandise or service's performance doesn't exceed expectations, the customer is going to be dissatisfied (Sarwenda,. 2020).

If performance reaches upto the expectations, the buyer will be satisfied. If performance goes beyond the customers expectations, the customer will be more delighted. consistent with Olsen (2002), satisfaction may be a function of perceived performance and expectations.

According to Oliver, customer satisfaction is the gratification feeling, derived by the feedback because of the result of consumption. consistent with another definition, customer satisfaction is the relationship between customers' perceived performance of a product or a service and their expectations. Accordingly, the concept of customer satisfaction may be a function of customer expectations. Customer satisfaction depends on their comparisons with what they're provided with and their expectations. If the factors provided are in line with the expectations, the customer is going to be satisfied; if not, he/she feels disappointed and can not be satisfied. Those that have high levels of satisfaction, not only change their positions with regards to different presentations, but also bring others with them and hold their ground before moving on to a different business. Therefore high level customer satisfaction is vital for businesses and provides many benefits for the business. Among these benefits are; improving brand loyalty, decreasing price flexibility, decreasing marketing and new customer procurement costs, decreasing manufacturing cost counting on mass manufacturing, developing efficient advertisement, enhancing brand image and reputation.

Kotler & Keller (2009)- Customer satisfaction is defined as “a feeling of happiness or disappointment that arises after weighing perceived performance (or outcomes) with their predictions”.

Customers form an expectation of value and satisfaction that various offerings in the marketplace will provide and buy. Satisfied customers will buy again and tell others about their good experience. Dissatisfied customers often turn to competitors and give

others had advocacy of a product (Kotler & Keller, 2021). Customer satisfaction is also an important element of business goals because customer satisfaction will bring many beneficial effects in the long term (Murtiyanto, 2018).

According to (Kotler & Keller, 2021), Satisfaction reflects an individual's assessment of a product's perceived performance to expectations. If the performance doesn't meet expectations, the customer is disappointed. If the product or service meets according to the expectations, the customer will be satisfied. If it exceeds their expectations, then they're going to be happy. Satisfied customers are more likely to form repeat purchases, stay loyal, and spread reliable information about a few products or services through word of mouth.

According to (Kotler & Keller, 2021), highly satisfied customers are like follows :

- 1) Remain loyal in the long term.
- 2) Buy more products at the time when the firm comes up with new upgrades and products.
- 3) Speak nicely to others about the company and its products.
- 4) Pay less attention to competing brands and don't care about high or low prices.
- 5) Volunteer to offer a product or service idea to the company.

However, if the service experience doesn't meet their expectations, customers may suffer in silence, complain about poor service quality, or switch to a different provider in the future (Wirtz, 2012).

According to (Zeithaml, 2013), satisfaction may be a fulfillment response to consumers.

Furthermore, Lupiyoadi has also described the indicators of customer satisfaction as follows:

- Product Quality (Quality Products) Customers will feel satisfied if the evaluation results show that the products they use are of quality, a product can satisfy customers if it's judged to be able to meet or exceed their wishes and expectations. This illustrates that product quality may be a very important factor in shaping customer satisfaction.
- Service quality is a crucial thing to pay attention to and survive optimally, chosen by customers. Customers are satisfied if served well or needless to say.

- Repurchase Where the customer will return to the corporate to buy goods/services. Satisfied customers will usually come to buy products from the same company.
- Recommending to others (word of mouth), namely generally customers will say good or within the intention of recommending the company to others for the experience they feel. With this, word of mouth is taken into account as marketing that is not important to incur costs because marketing occurs on feelings or expressions of satisfaction from a customer.

Kotler & Keller, (2021)- Customers form an expectation of usefulness and satisfaction that various offerings in the marketplace will provide and buy. Satisfied customers will come repeatedly and tell other people about their good experience. Dissatisfied customers often address competitors and give others bad advocacy of a product.

Murtiyanto, (2018)- Customer satisfaction is additionally an important element of business goals because customer satisfaction will bring many beneficial effects in the long term.

With the reference by Kotler & Keller, (2021), “Satisfaction reflects an individual's assessment of a product's perceived performance to expectations. If the performance doesn't meet expectations, the customer is disappointed. If it meets expectations, the customer is satisfied. If it exceeds their expectations, then they're going to be happy”.

Wirtz, (2012)- Satisfied customers are more likely to form repeat purchases, stay loyal, and spread reliable information about a few products or services through word of mouth. However, if the service experience doesn't meet their expectations, customers may suffer in silence, complain about poor service quality, or switch to a different provider in the future.

According to Zeithaml, (2013), “satisfaction may be a fulfillment response to consumers. service itself, provides A level of satisfaction related to consumption that is pleasing to consumers. Buyer satisfaction may be a function of the buyer's perceived and expected product performance. Once satisfied, buyers can purchase again in the future and even advocate for products/brands that they feel are satisfactory. Recognizing that prime satisfaction leads to increased customer loyalty, companies must make sure that they meet and exceed customer expectations”.

Kotler & Keller, (2021) tells that highly satisfied customers generally:

- 1) Remain loyal within the long term.
- 2) Buy more when the corporation introduces new products or upgrades.
- 3) Speak nicely to others about the corporation and its products.
- 4) Pay less attention to competing brands and do not care about high or low prices.
- 5) Volunteer to supply a product or service idea to the company.

Product Quality on Customer Satisfaction

Shartykarini & Firdaus, (2016) says that "product quality is one of the factors most marketers rely on in marketing a product".

While Kotler & Keller, (2021) says that "customer satisfaction is a feeling of pleasure or disappointment. someone who arises from comparing the perceived performance of a product or result against their expectations".

Tri, (2017) explains that "customer satisfaction is the level of feeling where someone states the results of a comparison of the product performance received and expected".

Rosyihuddin, (2020) explains that "customer satisfaction is a stage in which this stage focuses on fulfilling customers desires and leads to the core concept of profit creation, namely consumer loyalty".

So according to Wedarini, (2013) conveyed in his research that there was a positive and significant influence between product quality on customer satisfaction and loyalty.

According to A. Wijayanti, (2008) research opinion product quality has a positive effect on customer satisfaction.

Quality of Service Quality of service is the performance or action that one party can offer to the other party, which is essentially intangible and does not result in any ownership (Kotler and Amstrong 2008).

In marketing its products, the corporate in addition must have a marketing strategy to achieve its goals, it must have an honest quality of service in order to reach customers. services are often linked to physical products, but also can not be related to physical products. This is often felt by consumers when making direct contact with all members of the company. If it's in accordance with what consumers expect, the standard of a company's service can be said to be effective in increasing consumer satisfaction with the company. Quality service must be administered continuously in accordance with consumer needs and company goals.

Price Perception of Customer Satisfaction

Fauziyah & Tjahjaningsih, (2021)- "Price perception may be a view or perception of price (how customers perceive a certain price as high, low, reasonable) features a strong influence on purchase intentions and purchase satisfaction".

Losung et al., (2022) stated that price awareness is one of the most significant features that must be organized systematically.

Dewi & Suprapti,- (2018)- Harmonious and in line with the aims to be accomplished by the company while that customer satisfaction is the customer's feeling to one type of service he acquires.

Lovelock & Wright, (2007); Ibrahim & Thawil, (2019) defines that "satisfaction may be a person's reaction post-purchase a product or emotional condition that is shown in the form of anger, dissatisfaction, neutrality, joy and pleasure".

Sembiring, (2014) conveys that "service excellence is the company's hard work to come across customer beliefs through services that go along with the products presented with the objective of producing customer satisfaction".

Fauziyah & Tjahjaningsih, (2021) says "price awareness, after-sales service and promotions have a confident and important influence on customer satisfaction".

Business factors have to pay attention to prices, because in business competition, prices offered by competitors are often lower with the same quality or even with better quality. Price is the amount billed for a product or the amount of value exchanged by customers to obtain the benefits of owning or using a product or service (Kotler & Armstrong, 2008).

Prices are often interpreted as the amount of money or other aspects that contain certain utilities or uses needed to get a product (Tjiptono and Candra 2012).

The purpose of pricing is that companies must decide what they want to achieve with certain product offerings. If the corporate has chosen its target market and carefully determined its market position, then its marketing mix strategy including price are going to be quite clear. The clearer the company's goals, the better it is to set prices. Each alternative price features a different effect on objectives such as profit, sales, and market share.

Service Quality Towards Customer Satisfaction

Edyansyah, (2016)- "Service excellence is a form of consumer valuation of the level of service received (perceived service) with the level of service expected (expected service) and the quality of service (service quality) can be known by comparing the perceptions of consumers on the services they actually receive or get with the service they actually expect or want on the service attributes of a company".

Normasari, (2013)- Customers are the people who want to serve their needs with respect to their expectations.

NT Nugroho, (2015)- Next every couple definitely wants to achieve a high level of satisfaction wanted.

According to Hidayat, (2018) "Customer satisfaction is built at the time of purchase, on the basis of experience on using a product or service and the time after the purchase".

Prahastuti & Ferdinand, (2011) show that service quality and product quality have a significant and positive effect on customer satisfaction.

According to research by Mahira et al., (2021) "service quality has a significant effect on customer satisfaction."

Fauzyah, et al. (2021)- Service quality is decided by customers who are service users. Service quality is all sorts of activities carried out by the company to meet customer expectations. Service during this case is defined as a service or service delivered by the service owner such as convenience, speed, correlation, ability to hospitality shown through behavior and nature in providing services to maintain customer satisfaction.

Parasuraman in suggesting there are five dimensions as follows:

1) Physical Evidence (Tangible) is the capacity of a company when showing its presence in front of outsiders. The looks and competence of physical facilities and infrastructure and the state of the surrounding environment are facts of the services provided by service providers. That has physical inventory (buildings, warehouses, toilets, parking lots then on), accommodation and functional equipment (technology) and employee performance.

2) Reliability is the company's level to achieve customer satisfaction that provides accuracy and reliability. Performance must be linear with customer desires, means time discipline, fair service for each customer by not making mistakes and a sympathetic attitude.

3) Responsiveness may be a willingness to help and provide fast and appropriate services for customers, also as providing concrete information. Freeing customers from negative brooding about service quality.

4) Assurance is that the knowledge, courtesy and performance of company servants so as to increase the trust of every customer in the company. In restaurant service, certainty is vital to customers, like transaction security guarantees.

5) Empathy is giving genuine and private attention to customers by trying to understand their needs. This expects the corporate to know and understand the customer, get to understand the customer specifically, and supply a convenient operating time for the customer.

Perception of Price and Product Quality on Customer Satisfaction

Losung , (2022)- Product feature is that the capacity of a product to offer aids or associated to product durability, product consistency and products that are easy to use or restoration, with the aim of providing satisfaction to users of the merchandise and price is the amount of value that buyers exchange for the benefits of who owns or uses products or services whose value is decided by the buyer and seller through bargaining, or set by the vendor for the identical price to the buyer.

RAHMAWATI, (2021)- while satisfaction are often interpreted as a comparison between the services and the outcome received by consumers on the basis of consumer expectations.

Lenzun et al., (2014)- the service or results received must a minimum of be the same as consumer expectations, or maybe exceed them.

Fatimah & Dewi (2015) states that the product quality and price have a positive and significant effect on customer satisfaction.

Rahayu (2020) says that product quality, service quality, and customer value together feature a significant effect on customer satisfaction while service quality and repair product quality affect customer satisfaction.

Halstead, Hartman and Schmidt (1994) found that customer satisfaction is transaction specific affective response resulting from the customer comparison of product performance.

Webbook and Oliver described customer satisfaction as a post choice evaluative judgment concerning a specific purchase selection.

Fe and Ikova (2004) added that the perception of the word satisfaction influences the activities, which a customer conducts to achieve it. Researchers have also identified customer satisfaction as a multi -dimensional in nature and overall satisfaction as a function of satisfaction with multiple experiences with the service provider.

Giese and Cote (2000) studied various literatures and indicated that customer satisfaction is a response, the response pertains to a particular focus and the response occurs at a particular time.

Tse and Wilton (1998) stated customer satisfaction as the customer's response to the evaluation of the perceived discrepancy between prior expectation and actual performance of the product as perceived after its conception.

Foxman and Bob (1989) suggest that satisfaction is determined at the time the evaluation occurs. In some cases, satisfaction assessment may be naturally occurring, internal response such as after conception or prior to re-purchase. In some cases the assessment of satisfaction may be externally driven.

Kristensen et al.(1999) states customer satisfaction is an evaluative response of the product purchase and conception experience resulting from the comparison of what was expected and what is received. The overall conclusion from his study is that expectation influences customer satisfaction and the effect can be positive, negative or non-existent.

Krishna and Shylajan (2007) stated that brand awareness and brand visibility place an important role along with product features. It is concluded that for most of the products brand awareness is a significant determinant for buying behavior.

Kennedy and Schneider states that in the changing economy, knowledge is as important as product or service which is becoming globally standardized. Companies gain competitive advantage through constant innovation, better targeting of customers and additional service. Customer satisfaction has been an important aspect for every organization due to constant innovation in components or service.

2.2.2 Customer Awareness

Brand awareness has to be in such a way that it should educate the customers, should include entertainment, and deliver unforgettable experiences. Hoeffler & Keller (2002) viewed that brand awareness can be distinguished into two i.e., depth and

width. Depth indicates how to create consumers to remind or recognize brands without difficulty, and width means whenever consumers buy a product, the name of the brand will come to their minds at once. This brand awareness has been through branding activities done by the company. Dr. Hsin Kuang Chi et al (2009) brand awareness through sales promotion, advertising, and other marketing activities.

Eugene Schwartz stressed the importance of "consumer awareness" in his book Breakthrough Advertising. Even better, he organized it. Customer awareness is divided into five levels, according to Schwartz. They are as follows:

❖ Most aware :

These are the best customers – our multi-buyers. They're brand loyal. They're enthusiastic about the products. They attend customer events.

❖ Product aware :

These prospects know the product, but haven't bought it. They are familiar with the competitors' offerings. But they are not sure if the solution is best for them.

❖ Solution aware :

Prospects who are solution-savvy are aware of solutions like ours, but are unfamiliar with our unique product or service. They may not have heard of us if the company isn't well-known in their industry.

❖ Problem aware:

Prospects that are problem conscious are aware that they have a problem and have a rough notion of what it is, but they may not fully comprehend it. They've never had to deal with a problem like this before. They have no idea what remedies are available.

❖ Unaware :

These are potential customers who are unaware that they have a problem. They just aren't aware that there is a better approach. Most of our prospects may be at this stage if a company offers a new product that tackles a significant flaw in past solutions.

Due to the importance of the work's contribution to the research area, Bhatia's (2008) work "Retail Management" will also be incorporated in the suggested study. Bhatia (2008) goes into great detail about how shops employ loyalty cards, and this is the first complete analysis of the topic in secondary data. Furthermore, Cox's (2011) "Retail Analytics: The Secret Weapon" deserves to be noted in this section due to the author's most modern and new approach to the research difficulties. The most useful aspect of this article is that it offers highly practical advice to merchants of all sizes on how to increase revenue levels by implementing a variety of customer relationship management techniques. A variety of academic models and works are related to this research in both direct and indirect ways, and the study will examine some of the most significant models.

The Gap Model of Service Quality is one of the most commonly utilized models in the study. "The gap model, a service quality model, outlines five gaps that might cause problems in service delivery and influence customer service quality assessments" (Lamb et al, 2011, p.189). These five gaps are:

- a) The gap between customer wants and management perceptions of customer wants.
- b) The gap between management perceptions of customer wants and the service specifications developed.
- c) The gap between the service specifications and the actual service provided.
- d) The gap between the quality of service promised and the quality of service provided.
- e) The gap between expected and perceived service on behalf of the customer.

2.2.3 Customer retention

Customer retention refers to customer continuity to consume the same products or to deal with a specific company, Ascarza et al., (2018); Mohammad et al., (2020). Al-Hawary et al., (2017) defined Customer retention as "total marketing strategies and actions intended at recollecting both new and existing customers by building, preservative, and enhancing mutual long-term gains that expand and spread out two parties' joint connection". Customer retention was conceptualized as a contractual relationship between a customer and product/service provider (Gerpott et al., 2001).

Customer retention is a result of making a customer delighted (Oliver et al., 1997; Liu & Keh, 2015). In order to ensure customer retention, companies should pursue to enhance customer satisfaction from his or her first interactions (Arora & Kaur, (2018).

The concept of customer retention is indubitably an important idea for an organization's survival and prosperity (Hennig-Thurau, 2004). consistent with Ranaweera and Prabhu (2003), customer retention is defined because of the future tendency of a consumer to stay with the healthcare institutions for the long- term. Customer retention becomes the core objective of an establishment since it serves as an appropriate source of income. This idea is closely associated with repurchase intention or customer loyalty; however, there are conceptual differences.

2.2.4 Customer loyalty

Watson et al. (2015) defined Customer loyalty as “a set of attitudes that are associated with a set of purchasing habits that favor one company over competing entities”. Omoregie et al. (2019) defined “Customer loyalty as a firm's ability to win a customer's support over competitors”.

Customer loyalty was considered a customer's deep commitment to repeat purchase from the same firm (Al-Hawary, S. I. & Al- Fassed).

The most important features of customer loyalty are associated to a customer's repurchase connection with the firm and his or her references to further customers, Aldaihani et al., (2020).

Customer loyalty is measured using behavioral and attitudinal measures (Eldahamsheh et al., (2021).

Customer loyalty has been considered as a crucial factor which leads to gaining competitive benefit in excess of other firms further down an extremely competitive and active environment. It's a multidimensional concept that is constructed on two components, approach and behavior.

Oliver (1999) defined customer loyalty as a promise of buyers to get particular products, services and makes of an organization over a consistent period of time, regardless of competitor's new products and innovations will not make the customers switch the brand.

Loyal customers will always view the organization in a positive manner, they will promote organization to others, and will be purchasing repeatedly (Dimitriades, 2006).

Similarly, Lam et al. (2004) defined customer loyalty as proof of the recurring investment of a service provider and therefore the references of a service provider to further customers.

Further, it's well thought-out as the purpose of the buyers to make the purchases again and again to construct a constant connection with the organization (Dick and Basu, 1994).

The behavioral procedures contain items linked to a customer's repurchase behavior, regularity of procurement (Khan et al., 2015).

On the other hand, attitudinal faithfulness involves positive approaches toward a product/service or a company/service supplier (Watson et al., 2015).

Scholars found positive consequences of customer loyalty such as preferring the company to its competitors (Evanschitzky et al., 2012).

Firm profitability and image through customer positive word of mouth (Bowen and Chen, 2001).

O'Maley (1998) suggests the concept of loyalty which consists of 4 categories, namely:

- Loyalty
- Ambiguous loyalty
- Latent loyalty
- Sustainable loyalty.

Customer loyalty to the merchandise can be assumed to be the same as service loyalty, because customers who already know a service will cross their minds about the merchandise , then the likelihood of loyalty can be measured by three things (Peter 2003), namely:

- (a) Proportion of service requests. Loyalty is measured by a specific percentage;
- (b) Order of services;
- (c) Probability of service requests.

This measure, the proportion and order of service requests is combined to calculate the probability of services supporting the history of demand.

George (2007) explains that manifestations of selling loyalty are repeat purchases, provide recommendations and form positive responses to products and services, which are measured by:

- (a) Continuous purchasing, which is customer compliance by always using the products and services similar to the company products.
- (b) Recommend friend, which is the attitude of propaganda that always recommends the superiority of goods and services of the same company to other people than other companies.
- (c) Say positive things, which aren't affected by other products as a consistent attitude of customers who use goods and services marketed by interested companies or certain brands.

2.3 Theoretical Framework

2.3.1 Customer Satisfaction

Customer satisfaction is a standard for measuring how well requirements and replies are coordinated and provided in order to meet customer expectations. Customer happiness is a crucial performance indicator and a fundamental differentiator of corporate strategy in today's competitive business environment. As a result, the higher the customer satisfaction, the higher the business and the customer bonding. Characteristics which helps in understanding Customer satisfaction:

1) Customer's Needs:

A company can never know what a customer really wants. As a result, it is critical to interview a consumer about all of their likes and dislikes in order to determine and prioritize their true demands. It is difficult to effectively serve the customer and establish a long-term relationship without adjusting their genuine demands.

2) Customers Response:

The organization's response to the customer's questions and activities is known as customer response. It's critical to respond to these questions carefully because minor misunderstandings can lead to misperceptions. Understanding and interpreting these questions is critical to success, as is figuring out how to deliver the greatest reply. If

the supplier is successful in satisfying the consumer by properly addressing his questions, he is successful in establishing a professional and emotional relationship with him.

3) Customer Loyalty:

Customer loyalty refers to a customer's willingness to do business with a specific supplier and purchase products on a frequent basis. This is typically evident when a customer is extremely satisfied with a supplier and returns to the organization for business negotiations, or when a customer is steered toward re-purchasing a specific product or brand by that provider over time. Client happiness is the most crucial aspect a firm should focus on in order to maintain customer loyalty.

4) Customer Retention:

Customer retention is a strategy for keeping or retaining existing customers and preventing them from defecting to other providers or organizations. A loyal consumer is likely to adhere to a given brand or product as long as his basic needs are met. He/she is not willing to take a chance on a new product. The greater likelihood of customer retention, the greater likelihood of net business growth.

5) Customer Complaints:

Suppliers are always up against a difficulty when it comes to dealing with client concerns. In most cases, filing a complaint denotes a customer's discontent. A customer may file a complaint for a variety of reasons. A true basis for the customer's dissatisfaction may exist, but sometimes complaints are filed as a result of a misunderstanding in analyzing and interpreting the terms of the supplier's arrangement regarding any product or service. Handling these complaints to the customer's ultimate satisfaction is critical for any organization.

6) Customer Service:

Customer service is the process of providing information and services to customers about all of the company's products and brands. Customer happiness is determined by the supplier's level of service. Not only must the company describe and clarify the nature of the services to be offered to the consumer, but it must also adhere to the requirements. The corporation is expected to do well with clients if the quality and trend of service exceeds their expectations.

Customer Satisfaction Factors

→ Accessibility

It is necessary that customers are able to find and access your products and services easily, without barriers and friction. And also make sure that the customers can reach the firm and get best service whenever they have any questions or help to make a purchase decision

→ Navigation

The store should be easy to identify by the customers. The navigation of the store needs to be a simple process. It includes the customers who know what they want by an effective keyword search or filters but also integrating solutions that help customers to identify suitable products quickly.

→ Language

Talking to the customers in their preferred language is very important to the business. Most of the customers will not buy the product if the information about the product is not getting in their language.

→ Memory

According to Harvard Business Review ,the customer will become more angry if they have to repeat themselves. Memory is also providing a meaning to remember the customer's needs and wants to avoid selling products to customers, which they already have or clearly are not interested in.

→ Intuition

The customers will provide value to those companies that really get them. Some companies have a good intuition or sixth sense. The companies who know what their customers want before they need it and solve the problems before the customer knows it exists are able to create better and more convenient experiences which help to build a true relationship.

→ Real-time

If the firm wants to capture the attention of the customers, it is necessary to think about the benefits of real-time experiences. It is about to show your customers when they need you. Real time interactions are increasingly

important to modern customers. The modern customers are expecting real-time responses and faster resolution.

→ Choice

The more products and services the company needs to offer to the customer to make an increase in the choices in their buying process. It will make them feel the control of the experiences that customers have with your brand.

→ Convenience

Convenience is a significant element of a positive customer involvement. It impacts how customers make conclusions about what to shop for, what services to use, where to travel , and with whom to interact.

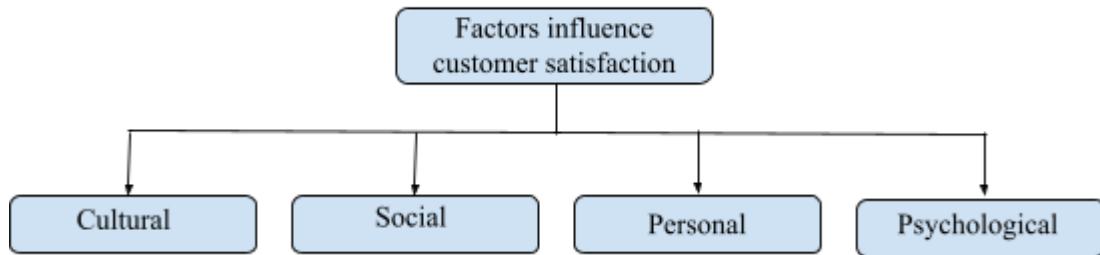
→ Community

Nowadays most of the customers are checking online communities before making purchases. It is an important factor that influences brand value building.

Distinguishing satisfied customers from delighted customers is important because it helps companies retain customers and convert them into loyal customers. Mostly, Customer Satisfaction had been regarded as a significant antecedent of Customer Loyalty. Nevertheless, high levels of Customer Satisfaction do not always means high levels of Customer Loyalty. That is, Customer Satisfaction does not guarantee customers with zero defect or, in other words, customers who have no intention to switch to competitors.

Factors influences customer satisfaction

Consumer behavior refers to the choice , purchase, and consumption of products and services for the fulfillment of their basic and the fundamental needs. There are different phases which are involved in consumer behavior. Initially, the buyer finds the needs and then goes for the selection and budgets the commodities and take the decision to consume. Product quality, price, service, consumer feeling, personal factors, situational factors, an insight of equity or fair-mindedness, product structures are a number of the factors that influence customer satisfaction.



(Fig 2.1- Factors influence customer satisfaction)

→ Cultural factors :

Culture is crucial when it involves understanding the needs and behavior of an individual. The values, perceptions, behaviors and preferences are the factors basically learned at the very early stage of childhood from the people and therefore the common behaviors of the culture. Norms and values are carried forward by generation from one entity to the opposite . Cultural factors represent the learned values and perceptions that outline consumer wants and behaviors. Consumers are first influenced by the groups they belong to but also by the groups (aspirational groups) they want to belong to.

→ Social factors :

Human beings live in an environment which is surrounded by several people with different buying behavior. A person's behavior is got influenced by many peoples like family, friends, social networks, and surrounding with those who have different buying behaviors. These groups form an environment during which an individual evolves and shape the personality. Hence, the social factor influences the buying behavior of a private to a great extent.

→ Personal factors :

This consumer behavior includes personal factors like age, occupation, economic situation, and lifestyle. Consumer changes the acquisition of goods and services with the passage of time. Occupation and therefore the economic situation also have a significant impact on buying behavior. On the opposite hand, an individual with low income chooses to purchase inexpensive services. the life-style of customers is another crucial factor affecting the

consumer buying behavior. Lifestyle refers to the way an individual lives in a society and is expressed by the things in the surroundings.

→ Psychological factor :

Many psychological factors like motivation, perception, learning, and attitudes and beliefs play an important role in purchasing a particular product and services. To extend sales and encourage the consumer to purchase the service organization should try to create a conscious need in the consumer's mind which develops an interest in buying the service. Similarly, counting on the experiences of the customer's experiences, beliefs, and private characteristics, a private has a different perception of another. Attitudes allow the individual to develop a coherent behavior against the category of their personality. Through the experiences that the consumers acquire, the customer develops beliefs which can influence the buying behavior. The factors that influence customer will change according to the people to people and by the culture of the people. Hence, for a successful consumer oriented market service provider should work as a psychologist to acquire consumers. By keeping in mind that affecting factors are often made favorable and goal of consumer satisfaction can be achieved. The study of consumer buying behavior is a gateway to success within the market.

Measuring customer satisfaction

Measuring customer satisfaction may be a key performance indicator within business and is often part of the balanced scorecard. The most aim of measure customer satisfaction is to make a quick decision for the constant development of the business transactions. Attracting a replacement customer as a basis to build on current relationship, customer satisfaction measurement is important to be measured. Similarly, to hold the current customer base, gauging customer satisfaction is similarly significant. Actionable information on the way to make customers more satisfied is, therefore, an important outcome. Unless the organization specialise in their development efforts in the correct area the organization cannot continue the competition level of business in a market. To admit the needs of the customer is to gratify the customer and to meet the need of the customer, a amount of customer

satisfaction is what matters the organization. (Hill, Roche & Allen 2007).

Measuring a customer satisfaction could also be different in the diverse organization since there are different methods to measure customer satisfaction. Together of the amounts of the performance of the quality management system, the organization shall monitor data referring to customer perception as to whether the organization has come across the customer requirements. The methods which is used for obtaining this information need to be resolute (American National Standards Institute/ International Organization for Standardization/ American Society of Quality 9001-2000). Every organization search for customer satisfaction where these kinds of factors helps an organization to measure the customer's satisfaction and demands so that organizations can offer them with suitable services as per their necessities. The conceivable aspect to live customer satisfaction could be quality, price, trust relationship, complaints, problems and lots of others. The key point of measuring customer satisfaction is to accomplish the way to progress it and how to keep structure a good relationship with customers and potential customers.

Importance of Customer Satisfaction

Customer satisfaction is extremely important because it's the way of getting feedback from the customers in a way that they can use it to manage and improve their business. Customer satisfaction is that the best indicator of how the business looks like in the future. Customer satisfaction helps in doing SWOT analysis that would help them to develop their business in an advance and in a systematic way. Besides this, it'll also help in making the right decision to use the appropriate resources while manufacturing the products. Similarly, it maintains the connection with the existing customers and also creates the possibility to acquire others. (SSRS research 2016).

When products are bought customers expect perfection rather than quantities. There are sorts of products that are similar in the market and sometimes it is difficult to distinguish which one is qualitative and durable. this is often the great opportunity for the business organization doing marketing of their products and services to understand what exactly customers are seeking for. Customer satisfaction may be a key indicator of the marketplace that evaluates the success of the organization. People

have sorts of tastes and choices and therefore, satisfaction also differs from one person to a different . It also may vary the expectation of the buyer depending on the option they may have, like the national and international market (Kotler & Keller 2006).

A technique for understanding the customer satisfaction need to go through the international market procedure to meet the requirements internationally. within the process, granting the satisfaction to the customer in both physical and technological aspects has changed drastically. However, there's still no method of measuring customer satisfaction. But the feedback from the customer are often taken as a crucial tool for measuring customer satisfaction. (European Institute of Publication Administration 2017). On the opposite hand, it's cheaper to retain customers than acquire new ones. to form a customer's cost lot of money. Marketing team spends plenty of money and time in convincing their excellence. Customer satisfaction may be a primary aim of every company. Customer satisfaction ensures the customer wants to return to get the service. Satisfied customers are more likely to recommend their friends and families which can help to grow the business. a completely dissatisfied customer decrease revenue, whereas satisfied customer features a positive effect on profitability

Theories of Retail Development

Retail development also can be looked at from the theoretical perspective. No single theory are often universally applicable or acceptable. the appliance of the theories will be varying from market to market reliant on the level of maturity and the socio-economic circumstances in that market. Theories of retail development can broadly classified as :

- Environmental Theory :

Darwin's theory of survival has been popularised by the expression "survival of the fittest". Retail organizations are economic units and retailers challenge an environment, which is molded up of customers, competitors and shifting technology. This environment can modify the profitability of one retail store as well as groups and centres. The environment that a retailer contests in is adequately robust to squeeze any retail system that doesn't alter.

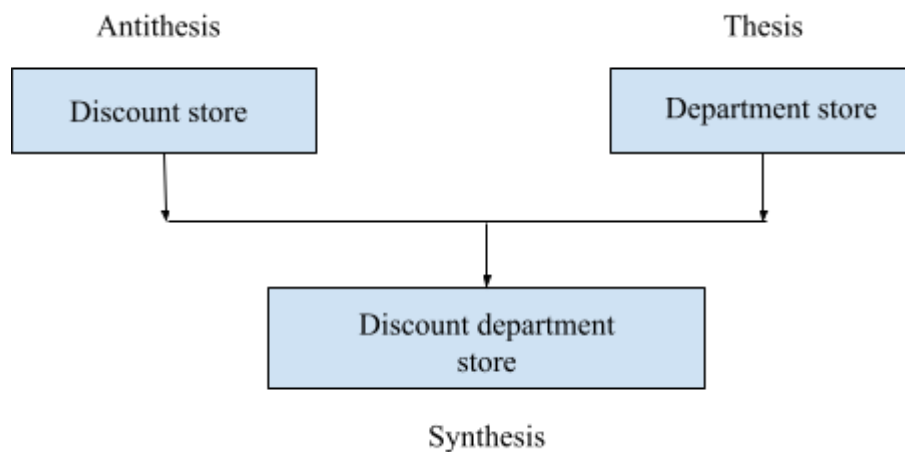
- Cyclical Theory :

Wheel of Retailing theory is the most well-known theory in the retail evolution. The Wheel of Retailing is the name given by Professor Malcolm P. McNair for a major hypothesis concerning patterns of retail development. This theory says that the retailers will often firstly appear as a low-cost operators with a low-price structure and low profit-margin requirements, offering more realistic advantages, such as specific merchandise which help them to take the customers from the more recognized competitors.

- Conflict Theory :

Conflict always exists between operators of comparable formats or within broad retail categories. It's supposed that retail invention does not automatically cut the number of set-ups accessible to the consumer, but results in the growth of more formats. Retailing thus evolves through a discussion process, i.e. the blending of two opposites to make a new format. this will be applied to developments in retailing as follows:

- Thesis: In the individual retailers as the corner shops all over the country.

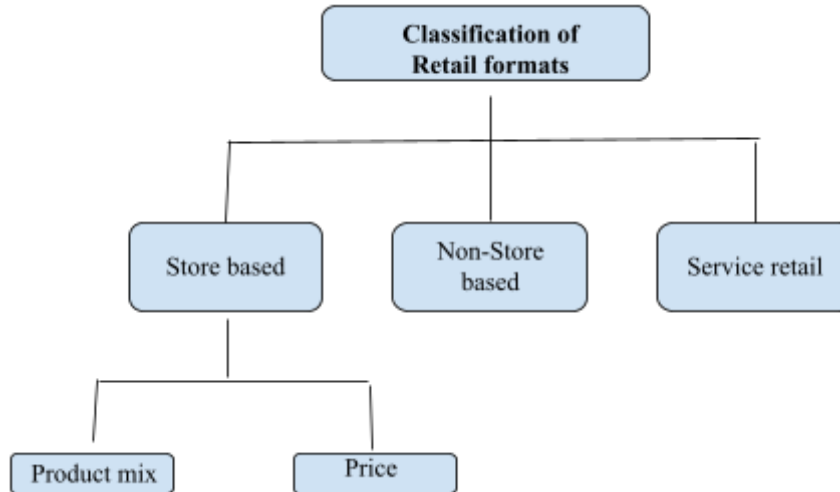


(Fig :2.2-Theory of retail conflict)

- Antithesis: an edge opposed to the thesis develops over a period of time. These are the department shops . The antithesis may be a "challenge" to the thesis.
- Synthesis: there's a blending of the thesis and antithesis. The result's are the position between the "thesis" and "antithesis". Supermarkets

and hypermarkets thrive. This "synthesis" becomes the "thesis" for the subsequent round of evolution.

Classification of Retail Formats



(Fig 2.3- Classification of Retail Formats)

The primary basis of classification of retail formats is:

1. Store based formats
2. Non- store based formats
3. Service retail

1) Store Based Retail Formats :

These formats are the ones that primarily operate from a physical brick and mortar environment. They are classified on the basis of :

- Product mix
- Price
- Classification on the Basis of the Product Mix Offered : If the retailers are classified on the basis of the product mix that they offer to their customers, they may be classified as the food oriented and the general merchandise retailers. Within this there is another classification on the basis of the target market that they cater to. Specialty stores, department stores and convenience stores are those that come in the classification on the basis of target market; they are many times referred to as product or service retailers. On the other hand, the supermarkets, discount stores, hypermarkets, off price retailers focusing to a mass market and it's often called traditional product retailers.

➤ Convenience Stores :

These are the stores located near residential areas; they are open for long hours, all days in a week and offer a limited line of convenience products like eggs, bread, milk etc.

➤ Supermarkets :

This is a large, low cost, low margin, high volume self- service operation designed to meet the need for food, groceries and other non-food items. The most commonly used definition is that of a store with a selling area between 400 sqm and 2500 sqm, selling at least 70 percent of food items and everyday commodities.

➤ Hypermarket :

The word hypermarket is derived from the french word hypermarche which is a combination of a department store and a supermarket. It is a retail store with a sales area of over 2500 sqm, with at least 35 percent of selling space devoted to non- grocery products is termed as a hypermarket.

➤ Speciality stores :

It is a store which is specialising on a particular type of merchandise or single product of durable goods or a range of normally complementary durable goods product categories is termed as a speciality store. Speciality store usually focuses on apparel, jewellery, fabrics, sporting goods, furniture,etc. They have a very clearly defined target market and their success lies in their hands.

➤ Category killers :

It is a specialty retailer, which provides a very large selection in the chosen product category, they stock deep, they buy and sell cheap and finally dominate the category.

➤ Department stores :

A emporium is a large-scale retail outlet, often multi-levelled,whose merchandise offer spans a variety of different product categories. The

department shops can be defined as averaging 7000 sqm, selling a minimum of fashion clothing, accessories, cosmetics, household goods and sometimes a much broader assortment, from more or less separate departments on several floors. department shops are defined as those establishments depending on food , clothing and residential related items for at least 10 percent, but 70 percent of their sales.

- Classification on the Basis of Price of the Merchandise Offered to the End Customer :

- Consumer co-operatives :

Consumer co-operatives aim at providing essential commodities at reasonable prices. It has been encouraged and developed as a democratic institution owned, managed and controlled by its members for protection of the interest of the common consumers.

- Off price retailers :

These retailers sell the merchandise at less than retail prices. Off-price retailers buy manufacturers seconds, overruns, off seasons at a deep discount. The merchandise may be in old sizes, unpopular colours or with minor defects. Off price retail may be manufacturer owned or may be owned by a speciality departmental store.

- Discount department stores :

Discount department stores, ranging from 8000 sqft to 130000 sqft, offer a wide variety of merchandise including automotive parts and services, house wares, home furnishings, apparel and beauty aids.

- Outlet stores :

Outlet stores, ranging from 20,000 sqft to 80,000 sqft, are typically the discount arms of major department stores.

- Warehouse clubs :

Warehouse clubs, ranging from 104,000 sqft to 170,000 sqft, offer a variety of goods, in bulk, at wholesale prices. However, warehouse clubs provide a limited number of product item.

- Super warehouse store :
A hybrid warehouse/superstore with 50,000 plus items and the full range of service departments, featuring high-quality perishables and reduced prices.
- Limited assortment store :
A near to the ground price outlet with marginal service and smaller amount than 2000 items. It features abundant private label products and is widespread among food stamp receivers seeking to stretch their limit.
- Supercenter :
A large food-drug combination store and mass merchandiser. These average more than 170000 sqft and typically devote up to 40 percent of the store to grocery items, which are sold at loss-leader prices.
- Wholesale club :
A retail/wholesale hybrid that offers consumers and small business and economical selection of food and non-food products. These measure about 120,000 sqft; 60-70 percent of the space is devoted to bulk sizes of both grocery and GM/HBC products.
- Dollar stores :
A traditional format that now sells 20-80 percent of groceries and other consumables products at discounted prices.

2) Non Store Retail Formats :

The non-store retailer subsector may be said to comprise of retailers which sell merchandise by using methods, such as the spreading of infomercials, the propagation and publishing of direct-response advertising, the publication of paper and electronic catalogues, door-to-door solicitation, in-home demonstration, selling from transportable stalls and delivery through vending machineries. Establishments in this subsector include mail-order houses, vending machine operators, home delivery sales, door-to-door sales, party plan sales, electronic shopping, and sales through convenient stalls.

→ Catalogue Showrooms :

Catalogue retailers typically focus in hard goods such as house ware jewellery, and consumer electronics. A customer walks into this retail store, goes from end to end the catalogue of the product/s that he would like to purchase. Some stores need of the customer to write out the product code number and hand it over to the clerk, who then organizes for the product to be taken out from the storeroom for examination and purchase.

→ Direct selling :

Direct selling involves making a personal contact with the end consumer at home or at the place of work. Cosmetics, jewelry, food and nutritional products, home appliances and educational materials are some of the products sold in this manner. Direct selling may follow the party plan or the multilevel network. In the party plan, the host invites friends and neighbors for a party. The merchandise is displayed and demonstrated in the party atmosphere and buying and selling takes place.

→ Direct Marketing :

Direct marketing includes various non-personal form of communication with the consumer and this includes:

❖ Mail Order Retailing :

This form of retailing eliminates personal selling and store operations. Appropriate for specialty products the key is using customer databanks to progress targeted catalogues that demand to narrow target markets. The basic characteristic of this form of retailing is convenience.

❖ Television Shopping:

In this form of retailing, the product is promoted on television, information about the product features, price and things like guarantee/warranty are described. Phone numbers are provided for each city, where the buyer can call in and place the order for the product. The products are then home delivered.

→ Electronic Shopping :

It allows the customer to evaluate and purchase the products from the comfort of their home. The success of this form of retailing largely depends on the products that are offered and the ability of the retail organisation to deliver the product on time to the customer. Strong supply chain and delivery mechanisms need to be in place for this to be successful. Many retailers are opting for click and mortar, where while having a brick-and-mortar retail store they also sell some of their products or ranges on the Internet.

→ Automated Vending/Kiosks :

This form of retail can be responsible for suitability to the customers, as they have right to use to the products round the clock. It is a widely held form of retailing away and is used to sell regularly purchased items like soft drinks, candy, cigarettes and newspapers. While tea and coffee vending machines are a widespread sight at the airports in India, the Automated Teller Machines functioned by banks are possibly the most successful example of automated vending.

3) Service Retail :

Services not like products are immaterial; however, the level of intangibility differs from one service to another. For example, laundering of clothes, car rentals offer a service, which is tangible. On the other hand, life insurance, investments in securities are intangible in nature. Providers of various services like electricity, gas, and service contracts which may be entered into for services of consumer durables like maintenance of water filters, computer systems, etc., all fall into the retail of services. A key area within services retail is retail banking. Retail banking refers to the dealing of commercial banks with individual customers. The retail banking products would include fixed, current savings accounts on the liabilities side; and mortgages, loans. Related ancillary services include credit cards, or depository services.

Factors Affecting Retail Industry

1) Demographic Characteristics :

Demography is the study of inhabitants characteristics that are used to define consumers. Retailers can acquire information about the consumer's age, gender, income, education, family appearances, occupation, and lots of other items. These demographic variables could also be used to select market sectors, which become the target markets for the retailer. Demographics will help retailers in recognizing and targeting potential customers in convinced geographic locations. Retailers are ready to track many consumer movements by investigating changes in demographics. Demographics deliver retailers with data to assist locate and describe customers. Linking demographics to behavioural and lifestyle characteristics helps retailers discover exactly who their consumers are. Retailers who aim certain specific demographics features should certify that those characteristics be present in enough wealth to explain locations in new countries or regions.

2) Economic Characteristics :

Businesses operate in an economic environment and base many choices on economic analysis. Economic factors sort of a country's gross domestic product, current interest rates, employment rates, and general economic conditions affect how retailers generally perform financially. as an example , employment rates can affect the amount and quality of the labour pool available for retailers as well as influence the ability of customers to buy. Normally, growth during a country's gross domestic product indicates growth in retail sales and income . Retailers want to locate in those countries and regions that have a steadily growth in the gross national products. As rate of interest rise, the value of carrying portfolio on credit rises for retailers and the cost of purchasing long-lasting goods rises for consumers. Countries with projected important increases in interest rates should be appraised very cautiously by retailers. Retailers also are going to be exaggerated by a rise in employment duties; this lowers the supply of accessible workers to staff and support retail locations.

3) Cultural Characteristics :

Cultural appearances influence how consumers shop and what things they bought. The values, standards, and language that a person is showing to while increasing up are specifies of future consumption manners. Consumers want to feel at ease in the

environment in which they shop. To achieve this, retailers must appreciate the culture and language of their customers. In a multilingual area, a retailer may need to employ employees who are talented of speaking both of the languages spoken by the customers. Some retailers have initiate it useful to market to the cultural legacy of their consumers, while other retailers try to find to market cross-culturally. Normally larger cultures are made of many distinct subdivisions. Retailers need to be conscious of the different features of culture that will affect the location decision. The preferences of consumer are used mainly to refer to choose a choice that has the largest expected value among many choices by consumer to fulfil her or his desires or requirements. Preferences represent options among more valued or neutral choices available. Consumer preference is the outcome of their behavior they indicate during buying, searching and destroying the products. A consumer is an individual who has the ability to pay for services and goods offered for sale by the institutions of market to satisfy the household or personal needs, desires and wants. A consumer is the important visitor on the premises. Consumers are not dependent on anybody. The sellers are only dependent on consumer. Consumer is not an outsider to business. Consumer is like the blood of business. Therefore, consumer is very important in business cycle. Most of the customers are obsessed with names of brand products. The companies are offering quality products which customer's values the most. The customers are satisfied when they get quality.

4) Demand :

The demand for a retailer's goods and services will impact where the retailer will find its stores. Not only must consumers want to obtaining the goods, but they must have the capability or money to do so as well. Demand characteristics are a purpose of the population and the buying power of the population that the retailer is directing.

Population and returns statistics are accessible for most countries and regions with established economics. In developing countries, the income data may be slightly more than an learned estimate. These statistics allow the judgements of population and a basic determination of who will be able to purchase the goods conceded in the store. The preferences of consumer are used mainly to refer to choose a choice that has the largest expected value among many choices by consumer to fulfil her or his desires or requirements. Preferences represent options among more valued or neutral choices

available. Consumer preference is the outcome of their behaviour they indicate during buying, searching and destroying the products. A consumer is an individual who has the ability to pay for services and goods offered for sale by the institutions of market to satisfy the household or personal needs, desires and wants. A consumer is the important visitor on the premises. Consumer is not dependent on anybody. The sellers are only dependent on consumer. Consumer is not an outsider to business. Consumer is like the blood of business. Therefore, consumer is very important in business cycle. Most of the customers are obsessed with names of brand products. The companies are offering quality products which customer's values the most. The customers are satisfied when they get quality This is of utmost importance for retailers, whether they carry higher- priced goods such as durables, furniture, jewelry, and electronics or lower priced goods- such as basic apparels or toys.

5) Competition :

Levels of struggles differ by nation and region. In some areas, retailers will face much firmer competition than in other areas. Normally, the more manufacturing a nation is, the higher the level of competition that survives between its borders. One of the environmental impacts on the success or failure of a retail formation is how the retailer is able to handle the competitive advantages of its opposition. A retailer must be educated about both direct and indirect competitors in the marketplace, what goods and services they deliver, and their image in the thoughts of the consumer population. Sometimes a retailer may adopt to go head-to-head with a competitor when the motives are not completely clear.

6) Infrastructure :

Infrastructure characteristics deal with the basic outline that permits business to function. Retailers need some form of channel to distribute the goods and services to their door. Depending on what type of transportation is involved, delivery be dependent heavily on the existing infrastructure of highways, roads, bridges, river ways, and railways. Legal infrastructures such as laws, regulations and court judgements and technical infrastructures such as level of computerization, communication systems, and electrical power availability also inspiration store location decisions. Distributions play a key role in the location decision particularly for countries and regions. There is a important variance in quantity and quality of

infrastructures across countries. A retailer whose operation be contingent on reliable computerization and communications would not need to even consider a country or a region that did not meet those criteria. The legal environment is a part of the complete infrastructure a firm must reflect. In conclusion, the demographic, demand, competition, cultural, infrastructure and economic features are significant in analysing a country or region.

The Store Atmosphere is an surroundings that is formed to produce a stimulus among the customer 's perceptions and emotions that will touch their purchasing behaviour. The retail industry is the activity of sale of good and services to final consumers, and the retailer as the economic agent that puts in practice such sales. This means that the retail industry is composed not only by the sale of products at the stores but also through the commercial concepts of non- store as well as services. Thus, the retail industry either in products or in services is the last stage of the distribution circuit, where the retailers assume an important role of intermediary between producers, wholesalers or other suppliers and the final consumers.

7) Colour Schemes :

Buyers are influenced by colour psychology. Retailers utilise uniform colour schemes in some circumstances simply to convey brand image and maintain consistency. The red theme at Target is a great example. In other cases, specific colours are employed throughout the business or in select places to have a different effect on customers. When utilised in a lingerie or intimate apparel category, the fiery and powerful sentiments that red evokes can be amplified. Blue or pink hue in a furniture store's bed area can assist buyers visualise sleeping or associate the retailer's mattresses with sleep. Different colour schemes can elicit various reactions from customers. Cool and warm colour schemes are two well-known colour schemes among shoppers all over the world. Colours like blues and greens are used in a 'cool' colour scheme. Because blue is associated with tranquillity and gentleness, this colour scheme is referred described as 'cool.' colours like reds and oranges are used in a 'warm' colour scheme. Because orange/red is associated with desire and sexuality, this colour scheme is referred described as 'warm.' Using diverse colour schemes in a retail store can convey different messages to customers and elicit different emotions. Combining blue, green, and white close together, for example, has serene, gentle, and calming

connotations, but using red, gold, orange, yellow, and purple close together has emotional, bright, hot, active, and sharp connotations. According to studies, shoppers are more likely to purchase 'cool' colour schemes, such as blues, than 'warm' colour schemes.

8) Lighting :

One of the most widely modified atmospherics is lighting. Many companies just keep their storefronts brightly lighted since research shows that it makes customers happier and more upbeat, which leads to increased sales. Other retailers select lighting that complements their brand. To produce energy or attract young shoppers, a fashionable, youthful fashion retailer may utilise modest lighting, strobe lights, or lighting effects. Because it complements the store, several retailers utilise dark or low lighting. Hot Topic, an alternative specialty retailer, has dimmer lighting, for example. Lighting is an important part of retail atmosphere since it influences a shopper's visual appraisal of everything in the store, including the merchandise, which can influence their purchasing behaviour. Lighting is generally employed to provide an aesthetically pleasant environment for shoppers as well as to allow them to see items and navigate the business. Lighting may not only improve the aesthetics and functionality of a retail environment, but it can also influence shopper behaviour without the shopper's knowledge.

9) Sounds :

The type of music played on a store speaker system is often a good clue as to the target buyer for the business. The sounds project the store's young at heart spitting image. Spas and massage parlours further habitually use new age or relaxation music to set a frame of mind. An substitute retailer would added likely use techno or fusion songs. Classic rock may be the musical choice for an retailer targeting middle-aged and older buyers. Music is the most commonly researched atmospheric component since it has a significant impact on a wide range of customer behaviours. Sales, excitement, perceived and actual time spent in the store, in-store traffic flow, and the impression of visual stimulation in the retail store are all factors to consider. Music is an important factor for merchants to consider when deciding on the right atmospheric elements for their store because it can impact a shopper's decisions and actions even when they aren't aware of it. There are numerous components of music that can

influence buyer behaviour. Background music has long been used to boost sales and improve customer perceptions of the store. Shoppers have been reported to experience relaxing or arousing cognitive sensations as a result of background music. According to studies, music with a higher arousal level has a direct effect on a shopper's attention span. A rise in arousal might focus a shopper's attention on a small number of items. As a result, their information processing ability is diminished, and they are more prone to employ simpler decision criteria. According to studies, shoppers are less engaged when calming music is playing, which helps them concentrate on the task at hand and allows them to focus their attention. Music has a significant impact on shopper behaviour and should be a key atmospheric cue for merchants to pay attention to.

10) Fragrance :

Smells are habitually amongst the less understandable but more impacting static. Casual fashion retailers often use perfumed torches to create a agreeable fragrance in their stores. Spas and beauty salons often use perfumes to create a steamy impression. In some conditions, retailers simply use pleasurable scents to attract and retain customer interest. Furniture and jewellery retailers frequently bake fresh cookies in store and offer them to guests. While the gift is a nice token movement, a common purpose is to project a good-looking smell in the store. The fragrances of a store can also have a significant impact on a shopper's purchasing decisions. The presence or absence of a scent at a retail store has the greatest impact on customers' behaviours, according to studies, however the nature of the scent has no significant impact on shoppers' behaviours. Shoppers' reactions and behaviours tend to grow more unfavourable when a scent becomes more powerful. Scents are a critical atmospheric aspect for shops to consider because they can influence both good and negative shopping behaviour. For a successful retail company, cleanliness and store organisation are also critical. The most controllable ambient factor in a retail business is cleanliness. Cleanliness is crucial because most customers identify a retailer's and its products' quality with the store's cleanliness, and it has a significant impact on customers' perceptions of retail establishments and services.

11) Time perceptions :

Time is a significant factor in retail purchasing, partly because studies indicate a straightforward relationship between time spent shopping and the amount spent (cf. Milliman 1982). Also, time is said to be just as much of a restraint on consumption as money, and predictions that people would have more free time in the future than they did in the past have not proven to be true (Berry 1979). When shopping, for example, dual-career families with children dealing with transit issues in densely populated locations may feel under a lot of time pressure. As a result, it's normal to expect people to schedule their time, including shopping time, and to be concerned if they think they're spending too much time in a store. People simply do not enjoy spending time or waiting for long periods of time. Hornik (1984), for example, found that when shoppers reported a high level of shopping delight compared to other activities, they underestimated their waiting time less. As a result, shops would be wise to reduce their customers perceived as well as actual shopping time.

12) Temperature :

Another atmospheric component that can influence a shopper's shopping activity is the temperature of the store. Temperature, on the other hand, is an atmospheric variable that, unless it is adjusted at unfavourable levels for the consumer, remains unnoticed. Temps set at uncomfortably high or low levels, for example, may be recognised by shoppers and cause them discomfort while shopping, whereas comfortable temperatures will go unnoticed.

13) Signage :

The collection of signs, posters, and labels used by the retailer outside and inside the store to guide customers in their use of the store is referred to as signage. These pieces work together to accomplish a variety of tasks:

(a) Organisational :

Signage is used by the retailer to promote the store, strengthen the retailer's image, protect its market, and highlight the products on offer. It will also express the retailer's policies on a variety of topics, including product kind, quality, price, and customer service. This can also help the retailer achieve its desired high-brand/own-brand blend.

(b) Locational :

The shop can change the signage in the store to help customers find and identify the items on offer. Directional signage is required in large establishments to guide customers around the store and from one location to another. When entering a store, directional signs should be large enough for customers to see easily. Customers should know where to go for any type of goods or service. Even larger businesses, especially those with multiple levels, require a store guide. This should be visible from the door, with the path to the guide clearly pointed out so that even the most inexperienced consumer knows where to go. For convenience, the store tour is frequently duplicated on multiple floors. Directional signage should be easy to read and blend seamlessly with the surrounding surroundings. The signs could be visual, employing symbols as well as words, especially if the symbol is well-known. Large three-dimensional signs are easily seen and can also help to boost the store's image. Signs are frequently hung from the ceiling to increase their visibility.

(c) Category Signage :

It is only utilised within the store's specific department or industry. In comparison to directional signs, they are usually smaller. They are frequently situated near the things they relate to, and their aim is to indicate the type of products on offer. However, they are frequently used to promote one or more product categories.

(d) Promotional Signage :

It could especially relate to attractive offerings. These might be exhibited in store windows to entice customers in. Value fashion retailers for younger women, for example, may have enormous posters in their windows depicting models wearing special-offer items. This attracts attention to the merchandise while allowing customers to look through the windows. The posters can enhance the store's appeal by using the proper colour products.

(e) Point of sale :

These signs are put in close proximity to the goods they refer to. This allows the buyer to view the price and other pertinent details. Some of this information may already be printed on product packaging or labelling. Point-of-sale signage, on the other hand, can rapidly indicate for the buyer those features that are likely to pique their interest, such as if the product is on sale.

(f) Lifestyle Images :

The store may employ a variety of imagery, such as photographs of people and places, to generate moods that persuade customers to purchase the products. These are examples of the store's visual merchandising. To visualise the utilisation of various signage, we should start with the customer entering the store and work our way to the individual item examination. Customers will notice the marque or emblem on the outside of the store first. This must be distinct, clear, and express the store's image in a way that is appealing to customers.. This style can be compared with that of the supermarket chain, which practices a boulder, lighter green logo in recent letters to welcome customers. A wide range of stores use red in name signs as it is eye-catching, inspiring and supports the communication of good value that the bold letters uses.

Different types of stores to use this approach are supermarkets (Tesco), food discounters (Lidl). electrical retailers (Dixons, Currys, Comet), variety stores (Woolworth) and similar stores. Some supermarkets, such as Morrison's and the discounters such as Netto use black on yellow. These colours can be distinguished with the orange colour used by upper-end supermarket Sainsbury. Its colour and rather unidentified logo specified the kind of custom this supermarket was directing for and placed the importance more on quality rather than on price. As Sainsbury was forced in the mid-1990s to take note of the value undertaking in super- markets it also had to reconsideration its logo and use of colour.

Signage is one of the most significant ways used by retailers to deliver their message to the customers. The retailer's store name, promotions, pricing, and product data may all be taken through signage. As a customer walks by any store, they have few seconds to distinguish what they will find inside. Professional signage will attract the customer, make available just the right amount of facts and invite the customer to go in the store or try the product. Unprofessional signage is mystifying to the customer and sends a bad message about any store and product. Common problems include too numerous signs, uncertain or confusing messages, spelling errors or signs that are tough to read.

Once the basic characteristics are recognised and a decision is made as to how far one of the customers would travel for the goods, the total market has been strong-minded. Factors, such as current population, potential population, population density, age, income, gender, occupation, race, proportion of home ownership, regular home value, and section of single versus multifamily residences are important reflections. Where consumers aware, their transforming patterns, and whether their numbers are growing or decreasing are but a few of the dynamic characteristics of the trade area population that the retailer must think through. It may be relatively helpful to create maps that show where certain types of customers belong to.

14) Economic Factors :

Economic features have a important impact on country and region assortment. The influence on trade area is even bigger. The local unemployment rate will touch the local labor group and the amount of money that consumers have to obtaining products. The most significant economic features for the retailer are per capita income and employment rates.

15) Subculture :

Subculture have further of an influence on marketplace and trade area assortment than on country or region selection. One must habitually be at the market or trade level in order to precisely measure the location and features of a subculture. An traditional subculture creates market divisions for goods ranging from food and cosmetics to clothing and entertainment. At the same time religion, language, and family structure generate both chances and complications. The economy of an area under deliberation for location should provide a general pointer of the long –range retail opportunities present within an area. The number, type, trends, and constancy of industries that might have emotional impact business in the market area need to measure. Employment rates, total retail sales, section, retail sales, household income, and household expenses all provide information from which the economic stability of the area can be determined.

16) Market Potential :

Following the identification of the retail trade area and the use of the relative segmenting variables, some quantitative elements must be evaluated in order to

determine whether the region is suitable. These characteristics include a retail trade area's retail market potential and retail sales potential. The total dollar sale that can be acquired by all retailers selling a certain retail goods, product line, or group of services within the retail trade area if everything is maximised is referred to as retail market potential. As a result, retail sales potential is a component of the overall retail market. potential. A retail sales forecast is a retailer's exact estimate of expected sales volume.

17) Sales Potential :

We learned that a company's retail sales potential is the estimated dollar sales that a retailer expects to achieve in a specific retail trade area over a specific time period. The amount of inventory that will be purchased, the number of personnel that will be required, the dollars that can be spent on expenditures, and the amount of loan capital that the business can comfortably afford will all be determined by an appropriate sales appraisal. One must think about it in order to arrive at such a figure. The competitive strengths in the market

- The amount of business that can be drawn from substitute products
- Management's own expertise

The retailer can begin by evaluating the whole market potential to determine the competitive strengths in the market. An estimate of the sales potential can be made if the retailer considers that the business will generate at least the average amount of sales realised by competitors in the trade region. If there are five businesses (the new retail firm brings the total to six), each business should expect to have one-sixth of the trade area available to them. Although this method may not appear to be as sound as that used to determine market potential, it does provide a competitive strength analysis, and the figure generated is usually conservative.

18) Index of Retail Saturation :

When more than one store competes for the same market segment or target market, competition exists. In some cases, a company may wish to be the only one of its kind in a given market. This is especially true with speciality or convenience items. However, in other cases, good strong rivalry will boost a given area's total commercial potential by attracting buyers from a wider distance to compare prices or stores. This is especially true for items for which individuals frequently do shopping comparisons.

Maps could be created to show competitor retail sites based on their relative size and inventory mix.

19) Infrastructure :

We've discussed how a country's or region's infrastructure, such as roads and highways, distribution warehouses, communications facilities, and labour pool, must be appropriate. This is especially true in the case of trade area analysis. The legal infrastructure can have an impact on the trade sector that we choose for our business. Advertising, zoning, and sign regulations for retailers vary by state and local laws.

Concept of Retail Life Cycle

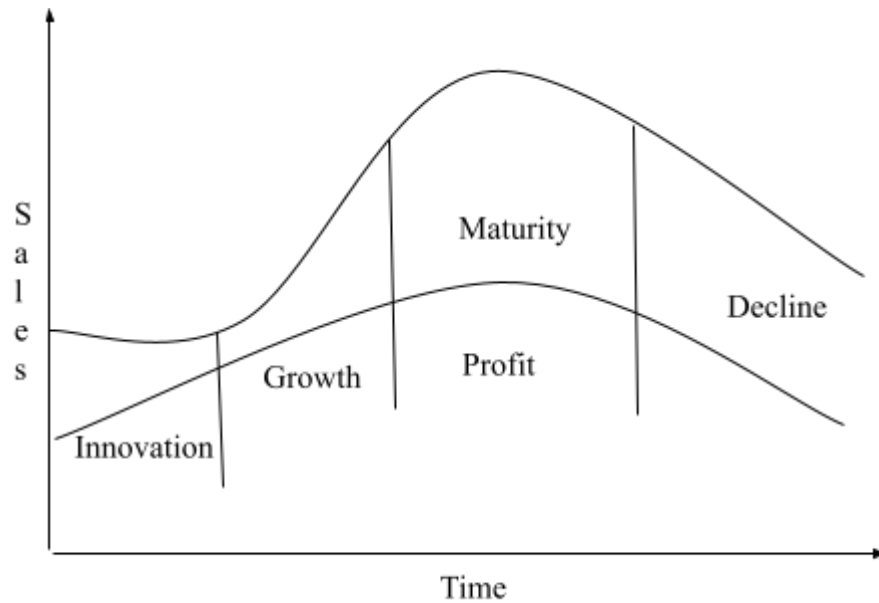
The concept of product life cycle as explained by Philip Kotler is additionally applicable to retail organisations. This is often because retail organisations permit through recognizable stages of innovation, development, maturity, and decline. This is frequently what is usually labeled as the retail life cycle.

a) Innovation :

A new organisation is born; it expands the convenience or generates other advantages to the final customers that fluctuate sharply from those accessible by other retailers. This is every so often the stage of innovation, where the organisation features a limited competitors. Since it's a new concept, the speed of growth is fairly rapid and the management fine-tunes its strategy through experimentation. Levels of profitability are moderate and this stage can last up to 5 years depending on the organisation.

b) Accelerated Growth :

The retail organisation faces rapid increases in sales. Because the organisation moves to stage two of growth, which is that the stage of development, some competitors emerge. Since the company has been in the market for a while, it's now in a position to pre-empt the market by establishing a position of leadership. Since growth is imperative, the investment level is additionally high as is the profitability. Investment is essentially in systems and processes. However, towards the top of this phase cost pressures tend to appear.



(Fig :2.4- Retail Life cycle)

c) Maturity :

The organisation still grows, but competitive pressures are felt acutely from newer sorts of retailing that tend to arise. Thus, the expansion rate tends to decrease. Gradually, a markets become more competitive, and direct competition increases the speed of growth slow down and profits also start declining. this is often the time when the retail organisation needs to rethink its strategy and reposition itself in the market. A change may occur not only within the format, but also within the merchandise mix offered.

d) Decline :

The retail organisation loses its competitive edge and there's a decline. during this stage the organisation needs to decide, if it's still going to continue in the market. the speed of growth is negative, profitability declines further and overheads are high.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Introduction

This chapter is mainly looking at the research methodology that was implemented in this study. It provided an in depth description of the research approach adopted in this study. Research design, population of the study, sampling, sample size, instruments used for the study, sources of knowledge collection, software used for the analysis were presented within the subsequent sections. Research is defined as a careful consideration of the study on a particular concern or a problem with the help of scientific methods. consistent with the American sociologist Earl Robert Babble, “Research may be a systematic inquiry to describe, explain, predict and control the observed phenomenon”. Research includes two methods: the inductive method and deductive method. Inductive research methods are used for analyzing the observed phenomenon whereas; deductive methods are used for verifying the observed phenomenon. Inductive approaches are related with qualitative research and deductive methods are more commonly connected with quantitative research. Research means looking for knowledge. Research methodology aims at discovering reality . It's an essential and powerful tool which helps in making progress. Research methodology undertaken to get answers to questions is by applying some scientific methods. Research is carried on both for locating new facts and verification of old ones. Research methodology is carried on for identifying hidden things. consistent with Clifford woody, "Research comprises of defining and redefining problems, formulating hypotheses, collecting, organizing and evaluating data, making deductions and research conclusions and eventually carefully testing conclusions to determine whether they fit the formulated hypothesis". Research is just too systematic solving the research problems. It involves all those methods and techniques that are adopted for the gathering analysis of interpretation of data to solve the problem. This includes research designing, sort of data collected, method used for collecting and analyzing the info , statistical tools etc. Research in a technical sense is a tutorial activity. Clifford woody (Kothari 1988) defined research as “an activity that defines and redefine problems, formulating a hypothesis; collecting and evaluating data; making deductions and reaching conclusions; and punctiliously testing the conclusions for understanding if they support the formulated hypothesis”. Research may be a way to prepare the mind to look at things in a different way. Out of such an orientation would come new and innovative observations about everyday events and happenings. Research may be a common parlance that refers to the search for

knowledge. It is often also defined as a scientific and systematic search for relevant information on specific topics. In fact, searching is an art of scientific investigation. In simple terms, research means a cautionary investigation or inquiry especially through the look for new facts on any branch of knowledge.

3.2 Research Design

The conceptual framework in which research is carried out is known as research design. It serves as a plan for data gathering, measurement, and analysis. The study method is defined by the research design. After the formulation of the research problem, the research design is created. Descriptive research is the method used in this study. Descriptive research is a sort of fact-gathering research. It is commonly used in research in the physical, natural, and social sciences. The primary goal of descriptive research is to provide a description of the current situation.

3.3 Population

Population refers to the total number of people that are the subjects/respondents of the study. The population here is the customers of Navya bakes and confectioneries Pvt Ltd in Ernakulam District.

3.4 Sampling

Sampling is the process of selecting a sample from the entire population. Convenience sampling was used to select the sample. In this project the researcher selected convenience sampling because the population is large. Sample Design is a method of collecting data in which information is collected from a small portion of the total population.

Convenience sampling

Convenience sampling is a sampling method that uses participants who are most conveniently available. This sort of sample is usually biased. It most likely does not fit the correct definition of random sample, where everyone in the population has an equal chance of being selected. Since it does not truly represent the population, it is limited when it comes to generalization. Valid inferences about the large groups cannot be made based on the results drawn from the convenience samples. Convenience sampling is a non-probability method, which may be appropriate when a

researcher wants to get a gross approximation of the truth, while avoiding the time and cost of a random sample.

The scaling used for the study is 'Five Point Likert scale'. Scaling is the division of measurement that contains the production of a gadget that associates qualitative builds with measurable metric units. A Likert scale is a scale used to represent people's attitudes to a topic. It is the most widely used approach to scaling responses in survey research. The Likert Scale is used to allow the individual to prompt how much they are satisfied or dissatisfied with a specific statement.

The format of a typical five-point Likert scale, for example, could be:

- Strongly Agree
- Agree
- Neither agree nor disagree / Neutral
- Disagree
- Strongly Disagree

3.5 Sample Size

Sample size is a small group of 220 samples taken under consideration. This small group represents the total population. As it is impossible to approach all respondents, a Sample was selected which represents the whole population. The samples were taken from Angamaly, Aluva, Kaloor, Varapuzha and Panambilly Nagar Navya Bakers.

3.6 Data Collection

The task of data collection begins after a research problem has been defined and research design is chalked out. While deciding about the method of data collection to be used for study, the researcher should keep two types of data they are :

- A) Primary data
- B) Secondary data

Primary data

Primary data are those data which are collected for the first time. Primary data can be obtained either through observation or through direct communication. In this sample,

A sample survey was used for collecting the primary data. The primary data is collected by using a questionnaire method.

Secondary Data

Secondary means the data that have already been collected by someone and which have already been passed through the statistical processes. In this project work the researcher has taken textbook, journals, magazines, websites as the sources of Secondary data.

Data Collection Tool

The tool used for data collection is through questionnaires using Likert scale, which is termed as a summated instrument scale. It consists of a number of statements which express whether a positive or negative attitude towards the object of interest. The respondents are asked to agree or disagree with each statement. Each response is given a mathematical score to reflect its degree of attitude, and the scores are equal to measure the respondents attitude.

3.7 Statistical Treatment

Statistical treatment means the tool or technique that is used for analysing and interpreting the data. Through this researcher can do an easy study on data collected by him and make the interpretation. The statistical action used for the clarification are:

Percentage analysis

Percentage analysis is the method to signify raw streams of data as a percentage (a part in 100 – percentage) for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

3.8 Software used for the study

This project research used the MS Excel in order to analyse the data and find out conclusions.

MS Excel

Microsoft Excel is a spreadsheet programme that is available for Windows, Mac OS X, and iOS. It includes calculating, graphing tools, pivot tables, and Visual Basic for Applications, a macro programming language. It has developed the manufacturing standard for spreadsheets for these schemes, particularly after version 5 in 1993, when it out-dated Lotus 1-2-3 as the industry standard. Excel forms part of Microsoft Office.

CHAPTER 4

DATA ANALYSIS

4.1 Introduction

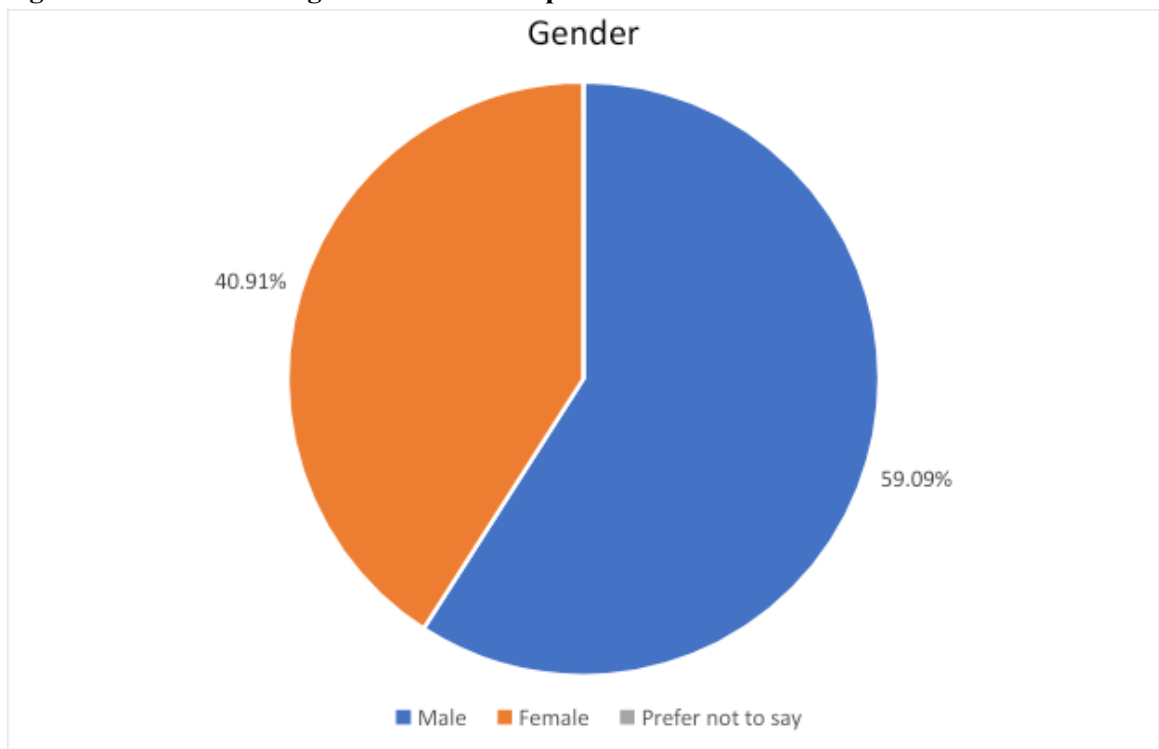
The process of examining, cleaning, deploying, and demonstrating data with the objective of identifying usable information, drawing conclusions, and assisting decision-making is known as data analysis. Data analysis includes several dimensions and approaches, including a wide range of techniques in various business, science, and social science disciplines under various names. Cleaning, converting, and modeling data to identify usable information for business decision-making is defined as data analysis. Data analysis' goal is to abstract usable data from data and make decisions based on that information. The process of examining data using analytical and logical reasoning to investigate each component of the data presented is known as data analysis. Data is obtained from a variety of sources, examined, and then analysed to arrive at some sort of conclusion or findings. Data mining, text analytics, business intelligence, and data visualisation are only a few examples of various data analysis methods. The detailed and suitable analysis of study results is a critical component of ensuring data integrity. Data analysis is the most important aspect of any study. The data analysis process summarises the information gathered. It entails the use of analytical and logical reasoning to data in order to identify patterns, correlations, and trends. Data analysis is a technique that is used to analyse the acquired data after all of the data has been collected. The type of data analysis tool employed is determined by the data type. The completed questionnaire was edited for completeness and consistency before being processed. The information was then coded to allow the responses to be categorised. The data in this study were analysed using percentage analysis and graphical representation. The information gathered was tabulated and then converted to percentages. The percentage is then represented graphically using graphs such as bar charts. Finally, based on the tabulated data and graph, conclusions are drawn.

4.2 Data Analysis

Table 4.1

Gender	Frequency	Percentage
Male	130	59.09%
Female	90	40.91%
Prefer not to say	0	0.00%
Total	220	100%

Figure 4.1 Chart showing Gender of the respondents



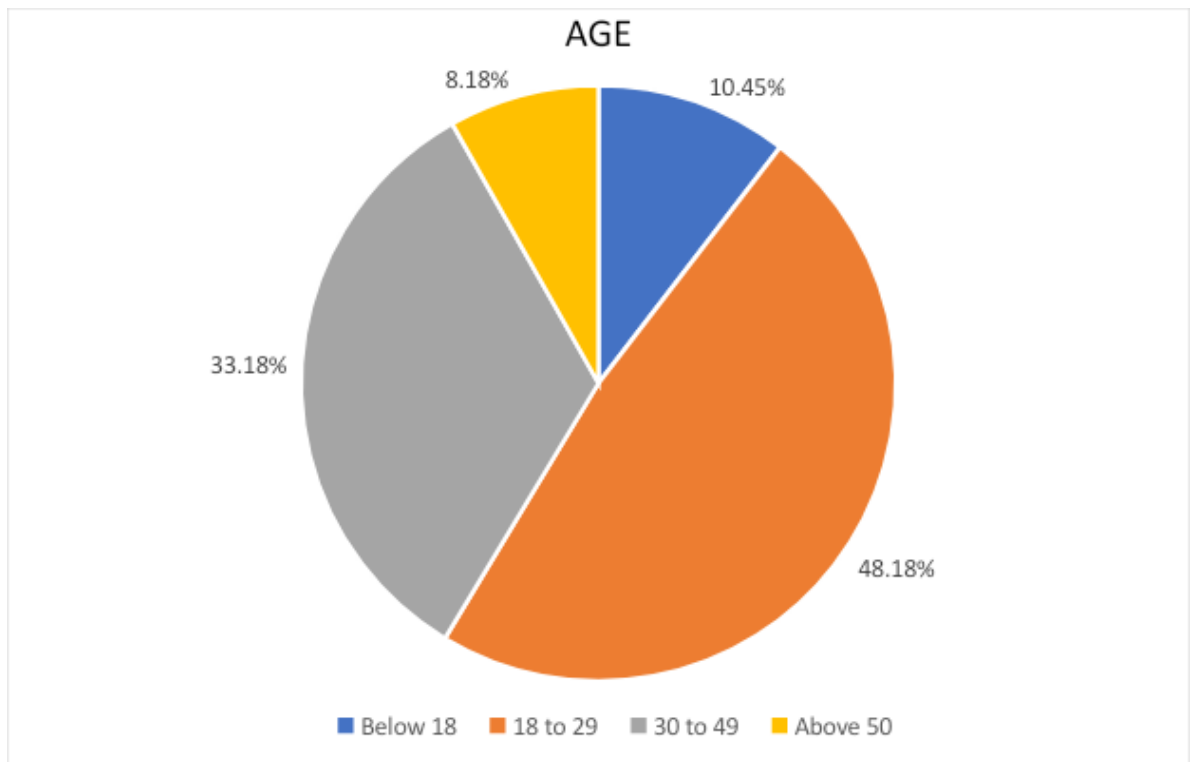
Interpretation

From the fig 4.1 we can see that, 59.09% of respondents are male, 40.91% are female

Table 4.2

Age	Frequency	Percentage
Below 18	23	10.45%
18 to 29	106	48.18%
30 to 49	73	33.18%
Above 50	18	8.18%
Total	220	100%

Figure 4.2 Chart showing Age Group



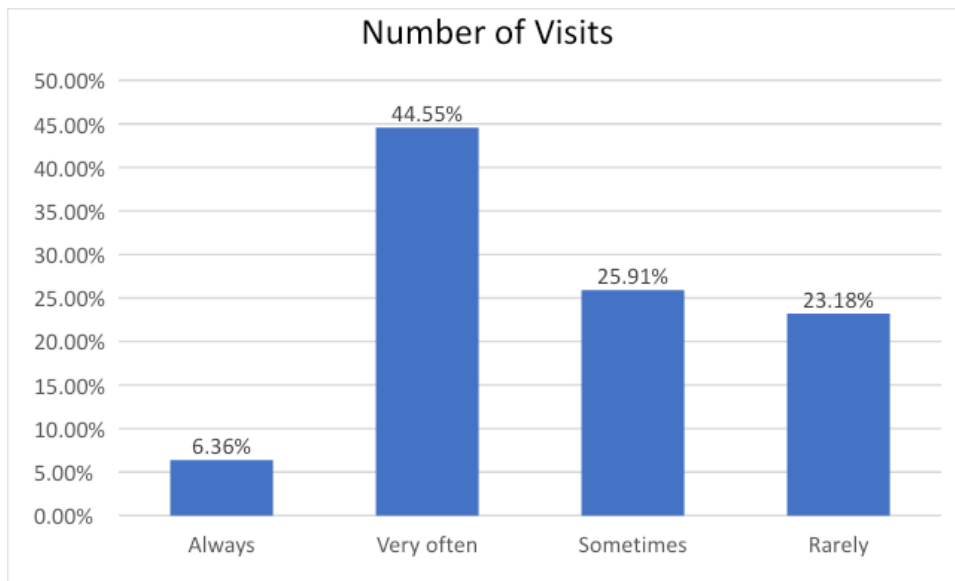
Interpretation

From the fig 4.2 we can see that, 48.18% of respondents are belongs to the age group of 18 to 29, 33.18% of respondents are belongs to the age group of 30 to 49, 10.45% of the respondents are belongs to the age group below 18, 8.18% of respondents are in the group above 50.

Table 4.3

Response	Frequency	Percentage
Always	14	6.36%
Very often	98	44.55%
Sometimes	57	25.91%
Rarely	51	23.18%
Total	220	100%

Figure 4.3 Chart showing the number of Visits



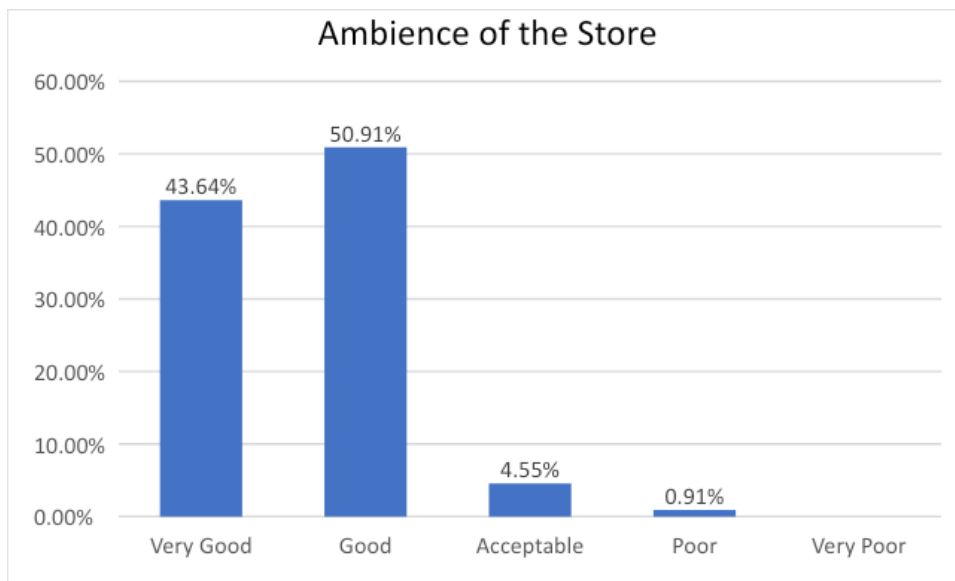
Interpretation

From the fig 4.3 we can see that, 44.55% of respondents are visiting the store very often, 25.91% of respondents are visiting the store sometimes, 23.18% of respondents are visiting the store rarely, 6.36% of respondents are visiting the store always.

Table 4.4

Response	Frequency	Percentage
Very Good	96	43.64%
Good	112	50.91%
Acceptable	10	4.55%
Poor	2	0.91%
Very Poor	0	0.00%
Total	220	100%

Figure 4.4 Chart showing the feelings on ambience of the store



Interpretation

From the fig 4.4 we can see that, 50.91% of respondents say the store ambience was good, 43.64% of respondents say the store ambience was very good. 4.55% of respondents say the store ambience was acceptable, 0.91% of respondents say the store ambience was poor.

Table 4.5

Response	Frequency	Percentage
Quality of product	206	73.57%
Store ambiance	28	10.00%
Service	46	16.43%
Total	280	100%

Figure 4.5 Chart showing the Purchase motive



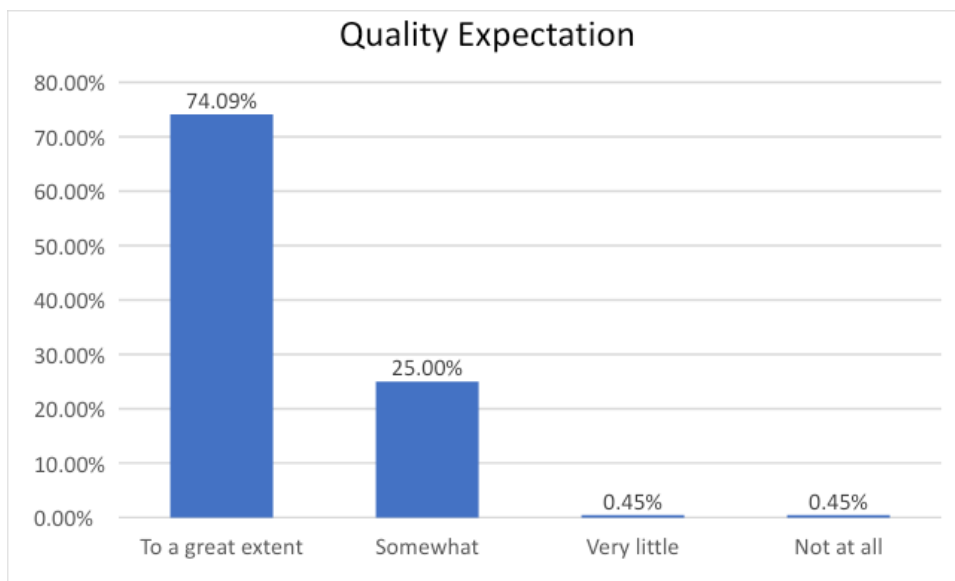
Interpretation

From the fig 4.5 we can see that, 73.57% of respondents are purchasing from the store because of the quality of the product, 16.43% of respondents are purchasing from the store because of the service, 10.00% of respondents are purchasing from the store because of the store ambiance.

Table 4.6

Response	Frequency	Percentage
To a great extent	163	74.09%
Somewhat	55	25.00%
Very little	1	0.45%
Not at all	1	0.45%
Total	220	100%

Figure 4.6 Chart showing the quality expectation



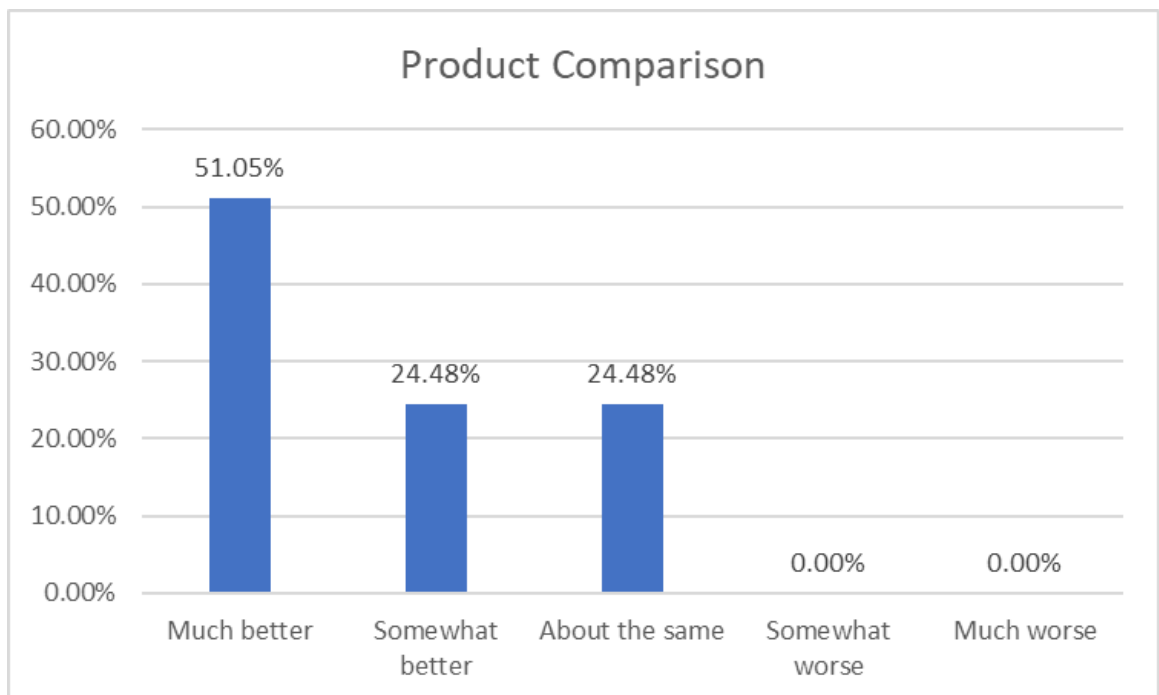
Interpretation

From the fig 4.6 we can see that, 74.09% of respondents are getting the quality products to a great extent, 25.00% of respondents are getting the quality products somewhat, 0.45% of respondents are getting the quality products very little, 0.45% of respondents are getting the quality products not at all.

Table 4.7

Response	Frequency	Percentage
Much better	146	51.05%
Somewhat better	70	24.48%
About the same	70	24.48%
Somewhat worse	0	0.00%
Much worse	0	0.00%
Total	286	100%

Figure 4.7 Chart showing the comparison of the product



Interpretation

From the fig 4.7 we can see that, 51.05% of respondents say that the products are much better than others, 28.48% of respondents say that the products are somewhat better than others, 24.48% of respondents say that the products are about the same as others.

Table 4.8

Response	Frequency	Percentage
Excellent	91	41.36%
Very good	97	44.09%
Good	29	13.18%
Poor	3	1.36%
Very Poor	0	0.00%
Total	220	100%

Figure 4.8 Chart showing the Cleanliness



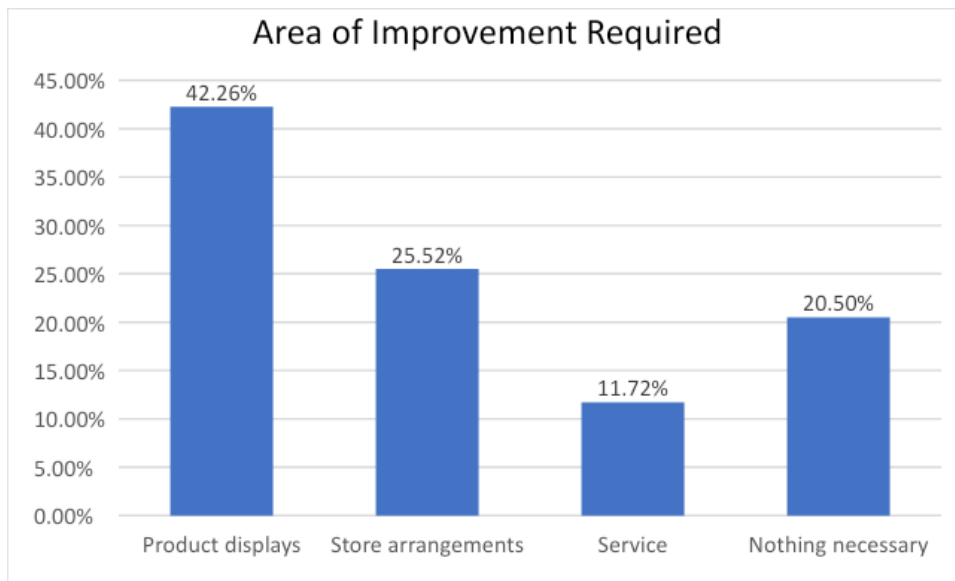
Interpretation

From the fig 4.8 we can see that, 44.09% of respondents says that store is clean and well maintained in a very good manner, 41.36% of respondents says that store is clean and well maintained in a excellent manner, 13.18% of respondents says that store is clean and well maintained in a good manner, 1.36% of respondents says that store is clean and well maintained in a poor way.

Table 4.9

Response	Frequency	Percentage
Product displays	101	42.26%
Store arrangements	61	25.52%
Service	28	11.72%
Nothing necessary	49	20.50%
Total	239	100%

Figure 4.9 Chart showing the area of improvement required



Interpretation

From the fig 4.9 we can see that, 42.26% of respondents says that store need improvement in the product displays, 25.52% of respondents says that store need improvement in the store arrangements, 20.50% of respondents says that there is nothing necessary to improve in the store, 11.72% of respondents says that store need improvement in the service area.

Table 4.10

Response	Frequency	Percentage
Excellent	90	28.13%
Very good	192	60.00%
Good	34	10.63%
Fair	3	0.94%
Poor	1	0.31%
Total	320	100%

Figure 4.10 Chart showing the feeling on the service quality



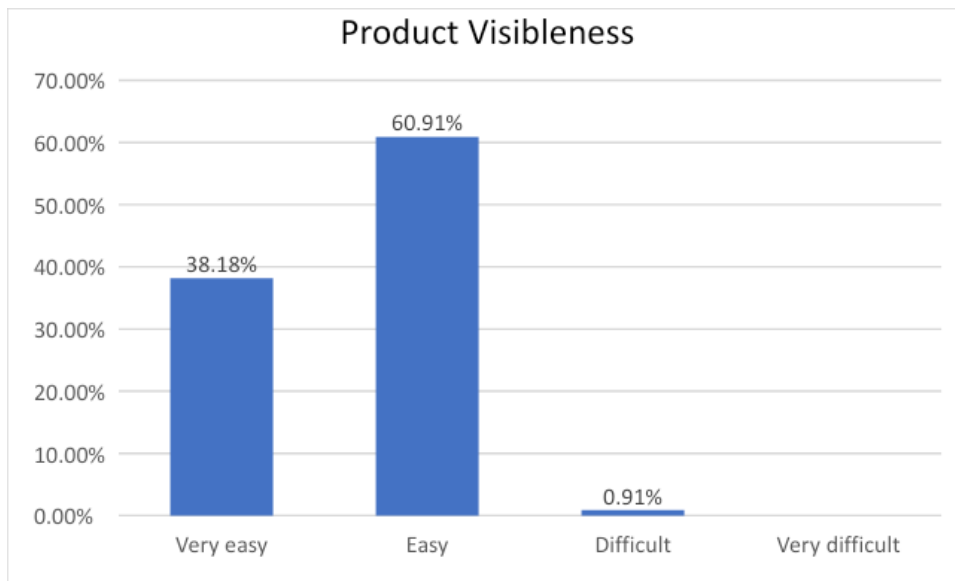
Interpretation

From the fig 4.10 we can see that, 60.00% of respondents says that the service provided is very good, 28.13% of respondents says that the service provided is excellent, 10.63% of respondents says that the service provided is good, 0.94% of respondents says that the service provided is fair, 0.31% of respondents says that the service provided is poor.

Table 4.11

Response	Frequency	Percentage
Very easy	84	38.18%
Easy	134	60.91%
Difficult	2	0.91%
Very difficult	0	0.00%
Total	220	100%

Figure 4.11 Chart showing product visiblenss



Interpretation

From the fig 4.11 we can see that, 60.91% of respondents says that the products are easy to see the products, 38.18% of respondents says that the products are very easy to see the products, 0.91% of respondents says that the products are difficult to see the products.

Table 4.12

Response	Frequency	Percentage
Extremely satisfied	87	39.55%
Very satisfied	126	57.27%
Moderately satisfied	7	3.18%
Slightly satisfied	0	0.00%
Not at all satisfied	0	0.00%
Total	220	100%

Figure 4.12 Chart showing satisfaction on the taste of the product



Interpretation

From the fig 4.12 we can see that, 57.27% of respondents are very satisfied, 39.55% of respondents are extremely satisfied and 3.18% of respondents are moderately satisfied with the taste of the products.

Table 4.13

Response	Frequency	Percentage
Extremely satisfied	77	35.00%
Very satisfied	127	57.73%
Moderately satisfied	14	6.36%
Slightly satisfied	1	0.45%
Not at all satisfied	1	0.45%
Total	220	100%

Figure 4.13 Chart showing satisfaction on the product packing style



Interpretation

From the fig 4.13 we can see that, 57.73% of respondents are very satisfied, 35.00% of respondents are extremely satisfied, 6.36% of respondents are moderately satisfied, 0.45% of respondents are slightly satisfied and 0.45% of respondents are not at all satisfied on the product packing style .

Table 4.14

Response	Frequency	Percentage
Extremely satisfied	91	41.36%
Very satisfied	116	52.73%
Moderately satisfied	13	5.91%
Slightly satisfied	0	0.00%
Not at all satisfied	0	0.00%
Total	220	100%

Figure 4.14 Chart showing satisfaction on the quantity and quality of the product



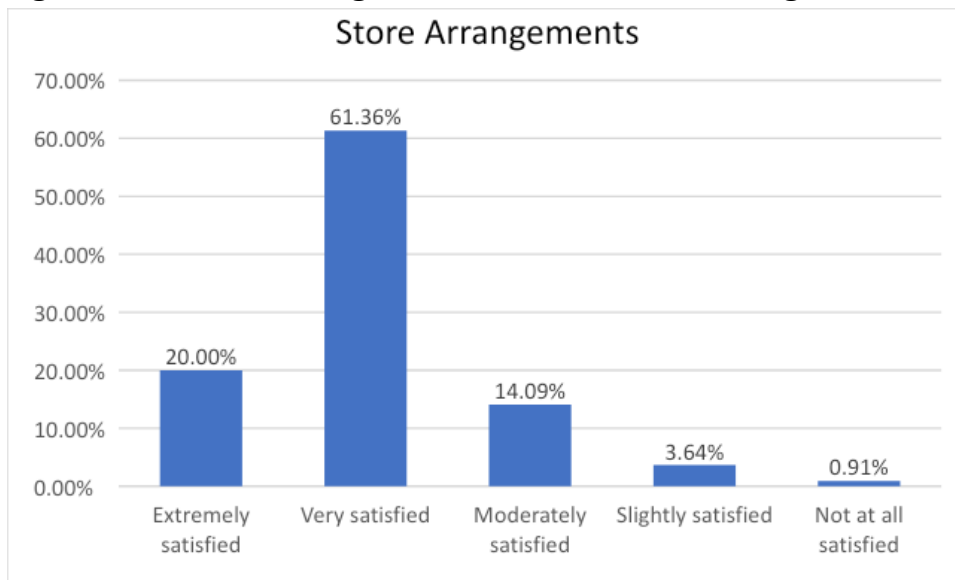
Interpretation

From the fig 4.14 we can see that, 52.73% of respondents are very satisfied, 41.36% of respondents are extremely satisfied and 5.91% of respondents are moderately satisfied with the quality and quantity of the product.

Table 4.15

Response	Frequency	Percentage
Extremely satisfied	44	20.00%
Very satisfied	135	61.36%
Moderately satisfied	31	14.09%
Slightly satisfied	8	3.64%
Not at all satisfied	2	0.91%
Total	220	100%

Figure 4.15 Chart showing satisfaction on the store arrangements



Interpretation

From the fig 4.15 we can see that, 61.36% of respondents are very satisfied, 20.00% of respondents are extremely satisfied and 14.09% of respondents are moderately satisfied, 3.64% of respondents are slightly satisfied, 0.91% of respondents are not at all satisfied on the store arrangements.

Table 4.16

Response	Frequency	Percentage
Extremely satisfied	80	36.36%
Very satisfied	113	51.36%
Moderately satisfied	21	9.55%
Slightly satisfied	3	1.36%
Not at all satisfied	3	1.36%
Total	220	100%

Figure 4.16 Chart showing satisfaction on the quality of the service



Interpretation

From the fig 4.16 we can see that, 51.36% of respondents are very satisfied, 36.36% of respondents are extremely satisfied and 9.55% of respondents are moderately satisfied. 1.36% of respondents are slightly satisfied and 1.36% of respondents are not at all satisfied on the quality of service.

Table 4.17

Response	Frequency	Percentage
Too bad experience	1	0.45%
Bad experience	1	0.45%
Moderatly good	14	6.36%
Good experience	133	60.45%
Fantastic experience	71	32.27%
Total	220	100%

Figure 4.17 Chart showing the store experience



Interpretation

From the fig 4.17 we can see that, 60.45% of respondents say that they got good experience, 32.27% of respondents says that they got a fantastic experience, 6.36% of respondents say that they got an moderately good experience, 0.45%of respondents say that they got a bad experience, and 0.45% of respondents say that they got too bad experience at the store.

CHAPTER 5

DISCUSSION

5.1 Introduction

The discussion is the chapter where you dig into the meaning, importance and relevance of your results. It should specialise in explaining and evaluating what you found, showing how it is connected with your literature review and research questions, and making an argument in support of your overall conclusion. The aim of this discussion is to explain the importance of your results in light of what was already known about the research problem being examined, and to clarify any new considerate or fresh insights about the matter after you've taken the findings into consideration. The discussion will always hook up with the introduction by way of the research questions you modeled and therefore the literature you reviewed, but it doesn't simply repeat or reorder the introduction; the discussion should explain how your study has moved the reader's familiarity about the research problem forward from where you left them at the top of the introduction. This chapter is considered as the most important portion of a research paper because it demonstrates your ability in a most effective manner as a researcher to think more seriously about a problem, to develop the most suitable solutions to the problems on the basis of findings, and to formulate a deeper understanding about the research problem you are studying. This segment is where you will discover the fundamental meaning of your research and its conceivable applications in other areas of study, and the possible improvements that can be made in order to further development and the concerns of your research. This part of the paper is not strictly administered by objective reporting of material but, rather, it's where you can engage in imaginative thinking about issues through evidence-based understanding of findings. This is often where you infuse your results with meaning. Once you discuss the study results, you need to relate your study findings to the previous studies; you can place the contribution of your study. As for having them as sections during a research paper, that depends on what a researcher wants to inform. Some of the researchers would present study results firstly before discussing the study findings. This strategy allows a researcher to expertise in presenting the study results only in conjunction with the research questions and objectives. Other researchers would prefer to connect presentation of study results with the discussion that both are closely related.

5.2 Summary of Findings

The following details can be inferred after analysis with a sample size of 220, by questionnaire method to find out the level of customer satisfaction towards the products and services offered by Navya in the bakery sector.

- Majority of the respondents (44.55%) are visiting the store very often and 23.18% are visiting the store rarely
- Majority of the respondents (50.91%) feel that the ambience of the store is good and 0.91% are feeling so poor.
- Majority of the respondents (73.57%) are purchase the product because of the quality of the product and 10% are purchasing because of the store ambience
- Majority of the respondents (74.09%) are getting the products in the quality they expected and 0.45% are not at all getting the products according to their expectation
- Majority of the respondents (51.05%) feel that the products are much better compared to others and 24.48% feel the products are about the same like others.
- Majority of the respondents (44.09%) felt that the store was clean and well maintained and 1.36% felt the store was not clean and well maintained.
- Majority of the respondents (42.26%) expected more improvements in the product displays and 11.72% wanted an improvement in the services provided.
- Majority of the respondents (60%) are satisfied with the different services offered by the staffs and 0.31% are felt that the service is poor
- Majority of the respondents (60.91%) felt that to find a product from the store is easy and 0.91% found it difficult in finding products.
- Majority of the respondents (57.27%) are very much satisfied with the taste of the product and 3.18% are moderately satisfied.
- Majority of the respondents (57.73%) are very much satisfied with the product packing style and 0.45% are on at all satisfied with the style of product packing.
- Majority of the respondents are purchasing the product because of the product quality and quantity.
- Majority of the respondents are expecting improvements in the current store arrangements.

- Majority of the respondents are extremely satisfied with the quality of the service offered at the store.
- Majority of the respondents got good experience at the store and 0.45% are faced bad experience

5.3 Suggestions

Here are some useful suggestions for Navya Group which help them to improve the customers satisfaction level on their products and services.

- Need to improve the use of promotional tools like social media platforms to inform the customers about the offers
- Majority of the customers want to make changes in the store layout and the floorspace.
- Develop new and variety of products and promote it in the store where the customers can get there easily.
- Put more marketing communication tools which will help the customers to find out the stores nearby places.
- Implement changes in the store according to the festivals and on any special occasions, which will help the customers to be attracted.
- Provide information about the special offers and the upcoming fests before one or two weeks to start the fest.

5.4 Limitations

- Collecting data while the customers visited the store for purchasing was difficult.
- The researcher had to follow the Covid'19 protocols & guidelines while approaching the customers.
- Studying customer satisfaction was challenging.
- Collecting an equal proposition of samples from all age, gender categories was difficult.

5.5 Conclusion

The project entitled “An empirical study about the customer satisfaction on the products and services in bakery sector with special reference to Navya Group” is the research topic and 220 Navya bakers customers were taken as sample. Accomplishing

this project on customer satisfaction was an excellent and knowledge gaining experience for me. This study is mainly conducted for the understanding of the current level of the customers satisfaction on the products and services from the Navya in different areas. It is also done for understanding the customers' needs and wants on what they are expecting from the Navya. This is focusing on making changes to the stores, products and services which the customer is expecting. As we know the customers are the king of every business, it is necessary to make the customers happy by providing the best quality products and services.

With this project, the majority of the customers are satisfied with the products and services. Most of them are purchasing the product only because of the quality of the products. By doing so we can get more loyal customers and also we can improve the customer retention rate. With this study it will make customers communicate the issues they faced and the improvements they are wishing to be implemented in the store. This will help to make customers develop a good relationship with the stores.

APPENDIX

Questionnaire

1. Gender

- Male
- Female
- Prefer not to say

2. Age

- Below 18
- 18 to 29
- 30 to 49
- Above 50

3. How often you visit Navya bake shop ?

- Always(Daily)
- Very often(Alternative days/ Twice a week)
- Sometimes (Weekly)
- Rarely(Monthly/Once in two months)

4. How do you feel about the ambience of Navya bake shop?

- Very Good
- Good
- Acceptable
- Poor
- Very Poor

5. What makes you purchase the product from Navya bake shop ?

- Quality of product
- Store ambience
- Service
- Other _____

6. Does the quality of the product fulfill your expectation ?

- To a great extent
- Somewhat
- Very little
- Not at all

7. What do you feel about the products of Navya while compared to the products of other Bakers ?

- Much better
- Somewhat better
- About the same
- Somewhat worse
- Much worse

8. Does the store was clean and well maintained

- Excellent
- Very good
- Good
- Poor

Very poor

9. According to you, in which areas Navya needs to make more improvements in the retail outlet?

Product displays

Store arrangements

Service

Other _____

10. Are you satisfied with the service being offered to you by our team?

Excellent

Very good

Good

Fair

Poor

11. How easily you could find the products you were looking for from the shop?

Very easy

Easy

Difficult

Very difficult

12. Level of satisfaction

	Extremely satisfied	Very satisfied	Moderately satisfied	Slightly satisfied	Not at all satisfied
Taste of product					
Product packing style					
Quality & quantity of product					
Store arrangements					
Quality of service					

13. Provide a rating on the overall experience in the store

- 1
- 2
- 3
- 4
- 5

14. Any suggestions on any improvements required

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