Muzondo and Mutandwa (2011) assess the significance of seven Ps of marketing in influencing consumer choice of store for main grocery shopping in a hyperinflationary economy. The results of factor analysis confirm the significance of six (product, price, promotion, place, process and physical evidence) of the seven Ps of marketing in influencing shoppers’ choice of store for main groceries in a hyperinflationary economy.

Tyagi (2008) express that retailers looking to adopt a customer-centric strategy to succeed in the hyper-competitive environment, it is vital to understand the impact of such a strategy on a retailer’s business functions. While the impact on merchandising is well understood in terms of sharper assortment and improved presentation, the impact on supply chain needs to be studied in detail. This would ensure the alignment of customer-centricity with the organization’s overall direction and growth of revenues and profitability while increasing customer satisfaction levels.

Mai et al. (2011) express that product managers need to better understand the relationship between primary product network size and the complementary product sales. They should adjust the retail marketing strategies toward different customer purchase frequency segments correspondingly.

Asikhia (2010) find that customer orientation moderated by marketing information system and managerial attitude is an efficient strategy of providing and sustaining customer advantage for small and medium scale businesses in an ever changing business environment and suggested that managers of small and medium scale businesses should allow their businesses to emerge out of a customers' need.

Omholt (2002) express that for many retail organizations, the appropriate pursuit of horizontal strategy becomes one of the most critical ways to establish a superior competitive position. With increased competition from neighbouring and out-of-town
centers, increased consumer mobility, and a more diverse population with regard to household structures and lifestyles, sharing a particular location may not be enough for a group of outlets or centers to sustain a competitive advantage.

Standop and Grunwald (2009) present empirical research examining communication, compensation and logistics as elements of product crises response strategies in retailing. They investigate that both communicative and compensatory response elements as well as the retailer’s logistics can positively influence evaluations of customers directly and indirectly affected by product problems thus enhancing brand equity.

Evans et al. (2008) In the light of recent changes in the international environment, consider whether the drivers of, and impediments to, retail internationalisation and the business strategy adopted have also changed. Findings suggest that while a variety of factors drive retail internationalisation, profit growth is the most dominant motivator.

Sun and Ma (2009) unpack that the foreign capital Retail business constructs the trade integration management system in the Chinese retail industry, implements the global trade strategy. Every successful foreign capital Retail business in China, majority chooses the global main force retail sales business strategy, massively using the latest information technology, implements the localization strategy in the investment management process and Implements customer loyal strategy, expands the market share, and enhances the competitive advantage.

Medina and Rufín (2009) focuses on the effects of three different strategic orientations have on firm performance in the specific domain of retailing. Their results show that market driving proved to be a strong predictor of performance in addition to innovation acting as a mediator between strategic orientations in retailers and business performance. Among the strategic orientations developed by retail firms, market driving proved to be better both in its direct influence on performance.
Rani (2012) examine the present Retail strategies of store services and store choice and the effect of store services and store choice on Customer satisfaction at MORE and FOODWORLD. Results of study shows that MORE retail store should concentrate more on improving the store services and store choice Retail strategies for better customer Satisfaction and FOOD WORLD should concentrate on some more retail strategies on store choice.

Padilla and Eastlick (2009) provide an exploratory examination of urban retail marketing and management strategies employed in six US cities with reputations for having central business districts that are either flourishing or developing. They classified Strategies into three urban retailing and five economic revitalization themes. These strategies varied depending on whether cities had flourishing or developing central business districts.

Vetrivel (2011) advised that retailers should create good rapport with their customers for increasing further strength of CRM system among Retailers and the Customers. To enhance profitability and customers' satisfaction in Marketing sector, the retailers must focus on implementing Customer Relationship Management strategies like customer database, customer retention, data mining and tracking system that aim to seek, gather and store right information.

Coca-Stefaniak et al. (2010) found place attractiveness, word-of-mouth customer-to-customer marketing, customer service beyond simple product advice, community embeddedness and informal but meaningful interpersonal relations between shop owner and customers are some of the key pillars of the “localisation” strategic marketing approach pursued by small retailers.

Cacho-Elizondo and Loussaïef (2010) argued that if retailers want to be identified as socially responsible, they must create the “right” associations to reshape their new brand image. With this in mind, awareness of CSR efforts is an essential attribute in the systematic assessment of their brand image. By developing a social responsibility facet
in their image-building programmes, retailers will better meet the expectations of an increasing number of socially-conscious consumers.

Altintas et al. (2010) determine which strategic objective factors have significant effects on competitive advantage of private label manufacturers in Turkey. And they find out that three strategic objective factors have an effect on competitive advantage. These factors are production efficiency, market embeddedness and product selling control.

Datta et al. (2006) determines the impact of Iceland foods plc store design refit strategy on shoppers’ behaviour. The findings point to the relative importance of the stages of the consumer decision making process, and also to the relative importance of the factors which influences the consumer decision making process. Overall, service quality was found to be important to all and the refit strategy according to the customers was indeed a success.

Ilonen et al. (2011) clarify the different roles and implications of a manufacturer's branded retail operations on its international strategy. They analyzed the role through two dimensions, brand strength and the role of branded retail as a sales channel and find two approaches to implementing branded retail strategy internationally that can be and often are overlapping. Emphasis on branding appears to be important in both approaches.

Ranganath et al. (2011) say that the technology enables all the managers of the retail company to access important information almost up to the minute and consequently to take timely and quick decisions. Modern technology is transforming the retail environment and has helped many companies expand their operations. E-retailing is advancing at a rapid rate with retail organizations realizing the growing importance of the sale of products through these new distribution channels.

Chen and Huddleston (2009) assess the influence of four promotional strategies on students' purchase intention. A positive and significant relationship was found between attractiveness and trustworthiness of the sports celebrities and customers' purchase
intention in a campus convenience store. Less expensive promotional strategies rather than celebrity endorsements may be equally effective in eliciting purchase intention.

Smith (2006) discusses whether at a theoretical level the large and growing role of the vertically integrated supermarket chains raises a buyer-power concern because of potential harm to other retailers, suppliers, and/or consumers. The exercise of buyer power by the chains in relation to their suppliers may indirectly impact adversely on retail competition, especially as barriers to entry into grocery retailing are relatively high.

Watchravesringkan and Punyapiroje (2011) contribute to the understanding of hypermarket retailers' marketing efforts by exploring consumers' attitudes toward marketing practices of three retailers (Tesco-Lotus, Big C, and Carrefour) in Thailand. The results showed that Thai consumers displayed different attitudes toward retail services, positive advertising, and fair price; they expressed similar attitudes toward business provisions and product quality across samples.

Ruiz and Descals (2008) measured and assessed the sales impact of temporary retail price discounts on all brands within a product subcategory as well as across other subcategories that differ slightly on composition and taste. The results confirm that temporary retail price reductions increase brand sales of the promoted brands, especially at weekends.

Omar and Abisoye (2008) examine the role price as a determining factor in consumer patronage of grocery retail stores in the United Kingdom. They suggest that price cues affect consumer store choice. Price awareness positively impact patronage of retail stores that implement low cost strategies, while status sensitivity and price/quality plan tend to positively impact patronage of retail stores that implement higher price strategies. Further, they suggest that it is good to communicating store pricing policy to the target consumers.

Thiruvenkadam and Panchanatham (2011) explore the demographic factors that influence the decisions of the consumers on retail store selection in Chennai and
conclude that demographic factors such as age, income, gender and education are having significant role in retail store selection. Shopper groups mainly vary in choosing a store based on their significance for patronage factors of a store.

Lonarkar and Gore (2012) concluded that there is a significant change in the shopping behavior of people of second tier city. This change is more in specific age group, income group and service group some variations are found when we compare the small and mega retail outlets in case of distance of outlets and residence of customers. The reason behind the change is the time saving shopping with satisfactory services.

Rajagopal (2011) analyzed the impact of radio advertisements on urban commuters towards buying behaviour in retail. His result reveals that shopping behaviour of urban consumer at retail stores in response to radio advertisements is highly influenced by the physical, cognitive and economic variables. Listeners of radio commercials are attracted towards entertaining advertisements and promotional messages on sales of products have quick response to the supermarkets and department stores.

Shaikh et al. (2012) noticed that brand has a specific impact on consumer psychology. Most of the consumers purchase from supermarket due to its brand name. The rating to the brand name of the supermarket as one of the influencer in buying decision has association gender, qualification, occupation & marital status of respondents. Quality is a major plank to justify purchase of a particular product. It is also noticed that, respondents show a price sensitive approach while purchasing from supermarkets.

Prasad and Aryasri (2011) make a detailed study and unpack that shoppers' age, gender, occupation, education, monthly household income, family size and distance travelled to store have significant association with retail format choice decisions. The findings from shoppers' psychographic dimensions like values, lifestyle factors and shopping orientations resulted in segmentation of food and grocery retail consumers into hedonic, utilitarian, autonomous, conventional and socialization type.
Rao and Manikyam (2012) presents the customers’ perceptions on the experiences related to the four specified areas viz. shopping experience, buying experience, service experience and relationship experience and established the fact that the small scale retailers are providing valued experiences to the customers. The customer experience management requires an organized effort from retailers, continual review and committed effort of the management for improvements qualitatively.

Khraim et al. (2011) indicate that retail store attributes is influenced by consumer's religiosity. Consumer religiosity is an important indicator of retail store attributes selection. Results indicate that there was a difference between high, moderate and low consumers' religiosity in evaluating the importance for all retail store factors except for the service factor, where there was no difference between high and moderate levels; however there was a difference between them and low level.

Dhume (2012) found the two dimensions viz. personal attention and problem solving had high gap scores, indicating disparity between what specialty store consumers expected and their perceived service quality. And identified the sub-components of Personal Attention Dimension: Prompt service, Customized service, Never too busy to respond, Polite and courteous salesperson, Individual attention, Enthusiasm and interest at heart, Sales person behavior instills confidence, Service delivered when promised and for Problem Solving Dimension: Interest in solving problems, Expected to deal with customer queries, Willingness to help customers, Knowledgeable salesperson.

Jayawardhen and Farrell (2011) found that service and customer orientation behaviours are positively related to service encounter quality and service quality; service encounter quality is positively related to service quality and customer satisfaction; service quality is positively related to value perceptions and customer satisfaction; and customer satisfaction is positively related to retail customers’ buying intention. However, value is not related to customer satisfaction.
Lu and Seock (2008) examine the relationships between perceived service qualities and their satisfaction to those stores. The results showed that all three service quality dimensions in the study were significantly and positively related to their satisfaction at their favorite department stores and overall loyalty behavior to those stores.

Walker (1995) concludes that his model affords better understanding of the process of service satisfaction. By identifying and separating the peripheral and core dimensions of services, by explicitly considering the evaluation process over time, by implementing the concept of active and passive expectations within a service encounter, and by incorporating a consumer’s zone of indifference, a more realistic decision process for consumer evaluations of services comes forth.

Martínez-Ruiz et al. (2011) proposed classification of attributes and factors, according to their importance for customers’ evaluations in different countries for maximum level of customer satisfaction, includes three main factors. The first-order factor includes the most valued attributes by all customers, independent of the country of residence. The second-order factors include attributes with lesser importance; the importance depends on country of residence. Finally, third-order factor attributes are valued relatively less.

Haemoon (1999) suggested a model for customer satisfaction which appears to possess practical validity as well as explanatory ability. He used this model in hotel industry, and results are supporting a holistic approach to hospitality of customers post purchase decision-making process.

Torben et al. (2011) argued that Consumer satisfaction is regarded as the degree to which consumer expectations and/or preferences are met. Further, they find that when patronizing discount stores and upscale stores – consumers who attach high weight to quality and price are likely to become more satisfied than consumers who attach only medium weight to both parameters. For traditional supermarkets satisfaction occurs equally for both groups of consumers.
It is resulted out in the study of Fornell (1992) that customer satisfaction increase customer loyalty and prevents customer churn, lowers the customers price sensitivity, reduces the costs of failed marketing and of new customer creation, reduces operating costs due to the increase in the number of customers, improves the effectiveness of the advertising and enhances business reputation.

Hansen et al. (2011) investigate whether consumer supermarket satisfaction is influenced by the mere composition of consumers' preference structure, as opposed to more widespread approaches where consumer satisfaction is regarded as the degree to which consumer expectations and/or preferences are met. And comment that Consumers' level of satisfaction with various retailers may not solely be determined by matching preferences with retail offerings, but may also be based on considerations of possibilities for mental justification within a certain preference structure.

Hamburg and Koschate (2004) explore the role of perceived fairness and customer satisfaction on the repurchase intention after a price increase. Their findings of two experimental studies reveal that perceived fairness has a positive impact on the repurchase intention and that satisfaction moderates this relationship.

Yi (1991) in a critical review of customer satisfaction argued that customer satisfaction operates in two different ways: transaction-specific and general overall. The transaction-specific concept concerns customer satisfaction as the assessment made after a specific purchase.

Martenson (2007) analyzed the impact of the corporate store image on customer satisfaction and store loyalty in grocery retailing, found that most important for customer satisfaction is the store as a brand. Retailers must be good at retailing. Customers are satisfied when the store is neat and pleasant and when they feel that the store understands their needs. Furthermore, satisfied customers were loyal.