OBJECTIVES OF THE RESEARCH

1. To study the various product and customer services introduced by organized retail industry.

2. To appraise the various retailing strategy introduced by organized retail industry.

3. To unpack the changing buying behavior of customers in organized retail industry.

4. To get at the factors that influence the buying behavior of customers in organized retail industry.

5. To assess the customer satisfaction level with regards to various products and services introduced by organized retail industry.

RESEARCH HYPOTHESES

H₀₁: Retailing strategies introduced by organized retailers are not significant to sustain in hyper-competitive retail market.

H₀₂: Customers are not significantly satisfied with regards to various products & services introduced by organized retailers.