RESEARCH METHODOLOGY

Research Design: Quantitative Descriptive Research as well as Exploratory Research

Research Universe: The study is confined with Maharashtra state and all organized retailer from various segments will be selected from various parts of the state while choosing the sample unit efforts will be made to cover the entire state geographically and regionally, at least well known cities will be selected from each region.

Data Sources: To achieve the above objectives both primary and secondary data will be collected from various sources. Self-structured questionnaire will be prepared to collect the data from organized retailers and individual customers.

The secondary data will be collected from various libraries, annual report of organized retailers, various journals, magazines and other websites. The data will be analyzed for 3-5 years and appropriate statistical tools will be used to get the result.

The primary data will be obtained directly from selected Multi brand hyper store and superstore retailers through self-structured questionnaire, 2 retailers (total 10) from each region will be selected to collect the primary data. In addition to that 200 individual customers will also be selected through non-probability convenience sampling basis. From area of each selected retailers there would be 2000 individual samples for obtaining data about consumer response and their overall retailing strategy of the retailers.

Sampling Technique: Non-probability Convenience Sampling

Sample Size: 2000 is the sample size i.e. 10 organized retailers and 200 customers will be taken for the study.
**Analysis of Data:** Primary data will be analyzed through the following Statistical Methods:

- **Parametric Tests:** t-test / z-test
- **Nonparametric tests:** Chi square test and Kolmogorov-Smirnov test
- **Others Methods:** Simple percentage Method and Weighted average method

**CHAPTER SCHEME**

**Part - I**  
Descriptive Analysis

Chapter I  
Introduction

Chapter II  
Review of Literature

Chapter III  
Conceptual Framework of Retailing Strategy

Chapter IV  
Research Methodology

**Part – II**  
Analysis of Data

Chapter V  
Various Products & Customer Services Introduced by Organized Retail Industry

Chapter VI  
Retailing Strategy Introduced by Organized Retail Industry

Chapter VII  
Changing Buying Behavior of Customers & Factors influencing Buy Behavior

Chapter VIII  
Customer Satisfaction with regards to the Products & Services

Chapter IX  
Conclusion and Recommendations
RELEVANCE OF THE RESEARCH

The study can be justified for its utilities in the following means: the study provides information about the various product & customer services introduced by organized retail industry. The study will strive to pinpoint the retailing strategy adopted by organized retailers and unpack the wide gap to study in the area of retailing strategy of various organized retailers on the line of hyper-competitive environment. The study will analyze and identify suitable indices for implementing modern/high-tech retailing techniques to fill up the gaps. This study also provides information about the problem of customers and some possible solutions to them. The study provides information for the improvement required in the product & services that customer want. The study also identifies various factors and customer services required to sustain retailing industry in a competitive retailing environment. The study also works out to give factors which contribute towards the maximum level of satisfaction to the customers of organized retail industry. The study helps the management of various retailers to decide upon the retailing strategy. The study helps in understanding the retailing culture, retailing environment and retailing decision process so as to gain a greater measure of retailing control. Through this research the researcher got the opportunity to implement the theoretical knowledge in the practical field. The researcher not only fulfills the requirement of Ph.D. curriculum but also learned lot about the industry. The study will further prove to be of great help to the researchers who want to do similar or related study in the future.

LIMITATIONS

1. The study is limited with organized retailers in Maharashtra-State.
2. The Study is limited to 3-5 years data as well as 10 organized retailers and 2000 customers from the state.
3. The study focuses only on Organized Retail Sector.
4. The study cannot be implemented in all the formats of retailing.