ANALIYS OF CUSTOMER EXPECTATION FROM ORGANIZED RETAIL USING CLUSTER ANALYSIS

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ABSTRACT

Customer expectation is the perceived-value that customers seek from the purchase of a good or service. The liberalization, privatization and globalization of market has given pace for organized retail sector to grow. Consumer choice and expectation has increased substantially. Customer expectations are rising faster and companies are responding slower in meeting customers’ new expectations and thus affecting the tarnished reputation of the organization. The purpose of this study is to investigate the customer expects from organized retail store. In order to accomplish the objectives of the study, a sample of 273 consumers was taken by using connivance and justified sampling technique. The study reveals that there is a significant difference in the mean of different expectation of customers. Researchers have made some suggestions for organized retail to meet customer expectation.

KEYWORDS: Customer expectations, organized retail, perceived-value etc.