

**CUSTOMER SATISFACTION OF TWIN CITY SHOPPERS:
WITH RESPECT TO SERVICES OF VARIOUS RETAIL STORE TYPES**

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ABSTRACT

India is a land of increasing retail opportunities. The retailers have realized that creating superior customer service is the key for their success. The challenge to the retailer is not only to satisfy the customers, but also to offer various additional services to the customers. In this situation, well carved-out marketing design is essential to have a customer-centric approach. But, since the retailing is yet to take its final shape, they are to be proactive in identifying the customer satisfaction and conduct an analysis to measure the same across various dimensions. On the other hand, customers are also demanding more than what the retailers can provide. In this backdrop, this paper attempts to study the customer satisfaction in the perspective of twin city shoppers of various retail store types.

KEYWORDS: Retail Stores, Store Types, Retail Factors, Retail Services, Overall Satisfaction.

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