



Winning at Unorganized Retail: An Indian Perspective and Experiences

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Defining Relationship and Measuring Impact of different SERVQUAL aspects on Customers and Conventional Retailing of India

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Book Condition: New. Publisher/Verlag: Dictus Publishing | Defining Relationship and Measuring Impact of different SERVQUAL aspects on Customers and Conventional Retailing of India | Retailing is a business activity that involves selling of products & services to customers for their non-commercial, individual and family use. It is one of the fundamental building blocks of Indian economy. Retailing has a direct interface with customers and satisfied customers will keep these retailers in business for a long period. Keeping this in mind, different companies and retailers are trying to impress the Indian customers in different manner for increasing their share of pie. In India, organized retail is in infancy stage, whereas, the conventional form of retailing rules on 95% of Indian market. At one side, where big retailers stress on customers services, on the other hand, conventional retailers still continued to work on their old form of selling activities. The book therefore provides insight on Indian retail sector and will judge the impact of different service factors on conventional retailing. The book suggests strategies related to different factors of services based on analysis. The book will provide texts, facts and figures which will be helpful for Academicians, Management Students and Corporate who...



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