

Executive Summary

Customer satisfaction is regarded as a crucial difference in an increasingly competitive economy, as companies fight for consumers. As a notion, customer satisfaction varies from person to person and product/service to product/service. As well as psychological and physical factors, satisfaction behaviours such as return and recommend rate also influence satisfaction. In addition, the customer's degree of happiness may be affected by a variety of other variables, including other goods with which the consumer might compare the organization's offerings. There are a number of businesses that have sprung up to take advantage of the retail boom in India, which is nothing more than a structured version of the unorganised retail sector that has been in India for centuries. The development of mall culture in India has been attributed to the emergence of shops with beautiful interiors, state-of-the-art infrastructure and the finest available goods or services for the consumer. In order to keep consumers for a long time and make them loyal to their retail shops, businesses provide a wide range of goods and services in various categories. In India, the retail industry is growing, and consumers are shifting from conventional shops to modern departmental stores. These connections between service quality and client happiness are essential for marketers to grasp.