

A STUDY ON CUSTOMER REPETITIVE BUYING BEHAVIOR IN ORGANIZED RETAIL SECTOR.

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ABSTRACT

The word retail is derived from the French word retailer, which means “to cut off a piece or to break bulk”. Retail consists of the sale of goods or merchandise from a fixed location, such as a department store, boutique or kiosk, or by mail, in small or individual lots for direct consumption by the purchaser. Retailing may include subordinated services, such as delivery. Purchasers may be individuals or businesses. In commerce, a "Retailer" buys goods or products in large quantities from manufacturers or importers, either directly or through a wholesaler, and then sells smaller quantities to the end-user. Retail establishments are often called shops or stores. Retailers are at the end of the supply chain. Manufacturing marketers see the process of retailing as a necessary part of their overall distribution strategy. The retail industry is a sector of the economy that is comprised of individuals and companies engaged in the selling of finished products to end user consumers”. Customers prefer to shop under one single floor at all the time .what does the organized retail sector do to attract more number of customers to have repetitive buying behavior. Nowadays organized retail sector is growing faster than any other industry and it is attracting more number of customers .This study is conducted to know the repetitive purchasing behavior of customers towards organized retail sector.

KEY WORDS: Organized Retail, Marketing, Manufacturing, Supply chain, Distribution strategy

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