

Factors Influencing Consumer Perception and Attitude towards Organized Retail Outlets

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Abstract

Consumer attitudes and perceptions of organized retail stores develop because of psychological elements combined with situational aspects and technological changes along with social dimensions. The research investigates significant determinants which control the decision-making process and selection preferences of consumers within modern retail settings. The buying decisions of customers depend heavily on their perception of brand image along with their experience in the store and design elements within the retail environment and digital capabilities and advertising methods and population characteristics. Organized retail success demands thorough investigation of evolving consumer needs and technological advancements because it supports improved customer satisfaction and brand retention. The research investigated different components which shape consumer perception using psychological elements of value perception alongside reputation assessments and shopping reasons. Social contexts along with situational factors take into account peer social pressures combined with cultural heritage and time limitations and physical reach to retail outlets. Understanding these key factors enables businesses to build retail experiences that focus on customers which leads to both long-term dedication and higher sales outcomes.

Keywords: Consumer Perception, Retail Attitude, Brand Image, Digital Integration, Shopping Motivation, Customer Experience, Store Ambience, Promotions, Social Influence, Organized Retail

Introduction

Organized retail outlets have replaced traditional small-scale retail formats within the industry during the preceding decades. Organized retailing describes the structured and professionally managed retail market that includes chains of stores besides departmental stores and supermarkets as well as hypermarkets under professional management. The retail shopping structure at organized retail outlets enhances consumer experience through technology-driven platforms that focus on customer service better than independent retailers and local markets. Increasing consumer expectations make it essential for businesses to comprehend the aspects affecting customers' responses to retail formats in their effort to boost satisfaction levels and maintain consumer loyalty. Shoppers build consumer perception by understanding and responding to essentials of retail interaction which combine elements like store organization with branding picture alongside product variety selection methods and price strategy deployment together with digital interface integration. The growth of retail sector competition requires businesses to master consumer perception drivers for building strategic marketing plans that deliver superior services with streamlined shopping processes. The research investigates these factors extensively to show organized retail outlets ways they can improve customer engagement while supporting continuous business expansion.

Research Background

The rapid expansion of organized retailing has revolutionized consumer shopping behavior, particularly in urban areas. The emergence of global retail chains and e-commerce platforms has created a highly competitive marketplace, compelling retailers to adopt innovative strategies to attract and retain customers. Over the years, organized retail outlets have evolved to offer a wide range of products, competitive pricing, and enhanced shopping experiences through digital integration and customer-centric services. However, consumer preferences continue to be influenced by factors such as convenience, affordability, brand loyalty, and technological advancements. Several studies have explored consumer perception and behavior in retail environments, emphasizing the role of psychological, economic, and social influences. Research suggests that consumers are drawn to organized retail outlets due to factors like product quality, store ambience, loyalty programs, and promotional offers. Additionally, demographic characteristics such as age, income level, and education significantly impact shopping preferences and attitudes toward organized retailing. While some consumers prioritize affordability and convenience, others focus on brand reputation, exclusive collections, and personalized shopping experiences. The retail industry is also witnessing a shift towards digitalization, with retailers integrating artificial intelligence, augmented reality, and mobile commerce to enhance consumer engagement. The rise of omni-channel shopping, where consumers seamlessly transition between online and offline stores, has further reshaped retail strategies. This study aims to bridge existing research gaps by examining the combined influence of social, psychological, situational, and technological factors on consumer perception and attitude toward organized retail outlets. Sinha and Ali's (2024) identified several critical factors that have contributed to the growing appeal of organized retail formats among Kolkata's consumers. Notably, enhanced product availability, which offers a diverse range of brands and products, plays a significant role in attracting shoppers. Additionally, the provision of multiple payment options has added convenience and flexibility to the shopping experience. The study further highlights the impact of a well-organized store layout, quality customer service, and facilities such as visible billing counters and trolley services in creating a more satisfying shopping environment. Promotional offers, including attractive discounts and clear displays of maximum retail prices, also influence consumer decisions significantly. Moreover, the research observes distinct generational differences: younger consumers are more inclined towards organized retail for groceries and are more likely to make spontaneous purchases compared to older consumers. Overall, the study underscores that consumer perceptions are shifting steadily towards favoring organized retail sectors, reflecting broader changes in lifestyle and consumption patterns in Kolkata.

Research Gap

Prolific research addressing consumer conduct and retail operations fails to fully explain the combined effects of digital connection elements with social effects and psychological elements on consumer attitudes toward organized retail facilities. Most available research examines single variables like pricing sensitivity, store environment and promotional campaigns in isolation without exploring their combined effects on consumer perception. Very few scholarly works dissect the effects of digital transformation along with growth trends in emerging markets throughout the retail market sector. The growing speed of technological progress creates new shopping patterns among consumers but existing studies lack complete knowledge regarding how artificial intelligence operates within consumer decisions along with mobile commerce and omni-channel experiences. A complete analysis of consumer preferences between different demographics needs more research particularly among millennials and Gen Z consumers. The research focuses on creating detailed findings about psychological together with social and situational aspects and technological influences in organized retail environments

Significance of the Study

The assessment of consumer perspectives toward organized retail stores serves as the key to success in maintaining marketplace competitiveness. The retail industry needs to keep adjusting operations because e-commerce development and digital transformation result in permanent shifts in shopper needs and behaviors. The findings from this research enable retail organizations and marketers and government agencies to build brand loyalty systems that boost customer contentment. Through factor analysis the research assists retailers to develop optimal retail configurations and enhance service quality and price structures and digital marketing approaches which match customer requirements. Shopping behavior results from promotional campaigns and brand image together with technological advancements and promotional strategies. The research findings enable retailers to develop shopping approaches centered on customers while building customized experiences and improving their retail and digital channels for operations.

Statement of the Problem

Organized retailing's expansion has not solved the business difficulties of comprehending and meeting customer demands. Multiple retailers encounter various struggles that include maintaining low customer retention levels along with inconsistent brand perception and the constant need to adapt their operations because of new technology. The demands for easy and individualized shopping have made retailer identification of essential customer factors crucial for understanding how they perceive and react to organized retail stores. Consumer expectations surpass what organized retail outlets deliver to customers, constituting an essential challenge within the retail industry. Consumer shopping behavior alongside their perception about stores deteriorates due to insufficient customer care and non-personalized treatment and poor store decoration along with weak promotional methods. Traditional retail outlets need to incorporate digital solutions into their operations in order to stay competitive but still deliver unique in-store experiences to customers. The study investigated how to solve these difficulties through discovery of critical elements which shape customer impressions and retail store attitudes among organized retail operators. The study analyzes psychological elements and social elements and situational aspects and technological elements to reveal methods that retailers can use to boost their strategic approaches and satisfy customers better for lasting business success. Businesses will benefit from the analysis to create precise marketing approaches and enhance retail management alongside developing stores that reflect updated customer requirements.

Objectives

1. To analyze the psychological, social, and situational factors influencing consumer perception of organized retail outlets.
2. To examine the impact of digital integration and technological advancements on consumer attitudes.
3. To assess the role of store ambience, promotions, and brand image in shaping customer experiences.

4. To provide insights for retailers to enhance customer engagement and satisfaction.

Methodology

The research examined consumer viewpoints and reactions towards retail stores by using quantitative methodology. The research collection involves distributing structured questionnaires to consumers from different backgrounds who reside in urban and semi-urban regions. This research survey contains questions about brand image with questions about store atmosphere then customer satisfaction comments and questions about technology use and promotion tactics with influences from social factors. The research will use a five-point Likert scale to assess consumer opinions regarding the listed factors. The research will authenticate findings through factor analysis combined with regression modeling for validation purposes. Consumer perception factors will be uncovered through factor analysis and the strength of variable relationships and consumer attitudes will be analyzed with regression analysis. Three hundred minimum respondent participants will make up the study sample for dataset reliability. The study generates practical recommendations which support retailers and marketers to refine their approaches for better customer satisfaction in organized retail facilities. The research used a survey to examine the study through a custom-made structured questionnaire developed on Google Forms that reflected the research focus. The research data was collected from a total of 300 respondents through the convenient random sampling approach.

Findings, Discussion and Results

A study investigates how e-commerce along with self-checkout systems and personalized marketing techniques impact customer conduct. The study uses factor analysis to determine essential elements which influence consumer attitudes during their visits to organized retail stores. Organizational research results will assist both retailers and marketers in designing successful engagement approaches that strengthen stores and their service quality.

Table 1:

KMO and Bartlett's Test		
KMO		.847
Bartlett's Test	Chi-Square	2351.495
	difference	105
	Sig.	.000

Bartlett's Test of Sphericity (Chi-Square = 2351.495, df = 105, Sig. = 0.000)

- This test checks whether the correlation matrix is significantly different from an identity matrix (i.e., whether variables are related enough for factor analysis).
- A significant p-value (Sig. = 0.000) indicates that factor analysis is appropriate.

Table 2: Communalities

	Variables	Initial	Extraction
1.	Brand Image & Store Reputation	1.000	.628

2.	Customer Experience & Satisfaction	1.000	.616
3.	Demographics	1.000	.775
4.	Digital Integration	1.000	.724
5.	In-Store Ambience & Layout	1.000	.754
6.	Lifestyle & Personality	1.000	.787
7.	Lifestyle & Personality	1.000	.874
8.	Peer Influence & Word of Mouth	1.000	.618
9.	Perceived Value	1.000	.684
10.	Promotions & Discounts	1.000	.576
11.	Shopping Motivation	1.000	.726
12.	Social Class & Cultural Influence	1.000	.685
13.	Store Location & Accessibility	1.000	.650
14.	Technology Integration	1.000	.697
15.	Time Constraints	1.000	.753

The Extraction column in your table represents the communality values, which indicate how much variance in each variable is explained by the extracted factors in factor analysis.

Key Interpretations:

1. Higher Communality Values (Above 0.7)
 - o These variables are well-represented by the extracted factors:
 - Lifestyle & Personality (.874, .787)
 - Demographics (.775)
 - In-Store Ambience & Layout (.754)
 - Time Constraints (.753)
 - Shopping Motivation (.726)
 - Digital Integration (.724)
 - Technology Integration (.697)

2. Moderate Communalities (0.6 - 0.7)

- These variables are moderately explained by the extracted factors:
 - Perceived Value (.684)
 - Social Class & Cultural Influence (.685)
 - Store Location & Accessibility (.650)
 - Brand Image & Store Reputation (.628)
 - Customer Experience & Satisfaction (.616)
 - Peer Influence & Word of Mouth (.618)

3. Lower Communalities (Below 0.6)

- Promotions & Discounts (.576) – This variable may not be well-explained by the extracted factors, and you may consider removing or re-evaluating its role in the analysis.
- Variables with high communalities (above 0.7) contribute more to factor formation.
- Variables with low communalities (below 0.5 or close to 0.5) might be considered for removal or re-examined to ensure a better factor structure.

Table 3: Total Variance Explained

Compon ent	Initial			Extraction			Rotation Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.737	44.913	44.913	6.737	44.913	44.913	5.456	36.375	36.375
2	1.776	11.839	56.752	1.776	11.839	56.752	2.588	17.254	53.629
3	1.360	9.065	65.817	1.360	9.065	65.817	1.828	12.188	65.817
4	.942	6.277	72.094						
5	.824	5.492	77.586						
6	.620	4.130	81.716						
7	.601	4.004	85.720						
8	.434	2.895	88.615						
9	.384	2.560	91.175						
10	.309	2.057	93.232						
11	.294	1.959	95.191						
12	.247	1.647	96.838						
13	.202	1.346	98.184						
14	.163	1.086	99.271						
15	.109	.729	100.000						

Initial Eigen values & Variance Explained

Factor 1: Explains 44.91% of variance (strongest factor).

Factor 2: Explains 11.84% of variance.

Factor 3: Explains 9.07% of variance.

Total Variance Explained: The first three factors together explain 65.82% of the total variance, which is a good result.

2. Factor Retention Criteria

Eigen values > 1: The first three factors have eigen values greater than 1 (6.737, 1.776, 1.360), suggesting that these factors should be retained.

Scree Plot (if available): Typically, the screen plot helps confirm the number of retained factors by showing where the eigen values drop significantly.

3. Rotation Adjustments

After rotation, the first factor explains 36.37% (reduced from 44.91%), the second factor explains 17.25%, and the third explains 12.19%.

Rotation redistributes variance across factors, making interpretation easier.

Three factors are retained based on eigen values > 1 and cumulative variance of 65.82%.

The next step is to examine the rotated factor loadings to determine which variables are grouped under each factor.

Table 4 Component Matrix

	Factors		Component		
			1	2	3
1.	Perceived Value	Marketing & Brand Perception	.710		
2.	Brand Image & Store Reputation		.729		
3.	Customer Experience & Satisfaction		.742		
4.	Promotions & Discounts		.715		
5.	Peer Influence & Word of Mouth			.719	
6.	Social Class & Cultural Influence	Store Environment & Accessibility		.632	
7.	Time Constraints			.687	
8.	Digital Integration			.601	
9.	Technology Integration			.662	
10.	Store Location & Accessibility			.790	
11.	In-Store Ambience & Layout			.669	
12.	Demographics				.710
13.	Lifestyle & Personality	Consumer Demographics & Shopping Behavior			.782
14.	Shopping Motivation				.649
15.	Lifestyle & Personality				.635

Factor 1: Marketing & Brand Perception

This factor includes elements related to consumer perception, branding, and promotional strategies, which influence purchasing decisions.

- Perceived Value (.710)
- Brand Image & Store Reputation (.729)
- Customer Experience & Satisfaction (.742)
- Promotions & Discounts (.715)
- Peer Influence & Word of Mouth (.719)

Factor 2: Store Environment & Accessibility

This factor groups variables related to the physical retail environment, accessibility, and technological advancements that enhance convenience.

- Social Class & Cultural Influence (.632)
- Time Constraints (.687)
- Digital Integration (.601)
- Technology Integration (.662)
- Store Location & Accessibility (.790)
- In-Store Ambience & Layout (.669)

Factor 3: Consumer Demographics & Shopping Behavior

This factor includes individual characteristics and shopping motivations that drive consumer behavior.

- Demographics (.710)
- Lifestyle & Personality (.782, .635)
- Shopping Motivation (.649)

Discussion

Brand Image & Store Reputation: The way consumers perceive a company and its stores through brand image and store reputation fundamentally influences their trust towards the business. Product brands possessing well-established reputations gain loyal customer base while creating more valuable perceptions in the market. The way consumers view a brand depends on how well the company performs in terms of its products' quality and service alongside ethical behavior and marketing advertisement. The reputation of a retailer enables it to stand distinct from competitors and creates conditions for customer loyalty that results in repeated trading relationships. Customers base their purchasing choices on recommendations they receive from others as well as on the reviews posted online. Negative brand encounters degrade the trustworthiness that customers place in a company. Sustaining a good brand image through steady practices combined with transparent behaviors and active customer relationships ensures enduring business victory.

Customer Experience & Satisfaction: The quality of customer satisfaction together with their overall experience determines consumer loyalty and business achievement. Consumer satisfaction throughout a shopping journey correlates with both the arrangement of the store and the conduct of store personnel and items on hand and speeds of helpful services. A properly planned retail environment combined with an unimpeded checkout system creates greater consumer accessibility. The satisfaction of customers improves when retailers deliver personalized services through loyalty systems and prompt support functions. Customers who feel unsatisfied about their shopping experience choose to use rival retailers and create damaging reviews that lower the reputation of the business. To build lasting customer connections and keep customers loyal businesses need to thoroughly evaluate feedback along with creating new solutions and providing consistent high-service quality.

Demographics: Consumer behavior together with shopping preferences results from demographic features which comprise age and gender and income and education level and professional occupation. Each population segment displays

unique characteristics that shape their shopping requirements while affecting their buying capacity and anticipated standards. People in different age groups show different payment preferences since younger buyers choose digital methods but older people seek convenience and affordable solutions. Organizations need to study population data so they can adjust marketing plans plus store designs combined with their product selection. A target market's demographic makeup enables businesses to create successful promotional strategies and improve customer interactions and individualized encounters which leads to better sales performance and satisfied customers.

Digital Integration: Digital integration in retail enhances the shopping experience by offering seamless, technology-driven solutions. Features such as mobile apps, self-checkout systems, online ordering, and AI-driven recommendations improve convenience and efficiency. Digital payment options, virtual try-ons, and augmented reality experiences enhance customer engagement. Retailers that integrate technology can provide personalized experiences and optimize inventory management. Additionally, social media and e-commerce platforms expand brand reach and allow direct interaction with consumers. As technology evolves, businesses must continuously adapt to digital trends to remain competitive and meet the changing expectations of tech-savvy customers.

In-Store Ambience & Layout: The ambience and layout of a retail store significantly impact consumer experience and purchase decisions. Elements such as lighting, music, scent, and cleanliness create a welcoming atmosphere that enhances customer engagement. A well-organized store layout ensures easy navigation, helping customers find products effortlessly. Spacious aisles, clear signage, and aesthetically pleasing displays encourage longer shopping durations and impulse purchases. Retailers invest in store design to improve foot traffic and customer retention. A poor store environment, however, may lead to frustration and lost sales. Therefore, optimizing store ambience and layout is crucial for enhancing the overall shopping experience.

Lifestyle & Personality: Consumer lifestyle and personality influence shopping habits, brand preferences, and purchasing decisions. Lifestyle factors include work habits, social activities, and personal interests, which determine whether a consumer prefers luxury, budget-friendly, or sustainable products. Personality traits such as openness, extraversion, or conscientiousness also impact brand loyalty and shopping frequency. Retailers must understand these aspects to develop targeted marketing campaigns, product assortments, and store experiences that resonate with their audience. By aligning their offerings with consumer lifestyles and personalities, businesses can build stronger emotional connections and enhance customer satisfaction.

Peer Influence & Word of Mouth: Peer influence and word-of-mouth recommendations play a significant role in shaping consumer choices. People often rely on friends, family, and online reviews before making purchasing decisions. Positive word-of-mouth enhances brand trust, while negative reviews can deter potential buyers. Social media amplifies peer influence, as consumers share experiences and product recommendations online. Retailers encourage positive word-of-mouth through influencer marketing, referral programs, and excellent customer service. Businesses that prioritize customer satisfaction and engagement can leverage peer influence to enhance their brand reputation and attract new customers through organic recommendations.

Perceived Value: Perceived value is the consumer's evaluation of a product or service based on its quality, price, and benefits. It determines whether a customer believes a product is worth its cost. High perceived value leads to customer satisfaction, loyalty, and repeat purchases. Factors such as durability, brand reputation, and unique features enhance perceived value. Discounts, warranties, and after-sales services also contribute to this perception. Businesses must ensure that their offerings align with customer expectations to maintain a competitive edge. Enhancing perceived value through superior quality and exceptional service can positively impact sales and brand loyalty.

Promotions & Discounts: Promotions and discounts influence consumer purchasing behavior by creating urgency and increasing perceived affordability. Limited-time offers, seasonal sales, and loyalty programs attract price-sensitive shoppers and encourage impulse purchases. Discounts enhance customer acquisition, while promotional deals improve brand visibility. However, excessive discounts may lead to lower perceived value and reduced profitability. Retailers must strategically implement promotions to balance revenue generation and customer satisfaction. Effective promotional

campaigns, combined with personalized offers, can enhance customer retention and drive sales while maintaining brand credibility.

Shopping Motivation: Shopping motivation varies among consumers and influences purchasing behavior. Some shoppers seek convenience, while others enjoy the experience of browsing and discovering new products. Emotional factors, such as stress relief or social interaction, also drive shopping behavior. Discounts, exclusivity, and limited-time offers create excitement and encourage purchases. Understanding consumer motivation helps retailers tailor store layouts, marketing strategies, and product assortments. By catering to different shopping motives, businesses can enhance customer engagement, improve sales, and build long-term loyalty.

Social Class & Cultural Influence: Social class and cultural background shape consumer behavior, preferences, and spending habits. Higher-income individuals may prioritize premium brands, while budget-conscious consumers seek affordability. Cultural values influence product choices, fashion trends, and shopping traditions. For example, festive shopping behaviors vary across cultures, impacting retail demand. Businesses must consider these factors when developing marketing campaigns and product offerings. By aligning strategies with cultural preferences and social class distinctions, retailers can effectively connect with diverse customer segments and enhance brand appeal.

Store Location & Accessibility: The location where a retail store sits alongside its accessibility level has a substantial impact on attracting customers and generating business sales. A properly positioned retail store near heavy customer movement automatically draws additional clientele. Good accessibility to parking areas as well as public transportation and adjacent amenities makes shopping more convenient. Customers choose stores which provide both convenient reachability and simple shopping convenience. Stores that do not have advantageous locations face reduced customer interaction and financial challenges because of poor footfall numbers. Business success requires retailers to perform market research while making decisions about location choice in addition to implementing accessibility features such as accessible ramps and elevators and clear signage which help everyone access the store.

Technology Integration: Retail operation efficiencies together with customer satisfaction rates improve when retailers implement technological solutions. Features like AI-driven recommendations, self-checkouts, and contactless payments streamline shopping. E-commerce platforms together with mobile apps let customers perform their online shopping by browsing inventory and both ordering and tracking inventory in real time. Through data analytics retailers obtain insights to accomplish targeted marketing initiatives and make more effective decisions. The implementation of automated systems cuts down waiting periods and provides customers with improved convenience. Organizations need to implement modern technologies to sustain their competitive position because consumer needs keep changing. Technology integration that succeeds as a strategy leads to higher customer satisfaction levels and increases sales performance and builds brand loyalty relationships.

Time Constraints: Consumer shopping behavior changes when their time becomes limited because they prefer shopping processes that deliver fast results. People with busy lives prefer convenience solutions from retail stores which include self-checkouts and home delivery as well as click-and-collect services. People choose neatly arranged stores because they need to discover items efficiently. Customers avoid completing their transactions because of lengthy lines at checkout areas and insufficient staff attention. Fast-paced shoppers need retailers to maximize their store display organization along with digital technical solutions supported by quick customer service assistance. Businesses which emphasize quick service methods obtain greater customer base together with enhanced customer satisfaction.

Implications of the Study

The research findings create major implications which influence retailers and their marketing practices as well as executive decisions. Businesses can improve both their marketing approaches and store design along with customer experience through better comprehension of public opinion and consumer attitudes. Retailers can use the research findings to identify changing customer behavior patterns which lead them to create market-leading advantages within the industry.

Recommendations and Suggestions

Retailers need to boost customer satisfaction through digital platform development and atmospheric improvement together with individualized services delivery. Consumer-specific promotion strategies combined with loyal customer rewards should exist together with enhanced omni-channel integration to achieve continuous shopping continuity between online and physical settings.

Conclusion

The research examines all variables that impact consumer perception and attitude direction toward organized retail facilities. These research commitments together with practical advice promote retail landscape development through strategies that adapt businesses to current customer demands. Organized retail outlets experience attitude change according to various psychological elements along with social elements and situational factors which drive purchasing decisions and shopping actions. Consumer attitudes are strongly influenced by brand reputation together with customer service quality along with peer recommendations and cultural background and shopping motivation. Technological progress through digital payment systems with personalized marketing and omni-channel retailing has both influenced customer tastes in the market. This investigation makes an academic contribution toward increased understanding of consumer conduct within organized retail markets. The study delivers real-world evidence regarding how social influence influences consumer decision-making coupled with perceived value and shopping motivations and digital integration factors. Policymakers should utilize these findings to produce regulations which back sustainable retail expansion while securing consumer rights in the developing retail environment.

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