

ARTICLE REVIEW REPORT



GOLDEN RESEARCH THOUGHTS

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ORIGINAL ARTICLE

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CUSTOMER SATISFACTION WITH SUPER MARKETS IN TIRUVARUR DISTRICT OF TAMIL NADU

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J. Jayanthi

ABSTRACT

The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. But all of them have not yet tasted success because of the heavy initial investments that are required to break even with other companies and compete with them. The India Retail Industry is gradually inching its way towards becoming the next booming industry. At this juncture the Indian retail market is continuously increasing,

Article Indexed in



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Introduction

The Indian retail industry has strong linkages with the economic growth and development of the economy. Liberalization of the economy, rise in per capita income, improved infrastructure, growing consumerism, retail attributes and effective marketing strategies of the retailers are the significant factors for the development of organized retail in India.

A Good Introduction :-

Depict the significance (importance) of the study - why was this value doing in any case? Give a wide connection. Extremely briefly depict the exploratory configuration and how it achieved the expressed destinations.

Materials

The study analyzes the level of customer satisfaction and the factor that affects customer satisfaction in supermarkets. Survey method has been used to fulfill the objectives of the research..

A Good Materials :-

Materials may be accounted for in a different passage or else they may be distinguished alongside your systems. In biosciences we habitually work with arrangements - allude to them by name and portray totally, including convergences of all reagents, and pH of watery arrangements, dissolvable if non-fluid.

Result

Must add result in your article.

A Good Result :-

Results are as per aims and objective and useful to further research .

Conclusion

Understanding the changing consumers' behaviour towards shopping is important to know the emerging trends in modern retail formats in general and supermarkets particular in small city. The results of the study indicates that the customers perceive moderate satisfaction with supermarkets and perceive low satisfaction with children play area, adequate dressing rooms, good parking facility and also charge reasonable price and exchange facilities.

A Good Conclusion :-

The research have wider scope for new academician and research scholars.

References

- Ajmer Singh (2013), Relationship between Service Quality and Customer Satisfaction in Organized Retail Outlets. Developing Country Studies (ISSN 2224-607X) Vol 3, No.1, 2013, pp 84-95
- Darshan Parikh (2006), Measuring Retail Service Quality: An Empirical Assessment of the Instrument. Vikalpa Volume 31 No 2 April - June 2006 pp 45-55
- John William & S. Prabakar (2012), A Study on Customer Perception on Retail Service Quality In Select Organized Retail Stores in Coimbatore City. International Journal of Retail Management and Research (ISSN 2277-4750) Vol. 2 Issue 3 Sep 2012 pp1-10

A Good References :-

There are Places where the Author J. Jayanthi Need to Cite a Reference, but Have Not

SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas		✓			
4.	Timelines			✓		
5.	Sufficient information to support the assertions made & conclusion drawn	✓				
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)	✓				

FUTURE RESEARCH PLANNING:

1. Innovation for Tomorrow's Enterprise – Research Areas: Digital consumers, Healthcare economy, Sustainable tomorrow, Emerging economies, Pervasive computing, Smarter organizations.
2. Certificate Courses in Commerce
<http://targetstudy.com/courses/commerce/#CertificateCoursesInCommerce>
3. International Conference on Franchising - A Gateway for Growth on 6th and 7th March 2014 organized by The Department of Commerce

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REVIEWER COMMENTS

- Thought of these focuses will, I accept, lead to an enhanced report that better shows the key ideas and conclusions.
- Generally, this is a reasonable, brief, and elegantly composed original copy.
- The presentation is pertinent and hypothesis based.
- Sufficient data about the past study discoveries is displayed for perusers to take after the present study method of reasoning and

Authorized Signature

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