

ARTICLE REVIEW
REPORT



GOLDEN RESEARCH THOUGHTS

International Recognition Multidisciplinary Research Journal

ISSN: 2231-5063 Impact Factor:3.4052(UIF)

ORIGINAL ARTICLE

Published:
1st Aug. 2015

Vol. - V,
Issue - II, Aug. 2015

A STUDY ON CUSTOMER PREFERENCE TOWARDS BIG BAZAAR IN COIMBATORE CITY



Your Article
QR Code



See your article on Mobile



K. Brindha

ABSTRACT

This study focuses on the Customer preference Big Bazaar in Coimbatore city,. The phenomenal growth of retail in India is reflected in the rapid increase in number of superma r ket s , depar tmenta l stores and hypermarkets in the country. With the help of consumer preference, the retail outlets increase their sale and provide total customer satisfaction. The term consumer preference refers to the preference that consumers display in searching for purchasing, using,evaluating and disposing of products and services that they will expect will satisfy their needs.

Article Indexed in



Correspondence to K. Brindha and P. Sathya
Designation:-¹HOD, Department of B.COM (PA) AND B.COM
(FINANCE)Dr.S.N.S Rajalakshmi College of Arts And Science.
²Research Scholar Dr.S.N.S Rajalakshmi College of
Arts And Science.

REVIEW OF THE ARTICLE

A Study On Customer Preference Towards Big Bazaar In Coimbatore City

K. Brindha and P. Sathya

Title and Abstract

Title was well formulated. The abstract was complete and essential details were presented. The phenomenal growth of retail in India is reflected in the rapid increase in number of supermarkets, departmental stores and hypermarkets in the country. With the help of consumer preference, the retail outlets increase their sale and provide total customer satisfaction.

Introduction:

Big Bazaar is Indian personification of retail. It's like an Indian bazaar or mandi or mela, the environment created by traders to give shoppers a sense of moment. Its personality is of being an entity away from fancy or pretty and being authentically "no-frills". Introduction was justifying. Importance of the area under study mentioned clearly in Introduction.

Reference to the Literature and Documentation:

The literature review was up-to-date. The number of references was appropriate and their selection was judicious. The review of the literature was well integrated.

Methodology:

Author described methodology in detail. Author focused on every factor required for the study.

Presentation of Results:

The amount of data presented was sufficient and appropriate. Tables, graphs, or figures were used judiciously and agree with the text.

Scientific Conduct:

There were no instances of plagiarism. Ideas and materials of others were correctly attributed.

Relevance:

The study was relevant to the mission of the journal or its audience. The study was worth doing.

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 SCOPE:

- 1.A Study on Buying Behavior of Customers in Big Bazaar.
- 2.Buying Behavior of Customers.
- 3.A Study On Consumer Buying Behavior Towards Organized And Unorganized Retail Stores In India.
- 4.An Insight into the Growth of New Retail Formats in India.
- 5.The Study And The Analysis: An Impact Of Organized Retail On Unorganized Retail In India.

HOW TO INCREASE API

Services for Associate Professor to Professor

- Thesis convert into book.Publish in USA 50 API Marks
- 15 Articles from your Ph.D thesis 150 API Marks
- UGC Minor Research Project 10 API Marks
- UGC Major Research Project 15 API Marks
- Call for Book Chapter 25 API Marks
- 5 Seminar Paper presentation (we organize) 50 API Marks

CERTIFICATE OF PUBLICATION

This is to certify our Editorial, Advisory and Review Board accepted research paper of **K. Brindha and P. Sathya** Topic:- **A Study On Customer Preference Towards Big Bazaar In Coimbatore City** College:-**HOD, Department Of B.com (PA) And B.com (finance) Dr.s.n.s Rajalakshmi College Of Arts And Science**. The research paper is Original & Innovation it is done Double Blind Peer Reviewed. Your article is published in the month of **Aug**. Year 2015.



**LAXMI
BOOK PUBLICATION**
Ph.: 0217-2372010 / +91-9595-359-435
Email: ayisrj2011@gmail.com
Website: www.isrj.org

Authorized Signature

T. N. Shinde

T. N. Shinde
Editor-in-Chief

CERTIFICATE OF EXCELLENCE IN REVIEWING

This is to certify our Editorial, Advisory and Review Board accepted research paper of **K. Brindha and P. Sathya** Topic:- **A Study On Customer Preference Towards Big Bazaar In Coimbatore City** College:- **HOD, Department Of B.com (PA) And B.com (finance) Dr.s.n.s Rajalakshmi College Of Arts And Science** The research paper is Original & Innovation it is done Double Blind Peer Reviewed. Your article is published in the month of **Aug**. Year 2015.



**LAXMI
BOOK PUBLICATION**
Ph.: 0217-2372010 / +91-9595-359-435
Email: ayisrj2011@gmail.com
Website: www.isrj.org

Authorized Signature

T. N. Shinde

T. N. Shinde
Editor-in-Chief

Reviewed By :-

Mrs.Pallavi Rahul Chincholkar

M.Sc, M.Ed, SET, NET

M.S (Guidance & Counseling)

Email : chincholkarpr@gmail.com

Mob : 09421044094

**LAXMI BOOK
PUBLICATION**

Ph.: 0217-2372010 /
+91-9595-359-435

Email.: ayisrj2011@gmail.com

Website:. www.isrj.org