FACTORS INFLUENCING IN ENHANCING CUSTOMER SATISFACTION WHILE SHOPPING AT ORGANIZED RETAILS

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ABSTRACT

Customer satisfaction has emerged as one of most influential factors determining overall profitability of organized retail business. The phrase "the customer is king" is true, but measuring customer satisfaction while considering multiple parameters such as pricing, product quality, accessibility, and a host of other market-related services is crucial for building retail organized sustainability or retaining market supremacy. Retail organized is an important platform for addressing consumers' wants and aspirations by combining the retail world under one roof. In the long term, increased customer happiness has a substantial impact on expanding market share and surviving in a competitive business. This study supports the value of retail organized in enhancing customer satisfaction. As a result, goal of this study is to assess amount of consumer pleasure in post-retail organized society. The result shows that the determinant factors have been influenced more effectively the increase in the level of customer satisfaction such factors namely 'Entertainment cum shopping, Availability of Branded products, display of information, Varieties of collection, Payment mode and Store atmosphere. It was found that 'Everything available under one roof' was the topmost effective factor in enhancing the level of customer satisfaction. These variables have obtained first rank in enhancing customer satisfaction among the considered factors.
Keywords: Retail sector, enhancing factors, customer satisfaction, Dharwad retail organized market etc.

INTRODUCTION

Retail organized culture is quickly gaining traction in India. It has become the preferred method of shopping in metropolises and other places. Because of the rapid expansion of this problem in major cities, little towns will soon be engulfed by Retail organized culture. Because of increased knowledge, new trends, and changing lifestyles, the retail organized culture has firmly gripped Indian customers.

A retail organized would provide an appropriate setting for shopping, particularly for people aged 15 to45. The Indian retail growth is visible even in retail organized towns & cities where organized retail forms are becoming more prominent. Mega Retail organized development in India is bringing new dimensions to thriving retail industry. Retail is derived from French word' retailer,' which means to cut a piece of or split bulk. In layman's words, it suggests a face-to-face interaction with the consumer.

The name "Rental" comes from a French ford only with prefix "re" or verb "trailer," which means "to slice afresh." As a result, service sector isolates little portions from bigger chunks of merchandise. It is process of delivering goods to their ultimate destination. It encompasses all operations related to sale, rental, & provision of services & goods to end customer primarily home, home, including personal purposes.

Ecommerce is a substantial type of advertising. Selling just only links producers & customers, it additionally gives consumers advantages while creating a significant economic impact. Consumers receive the value of commerce as in type of utilities. Retailing's economical worth generally measured by the number of people who work there in addition to the sum of cash spent in sales.

Traditionally, the majority of retail establishments were located on High Streets. High streets have long been favoured by shops because they allow convenient access to customers. However, the excessive pricing of buildings on High Streets and the scarcity of substantial space have forced businesses to settle for retail organizeder locations. Retailers have begun to move to outskirts of cities in order to supply whole range of items in big retail formats in response to consumers' need for better and more quality and shopping ambiance. This tendency is accelerating, with the majority of new retail organized, whether existing or in planning stages, being placed away from High Streets.

With new retail organised now able to operate in many towns all over India, it is fascinating to look at how customer buying behaviour in vicinity of these retail organised has altered & therefore draw a few more lessons that may prove useful here to development companies of hundreds of fresh shops organised currently planned or even under building works throughout India.

Some of the first retail organized developers in Nashik and Ahmednagar also became parking lot owners, charging high parking fees to all visitors. Rentals began to rise rather than fall as more retail organized opened, even as quality of services within retail organized deteriorated.

Countless landlords complain well about low rate of exchange of those who walk through these retail organised' portals, but also casual observers routinely find handbags missing there in hands of alleged buyers planning to visit those same retail organised, indicating that initial enthusiasm of purchasing in retail organised is already fading but also consumers are going back to their traditional shopping destinations.

Independent store tenants who've been entering a modern shopping organisation for the first location must n't assume to establish consumer trust instantly.

Global sellers, including Consumer shopping' Pause, or governmental exclusive brand outlets, like those managed by Ensalada de Outfits, Sanjay Brands, Raymond, & Zodiac, have national brand recognition, therefore efficiency of there own retail organised sources is typically comparable (or even good) than that of their sources in traditional commerce businesses. Second, despite another very retail organised coders blindly opting for a dubious winning formula of buying groceries, entertainment (Multiplexes), but also food (MacDonald's/Pizza Hut also as main attractions), it is no surprise that many retail organised visitors have no shopping bags because they have been captivated to attend just for a movie night and/or having a meat, pizza, or maybe an espresso.

Across many circumstances, visitors would still choose browsing & eating options over a multiplex. Designers also should recognise all their store customers have generate revenue, therefore rental rates must also be tied to how long the retail business can endure (usually $5 - 8$ per cent of gross revenues). Retail organized developers must also construct separate identities

for their respective retail organized, similar to the identities that have evolved through time for main retail thoroughfares in various cities around the country.

Their effort does not end until the retail organized has been completed. It is critical for prospective retailer tenants to understand that simply coming into a retail organized does not guarantee them business. They must work just as hard to attract people to their own stores after they have entered retail organized, & then have the correct value offer to convert them into customers, and ultimately into repeat customers.

THE FACTORS INFLUENCING ON CUSTOMER TOWARDS RETAIL ORGANIZED
The following factors will influence the customers towards retail organized.

All-in-one stores- A burgeoning Indian middle class with increased discretionary incomes is flocking to retail organized, which provide everything from groceries & veggies to footwear, clothing, cosmetics, furniture, & electrical products all under one roof. As a result, shoppers believe that retail organized are the best place to satisfy their expectations.

Time saving- saving the time is the most prominent reason for coming to the store- Customer procure all the products according to the routine requirements. Therefore, there is a possibility to save the time when they prefer retail organized for shopping.

Discount- Another consideration is price, which is arranged by various retail shop formats such as discount deals, lotteries, free samples, gift vouchers, buy one get one free, and so on. Customers in the middle class are more price aware & have a limited buying budget. They can pick as many goods as they like in this case.

Entertainment- Customers may visit organized retail for product variety, simple availability, cleanliness, and many extra facilities such as entertainment for children, convenient parking, and restaurants, among others. (Nikam 2014)

Other factors- The other influencing factors which were identified from various research studies are as follows:
- Convenient ambience
- Aspiration
- Large variety
- Product quality
- Gorgeous infrastructure
- Interaction with sales person to get clarity while purchasing
- Facilities (Ex: Billing system, parking facility, escalator, carry basket etc.,)

OBJECTIVES OF THE STUDY
1. To investigate the primary elements impacting customer happiness when shopping at retail organized.
2. To investigate the steps taken by retail organized to improve consumer happiness.

HYPOTHESES FOR THE STUDY
H01: "The determinant factors do not have an influence in enhancing customer satisfaction while shopping at organized retails".

HA1: "The determinant factors have an influence in enhancing customer satisfaction while shopping at organized retails".

RESEARCH METHODOLOGY

The study establishes an acceptable technique for gathering data on customer satisfaction in the organized retail industry. The data for this study have been collected through primary and secondary sources. Primary data were acquired by distributing standardised questionnaires, and the Retail organized Intercept Method was also used in the study to elicit customers' genuine shopping experiences at retail organized. The survey questionnaire is created and disseminated to the appropriate respondents. The general public / customers visiting retail organized in Karnataka's Dharwad area are the target respondents. Secondary data was gathered to emphasize the conceptual analysis and literature study. The necessary information was gathered from a variety of published sources, including publications, research papers, journals, textbooks, and other websites. Major cities were chosen by targeting revenue-based divisions to elicit responses, including Dharwad, Hubli urban, and Hubli rural. As a result, the surveys are disseminated to a diverse audience, with the targeted respondents being the general public who visited the retail organized. (of various genders, ages, educational backgrounds, occupations, and economic levels). Because various levels of society have distinct expectations and demands, selecting respondents from diverse backgrounds will almost surely result in a more trustworthy outcome via their satisfaction. 400 sample sizes were taken for study. The data was analysed using several statistical methods such as Mean, Standard deviation, Multiple regression, Paired sample t-test, and Independent sample t-test analysis. SPSS (Version 21) software was used to evaluate the data, and suitable conclusions were drawn in the end.

LITERATURE REVIEW

Phansawat Fongkam (2015) researched all elements impacting existing market outlets' competitiveness in Chitwan, Thailand. According to report's findings, nearly preponderance of chosen characteristics had a substantial influence on competitiveness of traditional retail outlets in Chiang Mai, Thailand. Employees, products, value, location, store layout & merchandise arrangement, wide range of goods & amenities, social accountability, correlation with rival firms, sales & cashflow, store ornament, stock control, advertising, & delivery also were impacted, but software & client service weren't even. Retail shop owners in Chiang Mai must pay attention to all of these variables since they are harming conventional retail establishments' competitiveness and capacity to compete in an ever-changing retail market.

Preeti and Divya (2016) used a sample size of 120 people to investigate the degree of knowledge of the Big Bazar in Palakkad. According to the findings of study, demographic factors such as age, gender, educational qualification, occupation, marital status, family size, & earning members of family had no significant influence on the duration of knowledge about Big Bazaar in Palakkad. However, the same characteristics have a considerable impact on Big Bazaar's habitual and purposeful visitors. It was also discovered that 74% of respondents agreed with the marketing as the source of awareness about the Big Bazar, and 72.5% of respondents stated that they had no problems when shopping at the retail organized.

Nagamani Rajan.R and Subramanian.k (2016) The purpose of this study is to better understand customer attitudes of formal & informal commerce in the Tirunelveli region. It has been shown that changes in customer perceptions are mostly responsible for growth in the planned retail industry. This shift has occurred as a result of growing affluence, lifestyle changes, and favourable demographic trends. Now, the consumer prefers to buy at a location that offers food, entertainment, & shopping all under one roof. This has given organized retailers significant influence.

Yeboah and Prempeh (2017) performed a research to examine customer impulsive purchase behaviour in relation to a variety of consumer and product related characteristics. It looked at factors such product physical quality, product appeal, product pricing, product origin, & buying proximity. The study discovered a favourable association between impulsive purchasing behaviour among customers & product physicalquality, attractiveness, price, and origin, however purchase location was not more effective in persuading the impulse purchaser. As a result, it was proposed that manufacturers and other stakeholders assist retailers in various ways to better their selling practises & innovative ways to appeal to consumers in satisfying their wants.

Marco Tulio Zanini et al. (2019) identify essential aspects of business districts & grocery mall organised who effect both happiness & spending propensity of poor customers in order to understand their choices with respect to spending in these retail megalopolises. The data show that categories "selection" & "value" had same influence on satisfaction & patronage intention across both shopping streets or structured shopping malls. Yet, "admission" proved to be critical for organised shopping stores, but "security" was determined to be critical for shops. The greater enjoyment provided by organised shop, research reveal that local shops have a predisposition for purchase behavior. The survey also evaluated at customer impressions of major retail conglomerates. Artistry The results of investigation result in creation of a theoretical foundation for grown retail metropolises as contrary to created retail metropolises, whose are indicated via shopping lanes & purchasing retail organised, separately.

According to Chattopadhyay (2019), retail giants (organized sector) compete fiercely with unorganized kirana stores. Because of economic foundations, nuclear families, simple financing alternatives, an increase in proportion of workingwomen, increased disposableincome, and Dual Income No Kids, organized retail formats quickly arose in India. However, it has a significant influence on the unorganized sector. In the next years, it will supplant profitability & presence of the unorganized sector. Regardless, organized merchants face issues such as a stiff tax system, insufficient infrastructure, expensive real estate costs, stringent foreigndirect investment (FDI) rules, and so on. Because ofgovernment backing & purchasing habits of Indian consumer, the unorganized retailsector continues to dominate the organized sector in India, accounting for 96% of total commerce while organized retailing accounts for only 4%. Due to technology improvements and changing client lifestyles, the entire range may alter in the near future. Finally, it creates a paradigm for marketing strategy in the retail business.

Delores J. Leonard and Charles Needham (2020) investigate customer service improvement solutions for hospital administrators. Five hospital managers who execute customer service initiatives in hospitals were target population. The findings show that investigating employee training is related to expectation-confirmation theory's conceptual framework.

Participants mentioned several attempts to change hospital operations basedon consumer expectations for satisfaction & to check customer satisfaction for hospital system.

According to Sethurajan and Jayalakshmi.v (2020), store values, customers' culture of shopping from the same stores, and customers' beliefs about promptness in service delivery influence them to return to same retail shop where they can get product they need at a low price & with the least amount of waiting time for billing. No matter how profitable the retailing business in India is or how brilliant the market is, the organized retail sector must go a long way to understand client requirements. The study strongly believes that in India, organized & unorganized retail sectors can coexist & thrive only if both categories of retailers understand their advantages and disadvantages in terms of operations and act strategically for their future success, sustainability, and in keeping customers satisfied; otherwise, one may flourish while the other may vanish in the near future.

Migle Cernikovaite (2021) investigates consumer preferences and identifies chosen variables of Vilnius, Lithuania retail retail organized. The Vilnius shopping centre research is based ona complicated modelthat incorporates following criteria: shopping centre goods & services, customer service, image considerations, physical factors, situational factors, & target consumer demographic data. Expert interviews attempted to establish consumer choice criteria based on professional experts' perceptions of the issue under investigation. The consumer survey questionnaire focuses onall of recognised elements that influence shopping centre selection. This paper analyses theoretical elements for retail shopping centre selection, Analyzes economic trends or distinctiveness of Vilnius malls, examines criteria, & rates utilitarian, economic, & interactive customers' needs for Lithuanian strip mall decision.

Waran and Sundram (2021) investigate the influence of retail service quality & store service quality on patronage intention & word-of-mouth towards the organized retail business. According to the data, retail service quality, store service quality, & customer happiness all have a substantial influence on patronage intention and word of mouth. The main challenge that retail shops encounter is problem resolution. As a result, they must move quickly to keep their devoted consumer base. Implications for practise: Customer satisfaction has no meaningful correlations with problem-solving. To develop a relationship between the shop and the consumers, store managers must offer a pleasant experience and strengthen the strong aspects.

Dr. Rashmi BH (2021) investigates the aspects that influence customer satisfaction. Customers frequent shopping retail organized that have sprouted up all throughout India as a result of the retail industry's rapid growth. In today's environment, customer happiness is deciding element between success and failure. The retail organized atmosphere is an essential critical aspect that influences consumer pleasure. Thestudy analysed findings of a consumer survey to determine retail organized environment aspects that attract customers and assist to ensure their pleasure. The value of this article is that it assists retail organized managers in understanding how to establish a retail organized atmosphere that will favourably effect consumer pleasure. They can then seek to improve retail organized operations in order to create an atmosphere that will attract and retain consumers.

Pilli and Konka (2022) investigated the effect of structured retail marketing on consumer satisfaction. The retail industry in India & throughout the world is undergoing significant change in present economic climate. Some economies thrived, while others failed. Technological

advancements have altered corporate operations. Emerging retailers have offered novel business concepts as well as new infrastructure. The revolutionary business techniques had awide-ranging impact on retail industry. India now comprises of dynamic customers who are demanding & knowledgeable, rising consumption levels, & an expanding demographic base. As a result, shop must continually innovate to meet the changing wants of its customers.

Banurekha and Anandaraj (2022) conduct research on consumer satisfaction in organized and unorganized retail. Retailing comprises direct interaction with clients as well as the organisation of all corporate activities from start to finish. Many nations have profited from the sector, and it is undeniably one of world's most swiftly changing and dynamic businesses today. Retailers serve as a conduit between customers and producers, but when it comes to product marketing, they face various problems. This is becoming increasingly challenging as client requirements become more dynamic. As a result, there is a need to examine consumer satisfaction in the organized and unorganized retail sectors.

Shekar and Shareena (2022) seek to analyse and estimate the growth of the organized retail sector following liberalisation, as well as appreciate the scenario and the components that have proven to be supportive, unfavourable, or impeding the expansion of organized retailing in India. The rise of the organized retail business has not only supported economic progress, but it has also increased the customer choice portfolio. It changed the retail industry's focus from manufacturer to consumer. The 1991 economic reforms, which liberalised many of highly protected state sectors by removing entry barriers to private engagement & allowing foreign investment in 35 high-priority industrial sectors, had a significant impact on the retail industry. While these regulations were effective in attracting foreign investment and technology in industrial regions, they limited foreign ownership to 51 percent and highly protected most service industries, including retailing.

According to Ray et al. (2022), itis critical to understand needs of consumers in order to better serve them. To do so, management should endeavour to grasp the major elements influencing customers' purchasing decisions. Customers who are satisfied are the assets of the firm, and customer happiness is a vital component in the creation of consumers' future purchase intentions. The best approach to determine customer happiness is to conduct a consumer survey utilising a questionnaire, which allows management to learn about the changes that consumers desire, discover opportunities, and track the impact of critical elements. A delighted consumer will exaggerate their good reactions and experience, whereas a dissatisfied customer will exaggerate their bad experience. As a result, the merchant must strive to please and excite them with service that improves distinctiveness.

FACTORS IN ENHANCING THE LEVEL OF CUSTOMER SATISFACTION IN ORGANIZED RETAILS REGIME
TABLE 1 SHOWING THE MODEL SUMMARY OF DETERMINANTS FACTORS WHICH MAY HAVE AN INFLUENCE IN ENHANCING CUSTOMER SATISFACTION WHILE SHOPPING AT ORGANIZED RETAILS

Model	R	R Square	Adjusted R Square	Std. Error ofthe Estimate
1	.88	.78	.70	2.66

(Sources: SPSS output)

Regression analysis was taken into the account to identify the major determinant factors which may have an influence in increasing customer satisfaction while shopping at organized retails. In regression, Model summary gives us value of 'R' .88 i.e. good level of prediction of customer satisfaction (dependent variable) from determinant factors (independent variables). Value of 'R Square' is .78, indicating the overall strength of the association between the tested variables (78%) and good to keep in the model.

TABLE 2 SHOWING THE RESULT OF ANOVA FOR REGRESSION MODEL OF DETERMINANTS FACTORS WHICH MAY HAVE AN INFLUENCE IN ENHANCING CUSTOMER SATISFACTION WHILE SHOPPING AT ORGANIZED RETAILS

MODEL	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Regression	14843.73	11	618.49	87.52	.00
Residual	5668.14	388	7.07		
Total	19511.87	399			

Sources: SPSS output

The F-ratio in ANOVA for Regression model (table 2) describes the association of p-value with F-value. Further, it reveals the determinant factors (independent variables) statistically and significantly predict customer satisfaction (dependent variable) $F_{(11, 388)} = 87.52$, p (0.00) < 0.05. Hence, it can be inferred that this overall regression model is good and fit for the data.

TABLE 3 SHOWING ANALYSIS OF COEFFICIENTS FOR REGRESSION MODEL OF DETERMINANTS FACTORS AND CUSTOMER SATISFACTION WHILE SHOPPING AT ORGANIZED RETAILS COEFFICIENTS

MODEL	NSTANDARDIZED COEFFICIENTS		STANDARDIZED COEFFICIENTS	T	P-VALUE
	B	Std.Error	BETA		
(Constant)	2.19	1.61		4.61	0.00
Location Convenience	0.59	0.25	0.58	3.84	0.00
Time Convenience	0.36	0.03	0.47	0.85	0.00
Product Quality	0.31	0.03	0.51	1.94	0.00
Varieties of collection	0.52	0.05	0.72	0.41	0.00
Offers	0.36	0.11	0.62	1.56	0.00
Packaging	0.31	0.28	0.41	0.92	0.04
Freshness of the products	0.35	0.05	0.46	0.83	0.01
Availability of Branded products	0.54	0.12	0.76	1.69	0.00
Reasonable price	0.39	0.16	0.52	0.59	0.05

Store atmosphere	0.51	0.21	0.72	0.15	0.00
Sales persons communication	0.36	0.06	0.52	0.94	0.00
Door delivery	0.38	0.08	0.49	0.93	0.01
Credit facility	0.43	0.09	0.65	-1.51	0.00
Display of information	0.52	0.17	0.72	.30	0.00
Parking facility	0.42	0.08	0.69	0.22	0.00
Payment mode	0.57	0.06	0.72	0.34	0.00
Correctness and measurement	0.56	0.08	0.59	-1.90	0.00
Billing system	0.48	0.06	0.55	0.12	0.00
Everything available under one roof	0.62	0.03	0.79	0.39	0.00
After sales service	0.36	0.04	0.41	0.10	0.02
Entertainment cum shopping	0.64	0.05	0.77	1.96	0.00
Spending leisure time cum shopping	0.60	0.05	0.69	-1.23	0.00
Dependent variable: Customer Satisfaction					

Sources: SPSS output

(Predictors: (Constant), Location Convenience, Time Convenience, Product Quality, Varieties of collection, Offers, Packaging, Freshness of the products, Availability of Branded products, Reasonable price, Store atmosphere, Sales persons communication, Door delivery, Credit facility, Display of information, Parking facility, Payment mode Correctness and measurement, Billing system, Everything available under one roof, After sales service, Entertainment cum shopping, Spending leisure time cum shopping).

The table 3 shows that multiple linear regression (Enter Method) model is used to test the hypothesis and to explore the major determinant factors which highly influence in enhancing customer satisfaction. It is consequently found that the beta coefficients and p-values are statistically significant which is evidenced by the p-values of less than 0.05. Customer satisfaction is positively associated to the tested factors such as 'Location Convenience, Time Convenience, Product Quality, Varieties of collection, Offers, Packaging, Freshness of the products, Availability of Branded products, Reasonable price, Store atmosphere, Sales persons communication, Door delivery, Credit facility, Display of information, Parking facility, Symbol of status, Payment mode, Correctness and measurement, Billing system, Everything available under One roof, After sales service, Entertainment cum shopping and Spending leisure time cum shopping'. Each variable has been interpreted and result of sub hypothesis is also stated.

TABLE 4 SHOWING THE SUMMARIZED RESULT OF HYPOTHESIS TESTED

SUB HYPOTHESIS: (NULL HYPOTHESIS)	P-VALUE	SULT OF NULL HYPOTHESIS
$H01_1$: "Location Convenience does not have an influence in enhancingcustomer satisfaction while shopping at organized retails".	0.00	Rejected (p-value < 0.05)
$H01_2$: "Time convenience does not have an influence in enhancingcustomer satisfaction while shopping at organized retails".	0.00	Rejected (p-value < 0.05)
$H01_3$: "Product Quality does not have an influence in enhancingcustomer satisfaction while shopping at organized retails".	0.00	Rejected (p-value < 0.05)
$H01_4$: "Varieties of collection does not have an influence in enhancingcustomer satisfaction while shopping at organized retails".	0.00	Rejected (p-value < 0.05)
$H01_5$: "Offers does not have an influence in enhancing customersatisfaction while shopping at organized retails".	0.00	Rejected (p-value < 0.05)
$H01_6$: "Packaging does not have an influence in enhancing customersatisfaction while shopping at organized retails".	0.04	Rejected (p-value < 0.05)
$H01_7$: "Freshness of the products does not have an influence inenhancing customer satisfaction while shopping at organized retails".	0.01	Rejected (p-value < 0.05)
$H01_8$: "Availability of Branded products does not have an influence inenhancing customer satisfaction while shopping at organized retails".	0.00	Rejected (p-value < 0.05)
$H01_9$: "Reasonable price does not have an influence in enhancingcustomer satisfaction while shopping at organized retails".	0.05	Rejected (p-value < 0.05)
$H01_{10}$: "Store atmosphere does not have an influence in enhancingcustomer satisfaction while shopping at organized retails".	0.00	Rejected (p-value < 0.05)
$H01_{11}$: "Sales persons communication does not have an influence inenhancing customer satisfaction while shopping at organized retails".	0.00	Rejected (p-value < 0.05)
$H01_{12}$: "Door delivery does not have an influence in enhancing customersatisfaction while shopping at organized retails".	0.01	Rejected (p-value < 0.05)
$H01_{13}$: "Credit facility does not have an influence in enhancing customersatisfaction while shopping at organized retails".	0.00	Rejected (p-value < 0.05)
$H01_{14}$: "Display of information does not have an influence in enhancingcustomer satisfaction while	0.00	Rejected (p-value < 0.05)

shopping at organized retails".		
$H01_{15}$: "Parking facility does not have an influence in enhancingcustomer satisfaction while shopping at organized retails".	0.00	Rejected (p-value < 0.05)
$H01_{16}$: "Payment mode does not have an influence in enhancingcustomer satisfaction while shopping at organized retails".	0.00	Rejected (p-value < 0.05)
$H01_{17}$: "Correctness and measurement does not have an influence inenhancing customer satisfaction while shopping at organized retails".	0.00	Rejected (p-value < 0.05)
$H01_{18}$: "Billing system does not have an influence in enhancing customersatisfaction while shopping at organized retails".	0.00	Rejected (p-value < 0.05)
$H01_{20}$: "Everything available under one roof does not have an influencein enhancing customer satisfaction while shopping at organized retails".	0.00	Rejected (p-value < 0.05)
$H01_{21}$: "After sales service does not have an influence in enhancingcustomer satisfaction while shopping at organized retails".	0.02	Rejected (p-value < 0.05)
$H01_{22}$: "Entertainments cum shopping does not have an influence inenhancing customer satisfaction while shopping at organized retails".	0.00	Rejected (p-value < 0.05)
$H1_{23}$: "shopping with spending leisure time does not have an influencein enhancing customer satisfaction while shopping at organized retails".	0.00	Rejected (p-value < 0.05)

(Source: Primary data)

The study statistically proves (Table 4) that all determinant factors have influenced significantly in enhancing customer satisfaction as evidenced by 'p-value' less than 0.05. It can be stated that Null hypothesis i.e. "The determinant factors do not have an influence in enhancing customer satisfaction while shopping at organized retails" is rejected and alternative hypothesis is accepted. Moreover, the result shows (table 4) the effectiveness of 'Location Convenience, Time Convenience, Product Quality, Varieties of collection, Offers, Packaging, Freshness of the products, Availability of Branded products, Reasonable price, Store atmosphere, Sales persons communication, Door delivery, Credit facility, Display of information, Parking facility, Symbol of status, Payment mode, Correctness and measurement, Billing system, Everything available under One roof, After sales service, Entertainment cum shopping and Spending leisure time cum shopping' in enhancing the level of customer satisfaction in organized retails. It also statistically proves that determinant factors viz. 'Everything available under one roof' (β= 0.79), 'Entertainment cum shopping' (β= 0.77), 'Availability of Branded products' (β= 0.76), 'Display of information' (β= 0.72), 'Varieties of collection' (β= 0.72), 'Payment mode' (β= 0.71), and 'Store atmosphere' (β= 0.71), as depicted (table no. 3) increased by 1 standard deviation resulting an increase in the customer satisfaction (Dependent variable)

by more than β= 0.70 (beta value of standardized regression coefficient). It can be summarized that these predictors (determinant factors) effectively influence in enhancing customer satisfaction while shopping at organized retails.

CONCLUSIONS

The determinant factors have been influenced more effectively the increase in the level of customer satisfaction such factors namely 'Entertainment cum shopping, Availability of Branded products, display of information, Varieties of collection, Payment mode and Store atmosphere. It was found that 'Everything available under one roof' was the topmost effective factor in enhancing the level of customer satisfaction. These variables have obtained first rank in enhancing customer satisfaction among the considered factors. And 'Spending leisure time cum shopping, Parking facility, Credit facility and Offers' were effecting moderately high and this group of variance got second rank in enhancing the level of customer's satisfaction in organized retail regime. The performance of some determinant factors have not contributed much and have obtained least rank in enhancing the level of customer's satisfaction namely 'Door delivery, Time Convenience, Freshness of the products, After sales service, and Packaging'. It implies that still there exists a gap in meeting the requirements of customers visiting the organized retails. It also points out that determinant factors are statistically significant in the enhancement of customer satisfaction.

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