

RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND PRICE: A RESEARCH ON RETAILERS IN BANGALORE CITY

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ABSTRACT

Supermarkets of Bangalore after experiencing 15years of evolution develop in a differentiation trend and the foreign-funded are led by hypermarkets, while the domestic-funded are dominated by small and medium-size supermarkets, all of which have their advantages and disadvantages. This paper for the first time brings out the data on research of the six retailers in Bangalore and provides some critical discoveries and points out some trends in Bangalore's hypermarkets.

KEYWORDS: Hypermarkets, Customer Satisfaction, Commodity Price