

A STUDY ON CUSTOMERS OPINION ON ORGANISED RETAIL STORE APPEARANCE IN DHARMAPURI

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Received: 14 Feb 2019

Accepted: 19 Feb 2019

Published: 22 Feb 2019

ABSTRACT

Retail stores in backward areas like Dharmapuri plays an important role in supplying the produces to the customers. Rural retailing is a risky business venture and most of the retail stores located in rural. Dharmapuri is one of the most backward Districts in Tamilnadu State. Retail store appearance attracts the customers to visit the shop and browse the product details then they may try to buy it. In this present study, the researcher made an attempt to identify the opinion on organized retail store appearance among the customers. Pertinent primary data were collected from a structured questionnaire and the samples collected using simple random sampling with the sample size of 100 respondents. Collected data were analyzed using simple percentage analysis and suitable suggestions also were made based on the findings of the study.

KEYWORDS: *Rural, Retailing, Store, Appearance, Products*