

**A ROLE OF RETAIL MIX ON CUSTOMER SWITCHING
FROM TRADITIONAL RETAIL SHOPS TO SUPERMARKETS
IN BATTICALOA MANMUNAI NORTH AREA.**



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ABSTRACT

To win the competition the retail businesses offering superior merchandises and services to their customers. The key task of the company is retained and satisfies the customer for a long time. Because getting a new customer is much cost rather than sustain the customers. Customers are attached through competitively superior offers. Retail organizations task is to develop a superior offer and deliver customer satisfaction. Therefore the 'retail mix' is important to each and every retail organizations to delight their customers and build long term relationship.

This study is undertaken to the role of retail mix on customer switching from traditional retail shops to supermarkets. Supermarkets are the leading and famous retail organizations in world wide. On that basis in Sri Lanka also it has a sound background still 1980's. Supermarkets come under the name of modern retailing. Recent years all over the Sri Lankan people experience the supermarket purchasing. Before these people are purchase their merchandises from traditional stores. After the supermarket era, customers changed to the supermarket culture.

The data were collected mainly through the questionnaires. 200 questionnaires were issued and collected data were analyzed and evaluated as low, moderate, and high level influence of research variable of retail mix influence on customer switching. The analyzed information was presented by the univariate analysis. From the information customers have high influence with retail mix. Any how, it is concluded that the supermarkets offering high value of service to the customers. But it has to be improved their processes according to customers expectation in order to ensure long term survival of the company.

Key Words: retail mix, customer switching, influence level.

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