

**THE STUDY ON CONTRIBUTION OF RETAIL MIX ON
CUSTOMER SWITCHING FROM TRDITIONAL RETAIL
SHOP TO SUPER MERKET IN JAFFNA DISTRICT**



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1809

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ABSTRACT

Retailing is the sale of goods and services to the ultimate consumer for personal, family, or household use and its main classifications formats are food retailers, Non-food retailers, and mixed retailers. The main objective of this study is to measure the level of contribution of retail mix on customer switching from traditional retail shop to super markets in Jaffna district. Elements in retail mix include merchandise assortments, location, pricing, customer service, store design and display, and communication mix of the retailer. Primary data has been collected from the customer of super markets in Jaffna district. Convenience sampling method was used the data were collected mainly through the questionnaires. Two hundred 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. Super markets customers have high influence with retail mix. Anyhow, 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.

KeyWords: retail mix, customer switching, influence level.

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