

Preface

Store loyalty is of paramount importance for ensuring success in retail business. Hence, the concept of store loyalty has attracted considerable interest of the researchers and the academic circles during past few decades. It assumes further significance in times of economic recession, as customers may reassess their loyalty behavior when their earnings decrease. It is vital for retailers to be acquainted with those developments not only for the period of slump, but even in the future when recession subsides, because it is anticipated that customer behaviors and patterns in the recession phase may persist in the revival phase and beyond. This study is an honest attempt at investigating the store loyalty dimensions in the context of Indian market for the organized as well as the unorganized retail segments. In this sense it is a comparative study. The emphasis is on examining what factors go on to determine Indian consumers' store loyalty and the relative significance of these factors. The factors chosen for the present study include trust, ambience, satisfaction, availability, display and value for money.

The results of this study provide retailers with useful information about Indian customers' store loyalty determinants. Study results should be useful for Indian retailers when developing marketing strategies, while considering how retailer's can best position their stores and which store loyalty determinants marketers need to improve in order to maintain customer loyalty.