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**A BIBLIOMETRIC ANALYSIS ON CUSTOMER PERCEPTION, SATISFACTION  
AND SERVICE QUALITY OF ORGANIZED RETAIL STORES**

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**Abstract**

*This study focuses on and presents a bibliometric analysis of customer perception, satisfaction, and Service quality of Organized Retail Stores. The study aims to know the thematic elaboration and research trends in the specific field. Scholarly publications that have been published between 2014 and 2024 are being analysed by using the Bibliometrix package in R Studio. The analysis contains the following particulars, specifically source dynamics, scientific production, country-wise scientific output, corresponding author contributions, citation patterns, keyword co-occurrence, thematic mapping, trend topics and highly cited publications.*

*By the year 2020, it has been noted that a significant growth in the research on this specific area went to the peak. The leading contributor of publications and citations was the United States. The most influential publication sources were the articles relating to retailing, service management and hospitality. The keywords that have been repeated mostly were Customer perception, Customer satisfaction, Consumer behaviour, Sales, Service quality, Artificial Intelligence, digital services and the effect of COVID-19 on consumers' buying behaviour.*

*The study gives a comprehensive knowledge of the evolution, establishment and development of the organised retail sector and offers precious perspectives for future researchers. The analysis contributes to the Service excellence in organised retailing and also recognises the customer-centric strategies that have been followed by Organized retail stores by understanding key authors, themes and the scope for future research.*

**Keywords:** Customer Perception, Customer Satisfaction, Service Quality, Retail Management, Organised Retail Stores, Consumer Behaviour, Bibliometric Analysis.

**1. INTRODUCTION**

Organised Retail Stores have evolved as an inevitable part of consumers' choice of purchase, as it has a worldwide expansion due to their unique nature. These kinds of shops are creating competition among retailers, though this paper intends to know how the consumers in Kerala analyse and evaluate the uniqueness of the Organised Retail Shops, how they rank the Service Quality, and how much consumers are satisfied with the Purchase from these kinds of shops. By keeping these factors in mind, this paper addresses and reviews a large part of the existing literature in order to identify key topic areas, important authors in the specific area, influential research publications, and key trends in this regard. Through Citation networks

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and publication patterns, this study provides an insight into the Research Direction of the specific area.

## **1.1 Background**

Emerging marketing practices propounded by Organised Retail Stores provide them a wide opportunity to bring radical changes in the Retail sector of the economy. Some of the unique features of such kinds of shops are that they are well structured in their functioning, the compliance with professional management, and a predefined and standardised process from the beginning to the delivery of products. Because of this uniqueness, which provides an enhanced shopping experience to the customers, their perception, satisfaction and service quality lead to customer retention, and it also determines customer loyalty. Enhanced and extensive studies have been done on the service quality of organised retail stores in order to find out whether it leads to the satisfaction of customers. Updating such knowledge by continuous evaluation of consumer behaviour would be helpful for upgrading and formulating marketing strategies in such kinds of shops. Even though the organised sector has made an impact in the retail trade of the unorganised sector, retail shops in the unorganised sector are also trying hard to catch up with consumers in the market. The e-WOM (Electronic word of Mouth) is widely influencing and impacting consumers' buying decisions in the digital era. Online ratings, comments, feedback, and reviews are widely affecting the trust and purchase decision of consumers over social shopping, compatible with organised retailing (Abdul Nazeer & Seena, 2026). Retail stores in the unorganised sector also have their own uniqueness in trading that do not possess by stores in the organised sector, thereby they can formulate their own marketing strategies. Therefore, in order to compete with them without losing, the organised sector needs continuous updating in all its structures and functioning. A bibliometric analysis in the same field would give a greater contribution to the field of organised retail trading.

## **2. METHOD**

The Bibliometrix package of the R Studio' software is used for conducting this bibliometric analysis. A systematic review is conducted on the academic literature to know whether the consumers of organised retail stores are satisfied with the services provided by the stores and how they perceive the other factors also. Articles in this respect between the years 2014 and 2024 are chosen with a view to review the studies in the present scenario. Upgraded trends in consumer behaviour and current developments in the field of organised retailing are reflected in the time horizon. Key bibliometric indicators like keyword co-occurrences, citation analysis, thematic mapping and co-authorship networks can be extracted by using R Studio, which helps in a detailed investigation of most influential authors, dominant themes in the literature, trends and traces of research activity and major contributing journals too. Both Quantitative and Qualitative views and insights are possible in this method, which gives a greater contribution to this domain.

### **2.1 Bibliometric Analysis**

Bibliometric analysis means a quantitative analysis that measures the quantity and extent of the literature in a specific domain. Hence, it helps in discovering significant patterns, key contributions and also helps in discovering trends. It further develops central trends by

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engaging statistical methods to identify author collaborations, frequency of keywords and citation networks. The study covers the period between 2014 and 2024, and uses R Studio Software packages for a bibliometric approach and analysis. It gives a very possible and deeper understanding of the perception of consumers over organised retailing and their satisfaction with transactions, and on the service quality of such kinds of stores. The study helps future researchers in this regard by identifying key journals, major author contributions, and emerging research topics in the same arena.

## 3. RESULTS

This bibliometric study consists of advanced techniques such as theming framework, country collaboration, publication trend analysis and trend topics in addition to the traditional techniques of bibliometric analysis like citation and keyword analysis, and the most cited 10 articles in this regard are also involved.

### 3.1 ANNUAL SCIENTIFIC PRODUCTION:

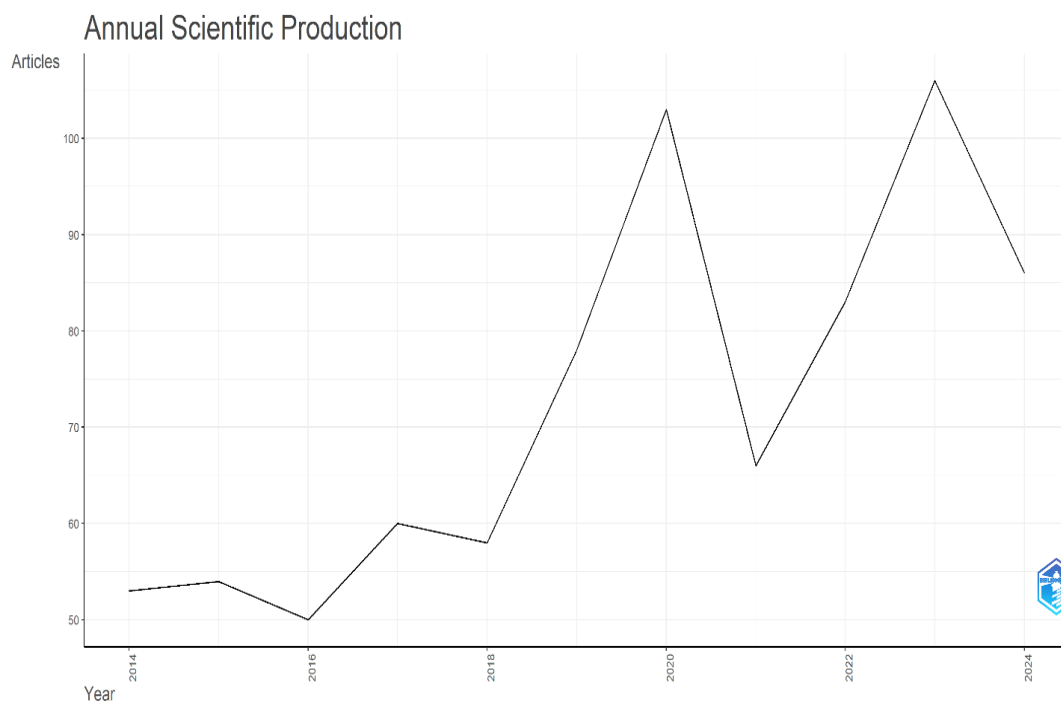


Figure 1: Annual Scientific Production

The chart on "Annual Scientific Production" shows how many scientific papers are going to be published each year during the period between 2014 and 2024. It is shown in the chart that the production starts with a little more than 50 articles in 2014 and rises to a compounding growth, then peaks in 2020 at more than 100 articles. From there, it is reasonably steady up through 2018. After a sharp spurn in 2021, production resumes again in 2023, then plateaus in 2024. The trend exemplifies as in time when scientific activity was both at a top and also at an all-time low.

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## 3.2 SOURCE DYNAMICS

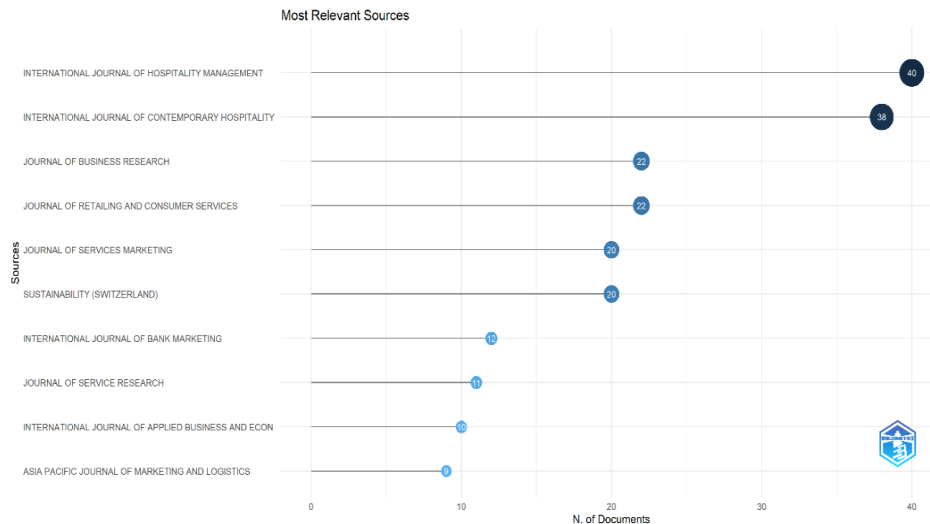


Figure 2: Most Relevant Sources

The chart on "Most Relevant Sources" indicates the top academic journals based on how many documents each publication has published. First with 40 documents, the International Journal of Hospitality Management is followed closely by the International Journal of Contemporary Hospitality with 38. Journal of Business Research and the Journal of Retailing and Consumer Services are the other two journals with a contribution of 22 publications each. All the other remaining journals have publications between 9 and 20 documents, including the Journal of Services Marketing and Sustainability (Switzerland). This points out that the most recurrent industries publishing this data set are hospitality and business-oriented industries.

## 3.3 COUNTRY SCIENTIFIC PRODUCTION:

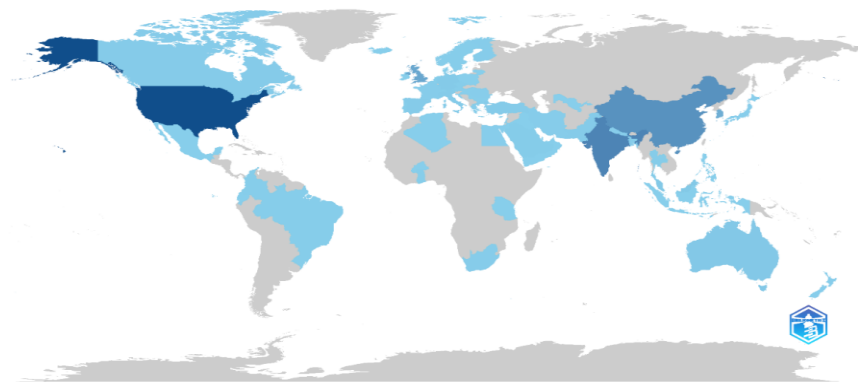


Figure 3: Country Scientific Production

In the map 'Country Scientific Production', darkest blue shades are commensurate with more scientific production. The share of each Nation in global research studies is described in this map. The United States takes first place at this map through the darkest blue shade that signifies the highest level of scientific productivity. China, India, and several European countries (as medium blue tones on the map) are other prominent contributors, with the UK and Germany being significant. Lighter shades of blue imply moderate contributions in

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South America, Africa, and in some of the Asian countries, while the grey colouring across large parts of Africa and the Middle East indicates minimal or zero scientific activity.

## 3.4 COUNTRY OF CORRESPONDING AUTHOR:

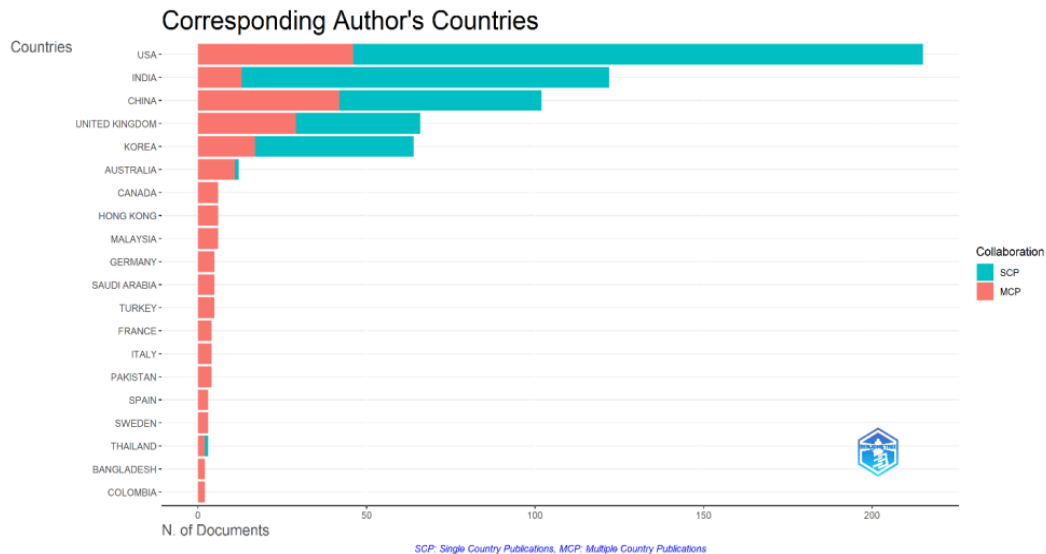


Figure 4: Corresponding Author's Countries

In this bar chart, representing “Corresponding Author's Countries”, it is being emphasised that the number of documents published by different scholars from different nations. Countries are plotted on the y-axis, and the number of documents is plotted on the x-axis. This bar is colored either as MCP or SCP to ameliorate readability. The USA stands alone with the highest number of documents published, followed by China and then India. Australia, Korea, and the UK have published a considerable number of volumes. The graph implies the dominance of Western nations in terms of research output.

## 3.5 MOST RELEVANT AUTHORS:

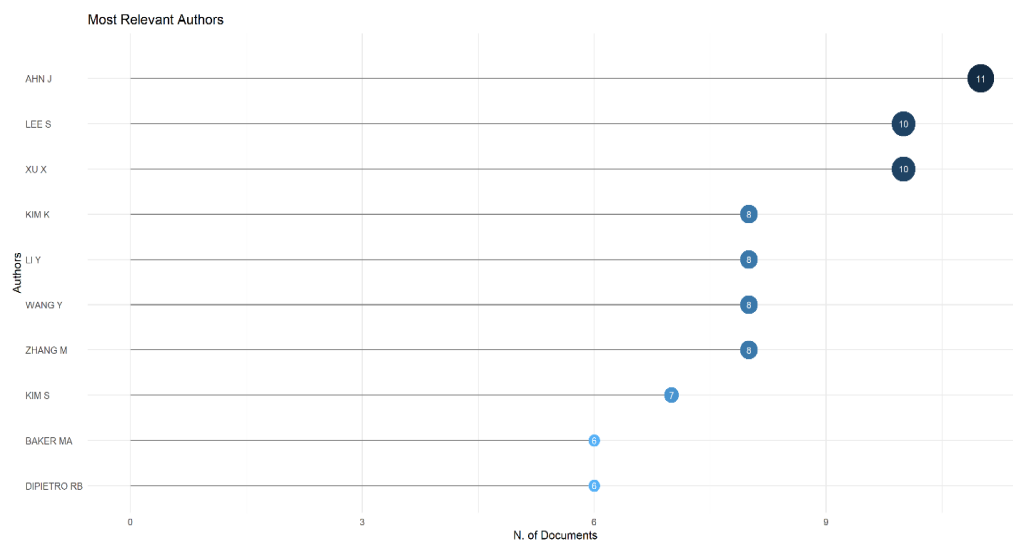


Figure 5: Most Relevant Authors

In the bar chart representing “Most Relevant Authors”, the top authors are listed in the horizontal bar chart according to the total count of papers they published. The y-axis lists the authors, and the x-axis displays the total number of documents. The total count of documents

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published by each author is implied by the size of the blue circle. Ahn J is the most inventive writer, with Lee S and Xu X following closely behind. The figure exemplifies the supremacy of multiple writers in the field, highlighting their significant contributions to the specific field.

## 3.6 MOST CITED COUNTRIES:

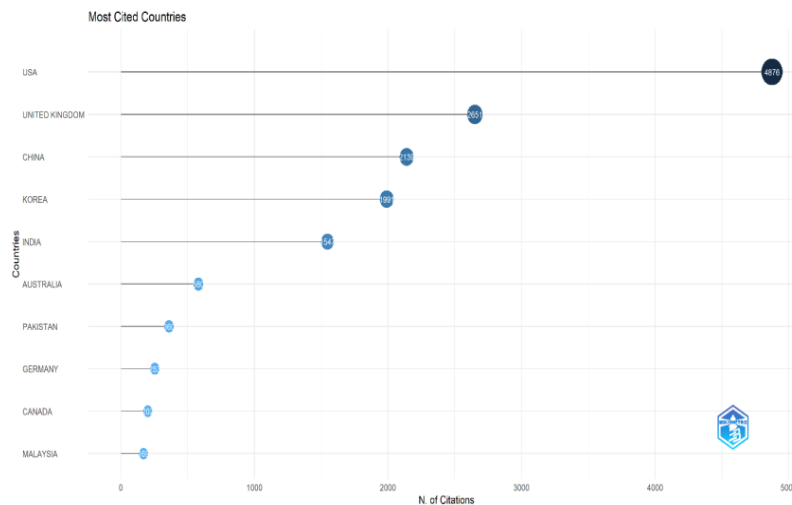


Figure 6: Most Cited Countries

The total count of citations that have been received for a Nation is represented in the chart “Most Cited Countries”. In this horizontal bar chart, the x-axis represents the number of citations, and the y-axis represents a list of countries, and each country is represented using a blue circle. And the size of the blue circle indicates the number of citations they have. The US has the most citations, followed by China and the UK. The chart indubitably underscores that the dominance rests with Western countries while Asian nations like India and China are on the rise.

## 3.7 ANALYSIS OF MOST FREQUENTLY OCCURRING KEYWORDS:

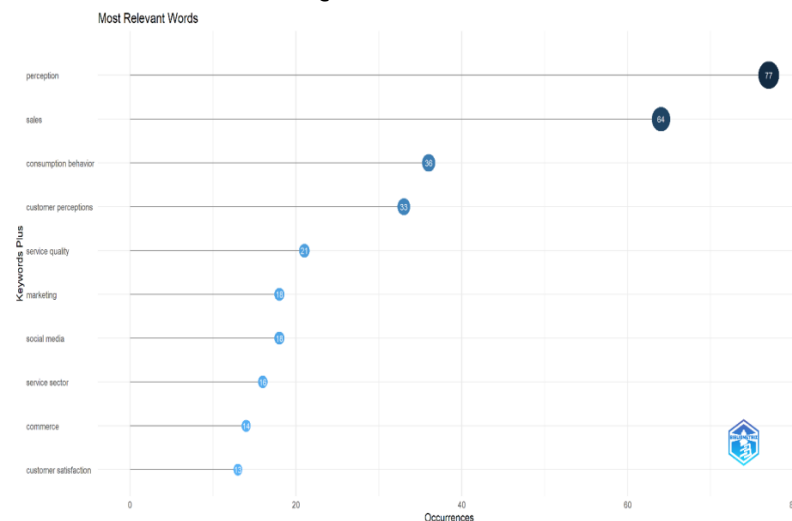


Figure 7: Most Relevant Words

In the horizontal bar chart “Most Relevant Words”, the most used keywords in a given data set are portrayed. The keywords are listed on the y-axis, while the number of occurrences is displayed on the x-axis. Each relevant word is indicated using a blue circle, the size of which

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represents how often the keyword has appeared. The most frequently used keywords are “Perception, Sales and Consumption Behaviour.”

## 3.8 ANALYSIS OF THEMATIC MAP:

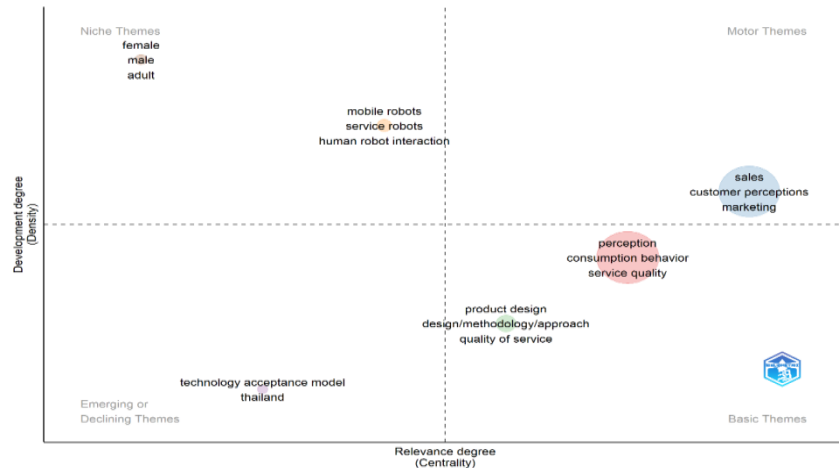


Figure 8: Analysis of Thematic Map

The extent of importance of the study is shown in the thematic map in various ways. The x-axis and y-axis represent the degree of relevance and the degree of development. The themes consist of four groups, including motor themes, basic themes, emerging or declining topics, and specialty themes based on their appearance on the map. Motor themes are well developed, while the niche themes are less developed. While the Basic themes are having low significance and development, the emerging themes are having high significance with low development.

## 3.9 TREND TOPICS:

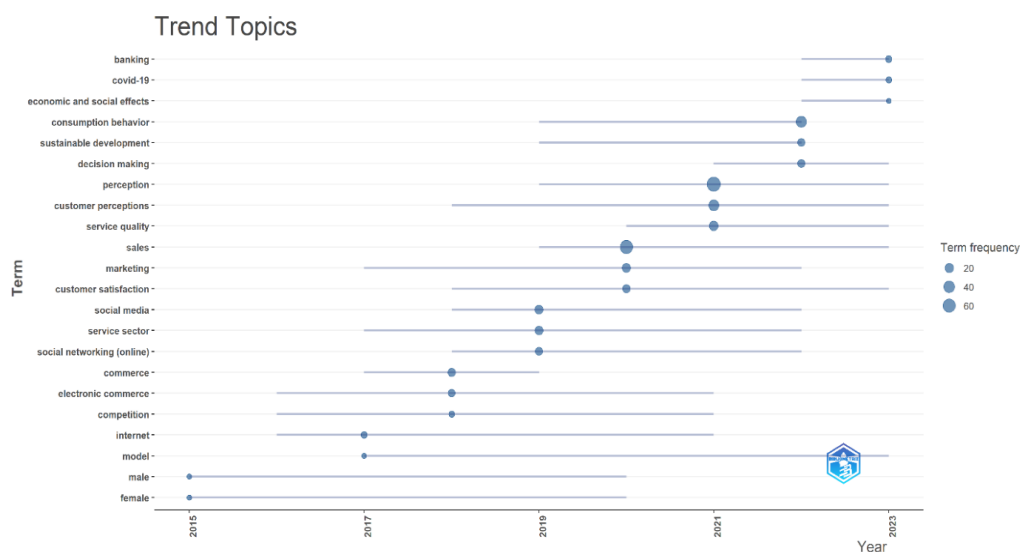


Figure 9: Most Trending Topics

The horizontal bar chart on “Most Trending Topics” portrays the repetitiveness of phrases over time. The terms appear on the y-axis, while the years are shown on the x-axis from 2015 to 2023. The circles represent the frequency of the occurrence, while each phrase is

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shown by a horizontal line. The size of the circle indicates the frequency of the terms. Eventually, the graph shows interests in doing a research study on this topic through words like "banking," "COVID-19," and "economic and social effects." Additionally, phrases such as "consumption behaviour," "sustainable development," and "decision making" have been frequently significant to the study.

## 3.10 MOST CITED PAPERS:

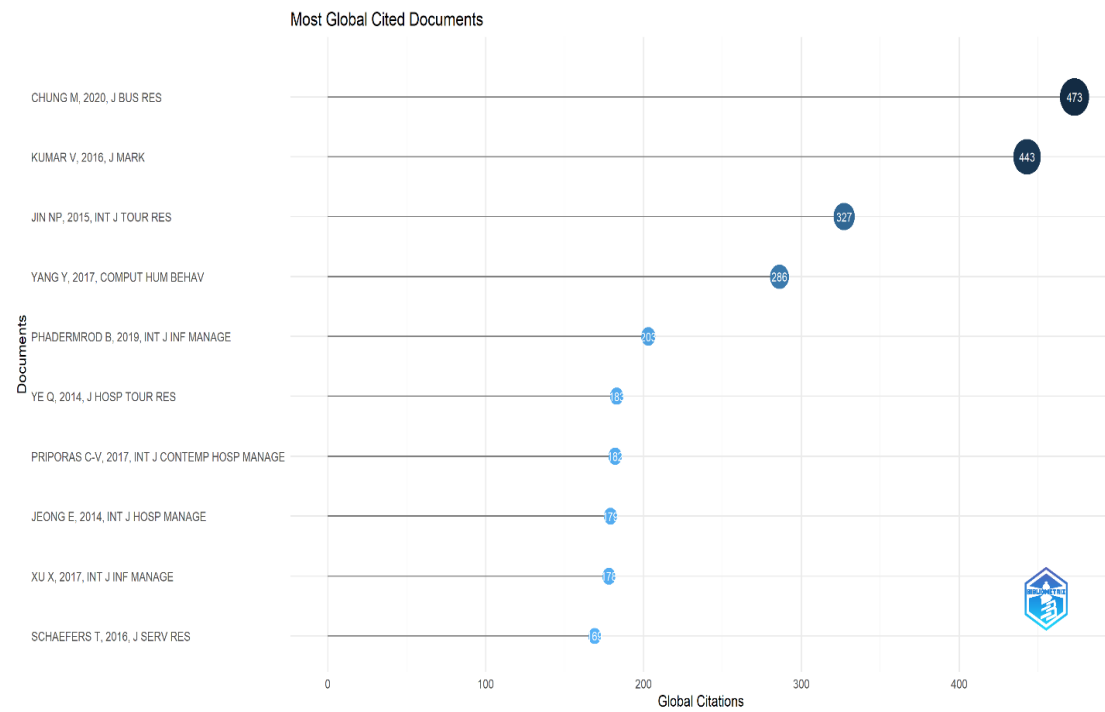


Figure 10: Most Cited Papers

The horizontal bar chart on “Most Cited Papers” shows the global ranking of the most-cited journal articles. The y-axis represents the names of authors with years of publication, and the x-axis shows the number of citations received globally. The blue circle represents the paperwork, and its size represents the quantity of citations it has received. The graph portrays the top and most significant research studies that have been done on the specific field, which means other scholars and researchers are valuing those studies more than other studies.

## CONCLUSION AND DISCUSSION

This study, which focuses on the bibliometric analysis of customer perception, satisfaction and service quality of Organized retail stores, makes a greater contribution to the field of study, especially by focusing on some trends. The chart on “Annual Scientific Production” implies the development of research activities in this regard. And the charts on “Most Relevant Sources” and “Country Scientific Production” describe the dominance by hospitality, business, and service industries, and by these, the United States leads the way,

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followed by China, India, and some other European nations. Such kinds of proof of studies in this regard imply a greater interest in this topic without geographical limitations. Examinations on “Most Relevant Authors,” “Most Relevant Words,” and “Trend Topics” provide an insight into the most significant authors who have given contributions to this field and the most frequently used keywords and trending topics in this field of study. Ahn J, Lee S, Xu X, are some of the authors who have major contributions to the area, while "perception," "sales," and "consumption behaviour" are key terms in this regard. Topics such as "sustainable development" and "COVID-19" display new trends of studies in this particular area, which indicates the focus of researchers on socio-economic problems. A thematic map has also been included in the study, which gives a greater understanding of the topic. This bibliometric study highlights the Perception of customers over Organized retail stores, and their satisfaction with the service quality and other experiences from over there. However, the area of the study will be expanding day by day because of the strong influence of external factors on the retail sector, the study still gives a greater understanding of the research area.

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