

# A Study on Advance Service Expectations of Customers From Organized Grocery Retail Outlet

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**Abstract:** *The study is about Advance service expectations of customers from organized grocery retail outlets band to understand the consumer perception towards the services being offered and at the same time what is their expectations in terms of future needs.*

*The research was conducted through collection of primary & secondary data. Secondary data was collected through, visiting various web sites and other reliable sources. Primary data was collected through a well-framed questionnaire, of which later detailed analysis was done using various statistical tools. On the basis, the secondary data analysis and the extensive analysis.*

**Keywords:** Advance service expectations.