

A. Future Research

There are many other areas that can certainly be explored for future research. For example, one of the most effective research areas can be the comparative satisfaction level of the customers for different retail chain shops of similar products as well as different products. Different geographical location of the selected retail chain store in Bangladesh can be considered for customer satisfaction based on their income level. It would be very helpful to understand the difference between the services provided by different retail chains and their effects on the customers' satisfaction level. Another valuable research area could be the effect of marketing and promotion on the sales of 'Selected retail chain shop'. This would help identify the loopholes in the promotions and adopt better promotional activities to gain and retain valuable customers.

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