**Abstract**

Complaints are the result of customer’s dissatisfaction which may arise due to the difference between the expected service encounter and actual service delivery. The prominence of customer’s satisfaction has encouraged the service providers to understand the importance of loyalty of customers through complaint management. Complaint management is advantageous for retail as it maintains the present customers and builds the new customer base. The successful Redressal of complaints increases the profitability of firms. The research focuses on the comparative analysis of complaint management system in the retail sectors. The research emphases on the complaint management on the basis of nature complaints lodged, effect of demographic factors on complaint behavior of customers, Perception of employees regarding effectiveness of complaint management system in the retail sector. Thus, research is a composite work to investigate the complaint management system in the retail sector.