

**A STUDY ON SERVICE QUALITY DIMENSIONS AMONG THE ORGANIZED RETAIL STORES WITH REFERENCE TO SELECTED CITIES OF TAMIL NADU**

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**ABSTRACT**

This research aims at measuring the service quality among the organized retail stores in Chennai, Trichy and Coimbatore cities of Tamil Nadu state. The study was conducted among 300 organized retail stores customer by using Retail Service Quality. The findings of the study revealed that the customer's perception (performance) is lower than the expectation of the service quality rendered by the organized retail stores. Responsiveness and Assurance SQ dimensions were the most important dimensions in the quality scored less SQ gap. The study concluded that the individual service quality dimensions have a positive impact on overall satisfaction and to the behavioral intention of the customers towards the service provider. This research also identified the association difference between demographic factors and satisfaction of the customers towards the service provider. Both customer satisfaction and service quality have a significant effect on influencing the behavioral intention.

**Key words:** Retail Service Quality, Customer Behaviour, Demographic factors, Customer's Expectation and perceived Service Quality.

**1.1 INTRODUCTION**

The Indian retail industry is the fifth largest in the world. With continued economic expansion and retail growth, India is set to become US\$ 450 billion retail market . The present value of the Indian retail market is estimated by the India Retail Report to be around Rs. 12, 00,000 crores (\$270 billion) and the annual growth rate is 5.7 percent. Furthermore around 15 million retail outlets help India win the crown of having the highest retail outlet density in the world. The retail sector is the largest source of employment after agriculture. It is also believed that 21 million people are employed in the retail sector, which is 7 percent of the total national workforce, whereas the global average is around 10-12 per cent.

**1.2 OBJECTIVES OF THE STUDY**

In the business world, it is possible to understand an organization's success or failure. With this in mind, this research is designed to investigate the relation between service quality, demographic characteristics and customer loyalty in organized retail. The objectives of the study are:

- To analyze the demographic profile of the customer among the organized Retail Store in Tamil Nadu.

**1.3 RESEARCH METHODOLOGY**

The research starts with an extensive review of literature. On the basis of the knowledge acquired, it sets hypotheses about the constructs and relationship under examinations. Finally, through fieldwork, it seeks an evidence to confirm or disconfirm the hypotheses. Being quantitative, this research; (a) generates hypotheses (b) develops instruments and methods for instruments (c) evaluates the results. To collect appropriate empirical data, it employs a survey strategy. Structured questionnaires are designed and used to collect the data.

**1.4 SAMPLE SIZE**

To ensure enquired sample size and to allow for the possibility of spoiled questionnaires, trained research assistants targeted 950 retail shoppers (Hyper markets, Super markets and Departmental stores) was selected and out of each shop-in-shop respondents 164 were approached on the basis of judgmental sampling. Thus the total number of respondents came out in 300. Out of 300 respondents,

300 questionnaires were received at a response rate of 94.88 per cent. On further filtering, 300 responses were found to be completely filled.

**1.5 SOURCES OF DATA COLLECTION**

Data sources are classified as being either primary sources or secondary sources. Primary data were collected by means of a structured, comprehensive questionnaires that was developed by the researcher. Secondary data have been collected from published thesis works, unpublished thesis works, websites and research articles from journals.. The questionnaires were distributed to retailers of hypermarkets, supermarkets and departmental stores in selected retail stores during January 2019-December 2019.

**1.6 REVIEW OF LITERATURE**

Berry, Parasuraman and Zeithaml (1985) were among the best-known researchers on service quality. They have studied customer-perceived quality in four service categories: banks, stockbrokers, credit card companies and companies selling household machinery. They described service quality by means of ten factors: dependability, willingness, competence, availability, courtesy, communication, trustworthiness, assurance, empathy and tangibility.

**1.7 Responses from retail stores**

**Table 1.1.Type of the retail stores**

<b>Types of Retail stores</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Hyper Market	100	33.33
Super Market	100	33.33
Departmental Store	100	33.33
<b>Total</b>	<b>300</b>	<b>100</b>

**Inference**

From the above table 4.1 related to the Type of Retail stores, it is inferred that 33.33% of the samples for the research study was taken from various Hypermarkets, and then 33.33% of the samples for the research was taken from various Supermarkets and the remaining 33.33%of the sample for research was taken from various Departmental stores.

**Table 1.2 Location of Retail store**

<b>Location of Retail store</b>	<b>No. of respondent</b>	<b>Percentage (%)</b>
Chennai	100	33.33
Trichy	100	33.33
Coimbatore	100	33.33
<b>Total</b>	<b>300</b>	<b>100</b>

**Inference**

From the above table 4.2 related to the Location of the Retail stores, it is inferred that 33.33% of the samples for research study was taken from Chennai city, and then 33.33% of the samples for research study was taken from Trichy city and the remaining 33.33% of the samples for research study was taken from Coimbatore city.

**1.3 Gender Wise Classification among the respondents**

<b>Gender</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Male	150	50
Female	150	50
<b>Total</b>	<b>300</b>	<b>100</b>

**Inference**

From the above table 4.3 related to Gender Wise Classification among respondents, majority 50% of the respondents belong to the Female Gender Classification and remaining 50% of the respondents belongs to the Male Gender Classification.

**Table 1.4 Preferred Purchasing Mode among the respondents**

Preferred Purchasing Mode	No. of Respondents	Percentage (%)
Online Purchase	100	33.33
Personal visit	100	33.33
Telephone order	40	13.33
Sending Representatives	50	16.67
Others	10	3.33
<b>Total</b>	<b>300</b>	<b>100</b>

**Inference**

From the above table 4.4 related to the Preferred Purchasing Mode among the respondents, Majority 33.33% of the respondents prefers to personally visit the retail stores for purchasing products, 13.33% of the respondents prefers to purchase the products through telephonic order, 33.33% of the respondents prefers to purchase the products through Online, 16.67% of the respondents prefers to purchase the products by sending representative to the retail stores and remaining 3.33% of the respondents prefers other mode of shopping.

**1.8. FINDINGS AND RECOMMENDATIONS**

According to the study, the researcher recommends retailers to improve their service performance in order to enhance customer’s repatronage intentions by (1) customized policies like abundant parking, convenience operating hours and transacting all major credit cards (2) increase ability of employees to handle customer’s complaints and problems; (3) employees should be neat and well-dress in a good looking uniform; (4) offer branded, private labels and designer outfits; (5) charismatic shop layout, with nifty physical facilities; (6) customer service and merchandising clerk who must ensure that the display of the merchandise in the shop is attractive; (7) insisting on error-free transactions; (8) delegate authority to empower staff members to handle customer’s problems and complaints promptly (9) train its store employees to give individualized attention to each customer and not treat them by then dozen, despite the fact that the service is subject to high degrees of standardization; (10) attractive display of the merchandise in the shop.

**1.9. CONCLUSION**

The customers in the Chennai, Trichy and Coimbatore cities have been focused throughout this study. Trichy and Coimbatore are the most important cities next to Chennai. People in Chennai, Trichy and Coimbatore cities hold the better conditions in terms of demographic factors as income, social status, and life pattern etc. before we come to general conclusion in the Indian context, studies among retail service quality should be taken in the various service industries, cities and districts. Further, the concept like retail service quality should be connected with customer loyalty, customer retention and brand equity get, the more insights into the marketing practices of the retail supermarkets.

**1.10 REFERENCES**

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