

# A Study On Customer's Satisfaction Towards Service Quality Of Organized Retail Stores In Haryana

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## INTRODUCTION

Retailing includes all the activities involved in selling goods or services directly to final consumers for their personal, non-business use. In commerce, a retailer buys goods or products in large quantities from manufacturers or importers either directly or through wholesalers, and then sells smaller quantities to the end-user. Retail is the final-stage of any economic activity. By virtue of this fact, retail occupies an important place in the world economy.

The economic significance of the retail industry is shown by official statistics, where retailing is responsible for about 9% of output and employment. Retailing is an even more important activity, and goes beyond those businesses that the government officially classes as retailers. In the past decade, the Indian market place has transformed dramatically. From the 1950s to the 1980s, investment in various industries was limited due to the low purchasing power in the hands of the consumers and the government policies favoring the small-scale sector. Initial steps towards liberalization were taken in the period from 1985-1990. It was at this time that many restrictions on private companies were lifted and in 1990s, the Indian economy solely progressed from being state-led to becoming "market friendly". This was, in a sense, the beginning of a new era for retail in India. The fact that post liberalization, the economy has opened up and a new, large middle class with spending power has emerged, has helped shape this sector. Rapid economical growth in Haryana offers potential for different kinds of investment. Among those investment fields, organized retail outlets have become popular, thus increasing the competition in this aspect. For this reason, the choice of shopping destination is a topic receiving increasing attention. Regarding their size, all organized retail outlets are attraction centers for people to come together to socialize, see new developments, and do the shopping. The vast middle class market demands value for money products, a better shopping ambience, more convenience and one-stop shopping. This has fuelled the growth of departmental stores, supermarkets, and other specialty stores in Haryana. Organized retailers are interested to identify factors that make for store loyalty and to learn how to use this knowledge to increase customer spending in the long run and improve store performance. So keeping these factors in mind, and following the previous research paper titled "*Determinants of Retail Customer Satisfaction-A Study of Organized Retail Outlets in Kurukshetra*" published in *Indian Journal of Marketing*, April (2011), Vol.41, No.4, this study is conducted to explore the level of customer satisfaction towards the existing performance of organized retail outlets in Haryana.

## LITERATURE REVIEW

The review of existing literature on the subject is of immense importance for a research because it helps the researcher in many ways - such as knowing the different areas and getting a clearer idea of one's research on various aspects of organized retail outlets.

Jhon. B. Clark (2000) concluded that the main motivation to visit discount store channels lie with the low price and convenience of location, as the meaning of discount store implies. Service factor was relatively less important than the merchandise factor.

Sivadas and Baker Previt (2000) suggested that there is a positive relationship between affective loyalty (satisfaction) and conative loyalty. If satisfied with purchase at one particular store, consumers are likely to have a positive attitude towards that store.

In his study, Kerrie Bridson and Melissa Hickman (2003) found that both hard and soft attributes were significant predictors of satisfaction with the merchandise, trading format, customer service and customer communication of the store. It was also found that there was a significant impact between the two types of attributes, such as satisfaction with the trading format; customer services and customer communication are better predicted by hard attributes, whereas merchandise satisfaction is better predicted by soft attributes. Ununt Glinglaow (2004) conducted a research aimed to

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study customer's satisfaction towards Big C department store services in Petchaburi in five aspects namely; product, price, place, promotion, and service, and the comparison of customer's satisfaction towards Big C department store service in Petchaburi. The results showed that the overall satisfaction of a customer was in high average. There was a statistical significant difference for the satisfaction at level .01 in overall aspects from the customers with the marital status and income.

Ivan-Damir Anic, Sonja Radas (2006) found that conative loyalty was positively driven by satisfaction with shopping experience, household's size and age. Females exhibited higher conative loyalty than males and “*near shoppers*” exhibited higher conative loyalty than “*distant shoppers*”. Contrary to expectation, income did not predict conative loyalty behaviour.

With regard to determinants of retail service quality, Nguyen Dang Duy (2007) found that there was a significant positive impact of personnel service, physical aspects and policy on the overall evaluation of service quality. On the other hand, the hypothesis on the positive impact of reliability on the overall evaluation of service quality was not supported by the empirical data in the study.

In the study of the influence of retailing mix and service quality towards customer satisfaction, Budiarto Subroto (2008) found that most of the customers had the perception in regard to the overall retailing mix, and it could be considered well implemented, such as strategic location, having various products, high establishment standard, setting up the price that is suitable with product quality and the advertisement, which gave the benefit to the customers.

In her previous study, Manju Malik (2011) found that a variety of products, branded products and availability of necessary goods under the same roof, reasonable price and fixed price and location of organized retail outlets close to the residence or workplace play a significant role in motivating the customers to visit organized retail outlets. There is a significant relationship between customer satisfaction and 5 dimensions of service quality of organized retail outlets; Product Characteristics, Price Factor, Physical Aspects, Promotional Schemes and Personnel Interaction. Since the results of the study show that the customers' satisfaction is related with service quality of retail stores in terms of the above said 5 dimensions, therefore, retailers need to stress on these related aspects in providing their services. Previous research investigated the customer's satisfaction on different aspects of organized retail outlets. Some studies of customer's satisfaction are based on the 5 P's of the marketing mix, and this study differs from those previous studies since it focuses on after-sales services also along with 5P's of the marketing mix towards the service and performance of organized retail outlets in Haryana.

## CONCEPTUAL THEORIES

**(a) Retailing Mix :** The basic idea to build a successful retail business is learning deeply, the concept of retailing mix that was developed by Tigert and Ring (1994) in Triyona (2006). It is shown in the Figure 1.

**(b) Service Quality Concept :** Service quality is a concept that has aroused considerable interest and debate in the research literature because of the difficulties in both defining it and measuring it with no overall consensus emerging



on either side (Victor P. Lau, 2007). There are a number of different “*definitions*” as to what is meant by service quality. One that is commonly used defines service quality as the extent to which a service meets customer's needs or expectations (Parasuraman et al, 1994; Madeline Pullman and Michael Gross, 2003). Service quality can thus be defined as the difference between customer expectations of service and perceived service. If expectation is greater than performance, then perceived quality is less than satisfactory, and hence, customer dissatisfaction occurs (Parasuraman et al; 1985; F. Olorunniwo, 2006). In this study, 32 items are discussed in 6 dimensions of service quality, which are as follows:

**(1) Product Aspects:** A product is a bundle of utilities that is offered by the organized retailers to consumers to satisfy their needs. Product aspect of organized retail stores includes the quality of products, good value for money, variety of products, unique and trendy products, branded products, and good packaging.

**(2) Price Aspect:** Price is the amount that a person has to pay for the products/services he/she purchased. This dimension includes reasonable price (when compared with the quality and quantity of services and products) and affordable price for all classes.

**(3) Physical Aspects:** Physical aspect has influence on the preference of customers' to visit the organized retail stores. In addition to the appearance of the facilities, it also takes into account the convenience offered to the customers by the layout of the physical facilities. It includes convenient location, parking space, atmosphere inside the store and decoration, lighting arrangement, shelf system, clear product information signs, etc.

**(4) Promotional Schemes:** Promotional schemes motivate the customers to purchase the products from the organized retail stores. Promotional schemes offered by the organized retailers include credit facility, free gifts, special discounts, coupons, effective advertisements, and seasonal discount schemes.

**(5) Personnel Interaction:** The personnel interaction dimension includes salesperson's attentiveness, willingness to resolve the problems, good manners, helpfulness of salespersons, and individual attention to customers.

**(6) After Sales Services:** This dimension captures aspects of customer care and satisfaction that are directly influenced by the organized retailer's policy. It includes return/replacement of goods, free home delivery, repair of goods, installation of electronic goods, timely service of electronic goods, guaranty/warranty.

**(c) Customer Satisfaction:** Kotler (2006) states that customer satisfaction is the level of perception that is obtained after he/she compares the performance he/she has received with his/her expectation. Many studies show one definition, which is often referred to in the marketing literature, is the definition based on disconfirmation paradigm. Based on that paradigm, the customer satisfaction is defined as post-purchase evaluation, where the perception towards the performance of selected alternative goods/services fulfills or even exceeds the expectation before purchasing. If the perception towards performance cannot fulfill the expectation, dissatisfaction will then occur. As such, dissatisfaction is considered a bipolar opposite against satisfaction (Tjiptono, 2005). Basically, customer satisfaction and dissatisfaction with products will influence the subsequent consumer behavioural intentions. This is shown by the customer after a purchase has been made (post-purchase action) (Kotler, 2000). If the customer is satisfied, he will demonstrate the big possibility to repurchase the same products. Satisfied customers also tend to give good word of mouth publicity about the products to other people.

## RESEARCH OBJECTIVES

The field study was conducted with the following objectives:

- (1) To examine the relationship of dimensions of service quality and customer satisfaction.
- (2) To study the difference in demographic groups towards dimensions of service quality.

## RESEARCH METHODOLOGY

Data was collected via a large sample survey. Based on a descriptive study using in depth interviews, 32 items of the retail mix were examined and/or revised. The questionnaires were then finalized to conduct official descriptive research. Respondents of the survey were Haryana's shoppers. A judgement sampling was used at different organized retail outlets in Haryana. By this process, 500 usable questionnaires were received. The collected data was analyzed by using SPSS software package. Pearson's correlation test were performed to examine the relationship between

dimensions of service quality and customer satisfaction and one way ANOVA were used to find out the difference between dimensions of service quality and demographic groups of respondents.

## ANALYSIS AND INTERPRETATION

### (a) Summary Statistics Of Sampled Shoppers, N=500

Table 1: Classification Of Respondents According To Their Profile				
Sr.no.	factor	Category	No. of respondents	Percentage
1	Gender	Male	310	62
		Female	190	38
		Total	500	100
2	Age	Below 30 years	337	67.40
		31-40 years	114	22.80
		41-50years	41	8.20
		Above 50 years	8	1.60
		Total	500	100
3	Education	Below matric	15	3.00
		Up to matric	76	15.20
		Graduate	220	44.00
		Post graduate	189	37.80
		Total	500	100
4	Occupation	Business	81	16.20
		Profession	70	14
		Service	223	44.60
		Agriculture	49	9.80
		Household	77	15.40
		Total	500	100
5	Annual family income	Below ₹ 200000	151	30.20
		₹ 200001- 300000	141	28.20
		₹ 300001- 400000	93	18.60
		₹ 400001- 500000	57	11.40
		Above ₹ 500000	58	11.60
		Total	500	100
Source: Compiled from primary data				

A good majority of the respondents ( as shown in Table 1) were males (62%) in the age group of below 30 years of age (67.40%) and were graduates (44%). Most of them were salaried employees (44.60%) and belonged to the income groups of below ₹ 200000 (30.20%) and ₹ 200001-300000 per annum (28.20%). The sample mostly represents the middle income salaried group of customers in Haryana.

**(b) Determinants of Satisfaction And Their Relative Importance :** To test which summary variables are important for overall satisfaction with the organized retail outlets in Haryana, Pearson's correlation was computed for each summary variable separately. The Pearson correlation coefficient has a value between -1 to 1, the former indicating a negative relationship and the latter, a positive relationship (Malhotra & Briks, 2003). The Table 2 indicates that all variables are positively correlated with satisfaction; however, the relationship differed in importance. Values between .10 to .29 indicate a weak relationship, values between .30 to .49 indicate a moderate relationship and values above .50 indicate a strong relationship (Pallant, 2001). According to the Table 2, “*product aspects*” and “*physical aspects*” are the most important determinant dimensions of service quality. “*Promotional schemes*” have a significant impact on customer

Table 2: Correlation Coefficient Of Summary Variables			
Dimensions	Mean	Standard deviation	Correlation coefficient
Product Aspects	4.2523	.814	.50*
Price factor	4.2080	.808	.36*
Physical aspects	4.1260	.849	.50*
Promotional schemes	3.6380	1.195	.44*
Personnel interaction	4.0126	.880	.38*
After sales services	3.5060	1.195	.37*a
* Significant at 5 % level of significance			
Source: Compiled from primary data			

satisfaction towards existing service quality of organized retail outlets in Haryana. In order of importance, “*product aspects*”, “*physical aspects*”, “*promotional schemes*”, “*personnel interaction*”, “*after sales services*” and “*price factor*” were the determinants of satisfaction for the respondents of Haryana.

**(c) Difference Between Demographic Groups And Dimensions of Service Quality :** One way ANOVA was used to test whether significant difference exists between gender, age and annual income of respondents and dimensions of service quality. The results are presented as below:

**(i) Gender And Dimensions Of Service Quality**

**Ho: There is no significant difference between gender and dimensions of service quality.**

Results show that significant difference is found between price and gender of respondents. Price is a significant determinant of customer satisfaction towards service quality for females, but is not significant for males. It shows that female respondents' shopping behavior is much more rational than that of male respondents in respect of comparing prices of products in different organized retail outlets. However, the study does not find gender bias in other dimensions of service quality of organized retail outlets.

Table 3 : Gender and Dimensions of Service Quality: Descriptive					
Dimensions of Service quality	Groups	N	Mean	Std. Deviation	Std. Error
Product Aspects	Male	310	4.4032	.76450	.04342
	Female	190	4.4789	.64822	.04703
	<b>Total</b>	<b>500</b>	<b>4.4320</b>	<b>.72279</b>	<b>.03232</b>
Price Factor	Male	310	4.2065	.82984	.04713
	Female	190	4.3789	.69280	.05026
	<b>Total</b>	<b>500</b>	<b>4.2720</b>	<b>.78438</b>	<b>.03508</b>
Physical Aspects	Male	310	4.2774	.77196	.04384
	Female	190	4.3368	.71434	.05182
	<b>Total</b>	<b>500</b>	<b>4.3000</b>	<b>.75042</b>	<b>.03356</b>
Promotional Schemes	Male	310	3.5129	1.1979	.06804
	Female	190	3.5368	1.2023	.08723
	<b>Total</b>	<b>500</b>	<b>3.5220</b>	<b>1.1984</b>	<b>.05360</b>
Personnel Interaction	Male	310	4.2226	.78753	.04473
	Female	190	4.1526	.84382	.06122
	<b>Total</b>	<b>500</b>	<b>4.1960</b>	<b>.80926</b>	<b>.03619</b>
After Sales Service Support	Male	310	3.5290	1.24536	.07073
	Female	190	3.6526	1.21078	.08784
	<b>Total</b>	<b>500</b>	<b>3.5760</b>	<b>1.23258</b>	<b>.05512</b>

<b>Table 4: Gender And Dimensions of Service Quality: ANOVA</b>						
Dimensions of Service quality		Sum of Squares	df	Mean Square	F	Sig.
Product aspects	Between Groups	.675	1	.675	1.294	.256
	Within Groups	260.013	498	.522		
	<b>Total</b>	<b>260.688</b>	<b>499</b>			
Price Factor	Between Groups	3.505	1	3.505	5.751	.017*
	Within Groups	303.503	498	.609		
	<b>Total</b>	<b>307.008</b>	<b>499</b>			
Physical Aspects	Between Groups	.416	1	.416	.738	.391
	Within Groups	280.584	498	.563		
	<b>Total</b>	<b>281.000</b>	<b>499</b>			
Promotional Schemes	Between Groups	.068	1	.068	.047	.829
	Within Groups	716.690	498	1.439		
	<b>Total</b>	<b>716.758</b>	<b>499</b>			
Personal Interaction	Between Groups	.576	1	.576	.880	.349
	Within Groups	326.216	498	.655		
	<b>Total</b>	<b>326.792</b>	<b>499</b>			
After Sales Service Support	Between Groups	1.800	1	1.800	1.185	.277
	Within Groups	756.312	498	1.519		
	<b>Total</b>	<b>758.112</b>	<b>499</b>			
* significant at 5% level of significance				Source: Compiled from primary data		

## (ii) Age And Dimensions Of Service Quality

**Ho: There is no significant difference between age and dimensions of service quality.**

The findings of one way ANOVA show that there is a significant difference between age of respondents and price, physical aspects and promotional schemes. Table 5 shows that the middle age group respondents do tend to rate the price factor higher than the younger age group respondents. Middle aged respondents were quite conscious about the

<b>Table 5: Age and Dimensions of Service Quality: Descriptive</b>					
Dimensions of Service quality	Groups	N	Mean	Std. Deviation	Std. Error
Product Aspects	Below 30 Years	337	4.3887	.72391	.03943
	31-40 Years	114	4.4737	.78943	.07394
	41-50 Years	41	4.6341	.48765	.07616
	Above 50 Years	8	4.6250	.51755	.18298
	<b>Total</b>	<b>500</b>	<b>4.4320</b>	<b>.72279</b>	<b>.03232</b>
Price Factor	Below 30 Years	337	4.1958	.80377	.04378
	31-40 Years	114	4.4035	.74927	.07018
	41-50 Years	41	4.5366	.63630	.09937
	Above 50 Years	8	4.2500	.70711	.25000
	<b>Total</b>	<b>500</b>	<b>4.2720</b>	<b>.78438</b>	<b>.03508</b>
Physical Aspects	Below 30 Years	337	4.2255	.75368	.04106
	31-40 Years	114	4.4561	.70573	.06610
	41-50 Years	41	4.4390	.77617	.12122
	Above 50 Years	8	4.5000	.75593	.26726
	<b>Total</b>	<b>500</b>	<b>4.3000</b>	<b>.75042</b>	<b>.03356</b>



Promotional Schemes	Below 30 Years	337	3.6380	1.14413	.06232
	31-40 Years	114	3.3772	1.22936	.11514
	41-50 Years	41	3.0000	1.37840	.21527
	Above 50 Years	8	3.3750	1.30247	.46049
	<b>Total</b>	<b>500</b>	<b>3.5220</b>	<b>1.19849</b>	<b>.05360</b>
Personal Interaction	Below 30 Years	337	4.1365	.80497	.04385
	31-40 Years	114	4.3158	.85513	.08009
	41-50 Years	41	4.3902	.66626	.10405
	Above 50 Years	8	4.0000	.75593	.26726
	<b>Total</b>	<b>500</b>	<b>4.1960</b>	<b>.80926</b>	<b>.03619</b>
After Sales Service Support	Below 30 Years	337	3.56677	1.158236	.063093
	31-40 Years	114	3.61404	1.346965	.126155
	41-50 Years	41	3.46341	1.467950	.229255
	Above 50 Years	8	4.00000	1.414214	.500000
	<b>Total</b>	<b>500</b>	<b>3.57600</b>	<b>1.232584</b>	<b>.055123</b>

Table 6: Age and Dimensions of Service Quality: ANOVA						
Dimensions of Service quality		Sum of Squares	df	Mean Square	F	Sig.
Product aspects	Between Groups	2.803	3	.934	1.797	.147
	Within Groups	257.885	496	.520		
	<b>Total</b>	<b>260.688</b>	<b>499</b>			
Price Factor	Between Groups	6.800	3	2.267	3.745	.011*
	Within Groups	300.208	496	.605		
	<b>Total</b>	<b>307.008</b>	<b>499</b>			
Physical Aspects	Between Groups	5.761	3	1.920	3.461	.016*
	Within Groups	275.239	496	.555		
	<b>Total</b>	<b>281.000</b>	<b>499</b>			
Promotional Schemes	Between Groups	18.268	3	6.089	4.324	.005*
	Within Groups	698.490	496	1.408		
	<b>Total</b>	<b>716.758</b>	<b>499</b>			
Personal Interaction	Between Groups	4.683	3	1.561	2.404	.067
	Within Groups	322.109	496	.649		
	<b>Total</b>	<b>326.792</b>	<b>499</b>			
After Sales Service Support	Between Groups	2.152	3	.717	.471	.703
	Within Groups	755.960	496	1.524		
	<b>Total</b>	<b>758.112</b>	<b>499</b>			
* significant at 5% level of significance				Source: Compiled from primary data		

price of the products available at organized retail outlets. Regarding physical aspects, the higher age group respondents were highly satisfied with the organized retail outlets, with the different features of the physical aspects. Higher age group respondents want an easy shopping experience, which is provided by organized retail outlets, as the stores are situated at convenient locations, there is sufficient availability of parking space, clear product information signs are in place, etc. With respect to promotional schemes, it was found that the younger age group respondents rate this aspect higher in comparison to respondents of other age groups. It reveals that the younger generation respondents have a significant influence of different promotional schemes (i.e. coupons, free gifts, discounts and effective advertisements) on their shopping behaviour.

### (iii) Annual Income And Dimensions Of Service Quality

**Ho: There is no significant difference between annual income and dimensions of service quality.**

The results of ANOVA confirm the significant differences in the annual income and physical aspects, promotional schemes, personnel interaction and after sales services.

It was found that the higher income group respondents take the physical aspects to be a more effective variable influencing their shopping behavior. Promotional schemes play a significant role in the middle income group's

<b>Table 7: Income and Dimensions of Service Quality: Descriptive</b>					
<b>Dimensions of Service quality</b>	<b>Groups</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Std. Error</b>
Product Aspects	Below ₹ 2 Lakh	151	4.4040	.59081	.04808
	Between ₹ 2-3 Lakh	141	4.5390	.59182	.04984
	Between ₹ 3-4 Lakh	93	4.4086	.76948	.07979
	Between ₹ 4-5 Lakh	57	4.3333	.96978	.12845
	Above ₹ 5 Lakh	58	4.3793	.93335	.12255
	<b>Total</b>	<b>500</b>	<b>4.4320</b>	<b>.72279</b>	<b>.03232</b>
Price Factor	Below ₹ 2 Lakh	151	4.1589	.67422	.05487
	Between ₹ 2-3 Lakh	141	4.3475	.70696	.05954
	Between ₹ 3-4 Lakh	93	4.3226	.80974	.08397
	Between ₹ 4-5 Lakh	57	4.2807	.94026	.12454
	Above ₹ 5 Lakh	58	4.2931	.99134	.13017
	<b>Total</b>	<b>500</b>	<b>4.2720</b>	<b>.78438</b>	<b>.03508</b>
Physical Aspects	Below ₹ 2 Lakh	151	4.0728	.74922	.06097
	Between ₹ 2-3 Lakh	141	4.3050	.79231	.06672
	Between ₹ 3-4 Lakh	93	4.4516	.65136	.06754
	Between ₹ 4-5 Lakh	57	4.4737	.68414	.09062
	Above ₹ 5 Lakh	58	4.4655	.73067	.09594
	<b>Total</b>	<b>500</b>	<b>4.3000</b>	<b>.75042</b>	<b>.03356</b>
Promotional Schemes	Below ₹ 2 Lakh	151	3.8675	.92862	.07557
	Between ₹ 2-3 Lakh	141	3.5745	1.19663	.10077
	Between ₹ 3-4 Lakh	93	3.4086	1.27037	.13173
	Between ₹ 4-5 Lakh	57	3.0351	1.32240	.17516
	Above ₹ 5 Lakh	58	3.1552	1.32190	.17357
	<b>Total</b>	<b>500</b>	<b>3.5220</b>	<b>1.19849</b>	<b>.05360</b>
Personal Interaction	Below ₹ 2 Lakh	151	4.0066	.65825	.05357
	Between ₹ 2-3 Lakh	141	4.0000	.92582	.07797
	Between ₹ 3-4 Lakh	93	4.3548	.77523	.08039
	Between ₹ 4-5 Lakh	57	4.4561	.78080	.10342
	Above ₹ 5 Lakh	58	4.6552	.63665	.08360
	<b>Total</b>	<b>500</b>	<b>4.1960</b>	<b>.80926</b>	<b>.03619</b>
After Sales Service Support	Below ₹ 2 Lakh	151	3.76159	1.004713	.081762
	Between ₹ 2-3 Lakh	141	3.60993	1.151229	.096951
	Between ₹ 3-4 Lakh	93	3.48387	1.323803	.137272
	Between ₹ 4-5 Lakh	57	3.31579	1.513722	.200497
	Above ₹ 5 Lakh	58	3.41379	1.451369	.190574
	<b>Total</b>	<b>500</b>	<b>3.57600</b>	<b>1.232584</b>	<b>.055123</b>



<b>Table 8: Income And Dimensions Of Service Quality: ANOVA</b>						
<b>Dimensions of Service quality</b>		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Product Aspects	Between Groups	2.500	4	.625	1.198	.311
	Within Groups	258.188	495	.522		
	<b>Total</b>	<b>260.688</b>	<b>499</b>			
Price Factor	Between Groups	3.002	4	.751	1.222	.300
	Within Groups	304.006	495	.614		
	<b>Total</b>	<b>307.008</b>	<b>499</b>			
Physical Aspects	Between Groups	13.241	4	3.310	6.120	.000*
	Within Groups	267.759	495	.541		
	<b>Total</b>	<b>281.000</b>	<b>499</b>			
Promotional Schemes	Between Groups	40.933	4	10.233	7.495	.000*
	Within Groups	675.825	495	1.365		
	<b>Total</b>	<b>716.758</b>	<b>499</b>			
Personal Interaction	Between Groups	29.265	4	7.316	12.172	.000*
	Within Groups	297.527	495	.601		
	<b>Total</b>	<b>326.792</b>	<b>499</b>			
After Sales Service Support	Between Groups	11.538	4	2.885	1.913	.107*
	Within Groups	746.574	495	1.508		
	<b>Total</b>	<b>758.112</b>	<b>499</b>			
* Significant at 5% level of significance						
Source: Compiled from primary data						

customer satisfaction. Middle class respondents are conscious about different promotional schemes as they have limited financial sources. It is confirmed by the Tables 7 and 8 that the higher income group respondents are highly satisfied with personnel interaction. There is a tendency in high-income group respondents to receive special individual attention and prompt services. The statistical data shows that the middle income group respondents are significantly impacted by after sales services (on their shopping behaviour). This group of respondents tends to avail the aspects of after sales services so that they can use the product for a longer time. To sum up, it is concluded that different group of respondents have different perceptions towards level of service quality of organized retail outlets, which results in significant differences, as have been found for demographic features and dimensions of service quality.

## FINDINGS

Based on the summary of the analysis and interpretation of data as per the study, the findings are presented, followed by suggestions required to improve the level of service quality.

- (1) Majority of the respondents visiting the organized retail outlets were male, and most of the respondents were from the younger age group and from the middle class income group.
- (2) Dimensions of service quality were positively related with the customer satisfaction, but differ in importance. Product quality, physical aspects and promotional schemes were the most significant determinants of customer satisfaction.
- (3) A significant difference was found in the physical aspects, promotional schemes, personnel interaction and after sales services, when respondents were grouped according to age and annual income.
- (4) Except for price, there was no significant gender bias in dimensions of service quality.

## SUGGESTIONS

- (1) As the majority of the respondents belonged to the younger age group, so their needs should be taken in account

while deciding the marketing strategy. As the younger age respondents demand branded and different variety of products, so the organized retailers should ensure the availability of branded and variety of products.

(2) Product aspects are the most significant determinant in service quality, so organized retailers should pay proper attention towards high quality of products, variety of products, and should ensure that the products are readily available.

(3) The location of the organized retail outlets is an important consideration while deciding to visit the same. Hence, a store should be located at a place that is easily accessible via the public transport system.

(4) The middle income group respondents have an attraction towards promotional schemes. To expand the customer base and customer loyalty, the retailers should pay proper attention towards this aspect. Customers should be informed in advance regarding different schemes and to avoid chaos and confusion, special promotional activities should be put in place on weekdays.

(5) The organized retailers should recognize the demographic difference in shopping behaviour when designing their marketing mix. Significant differences were found between physical aspects, promotional schemes, personnel interaction and after-sales services. Retailers should keep in mind the different perception and need of different category of respondents while designing the marketing mix with regard to these aspects.

## CONCLUSION

Indian consumers are more concerned about service quality, store convenience, product quality and availability of new products. Thus, the study provides some insights on factors that could be important in managing customer satisfaction. First, the organized retail managers need to enhance product quality and store convenience, and after-sales services to improve customer satisfaction. Second, the organized retail managers must assure quality and availability of new products and attractive promotional schemes to enhance customer satisfaction.

## LIMITATIONS OF THE STUDY

1) As judgmental sampling was used, all the non-probability errors would be present.

2) As the sample size was 500 respondents, it is not necessary that the study truly represents the views of the population/universe.

3) Some of the respondents might have not given accurate responses, and that affects the results of the study.

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