

A STUDY ON SERVQUAL IN ORGANIZED RETAILING IN BENGALURU

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Abstract—The main objective of this paper to study about the SERVQUAL in organized retailing in Bengaluru. Through this the concept of service quality in retail describes like Administration quality is a basic segment of client observations about the administration. Clients see benefits regarding its quality and how fulfilled they are in general with their encounters. As along these lines, administration quality is characterized as clients' impression of how well some help meets or surpasses their desires. Retail quality scale are measured in five dimensions that they are physical aspects, reliability, personal interaction, problem solving, policy and also to know about the existing service quality provided by retail outlets, to understand the customer's expectations and customer satisfaction level, comparison of service quality between various retail outlets in Bengaluru and also to examine about the most preferred dimension of service in an organized retail sector. Data collected in the form of primary and secondary data. Questionnaires are prepared based on that data analysis and interpretation are done and we had adopted percentage analysis for it and our respondents are 50 members. through these findings and suggestions that they are obtained by the respondents regarding service quality that are provided by the retail outlets in Bengaluru.

Keywords—Customer, Reliability, Physical Aspects, Retail Outlets, Service Quality.

INTRODUCTION

Retail Industry in India is the most blasting part in the Indian economy. As a major aspect of its methodology to step by step free it up to remote rivalry, the legislature is additionally during the time spent expanding outside direct interest in the retail segment. It is on the limit of a major unrest after the IT area. Be that as it may, purchasing from Malls, Supermarkets and Department stores like Subhiksha, Marks & Spencer's, and so on gives an alternate inclination and the earth of single out from an assortment of items. Various retail mammoths are likewise going to investigate the market, for example, Reliance Retail Ltd and Wal-bazaar. The upset is driven by enormous desires where both residential and global players will be channel through which other huge stores in India are spreading themselves the nation over.

Retail

The word retail is gotten from the French word retailer, which signifies "To remove a piece or to break bulk." A retailer might be characterized as a vendor or merchant who more than once sells merchandise in little amounts. The offer of products or items in little amounts legitimately to buyers. Of, identifying with, or occupied with the offer of merchandise or items at retail. It additionally intends to sell in little amounts legitimately to purchasers. The offer of merchandise exclusively or in little amounts to people in general to sell or be sold in little amounts to the general population. Retailing comprises of the offer of products or product from a fixed area, for example, a retail establishment or stand, or by post, in little or individual parts for direct utilization by the buyer.

Marketing Mix in retail sector

The "Retailing Mix" refers to the combination of marketing activities by which the retail managers must determine the Optimum mix of activities and coordinate the elements of the mix. While many elements max' make up firm's retail mix, the basic ones are as Shown in the below are.

- ✓ Price
- ✓ Promotion

- ✓ Place
- ✓ Product
- ✓ Presentation
- ✓ Personnel

Retailing designs in India

✓ **Shopping centers**

The biggest type of sorted out retailing today. Found primarily in metro urban communities, in closeness to urban edges. Extents from 60,000 sq ft to 7, 00,000 sq ft or more. They loan a perfect shopping involvement in an amalgamation of item, administration and amusement, all under a typical rooftop. Models incorporate Shoppers Stop, Pyramid, and Pantaloon.

✓ **Strength Stores**

Chains, for example, the Bangalore based Kids Kemp, the Mumbai books retailer Crossword, RPG's Music World and the Times Group's music chain Planet M, are concentrating on explicit market portions and have set up themselves unequivocally in their divisions.

✓ **Markdown Stores**

As the name recommends, markdown stores or industrial facility outlets, offer limits on the MRP through selling in mass arriving at economies of scale or overabundance stock left over at the season. The item classification can extend from an assortment of transient/durable products.

✓ **Retail establishments**

Huge stores extending from 20000-50000 sq. ft, considering an assortment of customer needs. Further arranged into limited offices, for example, apparel, toys, home, food supplies, and so on. Departmental Stores are relied upon to assume control over the attire business from restrictive brand showrooms. Among these, the greatest achievement is K Raheja's Shoppers Stop, which began in Mumbai and now has in excess of seven enormous stores (more than 30,000 sq. ft) across India and even has its own in store brand for garments called Stop.

✓ **Hyper marts/Supermarkets**

Enormous self-help outlets, considering shifted customer needs are named as Supermarkets. These are situated in or close to private high roads. These stores today add to 30% of all food and basic food item sorted out retail deals. General stores can additionally be arranged in to smaller than usual markets ordinarily 1,000 sqft to 2,000sqft and enormous grocery stores extending from of 3,500 sqft to 5,000 sq ft. having a solid spotlight on food and basic food item and individual deals.

✓ **Comfort Stores**

These are moderately little stores 400-2,000 sq. feet situated close to local locations. They stock a restricted scope of high-turnover comfort items and are normally open for expanded periods during the day, seven days every week. Costs are somewhat higher because of the accommodation premium.

✓ **MBO's**

Multi Brand outlets, otherwise called Category Killers, offer a few brands over a solitary item Classification. These generally well in occupied commercial centers and Metros.

REVIEW OF LITERATURE

Walter H De vries, Zeithaml and Berryand Cronin and Taylor (2001) They led an investigation on Quality of administrations by considering its different measurements like dependability, accessibility, execution, workableness, notoriety, capable staff, responsiveness and civility, specialized offices, operational offices, specialized method, and correspondence. Conversely "Widespread measurements deciding" the nature of administrations as got by clients is substance, responsiveness, affirmation, and sympathy. **Cronin and Taylor (1992)** the conceptualization of administration quality as a hole among desires and execution is deficient. The exploration call attention to the disarray is relating writing over the connection between administration quality and consumer loyalty. As per that examination, the idea of

administration quality ought to be client's disposition towards the administration since the idea of fulfillment is characterized as a hole among desires and execution or disconfirmations of desires. **Jillian C. Sweeney, Geoffrey N. Soutar, Lester W. Johnson (2008)** a distinct online research analyzed how administration quality at the purpose of procurement impacts customers' view of significant worth and readiness to purchase. Two option hypothetically legitimate models were thought about. Customer impression of a help experience was gathered from two examples of customers who were effectively scanning for an electrical apparatus. The outcomes got showed that a sales rep's information impacted buyer view of item quality, while the way of the sales rep, despite the fact that affecting ability to purchase in a roundabout way through item information, likewise had an immediate impact, free of item assessment, on readiness to purchase. Further, it was discovered that impression of administration quality during a help experience impacted customers' eagerness to purchase more than did view of item quality. Suggestions for advertisers and future research headings are examined. **Karin Newman (2001)**4The research paper on basic evaluation of administration quality presents a contextual analysis of a spearheading across the country execution of SERVQUAL by a significant UK high road bank somewhere in the range of 1993 and 1997 at a yearly expense of one million pounds. Notwithstanding featuring genuine shortcomings in the estimation of SERVQUAL as a proportion of administration quality and as an analytic apparatus, this examination raises a portion of the functional troubles involved in its usage. Besides, in this specific case, it becomes evident that challenges are presented by the partition of administration quality administration from the administration of showcasing and HR. Also, there was a noticeable absence of top administration duty, just as hindrances as useful and instructive storehouses, which served to compel a coordinated organization reaction to SERVQUAL standards.

IMPORTANCE OF THE STUDY

The study aims at studying various dimensions on service quality dimensions to adapt perfect strategy and policy for service-oriented organizations, especially in the Retailing sector, which influence the organization directly. The future of any organization has its own roots to go forward and it can be shaped by identical changes by the top-level management regarding service issues. It will not even become what most top-level management thinks rather it must analyze all the related development and generate a hybrid service quality dimension model so that the organizations are able to give their level best to their target customers. In this way, organizations will be more systematic, innovative, and rich in insight. This study, fully focused on service quality issues, will help to understand service dimensions issues for an organization. The investigation targets contemplating different measurements on administration quality measurements to adjust immaculate methodology and arrangement for administration situated associations, particularly in the Retailing area, which impact the association straightforwardly.

STATEMENT OF THE PROBLEM

Decline of sales revenue and profitability of retails is the direct impact of the unsatisfied customers, who have encountered the poor quality of service and uncourteous behavior of counter salespeople. On the contrary, competitors' consolidate and dominate by delivering good quality service deliveries, losing on the market share to the competition, gradually employees leaving the retails to join elsewhere for better prospects and loss of Customer Goodwill and decline in the better financial performance of the retails.

OBJECTIVES OF THE STUDY

- To study the existing service quality provided by retail outlets.
- To understand the customer's expectations from retail outlets.
- To understand customer's satisfaction level with the existing quality of service provided by retail outlets.
- To have a comparison of service quality between different retail outlets in Bengaluru.
- To examine the most preferred dimension of service in an organized retail sector.

SCOPE OF THE STUDY

The study will be helpful in finding out the satisfaction level of the shoppers and to examine the most preferred dimensions in service quality. It also helps to improve deficiencies if any in the service provided to the customers.

LIMITATIONS OF THE STUDY

- ✓ The study is limited to the city of Bangalore.
- ✓ The period of study is limited.

RESEARCH METHODOLOGY

Sources of Data:

❖ **Primary Data**

The primary data will be collected through a questionnaire. Open-ended, closed ended and Yes or No questions will be used in drafting the questionnaire. There will be also various other factors such as personal feeling about the products, their satisfaction levels, etc., will be also included. Interview administered closed end questions will be given to the department heads of the company to collect the information about product and marketing strategies implemented and an observation of the information will be carried on.

❖ **Secondary Data**

Major sources of secondary data will be extracted from various journals, magazines, websites, etc.

Tools for Data Collection:

Questionnaires, observations, focus groups and interviews are among some of the most used techniques.

Sampling:

Convenience sampling (also known as availability sampling) is a specific type of non- probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

Population: Customer of various retails in Bengaluru.

Sample Size: 50 Respondents (customers).

Sampling Methodology: Data would be collected by using convenience sampling.

DATA ANALYSIS AND INTERPRETATIONS

TABLE 1: OPINION ABOUT THE LOCATION OF THE MALL

| Opinion | Big Bazaar | Percentage | Spar Hypermarket | Percentage |
|-------------------|-------------------|-------------------|-------------------------|-------------------|
| Strongly Agree | 11 | 22 | 8 | 16 |
| Agree | 32 | 64 | 29 | 58 |
| Disagree | 4 | 8 | 8 | 16 |
| Strongly Disagree | 3 | 6 | 5 | 10 |

Inference

It is evident from the above table that 64% of respondents agreed that Big Bazaar is conveniently located and 58% of the respondents agreed that Spar hypermarket is conveniently located. While 6% of the respondents were of opinion that Big Bazaar is not conveniently located and 10% of respondents were of opinion that Spar Hypermarket is not conveniently located.

TABLE 2: OPINION ABOUT THE EASY MOVEMENT

| Opinion | Big Bazaar | Percentage | Spar Hypermarket | Percentage |
|-------------------|------------|------------|------------------|------------|
| Strongly Agree | 5 | 10 | 8 | 16 |
| Agree | 29 | 58 | 32 | 64 |
| Disagree | 10 | 20 | 7 | 14 |
| Strongly Disagree | 6 | 12 | 3 | 6 |

Inference

From the above table it is concluded that 58% of the respondents agree that customer could freely and easily roam around in the Stores and 10% strongly agree. When these categories are added, it works out to 78%, only 20% of the respondents disagreed and 12% strongly disagreed (when these categories put together) the negative works out to 32%. On a similar comparison in case of SPARR Hypermarket only 64% of the respondents agree that customers could freely and easily roam around in the stores and another 16% strongly agree with the hypothesis (when these categories put together it works out to 80% who are positive. Whereas 14% of the respondents are of the opposite view and another 6% strongly disagree and when added up the negative works out

TABLE 3. OPINION ON PRODUCT PRICES WHEN THE MALL ADVERTISES FOR A SALE

| Opinion | Big Bazaar | Percentage | Spar Hypermarket | Percentage |
|-------------------|------------|------------|------------------|------------|
| Strongly Agree | 6 | 12 | 4 | 8 |
| Agree | 32 | 64 | 26 | 52 |
| Disagree | 8 | 16 | 9 | 18 |
| Strongly Disagree | | | 3 | 6 |
| Don't Know | 4 | 8 | 8 | 16 |

Inference

It is evident from the above table that 64% of respondents agreed that Big Bazaar store has good prices on products when advertises for a sale, while only 16% of the respondents are of the opinion that Big Bazaar store is not have good prices on products when advertise for a sale, where as in case of Spar Hypermarket 52% of the respondents feel that Spar Hypermarket has good prices on products when advertise for a sale, 24% are of the opposite opinion.

TABLE 4: OPINION ABOUT STORE'S WIDE RANGE OF COLLECTION

| Opinion | Big Bazaar | Percentage | Spar Hypermarket | Percentage |
|----------------|------------|------------|------------------|------------|
| Strongly Agree | 7 | 14 | 5 | 10 |
| Agree | 28 | 56 | 24 | 48 |
| Disagree | 9 | 18 | 12 | 24 |

| | | | | |
|-------------------|---|---|---|----|
| Strongly Disagree | 4 | 8 | 6 | 12 |
| Don't Know | 2 | 4 | 3 | 6 |

Inference

From the above table it is concluded that 56% of the respondents agree to the opinion that Store has wide range of collections and another 14% strongly agree and subscribe to the same. When these categories are added, it works out to 70%, only 18% of the respondents disagreed and 8% strongly disagreed (when these categories put together) the negative works out to 36%. On a similar comparison in case of SPARR Hypermarket only 48% of the respondents agree to the opinion that Store has wide range of collections and another 10% strongly agree with the hypothesis (when these categories put together it works out to 58% who are positive. Whereas 24% of the respondents are of the opposite view and another 12% strongly disagree and when added up the negative works out to 36%.

. TABLE 5: CUSTOMER PERCEPTION ON THE DELIVERY TIME AS PER PROMISE

| Opinion | Big Bazaar | Percentage | Spar Hypermarket | Percentage |
|-------------------|------------|------------|------------------|------------|
| Strongly Agree | 7 | 14 | 5 | 10 |
| Agree | 27 | 54 | 26 | 52 |
| Disagree | 10 | 20 | 12 | 24 |
| Strongly Disagree | 2 | 4 | 3 | 6 |
| Don't Know | 4 | 8 | 4 | 8 |

Inference

From the above table it is concluded that 54% of the respondents agreed to the opinion that Big Bazar delivered on time as promised and another 14% strongly agreed and subscribed to the same. When these categories are added, it works out to 68%, only 20% of the respondents disagreed and 4% strongly disagreed (when these categories put together) the negative works out to 24%. On a similar comparison in case of SPARR Hypermarket only 52% of the respondents agreed to the opinion they delivered on time as promised and another 10% strongly agreed with the hypothesis (when these categories put together it works out to 62% who are positive. Whereas 24% of the respondents are of the opposite view and another 6% strongly disagree and when added up the negative worked out to 30%.

TABLE 6. OPINION ABOUT THE EMPLOYEE'S WILLINGNESS AND READINESS TO HELP CUSTOMER

| Opinion | Big Bazaar | Percentage | Spar Hypermarket | Percentage |
|-------------------|------------|------------|------------------|------------|
| Strongly Agree | 3 | 6 | 3 | 6 |
| Agree | 36 | 72 | 30 | 60 |
| Disagree | 5 | 10 | 7 | 14 |
| Strongly Disagree | 2 | 4 | 4 | 8 |
| Don't Know | 4 | 8 | 6 | 12 |

Inference

From the above table it is concluded that 72% of the respondents agreed to the opinion that Big Bazaar employee is had willingness and readiness to help customer and another 6% strongly agreed and subscribed to the same. When these categories were added, it works out to 80%, only 10% of the respondents disagreed and 4% strongly disagreed (when these categories put together) the negative works out to 14%. On a similar comparison in case of SPARR Hypermarket only 60% of the respondents opinion that SPARR employee's had willingness and readiness to help customer and another 6% strongly agreed with the hypothesis (when these categories put together it works out to 66% who are positive. Whereas 14% of the respondents are of the opposite view and another 8% strongly disagreed and when added up the negative worked out to 30%.

TABLE 7. THE STORE HAS AN EFFICIENT HELP-LINE DESK

| Opinion | Big Bazaar | Percentage | Spar Hypermarket | Percentage |
|-------------------|------------|------------|------------------|------------|
| Strongly Agree | 3 | 6 | 3 | 6 |
| Agree | 18 | 36 | 17 | 34 |
| Disagree | 15 | 30 | 13 | 26 |
| Strongly Disagree | 4 | 8 | 5 | 10 |
| Don't Know | 10 | 20 | 12 | 24 |

Inference

It is evident from the above table that 36% of respondents agreed that Big Bazaar is having an efficient help line desk, whereas 38% of the respondents think that Big Bazaar Don't have efficient help line desk. In case of Spar Hypermarket 34% of the respondents are that Spar Hypermarket have efficient help line desk while 36% of the respondents were of the opposite opinion.

TABLE 8: OPINION WHETHER THE EMPLOYEES IN STILL CONFIDENCE IN CUSTOMERS

| Opinion | Big Bazaar | Percentage | Spar Hypermarket | Percentage |
|-------------------|------------|------------|------------------|------------|
| Strongly Agree | 5 | 10 | 4 | 8 |
| Agree | 27 | 54 | 28 | 56 |
| Disagree | 13 | 26 | 15 | 30 |
| Strongly Disagree | 2 | 4 | 3 | 8 |
| Don't Know | 3 | 6 | 6 | 12 |

Inference

In the above table it is indicated that 54% of the respondents agreed that employees of Big Bazaar in still confidence in customers and 56% of the respondents agreed that employees of Spar Hypermarket in still confidence in customers. 26% of the respondents disagree that employees of Big Bazaar in still confidence in customers and 30% of the respondents disagree that employees of Spar Hypermarket in still confidence in customers.

TABLE 9: WHETHER THE CUSTOMERS BELIEVE IN THE RETURN POLICY AND AFTER SALES GUARANTEES

| Opinion | Big Bazaar | Percentage | Spar Hypermarket | Percentage |
|-------------------|------------|------------|------------------|------------|
| Strongly Agree | 7 | 14 | 3 | 6 |
| Agree | 25 | 50 | 21 | 42 |
| Disagree | 7 | 14 | 8 | 16 |
| Strongly Disagree | 2 | 4 | 2 | 4 |

Inference

It is evident from the above table that 50% of respondents believed in the return policy and after sales guarantees of Big Bazaar, only 14% of the respondents do not believe in return policy and after sales guarantee of Big Bazaar. In case of Spar hypermarket 42% of the respondents believe in the return policy and after sales guarantees, while 16% of the respondents do not believe in the return policy and after sales guarantees of Spar Hypermarket.

TABLE 10: OPINION ABOUT THE PRESENCE OF SECURITY STAFF

| Opinion | Big Bazaar | Percentage | Spar Hypermarket | Percentage |
|-------------------|------------|------------|------------------|------------|
| Strongly Agree | 5 | 10 | 4 | 8 |
| Agree | 26 | 52 | 25 | 50 |
| Disagree | 11 | 22 | 13 | 26 |
| Strongly Disagree | | | 2 | 4 |
| Don't Know | 8 | 16 | 6 | 12 |

Inference

In the above table it is indicated that 52% of the respondents agreed about the presence of security staff at Big Bazaar and 50% of the respondents agreed about the security staff at Spar Hypermarket. While 22% of the respondents disagreed about the presence of security staff at Big Bazaar and 26% of the respondents disagreed about the presence of security staff at Spar Hypermarket.

TABLE 11: OPINION ON THE INDIVIDUAL ATTENTIONS GIVEN BY THE EMPLOYEES OF THE STORE

| Opinion | Big Bazaar | Percentage | Spar Hypermarket | Percentage |
|-------------------|------------|------------|------------------|------------|
| Strongly Agree | 7 | 14 | 6 | 12 |
| Agree | 24 | 48 | 23 | 46 |
| Disagree | 11 | 22 | 13 | 26 |
| Strongly Disagree | 3 | 6 | 2 | 4 |
| Don't Know | 5 | 10 | 6 | 12 |

Inference

From the above table it is concluded that 48% of the respondents agreed to the opinion that individual attentions were given by the employees of Big Bazaar and another 14% strongly agreed and subscribed to the same. When these categories were added, it worked out to 62% and only 22% of the respondents disagreed and 6% strongly disagreed (when these categories put together) the negative worked out to 28%. On a similar comparison in case of SPARR Hypermarket only 46% of the agreed to the opinion that individual attentions were given by their employees and another 12% strongly agreed with the hypothesis (when these categories put together it works out to 58% who were positive. Whereas 26% of the respondents are of the opposite view and another 4% strongly disagree and when added up the negative worked out to 30%.

TABLE 12: CUSTOMER OPINION OF THE USAGES OF THE APPROPRIATE FORM OF ADDRESS WITH THE CUSTOMERS

| Opinion | Big Bazaar | Percentage | Spar Hypermarket | Percentage |
|-------------------|------------|------------|------------------|------------|
| Strongly Agree | 5 | 10 | 3 | 6 |
| Agree | 29 | 58 | 30 | 60 |
| Disagree | 7 | 14 | 10 | 20 |
| Strongly Disagree | | | | |
| Don't Know | 9 | 18 | 7 | 14 |

Inference

It is evident from the above table that 58% of the respondents agreed that Big Bazaar’s employees use appropriate form of address and 60% of the respondents agreed that Spar Hypermarket’s employees use appropriate form of address. While 14% of the respondents were of opinion that Big Bazaar’s employees do not use appropriate form of address and 20% of the respondents believed Spar Hypermarket’s employees do not use appropriate form of address.

TABLE 13: CUSTOMER’S OPINION ON THE “STORE HAS A WARM, FRIENDLY ATMOSPHERE”

| Opinion | Big Bazaar | Percentage | Spar Hypermarket | Percentage |
|-------------------|------------|------------|------------------|------------|
| Strongly Agree | 4 | 8 | 4 | 8 |
| Agree | 26 | 52 | 22 | 44 |
| Disagree | 9 | 18 | 13 | 26 |
| Strongly Disagree | 6 | 12 | 5 | 10 |

Inference

In the above table it is indicated that 52% of the respondents agree that Big Bazaar store has a warm, friendly atmosphere only 18% of respondents disagree to it and in case of Spar Hypermarket 44% of the respondents agree that it has a warm, friendly atmosphere. Only 26% of the respondents disagree to it.

FINDINGS OF THE STUDY

- The lion's share of the respondents (64%) is of the view that the product is perfectly masterminded at Big Bazaar in contrast with the Spar Hypermar. The information uncovers that the Big Bazaar has locational advantage when contrasted with Spar Hypermarket. Making place utility to the clientket (52%).
- 2.From the above table it is concluded that 58% of the respondents agree that customer could freely and easily roam around in the Stores and 10% strongly agree. When these categories are added, it works out to 78%, only 20% of the respondents disagreed and 12% strongly disagreed (when these categories put together) the negative works out to 32%.

- 3. It is evident from the above table that 64% of respondents agreed that Big Bazaar store has good prices on products when advertises for a sale, while only 16% of the respondents are of the opinion that Big Bazaar store is not have good prices on products when advertise for a sale, where as in case of Spar Hypermarket 52% of the respondents feel that Spar Hypermarket has good prices on products when advertise for a sale, 24% are of the opposite opinion.
- 4. From the above table it is concluded that 56% of the respondents agree to the opinion that Store has wide range of collections and another 14% strongly agree and subscribe to the same. When these categories are added, it works out to 70%, only 18% of the respondents disagreed and 8% strongly disagreed (when these categories put together) the negative works out to 36%.
- 5. From the above table it is concluded that 54% of the respondents agreed to the opinion that Big Bazar delivered on time as promised and another 14% strongly agreed and subscribed to the same. When these categories are added, it works out to 68%, only 20% of the respondents disagreed and 4% strongly disagreed (when these categories put together) the negative works out to 24%.
- 6. From the above table it is concluded that 72% of the respondents agreed to the opinion that Big Bazar employee is had willingness and readiness to help customer and another 6% strongly agreed and subscribed to the same. When these categories were added, it works out to 80%, only 10% of the respondents disagreed and 4% strongly disagreed (when these categories put together) the negative works out to 14%.
- 7. It is evident from the above table that 36% of respondents agreed that Big Bazaar is having an efficient help line desk, whereas 38% of the respondents think that Big Bazaar Do not have efficient help line desk. In case of Spar Hypermarket 34% of the respondents are that Spar Hypermarket have efficient help line desk while 36% of the respondents were of the opposite opinion.
- 8. In the above table it is indicated that 54% of the respondents agreed that employees of Big Bazaar in still confidence in customers and 56% of the respondents agreed that employees of Spar Hypermarket in still confidence in customers. 26% of the respondents disagree that employees of Big Bazaar in still confidence in customers and 30% of the respondents disagree that employees of Spar Hypermarket in still confidence in customers
- 9. It is evident from the above table that 50% of respondents believed in the return policy and after sales guarantees of Big Bazaar, only 14% of the respondents do not believe in return policy and after sales guarantee of Big Bazaar. In case of Spar hypermarket 42% of the respondents believe in the return policy and after sales guarantees, while 16% of the respondents do not believe in the return policy and after sales guarantees of Spar Hypermarket.
- 10. In the above table it is indicated that 52% of the respondents agreed about the presence of security staff at Big Bazaar and 50% of the respondents agreed about the security staff at Spar Hypermarket. While 22% of the respondents disagreed about the presence of security staff at Big Bazaar and 26% of the respondents disagreed about the presence of security staff at Spar Hypermarket.
- 11. From the above table it is concluded that 48% of the respondents agreed to the opinion that individual attentions were given by the employees of Big Bazaar and another 14% strongly agreed and subscribed to the same. When these categories were added, it worked out to 62% and only 22% of the respondents disagreed and 6% strongly disagreed (when these categories put together) the negative worked out to 28%.
- 12. It is evident from the above table that 58% of the respondents agreed that Big Bazaar's employees use appropriate form of address and 60% of the respondents agreed that Spar Hypermarket's employees use appropriate form of address. While 14% of the respondents were of opinion that Big Bazaar's employees do not use appropriate form of address and 20% of the respondents believed Spar Hypermarket's employees do not use appropriate form of address.
- 13. In the above table it is indicated that 52% of the respondents agree that Big Bazaar store has a warm, friendly atmosphere only 18% of respondents disagree to it and in case of Spar Hypermarket 44% of the respondents agree that it has a warm, friendly atmosphere. Only 26% of the respondents disagree to it.

SUGGESTIONS

- 1) Space administration ought to be considered to give more space for the clients to move unreservedly.
- 2) The organization should investigate the flawless course of action of the stocks and indoor hoardings to be progressively enlightening.

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- 3) The organization should accentuation on further statistical surveying to distinguish the clients purchasing conduct to improve the administration quality.
- 4) The most recent preparing technique ought to be received to prepare create and persuade the representatives.
- 5) To be progressively explicit about the limits accessible to the clients and the terms and state of it.
- 6) The investigation uncovered that the characteristics under every quality measurement must be improved by these stores to guarantee amuses.

XII. CONCLUSION

Exclusive expectations of administration conveyance inside retailing associations have gotten progressively significant for those picking a goal to visit. A key administration approach is required if Retail firms are to keep up the vital degrees of administration to fabricate firm seriousness at specific goals. With the fast advancement of current retailers in India regarding number of stores and worth, comprehension of retail administration quality and distinguishing determinants of retail administration quality has become vital significance for retailers or the purported hypermarkets in India. This examination, after investigation of an assortment of store measurements and administration quality measurements uncovers that every one of these measurements need to improve to procure a serious edge and make due in the retail business taking into account the changing and developing retail situation, in India with the conceivable coming of the MNC's in the retail Indian market situation

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