"SERVQUAL in RETAILING"

I, Ms. G. Swapna Bhargavi am working as Assistant Professor in Aurora's P.G. College, Hyderabad. I am undertaking a survey to measure SERVQUAL in RETAILING to be submitted for the award of Doctor of Philosophy to Sri Krishnadevaraya University, Anantapur, under the guidance of Prof. C. N. Krishna Naik. I would be thankful if you could spare some time to answer these questions. The information you provide will be kept confidential and will be used for academic purpose only.

I thank you for your cooperation for helping me in conducting my Doctoral Research. I request you to fill in this questionnaire to the extent possible with your personal experience and opinion. I wish you all a happy shopping in Pantaloons in your every visit.

Demographics and General Information:
Name: __________________________________________
Age: __________________
Qualification: _________________________________
Organization Working for: _______________________
Experience: _________________________________
Monthly Income: _____________________________
Regular Shopping Outlet: _______________________
Contact Details: ______________________________

How often do you visit these outlets?

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Every Week</th>
<th>Fortnightly</th>
<th>Once a Month</th>
<th>Occasionally</th>
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</thead>
<tbody>
<tr>
<td>Pantaloons</td>
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<tr>
<td>Big Bazaar</td>
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<tr>
<td>Brand Factory</td>
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<tr>
<td>Central</td>
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</table>
What is the purchase value every visit?

<table>
<thead>
<tr>
<th>Outlet</th>
<th>500 to 1000</th>
<th>1000 to 2000</th>
<th>2000 to 4000</th>
<th>In excess of 4000</th>
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<tbody>
<tr>
<td>Pantaloons</td>
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<td>Big Bazaar</td>
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<td>Brand Factory</td>
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<tr>
<td>Central</td>
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</tbody>
</table>

Who is the major decision maker in your purchase?

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Spouse</th>
<th>Children</th>
<th>Friends</th>
<th>Family members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantaloons</td>
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<td>Big Bazaar</td>
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<td>Brand Factory</td>
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<tr>
<td>Central</td>
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</tbody>
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QUESTIONNAIRE

SERVQUAL
(Tangibility)

1. The staffs in this outlet are dressed appropriately.
   SA A UD DA SDA
2. The outlet has a modern appearance.
   SA A UD DA SDA
3. This place is equipped with the state-of-the-art technology.
   SA A UD DA SDA
4. The physical facilities are visually appealing.
   SA A UD DA SDA
5. Brands sold here are trustworthy.
   SA A UD DA SDA
6. The variety of brands sold here are from a wide range.
   SA A UD DA SDA
7. The quality of the retailer's own brands is very high.
   SA A UD DA SDA
8. The outlet uses the technology that supports saving time for customers.
   SA A UD DA SDA
9. Displayed products are from fresh stocks.
   SA A UD DA SDA
10. Layout in this outlet allows me to move around with ease.

SA A UD DA SDA

11. Price of the products is conspicuously displayed.

SA A UD DA SDA

12. I find products that I need without any difficulty.

SA A UD DA SDA

13. The outlet is characterized by a pleasant aroma.

SA A UD DA SDA

14. The announcements made in the outlet are loud and clear to understand.

SA A UD DA SDA

(Reliability)

15. It is very safe transacting with this outlet.

SA A UD DA SDA

16. I experience error free sales transactions always.

SA A UD DA SDA

17. Parking facility down here is adequate.

SA A UD DA SDA

18. This outlet ensures safety of parked vehicles.

SA A UD DA SDA

(Responsiveness)

19. Adequate packers are available to expedite transactions.

SA A UD DA SDA

20. Suggestions are welcome at this outlet.

SA A UD DA SDA

21. Customer complaints are acted upon promptly.

SA A UD DA SDA

(Assurance)

22. The staffs down here are polite.

SA A UD DA SDA

23. Staff are always willing to help/assist customers.

SA A UD DA SDA

24. They do possess knowledge and information to answer customer queries.

SA A UD DA SDA

25. Merchandise is always available here.

SA A UD DA SDA

26. Facilities for cash withdrawal are conveniently situated here.

SA A UD DA SDA

27. Service here is good value for money.

SA A UD DA SDA

(Empathy)

28. This outlet is open at convenient hours.

SA A UD DA SDA

29. Initiatives here are for reducing waiting time.

SA A UD DA SDA
30. I do receive spontaneous response for requests that I make.

SA A UD DA SDA

31. Staff here give customer personal attention.

SA A UD DA SDA

32. This outlet does not lead as a corporate citizen.

SA A UD DA SDA

33. Clearly specified sales slips are given to customers.

SA A UD DA SDA

CUSTOMER SATISFACTION

1. Facilities in this outlet are adequate.

SA A UD DA SDA

2. Staff here are professional.

SA A UD DA SDA

3. Quality in service here is

Excellent Good Undecided Poor Very Poor

4. Service quality here can be described as of

A wide range
Adequate
Unsure
A narrow range
Confined very narrow

5. This outlet always innovates in offering service

SA A UD DA SDA

6. This outlet is open during convenient hours.

SA A UD DA SDA

7. The outlet solicits feedback

Very frequently
Frequently
Can't say
Rarely
Never

8. I receive regular updates on

Offers
Festival bonanzas
Discounts
Annual celebrations
Special draws
Clearance sale
Any other please specify _____________________.

9. The outlet lives up to promised service quality

SA A UD DA SDA

10. Billing here has been error free

All the time
Most of the times
Undecided
Sometimes
None of the times
11. Prices here are
   Value for money
   Comparatively lower
   Undecided
   High
   Exorbitant

12. The staff answers/give us the required information
   Always       Most often     Cant say      Sometimes    Never

13. Staff here are courteous
   SA   A   UD   DA   SDA

14. I can get assistance from the staff
   All the time
   Most of the times
   Undecided
   Sometimes
   None of the times

15. Error correction here is
   Immediate
   Take sometime
   Unaware
   Takes long time
   Never occurs

16. Staff here can assist with information
   That is complete
   That is just adequate
   Cant say
   That is inadequate
   Completely insufficient

17. Staff take customers concerns as theirs
   Always
   Sometimes
   Unsure
   Reluctantly
   Never

18. Staff here recognize me
   Every time
   Most of the times
   Cant say
   With my help
   Never

19. The outlet for us is
   Closely situated
   Conveniently located
   Distant
   Very far
### FOOD SECTION

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Excellent</th>
<th>Good</th>
<th>Not sure</th>
<th>Poor</th>
<th>Very poor</th>
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<tbody>
<tr>
<td>Quality</td>
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<td>Layout</td>
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<td>Offers/promotional</td>
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<td>Location of food section</td>
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</table>

Food products are always fresh here Y/N
Enough stock is available in this section Y/N

### CLOTHING AND FASHION ACCESSORIES

<table>
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<th>Not sure</th>
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<th>Very poor</th>
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<td>Display and shelf</td>
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</table>

Enough stock is available in this section Y/N
Latest fashion is in a special display here Y/N

### HOUSEHOLD PRODUCTS

<table>
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<th>Good</th>
<th>Not sure</th>
<th>Poor</th>
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<td>Location of the section</td>
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</table>

Latest models are in a special display here Y/N
Enough stock is available in this section Y/N
REPURCHASE INTENTION

1. This outlet has always been my first choice
   SA A UD DA SDA

2. I would continue to frequently visit this outlet
   For the next few years
   For another year
   Unsure
   Sporadically
   Never

3. If other outlets sprang up in the vicinity
   I would stick to this one
   Would visit new one too
   You never know
   Would visit infrequently
   Would switch over

WORD OF MOUTH

1. I would say positive things about this outlet
   SA A UD DA SDA

2. I will recommend this outlet to others
   All the time
   Most of the times
   Undecided
   Sometimes
   None of the times

3. I would encourage my relatives and friends to opt this outlet
   SA A UD DA SDA

Rank the following outlets on the basis of

<table>
<thead>
<tr>
<th>Parameters</th>
<th>BIG BAZAR</th>
<th>VISHAL MEGAMART</th>
<th>WAH MAGNA</th>
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<tbody>
<tr>
<td>Price</td>
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<td>Product quality</td>
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<td>Layout</td>
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<td>Staff</td>
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<td>Ambience</td>
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<tr>
<td>Parameters</td>
<td>PANTALOONS BRAND FACTORY</td>
<td>CENTRAL SHOPPER'S STOP</td>
<td>LIFE STYLE</td>
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</table>

Any suggestions you would like to make:

Layout:
Ambience:
Customer Care:
Layout:
Stocks:
Promotional Offers:
Price:
Convenience:
Range of Products:
Promptness in Service:
Parking facilities:
Billing:
Quality of Products:
Advertisements:
Any Other: