5. Managerial Implications and Conclusion:

While doing ANOVA for the hypothesis i.e. there is no significant difference between respondents’ age (when classified by their city) and their opinion about service quality dimensions; the response for the cities of Gandhinagar, Ahmedabad and Surat (for the dimension: Process) found a significant difference between the two. It conveys significant message for the managers. The strategy formulated by the managers must give due consideration to the age factor particularly for the cities of Gandhinagar, Ahmedabad and Surat (for the dimension: Process). The age factor also becomes worth to be noticed by the managers of the Super Markets i.e. Reliance Fresh (Gandhinagar) and Big Bazaar (Rajkot) for the Tangibles- Sub-dimension of Physical Aspects (D1). The age aspect must be taken into consideration of National Handloom (Ahmedabad), Reliance Fresh (Gandhinagar) for Reliability sub-dimension of Encounters. The age factor is critical for Big Bazaar (Ahmedabad), Central (Vadodara), D-Mart (Ahmedabad) and Reliance Fresh (Gandhinagar) for Attitude sub-dimension of Encounters. The same is true for Central (Vadodara), D-Mart (Ahmedabad) and Reliance Fresh (Gandhinagar) for Process dimension. It is the similar case for D-Mart (Ahmedabad) and Reliance Fresh (Gandhinagar) for Problem Solving dimension. The age of the customers requires due importance by the Big Bazaar, Ahmedabad; D-Mart, Ahmedabad; Reliance Fresh, Gandhinagar; and Reliance Fresh, Vadodara for the policy dimension.

Income of the customers requires a due attention of the managers of Big Bazaar, Rajkot and D-Mart, Surat for the Tangibles- Sub-dimension of Physical Aspects (D1). Reliance Fresh, Gandhinagar for Design and Star Bazaar, Ahmedabad for Attitude sub-dimension of Encounters. The similar picture exists for National Handloom, Ahmedabad; Reliance Mart, Ahmedabad and Vishal Super Market, Gandhinagar for Process dimension;
National Handloom, Ahmedabad for Problem Solving dimension and Star Bazaar, Ahmedabad for Policy.

The education of the customers is critical for the respondents of Vadodara for Tangibles sub-dimension of Physical Aspects. The education of the customers plays a vital role for the customers of Big Bazaar, Ahmedabad; D-Mart, Vadodara; Big Bazaar, Surat; Big Bazaar, Rajkot; Central, Vadodara; D-Mart, Rajkot; Star Bazaar, Ahmedabad; D-Mart, Vadodara with respect to different dimensions of the service quality.

The occupation of the customers also becomes significant for the customers of Gandhinagar and mostly for the super markets located at Gandhinagar while deciding about the perceived service quality. Moreover, the customers of different age-groups of Big Bazaar, Rajkot; D-Mart, Surat; National Handloom, Ahmedabad; Reliance Fresh, Vadodara; Reliance Mart, Ahmedabad; Central, Vadodara also perceives service quality offered by super markets differently.

There is a significant difference between the perceptions of male and female customers about service quality with respect to the dimensions- Reliability, Employees and Policy.

There is a strong disagreement for the statements like Super Market has safe, spacious, and sufficient trial rooms; Attractive washroom and pure drinking water availability; Super Market provides for Kids Room, Ease of finding the required item, Provides for the express (functional) billing counter, No issues of non-functional billing counter, which shows the scope of improvement for the retailers.

For the fourth dimension POLICY (D4), the responses are again satisfactory for each statement. When the semantic differential scale was used for the fourth dimension
POLICY (D4), the results are fine. However, the increase number of "neutral" responses is a cause of concern for the Super Markets.

There is a need to work on the Proper assortment (similar products at one place) of the products; the ergonomic (layout) is conducive for physically challenged & elderly people, Availability of urinals & lavatories on each floor, Does not have any problem of sitting arrangements for the customer and Availability of urinals & lavatories on each floor as there is a disagreement for the same.

The statement- Easy to find the required item, on the semantic differential scale having 1 point intensity (i.e. poor) is recorded for STAR BAZAAR SURAT, BIG BAZAAR VODODARA, BIG BAZAAR RAJKOT; which makes it mandatory for the Super Market to work on the proper assortment and placement of the merchandising.

The disagreement to the statement- Employees never too busy to respond to customer’s requests – has been expressed by the customers of D MART AHMD (32.8). The disagreement to the statement- Employees understand my requirement and gives individualised attention - has been expressed by the customers of REL FRESH GNR (38.2). The disagreement to the statement- Customers feel safe in their transactions with this Super Market - has been expressed by the customers of D MART, RAJKOT (44.0).

Over all, a great deal of efforts needs to be put in by the Super Markets for the Dimensions i.e. Summated Problem Solving (17.82) and Summated Process (17.63).

The rank based on the outcomes for the city of Vadodara on four dimensions are ranks last for Tangibles, Reliability, Employees, Problem Solving. The responses of customers of Surat are also not satisfactory as it is places at No. 5 or 6 in the most dimensions.
The performance of Big Bazaar, Surat is outstanding in providing value for money to the customers, followed by Reliance Fresh, Gandhinagar. Big Bazaar, Surat and Reliance Fresh, Gandhinagar beat others in terms of providing overall satisfaction to the customers too. The feeling of pride is experienced by the customers of Reliance Fresh, Gandhinagar and Central, Vadodara.

National Handloom, Ahmedabad gets the highest RPI, whereas Reliance Fresh, Gandhinagar tops the tally when it’s about winning the maximum positive WoM. Reliance Fresh, Gandhinagar is in turn gets the strong recommendation by the customers followed by National Handloom, Ahmedabad.

The chain of RPI → WoM → Recommending Behaviour can be assessed for each Super Market. The focal point of study is how well a particular Super Market can travel through one stage to another. For example, National Handloom, Ahmedabad 60.7% of customers who are ready to say positive WoM and the interesting part of the story is 70.5% of the same are willing to recommend. It is said to be an excellent performance, as it can get most of its customers coming back to Repurchase (85.2%) are willing to spread positive WoM and ready to recommend. The Super Market should not content itself with getting higher RPI but always strive to convert it into greater WoM and Recommendation from the customers.