CHAPTER VI

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SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 Introduction:

Service quality in retailing is different from any other product /service environment (Finn, 2004). Because of the unique nature of retail service, improvements and measurements of quality in retailing cannot be approached in the same way as that of the service prospective. In retail service, it is not necessary to look at quality from the perspective of services as well as goods and drive a set of items that accurately measure this construct (Mehta et al., 2000). For this reason, Dabholkar et al., (1996) developed and empirically validated the Retail Service Quality Scale (RSQS) to capture dimensions of important retail customers based on the triangulation qualitative research using three different methodologies phenomenological interviews, exploratory depth interviews, and tracking the customer through the store. Combining these qualitative findings with the existing literature and SERVQUAL, Dabholkar et al., (1996) proposed that retail service quality has a hierarchical factor structure comprising five basic dimensions, namely, 'tangible factors', 'reliability', 'responsiveness', 'empathy', and 'assurance', with overall service quality as a good order factor.

6.2 Major findings of the Study:

1. Age and educational qualification of the respondents is significantly influence on service quality of organised retail stores, there is a difference of opinion of the difference aged respondents about the service quality. Age group of 25-34 years and 45-54 years old customers are more satisfied with the service quality of organised retail stores, it is validated by the univariate analysis with higher mean score compared to other aged customers(Mean score 34.378 and 34.359), in this age group majority of the customers are housewives and businessmen.

2. There is a difference of opinion about the service quality by the different educationally qualified respondents, difference of opinion of illiterates, literates, primary, secondary and highly educated customers. The secondary and higher secondary qualified customers and graduated customers are

satisfied with the service quality of organised retail stores. Further it is validated by the Univariate analysis three-wayAnova with a higher mean score of 38.278 and 37.339.

3. There is no significant difference of opinion and satisfaction of the male and female customers about the service quality of organised retail outlets, because both the male and female customers have experienced or enjoy the same retail environment and facilities. Further, it is validated by the Univariate analysis of three-way Anova model and one sample t test.

4. All the five service quality dimensions have a significant influence on overall customers' satisfaction in organised stores retailing. The five dimensions of service quality like reliability factors, responsiveness factors, assurance factors, empathy factors and tangible factors are significantly related with the customers' satisfaction. It is validated by the multiple linear regression model beta coefficients and t values are significant at 5 Per cent level of significance.

5. Reliability dimensions have a significant influence on overall customers' satisfaction in organised stores retailing. The reliability dimensions of service quality like the stores ability to provide promised service dependably and accurately, the store makes merchandise available on the date promised, reliability of information provided, providing service as promised, performing service (such as Exchanges, return of goods, home delivery) in the promised time are significantly related with the customers satisfaction. It is validated by the multiple linear regression model beta coefficients and t values are significant at 5 Per cent level of significance.

6. The responsiveness factors of service quality like interest in solving customers' problems, readiness to respond to customers' requests, keeping customers informed of the exact time of the service to be performed, willingness to help customers are significantly related with the customers' satisfaction. It is validated by the multiple linear regression model beta coefficients and t values are significant at 5 Per cent level of significance.

7. The empathy factors of service quality like convenient parking facilities, employees deal with customers in a caring and courteous fashion,

convenient business hours, employees in this store give individual attention to customers, the selling staffs are neat and well dressed, comfortable shopping experience are significantly related with the customers satisfaction. It is validated by the multiple linear regression model beta coefficients and t values are significant at 5 Per cent level of significance.

8. Availability of variety of merchandise to give Customers a wide variety of choices, the store has error-free transactions (relating to billing, returns and so on), appropriate discounts and offers as promised by the brand factors have a significant influence on service quality of organised stores retailing. Availability of variety of brands, discounts and error free transactions increases customer satisfaction of the retail outlets. It is validated by the multiple linear regression model beta coefficients and t values are significant at 5 Per cent level of significance.

9. Clear display of products, modern equipment, visually appealing facilities like (shelves, counters, fridges, computers, lights), clean and tidy environment, employees have neat professional appearance, visually appealing materials associated with service, the store is decorative and good looking have a significant influence on service quality of organised stores retailing. Physical factors and appearance are major influencing factors on customer satisfaction and service quality of organised retail stores. It is validated by the multiple linear regression model beta coefficients and t values are significant at 5 Per cent level of significance.

10. There is a significant relationship between overall shopping experience of the customers and service quality. Positive experience of customers increases the service quality of organised retailing. Better shopping experience of customers increases loyaltyof customers of the retail outlets. It is validated by the multiple linear regression model beta coefficients and t values are significant at 5 Per cent level of significance.

11. Providing service as promised to the consumers is the one of the major reliability factor, it will increase the loyalty of the customers. Trendz retail store is the one of the best retailers in providing service as promised. Star Bazaar is having the least mean score in the providing service as promised.

12. Customers of Reliance and Food world are satisfied with the various services as exchanges, return of goods, and home delivery in the promised time with a mean score of **3.0105** and **3.0102**; it is followed by Trendz **2.9592**. Reliance and Food world are the best retailers out of selected ten retailers in Bangalore city in providing services as promised; it results in better and improved customer relationship.

13. Trendz retailer is one of the best retailer in providing reliability of shopping services to customers with highest mean score 3.6837. It is followed by Star Bazaar 3.6429, Nilgiris 3.6042 and all other selected retail outlets are having mean values which is moderately satisfying the customers. Trendz is the best retail outlet providing the reliability of shopping services to the customers.

14. Responsiveness of the retailers, the Star Bazaar and Big Bazaar are the major retailers of providing responsive services to the customers, the customers of the Star bazaar and Big bazaar retailers are satisfied with the reactivity of the retailers in Bangalore city. It is further validated by the mean value 5.2449 of both Star bazaar and Big bazaar.

15. Customers of Maha Bazaar are very less satisfied with regards to responding to customer request compared to other selected organised retailers. When the retailers create the customer friendly environment, it will be resulting in increasing Service Quality.

16. Communication of the retailer with the customers is one of the major aspects in the service quality of retailers, good communication results in increase of customer satisfaction and customer loyalty. Big Bazaar and Trendz retailers' communication with the consumers is good compared to other retail outlets with a highest mean score of 4.8571 and 4.8061 respectively.

17. Empathy in dealing with the customers, the retailers must behave with their customers' in very caring and courteous fashion, with convenient business hours and good parking facilities are the most important empathy factors increase the service quality of organised retail stores. In this respect Reliance and Spencers are the best retailers having the highest mean score of 6.0808 and 5.8526 respectively.

18. Physical facilities mean tangibles, are the important aspects in the service quality of organised retail stores, modern equipments, tidy environment, clear display of products, location of the retail store are the important tangibles in the organised retailing. In the selected organised retailers in Bangalore city, Reliance and Star Bazaar are the best retail stores in the providing tangible services to customers with a highest mean score of 7.3579 and 7.4898 respectively.

19. Customers of Trendz retail store are more satisfied with the providing competence in delivering overall service to the customers with highest mean score 6.5102.

20. The behaviuor of the employees' of retail outlet is another important aspect of increasing or decreasing of service quality and customer satisfaction. In this modern world customers are the real kings of marketing; providing good services to the customers is the duty of every retailer. With regard to customer satisfaction towards excellent services by the employees, More and Food world are the best retailers. Employees working in the More and Food world retail outlets are providing excellent services to the customers compared to other retail stores (Mean score 4.2141 and 4.0204 respectively).

21. Delivering of a required service and meet the expectations of a customers is the real challenge to every organised retailer. In this competitive world it is necessary to deliver the required service to the customers and meet their expectation; it will result in increase of service quality of organised retail stores. More and Reliance are the best retailers in the delivering of a required products and services to the customers and meet their expatiation when compared to other selected retailers in Bangalore City (Mean score 5.9892 and 5.9368).

22. Out of the five dimensions of service quality Empathy factors are the one of the important aspect. Employees deal with customers in a caring and courteous fashion, individual attention to customers, employees understand the exact need of customers, convenient business hours, comfortableness, parking facilities are the important factors in increasing the service quality of organised retail stores.

23. In the demographic variables monthly income of the family is one of the major variables, varying with the service quality variables of all the five dimensions. It is significantly influence the service quality and customer satisfaction of selected retail stores. There is a significant difference of opinion and variations of different income grouped customers about customer satisfaction and service quality.

24. Majority of the respondents visited to retail stores on need basis only, few of the respondents visited excursion based.

25. Majority of the respondents visited the malls daily, twice in weekly and fortnightly, retail outlets are need to increase service quality and create customer loyalty.

26. The consumers visited the retail outlets regularly as the availability of products and services are under one roof, availability of variety of brands, atmosphere of the retail store, discounts and other free services like error free transactions, exchange.

6.3 Suggestions:

1. The retail outlets must provide customer friendly information to the queries and problems of customers and they must be ready to solve it for gaining interest of the customers.

2. Retail stores must train the employees to be more accountable for giving information about the services that can be performed to the customers. Further, the employees must be willing in order to help the customers.

3. The retail outlet should provide more trust to the customers that, the transactions are safe and further, the employees must be courteous to the customers.

4. Maha Bazaar must focusing on the reliability factors such as reliability of information provided to the customers, promised services to be provided for appropriate brands, error free transactions, availability of variety of brands, accurate services and solving customers service problems.

5. Spencers must consider the responsiveness factors in increasing their service quality, retail stores must interest in solving customers' problems, employees must respond to customers' request, handle of customer problems, and prompt services to customers, willingness to help customers.

6. Customers of Trendz retailers are less satisfied with the assurance factors, Trendz must be focusing on the displaying of useful information about the product, maintain proper stock of most demanded products in the outlet, maintain quality in products, offering of membership cards to customers; it will increase customer loyalty.

7. Employees of reliance retail store must in still confidence in customers about their products and services, employees must have the knowledge to answer customer question and clear the doubts of customers. Trendz retailers initiate actions of making customers feel safe and secure in their transactions.

8. The retailers need more focusing on empathy factors, Nilgiris, Star Bazaar and Food World are the best retailers in providing empathy services to their customers, other retailers need to improve their services as providing credit facility, convenient parking facility, sign boards for choosing products, employees deal with customers in a caring and courteous fashion, the selling staffs are neat and well dressed.

9. Customers of Easy day and Star Bazaar are less satisfied with the tangible factors/physical aspects of the retail store compared to other selected retail outlets. Easy day and star Bazaar retailers are to improve their service like using modern equipment for providing services, visually appealing of shelves, counters, fridges, computers, lights. Clean and tidy environment in the retail store, decorative and good looking and most important aspect is the location of the store in prominent place.

10. Most of the consumers regularly visit the retail outlets; there is a need to increase the customer friendly services through adopting new technology, good lighting, ventilation, air conditioning and parking facilities.

11. Cost is the least aspect for choosing retail store, ambience, services, availability of variety of products and other aspects are the major ones, retail stores need to create customer friendly environment.

12.   The tangible factors like trial rooms, rest rooms and fitting rooms need to be improved by all the organised retailers.

13.   The retailers need to improve their service in handling customers' problems directly; it will results in maintain of good customer relationship.

14.   Only the customers of Reliance and Food world are satisfied with the services as exchanges, return of goods, home delivery in the promised time, but there is a need to the other retail stores to focusing on it.

15.   The retailers should offer a wide range of product assortment, so that the customers can purchase their favourite items and feel like visiting this store only rather than any other retail outlet.

6.4   Conclusion:

Retailer is an interface between the manufacturer and consumer, who ensures the easy flow of goods to the end user. The time has gone when customers were moving only to the shops nearby to their residence; the rapid modernisation of Indian society has increased the share of organised retail in total retail industry. The quality service or the things that are considered to satisfy customers today may be different tomorrow. The entire discussion of quality and satisfaction is based on customers' perceptions of the service not some predetermined objective criteria of what service is or should be. Service quality assessment focuses specifically on dimensions of service. Based on this view, perceived service quality is a component of customer satisfaction. Service quality is a focused evaluation that reflects the customer's perception of elements of the service such as interaction quality, physical environment quality, and overcome quality.

The major ten retail stores are covered in this study are situated in Bangalore city. In this research, in order to know the customer satisfaction towards the different services of the selected retailers, the various parameters of services aspects are covered under five dimensions namely tangible/physical, reliability, assurance, empathy and responsiveness aspects of various retail outlets. The results which were obtained from the respondents depicts that, most of the retailers need to deliver superior services in some of the proportions of services and customers are not totally satisfied with the overall services which has been delivered by retail outlets. The

major areas which has to be improved is some of the aspects like creating customer friendly environment, employees should be able to provide accurate information about the product, discounts and billing services, accepting different mode of payments, promised services, tidy and clean environment, convenient parking facilities.

Retail service quality dimensions are having a significant positive relationship with the customer satisfaction. Age and educational qualification of the respondents have significant influence on service quality of organised retail stores; there is a difference of opinion of different aged respondents about the service quality. Different aged customers are having the different level of satisfaction about the services offered by the retailers; graduates are more satisfied with services of the retailers. But there is no significant difference of opinions of male and female customers about the retail service quality.

In terms of average mean score of selected ten retail stores on the basis of services offered to the customers and covering of all the five service quality dimensions like Reliability, Assurance, tangibility, responsiveness and empathy factors, More, Maha Bazaar, Trendz and Easy day are the best retailers and their service quality is high compared to other organised retail stores in Bangalore city. Most of the organised retailers need to improve their service to a greater extent in order to make the customers fully satisfied with their service.

6.5   Limitations of the Study:

For the research work, data was collected and interpreted with utmost reliability and consistency, but due to prejudices of a few respondents, certain limitations of the study are as follows:

1. The study depicts the present scenario in the different retail outlets of Bangalore city and hence the result may not be applicable to another period of time.

2. The study is limited to 1111 respondents belonging to different ten retail stores in Bangalore city, Karnataka.

3. Answer to the questionnaire depends upon the beliefs and prejudices of consumers.

4. It is assumed that respondents are true and honest in expressing their views and have filled the questionnaire honestly and without any bias.

5. The study is conducted only for ten retail outlets offering different and similar services to customers, hence this cannot be generalised for other retail formats.

6.6 Scope for further Research:

The present study mainly focused on Service Quality of Organised Retailing in Bangalore city, Karnataka. As there are several issues and dimensions for the study, there is a wider scope for further research. The following are the major areas indentified for further research:

1. It is recommended to the future researchers to conduct the same research in any other states Organised Retailing.

2. It is recommended to the future researchers to conduct the same research in any other type of retail formats.

3. The relationship between Customer satisfaction, Customer perception and Service Quality can be delved into more details.

4. The relationship between Customer satisfaction and each service quality dimensions of organised retailing can be delved into more details.

5. It is recommended that the relationship between demographic factors, like gender, age, marital status, etc., and other variables like Empathy, Assurance, Tangibles, assurance, and responsiveness services of various retailers.

6. The same research can be performed with different methodology: instead of Review of literature and Questionnaire distribution, the same research can be performed using the SERVQUAL.