

# **ANNEXURE**

**“Service Quality in Organised Retail Industry –with special Reference to  
Bangalore City”**

Dear Sir/ Madam,

I, B.N. Mallikarjuna, pursuing Doctorate of Philosophy (Ph.D) in Commerce at DOS in Commerce, University of Mysore, Mysore, to evaluate the service quality on various attributes offered by organised retail stores with a view provide suggestions to the retailers to provide the best possible quality of service to the customers. For this purpose a survey questionnaire is presented to you. Kindly go through this Questionnaire and offer your opinion on service quality of organised retail stores. I assure you that the opinion disclosed by you will be used purely for research purpose only.

Thanking You,

**QUESTIONNAIRE**

**Personal Profile** (Respondent’s demographic profile)

1. Name : .....
2. Address : .....
3. Age :  Below 25 Years       25 to 34 Years  
 35 to 44 Years       45 to 54 Years  
 55 Years and above
4. Gender :  Male     Female     Others
5. Marital Status :  Married       Unmarried  
 Widowed       Divorced
6. Educational Qualification :  
 Illiterate       Literate       Primary  
 Middle       Sec/Higher Sec.       Graduation  
 Post Graduate / Professional

7. Occupational Status :
- Self employed       Govt. Employment       Private Employment
- Professional       Business       Unemployed
- Any Other (Please Specify).....
8. Residential Status :  Rural       Urban
9. Type of Family :  Joint       Nuclear
10. No of members in the family :
- Upto 2       2 to 4       4 to 6       Above 6
11. Monthly income of the family :
- Upto ` . 15,000       ` . 15,000 to ` . 30,000       ` . 30,000 to ` . 45,000
- ` . 45,000 to ` . 60,000       Above ` . 60,000
12. Monthly Expenses on shopping :
- Upto Rs. 5,000       ` . 5,000 to ` . 10,000       ` . 10,000 to ` . 15,000
- ` . 15,000 to ` . 20,000       Above ` . 20,000
13. Type of the outlet visited frequently :
- Convenient Stores       Departmental Stores       Discount Stores
- Hyper Markets       Speciality Stores       Super Markets
- Any Other (Please Specify).....
14. Name the Retail outlet most preferred and regularly visited by you :
- Big Bazar       Easy Day       Food World
- Maha Bazaar       More       Nilgiris
- Reliance       Spencers       Star Bazar
- Trendz

15. Reason for visit :  Need based  Excursion
16. Frequency of visit :  
 Daily  Twice in a week  Weekly once  
 Fortnightly once  Monthly once  Once in three months  
 Once in six months  Once in a year
17. Duration of shopping in this outlet (since how long?) :  
 Less than 1 year  1 year  2 years  
 3 years  4 years  5 years  
 More than 5 years
18. Reason for selecting this outlet :  
 Ambience  Cost  Discount  
 Proximity  Service  Variety  
 Any Other (Please Specify).....
19. Is your visit planned one :  Yes  No
20. Companion during the visit :  
 Alone  With friends  With spouse  
 With family
21. Time spent for shopping :  
 Less than 30 minutes  30 minutes to 1 hour  1 hour to 2 hours  
 More than 2 hours

22. Mode of Payment :

- Cash                       Cheque/DD                       Credit/Debit Card  
 Any Other (Please Specify).....

23. Sources of Awareness about the outlet :

- Personal Knowledge                       Friends                       Relatives  
 Business Circle                       News Papers                       Magazines  
 TV/Radio                       Internet                       Others, Please specify

Tick (√) in 5 point scale – (1) **SDA** – Strongly disagree (2) **DA** – Disagree (3) **NC** – No Comments (4) **SWA** – Somewhat agree (5) **SA** – Strongly agree

24. What makes you to choose a particular retail store?

Sl. No.	Reliability factors	SDA	DA	NC	SWA	SA
1	Providing service as promised.					
2	Performing service (such as Exchanges, return of goods, home delivery) in the promised time.					
3	The store performs the service right the first time.					
4	The store makes merchandise available on the date Promised					
5	Dependability in handling customer service problems.					
6	Reliability of information provided.					
7	Appropriate discounts and offers as promised by the brand.					
8	The store has error-free transactions (relating to billing, returns and so on).					
9	Availability of Variety of merchandise to give customers a wide variety of choices.					
10	The stores ability to provide promised service dependably and accurately.					

25. What is your opinion on the responsiveness of the service offered during shopping?

Sl. No.	Responsiveness	SDA	DA	NC	SW A	SA
1	Keeping customers informed of the exact time of the service to be performed.					
2	Prompt services to customers.					
3	Willingness to help customers.					
4	Readiness to respond to customers' requests.					
5	Interest in solving customer's problems.					
6	Employees are never too busy to respond to customers' request					
7	Employees of this store are able to handle customer complaints directly and immediately.					

26. What is your opinion on the assurance of the service offered during shopping?

Sl. No.	Assurance Factors	SDA	DA	NC	SW A	SA
1	Employees instill confidence in customers.					
2	Making customers feel safe and secure in their transactions.					
3	Employees have knowledge to answer consumer questions.					
4	Special treatment for regular customers.					
5	Free and fair shopping.					
6	The store has merchandise available when customers want it.					
7	The displays have useful information about the merchandise.					
8	The store is rarely out of stock on items.					
9	The store offers high quality merchandise.					
10	The store offers membership cards/benefits.					

27. What is your opinion on the empathy of the service provider during shopping?

Sl. No.	Empathy	SDA	DA	NC	SWA	SA
1	Employees deal with customers in a caring and courteous fashion.					
2	Employees in this store give individual attention to Customers.					
3	Employees understand the exact need of the customers.					
4	The selling staffs are neat and well dressed.					
5	Convenient Business Hours.					
6	Considerate in the credit facility offered					
7	Comfortable shopping experience.					
8	Convenient parking facilities.					
9	The store provides helpful sign boards for choosing products.					
10	The layout at the store makes it easier for customers to find what they need.					

28. What is your opinion on the tangibles offered by the service provider during shopping?

Sl. No.	Tangible Factors	SDA	DA	NC	SWA	SA
1	Modern equipment.					
2	Visually appealing facilities like (shelves, counters, fridges, computers, lights)					
3	Employees have neat professional appearance.					
4	Visually appealing materials associated with service.					
5	Clean and tidy environment.					
6	The store is decorative and good looking.					
7	Clear display of the products.					
8	Location of the store in prominent place.					

29. In your shopping experience in the retail store which of the following you will rank the best for the service offered by the service provider? (**Rank 1 (One) is the highest and 5 (Five) is the lowest**)

Services	Rank
Reliability	
Responsiveness	
Assurance	
Empathy	
Tangibles	

30. In your shopping experience in the retail stores which of the following retail store you will rank the best for the services offered? (**Rank 1 (One) is the highest and 10 (Ten) is the lowest**)

Name of the Retail Outlet	Rank
Big Bazar	
Easy Day	
Food World	
Maha Bazar	
More	
Nilgiris	
Reliance	
Spencers	
Star Bazar	
Trendz	

Tick (√) in 5 point scale – (1) **HDS** – Highly Dissatisfied (2) **DS** – Dissatisfied (3) **NC** – No Comments (4) **SWS** – Somewhat satisfied (5) **HS** – Highly Satisfied

31. Please rate the satisfaction level of following ten service quality dimensions offered by the retail store?

Sl. No.	Service Quality Dimensions	HDS	DS	NC	SWS	HS
1	Reliability of shopping.					
2	Responsiveness of the service provider.					
3	Communication of the service provider.					



4	Empathy in dealing.					
5	Excellent tangibles.					
6	Competence in overall service delivery					
7	Excellent service from the employees.					
8	Required service delivered to meet the expectation.					
9	Prompt and perfect service					
10	Complete service provided.					

32. What is your rating of the overall shopping experience in the retail store based on the above mentioned factors?

1	Overall shopping experience					
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33. Suggestions to improve service quality

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**Thank you**