Executive Summary

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other factors the customer, such as other products against which the customer can compare the organization's products. The enormous retail boom in India has given space to many companies who have mushroomed out to benefit from this retail boom, which is nothing but a structured format of the unorganized retail business which is being done in India from ages. Many stores have come up with exquisite interiors, state of the art infrastructure and the best possible products or services to the customer which has led to the growth of mall culture in India. The stores try and attract customers by providing them with such services and plethora of options in products and services in different categories so that they can retain customers for long and make them loyal towards their retail stores.

The retail business is booming in India and there has been remarkable shift in the buying behavior of the people from traditional stores to these departmental stores. It becomes important for the marketers to understand these relationships service quality and customer satisfaction.
**Research Gap:** It is evident from the literature studies have been conducted on customer satisfaction in the retail industry. However, only a handful of them compared two or more stores. The literature study gives idea that the customer satisfaction and service quality had direct relation. The demographic variables were gender and occupation taken for study on customer satisfaction. The study also focuses on gender, occupation and other demographic variables. Therefore, the retail stores need to make improvements in all dimensions in order to close gaps that could lead to increasing customer satisfaction. The previous study explains that SERVPERF model give better result i.e. the same model taken for study.

**Research Questions:**

To compare customer satisfaction about service quality with retail stores in South Gujarat and to serve this purpose I had used SERVPERF model of service quality.

**Research Objectives:**

1. To compare the customer satisfaction about quality dimension of retail services under stores.
2. To find out the relationship between overall satisfaction and the quality dimensions of service in store.
3. To find out the main dimensions of the construct quality in relations to stores’ services in South Gujarat Region.
4. To make recommendations on enhance customer satisfaction in the retail industry in general.
5. To make recommendations about the SERVPERF model in analyzing service quality and satisfaction in stores.
Research Methodology:

Research approach: - Qualitative and Quantitative

Types of Research Design: - Exploratory and Conclusive
Descriptive Cross Sectional Sample Survey Research Design

Sampling Design:-

    Target Population: customer of retail store
    Sampling unit: customers of organized retail store

Extent of Research: - South Gujarat Region of India

Sampling Design: - Non probability sampling: convenience sample method

Sample Size: - Total sample size is 1260. The sample taken 210 each for retail store

1. Reliance Fresh-210
2. Dhiraj Sons-210
3. Sahaj Super Store-210
4. Big Bazar-210
5. Star Bazar-210
6. D-Mart-210

Types of Data: - Primary as well as secondary data

Data collection methods: - Face to Face personal interviews methods

Instrument Used in Research:-SERVPERP (proposed by Cronin and Taylor, 1992, 1994) and

Software Used for Data Analysis:-Excel-2007, SPSS-17.0, SYSTAT 13.0

Test performed:-Preliminary Analysis, Chi-square test, kruskal-wallis one-way ANOVA analysis, Factor Analysis, Regression analysis, Weighted Mean
Findings:

<table>
<thead>
<tr>
<th>Name of store</th>
<th>Frequency of customer satisfaction</th>
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<tbody>
<tr>
<td>Customer satisfaction</td>
<td>Reliance fresh</td>
</tr>
<tr>
<td>Weighted mean</td>
<td>4.64</td>
</tr>
<tr>
<td>Rank</td>
<td>1</td>
</tr>
</tbody>
</table>

The weighted mean used to rank the store as per overall customer satisfaction. The higher weighted mean value explain more satisfaction and vice versa. The Reliance fresh store has highest mean value 4.64. And on second Sahaj store with value of 4.57. and on third position big bazaar store with value 4.54. The fourth position holds by Dhiraj sons with value of 4.50. The fifth and sixth potion occupied by star bazaar and D-Mart respectively with value of 4.44 and 4.37.

Research Limitation:

The study is confined to the Indian scenario and with South Gujarat region as the focal point. Geo-demographic could have great deal of influence on customer satisfaction. The study also confined to defined formats and does not cover various formats that exist in the retail sector.

We used limited 21 items to measures customer overall satisfaction. Considering the questionnaire is too long, people may not will to answer it outside of the stores patiently.