CHAPTER 2
Review of Literature

2.1 Introduction

In this section an attempt is made to review critically some of the studies carried to evaluate the factors that affect customer satisfaction in general and in particular to the dimensions considered for study. It also includes various hypothesis and opinions expressed by various authors in leading articles, journals and books.

2.2 Review of Previous Research

Thomas; Dan.R.E, (1978)\(^1\) Demarcation of services offered by the stores is essential for the growth and development of service business. Chase, Richard B, (1981) holds that potential efficiency of a service system is a function of the degree of customer contact entailed in the creation of the service product.

Parkington.J, Schneider.B, (1979)\(^2\) When employees in their view have a different service orientation adopted by the management, the former suffer from low level of satisfaction a strong intention to leave their jobs, high levels of frustration and the sensation that customers have a poor opinion on the services offered by the stores.

Schneider.B; Parkington.J; Buxton.V.M, (1980)\(^3\) Customers attitudes towards service rendered to them are strongly related to the employees view about the service received by the customers.

Shostack; G.Lynn, (1984)\(^4\) Good service is a function of the particular style of an entrepreneur or business and that it cannot be quantitatively analysed. It has been suggested that alternative methods of delivery should be examined and means of highlighting tangible evidence of the service for consumers should be identified. The service should make customers feel special, requiring training and performance standards which stress on courtesy and credibility.

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Singh; Jagdip; D.B.A. (1985) A component of the post-purchase phenomenon, in particular, the consumer complaint process which is trigged by perceived dissatisfaction with a purchase. The study resulted in realizing the relative importance of cognitive or expectancy value judgements.

Shostack, (1985) when a service is provided the personal relationship established between employees and customers will be extremely important for determining the relationship with customers. In turn, the importance give to the customers’ organizations on the part of the employee has an impact on the real quality offered.

Roth Aleda.V; Van Der Velde; Marjolinjn, (1991) To make a customer service delivery system a potential marketing tool, critical success factor criteria must be based on the explicit service task or mission that coincides with a service operations strategy.

Berry; Leonard.L; Parasuraman, (1992) The service revolution must occur on two levels; 1) a basic change in attitude and a raising of aspirations for service quality, and 2) implementation of the culture and tools that make quality improvement a habit.

Zeithmal; Valarie A; Berry; Leonard L; Parasuraman A, (1993) A conceptual model for customer service expectations based on 16 focussed group interviews with customers of various service industries. The model states the distinction between customer satisfaction and service quality assessment within a single framework by specifying three different levels of customer expectations that is, desired service which reflects what customers want, adequate service, the standard that customers are willing to accept, and predicted service, the level of service customers believe is likely to occur.

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Daniel.L; Sherwell; Abhit Biswas, (1995) Consumers believe in a price-quality relationship for search-based serviced but not necessarily for professional services that possess high credence properties.

Turley.L.W; Scott W Kelley, (1995) Price and awareness interact in building customer satisfaction. In high awareness conditions, price is used as a cue to customer satisfaction, but the price quality relationship does not hold in low awareness situations.

Raj Arora; Carol H Anderson, (1995) The important issue of various dimensions of customer satisfaction in the highly competitive Property and Casualty (P&C) insurance industry. He suggested that consistent delivery of high quality service is imperative to retain customers and that the customers’ loyalty towards the company is short lived at best.

McLaughlin, P, Fitzsimmons, & A, (1996) Service managers can no longer ignore the international competition in services, especially the globalization of back room operations. A service manager needs a framework to develop strategies to compete in the global market of services.

Christo Bosohff; Madele tait, (1996) The importance of frontline employees in satisfying customers of the store. The high levels of internal coordination (good relationship between departments and divisions) lead to higher levels of employee satisfaction. The happier employees are, the more likely they are to stay and better are their productivity. These two factors combine to provide better levels of service to customers, creating higher levels of satisfaction and higher levels of loyalty.

Robert Johnston; Jenelle Heineke, (1998) To understand and explore the relationship between service performance and customer perceptions of that service performance, managers need to assess the quality functions associated with four types

of quality factors to help them identify priorities for action and gain the best perceived outcome from their improvised activities.

Sorteriou; Andreas C; Richard B, (1998)\textsuperscript{16} Derived operational measures of linking the customer contact dimensions of communication time and intimacy with perceived service quality.

M, Davis, & Henieke, (1998)\textsuperscript{17} Analysed the results to the confirmation approach and perception approach in measuring satisfaction with waiting for service.

Pita Castelo; Jose, (2000)\textsuperscript{18} That customer loyalty customer satisfaction/dissatisfaction (CS/D) and service offered by the retail outlets are some of the most substantial concepts in marketing. Financial services and especially retail shops have unique characteristics which make them operationally different from manufacturing business or other services. The main objective of this research is an empirical test, for the first time, of the relationship between CS/D and service offered by the retail store and the impact of a new variable (usage rate) on customer loyalty in the context of retail shop.

Mark & Hogg, (2000)\textsuperscript{19} Several psychological studies which show that non-verbal behaviour by the service provider affects service evaluation, because the quality of interaction between the customer and the service provider influences the customers’ perception of service provided to them.

O'Neil, Williams, McCarthy, & Groves, (2000)\textsuperscript{20} Investigate the conceptualization and measurement of customer satisfaction and its importance to the dive in tourism industry. It reports the findings from a recently conducted study on dive tourist perceptions of customer satisfaction by relating to a tour operator running tours on an artificial reef five experience in Western Australia. The study also assesses the importance assigned to the consumers to the various customer satisfaction attributes relative to those perceptions.

Robeldo, (2001)\(^{21}\) The pressures driving successful organizations in achieving satisfaction of the customers are based on four different methods within an airline setting. Six instruments are used to measure the service of three international airline companies. The dimensionality of quality in airlines is explored and three factors appear as determinants: tangibility, reliability and customer care.

Domingo Ribeiro Soriano, (2001)\(^{22}\) This paper is about the importance of the work of external consultants in firms. The study deals with the analysis of external advice within small to medium-sized enterprises. It tries to reflect the actual importance of external advice sought by firms in trying to reach the highest possible level of client satisfaction.

Ritche, (2002)\(^{23}\) The role of the NHS’s new quality initiative named “clinical governance”, in introducing change and monitoring clinical and trust performance to improve the quality of customer satisfaction. An examination is made into continuous improvement methodology and quality tools, as a means to improve service delivery through this newly developed framework. The paper comments on the effectiveness of clinical governance as an approach to manage quality in the NHS in view of the increased public demand for clinical accountability and efficient service delivery as stated in the NIIS plan.

Clare chow-chua; Raj komaran, (2002)\(^{24}\) A simple methodology for maintaining good customer relationship by taking into account joint consideration of what customer expects to receive and what the service provider can offer. A four-step procedure explains the derivation of the customer-service provider matrix (CSM). Customer feedback and data on an international coffee outlet are employed to demonstrate the application of the CSM as a visual tool. Two versions of the CSM matrix are developed; one with raw data and another with an illustrative weighing procedure. Service providers can prioritize and re-allocate resources to increase the levels of the attributes of customer satisfaction that would be valued by customers.

\(^{24}\)Clare chow-chua; Raj komaran. (2002). Managing service quality by combining the voices of service provider and the customer. *Managing service quality, 12*(2), 77-86.
Gi - Du Kang Jeffery Jame; Kostas Alexandris, (2002)\textsuperscript{25} A critical component of internal marketing is the provision of internal quality of the service. While researchers have conducted studies of quality of service maintained internally, there has been no general agreement on the measurement of the concept. Researchers have not, however, demonstrated that the instrument can be reasonably modified to measure the quality of service maintained internally.

A.Parasuraman, (2002)\textsuperscript{26} Companies delivering services must broaden their examinations of productivity from the conventional company oriented perspective to a dual company customer perspective. This broadened approach can help reconcile conflicts- the leverage synergies- between improving service quality and boosting service productivity. This article proposed a conceptual frame work for understanding the inter-linkages among service quality and the various components of the company-customer perspective pf productivity and discusses the implications of the frame work for service executives and researchers.

Alison.M.Dean, (2002)\textsuperscript{27} There is a focus on efficiency at the expenses of effectiveness, where effectiveness as indicated by characteristics such as customer orientation, service priorities and quality. It therefore appears that customers will expect and experience low levels of satisfaction from call centres, with possible implications for their loyalty to the providing organizations. These issues are the focus of the study. Key findings are similar for the two samples. Both perceptions of quality and customer orientations of all the call centres were related to loyalty shown to the providing organizations to loyalty, and perceptions of quality partially mediated the customer orientation relationship.

William.E.Jackson; Purushottaman Nandakumar; Leda V Roth, (2003)\textsuperscript{28} The optional level of customer satisfaction depends critically on the competitive structure of the market, the degree of demand and the case of imitation of competitor’s service quality innovations.


Douglas M Stewart, (2003)\textsuperscript{29} A framework based on the three T’s of task, treatment, and tangibles as means of organising the application of the diverse and growing body of customer satisfaction literature to encounter design.

Amy Wong; Amrik Sohal, (2003)\textsuperscript{30} In their study the relationship between the dimensions of service quality and customer loyalty in a retail chain departmental store setting in Victoria, Australia. The results showed that service quality is positively associated with customer loyalty and that the most significant predictor of customer loyalty in the city retail district is empathy, while the most significant predictor of customer loyalty in the country retail district is tangibles.

Keating, Rugimbana, & Quazi, (2003)\textsuperscript{31} Explores and define two related constructs – service quality and relationship quality – to ascertain whether consumers can meaningfully distinguish between the constructs. The paper finds that, although service quality and relationship quality are distinct constructs, they overlap in the area of personal interaction and problem solving.

Kim & Jongback, (2003)\textsuperscript{32} In their study have related severe competition and sophisticated consumer expectations to integrated service quality in the internet golf store business. The major findings are (i) their proposed theoretical frame work of integrated service quality for the internet golf stores was confirmed; (ii) all proposed measurement models for service quality, information quality, system quality and integrated service quality were confirmed; (iii) consumer satisfaction was directly influenced by integrated service quality and prices; (iv) internet searching and/or purchasing intention was indirectly satisfaction; and (v) consumer satisfaction directly influenced internet searching and/or purchasing intention.

Emin Babakus; Carol C Bienstock; James R Van Scotter, (2004)\textsuperscript{33} The effects of perceived merchandise and service quality, relative to competition, on retail store performance are investigated using store traffic and revenue growth as outcome variables, results suggest that both the service and the merchandise quality exert


significant influence on store performance, measured by sales growth and customer growth and their impact is mediated by customer satisfaction.

Goran Svensson, (2004)\(^{34}\) The performance of services is done at an operative level and service is an important issue for the strategic, tactical and operative business activities of automobiles companies, the major contribution of the research provide an on-the-spot account of interactive service quality. The paper provides theoretical and managerial implications of the construct of interactive service quality in service encounters.

Kang, Jeffrey, & James, (2004)\(^{35}\) The service quality researchers till date have paid scant attention to the issue of the dimensions of service quality. Much of the earlier work had accepted the content measured by the SERVQUAL instrument. The results from a cell phone service sample revealed that Gronoros' model is a more appropriate representation of service quality than the American perspective with its limited concentration of the dimension of function quality.

Christopher A Voss; Aleda V Roth; Eve D Rosenzweig; Kate Blackmon; Richard B Chase, (2004)\(^{36}\) Compare the influence of service quality on customer satisfaction in the United Kingdom and the United States of America and consider the moderating effect of systematic customer feedback and complaint process, the authors purpose that customer feedback is an often-overlooked factor in explaining the relationship between service quality and customer satisfaction. Much valuable customer feedback may be unrealized in Britain, thus losing the opportunity to improve service design and delivery and creating a vicious cycle. Without intervention, British service firms will continue to deliver levels of service lower than would be acceptable in the United States.

Atul Gupta; Jason C Mc Daniel; S. Kanthi Hearth, (2005)\(^{37}\) A conceptual model that can be used in understanding the relationship between sustaining structures that support the total quality service (TQS) philosophy and customer satisfaction. This paper developed a model for understanding the interactions between customer


\(^{36}\)Christopher A Voss; Aleda V Roth; Eve D Rosenzweig; Kate Blackmon; Richard B Chase. (2004). 'A tale of two countries' Conservatism, Service quality and feedback on customer satisfaction. *Journal of Service Research, 35*(3), 393-422.

satisfaction and sustaining structures and also it provides an important conceptual framework for evaluating the relationships between customer satisfactions and sustaining structures.

Nadiri & Hussain, (2005)\textsuperscript{38} The zone of tolerance for customer service expectations and determines the customer satisfaction level in Northern Cyprus hotels. The findings reveal that the customers that the customers visiting Northern Cyprus hotels have a narrow zone of tolerance in services provided by the hotels. The results with respect to gap analysis reveal that there was a short fall in the service quality provided by the hotels in the sample, with the largest gap being found in intangibles.

Bo Edvardsson, (2005)\textsuperscript{39} To widen the scope of service quality by focusing on dimensions beyond cognitive assessment, the focus is on the role of customers emotions in service experiences. The paper presents six propositions related to service experiences when consuming services and the role of emotions in customer-perceived service quality.

Naceur Jabnoun; Aisha Juma Al Rasasi, (2005)\textsuperscript{40} The relationship between transformational leadership and service quality in UAE hospitals. Service quality was found to be positively related to all dimensions of transformational leadership and the transactional leadership dimensions of contingent reward. It provides important guidelines for managers on the dimensions of leadership that are to be enhanced in order to improve service quality.

Lukas P Forbes; Scott W Kelley; K. Douglas Hoffman, (2005)\textsuperscript{41} That e-trails firms employ a different series of recovery strategies relative to traditional retail settings; and post-recovery switching by e-trail customers can be high even with satisfying experiences, this paper strengthens the existing failure and recovery literature by presenting data on the largest growing sector of the service industry.

\textsuperscript{40}Naceur Jabnoun; Aisha Juma Al Rasasi. (2005). Transformational leadership and service quality in UAE hospitals. \textit{Managing Service quality}, 15(1), 70-81.
Boo Ho Voon, (2006) A study and the research empirically developed a service-driven market orientation construct and test its relationships with service quality. The results shown that the service-driven market orientation (SERVMO) that consists of six components (customer orientation, competitor orientation, inter-functional orientation, performance orientation, long-term orientation and employee orientation) has a significantly strong and positive relationship with service quality.

Little & Dean, (2006) This study has demonstrated that the service climate in an organization, as perceived by employees, is positively related to the perception of the customers. The findings indicate that the service climate in a call centre affects employees, both in terms of their commitment and their self-reported feelings about the delivery of service to the satisfaction of the customers.

McKenzie, (2006) This paper on “Retail service quality success factors in Estonia: A qualitative Approach”, reveals that the findings are limited within the potentially confounding effects of other consumer specific shopping variables. Within Estonia, there is a need for a greater understanding of retail consumer behaviour theory and practice, rather than mere consumer data gathering.

Munoz, Raven, Dianne, & Welsh, (2006) Examine small/medium enterprises (SMEs) management and employee perceptions of customer service on a number of dimensions, the result suggests that managers and employees in the Philippines behave in similar ways to those in Western countries, but there are differences, probably related to cultural characteristics.

Lauren M. Trabold; Gregory R. Heim; Joy M. Field, (2006) Examine industrial sectors separately to distinguish drivers associated with overall satisfaction for the online consumers in those sectors. The paper uses ridge regression to examine how e-service quality dimensions are associated with overall customer satisfaction for several e-retailing sectors.

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Siohong Tih; Sean Ennis, (2006)\(^47\) This paper seek to compare the perceived service performance across internet retailer with respect to several areas. The internet retailers are two budget airline retailers, a book retailer and a multi-channel bank. Internet retailers’ service performance was generally at an acceptable level. The variation of their online service performance was dependent on industry factor and the effectiveness of online service management. Consumers’ perceptions of the internet retailers’ performance were significantly different on several service attributes. However, consumer online service satisfaction levels across retailers were similar.

Amy Wong Lianxi Zhou, (2006)\(^48\) Deals with the service quality and customer satisfaction as determinants of relationship quality. It explains the impact of relationship quality on key relational outcomes (customer loyalty and customer commitment). The findings suggest that the inclusion of the relationship quality construct in the service quality-satisfaction model can further enhance the predictive value of service quality and customer satisfaction.

Donelada S. McKechnie; Jim Grant; Vishal Bagaria, (2007)\(^49\) Consolidate the observations of listening actions displayed by service provider when interacting with customers in retail establishments. The study contributes to knowledge about non-verbal communication within service encounters. Implications for management include: determining the optimum frequency and occurrence of listening activities; and training to service providers accordingly.

Wen-jang Keny Jih; Su-fang lee; Yuan-cheng Tsai, (2007)\(^50\) The convergence of computer, communications and consumer electronics (3Cs) technologies, catalysed by advancement of protocol standards, has forced three previously separate retailing industries to integrate their business operations, such as consolidation of retail outlets. Three findings are revealed: (1) Service quality significantly impacts trust and trust significantly impacts relationship commitment; (2) Service quality impacts


\(^{49}\text{Donelada S. McKechnie; Jim Grant; Vishal Bagaria. (2007). Observations of listening behaviours in retail service encounters. Managing service quality, 17(2), 116.}\)

\(^{50}\text{Wen-jang Keny Jih; Su-fang lee; Yuan-cheng Tsai. (2007). Effects of service quality and shared value on trust and commitment: an empirical study on 3cs product customers in Taiwan. International journal on business studies, 15(2), 8.}\)
relationship commitment indirectly through trust and (3) Shared value significantly impacts both trust and relationship commitment.

Nimit Chowdhary; Monika Prakash, (2007)\textsuperscript{51} The study was undertaken with a purpose to investigate whether generalization in important service quality dimensions is possible. Service providers are often not sure of the amount of tangibles necessary and the right mix of other service quality dimensions- reliability, assurance, empathy, responsiveness and the role of price added by the researcher.

Ladhari, (2008)\textsuperscript{52} This paper identifies and discusses the key conceptual and empirical issues that should be considered in the development of alternative industry-specific measurement scales of service quality (other than SERVQUAL). The study identifies deficiencies in some of the alternative service-quality measures; however, the identified deficiencies do not invalidate the essential usefulness of the scales. The study makes constructive suggestions for the development of future scales.

Alok Goel; Seema Erum, (2010)\textsuperscript{53} Customer satisfaction and service quality measurement practices in call centres in India have emerged as a leading player in the global business process outsourcing industry. The findings of the study indicate that it is imperative for call centre managers to develop systematic and comprehensive measurement of perceived service quality in order to provide superior call centre experience to their customers.

The above discussion on previous research findings has identified the following variables which are commonly used as service quality measurement tools

- **Tangibles:** This dimension of service quality refers to those elements, which provides tangibles to the service and includes physical facilities, equipment’s of the service provider, dress and appearance of the service personnel.
- **Reliability:** This refers to the ability of the service provider to accurately perform the promised service of right quality goods at right prices.
- **Responsiveness:** It refers to the willingness of the service provider and his staff to provide assistance and prompt service to customers.

\textsuperscript{53}Alok Goel; Seema Erum. (2010). Service quality measurement and customer satisfaction in Indian BPO industry. *International Business, 6*(6), 33.
• **Assurance:** This refers to the ability of the service provider and his employees to use their knowledge and courteous behaviour to instil trust and confidence in customers regarding the services rendered.

• **Empathy:** This refers to the care and concern shown to the customers and the capability of the firm to devote individualized attention to its customers.

### 2.3 Dimensions of CRM

The definition of CRM by Ryals and Payne (2001)\(^{54}\), Gummesson (2008)\(^{55}\) it could be inferred that CRM is not just a technology, but a comprehensive approach to an organization’s philosophy in dealing with its customers. This includes policies and processes, front-of-house customer service, employee training, marketing, systems and information management. Hence, it is important that any CRM implementation considerations stretch beyond technology, towards the broader organizational requirements. The objectives of a CRM strategy must consider the stores specific situation and its customers’ needs and expectations. The definition backed with the study done by Zeithaml, Valarie a, Berry, Leonard L, Parasuraman, A (1993)\(^{56}\) puts forth that the dimensions considered for the service quality is used as a tool to measure the relationship between enterprise and the customers of the store. The basic objective of any CRM implementation process should understand the need of its customers, to maintain a long term relationship with the customers and be able to pursue a strategy of relationship marketing. Thus the five important tools of service quality which aims at delivering of the quality of service as perceived by the customers could be used as a tool to maintain the relationship with the customers because satisfaction of the customer is the key for retention. This is further supported by Buttle (2004)\(^{57}\) who states that CRM is a core business strategy that combines internal process and functions with external networks to create and deliver value to targeted customers who in turn tends to remain with the enterprise.

The following table shows the common dimensions that were considered for the study in most of the previous research.

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\(^{57}\) Buttle, F. (2004), Customer Relationship Management: concepts and tools, Elsevier Ltd..
### Table 2.1
Common Dimensions of CRM

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Purpose</th>
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<tbody>
<tr>
<td>Competence</td>
<td>Includes the knowledge of the employees to perform the correct service, giving error free statements and clearing any doubts.</td>
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<tr>
<td>Convenience</td>
<td>Includes simplification of the process in accessing the product and services.</td>
</tr>
<tr>
<td>Customer Orientation</td>
<td>Includes interest of the employees to solve the customer problems and satisfactory behaviour of the employees.</td>
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<tr>
<td>Promptness of service</td>
<td>Includes the promptness of the bank in responding to complaints and promptness in delivery of routine and non-routine services.</td>
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<tr>
<td>Modernizations</td>
<td>Includes usage of modernized and latest technologies.</td>
</tr>
<tr>
<td>Communication</td>
<td>To the extent of interaction between retailer and its customer.</td>
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</table>

Apart from the above study also focussed on few other dimensions like acquisition, satisfaction, loyalty and retention.

### 2.4 Dimensions considered for study

To contextually fit the retail industry, Dabholkar et al. (1996)\textsuperscript{58} developed Retail Service Quality Scale (RSQS). Based on SERVPERF, RSQS includes-28 item scale, of which 17 items are from SERVPERF and 11 items are developed by qualitative research. It composes of five factors, namely (1) Physical aspects (2) Reliability (3) Personnel interaction (4) Problem solving (5) Policy.

In this research we include six factors based on previous research findings, RSQS and suggestions received from customers while conducting a pilot survey to examine the customer relationship with the departmental stores.

(1) **Product**

One of the main elements of retail marketing mix is the products that the store offers to the customers. Products are also termed as merchandise. To examine the customer satisfaction with merchandises offered by different organized retail outlets, six variables are explored: quality of products, good value for money, variety of products, unique and trendy products, branded products, good packaging.

(2) **Employees Interaction**

The people who work at the front-end of a retail organization are very important, as they are the face of the organization for the customers. Their attitude,

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behaviour, manners and product knowledge plays a very important role in building long term relations with the customers. The employees’ interaction includes knowledge of store policies, willing to respond to customer’s request, etiquette of staff, helpfulness of staff, individual attention to customers, providing prompt services and sound knowledge of merchandise.

(3) Process Orientation

Customer all over the world love promotions as they share a general feeling that they get more value for money during such promotions. Customers thus make it a point to specially visit to a particular outlet. To examine the customer satisfaction with regards to the various processes of the stores to retain the customers like free gifts, special discount, effective advertisement and special event are explored.

(4) Environment

Physical surrounding is the most readily apparent feature of a situation. Store atmosphere does influence purchasing behaviour in such a way that pleasant store atmosphere stimulates approach behaviour, extra time spent inside the store and unplanned purchasing, while unpleasant store atmosphere leads to avoidance behaviour. To examine the customer satisfaction with physical aspects six variables are explored: location, parking space, atmosphere and decoration, lighting arrangement, shelf system, product information indicators.

(5) Post Sales Services

After sale services are gaining very crucial importance in these days. To differentiate themselves and to build brand image organized retailers provide after sale services. It includes refund/replacement of goods, free home delivery, repair of goods, and installation of electronic goods and service of electronic goods.

(6) Customer Orientation

The service support that organized retailers offer, have become very important today. It includes special order, free gift wrapping facilities, honouring credit cards, demonstration of merchandise, have sufficient stock and easy billing system. The following factors are also added to the list toll free number, entertainment means, child care facilities, alteration of merchandise and security arrangement.
2.5 Variables included under each dimensions

For the six dimensions considered for the study where compulsive behaviours of the respondents were to be tested, items / statements were generated and tested before administering them to respondents.

At the initial stage, it was quite essential to identify those various compulsive factors which normally affect the purchase behaviour of the people hence; the existing relevant literature was explored to get help in the formation of various relevant statements.

a) The statements were made on the basis of factors like unplanned purchases, tendency to buy products off the product list.

b) A deep study of the literature was made. International and prominent journals were also screened for the formation of relevant statements.

c) Informal interviews with a good number of management professionals and consumer psychologists were also made to explore the statements.

2.5.1 Selection of the Statements

The choice of the statements depends upon the opinion of the competent persons for its suitability towards the study and the tests. A set of statements has been developed and evaluated by the sample respondents on the Likert Scale. This also helped in determining the content validity. The assistance of management professionals and consumer psychologists were sought in order to:

- To strike off the redundant statements
- To delete the ambiguous items, words or statements.
- To suggest modifications (if any) or addition of new statements or items.

All the panel members were contacted personally and were given sufficient time to make their judgment on each statement item. A précis view of the questionnaire used to collect the data from the respondents. The questionnaire consists of three parts:

The first part consists of general questions aimed at identifying the expectations of the customers. These are questions that seek information about the customers’ choice of store, reason for choice, frequency of purchase, items purchased, mode of payment etc., which helps the respondents to express their desire for a shopping in the departmental stores.
The second part seeks to measure customer perceptions. These are statements that describe the dimensions of particular service attributes in the departmental stores for which respondents are expected to respond to each of the statements given, in terms of five degrees of agreement or disagreement according to how far they think these statements apply to the departmental stores from their experience.

The third part is designed to gather information on demographic profile of the respondents.

Thus from the review of previous literatures the variables were identified and a questionnaire incorporating those variables was designed for the present study.