CHAPTER V
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION OF THE STUDY

This research has been conducted with a view to understand the service quality provided by the retailers in the organized and unorganized sector in India with a view to propose a service quality module to help the retailers in the retail industry to be successful in India using new and innovative service quality approaches.

To accomplish this, a research survey was undertaken among the 600 consumers in the retail industry constituting 300 consumers in organized retail sector and another 300 consumers in unorganized retail sector. Following are some of the major findings of the study.

5.1 MAJOR FINDINGS OF THE STUDY

5.1.1 Demographic profile of the Respondents

(On organized retail sector)

- 60% from urban areas in Chennai and 40% from suburban areas in Chennai.
- 72% of males while 28% are females.
- Majority of the respondents participated in the survey are from the age group 36 years to 45 years which forms about 27%.
- Majority of the respondents in the survey are in the income category of Rs 25,001 to Rs 35,000 which constitutes 24%.
- Shoppers from organized retailing 37% of the respondents prefer to shop in super markets, 32% of the respondents prefer to shop in discount stores, 14%
of the respondents prefer to shop in departmental stores and 14% of the respondents prefer to shop in specialty stores.

- Amongst the shoppers from organized retailing 31% of the respondents frequently shop FMCG products

**(On unorganized retail sector)**

- 74% of males while 26% are females.
- Majority of the respondents participated in the survey are from the age group 36 years to 45 years which forms about 26%.
- Amongst the shoppers from unorganized retailing majority of the respondents in the survey are in the income category of Rs 25,001 to Rs 35,000 which constitutes 24%.
- Shoppers from unorganized retailing 37% of the respondents prefer to shop in grocery stores, another 37% of the respondents prefer to shop in general stores, 16% of the respondents prefer to shop in petty shops and 7% of the respondents prefer to shop with street vendors.
- 33% of the respondents frequently shop to provisional stores.

**5.1.2 Rating of services**

**(On organized retail sector)**

- 52% of the respondents are highly satisfied with credit card machine services during the shopping.
- 41% of the respondents are somewhat satisfied with the functioning of freezer/refrigerator/hot case during the shopping.
- 52% of the respondents are highly satisfied with the air condition facilities during the shopping.
(On unorganized retail sector)

- 20% of the respondents are highly satisfied with credit card machine services during the shopping.
- 34% of the respondents are somewhat satisfied with the functioning of freezer/refrigerator/hot case during the shopping.
- 31% of the respondents are dissatisfied with the air condition facilities during the shopping.

5.1.3 Reason for choosing a particular store

(On organized retail sector)

- 37% of the respondents strongly agree that shopping convenience is the major reason for choosing a particular store during the shopping.
- 27% of the respondents strongly agree that brand consciousness is the major reason for choosing a particular store during the shopping.
- 32% of the respondents strongly agree that service quality is the major reason for choosing a particular store during the shopping.
- 41% of the respondents somewhat agree that the provision of discounts and offers is the major reason for choosing a particular store during the shopping.
- 33% of the respondents strongly agree that the special treatment in service is the major reason for choosing a particular store during the shopping.
- 35% of the respondents say that the status symbol does not influence for choosing a particular store during the shopping.
- 47% of the respondents say that credit facilities offered does not influence for choosing a particular store during the shopping.
➤ 28% of the respondents somewhat agree that better display in the retail store is the major reason for choosing a particular store during the shopping.

➤ 39% of the respondents somewhat agree that self service facilities in the retail store is the major reason for choosing a particular store during the shopping.

➤ 29% of the respondents say that good home delivery facilities in the retail store does not influence for choosing a particular store during the shopping.

➤ 36% of the respondents somewhat agree that increased store space in the retail store is the major reason for choosing a particular store during the shopping.

(On unorganized retail sector)

➤ 51% of the respondents somewhat agree that shopping convenience is the major reason for choosing a particular store during the shopping.

➤ 30% of the respondents somewhat agree that brand consciousness is the major reason for choosing a particular store during the shopping.

➤ 32% of the respondents somewhat agree that service quality is the major reason for choosing a particular store during the shopping.

➤ 65% of the respondents somewhat agree that the provision of discounts and offers is the major reason for choosing a particular store during the shopping.

➤ 28% of the respondents somewhat agree that the special treatment in service is the major reason for choosing a particular store during the shopping.

➤ 21% of the respondents say that the status symbol does not influence for choosing a particular store during the shopping.

➤ 28% of the respondents strongly agree that credit facilities offered during shopping is the major reason for choosing a particular store during the shopping.
37% of the respondents somewhat agree that better display in the retail store is the major reason for choosing a particular store during the shopping.

26% of the respondents somewhat agree that self service facilities in the retail store is the major reason for choosing a particular store during the shopping.

28% of the respondents somewhat agree that good home delivery facilities in the retail store is the major reason for choosing a particular store during the shopping.

24% of the respondents say that increased store space in the retail store does not influence for choosing a particular store during the shopping.

5.1.4 Based on opinion on the Reliability aspects of service offered

(On organized retail sector)

32% of the respondents somewhat agree that the retail store is providing service as promised during the shopping.

33% of the respondents somewhat agree that the retail store is performing service in time during the shopping.

38% of the respondents strongly agree that the retail store performs the service right the first time during the shopping.

35% of the respondents somewhat agree that the retail store performs the service right the first time during the shopping.

39% of the respondents somewhat agree that there is dependability in handling customer service problems during the shopping.

36% of the respondents somewhat agree that reliability of information provided during the shopping.
60% of the respondents strongly agree that there is appropriate discounts and offers as promised by the brand during the shopping.

25% of the respondents disagree that the store has error-free transactions during the shopping.

58% of the respondents somewhat agree that the availability of variety of merchandise to give customers a wide variety of choices during the shopping.

42% of the respondents somewhat agree that the stores ability to provide promised service dependably and accurately during the shopping.

(On unorganized retail sector)

30% of the respondents somewhat agree that the retail store is providing service as promised during the shopping.

19% of the respondents strongly disagree that the retail store is performing service in time during the shopping.

28% of the respondents disagree that the retail store performs the service right the first time during the shopping.

20% of the respondents somewhat agree that the retail store performs the service right the first time during the shopping.

21% of the respondents disagree that there is dependability in handling customer service problems during the shopping.

24% of the respondents disagree that there is reliability of information provided during the shopping.

22% of the respondents strongly disagree that there is appropriate discounts and offers as promised by the brand during the shopping.
28% of the respondents somewhat agree that the store has error-free transactions during the shopping.

25% of the respondents strongly agree that the availability of variety of merchandise to give customers a wide variety of choices during the shopping.

31% of the respondents disagree that the stores ability to provide promised service dependably and accurately during the shopping.

5.1.5 Based on opinion on the Responsiveness factors of the service offered

(On organized retail sector)

54% of the respondents disagree that keeping customers informed of the exact time of the service to be performed during the shopping.

34% of the respondents somewhat agree that prompt services to customers are provided during the shopping.

31% of the respondents disagree that service providers are willing to help customers during the shopping.

33% of the respondents strongly agree that service providers are ready to respond to customers’ requests during the shopping.

26% of the respondents disagree that service providers are interested in solving customer’s problems during the shopping.

26% of the respondents strongly disagree that employees are never too busy to respond to customers’ request during the shopping.

30% of the respondents disagree that employees of the store are able to handle customer complaints directly and immediately during the shopping.
(On unorganized retail sector)

- 20% of the respondents somewhat agree that keeping customers informed of the exact time of the service to be performed during the shopping.
- 47% of the respondents somewhat agree that prompt services to customers are provided during the shopping.
- 34% of the respondents strongly agree that service providers are willing to help customers during the shopping.
- 43% of the respondents somewhat agree that service providers are ready to respond to customers’ requests during the shopping.
- 37% of the respondents strongly agree that service providers are interested in solving customer’s problems during the shopping.
- 19% of the respondents somewhat agree that employees are never too busy to respond to customers’ request during the shopping.
- 29% of the respondents somewhat agree that employees of the store are able to handle customer complaints directly and immediately during the shopping.

5.1.6 Based on opinion on the assurance factors of the service offered

(On organized retail sector)

- 46% of the respondents somewhat agree that employees instill confidence in customers during the shopping.
- 32% of the respondents somewhat agree that retail service providers make customers feel safe and secure in their transactions during the shopping.
- 39% of the respondents somewhat agree that employees have knowledge to answer consumer questions during the shopping.
➢ 39% of the respondents disagree that retail service providers provide special treatment for regular customers during the shopping.

➢ 44% of the respondents somewhat agree that retail service providers provide free and fair shopping during the shopping.

➢ 34% of the respondents somewhat agree that the store has merchandise available when customers want it during the shopping.

➢ 29% of the respondents somewhat agree that the store has the displays which have useful information about the merchandise during the shopping.

➢ 51% of the respondents somewhat agree that the store is rarely out of stock on items during the shopping.

➢ 37% of the respondents strongly agree that the product prices are clearly indicated and store charges right and nominal price for the product during the shopping.

➢ 37% of the respondents somewhat agree that the retail store has adequate availability of staff to ensure service on time during the shopping.

➢ 43% of the respondents strongly agree that the store offers high quality merchandise during the shopping.

➢ 37% of the respondents somewhat agree that the store offers membership cards/benefits during the shopping.

(On unorganized retail sector)

➢ 17% of the respondents disagree that employees instill confidence in customers during the shopping.

➢ 33% of the respondents strongly agree that retail service providers make customers feel safe and secure in their transactions during the shopping.
24% of the respondents somewhat agree that employees have knowledge to answer consumer questions during the shopping.

29% of the respondents disagree that retail service providers provide special treatment for regular customers during the shopping.

27% of the respondents disagree that retail service providers provide free and fair shopping during the shopping.

32% of the respondents somewhat agree that the store has merchandise available when customers want it during the shopping.

21% of the respondents strongly agree that the store has the displays which have useful information about the merchandise during the shopping.

33% of the respondents somewhat agree that the store is rarely out of stock on items during the shopping.

27% of the respondents disagree that the product prices are clearly indicated and store charges right and nominal price for the product during the shopping.

32% of the respondents somewhat agree that the retail store has adequate availability of staff to ensure service on time during the shopping.

33% of the respondents somewhat agree that the store offers high quality merchandise during the shopping.

22% of the respondents strongly disagree that the store offers membership cards/benefits during the shopping.

5.1.7 Based on opinion on the empathy aspects of the service offered

(On organized retail sector)

40% of the respondents strongly agree that the employees deal with customers in a caring and courteous fashion during the shopping.
26% of the respondents somewhat agree that the employees in the store give individual attention to customers during the shopping.

23% of the respondents disagree that the employees understand the exact need of the customers during the shopping.

51% of the respondents somewhat agree that the selling staff are neat and well-dressed during the shopping.

27% of the respondents strongly disagree that retail stores operate convenient business hours.

32% of the respondents strongly disagree that retail stores are considerate in the credit period offered.

40% of the respondents strongly agree that the retail stores provide comfortable shopping experience during the shopping.

34% of the respondents somewhat agree that the retail stores provide convenient parking facilities during the shopping.

28% of the respondents disagree that the retail stores provide helpful sign boards for choosing products – self-service is easy and well guided during the shopping.

28% of the respondents somewhat agree that the retail stores provide the layout at the store which makes it easier for customers to find what they need during the shopping.

*(On unorganized retail sector)*

21% of the respondents somewhat agree that the employees deal with customers in a caring and courteous fashion during the shopping.
21% of the respondents strongly agree that the employees in the store give individual attention to customers during the shopping.

29% of the respondents somewhat agree that the employees understand the exact need of the customers during the shopping.

23% of the respondents disagree that the selling staff are neat and well-dressed during the shopping.

23% of the respondents somewhat agree that the retail stores operates convenient business hours.

29% of the respondents somewhat agree that the retail stores are considerate in the credit period offered.

25% of the respondents strongly agree that the retail stores provides comfortable shopping experience during the shopping.

31% of the respondents somewhat agree that the retail stores provides convenient parking facilities during the shopping.

28% of the respondents somewhat agree that the retail stores provides helpful sign boards for choosing products – self - service is easy and well guided during the shopping.

23% of the respondents disagree that the retail stores provides the layout at the store which makes it easier for customers to find what they need during the shopping.

5.1.8 Based on opinion on the Tangible factors of the service offered

(On organized retail sector)

43% of the respondents somewhat agree that the retail stores provides modern equipment facilities during the shopping.
36% of the respondents strongly agree that the retail stores provide visually appealing facilities during the shopping.

38% of the respondents somewhat agree that the retail stores have employees with professional appearance during the shopping.

44% of the respondents somewhat agree that the retail stores provide visually appealing materials associated with service during the shopping.

43% of the respondents strongly agree that the retail stores provide clean and tidy environment during the shopping.

51% of the respondents somewhat agree that the retail stores are decorative and good looking during the shopping.

37% of the respondents somewhat agree that the retail stores provide clear display of the products during the shopping.

42% of the respondents somewhat agree that the location of the store in prominent place for shopping.

(On unorganized retail sector)

21% of the respondents strongly disagree that retail stores provide modern equipment facilities during the shopping.

26% of the respondents disagree that the retail stores provide visually appealing facilities during the shopping.

21% of the respondents somewhat agree that the retail stores have employees with professional appearance during the shopping.

28% of the respondents disagree that the retail stores provide visually appealing materials associated with service during the shopping.
25% of the respondents somewhat agree that the retail stores provides clean and tidy environment during the shopping.

23% of the respondents somewhat agree that the retail stores are decorative and good looking during the shopping.

20% of the respondents strongly disagree that retail stores provides clear display of the products during the shopping.

45% of the respondents somewhat agree that the location of the store in prominent place for shopping.

5.1.9 Based on opinion on the satisfaction level of service quality dimensions

(On organized retail sector)

- 43% of the respondents are somewhat satisfied with the reliability factors of the service provider during shopping.
- 25% of the respondents are highly dissatisfied with the responsiveness of the service provider during shopping.
- 30% of the respondents are dissatisfied with the communication of the service provider during shopping.
- 28% of the respondents are highly satisfied with the empathy in dealing of the service provider during shopping.
- 47% of the respondents are somewhat satisfied with the excellent tangibles of the service provider during shopping.

(On unorganized retail sector)

- 36% of the respondents are somewhat satisfied with the reliability factors of the service provider during shopping.
➢ 37% of the respondents are somewhat satisfied with the responsiveness of the service provider during shopping.

➢ 35% of the respondents are dissatisfied with the communication of the service provider during shopping.

➢ 32% of the respondents are somewhat satisfied with the empathy in dealing of the service provider during shopping.

➢ 26% of the respondents are dissatisfied with the excellent tangibles of the service provider during shopping.

5.1.10 Other major findings of the study

(On organized retail sector)

➢ 30% of the respondents prefer to switch over from shopping with organized retailing to unorganized retailing.

➢ 45% of the respondents are highly satisfied with the overall shopping experience from a shopping.

(On unorganized retail sector)

➢ 61% of the respondents prefer to switch over from shopping with unorganized retailing to organized retailing.

➢ 33% of the respondents are highly satisfied with the overall shopping experience from a shopping.
5.1.11 Based on Factor Analysis

Factor analysis revealed that the following as important factors that the customers of organized and unorganized retailing arranged in order of importance.

- As per Reliability dimension is concerned, store performs the service right the first time, the store has error-free transactions and availability of variety of merchandise to give customers a wide variety of choices are substantially loaded on Factor 1. Providing service as promised, performing service in the promised time and the store’s ability to provide promised service dependably and accurately are loaded on Factor 2. Reliability of information provided and appropriate discounts and offers as promised by the brand are loaded on Factor 3.

- As per Responsiveness dimension is concerned, readiness to respond to customers’ requests and interest in solving customer’s problems are substantially loaded on Factor 1. Employees are never too busy to respond to customers and employees able to handle customer complaints immediately are loaded on Factor 2. Prompt services to customers are loaded on Factor 3.

- As per Assurance dimension is concerned, the store has merchandise available when customers want it and Adequate availability of staff to ensure service on time are substantially loaded on Factor 1. Making customers feel safe and secure in their transactions, Special treatment for regular customers, the displays have useful information about the merchandise, the store is rarely out of stock on items and the store offers membership cards/benefits are loaded on Factor 2. Employees instill confidence in customers and Employees have knowledge to answer consumer questions are loaded on Factor 3.
As per Empathy dimension is concerned, the store provides helpful signboards for choosing products and the layout at this store makes it easier for customers are substantially loaded on Factor 1. The selling staffs are neat and well dressed and considerate in the Credit period offered are loaded on Factor 2. Employees understand the exact need of the customers and convenient parking facilities are loaded on Factor 3.

As per Tangible dimension is concerned, modern equipment, clean and tidy environment, the store is decorative and good looking and clear display of the products are substantially loaded on Factor 1. Visually appealing facilities like (shelves, counters, fridges, computers, lights) and visually appealing materials associated with service are loaded on Factor 2. Employees have neat professional appearance and Location of the store in prominent place are loaded on Factor 3.

5.1.12 Based on Chi Square Analysis

- There is relationship between the occupation of the respondents and choice of retailing.
- There is no relationship between the income and gender of the respondents and choice of retailing.
- There is relationship between the age, gender and income of the respondents and type of stores chosen in organized retailing.
- There is relationship between the age, gender and income of the respondents and type of stores chosen in unorganized retailing.
5.1.13 Based on Correlation Analysis

- There is no relationship between the age, income, occupation, gender and residential area of the respondents and rating of the overall shopping experience in the organized retail store.
- There is no relationship between the age, income, occupation, gender and residential area of the respondents and rating of the overall shopping experience in the unorganized retail store.

5.1.14 Based on ANOVA Analysis

- There is no relationship between the occupation, income and age of the respondents and most frequently shopped item.
5.2 SUGGESTIONS BASED ON THE STUDY

This research clearly examines the use of SERVQUAL to bring close other service quality gaps for organized retailers and unorganized retailers. In this research the service quality offered by organized retailers and unorganized retailers were reviewed. The findings from the analysis of data obtained from both stores confirmed the evaluation of service quality in a breakdown of the five crucial factors as posited by Parasuraman et al. 1988.

The findings from the study indicated a lot of similarity on service quality factors perceived by organized and unorganized retail consumers. The overall satisfaction level of organized retail customers with unorganized retail customers indicated a positive level of satisfaction. This finding supports the concept of recognizing and willing to accept variations in service quality regarding retail purchase. It is termed as “Zone of Tolerance”. The results of the current study purely illustrates that organizations in the unorganized retailing sector should work towards improvement in all the five dimensions of service quality like reliability, responsiveness, assurance, empathy and tangible factors. Major suggestions made for the retailers are listed below.

For organized retailers

The findings targeted that the positive determinants of service quality in organized retailing are Tangibility, Reliability and Assurance. Introducing new strategies in store layout and arrangements, visual merchandising, variety of products, self-service, record keeping, clean and tidy environment, parking facility, customer care relations and reduced prices will make the organized retailers to retain the customers.
On the other side, they suffer in Responsiveness and Empathy dimensions. The following suggestions are made to attract new customers and sustain the existing customers in organized retailing.

1. Error free transaction is a major issue to be addressed by the organized retailers. Easy procedures to be followed by the management to convince the customers that they have made error free shopping. Computerized billing, receipts even for a single item purchased, Scanning systems, clear product bill with discount rates may be used efficiently and effectively.

2. Communicating the customers about the services, offers, discounts and benefits should be improved through SMS (Short Message Service) alerts, e-mails, pamphlets and banners, which may help the customers in stimulating their purchase intention.

3. Selling staffs should be trained in receiving the customers with polite and smiling face, which makes them to feel that they are well treated. Also, there must be willingness from the sales staffs to help the customers and in solving the problems. This helps the customers to do free and fair shopping.

4. Customer complaints are always usual in retailing. This has to be managed by the sales staff directly and immediately, which creates a good impression on the store image. It is suggested that longer formalities have to be avoided in solving the customer complaints.

5. Each and every customer feels that they should be treated as special customer while shopping. Organized retailers may adopt innovative strategies like wishing them on their Birthdays, anniversaries, children birthdays and festival wishes through SMS (Short Message Service). Bonus points, price discounts and add-on offers may also be considered for regular customers.
6. Convenient business hours are another issue for organized retailers when compared with unorganized retailers. Business hours may be increased, especially in the morning time to attract unorganized retail customers.

7. Non provision of Credit facility is the major weakness of organized retailers. This generally reduces the credibility of the customers. Creating trustworthiness is more important in retail sector. So it is suggested to work out credit facility strategy to attract retail customers.

8. Introducing convenient quantity sale, parking facility with kids play area and recreation facility are some of the other recommendations made to the organized retailers.

**For unorganized retailers**

To be more focused, the results clearly showed that the positive determinants of service quality in unorganized retail are Responsiveness and Assurance. Improving Credit facility, convenient working hours, convenient quantity sale, prompt and trusted services, helping in solving the customer complaints directly and immediately, product variety will help the unorganized retailers to create competitive environment to organized retailers.

On the other side, they suffer in Reliability, Tangibility and Empathy dimensions. The following suggestions are made to attract new customers and sustain the existing customers in unorganized retailing.

1. Discounts and offers which are offered by the brand is not informed or intimated to the customers. This practice create negative attitude towards the reliability of the retailers. Hence, Reliability in information provided by the unorganized retailers should be concentrated to avoid dissatisfaction.
2. Unorganized retailers must strengthen their ability to provide accurate and promised service to all type of customers whether small or bulk, occasional or regular to create reliability in the minds of customers.

3. Sales staffs in unorganized retail stores should ensure error free transactions and helping tendency to create free and fair shopping experience to their customers.

4. Providing membership cards and benefits like bonus points and gifts for customers is not practiced by most of the unorganized retailers. This practice helps the retailers to trace the customer shopping behaviour and their usage of products. By adopting Customer Relationship Management (CRM), the retailers may have an advantage of knowing the preferences of the customers and their expectations.

5. Product prices should be clearly indicated on the pack which is not much followed in many retail outlets, which usually creates impression about the quality of the product they purchase. This can be avoided by clear price tag or price label to ensure the store charges right and nominal price. Also giving receipts even for a small purchase should be practiced by the retailers.

6. As the selling staffs are the persons who directly meet the customers, they should be well dressed with neat look and courteous in receiving. This generates a enjoyable shopping experience in the minds of customers.

7. Unorganized retail outlets should improve visual merchandising and display of products with helpful sign boards, which eventually increase the purchase habit of the customers.
8. Usage of modern equipment is found rare in unorganized retail outlets; hence it is suggested to equip themselves with latest technologies, which reduces the perception of waiting and saving the shopping time of the customers.

9. Improving in-store environment, having variety of products, maintaining huge stock, improving shop presentation and arrangements, clean and tidy environment, increasing operating hours, improving record maintenance and providing receipts to customers are some of the suggestions made in relation to the improvements of service in unorganized retail sectors.

For both organized and unorganized retailers

1. Services should be delivered by both organized and unorganized retailers, reliably by fulfilling all promises made to customers, doing things right the first time without mistakes and having the merchandise available when the customers want it.

2. Customers prefer transparency in billing system and services during their shopping. Therefore the retailers may enhance technology to satisfy customer expectations. The services may be credit / debit card machine facility which increases the spending behaviour of the customers. Wherever possible, retailers may apply ICT (Information Communication Technology) in their sector.

3. Majority of the customers expect air-condition, freezer, hot case and refrigerator facility while shopping. Hence the retailers may concentrate on providing these facilities without any interruption.
4. Most of the customers are very particular about nominal prize, discounts and other add-on services provided by the retail sector. Hence it is recommended to consider innovative pricing strategies, offers and discounts at all time.

5. Customers, both organized and unorganized retail sector are more particular on convenience of the shop, brand consciousness and quality of the product. So it is suggested for the retailers to concentrate on these areas for improved customer satisfaction.

6. In recent past, salaried category customers expect credit facility from the retailers. Hence the retailers may extend credit facility to the customers in association with any Financial Institutions.

7. The employees (salespeople) in the organized and unorganized retailing should be courteous, helpful, knowledgeable with the ability to instill confidence in the customers at all times during their personal interaction with the customers. The selling staffs should have adequate knowledge of the products offered and in handling returns.

8. Understanding the needs, wants and desires of the customers is not an easy task by the retailers. This can be managed by adopting CRM (Customer Relationship Management). CRM helps in tracking the customers and their purchase behaviour. This will help in understanding the exact need of the customers and providing services based on their need.

9. The retailers should concentrate on Self service facility, shopping space and display system of the retail stores to enhance the purchasing habits of the customers.

10. In recent days, the retailers are focusing more on free home delivery. But according to the present study, majority of the customers both organized and
unorganized retailing says home delivery system is not influencing during their retail shopping. Hence it may be suggested that the retailers may concentrate on recreation facilities like kids play area, parking facility, cafeteria and play stations.

5.3 CONCLUSION OF THE STUDY

In India, retailing is dominated by the changing behaviour of the consumers, which is influenced by demographic, psychometric and socio economic factors. Rather than analysing demographic variables of a customer, researchers and retailers may focus on analysing psychometric and socio economic factors in order to understand the needs, wants, desires, aspirations, perceptions, attitudes, interests, opinions and life style of a consumer.

Retailing, both organized and unorganized, is more than a business. As they directly meet the customer needs and desires, they have to create long lasting relationships with them. Whenever a customer steps into a retail store, they usually expect more from the retailers. This has to be clearly understood by the retailers and shape their strength in order to obtain right balance between the perception and expectation of the customers.

In conclusion, knowing how customers perceive the service quality and being able to measure service quality can benefit the marketers in organized and unorganized sectors of retailing units in quantitative and qualitative ways. The measurement of service quality can provide specific data that can be used in quality management; hence, the organizations would be able to monitor and maintain quality service. Assessing service quality and better understanding how various dimensions affect overall service quality would enable organizations to efficiently design the
service delivery process. By identifying strengths they can provide better service and ultimately best service to external customers. Since service quality has long been accepted as the most basic marketing tool for retailers to differentiate their retail offers, they can create competitive advantage and enhance the customers’ shopping experience. Nevertheless, maintaining excellent service quality within the stores is no simple task as it requires continual measurement from time to time to monitor and identify areas of activity that may be responsible for the standards of service quality. This study has successfully validated the theory of Parasuraman et al. (1988) on Service Quality Scale on five dimensions. In this respect, it is hoped that this scale can serve as a measurement tool which helps provide some imperative insights on the delivery of service quality in a contemporary global business environment. The results of this study will help both the organized and unorganized retailers who wish to enhance their perceived service quality in future, to tap the potentiality of the growing Indian economy.

5.4 SCOPE FOR FUTURE RESEARCH

Although the various models relating to SERVQUAL have been proved authentically through the results of this thesis, this will not show a complete picture as the thesis has been limited to the retail industry and especially to the market of Chennai. This study is not free from limitations like the non-sampling error; study exclusively conducted for retail industry in Chennai and so on and hence the limitations of this study however will form the basis for future studies on the topic SERVQUAL. Therefore to prove various SERVQUAL models and other important and valuable SERVQUAL theories, similar to that of this study, a study may be carried out with a special focus on retail industry across India. The research may be
extended to other industries also in India. In the present study, the researcher has developed a marketing model for both organized and unorganized retailers to offer better quality in the retail industry in India, by considering the opinion of 600 respondents in the retail industry in Chennai. Similar kind of SERVQUAL models may be developed for retail industry across the globe. Of course, this research work, no doubt, would be useful to the people in the retail industry in India; also this research would serve as literary support for new researcher who would like to conduct study on retail industry in future.

Generally speaking, the study of service quality is both important and challenging. Future efforts should continue to advance the understanding of the concept and the means to measure and improve service quality. This study will surely assist a future research on SERVQUAL since an important issue for future research is about the relationship between internal service quality and external customer satisfaction as well as other constructs, such as employee service orientation, and external service quality.