SUMMARY AND CONCLUSIONS
CHAPTER 6

6. SUMMARY AND CONCLUSIONS

The research was undertaken to study the effect of Retail Service Quality, and Customer Commitment and their effect on Word of Mouth Communication. The study also looked at effect of income, age and gender and their effect on Word of Mouth Communication were studied. The research compared Retail Service Quality of five cities, namely, Delhi, Bangalore, Kolkata, Mumbai and Indore. Further, the Word of Mouth Communication in the cities was also compared. Finally, the study tried to explore the contribution of Retail Service Quality and Customer Commitment on Word of Mouth Communication.

6.1: The Summary

The report is divided into seven chapters besides references and appendix. The chapter one titled Introduction deals with conceptual framework of retail service quality, customer commitment and word of mouth communication has eight parts-Retailing, Service Quality, Service Quality Dimensions, Service Quality Gap Model, Customer Commitment, Word of Mouth Communication, Rationale, Objectives of the Research. The chapter has described all the above-mentioned dimensions and also the stated the objectives of the study.

The chapter two titled Review of Literature covers research work
carried out by various researchers in the area of Retail Service Quality, Customer Commitment and Word of Mouth Communication. Studies of different researchers have been laid out in chronological order to provide explicit details regarding Retail Service Quality, Customer Commitment and Word of Mouth Communication.

The chapter three titled Research Methodology and Design is divided into five main parts-The Study, Research Design, The Sample, Tools for Data Collection, Tools for Data Analysis. The chapter describes the nature of the study, sample size, demographic distribution of the sample, sampling technique and gives a detailed description of the tools used for data collection and analysis.

The chapter four titled Findings is divided into six parts-Effect of Retail Service Quality, Customer Commitment on Word of Mouth Communication, Effect of Income, Age, Gender on Word of Mouth Communication, Comparison of Retail Service Quality across Five Cities, Comparison of Customer Commitment across Five Cities, Contribution of Customer Commitment and Retail Service Quality in Predicting Word of Mouth Communication.

The chapter five titled Discussions deals with discussions of the results. In this chapter results of all the objectives are discussed in the light of past studies and findings.

The chapter six is titled Summary and Conclusions is divided into two parts-Summary and Conclusions. The summary has chapter-wise
description of the complete report; whereas conclusions are drawn in the light of objectives of the study have been purportedly described.

The chapter seven deals with the Suggestions and Implications of the study. The findings can provide guidance for future studies which aim to better understand the motives for giving and seeking opinions. It was difficult to find studies pertaining to India cities and there was a gap when it came to comparison with previous studies. The study can be replicated on a larger scale with larger number of cities. Besides, the current study has looked at customers of organized sector and that too in malls. The study can be done in unorganized sector also to see whether the findings hold true in unorganized sector also. The study has opened up new vistas of research as it has highlighted the factors affecting word of mouth communication. However, more variables impacting word of mouth may be explored.

The references have been presented in the standard format. The questionnaire used for the study has been given as Annexure 1 in the Appendix section.
6.2: The Conclusions

The study is first of its kind on impact of service quality and customer commitment on word of mouth communication for the retail outlets in the Indian context. The objective-wise interpretation of the results has been given hereunder, to crystallize the outcome of the effort.

Objective 1: The first objective of the study was to study the effect of Retail Service Quality, Customer Commitment and their interaction on Word of Mouth Communication.

- Customer Commitment is better contributor than Retail Service Quality.
- Joint contribution of Retail Service Quality and Customer Commitment is 40% in predicting Word of Mouth Communication.
- Customer Commitment is better contributor than Retail Service Quality

Objective 2: The second objective of the study was to study the impact of Service Quality and Customer Commitment on Word of Mouth Communication vis-a-vis different customer profile.

- Income did not produce significant effect on Word of Mouth Communication.
- Older the respondent more dependent on word of mouth communication.
- Word of Mouth Communication is similar for both male and female.
• Income and Age is independent from each other in terms of Word of Mouth communication
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• Income, Age and Gender is independent from each other in terms of Word of Mouth Communication.

Sub-objective 2-b1: To study the effect of geographical variable on Retail Service Quality among retail customers.
• Mumbai is significantly higher in Retail Service Quality than Kolkata, Hyderabad, and Indore.
• New Delhi is significantly higher than Hyderabad and Indore and Kolkata is significantly higher than Hyderabad in terms of Retail Service Quality.
• There is no significant difference between Mumbai and New Delhi, Kolkata and New Delhi and Hyderabad and Indore.
• Hence, it may be concluded that in terms of Retail Service Quality the cities may be ranked as (i) Mumbai, (ii) New Delhi, (iii) Kolkata (iv) Indore and (v) Hyderabad.
Sub-objective 2-b2: To study the effect of geographical variables on Word of Mouth Communication among retail customers.

- New Delhi, Hyderabad and Indore are significantly higher in Word of Mouth Communication than Mumbai.
- There is no significant difference between Mumbai and Kolkata, Kolkata and New Delhi, Kolkata and Hyderabad, Kolkata and Indore, Delhi and Hyderabad, Delhi Indore, and Hyderabad and Indore.
- It may be concluded that in terms of the Word of Mouth Communication the cities may be ranked as (i) Indore (ii) New Delhi, (iii) Hyderabad (iv) Kolkata and (v) Mumbai.

Sub-objective 2-c1: To study the impact of geographical variable among retail customers across five cities

- It was observed that Mumbai is significantly higher in Retail Service Quality than Kolkata, Hyderabad, and Indore.
- New Delhi is significantly higher than Hyderabad and Indore and Kolkata is significantly higher than Hyderabad in terms of Retail Service Quality.
- There is no significant difference between Mumbai and New Delhi, Kolkata and New Delhi and Hyderabad and Indore.
- Hence, it may be concluded that in terms of Retail Service Quality the cities may be ranked as (i) Mumbai, (ii) New Delhi, (iii) Kolkata (iv) Indore and (v) Hyderabad.
Sub-objective 2-c2: To study the impact of Retail Service Quality on Word of Mouth Communication among retail customers across five cities

- Better the Service Quality better the Word of Mouth Communication.

- In terms of the Word of Mouth Communication the cities may be ranked as (i) Indore (ii) New Delhi, (iii) Hyderabad (iv) Kolkata and (v). Mumbai