EXECUTIVE SUMMARY

This study has been conducted with the purpose of assessing the quality of service of selected supermarket. The study was aimed to know whether customers are satisfied with the service provided at the supermarkets. To determine this retail service quality scale was used which consist of five dimensions namely physical aspect, reliability, personal interaction, problem solving and policy. This study also discusses the various attributes of supermarket and their impact on customer satisfaction. The attributes consists of four dimensions namely product, price, location and promotions.

For the purpose of the study, the five top supermarkets in Mysore city were selected. The supermarket selected are Big Bazaar, More, Easy day, Loyal World and Reliance Mart. All these supermarkets have made a good name in the market. Each of these five supermarkets has created image of its own in the market and all of them are well reputed supermarket. All these five supermarkets offer a wide variety of choices to the customers and provide different forms of services.

This study is a descriptive study the data for this research has been collected through the primary sources. Two set of questionnaire was prepared one for the customers of supermarket consisting of services parameters and product parameters. The other set of questionnaire was prepared for the managers of supermarket which consisted of key determinants of supermarket. The data collected was analyzed by using the statistical package for social science package.

The statistical techniques which were used to analyse the data were Descriptive analysis, One sample t test, Anova analysis, Tukey HSD test and Levene’s test. The results which have been obtained from these analysis shows that most of the supermarkets are providing a good service to the customer and the customers feel satisfied and in some service parameters the supermarkets need to improve, in terms of the attributes of the supermarket also the similar kind of result has been obtained. The selected determinants of supermarket for this study also have a significant impact on the customer based performance and financial efficiency of the firm.