CHAPTER-2
REVIEW OF LITERATURE

2.1 Introduction

Understanding customers, their choice and satisfaction levels, which the study focuses, are relatively well developed areas in the retailing literature. This chapter presents the review of literature supporting the research work undertaken for knowing the level of customer satisfaction towards the various retail service quality dimensions. The literature review also focuses on the various demographic factors that influence consumer buying decisions. In attempting to define the attributes of supermarket that influences the buyers towards purchase of product and services.

A number of major empirical studies relating to the broader perspective of retail service quality are presented below:

Bernardo Balboni (2013) in their article demonstrated the vital role of retail service quality as a solution activator in the creation of consumer loyalty to the store; the final is understood in a conative and achievement sense. Applying a customized version of the RSQS scale, a model is tested by administering questionnaire customers in an under-investigated retail setting, i.e. supermarkets, within the Italian circumstance. Structural equation modeling was employed. The outcomes prove that clientele consider retail service quality as a second-order dimension and identify the main contribution of physical aspects and reliability first-order dimensions. The present study is the first to apply a specific RSQS scale to the Italian national context. Moreover, it provides useful information on the association between service quality and loyalty in retailing.

Daniella Ryding (2013) recommended the relative significance of service quality across two grocery store formats. Study to date, indicates that within the grocery sector, customers anticipate value for money in provisions of product quality, dietetic value and service quality. If these attributes are met in relation to the customers’ perceived risk, it is more likely that customer satisfaction and maintenance will occur. In difficult competitive, social and economic circumstances, some sources specify that there will be a trading down in customer shopping habits, with more customers expecting superior levels of service stipulation across a wider range of store formats, including the discounter. This study examines the relative significance of service quality for a quality-led retailer,
compared to a discounter. Quantitative research was carried out to obtain both a demand and supply–side perception. Research findings reveal that despite the fact that consumer expectations are raising in relation to the overall shopping experience, distinctions in relation to customers’ expectations between the levels of service provided across quality-led stores, compared to discounters, is still apparent.

**Arash Shahin (2012)** observed that Service organization like further organizations are understanding the importance of customer-centered philosophies and are spinning towards quality management approaches to assist their businesses. This paper has been started with the thought of service quality and has established the service quality gaps model. In this article SERVQUAL as an efficient approach has been deliberate and its role in the examination of the disparity between customer expectations and perceptions has been highlighted. Results of the study draw round the fact that even though SERQUAL could close one of the vital service quality gaps connected with external customer services, it could be extensive to close other major gaps and as a result, it could be developed in order to be applied for employees and service providers.

**Simeon S. Simon (2012)** in this study they analyzed the Service Quality of the Organized Retail Stores that contributes to the purchaser satisfaction in Coimbatore City, Tamil nadu. Retail Service quality can be deliberate with standard of the quality provided and offered by a retail store in the important areas like Physical aspect, Reliability, Personal Interaction, Problem Solving and Policy aspects, were they analyzed through feedback from the samples of the dynamic retail shoppers. The objective of the research was to identify the influencing retail service quality factor on customer satisfaction and to recognize the value of influence with admiration to customer satisfaction. The research was successfully accomplished and the factors influencing the consumer satisfaction were analyzed. This shows that, the retail stores are in development stage and they are struggling hard to satisfy the customer wants and requirements. This barely depends on how well the retailers look into the influencing factors and take action strategic plan to complete them so as to satisfy the customers’ wants and demands.

**M. Ramakrishnan (2012)** observed that India witnessed major development in the organized retail store format in the past 10 years. Because Indian shoppers’ predilection to organized retail system is mounting year on year, it is very important that
the retailers should recognize the service quality anticipation of shoppers. The objective of this study is to identify the consumer expectation on retail service quality elements in the departmental stores of Coimbatore. In this study a sample of 250 respondents from two well-known department stores were surveyed to observe the customers expectation on retail service quality dimensions. The data was analyzed by using Exploratory Factor Analysis to explore the retail service quality factor construction. The data was analyses and the outcome were compared between two stores. The factor analysis reveals the consumers expected service quality dimensions in the departmental store setup.

S. P. Thenmozhi (2011) suggested that Multinational and indigenous organized retailers have entered into the unorganized retail industry in the rising economies like India. When it is tapering down to grocery shoppers, customers are faced with decisions to make a selection between various types of retail formats. At this moment, finding out whether the unorganized retail industry meets the consumer needs and expectations is critical. This study identifies the Retail service quality factors and explores the impact of Retail Service Quality on Customer satisfaction and loyalty in unorganized retail outlets. A sample of customers at selected kirana stores of Tamilnadu in India were selected for the study on the basis of convenience sampling. The study reveals six retail service quality factors namely Store Merchandise, Access, Personal Interaction, Problem solving, Policy and Physical aspects. The findings of the study also confirm that Retail Service Quality factors have a significant impact on customer satisfaction and customer loyalty in unorganized retail outlets.

Md. Anisul Islam (2011) in this study investigated the dimensions and their levels of service quality that have major effect on shoppers satisfaction in Fashion house. The results showed that the various dimensions of service quality such as tangible, competence, credibility, accessibility, reliability, responsiveness and customer knowledge were absolutely correlated to consumer satisfaction in Fashion house or brand shop. Though, by using Statistic software SPSS only four factors, namely, reliability, customer knowledge, credibility and tangible have significant effect on customer satisfaction that shows that there is a need to improvement in one of the dimension in order to make customer fully satisfied. Hence, the administration of fashion house organization should spotlight on reliability, customer knowledge, credibility and tangible a head of its
challengers. Ultimately customers would remain loyal to an organization and this brings sustained profitability and success in future.

**Osman M. Karatepe (2011)** investigated customer satisfaction as a intermediary of the effects of service situations, communication quality, empathy, and reliability on loyalty. It aims to inspect gender as a moderator in the relationship between the abovementioned service quality dimensions and buyer satisfaction. The required data were collected from the customers of retail in Northern Cyprus. The data was analyzed by multiple regression analysis and the results reveal that customer satisfaction mediates the impacts of service situation, communication quality, empathy, and reliability on loyalty. The results also reveal that gender moderates the effects of empathy and reliability on customer satisfaction.

**Daniella (2011)** identifies the relative significance of service quality between two grocery store formats. Investigation to date shows that within the grocery sector, consumers anticipate value for money in terms of quality, nutritional value and service quality. If these factors are met in relation to the customers’ perceived risk, it is more likely that purchaser satisfaction and retention will happen. In difficult circumstances such as competitive, social and economic situation, some sources point out that there will be a less trading in customer shopping habits, with more clients expecting superior levels of service stipulation across a wider variety of store formats, with the discounters. This study examined the significance of service quality for a quality-led retailer. Quantitative and qualitative research has been used to attain both a demand and supply–side outlook. Research result exhibit that in spite of the fact that consumer expectations are increasing in relation to the overall shopping practices, distinctions in relation to consumers expectations among the levels of service offered across quality-led stores, compared to discounters.

**Sudheer Dhume (2011)** focused that retailing in India is poised for massive bound. Recent rule to permit 51% FDI in retail have specified additional boost to the champions of organized retail sector in India. In spite of marvelous potential, the industry is bound to see unparalleled competition. And in the competitive scenario, only those who provide greater value in provisions of quality will survive. This research paper uses
SERVQUAL Model for measuring the Service Quality Dimensions of Apparel Specialty Stores in Mumbai.

Jackie L. M. Tami (2011) evaluates the associations between customer satisfaction, service quality and perceived value. These variables are gradually recognized as being sources of competitive advantage. Though, slight empirical research has been conducted to observe these variables concurrently and their associations with post-purchase behavior. The present study was hence planned to develop an thoughtful of the associations among these variables and their influence on postpurchase behaviour. A model was developed and experimented by means of data obtained from consumers in the retail industry. The outcomes disclosed that consumer satisfaction and perceived value have positive significant influence on post-purchase behavior.

J. Joseph Cronin, Jr. and Steven A. Taylor (2011) investigated the conceptualization and dimension of service quality and the associations between service quality, consumer satisfaction and purchase intentions. The literature review recommends that the current measure of service quality confounds satisfaction and attitude of the customers. Therefore, the researchers test a substitute method of operationalizing perceived service quality and the importance of the associations between service quality, consumer satisfaction and purchase intentions. The outcomes suggests that a performance-based evaluation of service quality may be an enhanced means of measuring the service quality, service quality is an precursor of consumer satisfaction, consumer satisfaction has a positive influence on purchase intentions, and service quality has fewer consequence on purchase intentions than consumer satisfaction.

Seema S. Shenoy (2011) in his article, illustrates that supermarket retailers in India are facing ferocious rivalry from not only through Indian counter parts but moreover strong overseas players. The merely way out for continued existence is through achievement of competitive advantage. This research article has made an attempt to device a theoretical framework on consumer-centric approaches for enabling supermarket retailers to achieve competitive advantage. The influences of superseding factors have also been measured in the way of facilitating Supermarket retailers in attaining greater performance. Assortments of performance results of the consumer -centric strategy have
also been included in this framework. This paper has made an attempt to contribute vastly to existing literature on supermarket retailers in India.

Donald K. H. Chow (2011) suggests that current measures of service quality of retail grocery in the international market are inadequate. A Retail Service Quality instrument is taken in order to evaluate the service quality of a Japanese supermarket in Hong Kong and its impact on purchaser satisfaction and future purchase behavior. Five service dimensions were considered in this study. They are namely, Personal Interaction, Trustworthiness, Physical Aspect, Policy and Reliability. The data was analyzed and the output determined that out of five dimension only Personal Interaction and Physical Aspect are shown to be the most important elements in determining customer satisfaction and future purchase behavior.

Soyoung Kim (2011) determined whether the Retail Service Quality Scale might effectively capture consumer’s perceptions of service quality in discount stores across cultures. The U.S. and South Korea are chosen as they replicate two different discount retail situations and cultural backgrounds. Behavioral intentions and fulfillment are also evaluated in relation to consumer perceptions of service quality. Data are collected from convenience samples method from the students of U.S. and Korean college and analyzed using regression analyses. The results propose that the dimensionality of service quality is not universal across various nations.

Steven A. Taylor (2011) examined the conceptualization and evaluation of service quality and the associations between service quality, customer satisfaction, and purchase intentions. The literature review recommended that the existing operationalization of service quality confounds satisfaction and attitude. Therefore, the authors test an substitute method of operationalizing perceived service quality and the implication of the associations between service quality, customer satisfaction, and purchase intentions. The results suggests that performance-based measure of service quality may be an superior means of calculating the service quality construct, service quality is an precursor of consumer satisfaction, consumer satisfaction has a positive effect on purchase intentions, and service quality has a lesser amount of effect on purchase intentions than does consumer satisfaction.
Haksik Lee (2011) has dealt with three aspects in the area of perceived service quality. First, the researcher tries to compare the gap model with the performance model. Second, he investigates the way of causality between service quality and satisfaction. Finally, he examines whether the influences of a few dimensions of service quality differ across service industry types. Three service firms were elected and samples were interviewed. As hypothesized, the performance model appeared to be better than the gap model. The result shows that perceived service quality is a precursor of satisfaction, rather than vice versa. Lastly tangibles appeared to be a more important factor in the facility industries, whereas responsiveness is a more significant factor in the people-based industries.

Jay Kandampully (2011) identified that the principle of ‘quality of service’ as the competitive edge in obtaining market leadership and it has been well familiarized both in academic research and by most important service organizations. Though, it has turned out to be more and more important for organizations to and ways, not only to arrive at the top, but to continue that leadership in an constantly increasing competitive market-place. In order to defend their long-term interest, retail service organizations are looking for ways to falsify and to maintain a continuing relationship with their customers. This research paper identifies the changing focus of service quality from a simple competing instrument toward the basic center of the service thought in meeting and exceeding customer expectations. It is argued that long-standing superiority of a service is dictated by the organization capability to maintain their connection with the consumer by opening ‘service loyalty a revelation of the organization pledge to maintain the service promise. This research paper outlines how service employees build up the emotional association with customers which leads to outstanding service and the capability to go beyond customer expectations. It is planned that opening loyal service gives an organization the benefit, not merely to be able to full consumer’s present needs, other than also the ability to expect their future needs. This potentiality to anticipate presents with the opportunity to surprise and delight customers on a steady basis thus reinforcing to the consumer.

Shishma Kushwaha (2011) revealed that the quality of the retail services offered by the retailer influence the customer’s decision about the retailer so retailer should pay extraordinary attention to the retail services provided to the consumers. The retailer offers the a variety of services to the consumers like wise convenience of location, convenience
of timing, preference of products, information about the products, credit facilities, home delivery, parking facility, grievance redressal, special facility to senior citizen etc. The Indian retail industry is thriving like anything and it is at the 4th place in the Global retail development index. So, to continue the growth of Indian retail industry, the purchaser should be satisfied with the services offered to them by the retailer. So, the investigator has intended to analyze the preference of the consumers about the variety of services dimensions offered by the Indian organized retailers and identifying the customers’ satisfaction from those services. Investigator also tried to determine the various services dimension on which retailers of the organized sector need to work to afford the best services up to the anticipation of the consumers.

Barani G (2010) conducted an empirical study observed the dimensions and their levels of service quality have vital effect on consumer satisfaction in organized retailing. The outcome illustrated that the various dimensions of service quality such as tangible, reliability, responsiveness, competence, credibility, accessibility, and customer knowledge were significantly correlated to customer satisfaction in organized retailing. However, statistical packages for social sciences (SPSS) was used to analyze the data the results shows that only four factors, namely, reliability, customer knowledge, credibility and tangible have positive effect on customer satisfaction. Therefore, the administration of organized retailing is supposed to focus on reliability, customer knowledge, credibility and tangible in advance of its competitors. Finally customers would remain loyal to an organization and this brings sustained profitability and accomplishment of future goals.

Satendra Thakur (2010) measured the impact of service quality on customer satisfaction and loyalty in the circumstance of retail outlets in DB City shopping mall Bhopal. Five dimension of service quality has been taken in this research. Information has been obtained from 125 consumers who has purchased the service straight from retail outlets in DB City shopping mall, outcomes explain that barely two variable of service quality specifically tangibility and empathy has significant impact on loyalty, and rest of the four dimension of service quality that is reliability, empathy, tangibility and assurance has positive impact on customer satisfaction, outcome also point out that there are optimistic significant relationship among customer satisfaction and loyalty, the outcome imply that marketing executive and managers should give additional focus on service
quality to be successful in satisfying the customers in order to generate loyal customer base.

Cynthia Menezes Prabhu (2010) observed that service Quality in retail sector is essential for satisfying customers, creating loyalty and retaining customers. This research article aims at recognizing elements and determinants of retail service quality in Bangalore Supermarkets. A required information has been collected from 250 shoppers in different supermarkets in Bangalore and has resulted that service quality of superstore composes of four factors that is Service Personnel, Physical Aspects, Policy as well as Reliability. Among all these factors, Service personnel have positive significant impact and Physical Aspects has the weakest one, whereas the role of Reliability is not established by the data. As of these result, managerial as well as hypothetical implications have been discussed. Result of this experimental research repeat the point of view that Service Quality dimensions are critical for customer satisfaction in retailing.

Asghar Afshar Jahanshahi (2010) investigation dealt with the questions that are fetching increasingly significant to managers in retail industries. It is the association among consumer service and product quality with consumer satisfaction and faithfulness in the circumstance of the Indian retail industry. If yes, how is the association among these four variables. Customer satisfaction and loyalty are the most significant factors that have an effect on the retail industry. On the other hand, consumer service can be well thought-out as an inborn element of consumer products. Consumer service quality, product quality, consumer satisfaction and loyalty can be deliberate at different stages, for example, at the commencement of the purchase, and one or two years after purchase. Outcome of the study identifies that there is a correlation between consumer service and product quality with consumer satisfaction and loyalty.

Romi Sainy (2010) observed that Service quality is an significant factor, which determines the behavior of consumers in retail outlets. Various studies have been conducted in the precedent and have focused on overseas markets and hence there was a need to conduct a study in Indian circumstance to find out the association between service quality and customer loyalty. This study was an effort to identify the consequence of service quality on customer loyalty in retail outlets and to observe is there is any impact of demographic variables on customer loyalty. Four demographic variables had been
taken in to consideration in this study they are age at two levels, sex, profession as business and service and income. Retail format considered in this study was departmental stores. A sample size of 100 respondents was chosen from this study to identify the effect of Service quality on Customer loyalty. The result of the study illustrate that there is a positive significant effect of service quality on customer loyalty and three out of the four demographic variables were positively correlated to customer loyalty.

**Xiande Zhao (2010)** recommended that greater extent retailers in Mainland China are annoying to improve their services through quality improvement. In this research paper, the investigator report upon the implication of SERVQUAL in service quality development at a department store in Tianjin, Northern China. We shall also evaluate the reliability as well as validity of the SERVQUAL instrument by means of data obtained from this department store. The development export included comparisons of service quality as perceived by together outside customers and interior employees, recognition of areas for development through focus group discussion of the survey results, and expansion of a plan for development. Statistical analyses were also performed to test the soundness of the SERVQUAL instrument and the implication of the service quality dimensions in the Chinese retail sector. The outcomes point out that the gap scores do not combine into dimensions of service quality somewhat, the perception scores approximately merged into six dimensions. The result from this study point out that the SERVQUAL instrument and service quality dimensions may not be appropriate to the retail sector of Mainland China.

**Shirshendu Ganguli (2010)** observed that a number of research have been conducted within retail services in various countries in order to evaluate customer satisfaction and loyalty, however all these studies mostly focus on service quality or service features. Barely any research that attempts to take into consideration together service quality and features and evaluate their effect on customer satisfaction in addition to loyalty. The significance of such a research is vital in one of the fastest developing retail markets like India, the impact of service quality and features on consumer satisfaction and loyalty from the retail viewpoint is a very vital field of discussion. After knowing different variables of service quality and features from literature on services like retail, banking, hospitality, healthcare, fast foods, etc., completed in the similar circumstance of exploring drivers of consumer satisfaction and loyalty, in this study
attempts has been made to find out the primary constructs of these service variables for the Indian retail customers. Then the variables obtained have been used as independent variables and an effort has been made to investigate the effect of these factors on customer satisfaction and loyalty as dependent variables.

**Srinivas Durvasula (2010)** examined the service quality perceptions of customers towards retailers in Singapore. He applied SERVQUAL, an accepted measure of service quality to a sample of 172 consumers to identify service quality perceptions, service quality expectations and gaps in service quality. He primarily examined the dimensionality and reliability of this scale. Then, analysis by a variety of demographic groups revealed significant gaps in service quality; the gaps in quality were superior for some service quality dimensions than for others. The implications of these outcomes for Singapore retailers and retail entrepreneurs are then obtainable along with prospect research directions.

**Binta Abubakar Swinburne (2010)** in this article investigated the consumer ratings of significance of several attributes connected with supermarket shopping. Then it reviewed the satisfaction ratings of the attributes. The objective of the article was to rank the factors and to narrate the importance of rankings to customer satisfaction. The findings have implications in that a retailer is able to review how well they meet their customer’s needs on vital attributes. The results recommended that since retail formats have turn out to be very standardized, corporate status is rated high and may be a basis of sustainable competitive advantage. Convenience was considered important, as was quality of service especially the sociability and competence of checkout workers. The results recommended that retail chain has mainly been able to align its hard work to the areas considered important by customers. However, the satisfaction scores are quite low suggestive of the retailer may be vulnerable to an attack by a rival prepared to deliver greater value to the customers.

**Noel Y.M. Siu (2010)** suggests that the present measures of service quality of retail grocery in the international market are limited. Therefore a Retail Service Quality instrument was adopted to determine the service quality of a Japanese supermarket in Canada and its effect on customer satisfaction and prospect purchase behavior. Five service dimensions have been considered in this study. They are namely, Physical Aspect,
Policy Personal Interaction, Trustworthiness and Reliability. After analyzing all these dimensions the results determined that Personal Interaction and Physical Aspect are positively related to customer satisfaction and future consumption behavior and rest of the dimensions need to be improved.

C.N. Krishna Naik (2010) in this research article they have set forward to determine and search through the development of a service quality questionnaire in the retail circumstances and determine whether the typology to which service belongs might give details explanation and determine the association between service quality and Behavioral Intentions and consumer Satisfaction. Then a more diplomat sample was used for respondents shopping at Pantaloon outlets in a second-order confirmatory factor analysis the researchers found that the dominant dimensions of service quality are Recovery, Responsiveness, Tangibles, and Knowledge. The outcome directly influences the service quality and Behavioral intentions, and the mediating role of customer satisfaction on influencing Behavioral Intentions. Customer satisfaction is identified as one of the powerful driver of Behavioral Intentions in the circumstance of retail sector in India. The current study focused on only the retail sector and considers samples from one main retail outlet working in all the formats. Therefore is may not be possible to simplify the outcome to all the industries of service sector. Prospect research could perhaps examine the role of service quality and customer satisfaction on Behavioral Intentions of consumers in other service sectors.

Mustafa Kemal Yilmaz (2010) suggested that due to growing competition in current retailing sector, retailers making substantial efforts to entrust more customers to their stores, and have made boost the regularity and amount of purchase available. Therefore, the significance of intensification store loyalty and mounting new strategies towards this have been highlighted. In this study he has expected to determine the effect of the satisfaction, trust-value perception and store image variables (comparative price perception, post purchase applications, Service quality, store atmosphere, discount perception, supermarket opportunities, product quality perception and supermarket location) on the consumer’s supermarket loyalty in Turkey. The results illustrate that the store image variables have consequence on value and trust perception. Value-trust perceptions have consequence on satisfaction and store loyalty of the consumers.
Johan Anselmsson (2009) concluded that Service has usually been a powerful competitive tool in grocery retailing. Recently discount stores have confirmed to be a winning concept inside North European grocery retailing and this has arises a rehabilitated attention in service quality as well as grocery retailing. The objective of this study was to improve the understanding of consumer perceived service quality in grocery retailing, by testing a formerly available service quality model designed for Spanish supermarkets within a Swedish supermarket as well as discount store circumstance. In this study 400 Swedish consumer have been interviewed. The outcome shows that the traditional grocery store performs superior on every service attributes, particularly on assortment aspects.

Peter Raven (2009) summarizes that the Middle East is a growing and profitable market. In this exploratory study the researcher tries to evaluate retail service in Kuwait and Lebanon regions which have long tradition of trade. Retail services have not been well feminized in this region. To the knowledge of the researcher, this is the first study that evaluates customer perceptions of service encounters in these countries. As retailers increase their markets in globe, the information is very important to their success.

Fogarty, G., Catts, R and Forlin, C (2009) examined that SERVPERF the performance element of the Service Quality scale, has been exposed to measure five fundamental dimensions analogous to Tangibles, Reliability, Responsiveness, Assurance, and Empathy. This research paper explains the validation study, using four different datasets, of a edited 15-item description of the SERVPERF scale to be known as SERVPERF-M. Exploratory and confirmatory factor techniques have been used to explore the dimensionality of the scale. Even though internal constancy estimates for all scales were very acceptable for all four datasets, the factor structure to some extent was uneven with Responsiveness, Assurance and Empathy nurture to define a single factor in three of the sets, Reliability and Tangibles to classify two other factors. Rasch analysis was used to obtain further insights into the behavior of the items. The analyses recommended that the five factors can be treated as five different stages of service quality. The Rasch analysis also recommended that the factors in both SERVPERF and SERVPERF-M are too simple to rate highly and that much more “difficult” factors need to be included in the scale.
Elisa Martinelli (2009) demonstrates the vital role of retail service quality as an important factor in the development of consumer loyalty to the store. Implementing the customized version of the RSQS scale, a model is experimented by administering a survey to 450 consumers in an under-investigated retail background, supermarkets, within the Italian circumstance. The outcome shows that customers believe retail service quality as a second-order dimension and distinguish the major contribution of physical aspects and reliability as first-order dimensions. Results confirm the key role played by perceived service quality in addition to the mediating function of consumer satisfaction and conative loyalty within the association among service quality and loyalty.

Osman M. Karatepe (2009) examined consumer satisfaction as a negotiator of the effects of service environment, empathy and reliability on loyalty. This research article also aims to look at sexual category as a mediator in the association between the abovementioned service quality dimensions as well as consumer satisfaction. Data for this study has been obtained from the consumers of retail in Northern Cyprus. The outcome based on multiple regression analysis identifies that consumer satisfaction mediate the impacts of service environment, empathy and reliability on loyalty. The outcomes also point out that sexual category moderate the effects of empathy and reliability on consumer satisfaction.

N. R. V. Ramana Reddy, T. N. Reddy, and B. Abdul Azeem (2009) observed that loyalty is a fact that has forever established a great deal of attention in the midst of marketers, particularly from retailing face. This research article tries to promote the understanding towards this fact by annoying to test the insertion of quality, and satisfaction as the determinants of store loyalty. This research paper tries to respond the query whether products quality and service quality are separately associated with store loyalty beside with customer satisfaction or connected through communication. Particularly, this papers objective is to study the responsibility of products quality, amidst store satisfaction and service quality, in the structure of store loyalty. Regression method is employed to test the hypotheses. The result of the study point out that service quality, and customer satisfaction illustrate important influence on store loyalty. The products quality does not prove major influence on store loyalty. However the interactive effect of products quality and service quality is set up to improve the model. The outcome of the
study assist in knowing the factors which are more significant to focus in strategizing issues connected to store loyalty in a added specific manner.

Pi-Chuan Sun and Chia-Min Lin (2009) combines the seller’s characteristics and the consumers’ personal characteristics in measuring the person to person and person to firm influence of faith on trustworthiness in the department store. A multidimensional model of the behavioural elements of trustworthiness is used to observe their disparity effects on purchaser trust. The outcome discloses that the effects of behavioral elements of trustworthiness on faith in salespersons and faith in department stores are diverse. Faith in sale contributes to the trust in the department stores. Additionally, even though both belief in department stores and faith in salespersons are predictable to improve customer loyalty, person to person conviction has stronger effect on loyalty than does person to firm faith. The result also proposes that customers’ personal characteristics must be well thought-out in assessing the task of trust in business relationships.

Sylvie Ilosa, Jean-Louis Chandon and Chiara Orsingher (2009) describes a scale known as SERVQUAL, which measures Service Quality. First, the scales theoretical framework and the steps of its growth are described. Subsequent, criticisms arising from a number of duplication studies of SERVQUAL are reviewed. The final part is concerned with the dimensionality of the scale. Carry out the 22 items of the SERVQUAL scale evidently suggest, in the customers mind, the Service Quality dimensions defined by Parasuraman. This practical study shows that one dimension, Tangibles is obviously professed followed by empathy. The other three dimensions, reliability, insurance and responsiveness are conjoined in the customers mind.

Leanne H.Y. Too (2009) observed that customer loyalty is gradually more seen to be critical to the success of business organizations, by means of the rising understanding that attracting new consumers is far-off more costly than retaining existing consumers. It has been recommended that a method of rising customer maintenance is through safe associations between buyers and sellers. Astonishingly, though, and in spite of the rising body of literature on relationship promotion issues, empirical research has been conducted on the association between relationship marketing and customer loyalty in a retailing circumstance. This research paper tries to speak to this gap by presenting and testing a model of the practice by which the execution of relationship marketing can
improve such loyalty. An empirical study of garments store managers and their consumers was conducted. Results reveal that consumers’ perceptions of garments stores’ relationship marketing efforts are vital to improved commitment and loyalty.

R. Sellappan (2009) in this article provides insights into the service quality common in the retail stores as perceived by the customers and how a few of the factors are associated with that of the socio economic factor. For the purpose of study sample was chosen on the basis of convenience at most important retail stores in Chennai. A structured questionnaire was designed on five scale rating was administered and personal interviews were conducted to obtain the required data. The data collected was analyzed by using the various statistical techniques such as Cronbach Alpha, descriptive analysis, Factor analysis, ANOVA, correlation and regression. The six factors namely, reliability, matching consumer needs and products, consumer handling, consumer convenience, tangibles and quality of personnel were identified with the use of factor Analysis. Depending on the gender of the customer male or female the way in which the consumer is handled and the quality of service varies. The higher level of customer’s perception on service quality at retail stores will consequence in higher consumer loyalty.

David W. Finn (2009) observed that a sequence of articles by Parasuraman, Zeithaml, and Berry has traced the growth of a theory that tries to describe how customers obtain perceptions of the quality of service firms. Parallel with their theory growth, Parasuraman, have tested with a variety of ways of measuring the theoretical dimensions of service quality. Their most recent effort resulted in a set of scales they have named SERVQUAL. The study reported here examined the value of SERVQUAL in a retail background. Outcomes do not support the suggestion that the instrument can be used to measure perceived service quality in retailing.

Johan Anselmsson (2009) observed that Service has conventionally been a forceful competitive instrument in grocery retailing. Lately discount stores have confirmed to be a winning concept in North European grocery retailing and this has evoked a rehabilitated interest in service quality and grocery retailing. The objective of this study is to improve the understanding of customer perceived service quality within grocery retailing, by testing a formerly published service quality model for Spanish supermarkets in a Swedish supermarket and discount store context. The study is based on
Swedish customer personal interviews. The result shows that the traditional grocery store performs better on all service attributes, specifically on assortment issues. Also, the findings call for more study on how to compute service quality in north European grocery retailing.

Cherukuri Jayasankaraprasad (2008) observed that shopping condition is a specific act of buying behavior happening at a specific point in space and time. The objective of this research paper is to observe the effect of situational factors namely task explanation, perceived risk, physical and social surroundings and temporal aspects on retail arrangement choice decisions concerning to supermarkets, hypermarkets, kirana stores and convenience stores in the rapidly developing food and grocery retailing sector in India. This study is merely based on primary data which has been collected from 1040 retail consumers through simple sample random method using prepared and non-disguised questionnaire from sixty food and grocery stores from Secunderabad and Hyderabad in India. The multiple discriminant analysis has been used to analyze the data the outcomes reveals that physical surroundings, temporal aspects, and social interactions, task definition, perceived risk and experiences have positive impact on supermarket and hypermarket store selection decisions while, task definition, perceived risk and suitable timing hours have important effect on kirana and convenience store formats. The findings of the article help the retailers to again better understand of the effect of situational variables on customers retail format selection behavior in food and grocery and to take on more effective retail marketing strategies. This study is applicable to retail marketers in stipulations of format improvement and orientation of marketing strategies.

CHENG, Soo May (2008) identified that Hong Kong’s appeal to Mainland Chinese visitors is predominantly shopping, so the prospect of over 220 million visitors from 44 cities approved under the Individual Visit Scheme patronizing the retail stores is tremendous motivation for improving and maintaining good service quality in the sector. In the study reported here, a Chinese Retail Service Quality Scale (CRSQS) is applied to measure Mainland Chinese visitors’ perceptions of retailers’ service quality on four dimensions, namely, appearance, reliability, competence, and courtesy. These perceptions are expected to influence customer satisfaction and behavioral intentions, and by implication, the sustainability of Mainland-to-Hong Kong retail tourism.
Franco Gandolfi (2008) revealed that Wal-Mart, the world’s biggest retailer, unsuccessful to capture the hearts of South Korean customers, finally withdrawing in 2006 following eight years in the market. Even though, it had achieved dramatic successes in the U.S. and in a foreign country, Wal-Mart was not capable to apply its established U.S. business model in South Korea. Wal-Mart is merely one among a number of retailers that have not estimated the role of conducting cultural due assiduousness prior to entrance into a foreign country. This research paper analyzes the causes and past history of Wal-Mart’s breakdown in South Korea with the conversation centering on Wal-Mart’s incapability to recognize and respond to South Korean customers. Wal-Mart’s breakdown demonstrates how firms do not succeed to modify their business practices in a foreign culture. The result of the study reveals that the local culture of the country determines the model for business.

Han-Shen Chen (2008) explored the idea of creating and administration store ambiance of chain store supermarket from consumers view point. The result from the research indicate that consumer perceived factors of store ambiance of supermarket comprises 6 factors in 3 categories, namely, design factors, ambient factors and social factors secondly Store atmospheric factors have positive correlation with design factors. Store atmospheric factors will influence not merely on customer emotions but also consumer cognitive valuations of merchandise and services.) Customers with different characteristics have important differences in consumer perceptions and behaviors in general. Lastly, this research proposes correct suggestions and procedures of how to generate a enjoyable store atmosphere in chain store supermarket according to outcome of empirical analyses.

Varley and Rafiq (2008) witnessed that retail service quality as the key factor to satisfy the customer and hence make a distinction between the various retail outlets. The best way to explain retail is to think of it as a range with products goods at one part and services goods at the other end. Service quality is vital in each part of the business and it helps in designing a positive image for the retailer. As a result, customer service is the main focus of a successful retail business and it leads to loyal customers.
Rajib Roy and Amit Kumar Bhattacharya (2008) attempt to assess the consumer satisfaction of two competitive Indian retail brands and illustrate an assessment among the two based on consumer service quality and value formation. The comparative investigation is drawn by means of Multiple Regression Model and earlier than that measurement scale has been defined to evaluate the regress in addition to the regressors by means of primary data. The outcome consist of how and to what level customer service quality and value formation have an effect on customer satisfaction in case of both the brands. The amount of factors influencing consumer satisfaction is limited to two, which can be greater than before as occasion progresses and contemporary retail businesses gets developed in Indian market with growth and interaction of additional factors and certainly can offer additional scope of potential research. This investigate will assist the retail managers in all-purpose, together with those of the anxious brands, to be aware of their key areas of potency moderately and therefore outline their strategies for judgment making in order to get better customer satisfaction and increase their competitive advantage.

Toyin A. Clottey (2008) investigated the determinants of consumer loyalty are recognized for a large U.S. retailer based on a investigation of 472 clients. An prepared logistic regression is used to approximation the percentage of a retail customers who are eager to advise the retailers products to others based on investigation results. Statistical outcome document that service quality, product quality and brand image make customer loyalty as evaluated by a consumers’ readiness to suggest the retailer products to further people. Service administration managers can get better these elements of consumer loyalty by improved training, appreciation and reward programs, everyday store operations, and job, merchandise, procedure and store design. Known the common research aim of defining a worldwide model of what drives consumer loyalty in a different set of industries, this study provides extra statistical facts to sustain the theory that brand image, product quality, and service quality establish customer loyalty.

Nadene J. M. M (2008) concluded that in spite of a plenty of research on customer service, service quality, and customer satisfaction, inadequate empirical facts exists concerning context specific situations, for instance, satisfaction by means of the customer service of supermarkets in view of how situations in diverse countries and cultural situations might decide consumers’ expectations, knowledge, and conceptualizing
of customer service. The objective of the research was to recognize exact rudiments of customer satisfaction that independently as well jointly influence consumers’ assessment of satisfaction with customer satisfaction in supermarkets and the resultant contribution towards repeat buying actions in a South African circumstance. Noteworthy is the inconsistent condition that arises in the sense that attributes of a complicated first world as well as the realism of a growing third world country have to be recognized. Factor analysis recognized three components of customer satisfaction that were considered vital in provisions of consumers’ satisfaction with customer service and these were offered in a model to point out their association in requisites of customer service, service quality, and store loyalty.

Hyun-Joo Lee (2008) investigated the result of customer distinctiveness on service quality for self service kiosks, which, in order, leads to the definite use of self-service kiosks. As well, the researcher tries to look at sexual category differences in two aspects. Primary, it is determined whether the assessment process of service quality differs by gender. The results reveal that there is no positive correlation between them. Subsequently, the moderating result of gender on the associations in the theoretical model is examined.

Hsiu-Hui Chang (2008) explores that shopping in a variety of retail formats involves together practical and hedonic value. Taiwan inhabitants shop at department stores and hypermarkets regularly, compared to additional retailers. This research article contrasts the discrepancy effects of shopping value on retail results in department stores and hypermarkets. The outcome bear predicted relation, in the department store circumstance, hedonic shopping value apparent by shoppers is superior than practical shopping value; hedonic shopping value has a larger consequence on satisfaction and word-of-mouth than utilitarian shopping value and in the hypermarket background, practical shopping value professed by shoppers is superior than hedonic shopping value, practical shopping value has a better effect on satisfaction than hedonic shopping value.

Wieslaw Urban (2008) observed those service quality dimensions are typically focused on consumer perception. Presently there is a lack of technique, combining organizational quality and superiority with perceived customer quality. This research article proposes a dimension concept focusing uniformly on both of the aforementioned
factors. For validating this approach, new measurements were conducted in five service organizations. The obtained feedback permitted the receiving of the anticipated concept. This is not a sternly distinct method, but a measurement system which is supplemented by a known measurement techniques. The suggestion constitutes extending the incorporated measurement of service quality, which facilitates a deeper understanding of associations between process and consumer perceptions.

**Awng Di (2008)** compared customer’s perceptions among retail stores superstores as well as family-run stores in Bangkok. The superstores which were used to contrast with family-run stores in this research are Big C, Carrefour and Tesco-Lotus. This study was empirical study using questionnaires to gather information from 400 shoppers in Bangkok. Statistical techniques were used to examine data variables and test hypotheses. The outcome from this investigation establishes that the rivalry between superstores and family-run stores resulted in additional benefits to consumers. The consumers were conscious that many family-run stores clogged down because of superstores, but they favored free and fair opposition. The outcome also establish that the consumers required the Thai government to inflict limitations on superstore growth and support family-run stores, although they still settled that superstores are necessary for customers and family-run stores are not well owed for customers in Bangkok. Customers were fulfilled more with promotional factors including product quality, variety, and prices of superstores. They also favored the store atmosphere and environment of superstores than by means of those of family-run stores. customers also thought that superstores benefited the financial system and country than family-run stores.

**P. Praba Devi and R. Sellappan (2008)** suggested that the performance of the retail sector from the past few years is exceptional and witnesses a enormous revamping exercise, considerably contributed by the expansion of the organized retailing. Speedy urbanization, contact to large number of foreign brands and varying standard of living and preferences has contributed to the development of retailing in India. The service quality that has been professed by the customers irrespective of the brand is what eventually results in a consumer visiting the stores again and again. This article provides insights into the service quality widespread in the retail stores as professed by the consumers and how some of the factors are associated with that of the social and economic factor. In this study a sample of 170 were chosen on the basis of convenience sampling method at
important retail stores in Chennai. A questionnaire was designed on five point scale rating and designed to collect the required information by way of personal interview. The data was analysed by using statistical tools used are percentage analysis, Factor analysis, Cronbanch Alpha, ANOVA and regression. The six factors namely, reliability, tangibles and quality of staff were recognized with the use of factor Analysis. Depending on the gender of the customer male or female the way in which the consumer is handled, matching customer needs and products, consumer handling, consumer convenience and the quality of service varies. The higher customer’s perception on service quality at retail stores will outcome in higher customer loyalty.

Richard A. Feinberg (2008) explains the potential of the significant incident practices as a technique for establishing consumer-defined service quality in global retailing. Outcome illustrate that substantial differences arises among the three countries in which the study has been conducted. An outstanding quality management insinuation is the option for customizing retail service by obtaining a thorough imminent into cross-culturally resolute conceptions of quality.

Sumeet Gupta (2008) observed that the changes taking place in the semi urban markets are diverse as that of urban markets as well as metropolises. Whereas the larger population, growing disposable income and urban lifestyle in semi urban markets presents gifted opportunity to organized retailers, the ever-present attendance of small retailers poses a frightening challenge. Based on a restraint- and commitment based model, this research article examines consumer switching to organized retail in Indian semi urban markets. The outcome illustrate that the existing association among consumers and small retailers is a frightening challenge for organized retailers. Organized retailers can draw consumers based on convenience and quality.

Patrick Asubonteng (2008) observed that as competition becomes more concentrated and ecological factors become more antagonistic, the anxiety for service quality grows. If service quality is to turn out to be the foundation stone of marketing strategy, the seller must have the means to assess it. The most admired measure of service quality is SERVQUAL, it was developed by Parasuraman. Not only have studies on this instrument been extensively cited in the marketing literature.
Toshiyuki Matsuura (2008) estimated the customer benefits of stiff competition in the retail industry. In this analysis, the researcher incorporated the service quality of retail outlets as outcome. The study was conducted in Japan, in the process of the deregulation of entrance restriction on important retail stores; specialty supermarkets have enlarged their market share with a low price strategy. At the same time the convenience stores have increased their market share. The researchers revealed the changes in market share of each retail format are explained the changes in each formats and individual service quality.

Arpita Khare (2008) recommended that the service quality matters are very important to improve customer service connections and loyalty among consumers. This study employs the retail service quality scale to study service quality aspects of retail stores of Northern India. It is considered that the role of member of staff is vital in construction associations with customers. The conventional quality dimensions for assessing the service quality have to be customized to determine the customers’ service wants needs and satisfaction in the retail sector. The service quality expectations and satisfaction of consumers would be reliant on service employees’s relations with customers. In retailing customer satisfaction would be reliant on the associations retailers construct with their customers through communications. The communications were determined by means of the traditional SERVQUAL scale and mechanizing it in retail. The outcome revealed that a positive correlation existed between different service quality dimensions, and that consumer assessment of service quality was same across various age groups.

Amit Mittal (2008) suggested that store Choice has been a topic of continuous research in the growth of retail markets of the west. Though, the retail industry in India has been mainly fragmented and unorganized. But, the retail situation in India is varying at a very high pace. A lot of global retailers are entering India and various Indian retailers in the organized sectors are expanding with stores all over the Nation, but a greater part of these stores have only followed the western formats in to the Indian retail sight without really evaluating the different store attributes from the consumer perspective. The main purpose of this research paper is to revise the store choice criteria in the circumstance of apparel retailing in India. Illustration from major international and Indian studies done in
the past, this research has recognized two dimensions, which in diverse association could produce sustainable store choice.

Subhash C. Mehta and Ashok K. Lalwani (2008) reveals that existing measures of service quality do not efficiently detain customers’ perceptions of service quality meant for diverse types of retail stores. Explores the utility of SERVPERF, the perceptions elements of SERVQUAL and a retail service quality scale in evaluating the service quality of diverse merchandise service retail environments. Particularly, investigates the comparative recital of two scales evaluating the service quality of retailers where commodities procureing is the most important focus, beside another where both commodities and services are evenly important. Outcome showed that the scale was better within the background of a “more goods and less services” situation, that is a supermarket, while SERVPERF was enhanced for a retailing circumstance where the service component becomes more vital, such as an electronic goods retailer.

Yuan-Ho Chen (2007) focused on shopping malls; therefore this article selects two towering market share rate businesses from a puddle for appraisal according to the SERVQUAL, in order to investigate the large scale incorporated retail service quality values, the prototype of recital differences among the service types. The outcome of this study reveals that service quality have gap, which is among service standard and consumer’s expectation. Secondly security facility is most frightened and have chief service gap. Lastly shopping mall not simply for shopping functions, other than also has leisure time function. This outcome provides the required knowledge on Taiwan’s customer expectation of service quality requisite. Additionally, the investigation also provides the indicators for service quality development, and serves as a indication to improve the competitiveness of the venture itself.

Arash Shahin (2007) observed that high service quality is vital and significant for competitiveness of service sector. In order to offer a good deal quality service, a deeper research on service quality models is essential. There are a lot of service quality models which facilitate managers to recognize quality problems and enhance the competence and profitability of overall performance. One of the mainly influential models in the service quality literature is the model of service quality gaps. In this research article, the model of service quality gaps has been significantly reviewed and developed in order to create it
further comprehensive. The developed replica has been established based on the using a survey of 16 experts. Compared to the usual models, the future model involves five additional elements and eight extra gaps.

C. Thirumal Azhagan (2007) revealed the customer service is assumed to be an important marketing activity of all contemporary organizations, particularly service organizations. The retail sector comes in service industry and the major focus is on the well-organized and effective delivery of services to the customers. The most significant factors in the retail sectors are, superiority of the product delivered and customer satisfaction. The most excellent way of existing and prospering in the competitive surroundings is through giving the prompt, pertinent and effective customer services at measurable cost with relaxing environment. The objective of this research article is to analyse retail service shortfalls exactly in organized retail sector in the course of assessing and comparing the perceptions of customers. This Study deals with evaluation of Retail Service Quality of Organized Retail sector in Trichy. It investigates the inconsistency among customers’ expectations and perceptions in the direction of the quality of service obtainable by the organized retail sector. This is an investigative study of retail service quality proportions in the competitive service situation. The outcomes support the multidimensional construction of service quality. The result of the study will improve thoughtful of the consumer’s expectations, and the resulting need for improving retail service quality.

Ajmer Singh (2007) intended to identify the influence of perceived service quality on overall customer satisfaction in retail outlets. In India around are more than 12 million retailers and 97% of retailers are in unorganized retail form and merely 3% exists in organized form of retailing. at the moment perceived service quality is an significant element of customer satisfaction and studies have been conducted by a lot of researchers and previously shown in banking and insurance as well as in a lot of sectors of the Indian market. Therefore we need to know the impact of perceived service quality on customer satisfaction in retail outlets in India. In this research a sample size of 600 customers have been chosen in and around Delhi City which is showing the utmost development in provisions of organized retail outlets in the area. The scale developed by Dhabolkar, Thorpe and Rentz has been used. The scale consists of five dimensions namely Physical Aspects, Reliability, Personal Interaction, Problem Solving and Policy. The analysis
results revealed that there were three dimensions namely Policy, Problem solving and Reliability showing a inconsistency or variation of 39.2% in the customer satisfaction. Therefore this investigation is helpful in knowing the significant dimensions of service quality necessary for customer satisfaction. In retailing perceived service quality have a major influence on buying decisions in retailing.

**Pierre-yves léo and Jean philippe (2007)** revealed that analysts hardly ever believe that money-making malls offer a international service to the customer. It is generally understood that the consumers’ judgment relating to the place they prefer usually for shopping depends basically on the distance to the mall. This research paper shows that, for such decisions, the customer satisfaction plays at least a uniformly significant role in urban areas where marketable zones are abundant enough to guide customers to selection decisions. How the customer builds up their satisfaction is the subsequent point of this article. Diverse aspects of all marketable zones do merge in the customer’s intellect producing satisfaction or dissatisfaction. In these combinations, rights of entry circumstances appear obviously to play a secondary role. It confirms with the intention of the two variables are separately assessed by consumers. The metropolis pedestrian streets are usually measured by the customers with the similar criteria as the external marketable malls but they vary on some vital aspects. These differences noticeably arise from exact customers expectations towards the two forms of marketable zones.

**Acad. Mark (2007)** in this articles suggested that as consumers have demanded superior expediency in service exchanges, investigators have responded by incorporating the expediency create into their theoretical models and experimental studies, but a inclusive, officially validated measure of expediency relics absent. In this study service convenience is considered as a second-order, five-dimensional construct that reflects customers perceived time and attempt in purchasing a service. Service convenience dimensions are most important at various stages of the purchase process. Known to this conceptualization, the current study presents the growth and validation of the SERVCON scale, a complete tool for measuring service convenience. The five attributes are self-governing within a nomological system that illustrates different antecedent and consequent effects, and the outcome strengthen the multidimensional image, presenting insight into the distinguishing associations between each service convenience attributes.
and its antecedents, such as competitive strength, and repurchase behavior. The findings of this research article help the researchers and managers to understand a completely conceptualized convenience construct and help in the measurement of convenience in prospect experimental studies.

**John Disney (2007)** investigated that as companies become more and more customer focused and ambitious by customer demands, the requirement to meet the consumers’ expectations and keep hold of their loyalty becomes more significant. The retail industry began to take these issues critically to spirit in the early 1990s with the opening of loyalty cards, pioneer by Tesco with their Club Card, who proverb their place as the foremost UK retailer lost to Tesco. These events followed most important customer service and satisfaction campaigns by the retailers intended to meet the consumers needs.

**Swoboda (2007)** identified that one of the most vital factors that influence the customer’s selection of store is service quality. In situation in which customer service are provided in amalgamation with a physical product, service quality may also be very critical in determining customer satisfaction. Hence the result shows that it is important to maintain high standard of service quality in order to make the customer fully satisfied.

**Mandy Lei and Lancy Mac (2007)** determine that good quality service results in long-term customer satisfaction and the customers remain loyal. This study tries to investigate the association between service quality and consumer loyalty in the circumstance of Macau, South China. The research is based on empirical study of 387 valid responses; it is identified that tangibles, assurance, empathy and responsiveness are important dimensions of customer loyalty in the service sector. Moreover improving service quality, the service providers must also consider differentiated service as it is identified that usage of services does reasonable association between service quality and consumer loyalty. A offerings which meets high and low rate users’ preferences will get better the overall consumer loyalty and thus guarantee long term profitability.

**Kuang-Jung (2007)** observed that service quality was ranked the first among all the three top Business Strategies. Based on the Tai’s research article “The influencing factors in service quality performances at department stores”, and on the study outcome by various researchers, this papers main objective is to know consumers satisfaction of
the service quality at department stores, and their various forms of consumption. All the way, through this study it can be seen that the most important customer groups of the department store are based on female housekeeper and married person; most of these customer groups consider price as the major consideration factor and have a preference to the realistic function of the merchandise. In addition, since the target customer group of department store is mostly based on unmarried female, and this customer group typically emphasizes on enjoyment and amusement but has less administration thought on the money. Hence, the deliberating factor that a customer emphasizes most for a purchasing at department store is mostly based the completeness of the goods available type, and after that thing that male shopper cares is the parking convenience, but the female customer cares is if promotions, endorsement and discount is available.

Ranjith P. V. (2007) makes an attempt to find out whether retail outlets like D’Mart and Apna Bazaar vary in terms of service quality. Accessible research indicates that customers are happy and satisfied with the store’s service quality. Service quality is perceived as a instrument to enhance value for the customer as a means of positioning in a competitive situation to guarantee consumer satisfaction, patronage and retention. In spite of its strategic significance, the Indian retailers do not include an suitable instrument to evaluate service quality. The researchers have examined the Retail Service Quality Scale (RSQS) developed in the US for application in the Indian retail market. The data has been collected from 140 shoppers in supermarkets namely D’Mart and Apna Bazaar in Mumbai. It has been observed from the factor analysis that there are five factors which define service quality in the retail outlets: personal communication, reliability, problem-solving appearance, and policy are positively correlated to customer satisfaction.

Rosnimah Mohd Roslin (2007) found that growing competition in the grocery retail sector in Malaysia has stimulated many retailers apart from of size, to locate competitive edges that can place them in front of the rest. The importance of overseas based retailers that are mostly large in size is disturbing the small and medium sized retailers. So far, their hold toward various types of grocery retailers may be different as Malaysian consumers turn out to be more discerning in their selection of retailers. This study has made an attempt to explore the requirements of customers frequenting retail outlets of diverse sizes and measure their service quality dimensions which must be given main concern by retailers wishing to set up firm competitive edge. The outcomes suggest
that the existence of all dimensions of Retail Service Quality Scale developed by Dabholkar, Rentz, and Thorpe in 1996. Though, specific issues associated with physical aspects and personal interaction varies for different sizes of grocery stores.

Hui-Ming Deanna Wang (2007) observed that there has been a blurring by means of admiration to the retail formats because of rivalry and propagation of diverse types of formats. In this research article, in this research article the researcher has used a exclusive scanner panel dataset to examine how brand choice behavior changes across different retail formats. The researcher has developed hypotheses pertaining to advertising and price sensitivity, package size preference, and effect of demographic factors on customer brand selection behavior and tests them by means of a multi-format probity choice model that allow for the judgment of the cross-format difference with admiration to the above. The investigator found that customers display diverse promotion and price sensitivities in brand selection behavior flanked by the mass goods format and supermarkets.

R. Saravanan (2007) recommended that Total Quality Management is an integrated approach to management that constantly improves the quality of products and services to accomplish customer satisfaction. Even while researchers all the way throughout the world have developed and designed a variety of models to evaluate service quality in service organizations, the instrument SERVQUAL created the basis for all the models. After a cautious analysis of SERVQUAL, it has been created that certain significant aspects of service quality were not covered in it. Hence, this research work has proposed a theoretical framework and an instrument for measuring the customer-perceived service quality. The instrument has been developed with specific reference to service sector. The data for the research have been obtained from the customers of various service sectors. The proposed instrument has been empirically tested for unidimensionality and reliability by means of a confirmatory factor analysis approach.

Darshan Parikh (2006) observed and suggested that the success of organized retailing in India mainly depends on delivery of superior quality services. In service organizations, customer-perceived service quality is considered as one of the important key determinants of industries performance. As far as Indian context is considered, there is a lack of experienced instruments which can compute customer-perceived service
quality of a retail store. At the same time, models and dimensions developed in other western countries have not been experienced for their applicability in the Indian retail industry. This article dealt with the application of Dabholkar, Thorpe and Rentz’s (1996) retail service quality scale in measuring the gap between the expectations and perceptions of the customers concerning the service quality of retail stores in India. The various types of statistical techniques were used to test the dimensionality of service quality and to determine the reliability of the scale. Finally, the examination of the gap scores was used to propose relevant improvements in the retail store service quality.

1) Although the tool was found to be fairly reliable, the gap scores did not combine into five dimensions of service quality as assumed by the scale developers; rather, the gap scores approximately compound into nine dimensions.

2) The instrument and the five dimensions of service quality may need substantial reform.

3) A few statements which showed significant reliability troubles should be substituted by more applicable statements.

4) The instrument may not be appropriate to the retail sector in India with no further reformation.

5) Additionally research is essential to understand retail store service quality in India.

Rajesh Rajaguru and Margaret J Matanda (2006) evaluated customers perception of store and product attributes as well as customer loyalty in Indian background. Store attributes are assessed in the proportions of store manifestation, service quality and convenience of store. Product attributes dimensions include product quality, price, availability and accessibility of new products. In this article, customer loyalty is well thought-out as repeated purchasing behaviour of purchaser towards a store. The outcome proposes that excluding product price, further store and product attributes have positive effects on customer loyalty. Store attributes such as product quality, price and availability of new products show positive impact towards customer loyalty.

Christian Gronroos (2006) explores an idea to build up a service quality model, based on examination of a sample of business executives, which explains how the quality of services is professed by customers in retail setting. The results determined functional quality is seen to be a very important dimension of a perceived service. Finally the
researcher concludes that quality dimensions are unified and that the significance of image should be recognized.

**John William (2006)** conducted a research on consumer perception on retailer service quality main objective is to recognize the dimensions in which the services offered by the organized retail outlets to the clients and in addition it revels the dimensional evaluation and the perception of the consumers additional this study explores the factors that obtain the insight of the consumers on retail service quality.

**Faisal Rasyid Zulkarnaen and Leo Aldianto (2006)** suggested that Oiwak is a retail supermarket in Indonesia that sells fish and it is its major product has to compete and win in this state. In addition Oiwak supermarket must be able to compete with firms of diverse types of retail that sell a extensive range of products. As a retail corporation that sells fish where this kind of product is not widespread in Indonesian, the store must be able to understand customer characteristics and analyse purchaser satisfaction levels based on the quality of services offered which finally might have implications on marketing strategies to satisfy the wants of its customers. This research article tries to assess the response of a sample of people by means of 80 respondents through the examination of customer satisfaction of the attribute of service quality by means of significant-performance analysis which compared among potential and the definite realism of customer perception. Investigation outcome would suggest management of Oiwak store to enhance attributes the performance of service is still under the customer’s expectation primary which are in dimension of Reliability and Personal Interaction particularly in mistake purchase footage and the information of the employee.

**Pei Chao (2006)** explores that purchaser loyalty has emerged as a tactical essential for the majority of firms. Numerous studies conducted in diverse industries have empirically confirmed that the generally perception of service quality is one of the necessary factors to set up customer loyalty. The value of these experimental results has been questioned for the reason that the obtained information for lack of specificity helpfulness to managers. In addition, existing literature has signified the character of the association among service quality and customer behavior to be dissimilar. These alleged disparities might result from previous research on the source of international level analysis. Hence, this study is proposed to observe the character of the associations among
service quality and consumer loyalty at the service quality level. Service quality is conceptualized in stipulations of four overhaul service attributes personnel, operational, physical and merchandise. Customer loyalty consists of two behavioral indicators visiting regularity and sum spent per visiting. The samples were selected from the purchaser database of a huge wholesalers situated at the urban area in Taiwan. Regression analyses have been used to analyze the hypotheses of the study. Most experiential outcome have established confirmation accessible in the existing literature and tinted the composite nature of the superiority–loyalty relationship. By inference, these disparate associations recognized in prior international level studies might coexist while the source of research analysis was on the characteristic level. The research result obtained from the attribute-level analysis, we consider, might offer vital information to both academics and practitioners.

Enru Wang (2006) observed that retailings in Chinese cities have experienced quick changes in the improvement era. One of the mainly noticeable changes in the city retail scenery has been the existence and development of new retail formats. The study has been conducted in Beijing; this research article evaluates the development of retail formats in Chinese cities. This paper has investigated the impacts of the varying outside environment, particularly the move in government policies, on the constitution of retail formats. It argues that to know the quick reformation of retail formats in Chinese cities one wants to take into account the factors such as political, economic and social-cultural environment.

Wang Shucui (2005) investigated that retail stores belong to service industry, which provides a high quality goods and service, thus retail product administration not only have the general characters of superior quality but also have the unique characters of services quality. This research article focused on the two main quality retail scales SERVQUAL and RSQS, the previous is common in universal business service management, and the latter is developed special for retail stores. The executing situations and the boundaries of the two scales are concluded respectively. In addition, the article tracked the domestic research of the retail service quality management, and pointed out the future way.
Nitin Seth and S.G. Deshmukh (2005) in this article the main objective of this paper was to critically evaluate various service quality models and recognize issues for prospect research based on the significant analysis of literature. This paper has critically examined 19 various service quality models. The critical review of the diverse service quality models is planned to derive connection between them, and emphasize the area for additional research. The review which has been made on various service quality model has revealed that the service quality result and evaluation is dependent on various forms of service setting, time, need and situation factors. In addition to this even the consumer expectations towards meticulous services are also varying with respect to factors like situation, time, raise in the number of encounters with a specific service, competitive surroundings, etc. This research paper has developed a connection between the various service quality models. The development of literature in the area of service quality seems to have grown in sequence, provided that a continuous updating and learning from the findings of investigator. This research paper provides new guidelines to service quality investigators. This paper also explores new guidelines in service quality research and provides practical assist to researchers and practitioners for service quality improvement.

Nor Khalidah Abu (2004) observed that increasing rivalry in the grocery retail sector in Malaysia has enthused many retailers regardless of size, to find competitive edges that could put them in front of the rest. The importance of overseas based retailers that are mostly large in size is creating problem to the small and medium sized retailers. Yet, their attraction toward diverse types of grocery retailers may be different as Malaysian customers become more discerning in their choices of retailers. This research article studies and explores the wants of customers frequenting retail outlets of diverse types, sizes and evaluates the service quality dimensions which should be given main concern by retailers wishing to set up firm competitive edge. The results reported were exploratory and based on interview results. The Findings of the research suggest the subsistence of all dimensions from findings of Retail Service Quality Scale (RSQS) by Dabholkar, Rentz, and Thorpe, 1996. Though, specific issues associated with physical aspects and personal interaction differs for different sizes of grocery stores.

Nor Khalidah Abu (2004) in this article suggested that slow development of grocery products in Malaysia since the Asian financial crisis and the invasion of multinational and large scale retailers since early 1990s permits Malaysian customers to
be more choosy of their grocery stores. Smaller grocery stores in Malaysia are seen as providing more personal services but with insufficient stocks and amenities; a distinction to the larger retailers which are seen as providing better merchandise option and public services but with consistent, standardized and non-personalized services. As grocery retailers are seen as providing similar products in the store, improving service quality is seen as vital to guarantee customer loyalty. In spite of the extensive research on the measures used by customers to measure service quality in the service segment, there is lack of experimental studies on in the retail sector. There is a need to look into service quality dimensions for each country is called for, as each country is thought to have its own exclusive set of quality dimensions. This research paper identifies the service quality dimensions important to urban grocery shoppers for small, medium, and large-sized grocery stores. It will recognize the vital quality dimension of Malaysia urban grocery shoppers based on the Retail Service Quality Scale by Dabholkar et al., (1996) that takes into account the retail setting.

Ramayah, Jasman (2002) investigated that evaluating the retail service quality instrument developed by Dabholkar in the Malaysian business surroundings, particularly in the framework of apparel specialty stores. Two renowned retail clothing store chains were elected for this study. Results obtained from the confirmatory factor analysis test and reliability tests indicated that all the five dimensions of service quality model such as physical aspects, reliability, personal interaction, problem-solving and policy are extremely suitable for measuring retail service quality in clothing stores, also proving that the tool is appropriate to apply in the Malaysian culture. The data was analyzed by using correlation, it was revealed that retail service quality is in addition associated with future consumption behaviour in terms of the consumers purpose to visit, purchase and suggest the stores to others.

Forlin, C. (2000) suggests that SERVPERF, the performance element of the Service Quality scale SERVQUAL, has been revealed to calculate five causal dimensions equivalent to Tangibles, Reliability, Responsiveness, Assurance, and Empathy. This research paper explains the justification study, employing four diverse datasets, of a condensed 15-item description of the SERVPERF scale to be called SERVPERF-M. Exploratory as well as confirmatory factor analysis techniques are used to explore the dimensionality of the scale. Even though internal steadiness estimates for all scales were
very much satisfactory for all four datasets, the factor arrangement was rather unstable with responsiveness, empathy and assurance tending to describe a lone factor in three of the sets and Reliability and Tangibles to describe other two factors. In this article Rasch analysis was used here in order to gain additional insights into the behavior of the items. These analyses recommended that the five factors can be treated as diverse levels of service quality, somewhat than as five qualitatively diverse dimensions. The Rasch analysis also recommended that the various factors in both SERVPERF and SERVPERF-M are too simple to rate highly and that more “intricate and difficult” items need to be included in the scale. If this is included, it is likely that some of the perplexity that arrives over the dimensionality of this scale will vanish.

Mr. Tameem Al Bassam (2004) identified that continued existence of any business in a extremely competitive situation depends on its capability to offer the best service quality to its present customers as the quality of service is a important factor in the victory of any organization. It is well reputable that the measurement of service quality is a significant process for the development of the performance of any organization. Details point out that extra concentration is needed in the direction of developing a scale for industry-specific in order to measure the service quality from the customer perspective in specific-industry context. The main objective of this research paper was to review broadly preceding and modern literature on service quality dimension and to talk about the important issues on the expansion of an industry-specific scale for evaluating service quality from the consumer perspective. This study has contributed to information in the grounds of service quality research.

Dimensions of Service Quality

All organisations proprietor desires to get trustworthy consumers which put in to repeating purchases as well as cause in increasing their highest revenue. Other than they need to know regarding the 5 Service Quality dimensions. Each of the 5 Service Quality Dimensions makes an further addition to the level and superiority of service which the corporation provides to their consumers. It also makes the service far more distinct and satisfying.

Parasuraman, Zeithaml, & Berry (1985) prepared the new model of service quality measurement. They tried to envelop the weak point of Nordic model by offering a
new means for measuring service quality. In SERVQUAL model, they recommend to use the gap or dissimilarity among expected level of service and delivered level of service for evaluating service quality perception with five dimensions: Reliability, Responsiveness, Assurances, Empathy, and Tangibility

**Dimension 1 - Tangibles**

The tangible Service Quality Dimension refers to the appearance of the physical surroundings and amenities, equipment, employees and the way of communication. In other words, the tangible dimension is regarding creating first hand impressions. A corporation should desire all their consumers to obtain an exclusive positive and never forgetting first hand impression, this would build them more probable to return in the future.

**Dimension 2 - Reliability**

The reliability Service Quality Dimension refers to how the business are carrying out and finishing their promised service, quality and accurateness within the known set requirements among the corporation and the customer. Reliability is just as significant as a good first hand impression, since all customers desire to know if their supplier is reliable and fulfill the set requirements with satisfaction.

**Dimension 3 - Responsiveness**

The responsiveness Service Quality Dimension refers to the readiness of the corporation to assist its consumers in offering them with a superior, quality and fast service. This is also a very vital dimension, since each purchaser feels more respected if they obtain the most excellent possible quality in the service.

**Dimension 4 - Assurance**

The assurance Service Quality Dimension refers to the company's workforce. Are the personnel skilful employees who are talented to gain the faith and confidence of the consumers? If the consumers are not comfortable with the employees, there are a quite large chance that the customers will not come back to do additional business with the company.
Dimension 5 - Empathy;

The empathy Service Quality Dimension refers to how the corporation cares and gives individualized concentration to their clients, to create the clients feeling further values. The fifth dimensions are in fact combining the second, third and fourth dimension to a superior level, although the it cannot be compared as individuals. If the consumers feel they get individualized and quality concentration there is a very big possibility that they will return to the company and do business again.

Measures of Retail Service Quality

Service quality in retailing is diverse from any other product/service background. Because of the exclusive nature of retail service, improvements and dimensions of quality in retailing cannot be approached in the similar means with the aim of the services perspective. In retail service, it is essential to look at quality from the viewpoint of services as well as goods and obtain a set of items that exactly compute this construct. For this reason, Dabholkar developed and empirically validated the Retail Service Quality Scale to incarcerate dimensions significant to retail consumers based on the triangulation qualitative research method. They conducted qualitative research by means of three dissimilar methodologies - phenomenological interviews, exploratory depth interviews, and tracking the customer in the course of the store. Combining these qualitative result with the available literature and SERVQUAL, Dabholkar anticipated that retail service quality has a hierarchical factor composition comprising five basic dimensions, namely physical aspects, reliability, personal interaction, problem solving, and policy, with first three fundamental dimensions having two sub-dimensions each one and on the whole service quality as a second order factor. Three SERVQUAL tangible items are used for measures of appearance. Researches evaluating the applicability of the RSQS have reported hopeful outcomes. Dabholkar simulated their own study and created all the RSQS dimensions and sub dimensions to be suitable in the U.S. Mehta (2010) found the RSQS scale was better within the circumstance of a more goods and less services situation, that is supermarket, while SERVPERF was superior for a retailing framework where the service component becomes more significant. Kim (2002) report the RSQS a positive scale for measuring service quality of discount stores across two diverse cultural background of U.S and South Korea, although they did not locate separate personal interaction and problem
solving dimensions. Boshoff (1997) in a reproduction of the Dabholkar study, report extremely hopeful results for the RSQS applicability in the circumstance of department stores, specialty stores and hypermarkets

**Gap Analysis Model**

The Gap Analysis Model which has been developed by Parasuraman, Zeithaml and Berry in 1985 which acts as a structure for service organizations trying to develop quality service. The theoretical model identifies five gaps. It recommends that the dimension of service quality revolves around the gap linking consumer expectations and perceptions and relies on four other gaps connected by means of the delivery of service.

1. **Gap 1:** Customer' expectations versus management perceptions
2. **Gap 2:** Management perceptions versus service quality specifications
3. **Gap 3:** Service quality specifications versus service delivery
4. **Gap 4:** Service delivery versus external communications
5. **Gap 5:** The discrepancy between customer expectations and their perceptions on service delivery

This gap relies on the size and direction of the four gaps associated with the delivery of service quality on the marketer's side.

**Retail Service Quality Scale**

Retail Service Quality Model (RSQS) is particularly intended to measure service quality in the retail business. This model has been originated by Dabholkar. It composes of 5 dimensions:

1. Physical aspects - retail store layout and its appearance
2. Reliability - retailers keep their promises and always do the right things
3. Personal interaction - personnel are courteous, helpful, and inspire confidence in customers
4. Problem solving - personnel are capable to handle customers' problems and complaints
5. Policy - policies on merchandise quality, operation hours, parking, and credit cards

Service Quality and Satisfaction

According to Nadiri & Hussain (2005) —Customer satisfaction increases profitability, market share, and return on investment. A large number of recent studies have connected service quality by means of customer satisfaction; if services offered meets the consumer's expectations, then this leads to customer satisfaction and the contradictory leads to customer dissatisfaction. The most significant aspect of customer satisfaction is increases customer loyalty and profit, it also increases frequent buying behavior and customer retention which is very important for the company's financial position. Wicks (2009) claim satisfaction is vital since it is an precursor to loyalty and loyalty is an precursor to customer retention which is significant for the financial success of the company. Further researchers such as Martin (2008) observer consumer satisfaction as being prejudiced by the consumers emotions before, during and after the service is rendered. Interaction with the service provider is further important in predicting repurchasing purpose than the cognitive part of satisfaction. Moreover, emotion is very significant during the contact among the customer and the service provider, and the finest forecaster of customer loyalty is the —consumers' sensitivity of enjoyment. It is recognized that consumers of retail shops obtain pleasure in purchasing with relations and associates and looking for bargains prices which makes shopping a pleasurable experience and makes the purchasing process more than just purchasing the required products. as a result, the physical environment and the individual interaction turn out to be key factors in creating customers value.

According to Levy (2009) satisfaction is a process of evaluating a product or service after usage to find out whether consumer's expectations have been met or exceeded. While the consumer's expectations are exceeded, the consumer is extremely satisfied, though, if the consumer's expectations are not met, then the consumer will experience dissatisfied with the service (Kotler, (Howat & McGrath,) and typically overall satisfaction comes after the service has been provided. According to Vesel satisfaction is a attitude a person has regarding a product or service after consuming it. Increasing satisfaction or common levels of satisfaction with a retailer is required in categorize for satisfaction lead to loyalty. Olsen (2007) experienced that satisfaction is
viewed by investigators as cumulative satisfaction which is the on the whole experience a purchaser has with a service provider. If consumers are not pleased or satisfied with the services, they may search for other retailers or decide different brands (Levy & Weitz, 2009). Research shows that still satisfaction and service quality are close in sense there is a dissimilarity between them; satisfaction is a mixture of many components, which makes it a more universal concept, at the same time as service quality is paying attention on the dimensions of service quality (Wilson 2008). Satisfaction is a integration of the following elements; perception of service quality, price, product quality, personal factors.

Service Quality and Demographics

Demographic information assists researchers to find out the characteristics of their sample so creation the categorization of the data is further meaningful (Elanain, 2003). Demographic information such as age, sexual category, income level and education level need to be examined while evaluating service quality in retailing; in order to find out the association among demographic information and dimensions. According to Ganesan-Lim (2008) it is significant to know the association among the customer's perception of service quality and demographic information such as age, sexual category, income level and educational level. This information is helpful for ensuring there are appropriate products available for the market. Ganesan-Lim, (2008) hypothesized that service quality dimensions are dissimilar depending on the age, sexual category and educational level of customers; though only age was found to encompass a association with service quality dimensions. According to Meng (2009) demographic information shows that consumers with dissimilar demographic characteristics purchase at dissimilar stores which additional indicates that they contain diverse perceptions of service quality. There is a small concentration given to sexual category based research anxious with perceived service quality. Gender is significant in the Arab world, for example females favor to go to retail outlets that have female branches. Other studies identified that there are differences in shopping behaviour when it involves sexual category. Retailers must think about age differences while studying consumption behaviour since there are dissimilarities in product selection depending on the age of the customer. Age is a vital factor in retail organizations. This is even extra obvious when the product variety is connected with the age of the customer. Typically people in the similar age group exhibit alike shopping behavior and this information is significant to retailers to recognize more concerning their
market (Ogden 2005). Moreover, one of the problems in front of retailers these days is coping with an aging population it means retailers have to adjust to the changes in the age of their consumers. In a retailing study by Straughan (2001) no association among age and domestic store loyalty was identified, which recommend that loyalty strategies do not require to be changed based on age differences. A dissimilar study identified that age has a large influence on the insight of service quality (Ganesan-Li 2008). According to Homburg (2001) there is a association among age and service quality dimensions. Other studies establish that there are differences in shopping behavior when it involves age.

According to Ogden (2005) the most vital demographic information is 'marital status' since it shows if consumers are purchasing for themselves, for a partner, or a relations with children. Knowing customers' income is one more significant factor that needs to be considered because customers that encompass different levels of income different income level of consumers will favor to buy different products or services. Customers by means of high income may favour retailers with high levels of service quality while consumers with low incomes level may be more broadminded to lower levels of service quality (Sum 2009). A study by Kim (2002), looked at the amount of visits the consumers made to their favored discount shop in Korea and USA, but there were no additional analyses made to identify any correlations among the number of visits and the different dimensions. Income has a association with purchasing decisions, thus customers with high income collect information earlier to buying a product and this might have an influence on satisfaction (Homburg 2001). Education level is an significant demographic information since as consumers become more educated they demand varieties products and various levels of service.