Like every industry, retailing too has witnessed the various phases of life cycle; the only difference is in its dramatic transition compared to others. Retailing in the global world has become stable passing through the period of its struggle for survival. It has reached or on the verge of reaching at the trade off with several factors of wooing the customers. However, the story is different in the developing countries, the start of retailing in general and Super Markets in particular was late here compared to the developed ones. It cannot replicate the strategy of its counterpart, as the scenario is quite different over here. The customers' preferences and the regulatory regime play a vital role in the developing nations.

Thus, the industry is in search of a right combination to satisfy the customers at same time keeping the cap on the diluting margins. It has been the focal point of the retailers in the turbulent era of the industry.

The products and the prices have become homogenous and the room for differentiation has been so narrow. The only way to conquer the market share and win the strong customer base is by offering superior service quality which can prove a lethal weapon against the competitors.

The present study attempts to touch exactly the same issue. The research has been carried out to find out the critical factors of service quality to give the cutting edge over the rival. The real picture has also been portrayed so as to give the Super Markets the reality bite. The work was initiated with the various factors gathered from different sources which seem to have some impact on the service quality while deciding the customers' perceptions. The same was grouped under different tags to simplify the things for the retailers. The factors and the titles were filtered with the pilot testing done on the academicians, professional and of course on the customers.

The hard toiled work from the researcher was exerted to complete the gigantic task of surveying 1028 customers of different Super Markets across the state of Gujarat. The "Super Serv - India" Model has been proposed, which attempt to cater the distinct perceptions of the Indian Customers. The results have been put in a simple manner to make every one of the industry understand and improve promptly. The detailed analysis of each outcome has been done and modification has been carried out in the proposed
model - "Super Serv - India" to get the better reliability and validity. Some of the items from the tool have been deleted as it led to reduce the validity of the tool. However, the deletion was mainly due to the less importance given by the customers to some items while building up their perception about service quality of the Super Market. The customer tend to give importance to the same factor while generalizing the service factors, but does not consider it important while expressing his/her own perception.

The suggestions and managerial implications have been given based on the findings of the survey.

The research needs to be replicated in different parts of the country and probably can be used with little modifications in the developing Asian countries.