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SERVICE QUALITY SATISFACTION IN INDIAN ORGANIZED RETAIL INDUSTRY - A CASE STUDY OF DELHI & NCR

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ABSTRACT

Retail service is a comprehensive term that includes all those activities which contribute to the satisfaction of a customer so as to establish a long term relationship with the customer. The quality of the retail services by the retailer influence the customer's judgment about the retailer so retailer should pay special attention to the retail services provided to the customer. The retailer provide the various services to the customers like wise accessibility of location, convenience of timing, choice of products, information about the products, convenience of size, credit facilities, home delivery, parking facility, complaint redressal, goods return facility, special facility to senior citizen etc. The Indian retail industry is flourishing like anything and it is at the 4th position in the Global retail development index. So, to sustain the growth of Indian retail industry, the customer should be satisfied with the services provided to them by the retailer. So, the researcher has aimed to analyze the preference of the customers about the various services dimensions provided by the Indian organized retailers and determining the customers' satisfaction from those services. Researcher also tried to find out the various services dimension on which organized retailers need to work to provide the best services up to the expectation of the customers.

KEYWORDS
Service quality, Retail Industry, Delhi.

INTRODUCTION

RETAILING

Retailing is the concept of marketing in which retailer provides the goods and services produced by the producers to the final consumers. It not only provides the product to the final customer but it's the only chain which interacts with the customer and provides all the services related to the product. ***Retail service is a comprehensive term that includes all those activities which contribute to the satisfaction of a customer so as to establish a long term relationship with him.*** The quality of the retail services by the retailer influence the customer's judgment about the retailer so retailer should pay special attention to the retail services provided to the customer.

Retail services is a highly subjective concept as it is difficult to set the absolute level of services for all the customer as every customer may be satisfied with different level of services. The level of service depends upon the:

- Type of outlet
- Target audience
- Type of merchandise
- Profile of the customer
- Goodwill of the retail chain
- Competition

The various services provided by the retailer to their customers include:

- Accessibility of location
- Convenience of timing
- Choice of products
- Information about the products
- Convenience of size
- Credit facilities
- Home delivery
- Parking facility
- Complaint redressal
- Goods return facility
- Special facility to senior citizen

SERVICE QUALITY SATISFACTION:

Satisfaction is the key factor in determining the success of any organization. More satisfied customers lead to the double success of the organization. So, to get the success, an organization should try to achieve maximum customer satisfaction. Customer satisfaction can be created by providing good products and best services to the customers. Therefore, it is also necessary to find out the various services which affect the satisfaction. Customer satisfaction can not be created but it should be generated which is possible when customers appreciate the services and when they are made to feel that they are special. It happens when they get customized services especially for them or for people like them.

LITERATURE REVIEW

A Comparative analysis of Retail chains based on SERVQUAL Model: Cases of Apparel & Grocery Stores has been done by some students under the guidance of Mr. Shashank Mehra (Faculty of Marketing Research) Center for Retail Management, FDDI but it has not studied service quality satisfaction of Indian retail industry in Delhi and NCR.

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A typology analysis of service quality, customer satisfaction and behavioral intentions in mass services authored by Festus Olorunniwo, (Department of Business Administration, College of Business, Tennessee State University, Nashville, Tennessee, USA), Maxwell K. Hsu, (Department of Marketing, College of Business and Economics, University of Wisconsin-Whitewater, Whitewater, Wisconsin, USA), it has not even studied the Indian scenario of retail industry.

A comparative study of service Quality of D'Mart and Apna Bazaar authored by Ranjith P V and Rajesh Nair but it has only included two retail stores of Mumbai of organized retail industry which is not sufficient to analyze the service quality of the whole organized retail industry.

A Review of the Service Quality Scales of Retail Stores authored by WANG Shucui School of Medicine and Health Management, Hangzhou Normal University, P.R.China which is again a study of service quality analysis of retail stores in china and doesn't explain the scenario in India.

Factors influencing the choice of Domestic Airlines in Chandigarh- An Empirical Study authored by Pardeep Bawa of GNA Institute of Management and Technology, Phagwara, Punjab has studied the various factors which affects the choice of customers in choosing the airline. It explains that customer service and experience is based upon the customer service primarily. Marketing strategies should be adopted in such manner that it should enhance the customer satisfaction.

Retail Service Quality: A Customer Perception Study authored by S.P. Thenmozhi Raja, Dr. D. Dhanapal & Dr. P. Sathyapriya explained that the most critical challenge for a business is the improvement of service and product quality. They also explained that perception of retail service quality varies across different cities, the retailers can meet the customer expectations based on the factors drive them.

Consumer attitude towards FMCGs: A comparative study of private labels and national brands authored by Nilesh Neelmani explained that growth in the retail sector has made the consumer to experience private labels. With the approval of 51% foreign direct investment by government of India in single brand retail showrooms, foreign retail majors like Wal-Mart, Tesco etc, are set to enter into the Indian market who are well known for their private label brands. They found out that consumers are accepting the private labels as the gap between consumers' attitude towards private label and national brands become narrower. So, from the study, it can be concluded that consumers are not strict to traditional method of retailing but they are adopting the changes.

Some other studies have also been made on service quality but those studies are for other sectors of Indian economy and not in Indian Retail industry. Researcher has determined that today to provide better services to the customers is the essential element of Indian retail industry so researcher has studied the service quality satisfaction in context of Indian organized retail industry.

RESEARCH METHODOLOGY

Research Methodology for the proposed topic "Service Quality Satisfaction in Indian Organized Retail Industry (A case study of Delhi and NCR)" has been considered as both sources of information for collection of information or data.

The relevant data for the study has been collected from both primary and secondary sources. Primary data was collected through field survey with structured questionnaires and personal interviews by taking convenient sampling. Use of secondary data has been made wherever it was available and necessary.

OBJECTIVE OF THE STUDY

To Study the preference of the customers of the Delhi and NCR to the various selected services in the study.
1.   To study the satisfaction of the customers of the Delhi and NCR for the various selected services in the study.
2.   To know the weighted service quality satisfaction of a customer of Delhi and NCR.

LIMITATION OF THE STUDY AND SCOPE FOR FURTHER STUDY

The area of study is limited to Delhi and some cities of NCR (which includes only four cities of NCR i.e. Faridabad, Gurgaon, Ghaziabad, Noida) only. The study can be extended for consumers across greater geographical area. In this study, only some service dimensions are included. The demographic variables also affect the customer satisfaction from the product and services which have been excluded from the study.

HYPOTHESIS OF THE STUDY

1.   All the service dimensions under the study affect the customer service satisfaction.
2.   There is a significant association between servicing & repair, complaint redressal and goods return facility.
3.   There is a significant association between home delivery and parking facility.
4.   There is a significant association between display facility and discount display facility.

DATA COLLECTION

This study is based mainly on primary data collected through well designed questionnaires and personal interviews. Use of secondary data has been made as per availability or requirement.
1.   **Primary data:** The primary data are collected with the help of the self-developed questionnaire to know the customers' satisfaction in the organized retail sector. Information from customers was collected through personal interviews and telephone interviews from shopping malls, discount stores, retail stores, houses, telephone booths and offices, as it was the easily approachable method to reach the customers. **In this study 250 customers are taken as a sample.** Convenient sampling method is being used as sample technique for the study. In convenience sampling, population elements are selected for inclusion in the sample based on the ease of access. It has been tried that samples are selected to cover all classes of people and of different age groups as the sample size.

TABLE 1: NO. OF CUSTOMERS UNDER STUDY

Area of Study	No. of Customers
Delhi	125
Faridabad	80
Gurgaon	15
Ghaziabad	15
Noida	15
Total	250

Source: Primary Information

2.   **Secondary Data:** In the study secondary data has been used wherever it was necessary & available but the use of secondary data is very much limited. These are collected from the magazines, journals, newspapers and internet. Some published research papers related to different aspects of this study are also considered for framing this study. Various libraries have been visited to collect the various magazines and journals which were of great use for the significant source of collection for the knowledge and topics under study.

DETAILS ABOUT QUESTIONNAIRE FOR CUSTOMERS

Various questions on the age, educational qualification, income, frequency of visit, satisfaction of customer from services and their quality of these organized retail stores are considered. Questions in the schedule were closed-ended and open-ended. The objective of the questionnaire was to determine the customers' satisfaction on the various topics touched under the questionnaire.

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TOOLS AND TECHNIQUES

Data has been collected through structured questionnaires separately for customers, which has also been used as an interview schedule.

DATA FACTS AND FINDINGS

TABLE 2: ONE SAMPLE T TEST

Parameters	Mean	Sig. (2 tailed)	Std. Deviation	T
Credit facilities	5.80	.000	3.196	3.945
Home Delivery	6.90	.000	2.873	10.477
Servicing & Repair	5.72	.000	2.631	4.307
Complaint redressal	5.54	.001	2.621	3.273
Parking facility	5.36	.038	2.740	2.088
Packaging	5.44	.002	2.202	3.139
Goods return facility	4.93	.687	2.560	-.403
Display facility	5.98	.000	2.676	5.807
Discount display	5.93	.000	2.830	5.199
Special facility to senior citizen	3.41	.000	2.942	-8.553

Source: Primary Information

From the above table, we conclude that:

1. Respondents are considering home delivery, display facility and discount display facility as an important factor in deciding where to shop.
2. Parameters which plays less important role in deciding the respondent preference of shopping are servicing and repair, credit facility, complaint redressal, packaging and parking facility.
3. Respondents are giving least preference to goods return facility and special facility to senior citizen.

TABLE 3: PAIRED SAMPLE CORRELATION

		N	Correlation	Sig.
Pair 1	Servicing & Repair & Complaint redressal	250	.295	.000
Pair 2	Home Delivery & Parking facility	250	-.153	.015
Pair 3	Complaint redressal & Goods return facility	250	.068	.283
Pair 4	Display facility & Discount display	250	.511	.000

Source: Primary Information

From the above table, it can be concluded that:

1. Respondents believe that the retail stores should provide proper servicing and repair to the products with the availability of complaint redressal.
2. Respondents also consider that with the availability of home delivery facility they don't need parking facility as they are getting the products at their place.
3. Respondents consider that the retail stores should also return the goods if respondent find any difficulty or problem in the product.
4. Respondents considers that the retail stores should provide display facility with the proper discount display as the respondents find problem in the discount display of the retail store as the discount display is outdated or little bit confusing so the respondents prefer that it should be clear and be updated.

TABLE 4: SHOWING SCORES PROVIDED BY THE CUSTOMERS TO THE VARIOUS SERVICES PROVIDED BY THE ORGANIZED RETAIL STORES

Score						
Parameter	Faridabad	Delhi	Ghaziabad	Noida	Gurgaon	Average
Credit facilities	7.2	6.8	6.5	6.5	6.6	6.7
Home Delivery	7.0	6.5	4.5	5.3	6.7	6
Servicing & Repair	6.8	6.5	3.9	6.2	5.7	5.8
Complaint redressal	6.9	6.5	3.9	5.1	7	5.9
Parking facility	6.9	6.9	8.3	7.1	7.3	7.3
Packaging	7.3	7.1	8.3	6.7	7.3	7.3
Goods return facility	6.7	6.4	4.5	6.2	6	5.9
Display facility	7.3	7.2	8.6	6.6	7.4	7.4
Discount display	7.2	7.0	8.1	5.7	6.6	6.9
Special facility to senior citizen	5.9	6.0	3.5	4.6	6	5.2

Source: Primary Information

From the above table, we can conclude that:

1. People of Faridabad are more satisfied with the credit facilities, home delivery, servicing & Repair and goods return facility provided by the organized retail stores as compare to other cities.
2. People of Gurgaon are most satisfied with the complaint redressal as compare to people of other cities
3. People of Ghaziabad are most satisfied with the parking, packaging, display and discount display facility provided by the organized retail stores as compare to the people of other cities and least satisfied with the special facility to senior citizen.
4. People of Delhi are least bothered about the special facility to senior citizen and also most satisfied with whatever services provided to the senior citizens by the organized retail shops.

TABLE 5: SHOWING WEIGHTED AVERAGE SERVICE QUALITY ANALYSIS

S.No.	Parameter	Weights	Score	Weighted score
1	Credit facilities	5.6	6.7	37.52
2	Home Delivery	6.6	6.0	39.60
3	Servicing & Repair	5.9	5.8	34.22
4	Complaint redressal	5.3	5.9	31.27
5	Parking facility	5.1	7.3	37.23
6	Packaging	5.7	7.3	41.61
7	Goods return facility	4.9	5.9	28.91
8	Display facility	5.9	7.4	43.66
9	Discount display	5.9	6.9	40.71
10	Special facility to senior citizen	4.0	5.2	20.80
		54.9		355.53

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Service Quality Analysis = Weighted Average Score = 64.76 %
From the above table, we can conclude that:
Customer satisfaction index has been calculated for all parameters taken together. Total customer satisfaction index for organized retail stores is found to be 64.76% (approx).
This study has research the service quality analysis based on several dimensions. The broad research questions formed on this exploratory research are:
1. How do the customers assume the service parameters in retailing?
2. Do the service parameters influence the customer satisfaction?
3. What are the service dimension towards which the organized retail industry should give the attention to provide better customer satisfaction as in today's world it is lesser expensive to maintain the satisfied customer as compare to creating new satisfied customer?

ANALYSIS
Customers are giving maximum importance tothe free home delivery of the products but they are not maximum satisfied with this facility of the organized retail stores where as they are maximum satisfied with the display facility of the organized retail stores as it is the concept given to the customers in the retailing industry.
Customers are least satisfied with the services provided to the senior citizens. Customers also assumes to get best servicing and repair facility from the organized retailer for the consumer durable products to visit the same organized retail stores again and again.
Customers give their preference to the various dimensions of services in the study of which the sequence of their preference towards various service dimensions is as follows:
1. Home Delivery
2. Discount display
3. Servicing & Repair
4. Display facility
5. Packaging
6. Credit facilities
7. Complaint redressal
8. Parking facility
9. Goods return facility
10. Special facility to senior citizen

The customers are satisfied from the services provided by the organized retail stores in Delhi and NCR as their satisfaction index is 64.76% but they are not equally satisfied with all the services dimensions provided by the organized retailers. So, the sequence of services by which customers are most satisfied is as follows:
1. Parking facility
2. Credit facilities
3. Goods return facility
4. Discount display
5. Home Delivery
6. Packaging
7. Servicing & Repair
8. Display facility
9. Complaint redressal
10. Special facility to senior citizen

From the above sequence we can find out the area to develop more and increase the customer satisfaction.

RECOMMENDATIONS & SUGGESTIONS
1. It is suggested to the organized retailer to provide better free home delivery facility to its customer to improve its service quality and customer satisfaction.
2. Organized retailers should also improve the display facility to improve the service quality of their retail shops. Some of the customers suggested that the list of racks of products should be displayed at the entrance of the retail shop.
3. If customers find any problem in the product, then it should also be repaired at the earliest and if possible should be replaced.
4. Packed goods should also be properly stocked so that the products in the packing should not be spoiled and get breakdown.
5. A more effective complaint redressal system should be adopted to provide better service and if there is any loophole in the services or products then through effective complaint redressal system, organized retailers have the chance to fill those loopholes.

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