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CONTENTS

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STATEMENT OF THE PROBLEM
OBJECTIVES
HYPOTHESIS (ES)
RESEARCH METHODOLOGY
RESULTS & DISCUSSION
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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

SERVICE QUALITY: TANGIBLE FACTORS AND CUSTOMER SATISFACTION OF ORGANISED RETAIL OUTLETS IN BENGALURU

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ABSTRACT

In India, over 9 percent of the retail sector is accounted for by traditional mom-and-pop stores and street-vendors. While in most countries it is the organised retailers who dominate the sector, in India, the unorganized retailers command about 9 percent of the market share. Most traditional retail shops have a shop forming the frontage of their residence and the business is conducted by family members who reside in the house behind. Traditional retailers usually stocked only some high-margin brands. This study majorly focussed on tangible factors of organised retails and its impact on customer satisfaction. Total 110 customers are selected as respondents from ten retail outlets of Bangalore, simple statistical tools like t-test and one-way ANOVA is used to analyse the data with the help of SPSS-19. Physical facilities means tangibles are the important aspects in the service quality of organized retail stores, modern equipment's, tidy environment, clear display of products, place of the retail store are the important tangibles in the organized retailing. In the selected organized retailers in the Bangalore city Reliance and Star Bazaar are the best retail stores in the providing tangible services to customers with a highest mean score of 7.3579 and 7.489 respectively.

KEYWORDS
service quality, customers satisfaction, tangible factors.

JEL CODES
M30, M31.

INTRODUCTION

A large young working population with a median age of 24 years, nuclear families in urban areas along with increasing numbers of working women and emerging opportunities in the services sector are some of the key factors in the growth of the organized retail sector in India. The growth pattern of organized retailing and consumption by the Indian population follows a steeply rising trend, prodding entrepreneurs to take a jump into this field.

The purchasing power of the Indian urban consumer has been rising exponentially with each passing year and has been quite independent of the economic downturn in USA or the slowdown in Europe. Branded merchandises in categories like apparels, cosmetics, shoes, watches, beverages, food and even jewellery, are slowly becoming lifestyle products that are widely accepted by the Indian consumers. Indian retailers need to take advantage of these developments and aim to grow, diversify and introduce new formats and pay more attention to their brand building process. The emphasis in the initial stages should be on building organised retail as a brand rather than sell individual brands, i.e., the focus should be on branding the retail business itself. In order to gain the attention and patronage of the conservative Indian consumers, Indian retailers must recognize the value of building their own stores as brands to reinforce their positioning and communicate about the quality as well as value-for-money on offer. Sustainable competitive advantage over long term is dependent on translating core values, combining products, value, image and reputation into a coherent retail brand strategy. The total concept and idea of shopping has undergone a change in terms of format and consumer-buying behaviour ushering in a revolution[1]. Modern retailing has entered into the retail market in India as is observed in the bustling shopping centres, multi-storied malls and the huge complexes that offer shopping, entertainment and food, all under one roof (A B, 2019).

The country's booming economic growth of around 8 percent until recently, the dawn of high-paying of IT and ITeS industries resulted in major shifts in the Indian economic class, with higher incomes leading to the blossoming of the Indian middle-class. This middle-class is aware of the standards of living in other countries, thanks to exposure through the tools of globalization – the media and the internet along with increased foreign travel. With continuously rising incomes and job opportunities, the younger generation has adopted a "spending and enjoying" approach to life rather than the traditional "saving and existing" approach. The currently estimated value of organized Indian retail's target population is larger than that of the entire United States. Voted the most attractive retail destination in the world for two years in a row, in 2005 and 2006 (in 2011, India was at the 4th spot worldwide) India is expected to witness above 10 percent growth in its retail sector over the next few years[2].

There is no doubt that the Indian retail scene is booming. A number of large corporate houses like the Tatas, Rahejas, Piramals, and Goenkas have already made their foray into this arena, with beauty and health stores, supermarkets, self-service music stores, new-age book stores, watches, every-day-low-price stores, computers and peripherals stores, wine and liquor stores, office equipment stores and home/building construction stores. Today, in fact, the organized players have attacked every retail category that can be seen or imagined. The fact of the matter is that Indian retail scene has witnessed too many players in too short a time, crowding several categories without looking at their core competencies, future sustainability or having a well thought-out branding strategy.

In India, the vast aspirational middle class with rising incomes has become a magnet for global retail giants desiring to foray into newer and more lucrative markets. Their entry, in turn, can help the Indian consumer by fetching better bargains and the Indian farmer with suitable cold chain and logistics for marketing of agricultural produce. Modern retail in India is estimated to be worth about USD 175-200 billion by 2016. The food retail industry in India dominates this shopping basket. The mobile phones are already contributing USD 16.7 billion to the retail business and are growing at over 20 percent year-on-year. Most experts unequivocally agree that the future of the Indian retail industry looks bright with the growing market, booming economy, rising incomes, increasing consumption, positive government policies and emerging technologies facilitating operations and other such factors (A B, 2019).

THE ROAD AHEAD

After the software and IT fever of the 190s, retailing in India is gradually inching its way towards becoming the next boom industry. With the entry of the organised retailers, the whole concept of shopping has undergone a sea change in terms of format, store ambience, consumer buying behaviour, revenue generation, technology adoption, employment patterns and significantly, volume of sales. This has ushered in a shopping revolution in urban India. This shopping-festival can be seen in sprawling shopping centres, multi-storied malls and huge complexes offering shopping, entertainment and food, all under one roof. The Indian retailing sector is presently at an inflexion point where the strategic growth of organized retailing and growth in the economy and consumption of the Indian population can take it to a completely higher growth trajectory. What is catching the eye of every global organised retailer is India's demographic dividend: 35 percent of India's population is between the ages of 15-35 years and about 57 percent is in the working age group of 15-59 years, as shown in Figure-1.1 and Figure-1.2. A large young working population with a median age of 24 years, nuclear families in urban areas, more working women and emerging opportunities in the services and IT and IT-related sector present an unlimited set of opportunities to fuel the boom in the retail industry.

[1] Source: http://www.fibre2fashion.com/industry-article/free-retail-industry-article/indian-retail-industry-its-growth-challenges-and-opportunities/indian-retail-industry-its-growth-challenges-and-opportunities1.asp

[2] Source: "Retail in India – Getting Organized to drive growth." CII-A.T. Kearney, Nov. 2006, Assocham Press Release

FIGURE-1.1[3]: A COMPARISON OF MEDIAN AGE OF THE POPULATION (IN YEARS)

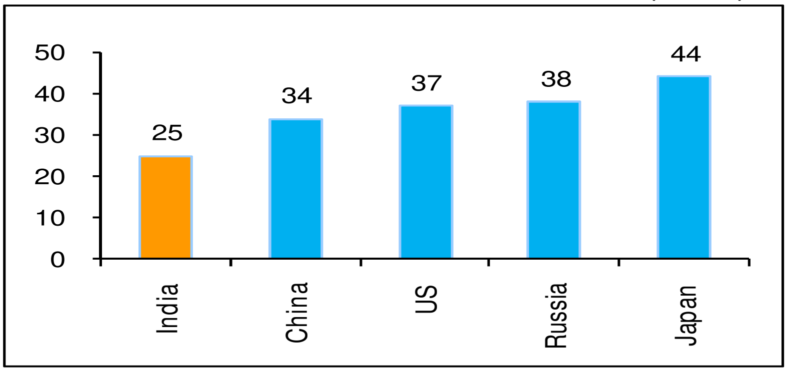
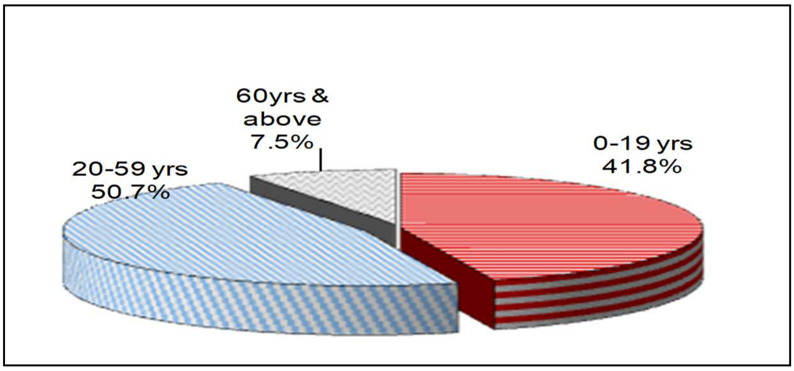


FIGURE-1.2[4]: DEMOGRAPHIC PROFILE



MEGA MALLS

Mega malls have come to mean very large shopping malls. As Emily Lambert says: "You won't find "megamall" or "mega-mall" in the dictionary or even in the International Council of Shopping Centres' list of shopping centre definitions. You'll find it in an online encyclopaedia—defined as "a very large shopping mall," but that doesn't begin to describe these giant edifices of retail, entertainment and other pursuits of happiness. Maybe that online definition can be expanded: "Extreme shopping mall; monolithic tribute to consumerism, a magic mix of stores, eateries, entertainment and attractions, with the ability to draw crowds; tourist destination." That's more like it".

In India, not many such mega malls are to be found although the word 'mega' is the prefix in many mall names.

- ✓ The *Mall of America* (in Minneapolis, USA), for example, boasts of an area of 4.2 million sq ft and 12,550 parking slots! A family-friendly mall, it offers something to every visitor. It houses more than 520 stores, 14 movie screens and 50 eateries, amongst other things!
- ✓ The *West Edmonton Mall* in Alberta, USA, covers 5.3 million sq ft. It boasts of at least 12 anchors, 800 stores and services, 110 eating establishments, a 21-screen movie theatre, etc.

In the Indian context though, mega malls can be construed as relatively large malls. The *Mantri Square Mall* with an area of 1.7 million sq ft is the largest mall in Bangalore and the second largest in the country.[5] Civic pride may surge in Bangaloreans upon hearing this piece of statistic but a certain segment of the population may not share the civic pride. This segment, comprised of small retailers and small traders, believes that organized retail housed by the malls will spell doom for their business (A B, 2019).

STAGE-WISE EVOLUTION OF THE INDIAN ORGANISED RETAIL INDUSTRY

The Indian organised retail industry evolved through the following stages:

- ✓ The presence of only neighbourhood 'Kirana' stores stocking limited products and brands and offering credit services and home delivery to clientele living nearby.
- ✓ The era of government support to rural retail and marketing: Indigenous franchise model of store chains run by Khadi and Village Industries Commission
- ✓ Co-operatives allowed running superstores like *Janatha Bazaar* offering consumer goods at discounts.
- ✓ 190s: the Indian economy begins to open up.
- ✓ Textiles sector with companies like Bombay Dyeing, Raymond's, S. Kumar's, Bajaj and Grasim foray into the retail sector with exclusive chains of stores
- ✓ Later Titan watches successfully created and organized retailing concept and established a series of showrooms for its premium watches
- ✓ The latter half of the 190s saw a fresh wave of entrants with a shift from manufacturers to pure retailers, e.g. Food World, Subhiksha and Nilgiris in food and FMCG; Planet M and Music World in music; and Crossword and Fountainhead in books.
- ✓ 191 – The first *Shoppers Stop* store opened at Andheri in Mumbai
- ✓ Post 19 saw the emergence of shopping centres mainly in urban areas, initially in the central business districts and later moving towards the suburbs.
- ✓ Emergence of malls and entertainment complexes.
- ✓ Emergence of hyper and super markets trying to provide customer with the 3 v's, namely, value, variety and volume
- ✓ 199 –Pantaloon Retail launches a complete family store in Mumbai.
- ✓ Expanding the target consumer segment, *the sachet revolution,* trying to reach the bottom of the pyramid.
- ✓ At the end of year 2000, the size of the Indian organized retail industry was estimated at INR 13,000 crore.
- ✓ 2003: Metro Cash & Carry, a German wholesaler opens its first centre in Bangalore
- ✓ 2009: Organised retailers hit by recession in US and the subsequent slowdown in the Indian economy.
- ✓ 2010: the Indian retail industry grows at a CAGR of 13.3 percent for the period FY 2006-10.
- ✓ The organised retail sector is growing at a rate of 35 percent CAGR.

[3] Source: European Business Group
[4] Source: European Business Group
[5] Source: Akanksha Sinha, Mantri Square Mall, *Shoppers World*. Retrieved May 15, 2013, from the World Wide Web: http://akankshasinha.files.word-press.com/2012/03/mantri-mall-bangalore.jpg

- ✓ Emergence of rural retailing with ITC's *e-Choupal* and *Choupal Sagar* Rural Hypermarkets.
- ✓ HLL is using its *Project Shakti* initiative for leveraging women self-help groups to penetrate the rural market.

REVIEW OF LITERATURE

D Gayatri and T Phani Madhav in their study titled "Organised Retailing in India – Opportunities and Challenges" discuss the evolution of organised retailers in India[6]. The objective of their study is to find out whether hypermarkets can emerge as a pan-Indian retailing format despite the impediments.

Retailing, as long as it was limited to the unorganised corner stores, provided customers with limited choice and services. But with the entry of Big Bazaar, Tata, Reliance, and Shoppers Stop into the organised retailing sector, there has been a sea change in the landscape, according to the Researchers. While organised retail will eventually have a pan-Indian presence, it will not fully displace the traditional retailers who can provide services like monthly credit and instant home delivery. The study describes the great Indian retail fight, that is, small retailers versus organised retail, but provides no new insight. This gap is sought to be bridged by the present study.

The Economist (Dec 2011) in the article "The supermarket's last frontier" discusses, amongst other things, the daunting practicalities of setting up supermarkets in our country. Though giant supermarkets have impressive infrastructure and a range of non-food items, the distance and dodgy roads make it hard to reach from the city. Also, food items are not cheaper than the local markets. Building a logistic chain, to eliminate middle men and get produce at a cheaper rate, is easier said than done as farming in India is fragmented and subject to arcane rules and is as hot a political potato as retailing. A rickety legal system makes it hard to enforce contracts. Restrictions such as buying a chunk of their goods from local firms, add to cost. Large out-of-town stores will be infrequently visited. Finding affordable land in packed and expensive cities will be tough.

Shubhranshu Pani in "Malls as growth drivers for franchising in India" states that there are conflicting opinions on the profitability of franchised brands in malls in India. Those in favour state that malls are the best places for a franchise set-up because they assure a lot of customer traffic. While those who say that mall space is too costly, those in favour rightly state that the cost of putting up a store inside a mall is proportional to the franchised name one has purchased.

Brands do not franchise their name if they do not have a reputation for saleability. For attracting heavy traffic, the mall is the most viable location. It is the perfect way to merchandise one's products, even if one is just breaking even. In the "worst case" scenario, customers will at least have noted the franchisee's presence. According to the researcher, as long as the real estate market is hot and new malls are being built to feed the appetite of the expanding retail market, franchising will thrive in India. Malls will continue to be the leading franchise vehicles in India, thanks to their popularity and ability to draw a large number of shoppers. Indians have long since overcome their xenophobia of glitzy malls and hypermarkets and are now aware that visiting a mall does not necessarily mean higher costs.

The researcher has a word of caution too for those who place full faith in malls: it is a mistake to assume that a high footfall rate in a mall automatically translates into increased sales for franchises. A significant number of Indian mall visitors come only to enjoy the ambience. The onus of profitability still rests on offering bargains and imaginative display. In our metros, people have started going to malls not only for shopping but also for leisure and entertainment, thanks to the ambience that malls offer and the number of brands and facilities they provide under a single roof. Malls boost retailers' sales because customers who had no intention of buying, may still do so on impulse. Lifestyle brands, in particular, benefit from this factor.

Brook and Brock (19) state that income, sex and age could influence store choice. Not all shopping malls have the necessary assortment and facilities to completely satisfy consumer needs **(De Juan 2004).** Therefore small retail does have a role to play. The consumer chooses whether or not to purchase from a particular store after searching for information and evaluating the store. But for low involvement products such activity may not happen. "Store Image" has a role to play in the choice of store visit which is created by different activities.

Small retailers cannot be wished away altogether. They have a role to play in the present changed scenario too. In fact, traditional retail and organised retail can complement each other and benefit mutually. If the two sides undertake a brainstorming discussion, the right solution is bound to emerge.

Parket, et al (2003) argue that the neighbourhood retail stores do create a certain image through service, convenience shopping, cleanliness, etc. Thus, on store image, it can compete with mega stores too. But it may not give "shop entertainment" which many malls are trying to give as value addition to consumer.

There are consumers and consumers. Some prefer the down-to-earth type of service – where they do not have to walk from shelf to shelf in search of the items they need to buy. They are not interested in "shop entertainment" but would prefer a helpful small retailer or his assistant who will do their bidding without question. This ensures that they complete their shopping in the shortest possible time, without having to go through the rigmarole of queuing up before the cash counter for billing and settling the bill.

Srivastava (2008) argues that mall visit is like a 'family picnic' for many in India. Although there are a number of reports regarding the impact of mega-retailers – Wal-mart in particular, empirical reports are limited.

Well, a mall visit implies a 'family picnic' for many in the country, in particular, the first-timers. But over a period of time, the novelty attaching to mall visits tends to wear off.

Beaumont (19), Stone and Art Z (19), Shill and Taylor (19), Cachon, et al (2004) conclude that launching of mega-retail or malls has the potential to impact the existing smaller merchants in terms of sales.

Well, it has the potential to cramp the business of the small traders. However, if the small trades wake up in time, this need not be the case as has been proved in some cases. Some small retailers did see the writing on the wall and were better prepared to face the onslaught from organised retail and survive.

Cachon et al (2004) reminds that small retailers are well aware of their competitive position and adopt an appropriate strategy to respond to new competition. To date, there is very little understanding of what the impact of corporate retail (mall or mega-store) will be on the so-called unorganised retail sector. This preliminary descriptive study investigates the impact of malls on small shops.

The researcher is right – small retailers are well aware of where they stand vis-a-vis organised retail. The impact of organised retail on small retail is somewhat hazy. But one thing is clear – small retail can still hold its own by tweaking its business model and business strategy.

Kalhan (2007) reminds that retail accounts for 10 percent of India's GDP and around seven percent of employment. The question is if unorganised retail fails to survive, what will be the social economic implications. Will the neighbourhood retailer be able to overcome the impact by saving travel time for the consumer? This becomes relevant when 70 percent of retail purchases are confined to food products. Would there be only two types of retail business, viz., small and big, in line with the polarisation theory? Since all malls do not have the necessary assortment to completely satisfy all the customers, the researcher wonders whether there would be light at the end of the tunnel for small retailers.

OBJECTIVES OF THE STUDY

1. To Study the various tangible factors of organized retail outlets in Bengaluru city
2. To Study the impact of tangible factors on customer satisfaction

RESEARCH METHODOLOGY

Sources of Data collection

a) Primary data: The study primarily relies on the primary data which has been collected by administering a structured questionnaire.

b) Secondary data: The Secondary data is collected from Research journals and Working papers, Books, reports of various committees on teacher's performance and problems and also various websites.

[6] Source: http://www.ibscdc.org/Case_Studies/Marketing/Marketing%20Strategies/MM0012.htm

Sampling

On the basis of non-probability sampling technique, 10 organized retail outlets and 11 respondents from each mall total 110 respondents are selected as sample size for the study, where in convenience and judgment sampling method will be adopted. The simple random technique used for selection of respondents.

Sample Size

TABLE NO 1.1: SHOWING PARTICULARS OF SELECTED ORGANIZED RETAIL OUTLETS IN BANGALORE CITY AND SAMPLE SIZE

Name of the Retail store	Number of respondents (Sample size)
Big Bazar	11
Easy Day	11
Food World	11
Maha Bazaar	11
More	11
Nilgiris	11
Reliance	11
Spencers	11
Star Bazar	11
Trendz	11
Total (Sample size)	**110**

TOOLS USED FOR DATA ANALYSIS

The primary data collected from the 9 respondents were coded, classified and analyzed using Statistical Package for Social Sciences (SPSS Version 20).

The tools used for analysis of primary data were cross-tabulation, descriptive statistics like arithmetic mean, standard deviation, variance, frequency etc., The tools used for hypothesis testing include Independent sample t-test, one way ANOVA, Three way ANOVA (Univariate analysis), step wise Multiple linear regression model.

TABLE 1: ONE SAMPLE T TEST FOR TANGIBLE FACTORS AND CUSTOMER SATISFACTION IN ORGANIZED RETAIL STORES

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Modern equipment.	9	2.8201	1.43427	.0459
Visually appealing facilities like (shelves, counters, fridges, computers, lights)	9	**3.0442**	1.33915	.0429
Employees have neat professional appearance.	9	2.7831	1.44844	.04643
Visually appealing materials associated with service.	9	2.976	1.46858	.04708
Clean and tidy environment.	9	**3.3669**	1.5349	.0491
The store is decorative and good looking.	9	2.98	1.41420	.04534
Clear display of the products.	9	2.8808	1.43378	.0459
Location of the store in prominent place.	9	**3.2837**	1.34780	.04321

Source: Primary Data

The above table indicates one sample t test of tangible factors and customer satisfaction. It clears that Mean score of tangible factors influence on customer satisfaction. Clean and tidy environment in retail stores having the highest Mean score 3.3669, which is highly influencing on customer satisfaction followed by location of the store in prominent place with a Mean score 3.2837, visually appealing facilities (shelves, counters, fridges, computers, lights) with a Mean score 3.0442. it can be said that Clean and tidy environment, Location of the store in prominent place, Visually appealing facilities like (shelves, counters, fridges, computers, lights) are the important tangible factors affecting on customer satisfaction.

TABLE 2: ONE SAMPLE T TEST FOR TANGIBLE FACTORS AND CUSTOMER SATISFACTION IN ORGANIZED RETAIL STORES WITH T VALUES AND SIGNIFICANCE

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	9% Confidence Interval of the Difference	
					Lower	Upper
Modern equipment.	61.333	9	**.000***	2.82014	2.729	2.9104
Visually appealing facilities like (shelves, counters, fridges, computers, lights)	70.909	9	**.000***	3.04419	2.99	3.1284
Employees have neat professional appearance.	59.96	9	**.000***	2.78314	2.690	2.8743
Visually appealing materials associated with service.	62.608	9	**.000***	2.9758	2.8552	3.0400
Clean and tidy environment.	68.423	9	**.000***	3.36691	3.2703	3.4635
The store is decorative and good looking.	66.035	9	**.000***	2.983	2.9049	3.0828
Clear display of the products.	62.673	9	**.000***	2.88078	2.7906	2.910
Location of the store in prominent place.	75.9	9	**.000***	3.28366	3.199	3.3685

Source: Primary Data

**Significant at 5 per cent level significance*

The one sample t test was conducted to identify the impact tangible factors of retail stores on customer satisfaction. The aggregate of all the eight dimensions were considered and the statistical analysis was conducted and the results obtained revealed that all the dimensions has positively related to customer satisfaction as the significant value of all the dimensions were less than 0.05. It clears that clean and tidy environment of the store plays a vital role in customer satisfaction.

TABLE 3: MEAN COMPARISON OF TANGIBLE FACTORS 1* AND CUSTOMERS SATISFACTION TOWARDS SELECTED ORGANIZED RETAIL STORES

Report

Most preferred Retail outlet for buying		Modern equipment.	Visually appealing facilities like (shelves, counters, fridges, computers, lights)	Employees have neat professional appearance.	Visually appealing materials associated with service.
Big Bazar	Mean	2.99	2.8776	**2.9184**	2.699
	N	9	9	9	9
	Std. Deviation	1.48476	1.33367	1.4549	1.43166
Easy Day	Mean	2.8081	**3.1515**	2.7677	2.919
	N	9	9	9	9
	Std. Deviation	1.39003	1.32760	1.40573	1.44050
Food World	Mean	2.7347	2.99	2.6531	3.0306
	N	9	9	9	9
	Std. Deviation	1.47523	1.24337	1.49	1.58247
Maha Bazaar	Mean	2.8788	3.0101	2.8687	2.8889
	N	9	9	9	9
	Std. Deviation	1.40170	1.34388	1.3913	1.51785
More	Mean	2.8817	3.139	2.8817	2.985
	N	9	9	9	9
	Std. Deviation	1.3819	1.41107	1.41306	1.42171
Nilgiris	Mean	2.8750	3.0521	2.729	**3.1250**
	N	9	9	9	9
	Std. Deviation	1.40862	1.32482	1.46883	1.47434
Reliance	Mean	2.7789	3.0421	2.7158	3.0737
	N	9	9	9	9
	Std. Deviation	1.459	1.42109	1.53445	1.38566
Spencers	Mean	2.7273	2.99	2.8485	2.8788
	N	9	9	9	9
	Std. Deviation	1.38371	1.44628	1.43117	1.37227
Star Bazar	Mean	**3.0102**	2.8673	2.8776	2.8061
	N	9	9	9	9
	Std. Deviation	1.529	1.289	1.50782	1.55754
Trendz	Mean	2.5510	**3.3367**	2.5714	**3.0918**
	N	9	9	9	9
	Std. Deviation	1.4290	1.23475	1.3917	1.4985
Total	Mean	2.8201	3.0442	2.7831	2.976
	N	9	9	9	9
	Std. Deviation	1.43427	1.33915	1.44844	1.46858

Source: Primary Data

*Tangible factors 1: out of eight tangible factors first 4 factors are considered as tangible factors 1 (for analysis purpose only).

The above table indicates the Mean comparison of tangible factors and customer satisfaction towards organized retail outlets in Bangalore city, modern equipment is the first tangible factor influencing on customer satisfaction. In this respect Star Bazaar having highest Mean value 3.0102 which is followed by Big Bazaar 2.99, More 2.8817 and all other selected retail outlets are having Mean values which is moderately satisfying the customers. Finally Star Bazaar is the retail outlet having the best modern equipments.

Visually appealing facilities like (shelves, counters, fridges, computers, lights) is the next tangible factor influencing on customer satisfaction. In this regard Trendz is the best retail outlet having Mean value 3.3367, followed by Easy Day 2.99, More 3.139 and all other having moderately providing visually appealing factors. Thus Trendz is the best retail outlet in satisfying customer with this respect.

The third tangible factor influencing on customer satisfaction is employees have neat professional appearance. In this regard Big Bazaar is the best retail store having highest Mean value 2.9184 followed by More 2.8817, Star Bazaar 2.8776 and all other stores have moderate Mean scores with this respect. Finally Big Bazaar is the best store in satisfying customers with this respect.

The fourth tangible factor is visually appealing materials associated with services influencing on customer satisfaction. In this respect Nilgiris is the best retail store having the highest Mean value 3.1250, followed by Trendz 3.0918, Reliance 3.0737 and all other have moderate Mean scores in this respect. Finally Nilgiris is the best retail store in satisfying customers with this respect.

TABLE 4: MEAN COMPARISON OF TANGIBLE FACTORS 2* AND CUSTOMERS SATISFACTION TOWARDS SELECTED ORGANIZED RETAIL STORES

Report					
Most preferred Retail outlet for buying		Clean and tidy environment.	The store is decorative and good looking.	Clear display of the products.	Location of the store in prominent place.
Big Bazar	Mean	3.2143	**3.2143**	2.7857	3.3776
	N	9	9	9	9
	Std. Deviation	1.57461	1.44486	1.45906	1.31224
Easy Day	Mean	3.3333	2.8485	2.7071	3.2828
	N	9	9	9	9
	Std. Deviation	1.5649	1.3729	1.40881	1.36307
Food World	Mean	3.5000	3.1020	2.988	3.299
	N	9	9	9	9
	Std. Deviation	1.43052	1.35836	1.47009	1.32548
Maha Bazaar	Mean	3.2727	3.0707	2.790	3.3131
	N	9	9	9	9
	Std. Deviation	1.62768	1.490	1.37009	1.30655
More	Mean	3.4516	2.9032	2.9032	**3.3548**
	N	9	9	9	9
	Std. Deviation	1.59153	1.4896	1.43757	1.41148
Nilgiris	Mean	3.2500	2.8854	2.99	3.239
	N	9	9	9	9
	Std. Deviation	1.5905	1.30481	1.47609	1.36686
Reliance	Mean	**3.5474**	2.8842	**3.0000**	**3.3263**
	N	9	9	9	9
	Std. Deviation	1.4049	1.36727	1.4967	1.31636
Spencers	Mean	3.4040	3.0202	2.99	3.1818
	N	9	9	9	9
	Std. Deviation	1.53143	1.45672	1.45672	1.43117
Star Bazar	Mean	3.0204	**3.2347**	2.988	3.2245
	N	9	9	9	9
	Std. Deviation	1.5597	1.42004	1.37591	1.2479
Trendz	Mean	**3.6837**	2.7653	2.7755	3.2449
	N	9	9	9	9
	Std. Deviation	1.41127	1.40545	1.41808	1.43636
Total	Mean	3.3669	2.98	2.8808	3.2837
	N	9	9	9	9
	Std. Deviation	1.5349	1.41420	1.43378	1.34780

Source: Primary Data

*Tangible factors 2: out of eight tangible factors remaining 4 factors are considered as tangible factors 2 (for analysis purpose only).

The above table indicates the Mean comparison of tangible factors and customer satisfaction towards organized retail outlets in Bangalore city, clean and tidy environment is the fifth tangible factor influencing on customer satisfaction. In this respect Trendz having highest Mean value 3.6837 which is followed by Reliance 3.5474, Food World 3.5000 and all other selected retail outlets are having Mean values which is moderately satisfying the customers. Finally Trendz is the best retail outlet having clean and tidy environment.

The store is decorative and good looking is the next tangible factor influencing on customer satisfaction. In this regard Star Bazaar is the best retail outlet having Mean value 3.2347, followed by Big Bazaar 3.2143, Food World 3.1020 and all other having moderately providing decorative and good looking facilities. Thus Star Bazaar is the best retail outlet in satisfying customer with this respect.

The third tangible factor influencing on customer satisfaction is clear display of the products. In this regard Reliance is the best retail store having highest Mean value 3.0000 followed by Nilgiris 2.99, Spencers 2.99 and all other stores have moderate Mean scores with this respect. Finally Reliance is the best store in satisfying customers with this respect.

The fourth tangible factor is location of the store in prominent place influencing on customer satisfaction. In this respect Big Bazaar is the best retail store having the highest Mean value 3.3776, followed by More 3.3548, Reliance 3.263 and all other have moderate Mean scores in this respect. Finally Big Bazaar is the best retail store in satisfying customers with this respect.

TABLE 5: AVERAGE MEAN OF TANGIBLE FACTORS AND CUSTOMER SATISFACTION TOWARDS SELECTED ORGANIZED RETAIL STORES

Report			
Tangible factors			
Most preferred Retail outlet for buying	Mean	N	Std. Deviation
More	**24.496**	9	3.30883
Reliance	**24.3684**	9	3.29103
Food World	**24.2347**	9	3.31756
Nilgiris	24.1458	9	3.11526
Maha Bazaar	24.1010	9	3.0589
Big Bazar	24.0408	9	3.1194
Spencers	24.0303	9	3.28091
Trendz	24.0204	9	3.60120
Star Bazar	23.99	9	3.0495
Easy Day	23.8182	9	3.369
Total	24.1202	9	3.24528

Source: Primary Data

The above table shows the average Mean of tangible factors and customer satisfaction towards selected organized retail stores in Bangalore city. More, Reliance and Food World are having higher Mean scores compared to other retail stores (24.496, 24.3684,and 24.2347 respectively). Finally it can be concluded that More, Reliance and Food World are satisfying more to customers with related to tangible factors.

CONCLUSION

Physical facilities mean tangibles are the important aspects in the service quality of organized retail stores, modern equipments, tidy environment, clear display of products, place of the retail store are the important tangibles in the organized retailing. In the selected organized retailers in the Bangalore city Reliance and Star Bazaar are the best retail stores in the providing tangible services to customers with a highest mean score of 7.3579 and 7.489 respectively.

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