

# A Study on Retail Service Dimensions and Customer Perceptions Towards Organized Retail Outlet

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## Abstract

In this exploration paper, I bring a look into the coordinated retail area of India. It began making its essence felt almost 10 years after the essential part of business visionaries discovered shop. A short presentation and advancement shows how the coordinated retailing switched its gears over the sum from Panwala dhukan to corporate retailers across the length and broadness of India. Retailing are regularly supposed to be the organization between the maker and the individual buyer. Retailing is that the last connection; this associates the individual customer with the assembling and dissemination chain. Retails include the offer of items from one point (shopping centers, market, offices, stores and so forth) on to the purchaser in little amounts for private utilization. The changing situations of Indian buyers gives a proof to the expected chance inside the retailing field. SWOT and its subheads take you to the essence of study into retail industry. Out of which we defined the future possibilities. FDI in retail has been antagonistic issue and should confront opposition, given the apparent political situation. The Paper distinguishes the various types of retailing. The Exploration Study talked about how coordinated retailing has expanded their method of focusing on shoppers.

**Keywords:** Coordinated Retailing, Chaotic Retailing, FDI in Retail.

## 1. INTRODUCTION

Shopping in India is seeing a progressive transformation with the excellent ascent and outstanding development of the retail business, which has work of around 8 percent and adding to 10 percent of the nation's

Gross domestic product . At US\$511 billion out of 2008, the overall retail industry of the nation is anticipated to ascend to US\$ 833 billion by 2013 and further to US\$ 1.3 trillion by 2018, at a Build Yearly pace of development (CAGR) of 10%. Coordinated retail, which represents almost 5 percent of

the market, is anticipated to develop at a CAGR of 40% from \$20 billion out of 2007 to \$107 billion by 2013.

Modernization of the business is reflected in fast move in deals of stores, departmental stores and hypermarkets. Deals from these huge organization stores have extended at exemplary development rates during the measure of 2003–2008, beginning from 24 percent to 49 percent for each annum .

On the off chance that we take a gander at Indian retail inside the setting of the overall monetary stoppage, it are frequently presumed that the present financial climate has raised a dread of plunge in utilization and log jam of development for Indian coordinated retailers. As per the Retailers' Relationship of India, development inside the Rs 45,000-crore coordinated retail area has hindered to five percent inside the final quarter of 2008–2009, a long ways from the 35 percent development recorded in January–Walk 2008. A report by KPMG (Walk 2009) states that the proceeded with lull inside the economy has negatively affected the dispersal of India's coordinated retail. The report likewise uncovered that India's venture stream in coordinated retailing, which was relied upon to the touch \$25 billion over ensuing 5-year time frame, is giving indications of stoppage.

Allow us to see the effect of the lull on buyers. When purchaser spending is on a decay, family units probably won't be prepared to by and large forestall a fall in all out use; they may rather change the bushel of merchandise bought and move their utilization towards fundamentals rather than extravagance and very good quality items. Another chance would switch over to less expensive brands or just wiping out some of the costlier customary things of utilization. Does this mean destruction for retail?

It would be very evident that under such rigid financial conditions, clients would assemble around outlets that offer higher benefit. Outlets that offer not really fundamental things would be the preeminent casualties; achievement will lie with those retailers that can drive client reliability by reacting to the requests of the insightful shopper. Expanded investigation of item quality and incentives would be the unequivocal variables behind retail accomplishment in the midst of stoppage. Elements like remixing incentives, store legitimization, regionalization, capital administration, cost advancement and labor resizing would hence arise in light of the fact that the preeminent worries for retailers. They should give great client support reliably to fortify client maintenance and consequently drive productivity.

## 2. Literature Review

Parikh (2006): He said that “As coordinated retailing creates in India, retail locations in India should improve the nature of their administrations fundamentally to contend effectively inthe worldwide commercial center. It is, the refore crucial to see how clients assess administration quality and how are frequently dealt with live and improve it.”

Azhagan and Nagarajan (2011): He examined that “the greater part of the buyers favor Coordinated Retail area because of more Physical assets and Compassion towards its clients. To hold and pull in new clients, the coordinated retail area ought to improve client care's level and will give confirmation towards its client.”

Singh (2013): He expressed that “In retailing apparent help quality affects buying and repurchasing choices, positive

informal exchange just as on grumbling conduct in retailing”

William and Prabakar (2012): He reasoned that “The client view of retail administration quality is a significant section to the arising and the current retailers in the market as the examination uncovers that impression of administration quality affected by the changed nature with different clients even some of the general elements like Individual communication, actual angles are the size on of the client insight stays steady and standard to all or any the client on a dominant part premise in this way the shops need to outline their own techniques in order to attract the clients on a more extended premise”.

Kumar.R and Barani (2012): He said that “administration quality has for some time been acknowledged as the most fundamental showcasing instrument for retailers to separate their retail offers, make upper hand and to improve the clients’ shopping experience. In any case, keeping up phenomenal assistance quality inside the stores isn’t any basic undertaking”

U. Dineshkumar, P.Vikkraman (2012): He found in their investigation that “coordinated retail outlets give better nature of administration, item range when contrasted with the disorderly retail outlets. The vast majority of the buyers are happy with the norm of administration given by the coordinated shops .”

Kumar.R and Barani (2012): He distinguished in their investigation that “physical assets, unwavering quality, responsiveness, capability, validity, availability and client information are emphatically identified with consumer loyalty. Notwithstanding, just four factors have huge impact on consumer loyalty”

### 3. Statement of the of the problem

The development of coordinated retail area in india is progressively and attempting to repeat model in india. Anyway the diverse ground real factors in India, for example, power of chaotic area, issues related climate, acquisition rehearses, accessibility of framework and such going to end the beginning and extension plans of enormous corporate elements in retail area. India is the world fifth biggest worldwide objective in the retail space. In FDI certainty file, India positioned 16. The center issues of coordinated retailing incorporate buy pattern of client towards as far as product Classes bought, time spent, store exchanging conduct, store trait. Remembering the above factor coordinated retailing was chosen for this reason.

### 4. Hypothesis

H0: As per Client Discernment REALIBILITY, Substantial quality, RESPONSIVENESS AND Compassion Isn’t Significant IN A Coordinated REATIL OUTLETS.

H1: As per CUTOMER Discernment REALIBILITY, Substantial quality, RESPONSIVENESS AND Sympathy IS INPORTANT IN A Coordinated RTAIL OUTLETS.

We acknowledge the speculation as p esteem is more prominent than 0.05 for both the tail measurements. Of substantial quality and dependability measurements.

As second outline speculation we reject the theory as p esteem is under 0.05 so for responsiveness and empthy measurements.

As we can see our speculation at H0 IS ACCEPETED AND H1 IS Dismissed SO

Theory Seems TO BE Valid FOR BOTH THE Articulation.

## 5. RESERCH Methodology:

Exploration plan – Engaging Exploration

Test size – 101

Wellsprings of information:

- i. Journals
- ii. Research article
- iii. Websites
- iv. Economicretail.com

Information assortment Type – optional information

Apparatuses of examination – t-test for two irregular examples

## 6. Limits OF THE Investigation

1. THE Investigation IS Restricted TO INDIA (Bihar).
2. THE Investigation IS Simply Restricted TO RETAIL OUTLETS

SERVQUAL Score Acquired from Field Overview Concerning Huge Bazar and vishal super store Outlets.

- The accompanying table shows the impression of the clients concerning the different assertions made to decide the SERVQUAL score for 5 components of SERVQUAL.

## 7. DATA ANALYSIS:

SERVQUAL SCORE FOR ORGANIZED RETAIL OUTLET:

Tangibility	Strongly agree	agree	neutral	disagree	Strongly disagree	total	Total score
The retail outlet has modern looking equipment	24	55	14	7	1	101	54
The retail outlets features are visually appalling	24	59	11	6	1	101	58
The retail outlets reception desk employees are neat appearing	25	51	21	3	1	101	50

A Study on Retail Service Dimensions and Customer Perceptions Towards Organized Retail Outlet

Material associated with the service are visually appealing at retail outlet	28	52	14	7	-	101	45
<b>Reliability</b>	<b>Strongly agree</b>	<b>agree</b>	<b>neutral</b>	<b>disagree</b>	<b>Strongly disagree</b>	<b>total</b>	<b>Total score</b>
When the retail outlet promises to do something by a certain time, they do	26	47	23	4	1	101	46
When u have a problem the retail outlet shows a sincere interest in solving it	26	43	27	4	1	101	42
Retail outlet executes the transaction right the first time	16	50	32	1	2	101	48
Retail outlet provide it service at time it promises to do	25	44	24	6	1	101	43
The retail outlet insists on	25	44	23	3	2	101	9

<b>Empathy</b>	<b>Strongly agree</b>	<b>agree</b>	<b>neutral</b>	<b>disagree</b>	<b>Strongly disagree</b>	<b>total</b>	<b>Total score</b>
The retail outlet gives you individual attention	29	50	1	20	1	101	49
The retail outlet has operating hours convenient to all customers	32	24	16	13	15	101	19
Retail outlet gives you personal service	20	66	-	13	2	101	64
Retail outlet has best interest at heart	23	60	-	11	7	101	53
Employee of retail understand your specific needs	28	55	-	15	3	101	52

<b>Responsiveness</b>	<b>Strongly agree</b>	<b>agree</b>	<b>neutral</b>	<b>disagree</b>	<b>Strongly disagree</b>	<b>total</b>	<b>Total score</b>
Employees in the retail outlet tell you exactly when the transaction will be performed	22	52	23	3	1	101	51
Employee in the retail outlet give you prompt service	24	51	22	3	1	101	50
Employees always willing to help you	22	52	22	2	1	101	51
Employees have knowledge to answer your question	21	47	26	6	1	101	46

## RELATIVE RANKING OF THE QUALITY DIMENSION

DIMENSIONS	OVERALLGAP SCORE	RANK
TANGIBILITY	-952	4
RELIABILITY	-942	1
RESPONSIVENESS	-949	3
EMPATHY	-946	2

### INTERPRETATION:

From the above graph it is clear reliability has got first rank with the lesser gap score as compared to empathy and continuing by responsiveness and tangibility

## 8. FINDINGS:

- i. From the study the analysis is concentrated on the Five dimensions of service quality using GAP model.
- ii. The tangibility, reliability, responsiveness, assurance and empathy dimensions were integrated t.
- iii. The research has calculated the Gap score and weighted averages were integrated to observe the gaps in the service quality .
- iv. From Tables 2 and 3 it is observed that with reference to the “tangibility” dimension, the average gap score is very much higher than the average SERVQUAL score . Hence it is observed that majority of the customers of RBIG BAZAAR have opined tangibility dimension has to be improved.
- v. Further, it’s clear that the shops features aren’t visually appealing and shops counter employees aren’t appearing neatly. Whereas the purchasers opined that retail outlet has modern looking equipment and material associated (like brochures and pamphlets) are available as an efficient source of data to the customer
- vi. With reference to “Reliability” dimension, the typical gap score is less than the typical SERVQUAL score . Hence it is observed that majority of the customers of BIG BAZAAR have opined reliability dimension is up to the mark. Further, it is clear that the when the retailer promises do to something by a certain time, they do so and they perform the service right at the First time and they also insist on error free transactions. But, when a customer is having a problem, it is not taken as a seriously to resolve the problem.
- vii. Hence, it can be a decency to the company and lower the quality of service, thus resulting in the dissatisfaction of a customer. With regard to “responsiveness” dimension, the average gap score is lower than the average SERVQUAL score . Hence it is observed that majority of the customers of Reliance have opined Responsiveness is effective. Further, it is clear that the employees in the retail outlet are promptly attempt to the request and queries of customers, which is a good sign of service attitude. But there’s a scarcity in informing to the customer exact time of transaction completion, and their willingness to assist the purchasers aren’t impressive, thus leading to not delivering a prompt service to the customer visiting the retail outlet With regard to “Assurance” dimension, the typical gap score is less than the typical SERVQUAL score ). Hence it is observed that majority of the customers of Reliance have opined that assurance dimension is quite effective.

## 9. CONCLUSION

With regard to responsive dimension, the retail company must train the employees to be more accountable for giving information about the services that can be performed to the customers. Further, the employees must be willing in order to help the customers. The retail outlets must provide trust to the customers with regard to safety, further, the retail outlets must provide best interest at hear to show more empathy to the customers.

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