# Measuring Retail Service Quality, Customer Satisfaction and Behavioural Intentions in Organised Retail Sector

Sanjiv Mittal,*   Samridhi Tanwar,**  V. K. Kaushik ***

**ABSTRACT**

*To face the dynamic and volatile competition, retailers have to deliver high quality of services to its customers. Retail outlets offer the combination of product and services, but service quality is likely to have more impact on customers than product quality. This present paper aims to identify the applicability of RSQS in Indian food retail. Exploratory factor analysis has identified seven dimensions of retail service quality. The results of the study indicate that RSQS is not a generic scale. "Appearance" was the most important factor and the main determinant of behavioural intentions of shoppers (food outlets). The effect of demographic characteristics on various service quality dimensions was also identified.*

***Keywords:** Organized food retail, Service quality, Behavioural Intentions*

*   Professor of Management, University School of Management Studies, IP University, Delhi, (India)
** Assistant professor, Technological Institute of Textile & Sciences, Bhiwani. (India)
** Professor, Technological Institute of Textile & Sciences, Bhiwani, (India)

## INTRODUCTION

Non-stopping feast of Indians have made Indian food retail to enjoy a roller coaster ride. Though compared to other Asian Tigers India has been rather slow in joining the race of Organized Food Retail Revolution (www.on-line-foods.com). But the PEST (Political, Economical, Social and Technological) factors highlight that there is a paradigm shift in food sector especially heat-and-serve food, which is fuelled by increasing number of working women, large disposable income, progressive growth of aspirational consumer class and rise in use of plastic cards (www.ncap.res.in). That's the reason why big bosses of Indian corporate sectors are diversifying their portfolio, and prioritising establishment of retail chains across the country (www.on-line-foods.com).

The road side grocer shop, haats, kirana shops, vegetable vendor and mandis were the talks of yesterday. Organised food retailers are offering everything under the sun, from foreign gizmos to the very desi. Today the customer can inspect, select and pick food items in an air-conditioned outlet and still paying the price which suits his pocket.

India is the world's second largest producer of food next to China, and has the potential of being the biggest with the food and agricultural sector (Samajdar, 2009). In rural India the consumer spending on food is 52 percent while this number is 40 percent in urban India. It means the Indian consumer is spending a major part of wallet on food and beverages (www.nabard.org).

The organised retail which is just 5 percent is likely to touch the mark of 11 percent by 2020. 18 percent of this organised retail is contributed by agri-food retailing and in the coming years (2020) this share is likely to drop to 12 percent (Singh, 2011). A major share of the retail activities of organised retailers is food category consisting of 11% Food and Grocery and 7% Food and Beverage (www.nabard.org).

During 2005-2009, food, beverages and tobacco segments has recorded an uptrend in consumption pattern and sales. According to a research report entitled "Indian Food and Drinks Market: Emerging Opportunities" the Indian food, beverages and tobacco market will expand at a CAGR of around 7.5 per cent during 2009-2013 to reach US$ 330 billion (www.india-reports.com).

Under mentioned are the different types of retail formats prevailing in Indian food market. Unorganised food retailers:

1. The road side hawkers and the mobile (pushcart thela variety) retailers.

2. The kirana stores (the Indian equivalent of the mom-and-pop stores of the US).

Organized food retailers:
1. Super stores and wide reach stores (Reliance Fresh, Spencer, Food Mart)

2. The home delivery (Fabmart)

3. The value-for-money store (Nilgiris, Big Bazar, Cooperative Stores)

4. The experience shop (Foodworld, Trinethra)

5. The discount chains (Subhiksha, Apna Bazaar, Margin Free, Reliance Fresh) (www.on-line-foods.com).

This research paper is designed to investigate the applicability of the Retail Service Quality Scale (RSQS) in India. RSQS is a reliable and validated scale used in a number of international studies. It would be quite interesting to know that a scale developed abroad can be used in a country like India where the organised retail has just started and making an insignificant contribution to total retail sales. Further, an attempt was made to identify the influence of demographic characteristics on perception of service quality. This research complements and adds to previous research by expanding the study of service quality on customer behavioural intentions in apparel retail, a sector that has been under-researched.

The paper is organized as follows. After the introduction, a review of literature on service quality is presented, which is followed by service quality measurement instrument and association between service quality and behavioural intentions. Next section describes the objectives of the study, research design, data collection process and design of survey instrument. Then, the results of data analysis are presented and discussed. Recommendations and contribution of the study is also highlighted.

## REVIEW OF LITERATURE

### Retail Service Quality

Service quality is a fundamental feature of services marketing (Gro¨nroos, 1990), relationship marketing (Morgan and Hunt, 1994), industrial marketing (Hakansson and Snehota, 1995), and consumer marketing (Kotler, 2000). Basically, service quality is a consumer attitude which reflects the perceived overall superiority and excellence in the process and outcome of a service provider (Parasuraman et al., 1988). Although there is general agreement that service quality has many dimensions (Gro¨nroos, 1990; Berry et al., 1985), but there is no consensus on the exact nature and content of these dimensions (Brady and Cronin, 2001). But, in 1989 Swartz and Brown attempted to synthesize the dimensions of service quality by illustrating the works of the service quality dimensions studied by Gro¨nroos (1982), Lehtinen and Lehtinen (1982) and Parasuraman et al. (1985). Their main contribution was categorization of service quality into "what" and "how" categories.

Delivering high quality of services is the basic strategy to face the dynamic and volatile competition (Reichheld and Sasser, 1990) and the same holds true in case of retailing. Today retailers are focusing on service quality to carve out an individual market niche for themselves and to lead over its competitors (Zeithaml et al., 1990). In retail setting like supermarkets, service quality was found to be an important element intensifying the customer's perception of merchandise quality (Siu and Chow, 2004). In retail outlets which are a blend of product and service, service quality plays more prominent role than on product quality (Dabholkar et al., 1996) in formation of favourable perception.

McKenzie (2006) found that how consumers interpret and perceive retail service quality is a relevant construct for examination as every consumer wants to exert their own shopping sense. Service quality related factors such as being consistently courteous to customers, instilling confidence in customers, knowledge to answer customers' enquires, and ability to handle customer complaints assist in the establishment of higher levels of trust (Wong and Sohal, 2006).

Even though service quality leads to competitive advantage but surveys have confirmed that retailers renders an inadequate level of customer service. A 1987 Washington Post survey highlighted that nearly half of all shoppers in the Washington area opined that store service was mediocre and diminishing (Mayer and Morin, 1987). Shoppers, surveyed in a national poll, believed that long queues, personnel with little or no product knowledge, unavailability of advertised goods and discourteous sales clerks were the reasons of poor services (Mayer and Morin, 1987) offered by retail outlets.

**Measuring Retail Service Quality**

Service quality is inherently intangible in nature and far more difficult to measure as compared to goods quality (Kandampully, 1997; Zeithaml et al., 1996). A topic of particular interest in service quality research is the issue of measurement. Some of the commonly used techniques of measuring service quality are SERVQUAL (Parasuraman et al., 1988), critical incident technique (Bitner, 1990), SERVPERF (Cronin and Taylor, 1994), and RSQS (Dabholkar et al., 1996).

Much of the research to date has focused on measuring service quality using the SERVQUAL instrument developed by Parasuraman, Zeithaml and Berry (1988). SERVQUAL is a multi-item instrument for quantifying the service expectation-perception gap using the five generic dimensions (Parasuraman et al., 1998). Cronin and Taylor (1992) advocated that expectation (E) component of SERVQUAL be discarded and instead performance (P) component alone be used. They advocated a scale which is an improvement over SERVQUAL and is known as 'SERVPERF' scale. SERVPERF is the performance battery of SERVQUAL (Kaul, 2007) and found

to be superior to SERVQUAL as it shortens the number of items to be measured by 50 per cent (Hartline and Ferrell, 1996; Babakus and Boller, 1992).

Measuring service quality in retailing is difficult and complicated as service quality in retail settings. Thus, a need is felt for a measurement instrument which can accurately assess service quality in retailing where customers' expects that knowledgeable and helpful staff will assist them during patronising (Gagliano and Hathcote, 1994).

Dabholkar et al. (1996) used both qualitative and quantitative research methods to develop a five-dimensional scale measuring retail service quality (RSQS). The multi-item scale composed of five dimensions namely Physical Aspects, Reliability, Personal Interaction, Problem Solving and Policy, of which first three dimensions comprises two sub-dimensions each. Originated from and similar to SERVQUAL, RSQS is a performance-based measure of retail service quality.

In a replication of their study Dabholkar, Thorpe, and Rentz (1996) observed RSQS dimensions and sub-dimensions to be valid in the US. Researchers report highly encouraging results for the RSQS applicability in different retail outlets (Nadiri and Tumer, 2009; Leen et al., 2004; Boshoff and Terblanche, 1997). But on the same side, researchers reported non-universality of service quality dimensions across industries or across countries (Torlak et al., 2010; Ravichandran et al., 2008; Nhat and Hau, 2007; Parikh, 2006; Kaul, 2007; Kim and Jin, 2002; Mehta et al., 2000). Table 1 summarized different retail service quality studies undertaken by numerous researchers in different culture and retail outlets.

## SERVICE QUALITY AND BEHAVIOURAL INTENTIONS

Although companies are realizing the value of keeping customers loyal, no one knows for sure how to do it. According to some observers, customer defection runs as high as 50 percent in many industries (Cannie, 1992). Thus recognising the determinants of consumer satisfaction and behavioural

**Table 1: Summary of Several Studies On Retail Service Quality**

| Authors | Identified Dimensions | Study Sample(s) |
|---|---|---|
| Saini (2011) | Product Characteristics, Price factor, Physical aspects, Promotional schemes and Personnel interaction | Organised retail outlets (India) |
| Yaghi (2010) | Interaction Quality, Physical Aspects, Policy and Understanding and Caring | Retail college shop (Dubai) |
| Torlak, Uzkurt and Ozmen (2010) | Personal Interaction, Reliability, Physical Aspects and Store Policies | Grocery Store (Turkey) |
| Naik, Gantasala and Prabhakar (2010) | Tangibles, Recovery, Responsiveness and Knowledge | Department Stores, Speciality Stores and Format confined to food and grocery segment (India) |
| Nadiri and Tumer (2009) | Personal Interaction, Physical Aspects, Reliability, Policy and Problem Solving. | Stores of the largest retail chain (Northern Cyprus) |
| Ravichandran, Jayakumar and Samad (2008) | Physical Aspects, Reliability, Personal Interaction, Problem Solving and Policy | Food retail stores (India) |
| Das, Saha and Banik (2008) | Physical Aspects, Reliability, Personal Interaction, Problem Solving and Policy | Department Stores, Discount Stores and Supermarkets (Kazakhstan) |

| Authors | Identified Dimensions | Study Sample(s) |
|---|---|---|
| Nhat and Hau (2007) | Service Personnel, Physical Aspect, Policy and Reliability | Supermarket (Vietnam) |
| Kaul (2007) | Physical Aspects, Problem Solving and Store Policy | Apparel Specialty Stores (India) |
| McKenzie (2006) | Physical Aspects, Personal Interaction, and Problem Solving, | Retail Stores (Estonia) |
| Siu and Chow (2004) | Personal Interaction, Trustworthiness, Physical Aspect, Policy and Reliability | Supermarket (Japan) |
| Raven and Welsh (2004) | Tangibles, Reliability, Responsiveness, Assurance, and Empathy | Retail Stores (Kuwait and Lebanon) |
| Leen, Ramayah and Ma'ruf (2004) | Physical Aspects, Reliability, Personal Interaction, Problem Solving and Policy | Apparel Specialty Stores (Malaysia) |
| Kim and Jin (2002) | Physical Aspects, Reliability, Personal Interaction and Problem Solving | Discount Retail Stores (USA and Korea) |
| Vazquez, Rodriquez, Diaz, and Ruiz (2001) | Personal Interaction, Policy, Physical Aspects and Reliability | Supermarkets (Spain) |
| Sui and Cheung (2001) | Personal Interaction, Policy, Physical Aspects, Promises, Problem Solving and Convenience | Departmental Store Chain (Japan) |
| Mehta, Lalwani and Han (2000) | Service Personal, Physical Aspects, Merchandise, Confidence and Parking | Supermarkets and Electronic Goods Retailers (Singapore) |
| Boshoff and Terblanche (1997) | Physical Aspects, Reliability, Personal Interaction, Problem Solving and Policy | Hypermarket (South Africa) |
| Dabholkar, Thorpe and Rentz (1996) | Physical Aspects, Reliability, Personal Interaction, Problem Solving and Policy | Departmental Store |
| Gagliano and Hathcote (1994) | Personal Attention, Reliability, Tangibles and Convenience | Apparel Specialty Stores (United States) |

intentions becomes very crucial for managers who are engaged in improving the organizational performance (Rust and Oliver, 1994; Bagozzi, 1992) in a long run.

Behavioural intention represents the instruction that people give to themselves to behave in certain way (Koornneef, 2006). Behavioural intentions in customers are built by producers through a positive differentiation that is usually achieved by providing superior customer service. Indeed, the quality of service is more significant than price in differentiating a service firm from its competitors and in fostering customer loyalty (Kandampully and Suhartanto, 2003). Generally a high level of service quality is anticipated to lead to customer satisfaction and eventually to positive behavioural intentions (Heskett et al., 1994) and higher profits (Ghobadian et al., 1994).

Behavioural intentions has been used as dependent variable in many studies (Bloemer et al., 1997; Zeithaml et al., 1996; Boulding et al., 1993) perhaps because of its robust ability to predict behaviour which is the central goal of behavioural intention models (Westaby, 2005). A number of studies (Naik et al., 2010; Nadiri and Tumer 2009; Siu and Cheung, 2001; Zeithaml et al., 1996; Boulding et al., 1993) found a positive relationship between service quality and repeat purchases and recommend intentions.

## O BJECTIVES OF THE STUDY

- To assess the applicability of the original five dimensions of the RSQS in Indian organised food retail.

- To analyse how customers perceive service quality in organised food retail setting.

- To study the effect of demographic variables on various retail service quality dimensions.

- To ascertain whether perceptions of retail service quality influence consumers' behavioural intention (intention to repurchase and intention to recommend).

## R ESEARCH METHODOLOGY

### Research Design

Since the objective of the present study is to analyze the customers perception of service quality towards organised food retailers; active food shoppers from shopping malls is taken as the sample unit. Active food shoppers from shopping malls were selected as the respondent base because shopping malls include every type of retail format indulged in the selling of food and food products.

The samples were selected from the city of Delhi and Ghaziabad. Delhi and Ghaziabad are the part of National Capital Region (NCR), which accounts for the highest market share in retail spending in the entire northern belt. The total cumulative stock of mall space in Delhi-NCR is about 17.87 mn sq. ft. Out of the total mall space in National Capital Region (NCR); Delhi has the largest share of about 36 percent and Ghaziabad with a share of 12 percent (http:// online. wsj.

com / public / resources / documents / indiaretail_q12010.pdf). Not only this, Delhi and Ghaziabad were among the pioneer cities in North India where the culture of organized retail was introduced. Hence the findings from this study are not very 'short-term' retail evolution stage specific (Kaul, 2007).

Saunders et al. (2009) advocated that the generalizations will reflect a true picture of the population, if the researcher has taken a large sample size. Sample size more than 100 is required for factor analysis (Hair, 2006). Keeping this in mind, the researchers targeted 204 retail shoppers. At the time of study there were 27 shopping malls in Delhi and Ghaziabad. On the basis of Simple Random Sampling 12 shopping malls were selected and out of each shopping mall 17 respondents were selected on the basis of Judgemental Sampling. Thus the total number of respondents came out to 204. Out of the 204 respondents, 189 questionnaires were received at a response rate of 92.65 per cent. This response rate ensures the validity of the data as the rate is higher than the acceptable limits (Miller, 1991).

**Design of Survey Instrument**

The primary data were collected by means of a structured comprehensive questionnaire. The questionnaire consists of close-ended questions as these questions save a lot of time in data entry and analysis in the later stage (Brace, 2004).

Evidences exists that perception-only measures have a stronger predictive power than the gap analysis (Kotler and Keller, 2009) that is why, the researchers has used perception-only scores to measure the retail service quality. The research was carried out with 26 statements of RSQS. Two items of RSQS appertained to "telephonic interaction with customers" and "store's own credit cards" were not found to be relevant in Indian retail environment (Kaul, 2007). ). Kaul (2007) examined the face validity of RSQS items with an independent expert (extensive academic and consulting experience in Indian retailing) and store managers of two nationally reputed apparel specialty stores. They all opined that these two items are inapplicable for Indian retail. So the researchers carried the research with the same scale as used by Kaul (2007).

Another additional 3 questions were included in the questionnaire pertaining to the overall service quality, customers' future intentions to shop and recommendation of food outlet to others. To reduce the level of frustration among respondents, and to enhance the quality and rate of the responses a 5 point scale ranging from 1 (= strongly disagree) to 5 (= strongly agree) has employed instead of a 7 point Likert scale (Prayag, 2007; Buttle, 1996). Information on demographic profile such as age, gender, marital status, education level and monthly income was also gathered.
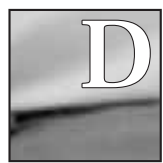
## DATA ANALYSIS AND FINDINGS

### Factor Analysis

To assess the applicability of the RSQS, principal component exploratory factor analysis with varimax rotation has been used. A number of researchers (Nadiri and Tumer, 2009; Ravichandran et al., 2008; Parikh, 2006) find out the applicability of service quality

scale by employing exploratory factor analysis. Akbaba (2006) and Gilbert et al. (2004) had also employed principal component and varimax procedure in their respective studies. To ensure the suitability of data for factor analysis, Kaiser-Meyer-Olkin (KMO) measure for sampling adequacy and the Bartlett's test of sphericity has been performed (Pallant, 2007). Table 2 showcased the SPSS output of data for factor analysis.

**Table 2: Kmo and Bartlett's Test**

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | | .867 |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1.776E3 |
| | Degree of Freedom | 325 |
| | Sig. | 0.000 |

Kaiser (1974) proposed that if Kaiser-Meyer-Olkin (KMO) value is greater than 0.8 than the data was appropriate for factor analysis. The retail service quality data was appropriate for factor analysis as KMO measure of sampling adequacy coefficient was 0.867, which is greater than 0.8. The Bartlett's test of sphericity was 1.776E3 (significance level as 0.00) which show that the values are significant and thus acceptable.

If the communalities value is greater than 0.5 than the data set is appropriate for further analysis (Stewart, 1981). The communalities derived for the 26 statements were greater than 0.5, which was an acceptable figure. Finally the retail service quality data were reduced to 7 factors with an eigen value greater than 1.

**Table 3: Factor Extraction Results of Service Quality Measurements Scale (Varimax with Kaiser Normalization)**

| Name of the dimension | Factor Loadings | Cronbach Alpha |
|---|---|---|
| **Factor 1: APPEARANCE** (Eigen Value=7.844; % of variance = 11.657) | | .798 |
| 1. Outlet has modern-looking equipment and fixtures/racks. | .648 | |
| 2. Outlet and its physical facilities are clean, convenient and visually attractive. | .791 | |
| 3. Materials associated with the Outlet's service are visually appealing. | .732 | |
| 4. The store has clean, attractive, and convenient physical facilities. | .672 | |
| **Factor 2: PROBLEM SOLVING and POLICY** Eigen Value=1.810; % of variance = 11.509) | | .804 |
| 20. Outlet willingly handles returns and exchanges. | .634 | |
| 21. When a customer has a problem, the Outlet shows a sincere interest in solving it. | .548 | |
| 22. Employees in the Outlet are able to handle customer complaints directly and immediately. | .681 | |
| 23. The Outlet offers high quality merchandise. | .442 | |
| 24. The Outlet provides plenty of convenient parking for customers. | .702 | |
| 25. The Outlet has operating hours convenient for all their customers. | .507 | |
| 26. The Outlet accepts all major credit cards. | .626 | |

| Name of the dimension | Factor Loadings | Cronbach Alpha |
|---|---|---|
| **Factor 3: CONVENIENCE** (Eigen Value=1.687; % of variance =8.571) | | .681 |
| 5. The layout of the Outlet makes it easier for customers to find what they need. | .741 | |
| 6. The layout of the Outlet makes it easier for customers to move around in the Outlet. | .571 | |
| **Factor 4: INTERACTION QUALITY** (Eigen Value=1.354; % of variance =8.488) | | .678 |
| 14. Customers feel safe in their transactions with this Outlet. | .524 | |
| 15. Employees give prompt service to customers. | .745 | |
| 16. Employees in the Outlet tell customers exactly when services will be performed. | .742 | |
| **Factor 5: RELIABILITY** (Eigen Value=1.198; % of variance =8.478) | | .670 |
| 7. When the Outlet promises to do something by a certain times, it will do so. | .577 | |
| 8. The Outlet provides the services at the time it promises to do so. | .719 | |
| 9. The outlet performs the service right the first time. | .656 | |
| 10. The Outlet has merchandise available when the customers want it. | .556 | |
| **Factor 6: PERSONAL ATTENTION** (Eigen Value=1.139; % of variance =6.799) | | .677 |
| 17. Employees in the Outlet are never too busy to respond to customer's requests. | .528 | |
| 18. The Outlet gives customers individual attention. | .803 | |
| 19. Employees in the Outlets are consistently courteous with customers. | .575 | |
| **Factor 7: INSPIRING CONFIDENCE** (Eigen Value=1.013; % of variance =6.212) | | .645 |
| 11. The Outlet insists on error-free sales transactions and records. | .685 | |
| 12. Employees in the Outlet have the knowledge to answer customer's questions. | .540 | |
| 13. The behaviour of employees in the Outlets instils confidence in customers. | .604 | |
| **OVERALL RETAIL SERVICE QUALITY** | | **.903** |

The cumulative variance explained reach 60.232 percent of the retail service quality, which exceeds the 60 percent threshold commonly used in social sciences to establish satisfaction

with the solution (Hair *et al.,* 1995). Table 3 present the name of the factors with eigen value, percentage of variance explained and Cronbach's alpha reliability coefficient.

The factor analysis findings showed that the RSQS is not a five dimensional structure in India. But the overall reliability of the RSQS in Indian food retail setting was satisfactory (Cronbach's alpha coefficient = .903). The reliability coefficients for the seven individual retail service quality dimensions ranged from .645 to .804, indicating a fair to good internal consistency among the items of each dimension.

The first factor was composed of four items, which were similar to the original sub-dimension *"Appearance"*. The second factor picked up its items from two dimensions namely *"Problem Solving"* and *"Policy"*. It could be explained by the fact that in India organised retail is at nascent stage. That's why they cannot differentiate between service attributes related to Problem Solving and Policy. Factor 3 was defined by items 5 and 6 and was analogous to the sub-dimension labelled as *"Convenience"*. The fourth factor picked up variance from items 14-16 and seemed to deal with the *"Interaction Quality"* of the store employees. Factor 5 comprised of four items and was similar to the original *"Reliability"* dimension of RSQS. The sixth factor composed of three items 17-19, relating to the *"Personal Attention"* given by employees to the customers. In the present study, a sub-dimension *"Helpfulness/Courteous"* of RSQS was split into two new dimensions (i.e. factor 4 and factor 6). Factor 7 picked up its variance from statements 11-13 and constitutes the dimension called *"Inspiring Confidence"*.
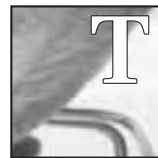
## THE PROFILE OF THE CUSTOMERS AND SERVICE QUALITY PERCEPTIONS

While evaluating service quality in non-professional services like retailing, there is a need to examine the demographic characteristics of customers (Webster, 1989). In this study, Analysis of Variance had been used to determine whether the service quality factors were influenced by the demographics. Data analysis points to the existence of four significant associations between service quality dimensions and demographic characteristics. Post hoc analysis using LSD method was applied to analyse these relationships in greater detail.

**Table 4: Effect of Demographic Characteristics on Perception of Retail Service Quality Dimensions**

| | Age | Gender | Education Background | Occupation | Monthly Income |
|---|---|---|---|---|---|
| Appearance | 0.004 | 0.476 | 0.525 | 0.553 | 0.008 |
| Problem Solving and Policy | 0.032 | 0.337 | 0.295 | 0.412 | 0.79 |
| Convenience | 0.538 | 0.109 | 0.224 | 0.583 | 0.862 |
| Interaction Quality | 0.946 | 0.952 | 0.102 | 0.525 | 0.302 |
| Reliability | 0.444 | 0.847 | **0.021** | 0.272 | 0.702 |
| Personal Attention | 0.819 | 0.503 | 0.281 | 0.726 | 0.736 |
| Inspiring Confidence | 0.527 | 0.25 | 0.787 | 0.584 | 0.585 |

### Table 5: Post Hoc Analysis Using Lsd

| (I) | (J) | (I-J) Mean Difference | SIG. | 95% Confidence Interval | |
|---|---|---|---|---|---|
| **AGE (Appearance)** | **AGE (Appearance)** | | | LOWER BOUND | UPPER BOUND |
| 25-30 | 15-20 | .70132809* | **.001** | .2773896 | 1.1252666 |
| | 20-25 | .40011354* | **.037** | .0245695 | .7756576 |
| | Above 30 | .06588302 | .769 | -.3758508 | .5076169 |
| **AGE (Problem Solving and Policy)** | **AGE (Problem Solving and Policy** | | | LOWER BOUND | UPPER BOUND |
| 20-25 | 15-20 | .39353188* | **.042** | .0135573 | .7735064 |
| | 25-30 | .01671164 | .931 | -.3632629 | .3966862 |
| | **Above 30** | **.49299254*** | **.016** | **.0928036** | **.8931815** |
| **EDUCATION (Reliability)** | **EDUCATION (Reliability)** | | | LOWER BOUND | UPPER BOUND |
| Graduate | Under Graduate | .07186386 | .703 | -.2990721 | .4427998 |
| | Post Graduate | .43609067* | **.010** | .1074852 | .7646961 |
| **INCOME (Appearance)** | **INCOME (Appearance)** | | | LOWER BOUND | UPPER BOUND |
| 15000 -25000 | Below 15000 | .53238774* | **.001** | .2206494 | .8441261 |
| | 25000-30000 | .20971092 | .407 | -.2885855 | .7080073 |
| | Above 30000 | .50061854 | .066 | -.0331571 | 1.0343942 |

*Positive mean difference is significant at the .05 level.

Analysis of Variance shown in table 4 represents that age had an influence over "Appearance" of the food outlet. Post hoc analysis revealed that respondents of age group "25-30" differ significantly from the people of age group "15-20" and "20-25". Respondents in the profile of "25-30" years have more exposure of international retailing. So they prefer to buy the food and grocery from clean, convenient and visually appealing retail outlet.

Respondents of age group "20-25" differ significantly from "15-20" and "above 30" on the dimension of "Problem Solving and Policy". Respondents in the profile of "20-25" years were mostly students (pursuing graduation or post graduation). They know the importance of time more than other age group respondents. That is why they preferred an outlet whose policies are customized and who sorted out the problems/complaints in a short while.

ANOVA reported that "Graduate" respondents gave more importance to "Reliability" dimension than the "Post-Graduate" respondents. Graduate category includes those respondents who have just started the process of patronizing independently. As they are the beginners they want that the food items should be readily available whenever they visit the outlet and food retailers must kept their promises.

Analysis of Variance exhibited that respondents of income strata "15000-25000" differed significantly on "Appearance" dimension from "below 15000" income group. It could be explained by the fact that as the level of income increases the level of expectations also increases. Same is the case with respondents earning between "15000-25000". They want to patronise in an outlet whose infrastructure is quite attractive, soothing ambience, visually appealing fixtures/racks. As

respondents in the income strata "15000-25000" are earning more than "below 15000" their level of expectation differs.

## SERVICE QUALITY AND BEHAVIOURAL INTENTIONS

To analyse the association between individual retail service quality and behavioral intentions Stepwise Discriminant analysis was conducted. Discriminant analysis is used to model the value of a dependent categorical variable based on its relationship to one or more predictors. Gahlawat (2012); Kaushik (2009) used discriminate analysis in their respective studies to test the relationship between dependent categorical variable and its predictors. The seven dimensions of retail service quality were taken as predictors where as behavioral intentions were taken as dependent categorical variable. The entered variables are significant at 5 percent level of significance.

### Table 6: Wilks' Lambda

| OVERALL SATISFACTION | | | | |
|---|---|---|---|---|
| Test of Function(s) | Wilks' Lambda | Chi-square | df | Sig. |
| 1 | .806 | 25.185 | 2 | 0.000 |

| INTENTION TO REPURCHASE | | | | |
|---|---|---|---|---|
| Test of Function(s) | Wilks' Lambda | Chi-square | df | Sig. |
| 1 | .732 | 36.48 | 2 | 0.000 |

| INTENTION TO RECOMMEND | | | | |
|---|---|---|---|---|
| Test of Function(s) | Wilks' Lambda | Chi-square | df | Sig. |
| 1 | .830 | 20.285 | 2 | 0.000 |

The relationship between the seven dimensions of retail service quality and overall satisfaction of retail service quality was statistically significant (as the significance value is 0.00). The results show that retail service quality had a positive effect on customers' satisfaction. Wilks' lambda also highlighted that retail service quality has a positive effect on intention to recommend (sig 0.000) and customers' future buying decisions (sig 0.000).

Standardizing the coefficients allows us to examine the relative standing of the measurements. The coefficients of the canonical variable are used to compute a canonical variable score for each case. Table 6 represents the standardized canonical discriminate coefficients for overall satisfaction, intention to repurchase and intention to recommend.

### Table7: Standardized Canonical Discriminant Function Coefficients

| OVERALL SATISFACTION | |
|---|---|
| Appearance | .704 |
| Problem Solving and Policy | .594 |
| Convenience | .619 |
| INTENTION TO RECOMMEND | |
| Appearance | 0.821 |
| Inspiring Confidence | 0.595 |
| INTENTION TO REPURCHASE | |
| Appearance | 0.744 |
| Convenience | 0.827 |

Heskett *et al.* (1994) proposed that a satisfied customer tells five people about their experience whereas a dissatisfied person tells eleven people about his experience. One of the weapons to satisfy customer is service quality. In the present study, customer's overall satisfaction with the food outlet was influenced by three factors of service quality. Dimensions namely "Appearance", "Problem Solving and Policy" and "Convenience" were statistically significant, which influenced the respondents' overall satisfaction with the service quality of food outlets.

When a sale is made, the customer buys together with the product a perception it has of the company and its product (Griffin, 1995). The shopper will indulge in patronising again if he experienced excellent service quality. Here also a positive association was encountered between retail service quality dimensions and repurchase intentions. Repurchase intentions were influenced mostly by "Appearance" and "Convenience". In terms of individual dimensions, only "Appearance" and "Convenience" were shown to be statistically significant in their effect on repurchase intention

Koskela (2002) puts forward that customers who heard of word-of-mouth recommendations need less selling time, have greater loyalty potential, and are ready to buy. Similarly, a significant positive relationship was established between two dimensions of retail service quality and recommend intentions. Of the individual dimensions, only "Appearance" and "Inspiring Confidence" were shown to be statistically significant in their effect on intention to recommend.

### Table 8: Canonical Discriminant Function Coefficients

| OVERALL SATISFIED | |
|---|---|
| Appearance | .716 |
| Problem Solving and Policy | .630 |
| Convenience | .620 |
| (Constant) | .109 |
| INTENTION TO REPURCHASE | |
| Appearance | .769 |
| Convenience | .875 |
| (Constant) | .124 |
| INTENTION TO RECOMMEND | |
| Appearance | .854 |
| Inspiring Confidence | .596 |
| (Constant) | .123 |

*Unstandardized coefficients*

The higher the standardized canonical co-efficient, more is the contribution of factors in explaining overall satisfaction. As shown in the table 7, overall satisfaction was influenced largely by Appearance (canonical co-efficient = .704) followed by Convenience (canonical co-efficient = .619) and Problem Solving and Policy (canonical co-efficient = .594). Intention to repurchase was influenced by two dimensions with "Convenience" as the most important dimension, canonical coefficient = .827 while Appearance (canonical co-efficient = .821) had achieved the strongest association with the intention to recommend. The results of Table 8 can be summarized as discriminant equation given below:

Discriminant score (Overall satisfaction) = .716 (Appearance) + .630 (Problem Solving and Policy) + .620 (Convenience) + .109

Discriminant score (Repurchase Intentions) = .769 (Appearance) + .875 (Inspiring Confidence) + .125

Discriminant score (Recommend Intentions) = .854 (Appearance) + .596 (Inspiring Confidence) + .123

### Table 9: Functions At Group Centroids

| Are you satisfied with this retail outlet? | Function |
|---|---|
| Yes | .211 |
| No | -1.123 |
| **Would you like to purchase from this outlet again?** | |
| Yes | .268 |
| No | -1.341 |
| **Would you recommend this outlet to others?** | |
| Yes | .203 |
| No | -.992 |

*Unstandardized canonical discriminant functions*

Group centroid values are used to compare the score of Discriminant equation. If the Discriminant score (Overall satisfaction) of the equation is greater than 0.211 then it implies that the customers are expected to be satisfied with the service quality offered by food retailers and if the score is less than -1.123 then the customers are not expected to be satisfied.

In terms of the relationship between retail service quality and repurchase intentions the discriminant score ranges between 0.268 to -1.341. It signifies that if the score of the equation is greater than 0.268 then the customers are likely to repurchase the food products from the organised food outlet and if the score of the equation is less than -1.341 then they're not expected to re-purchase food items from the retail outlet.

The discriminant score between individual retail service quality and recommend intentions was in the range of 0.203 to -0.992. It means that the customers are likely to recommend the food outlet to others (friends and relatives) if the discriminant score is greater than 0.203 and if score is less than -0.992 then they're not interested in spreading positive word-of-mouth communication.
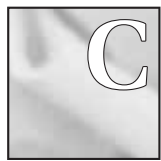
## CONCLUSION

Service quality has become the most basic and significant marketing tool for organised retailers to enhance customer's patronising perception, which ultimately leads to differential advantage over competitors. The present study aims to learn and assess the customer's consumption behaviour influenced by the service attributes offered by food retailers.

The results gave a different component structure of RSQS as compared to its proposed structure, some similarities and differences were found. The findings showed that the original five dimensions of RSQS does not factor out, which reconfirms that RSQS is not a generic scale (Torlak *et al.,* 2010; Ravichandran *et al.,* 2008; Nhat and Hau, 2007; Parikh, 2006; Kaul, 2007; Kim and Jin, 2001; Mehta *et al.,* 2000). Most of the items did not merge according to the dimensions proposed by Dabholkar, Thorpe and Rentz (1996). The study does not support the five-structure, but puts forward a seven factor structure applicable in Indian organised food retail. The findings of the RSQS in India are not in harmony with the previous researchers (Nadiri and Tumer, 2009; Das *et al.,* 2008; Leen *et al.,* 2004; Boshoff and Terblanche, 1997; Dabholkar, Thorpe and Rentz, 1996) findings.

The research demonstrated that among the seven service quality dimensions, "Appearance" (with the largest value) was the most important and the best predictor, followed by Problem Solving and Policy and Convenience. With the help of ANOVA, four significant associations (at the 0.05 level) between perceptions of service quality and demographic characteristics were detected, which are as follows. Firstly, significant differences were found in the dimensions of **"Appearance"** and **"Problem Solving and Policy"** according to the age of respondents. The finding was analogous to the research studies forwarded by Yaghi (2010); Nadiri and Tumer (2009); Ganesan-Lim, Russell-Bennett and Dagger (2008); Siu and Chow (2004); Foucault and Scheufele (2002); Siu and

Cheung (2001) and Chuang (1998) who demonstrated that there were differences in shopping behavior when it involves age. But, researchers (Liu and Tsai, 2010 and Gagliano and Hathcote, 1994) found that age was not influential to perceptions of retail service quality.

Yaghi (2010), Sui and Chow (2004) and Gagliano and Hathcote (1994) reported that subjects of different gender do not have significant different perceptions of retail service quality. In line with this finding, no significant differences were found in the present study when it involves gender. This was contrary to the results reported by Tanwar *et al.,* (2012); Liu and Tsai (2010); Raven and Welsh (2004); Foucault and Scheufele (2002) and Siu and Cheung (2001) who highlighted that there were differences in patronising when it involves gender.

Kaushik (2009) ascertained that respondents differed significantly on the "Tangibility" factor on the basis of educational background. On the same track researchers found that the graduate's respondents held more favourable perception than post graduates for "Reliability". The findings are opposite to the result reported by Yaghi (2010) and Liu and Tsai (2010) that education was not significant at the 0.05 level.

Kaushik (2009) found that occupation/profession had a big influence on the satisfaction via service quality in aviation industry. But, the present study observed that no differences exist in the perception of service quality among the respondents of different occupation.

Apart from this, significant differences were obtained on the basis of income level under the dimension of "Appearance". Siu and Cheung (2001) found significant differences of income levels under the dimensions of "Physical Appearance" and "Promises". Similarly Nadiri and Tumer (2009) demonstrated an association between monthly income and "Physical Aspects".

To examine the strength of association among the individual service quality dimensions and behavioural intentions Discriminant Analysis was performed. A positive association was encountered between retail service quality and repatronage intentions. Analogue to this was the findings of Nadiri and Tumer (2009); Rauyruen *et al.* (2007); Gonzalez and Brea (2005); Siu and Cheung (2001); Bloemer et al. (1999); Boulding *et al.* (1993); and Woodside *et al.,* (1989) who ascertained that retail service quality had a positive effect on customers' future buying decisions. The attributes which arouse the **"Repurchase Intentions"** were **"Appearance"** and **"Convenience"**.

"Intention to recommend" was also positively influenced by service quality attributes. Similarly, Saha and Theingi (2009); Nadiri and Tumer (2009); Suwannapirom and Lertputtarak (2008); Long and McMellon (2004); Bloemer *et al.* (1999); Dabholkar *et al.* (1996); Boulding et al. (1993); and Bitner (1990) reported a positive relationship between perception of service quality and the likelihood of recommending a product or service. Beatty et al. (1996) reported that satisfied retail consumers frequently engaged in positive word of mouth advertising for the retailer with whom they were satisfied. "Recommendation Intentions" were predominantly determined by **"Appearance"** and **"Inspiring Confidence"**.

## CONTRIBUTION OF THE STUDY

The study contributes to the effective managerial decisions to be made by the Indian apparel retailers, when they have to decide on the service quality factors which can delight the customers and subsequently affecting their behavioural intentions. This study is unique because it resulted in dimensions that are specific to the retail industry in India. The findings showed that the original five dimensions of RSQS do not factor out and RSQS in India is not in harmony with the previous researchers Nadiri and Tumer (2009), Ravichandran *et al.* (2008), Jayakumar and Samad (2008), Das *et al.* (2008), Leen et al. (2004), Kim and Jin (2002), Boshoff and Terblanche (1997) and Dabholkar *et al.* (1996). The study revealed that service quality in Indian retail is composed of seven dimension rather than five dimension as found out in studies of developed countries. Among the identified seven dimensions "Appearance" of physical facilities and layout is the one which makes a difference to customers while patronising food and grocery from organised retail outlets.

This research supports previous studies who elicited cultural differences in customer's perception of service quality (Kumar *et al.*, 2009; Tsoukatos and Rand, 2007; Lee, 2007; Kaul, 2007; Cui *et al.*, 2003; Kim and Jin, 2002; Witkowski and Wolfinbarger, 2000; Furrer et al., 2000; Mattila, 1999; Donthu and Yoo, 1998; Herbig and Genestre, 1996; Malhotra *et al.*, 1994) as well as studies that emphasized the need to modify service quality instruments while applying in different business settings (Kim and Jin 2002; Sureshchander et al., 2001; Furrer et al., 2000; Winsted, 1999; Dalholkar *et al.*,1996; Winsted, 1997; Babakus and Boller, 1992).

This study contributes to the body of knowledge regarding the customer's behavioural intentions. A number of empirical researches (Kim and Jin, 2002; Malhotra et al., 1994) concluded that in countries where organised retail is at initial stage "Physical Aspects" of shopping outlets matters a lot. Alike Maslow's needs hierarchy, the lower-level needs should be satisfied before higher-level needs are addressed and in this case physical aspects of retail outlets is a lower order need. Before referring retail outlet to others, Indian consumers are thinking of tangible aspects (Appearance) over intangible services (Inspiring Confidence). Similarly, repurchase intentions of Indian consumers is being influenced only by tangible aspects i.e. Appearance and Convenience.

The analysis supplements the previous research stating that demographics do play its role in different perception of service quality (Tanwar *et al.*, 2012; Yaghi, 2010; Liu and Tsai, 2010; Nadiri and Tumer, 2009; Kaushik, 2009; Ganesan-Lim *et al.*, 2008; Paulins, 2005; Siu and Chow, 2004; Raven and Welsh, 2004; Foucault and Scheufele, 2002; Siu and Cheung, 2001; Chuang, 1998). So food retailers need to apply different weapons to target customers of different profile.

## RECOMMENDATIONS AND IMPLICATIONS FOR RETAILERS

Enormous potential lies in the Indian organized food retail as 97 percent of the sector is untapped and under the grip of unorganized food retailers. To compete with highly fragmented competitors it becomes extremely vital for organized food retailers to understand the consumer perceptions and delivery of services in the areas of Appearance, Problem Solving and Policy, Convenience, Interaction Quality, Reliability, Personal Attention and Inspiring Confidence. As these are prime service dimensions for any food retailer, they generate interest in knowing the perception and satisfaction of the consumers after the delivery of services.

Every culture has its own unique economic and socio-demographics, thus the scales developed for a specific country or context needs to be modified before applying the scale in another country or context (Kumar et al., 2009; Sureshchander et al., 2001). The present study lends further credence to their argument as a different component structure of RSQS emerges in Indian retail environment. Prior applying internationally developed RSQS, retailers and researchers should conduct customer research to have a better understanding of local consumers and their shopping experience

Food retailers who carry out periodic inspections can use the reliable "Retail Service Quality Scale" to benchmark their current levels of retail service quality. By specifying the weight to each of the seven factors of service quality, existing organised retailers and new/ potential entrants can propose appropriate action plans. Organised food retailers are suggested to analyse data at different levels (i.e. overall level and dimension level) to identify priority areas of service improvement. Thus, the retailers will be able to channelize its resources in the direction of strengthening the most important dimension (Seth et al., 2008).

When customers experienced high level of service quality then only they will engage in favourable behavioural intentions like intentions to repurchase and spreading positive word-of-mouth communication. According to the study, the researchers recommend food retailers to improve their service performance in order to enhance customer's behavioural intentions by (1) developing charismatic shop layout, with nifty physical facilities; (2) customer service and merchandising clerk must ensure that the display of the food items in the outlet is attractive; (3) employees should be neat and well-dressed in good looking uniform; (4) outlet be sketched in a fashion that shoppers can comfortably and leisurely hang out; (5) zoning of the food items should be done in such a fashion that in the first sight customers will catch what they are looking for; (6) employees performing error-free transactions; (7) empowering staff members to handle customers' queries and (8) trained employees to inculcate confidence in the customers while patronising.

*REFERENCES*

- Akbaba, A. (2006), "Measuring service quality in the hotel industry: A study in a business hotel in Turkey", *Hospitality Management,* Vol. 25, pp. 170-192.
- Babakus, E. and Boller, G. (1992), "An empirical assessment of the SERVQUAL scale", *Journal of Business Research,* Vol. 24, May, pp. 253-268.
- Bagozzi, R. P. (1992), "The self regulation of attitudes, intentions and behaviour", *Social Psychology Quarterly,* Vol. 55, pp. 178-204.
- Beatty, S. E., Morris, L. M., James, E. C., Kristy, E. R., and Jungki L. (1996), "Customer-sales Associate retail relationships", *Journal of Retailing,* Vol. 72 Fall, pp. 223-247.
- Berry, L.L., Zeithaml, V.A. and Parasuraman, A. (1985), "Quality comes in services, too", *Business Horizon,* Vol. 28, pp. 44-52.
- Bitner, M.J. (1990), "Evaluating service encounters: the effects of physical surroundings and employee responses", *Journal of Marketing,* Vol. 54, pp.69-82.
- Bloemer, J., Ruyter, K. and Wetzels, M. (1997), "Linking perceived service quality and service loyalty: a multi-dimensional perspective", *European Journal of Marketing,* Vol. 33, No11/12, pp. 1082-106.
- Boshoff, C. and Terblanche, N. (1997), "Measuring retail service quality: A replication study," *South African Journal of Business Management,* Vol. 28, pp. 123-128.
- Boulding, W., Kalra, A., Staelin, R. and Zeithaml, V.A. (1993), "A dynamic process model of service quality: from expectations to behavioural intentions", *Journal of Marketing Research,* Vol. 30, pp. 7-27.
- Brady, M.K. and Cronin, J.J. Jr (2001), "Some new thoughts on conceptualizing perceived service quality: a hierarchical approach", *Journal of Marketing,* Vol. 65, July, pp. 34-49.
- Buttle, F. (1996), "SERVQUAL: review, critique, research agenda", *European Journal of Marketing,* Vol. 30 No.1, pp. 8-32.
- Cannie, J.K. (1992), *Turning Lost Customers into Gold,* AMACOM, New York, NY.
- Chuang, W.H. (1998), *The research of the relationships among service quality, service value and customer satisfaction-department store as an example,* Master thesis, Dept. of Business Administration, Soochow University.
- Cronin, J.J. and Taylor, S.A. (1992), "Measuring service quality: a re-examination and extension", *Journal of Marketing,* Vol. 56, July, pp. 55-68.
- Cronin, J. Jr and Taylor, S.A. (1994), "SERVPERF versus SERVQUAL: reconciling performance-based and perception-minus-expectations measurement of service quality", *Journal of Marketing,* Vol. 58, pp. 125-31.
- Cui, C., Lewis, B. & Park, W. (2003), "Service quality measurement in the banking sector in South Korea", *International Journal of Bank Marketing,* Vol. 21 No.4, pp. 191-201.
- Dabholkar, P.A., Thorpe, D.I. and Rentz, J.O. (1996), "A measure of service quality for retail stores: scale development and validation", *Journal of the Academy of Marketing Science,* Vol. 24 No. 1, pp. 3-16.
- Das, A., Saha, G.C. and Banik, N.L. (2008), *Retail Service Quality Scale: Examining Applicability in a Transition Economy,* POMS 19th Annual Conference, La Jolla, California, U.S.A.
- Donthu, N. and Yoo, B. (1998), "Cultural influences on service quality expectations", *Journal of Service Research,* Vol. 1 No.2, pp.178-86.
- Foucault, B. and Scheufele, D. (2002), "Web vs campus store? Why students buy textbooks online", *Journal of Consumer Marketing,* Vol. 19 No.5, pp. 409-423.
- Furrer, O., Liu, B.S. and Sudharshan, D. (2000), "The relationships between culture and service quality perception: basis for cross-cultural market segmentation and resource allocation", *Journal of Service Research,* Vol. 2 No. 4, pp. 355-71.
- Gagliano, K.B. and Hathcote, J. (1994), "Customer expectations and perceptions of service quality in retail apparel specialty stores", *Journal of Services Marketing,* Vol. 8 No. 1, pp. 60-69.
- Ganesan-Lim, C., Russell-Bennett, R. and Dagger, T. (2008), "The impact of service contact type and demographic characteristics on service quality Perceptions", *Journal of Services Marketing,* Vol. 22 No.7.
- Ghobadian, A., Speller, S., and Jores, M., (1994), "Service quality: concepts and models", *International Journal of Quality and Reliability Management,* Vol. 11 No 9, pp 43-66.
- Gilbert, G., Veloutsou, C., Goode, M. and Moutinho, L. (2004), "Measuring customer satisfaction in the fast food industry: a cross-national approach", *Journal of Services Marketing,* Vol. 18 No.5, pp. 371-383.
- Gonzalez, M. A. and Brea, J. A. F. (2005), "An Investigation of the Relationship among Service Quality, Customer Satisfaction and Behavioural Intentions in Spanish Health Spas", *Journal of Hospitality and Leisure Marketing,* Vol. 13 No. 2, pp. 67-90.
- Griffin, J. (1995), *Customer Loyalty: How to Earn It, How to Keep It,* Lexington Books, New York, USA.
- Gro¨nroos, C. (1982), *Strategic Management and Marketing in Service Sector,* Marketing Science Institute, Cambridge, MA.
- Gro¨ nroos, C. (1990), *Service Management and Marketing,* ISL Forlag, Goteborg.
- Hair, J. (2006), *Essentials of Business Research Methods,* New Jersey: Hoboken.
- Hair, J.F., Anderson, R.E., Tatham, R.L. and Black, W.C. (1995), *Multivariate Data Analysis,* 4th ed., Engelwood Cliffs, NJ: Prentice-Hall.
- Hakansson, H. and Snehota, I. (1995), *Developing Relationships in Business Networks,* Routledge, London.
- Hartline, M. D. and Ferrell, O. C. (1996), "The Management of Customer Contact Service Employees: An Empirical Investigation," *Journal of Marketing,* Vol. 69, pp. 52-70.
- Herbig, P. and Genestre, A. (1996), "An examination of the cross-cultural differences in service quality: the example of Mexico and the USA", *Journal of Consumer Marketing,* Vol. 13 No. 3, pp.43-53
- Heskett, J. L., Jones, T.O., Loveman, G.W., Sasser, W. E. Jr. and Schlesinger, L.A. (1994), "Putting the Service-Profit Chain to Work", *Harvard Business Review,* Vol. 72 No. 2, pp. 164-174.
- Kaiser, H.F. (1974), "An index of factorial simplicity", *Psycho,* Vol. 39, pp 31-36.
- Kandampully, J. (1997), "Firms should give loyalty before they can expect it from customers", *Managing Service Quality,* Vol. 7 No. 2, pp. 92-96.
- Kandampully, J. and Suhartanto, D. (2003), "The role of customer satisfaction and image in gaining customer loyalty in the hotel industry", Journal of Hospitality and Leisure Marketing, Vol. 10 No. 1/2, pp. 3-25.
- Kaul, S. (2007), "Measuring Retail Service Quality: Examining Applicability of International Research Perspectives in India", *Vikalpa,* Vol. 32 No. 1, pp. 15-26.
- Kaushik, N. (2009), *Customer Satisfaction in Indian Aviation Sector: An Analytical Study,* Unpublished Thesis for the degree of Ph.D., Maharshi Dayanand University, Rohtak.

- Kim, S., and Jin, B. (2002), "Validating the retail service quality for US and Korean customers of discount stores: an exploratory study", *Journal of Services Marketing*, Vol.16 No. 3, pp. 223-237.
- Koornneef, E. (2006), "Measuring quality in services for children with an intellectual disability", *International Journal of Health Care Quality Assurance*, Vol. 19 No.5, pp. 400-408.
- Koskela (2002), "Customer Satisfaction and Loyalty in After Sales Service: Modes of Care in Telecommunications Systems Delivery", available at: http://lib.tkk.fi/Diss/2002/isbn9512258994/isbn9512258994.pdf
- Kotler, P. (2000), *Marketing Management: Millennium Edition*, Prentice-Hall, Englewood Cliffs, NJ.
- Kotler, P. and Keller, K. (2009), *Marketing Management*, 13th ed. USA: Prentice Hall.
- Kumar, M., Kee, F. and Nanshor, A. (2009), "Determining the relative importance of critical factors in delivering service quality of banks: An application of dominance analysis in SERVQUAL model", *Managing Service Quality*, Vol. 19 No. 2, pp. 211-228.
- Lee, J. (2007), "SERVQUAL vs SERVPERF: round 2 in a multi-cultural setting", *Journal of Academy of Business and Economics*, Vol. 7 No. 3.
- Leen, J.Y.A., Ramayah, T., and Ma'ruf, J.J. (2004), *Validating a retail service quality instrument in apparel speciality stores*, The Proceedings of the International Borneo Business Conference, "The Impact of Contemporary Environment on Economics and Business", Kota Kinabalu, Malaysia.
- Lehtinen, J.R. and Lehtinen, U. (1982), *Service quality: a study of quality dimensions*, unpublished Working Paper, Service Management Institute, Helsinki.
- Liu, Chin-Hung and Tsai, Wei-Shih (2010), "The effects of service quality and lifestyle on consumer choice of channel types: The health food industry as an example", *African Journal of Business Management*, Vol. 4 No. 6, pp. 1023-1039.
- Long, M. and McMellon, C. (2004), "Exploring the determinants of retail service quality on the Internet", *Journal of Services Marketing* Vol. 18 No. 1, pp. 78-90.
- Malhotra, N.K., Ulgado, F.M., Agarwal, J. and Baalbaki, I.B. (1994), "International services marketing: a comparative evaluation of the dimensions of service quality between developed and developing countries", *International Marketing Review*, Vol. 11 No. 2, pp. 5-15.
- Mattila, A.S. (1999), "The role of culture in the service evaluation processes", *Journal of Service Research*, Vol. 1 No. 3, pp. 250-61
- Mayer, C.E. and Morin, R. (1987), "Retailers Return to Basics to Win, Keep Customers", *The Washington Post*, p. H-1a.
- McKenzie, B. (2006), "Retail service quality success factors in Estonia: a qualitative approach", *Baltic Journal of Management*, Vol. 1 No. 3, pp. 352-369.
- Mehta, S.C., Lalwani, A.K. and Han, S.L. (2000), "Service quality in retailing: relative efficiency of alternative measurement scales for different product/service environments", *International Journal of Retail and Distribution Management*, Vol. 28 No. 2, pp. 62-72.
- Miller, D. (1991), *Handbook of Research Design and Social Measurement*, Sage Publications, London.
- Morgan, R.M. and Hunt, S.D. (1994), "The commitment-trust theory of relationship marketing", *Journal of Marketing*, Vol. 58 No. 3, pp. 20-38.
- Nadiri, H. and Tumer, M. (2009), "Retail service quality and behavioural intentions: An empirical application of the retail service quality scale in Northern Cyprus", *E+M Ekonomie A Management*, pp. 127-137.
- Naik, C.N. K., Gantasala, S.B. and Prabhakar, G.V. (2010), "SERVQUAL, Customer Satisfaction and Behavioural Intentions in Retailing", *European Journal of Social Sciences*, Volume 17, No. 2, pp 200-213.
- Nhat, N.D.D. and Hau, L.N. (2007), "Determinants of retail service quality- A study of supermarkets in Vietnam", *Science and Technology Development*, Vol. 10 No.8.
- Pallant, J. (2007), *SPSS Survival manual: A Step by Step Guide to Data Analysis using SPSS for Windows*, 3rd edn. Berkshire: McGraw Hill: Open University Press.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1985), "A conceptual model of service quality and its implications for future research", *Journal of Marketing*, Vol. 49, Fall, pp. 41-50.
- Parasuraman, A., Zeithaml, V.A., and Berry, L.L. (1988), "SERVQUAL: A multiple- item scale for measuring consumer perceptions of service quality", *Journal of Retailing*, Vol. 64 No.1, pp. 12-40.
- Parikh, D. (2006), "Measuring Retail Service Quality: An empirical assessment of the instrument", *Vikalpa*, Vol. 31 No. 2, pp. 45-55.
- Paulins, V. (2005), "An analysis of customer service quality to college students as influenced by customer appearance through dress during the in-store shopping process", *Journal of Retailing and Consumer Services*, Vol. 12, pp. 345-355.
- Prayag, G. (2007), "Assessing international tourists' perceptions of service quality at Air Mauritius", *International Journal of Quality and Reliability Management*, Vol. 24 No. 5.
- Rauyruen, P., Miller, K.E. and Barrett, N.J. (2007), "Relationship Quality as a Predictor of B2B Customer loyalty", available at: http://www.impgroup.org/uploads/papers/4744.pdf
- Raven, P. and Welsh, D.H.B. (2004), "An exploratory study of influences on retail service quality: a focus on Kuwait and Lebanon", *Journal of Services Marketing*, Vol. 18 No. 3, pp. 198-214.
- Ravichandran, K., Jayakumar, D.S. and Samad, K.A. (2008), "Service Quality: Food Retail", *SCMS Journal of Indian Management*, July-September, pp 25-41.
- Reichheld, F.F. and Sasser, W.E. Jr (1990), "Zero defections: quality comes to services", *Harvard Business Review*, Vol. 68, pp. 105-111.
- Rust, R.T. and Oliver, R.L. (1994), "Service quality: insights and managerial implications from the frontier", in Rust, R.T. and Oliver, R.L. (Eds), *Service Quality: New Directions in Theory and Practice*, Sage Publications, Thousand Oaks, CA, pp. 1-19.
- Saha, G.C. and Theingi (2009), "Service quality, satisfaction, and behavioural intentions: A study of low-cost airline carriers in Thailand", *Managing Service Quality*, Vol. 19 No. 3, pp. 350-372.
- Saini, N. (2011), "A study of organized retail outlets in Haryana- Determinants of retail customer satisfaction", *International Journal of Marketing and Management Research*, Volume 2, No.5.
- Saunders, M., Lewis, P. and Thornhill, A. (2009), *Research Methods for Business students*, 5th edn. Essex: Pearson Education Limited.
- Seth, S., Momaya, K. and Gupta, H.M. (2008), "Managing the Customer Perceived Service Quality for Cellular Mobile Telephony: An Empirical Investigation", *Vikalpa*, Vol.33 No.1, pp. 19-34.
- Siu, N.Y.M., and Cheung, J.T.H. (2001), "A measure of retail service quality", *Marketing Intelligence and Planning*, Vol. 19 No.2, pp. 88-96.
- Siu, N. and Chow, D. (2004), "Service Quality in Grocery Retailing: The Study of a Japanese Supermarket in Hong Kong", *Journal of International Consumer Marketing*, Vol. 16 No.1, pp. 71-87.
- Stewart, D.W. (1981), "The Application and Misapplication of Factor Analysis in Marketing Research", *Journal of Marketing Research*, Vol. 18, pp. 51-62.
- Sureshchander, G.S., Rajendran, C. and Kamalanaban, T.J. (2001) "Customer perceptions of Service Quality – A Critique," *Total Quality Management*, Vol. 12 No.1, pp. 111-124.

- Suwannapirom, S. and Lertputtarak, S. (2008), "An Investigation of the Relationship among Service Quality, Customer Satisfaction, Customer Loyalty and Word of Mouth Communication in a Retail Store", available at: http://www.2dix.com/view/view.php?urllink=http%3A%2F%2Fwww.ex-mba.edu%2Festimate%2Fdoc2%2Ffile1%2Fa.suda%20chapters.pdfandsearchx=An Investigation of the Relationship among Service Quality

- Swartz, T.A. and Brown, S.W. (1989), "Consumer and provider expectations and experiences evaluating professional service quality", *Journal of the Academy of Marketing Science*, Vol. 17 No. 2, pp. 189-95.

- Tanwar, S., Kaushik, N. and Kaushik, V.K. (2012), "Assessing the Gender Influence on Perception of Service Quality: A study of Shop-in-Shop in India", *International Journal of Marketing and Business Communication*, Vol. 1 No. 2, pp. 43-49

- Torlak, O., Uzkurt, C. and Ozmen, M. (2010), "Dimensions of service quality in grocery retailing: A case from Turkey', *Management Research Review,* Vol. 33 No. 5, pp. 413-422.

- Webster, C. (1989), "Can consumer be segmented on the basis of their service quality expectations?", *Journal of Services Marketing*, Vol. 3, Spring, pp.73-80.

- Westaby, J. D. (2005), "Behavioral Reasoning Theory: Identifying New Linkages Underlying Intentions and Behavior." *Organizational Behavior and Human Decision Processes*, Vol. 98, pp. 97-120.

- Winsted, K.F. (1997), "The service experience in two cultures: a behavioral perspective", *Journal of Retailing*, Vol. 73 No. 3, pp. 337-60.

- Winsted, K.F. (1999), "Evaluating service encounters: a cross-cultural and cross-industry exploration", *Journal of Marketing*, Vol. 7 No. 2, pp. 106-23.

- Witkowski, T.H. and Wolfinbarger, M.F. (2000), "The formality dimension of service quality in Thailand and Japan", unpublished paper presented at the 2000 Annual Conference of the Association for Consumer Research, Salt Lake City, October.

- Wong, A. and Sohal, A.S. (2006), "Understanding the quality of relationships in consumer services- A study in a retail environment", *International Journal of Quality and Reliability Management,* Vol. 23 No. 3, pp. 244-264.

- Woodside, A.G., Frey, L.L., and Daly, R.T. (1989), "Linking service quality, customer satisfaction and behavioural intention", *Journal of Health Care Marketing*, Vol.9, December, pp.5-17.

- Vazquez, R., Rodriquez-Del Bosque, I., Diaz, A. and Ruiz, A. (2001), 'Service Quality in Supermarket Retailing: Identifying critical service experiences", *Journal of Retailing, and Consumer Services*, Vol. 8, No. 1, pp. 1-14.

- Yaghi, D. (2010), "A customised scale for measuring retail service quality in a college shop: A context specific approach", available at: http://northumbria.openrepository.com/northumbria/bitstream/10145/118069/1/yaghi.derar_phd.pdf

- Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1996), "The behavioral consequences of service quality", *Journal of Marketing*, Vol. 60, pp. 31-46.

- Zeithaml, V.A., Parasuraman, A. and Berry, L.L. (1990), "Delivering Quality Service: Balancing Customer Perceptions and Expectations", *The Free Press*, New York, NY.

**WEBLIOGRAPHY**
- Chengappa, P.G., "Food retail chain and supermarket evolution in India", at: http://www.ncap.res.in/contract_%20farming/Resources/3.%20P.G.%20Chengappa.pdf

- Gupta, A., "Food retail and branding in India", available at: http://www.on-line-foods.com/tech_paper/Ajay_Gupta.pdf

- Samajdar, S. (2009), available at: http://foodbizdaily.com/articles/92799-food-retail-in-india-an-overview.aspx

- Singh, J. (2011), "Impact of organized retail chains on revenue of farmer (a case study of mother dairy centres in Haryana)", available at: http://eaindustry.nic.in/Research_Studies/Price%20Impact%20of%20Organized%20Retail%20Chains%20on%20Farmers.pdf

- (2011), "Organised Agri-Food Retailing in India", available at: http://www.nabard.org/fileupload/DataBank/Publications/Nabard%20E%20Book.pdf

- (2010), "Indian Food and Drinks Market: Emerging Opportunities", available at: http://www.india-reports.com/RNCOS/food-retail.aspx#s

- (2009), "Indian food retail sector set for a boom", available at: http://www.fnbnews.com/article/detarchive.asp?articleid=24771andsectionid=25

- http://online.wsj.com/public/resources/documents/indiaretail_q12010.pdf