

**A STUDY ON SERVICE QUALITY OF RETAIL OUTLETS –
RELIANCE FRESH AND MORE USING SERVQUAL MODEL AT
CHENNAI**

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

INAMUL HASSAN.A

Register No. 39410069



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of INAMUL HASSAN.A 39410069 who have done the project work entitled **"A STUDY ON SERVICE QUALITY OF RETAIL OUTLETS – RELIANCE FRESH AND MORE USING SERVQUAL MODEL AT CHENNAI"** under my supervision from January 2021 to March 2021.

Dr. BHUVANESHWARI G.
Internal Guide

Dr. BHUVANESHWARI G.
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Submitted for Viva voce Examination held on _____.

Internal Examiner

External Examiner

DECLARATION

I **INAMUL HASSAN. A 39410069** hereby declare that the Project Report entitled “**A STUDY ON SERVICE QUALITY OF RETAIL OUTLETS – RELIANCE FRESH AND MORE USING SERVQUAL MODEL AT CHENNAI**” done by me under the guidance of DR. BHUVANESHWARI.G at RELIANCE FRESH AND MORE, CHENNAI is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

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INAMUL HASSAN.A

ABSTRACT

Customer satisfaction has become a major source of concern in retail business. With organized retail becoming the most happening thing in the recent future. The entry of foreign retail players into the Indian market has made it tough for the Indian players. To keep pace with the demands of the new age customers the retail outlets have to devise new strategies and techniques in understanding their needs and fulfilling their requirements. It is proposed that quality of service is an important indicator of customer satisfaction. Measuring service quality involves objective feedback from existing customers. The study is based on the five overall dimensions of service quality and the extent to which the customers expect and perceive services provided by two retail outlets Reliance Fresh and More. This paper aims to understand the service quality gaps of these outlets with respect to the customer expectations and perceptions. The study gives useful and innovative insights to boost customer satisfaction towards Reliance Fresh and More.

Keywords: Customer Satisfaction, Organized Retail, Service Quality

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CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION ABOUT THE STUDY

As the importance and size of the service sector of the global economy grows, the study of services and innovation are becoming increasingly important. Services are distributed regionally, nationally, and globally and are increasingly becoming a larger portion of many organizations' revenue streams; knowledge intensive business services aimed at enhancing performance require reliable methods of measurement, assessment, and improvement (Spohrer & Maglio, 2008).

With increased competition every player is vying for the attention of the customer. The techniques and strategies chosen to increase the bottom line may differ but the intentions of generating maximum revenue and profits may not. To achieve this it becomes imperative for the organizations to look into the extent of satisfaction of their customers. The retail outlets are no exception. It has been observed that customer satisfaction is the feeling or attitude of a customer towards a product or service after it has been used.

FeclikovaÂ.Ingrid (2004) interpreted satisfaction as a feeling which results from a process of evaluating what was received against that expected, the purchase decision itself and/or the fulfillment of needs/want. Satisfaction refers to achieving the things we want. Services are intangible and hence the measurement of its satisfaction becomes difficult but important. Further, it has been noted that satisfaction and service quality are often treated together as functions of customer's perceptions and expectations. Hence, customer satisfaction is determined by defining customer perceptions of quality, expectations, and preferences. Research states that a person with problem tells nine other people about it; while a satisfied customers tell five other people about his/her good experience thereby keeping a current customer costs about 1/7 of the cost of acquiring a new customer.

These facts therefore highlight the crucial role of satisfying customers and maximizing the profits. Therefore, organizations need to understand to what extent their customers can be satisfied. Hence with an aim of sustaining long term relationships with their customers, many businesses have changed their strategic

focus to emphasize customer retention (Peng & Wang 2006). Preserving their long term customer relationships requires that these businesses both measure and appropriately adjust the quality of their customer service. As a result, accurate and reliable instruments that assess service quality are of interest to companies whose revenues come in whole or part from service delivery. Currently the most popular and ubiquitous service quality instrument is SERVQUAL.

1.2 INDUSTRY PROFILE

1.2.1 Retail Industry:

Retail is the process of selling consumer goods or services to customers through multiple channels of distribution to earn a profit. Retailers satisfy demand identified through a supply chain. The term "retailer" is typically applied where a service provider fills the small orders of many individuals, who are end-users, rather than large orders of a small number of wholesales, corporate or government clientele. Shopping generally refers to the act of buying products. Sometimes this is done to obtain final goods, including necessities such as food and clothing; sometimes it takes place as a recreational activity. Recreational shopping often involves window shopping and browsing: it does not always result in a purchase.

Retail markets and shops have a very ancient history, dating back to antiquity. Some of the earliest retailers were itinerant peddlers. Over the centuries, retail shops were transformed from little more than "rude booths" to the sophisticated shopping malls of the modern era.

Most modern retailers typically make a variety of strategic level decisions including the type of store, the market to be served, the optimal product assortment, customer service, supporting services and the store's overall market positioning. Once the strategic retail plan is in place, retailers devise the retail mix which includes product, price, place, promotion, personnel, and presentation. In the digital age, an increasing number of retailers are seeking to reach broader markets by selling through multiple channels, including both bricks and mortar and online retailing. Digital technologies are also changing the way that consumers pay for goods and services. Retailing support services may also include the provision of credit, delivery services, advisory services, stylist services and a range of other supporting services.

1.2.2 Retail Industry in India:

Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. Total consumption expenditure is expected to reach nearly US\$ 3,600 billion by 2020 from US\$ 1,824 billion in 2017. It accounts for over 10% of the country's gross domestic product (GDP) and around eight% of the employment. India is the world's fifth-largest global destination in the retail space.

India ranked 73 in the United Nations Conference on Trade and Development's Business-to-Consumer (B2C) E-commerce Index 2019. India is the world's fifth largest global destination in the retail space and ranked 63 in World Bank's Doing Business 2020.

India is the world's fifth largest global destination in the retail space. In FDI Confidence Index, India ranked 16 (after US, Canada, Germany, United Kingdom, China, Japan, France, Australia, Switzerland, and Italy).

Retail industry reached US\$ 950 billion in 2018 at CAGR of 13% and is expected to reach US\$ 1.1 trillion by 2020. Online retail sales were forecast to grow 31% y-o-y to reach US\$ 32.70 billion in 2018. Revenue generated from online retail is projected to reach US\$ 60 billion by 2020. Revenue of India's offline retailers, also known as brick and mortar (B&M) retailers, is expected to increase by Rs. 10,000-12,000 crore (US\$ 1.39-2.77 billion) in FY20. According to the Ground Zero Series findings of the consulting firm RedSeer, the retail sector is expected to recover ~80% of pre-Covid revenue (amounting to US\$ 780 billion) by end-2020.

India is expected to become the world's fastest growing E-commerce market, driven by robust investment in the sector and rapid increase in the number of internet users. Various agencies have high expectations about growth of India's E-commerce market. After an unprecedented decline of 19% in the January-March 2020 quarter, the FMCG industry displayed signs of recovery in the July-September 2020 quarter with a y-o-y growth of 1.6%.

1.3 COMPANY PROFILE

1.3.1 Reliance Fresh:

Reliance Retail started its journey in 2006 with the opening of its first Reliance Fresh store. Today Reliance Retail operates 798 Reliance Fresh and Reliance Smart stores and sells over 200 metric tonnes of Fruits and over 300 metric tonnes of Vegetables every day.

Reliance Fresh is India's leading neighbourhood retail chain, synonymous with freshness & savings. With the three core promises of Fresh Hamesha, Available Hamesha and Savings Hamesha, Reliance Fresh is a one-stop-shop for fresh shopping, fresh savings and fresh happiness.

From fresh fruits & vegetables to dairy, cereals to spices, processed food & beverages to home & personal care products, we have the entire gamut of your grocery needs covered.

Across our stores, we retain a strong customer centric approach to meet all your shopping needs - be it routine or seasonal, well known brands or popular local products.

Continuing Reliance's hallowed tradition of backward integration, Reliance Retail directly partners with a large number of farmers and small vendors in a farm-to-fork model. The linkages with the farm has brought about transformational changes in the quality of life of the farmers as also enhancing the quality of produce, reducing wastage by shortening the time to move fresh produce and reducing intermediaries in the value chain thereby benefiting all.

1.3.2 More:

More Retail Limited is a retail store brand which was earlier known as Aditya Birla Retail Limited, when it was part of Aditya Birla Group. More is the fourth largest supermarket chain in the country after Future Group, Reliance Retail and D-Mart.

More Retail Limited provides customers products under its own labels. It also provides online grocery retail services in Bangalore, NCR, Hyderabad and Pune through its e-Commerce website My More Store.

Aditya Birla Group entered the retail industry with the acquisition of Trinethra Super Retail in 2007. Trinethra Super Retail had a strong footprint with over 172 stores spread across four states - Andhra Pradesh, Karnataka, Tamil Nadu and Kerala. In Tamil Nadu and Andhra Pradesh, Trinethra brand was being used, while in Karnataka and Kerala, Fabmall brand was being used. Later, all the stores were rebranded as "More. stores.

In some stores, More offers prepaid points for each purchase linked with their mobile numbers. Customers would get discounts or exclusive benefits with their redeemed points. Earlier, More used to offer prepaid point cards to redeem the points but now this service is discontinued and cannot be used/redeemed, even if balance is available.

Various news reports, later confirmed by an order from Competition Commission of India, indicated the More was sold by Aditya Birla Group to investors led by private equity fund Samara Capital. Consequently, More is not part of Aditya Birla Group anymore.

1.4 STATEMENT OF THE PROBLEM

The study is based on the five overall dimensions of service quality and the extent to which the customers expect and perceive services provided by the retail outlet Reliance Trends. This paper aims to understand the service quality of the retail outlet with respect to the customer expectations and perceptions. The study gives useful and innovative insights to boost customer satisfaction towards Retail outlet.

1.5 NEED FOR THE STUDY

The need for the study is to know the impact of service quality in Reliance Fresh and More retail industry. In this study, the customer perceptions are analysed and which service has impacted the customer satisfaction.

1.6 SCOPE AND SIGNIFICANCE OF STUDY

This study focuses on the customer perceptions and satisfaction towards the service quality of retail industry. In this study, customers are taken as respondent for finding the service quality of Reliance Fresh and More.

1.7 OBJECTIVES OF THE STUDY

1.7.1 Primary Objective

- To study customer perception on tangibility, reliability, responsiveness, assurance and empathy in retail outlet using SERVQUAL model.

1.7.2 Secondary Objective

- To evaluate the effect of service quality on customer satisfaction.
- To study the awareness about retailers service quality among customers.
- To study the perceptions and expectations of consumers in the retail outlet- More
- To analyze the factors influence retail service quality

1.8 LIMITATIONS OF THE STUDY

- The study is conducted in Reliance Fresh and More retail outlets located in Chennai city with 150 respondents.
- The respondents' response may have the business, which may not give true picture about the chosen research topic.
- Lack of co-operation and negligence.
- Inability to reach every potential sample

CHAPTER - 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Nitecki and Hernon (2000), investigated the reliability and validity of SERVQUAL instrument in the context of library service. They found that SERVQUAL displayed three responsive dimensions, rather than the five dimensions originally proposed by Parasuraman et al.

Mehta2 (2000), Service quality in retailing is different from any other product/service environment on account of the unique nature of retail service, improvements and measurements of quality in retailing cannot be approached in the same way as that of the services perspective. In retail service, it is necessary to look at quality from the perspective of services as well as goods and derive a set of items that accurately measure this construct.

Othman & Own (2001), Also, considering the difference between Islamic banking and Usury banking in nature, Othman & Own (2001) have offered a model called CARTER, consisting of Complaint, Assurance, Reliability, Tangibles, Empathy, and Responsiveness which includes 34 components. Kim & Jin5, 2002 found RSQS to be relevant towards assessing service quality of discount stores in context of USA and South Korea. They were unable to find distinct personal interaction and problem solving dimensions for contexts under review

Caruana (2002), On the relationship between customer satisfaction, service quality and service loyalty in Malta's banks, concluded that customer satisfaction plays a mediator role in the effect of service quality on service loyalty. In fact, service quality affects service loyalty through customer satisfaction. In addition, results of this research show that service quality is an important gateway to customer satisfaction, and explains 53% of the variance.

Yongyui (2003), has presented a model for the relationship between service quality and bank's reputation. According to the findings of this research, the fivefold dimensions of service quality have direct effect on the bank's reputation. In addition, on the basis of this research's findings, the bank's reputation plays an important role in determination of purchase, repeated purchase, and customer loyalty. This issue

has much more importance in banking industry, because service quality cannot be accurately evaluated before purchasing.

Chakravarty (2003), On customers' abandonment behavior in America's banks, found that there is a meaningful negative relation among service quality dimensions, responsiveness, empathy, and reliability, with customer's tendency to abandon the bank. This study in India's banks show that the concept of service quality in developing countries is a multi-dimensional structure, and in fact the results clearly show that SERVQUAL model provides more evaluating information in relation with service quality gaps, than SERVPERF scale.

Upadhyay and Singh (2008), in their research work entitled "measuring customer perceived value of different retail formats" opined that superior customer value gives an edge in the market. They also found that entertainment aspect of retailing or entertaining is increasingly being recognized as a key competitive tool. The study also indicates that consumer perceive hypermarkets at par with general retail outlets in delivering exchange value to them.

Spohrer & Maglio (2008), As the service sector of the global economy grows, the study of services and innovation are becoming increasingly important. Service products distributed regionally, nationally, and globally have become larger portions of company revenue streams; knowledge-intensive business services aimed at enhancing performance require reliable methods of measurement, assessment, and improvement.

A joint study by Kumar and Kumar (2011), on "growing prospective of retail industry in and around India" critically examined the global retail scenario with special reference to India. The authors have pointed out that, retailing has played a major role in the global economy. In developed markets, retailing is one of the most prominent industries. The study has concluded that retailing in India is gradually inching this way towards becoming the next boom industry. The whole concept of shopping has altered in terms of format and consumer buying behaviour, ushering a in a revolution in shopping India. Modern retail has entered India as seen in sprawling shopping centers, multi-storied malls and huge complexes offer shopping, entertainment and food all under one roof.

S.P.Thenmozhi and D.Dhanapal (2011), Retail Service Quality factors like Store Merchandise, Access, Problem solving, and Personal Interaction have a significant impact on customer satisfaction and factors like Problem Solving and Personal Interaction have a significant impact on customer loyalty in retail outlets

Rakesh (2012), in his study “quality assessment of Banking Industry Using SERVQUAL” found that managers in the service sector are under increasing pressure to demonstrate that their services are customer-focused and that continuous performance improvement is being delivered. Given the financial and resource constraints under which service organizations must manage it is essential that customer expectations are properly understood and measured and that, from the customers’ perspective, any gaps in service quality are identified

Sulيمان (2013), in his study basic dimensions of the SERVQUAL model and its impact on the level of customer satisfaction found that there is an impact of the basic dimensions of the SERVQUAL model on the level of customer satisfaction at different levels. The study recommends the need for continuous improvement of services provided to customers, through consumer behavior studies, and work to predict customer expectations to ensure the provision of better services.

M.Chitra A.R.Shanmuga Priya Dr.B.Kalpana Dr.Krishan Raj (2014), beauty care industry is flourishing industry with a growing number of beauty conscious women and their demand for variety of services cater to the importance and growth of this industry. Thousands of beauty care services providers have sprung up all over the country in the last decade (Akber, 2008, Akber 2009) as a significance of being beautiful is increasing. At the social level, physical beauty is an advantage as being beautiful gives a person much more confidence (Young, 2011). The beauty services industry in India has been witnessing increased number of international players in which is earlier women centric has started concentrating on male grooming which resulted in unisex salons. The middleclass segment has upgraded their consumption lifestyle and increased their willingness to buy beauty products and services. In this study the increasing disposable income and lifestyle are emphasized.

M. Sureka , K. Sahayajenci and A.K.Subramani (2015), Through the research paper entitled “Customer satisfaction towards Naturals retail, “defining more accurately the role of satisfaction on repurchase and defining the intervention between customer satisfaction and repurchase intention and loyalty. The findings from this study are relevant to practitioners. It also helps extend the notion of customer awareness and identifying the customer behaviour which leads to repeat purchase and loyalty. Therefore, for the practitioners, it is quite clear that in this service that overall satisfaction is an important factor in retaining customers. For developing customer retention strategies, effort should be put on satisfying the customers in order to achieve the highest level of repurchase intention and subsequent of retention.

Dr. G. Rabia Jahani Farzana and R. Banu Priya (2016) concluded that one of the main reasons for the popularity of beauty salons is the rising disposable income along with the beauty conscious of people. The perception of below 25years and 26-36 years of people are of opinion that there is necessity of beauty salon and they want to pamper their self. At below 25 years of age group of people have started using beauty services for personal hygiene. In an age where looking and feeling beautiful is given prime importance, beauty service industry is growing steadily, although at a slow stride.

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 Research Design:

In this study, Descriptive Research Design is used in research topic.

3.2 Sampling Technique:

The method of sampling adopted to conduct survey is Convenience Sampling Method. The area of research is concentrated on Service Quality of Retail Outlets – Reliance Fresh and more using SERVQUAL Model at Chennai.

3.3 Sources of Data:

The primary data for this study, questionnaire survey is taken as the primary collection of data.

The secondary data for this study, secondary data is collected through journals, websites and research paper.

3.4 Structure of Questionnaire:

Multiple choice questions and Likert's scale questions.

3.5 Sample Size:

Sample Size of 150 employees working in Retail Outlets – Reliance Fresh and more using SERVQUAL model located at Chennai.

3.6 Period of Study:

The period of study is carried out from January 2021 to March 2021.

3.7 Analytical Tools:

- Percentage Analysis.
- Correlation.
- ANOVA.
- Regression.
- T-Test.

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Showing Gender wise classification of respondents

Particulars	No. of Respondents	Percentage
Male	112	74.67%
Female	38	25.33%
Total	150	100.00%

Source: Primary Data

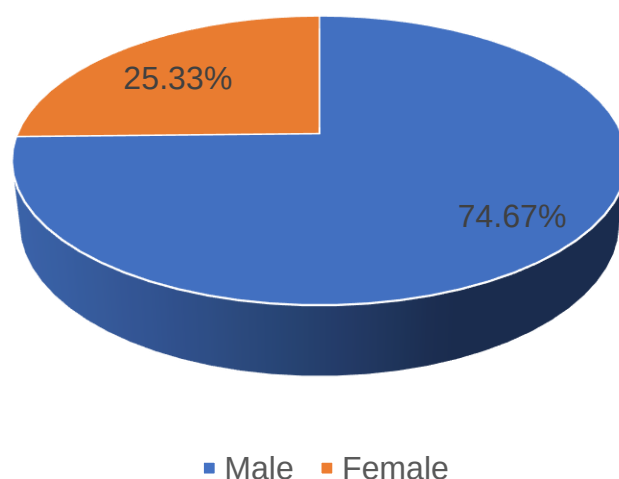


Chart 4.1.1: Showing Gender wise classification of respondents

Interpretation:

From the above table it is interpreted that 74.67% are Male respondents and 25.33% are Female respondents.

Table 4.1.2: Showing Age wise classification of respondents

Particulars	No. of Respondents	Percentage
18-25	110	73.33%
25-35	36	24.00%
35-45	4	2.67%
Total	150	100.00%

Source: Primary Data

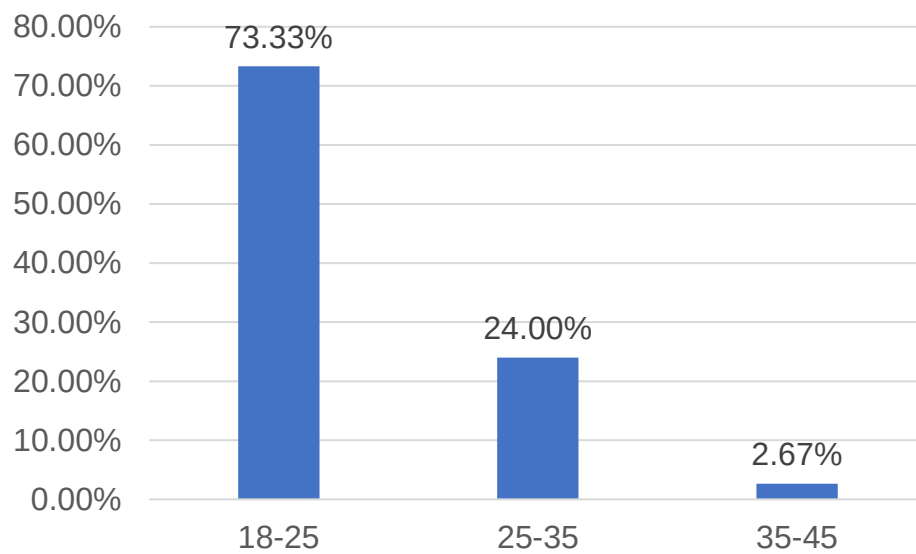


Chart 4.1.2: Showing Age wise classification of respondents

Interpretation:

From the above table it is interpreted that 73.33% are Below 25 Years respondents, 24.00% are between 25-35 Years respondents, 2.67% are between 35-45 Years respondents.

Table 4.1.3: Showing Qualification wise classification of respondents

Particulars	No. of Respondents	Percentage
Diploma	11	7.33%
UG	85	56.67%
PG	46	30.67%
Phd and above	8	5.33%
Total	150	100.00%

Source: Primary Data

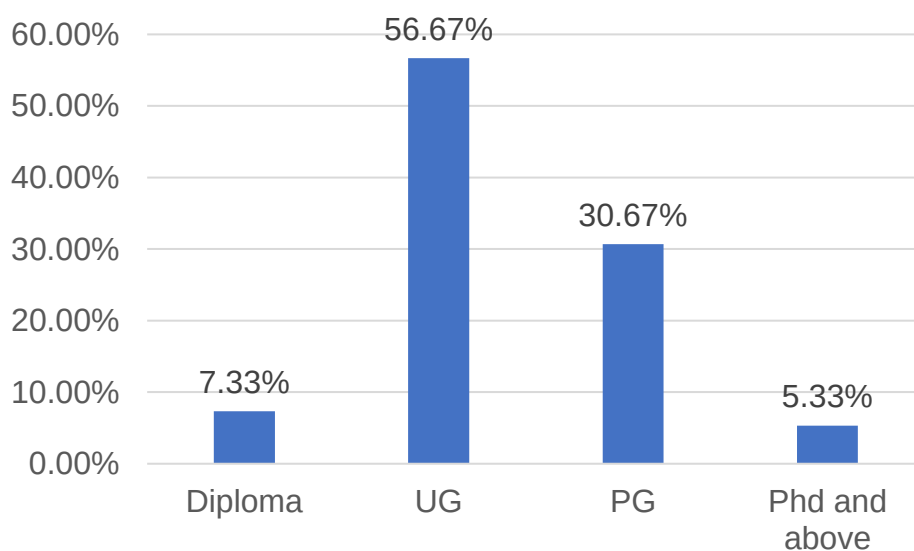


Chart 4.1.3: Showing Qualification wise classification of respondents

Interpretation:

From the above table it is interpreted that 7.33% are Diploma respondents, 56.67% are Under Graduate respondents, 30.67% are Post Graduate and 5.33% are PhD & Above respondents.

Table 4.1.4: Showing Occupation wise classification of respondents

Particulars	No. of Respondents	Percentage
Student	59	39.33%
Private sector	49	32.67%
Public sector	21	14.00%
Self employed	15	10.00%
Others	6	4.00%
Total	150	100.00%

Source: Primary Data

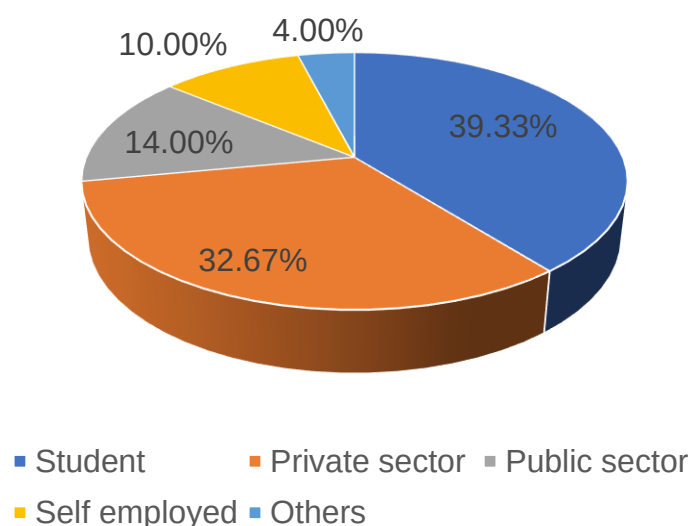


Chart 4.1.4: Showing Occupation wise classification of respondents

Interpretation:

From the above table it is interpreted that 39.33% are Student respondents, 32.67% are Private Sector respondents, 14.00% are Public Sector respondents, 10.00% are Self employed respondents and 4.00% are Others respondents.

Table 4.1.5: Showing Retail Outlet wise classification of respondents

Particulars	No. of Respondents	Percentage
Reliance Fresh	113	75.33%
More	37	24.67%
Total	150	100.00%

Source: Primary Data

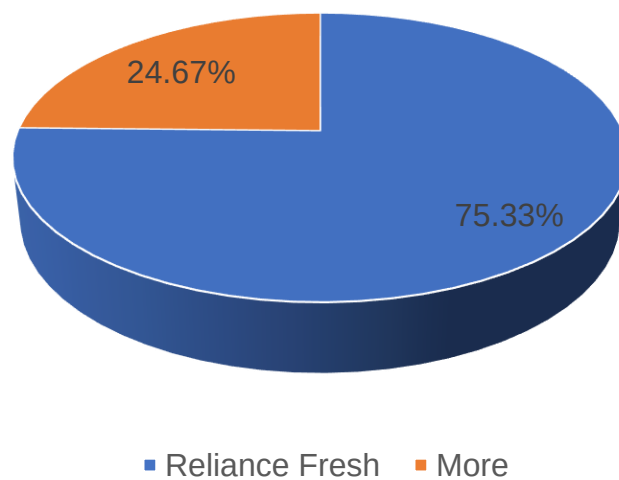


Chart 4.1.5: Showing Retail Outlet wise classification of respondents

Interpretation:

From the above table it is interpreted that 75.33% are Reliance Fresh respondents and 24.67% are More respondents.

Table 4.1.6: Showing Retail Outlet delivers the Promised Services wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly agree	37	24.67%
Agree	80	53.33%
Neutral	29	19.33%
Disagree	3	2.00%
Strongly disagree	1	0.67%
Total	150	100.00%

Source: Primary Data

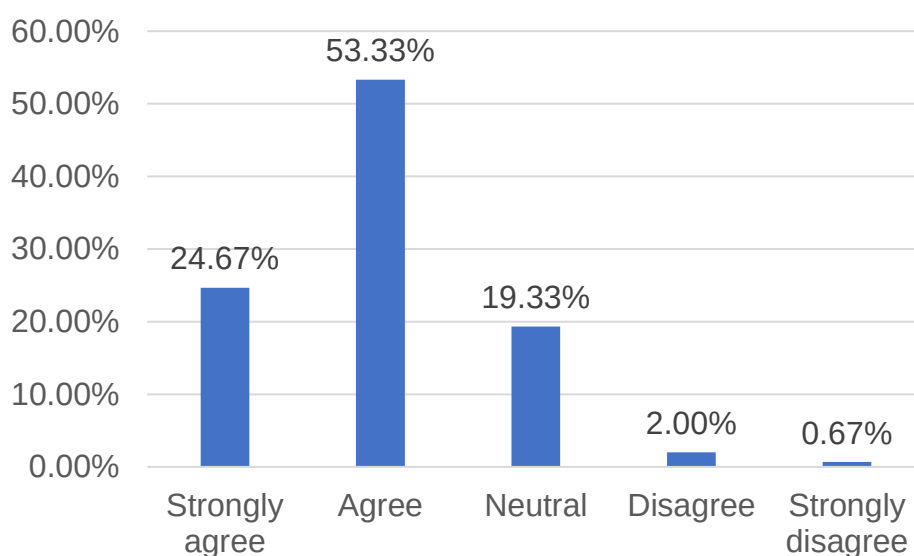


Chart 4.1.6: Showing Retail Outlet delivers the Promised Services wise classification of respondents

Interpretation:

From the above table it is interpreted that 24.67% are Strongly Agree respondents, 53.33% are Agree respondents, 19.33% are Neutral Agree, 2.00% are Disagree respondents and 0.67% are Strongly Disagree respondents.

Table 4.1.7: Showing Whenever you face any problem, the Retail Outlet authority shows a sincere interest in solving it wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly agree	50	33.33%
Agree	65	43.33%
Neutral	28	18.67%
Disagree	4	2.67%
Strongly disagree	3	2.00%
Total	150	100.00%

Source: Primary Data

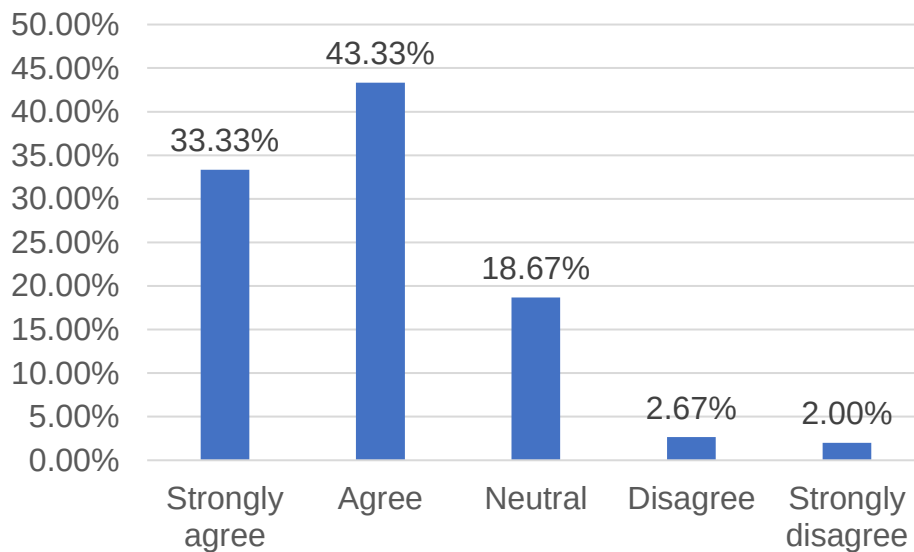


Chart 4.1.7: Showing Whenever you face any problem, the Retail Outlet authority shows a sincere interest in solving it wise classification of respondents

Interpretation:

From the above table it is interpreted that 33.33% are Strongly Agree respondents, 43.33% are Agree respondents, 18.67% are Neither Agree respondents, 2.67% are Disagree respondents and 2.00% are Strongly Disagree respondents.

Table 4.1.8: Showing The Retail Outlet provides service correctly wise classification of respondents

Particulars	No. of Respondents	Percentage
Excellent	51	34.00%
Good	89	59.33%
Average	10	6.67%
Poor	0	0.00%
Total	150	100.00%

Source: Primary Data

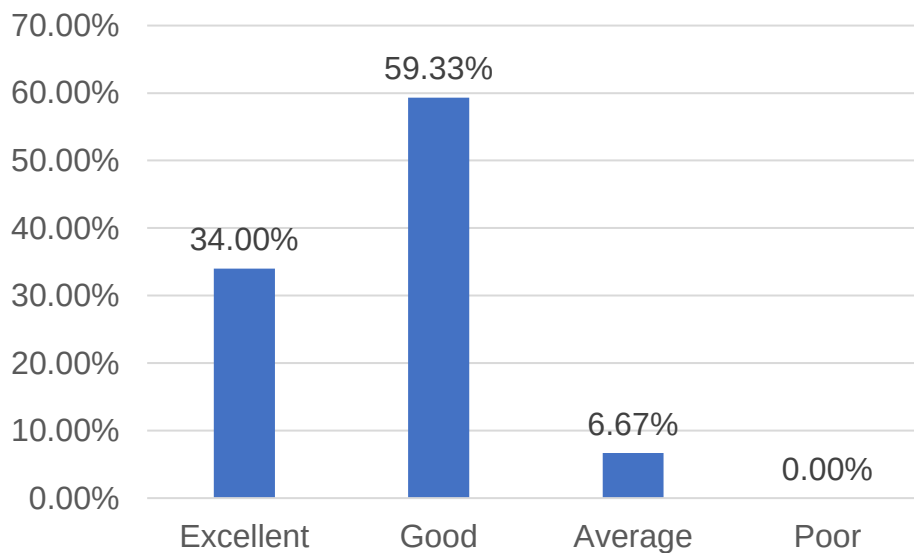


Chart 4.1.8: Showing The Retail Outlet provides service correctly wise classification of respondents

Interpretation:

From the above table it is interpreted that 34.00% are Excellent respondents, 59.33% are Good respondents, 6.67% are Average respondents, 0.00% are Poor respondents.

Table 4.1.9: Showing The Retail Outlet maintains error-free records wise classification of respondents

Particulars	No. of Respondents	Percentage
Excellent	17	11.33%
Good	86	57.33%
Average	46	30.67%
Poor	1	0.67%
Total	150	100.00%

Source: Primary Data

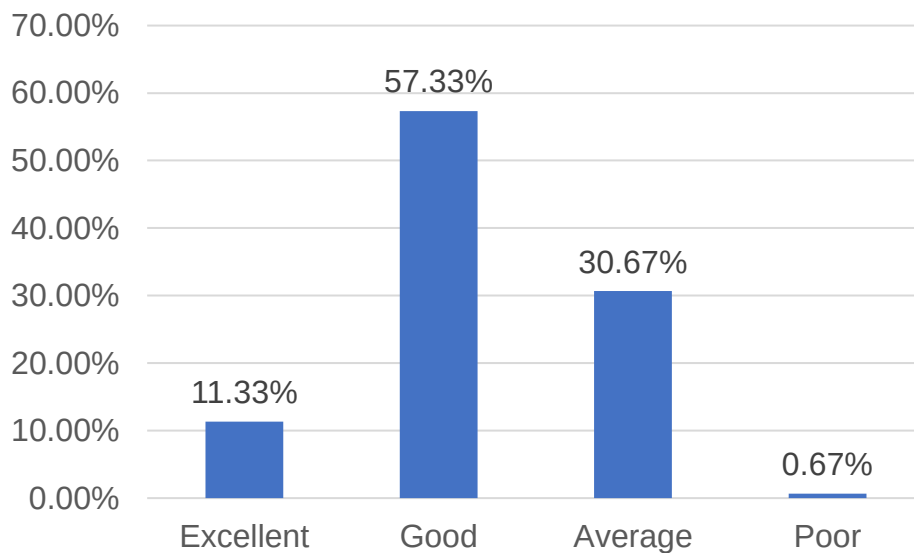


Chart 4.1.9: Showing The Retail Outlet maintains error-free records wise classification of respondents

Interpretation:

From the above table it is interpreted that 11.33% are Excellent respondents, 57.33% are Good respondents, 30.67% are Average respondents, 0.67% are Poor respondents.

Table 4.1.10: Showing The Retail Outlet informs customers when the services will be performed wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly agree	33	22.00%
Agree	55	36.67%
Neutral	55	36.67%
Disagree	7	4.67%
Strongly disagree	0	0.00%
Total	150	100.00%

Source: Primary Data

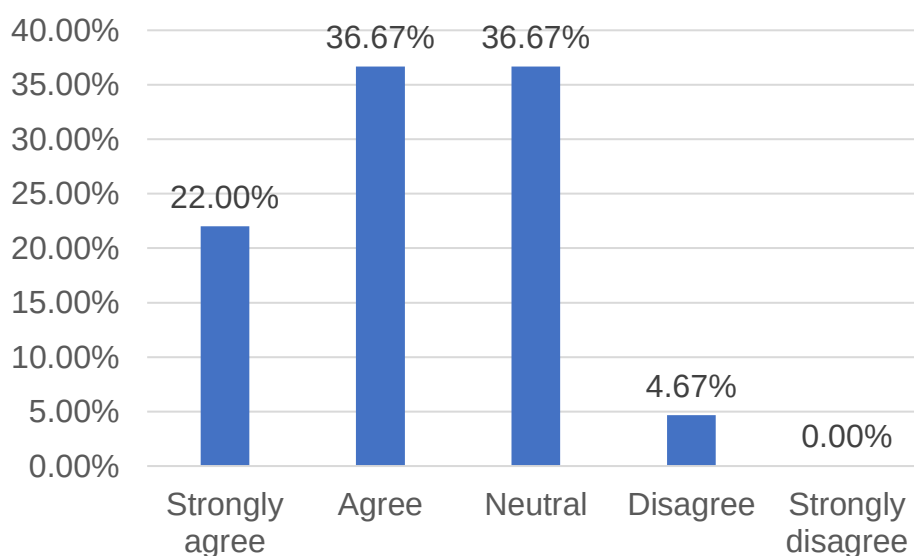


Chart 4.1.10: Showing The Retail Outlet informs customers when the services will be performed wise classification of respondents

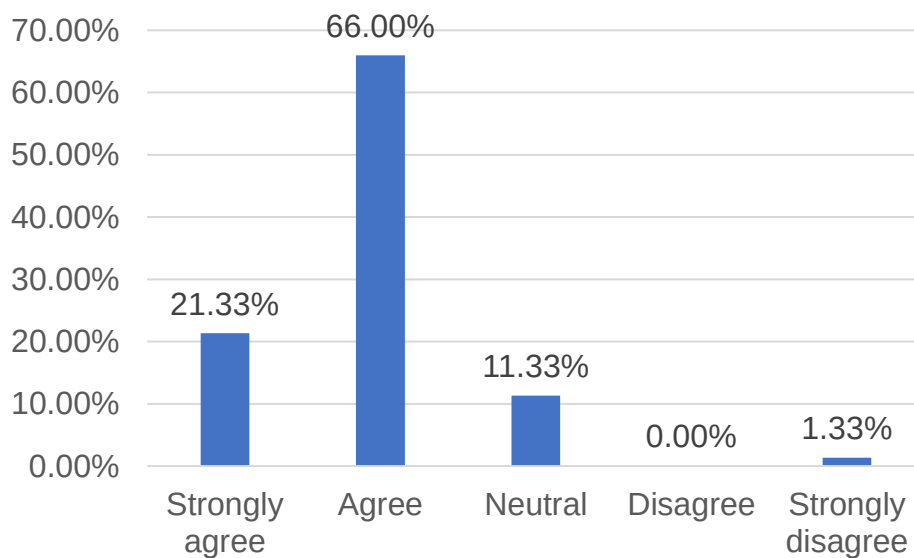
Interpretation:

From the above table it is interpreted that 22.00% are Strongly Agree respondents, 36.67% are Agree respondents, 36.67% are Neutral respondents, 4.67% are Disagree respondents and 0.00% are Strongly Disagree respondents.

**Table 4.1.11: Showing The service provides prompt service to customers
wise classification of respondents**

Particulars	No. of Respondents	Percentage
Strongly agree	32	21.33%
Agree	99	66.00%
Neutral	17	11.33%
Disagree	0	0.00%
Strongly disagree	2	1.33%
Total	150	100.00%

Source: Primary Data



**Chart 4.1.11: Showing The service provides prompt service to customers
wise classification of respondents**

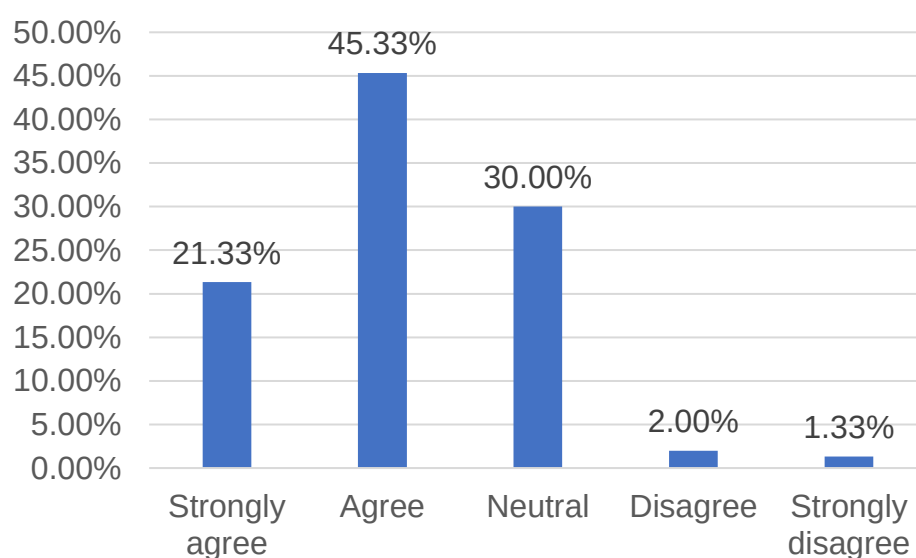
Interpretation:

From the above table it is interpreted that 21.33% are Strongly Agree respondents, 66.00% are Agree respondents, 11.33% are Neutral respondents, 0.00% are Disagree respondents and 1.33% are Strongly Disagree respondents.

**Table 4.1.12: Showing The service provides are always willing to help you
wise classification of respondents**

Particulars	No. of Respondents	Percentage
Strongly agree	32	21.33%
Agree	68	45.33%
Neutral	45	30.00%
Disagree	3	2.00%
Strongly disagree	2	1.33%
Total	150	100.00%

Source: Primary Data



**Chart 4.1.12: Showing The service provides are always willing to help you
wise classification of respondents**

Interpretation:

From the above table it is interpreted that 21.33% are Strongly Agree respondents, 45.33% are Agree respondents, 30.00% are Neutral respondents, 2.00% are Disagree respondents and 1.33% are Strongly Disagree respondents.

Table 4.1.13: Showing The service provides respond to your request promptly wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly agree	38	25.33%
Agree	76	50.67%
Neutral	30	20.00%
Disagree	4	2.67%
Strongly disagree	2	1.33%
Total	150	100.00%

Source: Primary Data

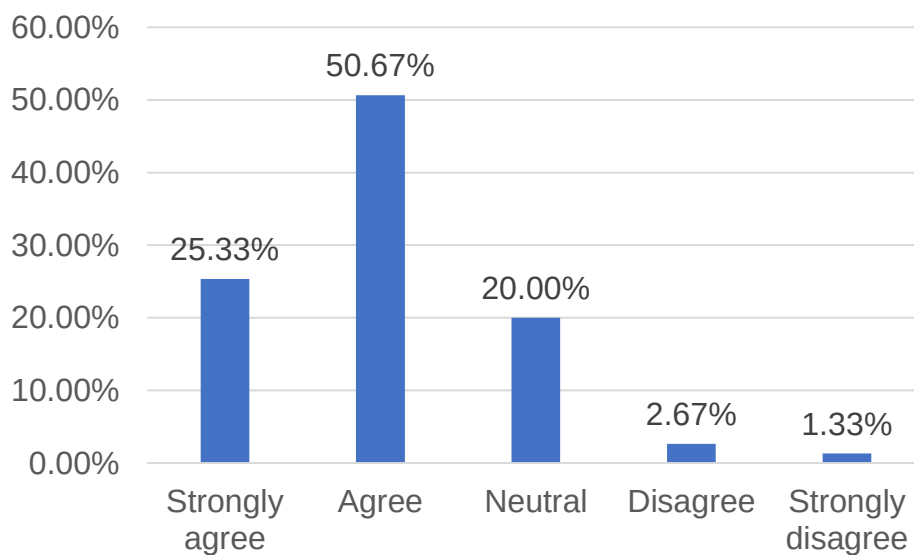


Chart 4.1.13: Showing The service provides respond to your request promptly

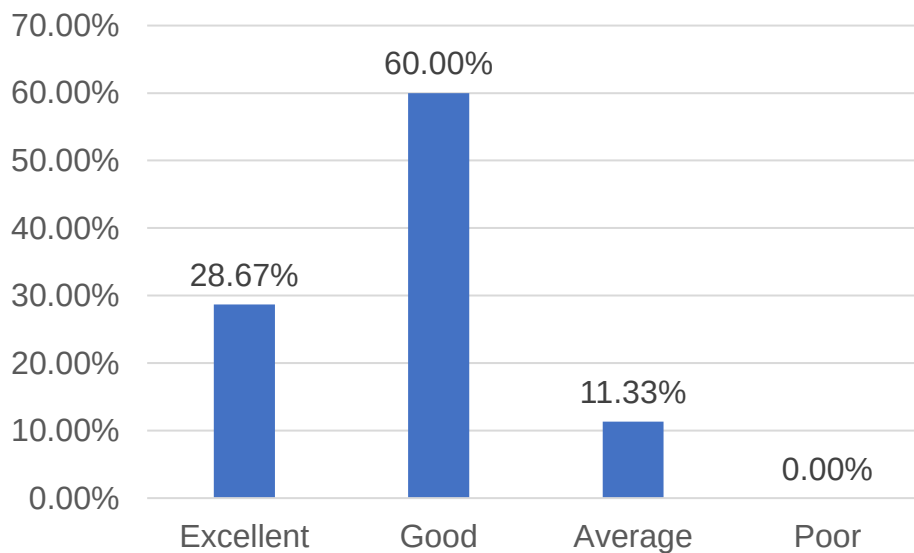
Interpretation:

From the above table it is interpreted that 25.33% are Strongly Agree respondents, 50.67% are Agree respondents, 20.00% are Neutral respondents, 2.67% are Disagree respondents and 1.33% are Strongly Disagree respondents.

**Table 4.1.14: Showing The behaviours of service provider grow confidence
in you wise classification of respondents**

Particulars	No. of Respondents	Percentage
Excellent	43	28.67%
Good	90	60.00%
Average	17	11.33%
Poor	0	0.00%
Total	150	100.00%

Source: Primary Data



**Chart 4.1.14: Showing The behaviours of service provider grow confidence
in you wise classification of respondents**

Interpretation:

From the above table it is interpreted that 28.67% are Excellent respondents, 60.00% are Good respondents, 11.33% are Average respondents, 0.00% are Poor respondents.

Table 4.1.15: Showing You feel safe in your dealing with this Retail Outlet wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly agree	9	6.00%
Agree	63	42.00%
Neutral	62	41.33%
Disagree	10	6.67%
Strongly disagree	6	4.00%
Total	150	100.00%

Source: Primary Data

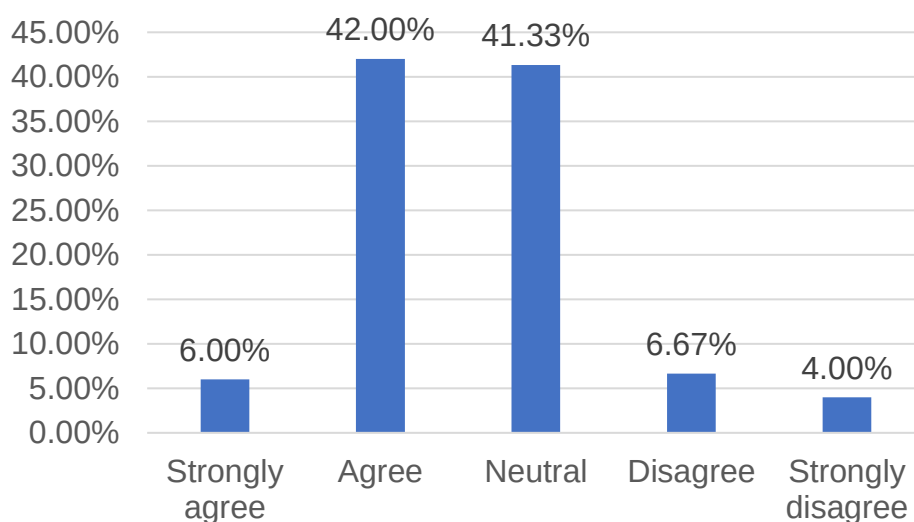


Chart 4.1.15: Showing You feel safe in your dealing with this Retail Outlet wise classification of respondents

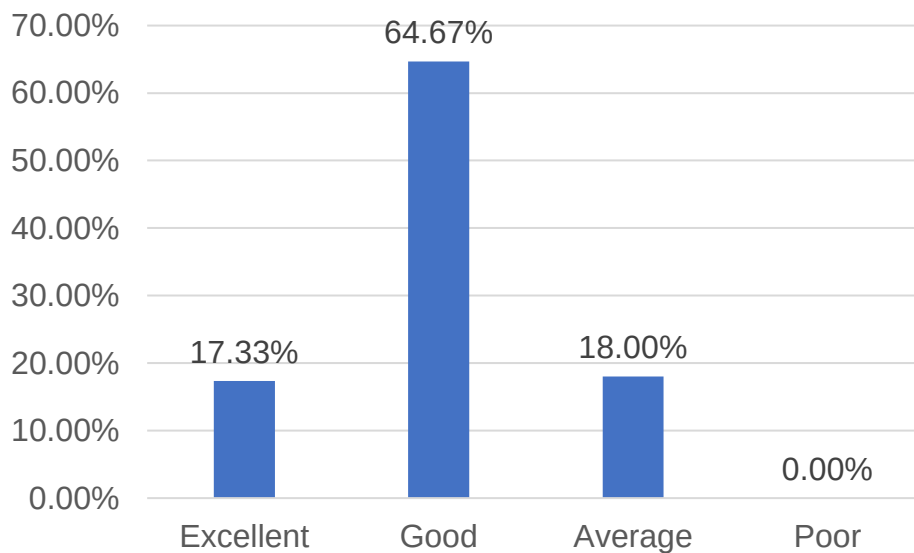
Interpretation:

From the above table it is interpreted that 6.00% are Strongly Agree respondents, 42.00% are Agree respondents, 41.33% are Neutral respondents, 6.67% are Disagree respondents and 4.00% are Strongly Disagree respondents.

**Table 4.1.16: Showing Employees of this Retail Outlet are courteous to you
wise classification of respondents**

Particulars	No. of Respondents	Percentage
Excellent	26	17.33%
Good	97	64.67%
Average	27	18.00%
Poor	0	0.00%
Total	150	100.00%

Source: Primary Data



**Chart 4.1.16: Showing Employees of this Retail Outlet are courteous to you
wise classification of respondents**

Interpretation:

From the above table it is interpreted that 17.33% are Excellent respondents, 64.67% are good respondents, 18.00% are Average respondents, 0.00% are Poor respondents.

Table 4.1.17: Showing Employees of this Retail Outlet have enough knowledge to answer your questions wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly agree	9	6.00%
Agree	72	48.00%
Neutral	59	39.33%
Disagree	7	4.67%
Strongly disagree	3	2.00%
Total	150	100.00%

Source: Primary Data

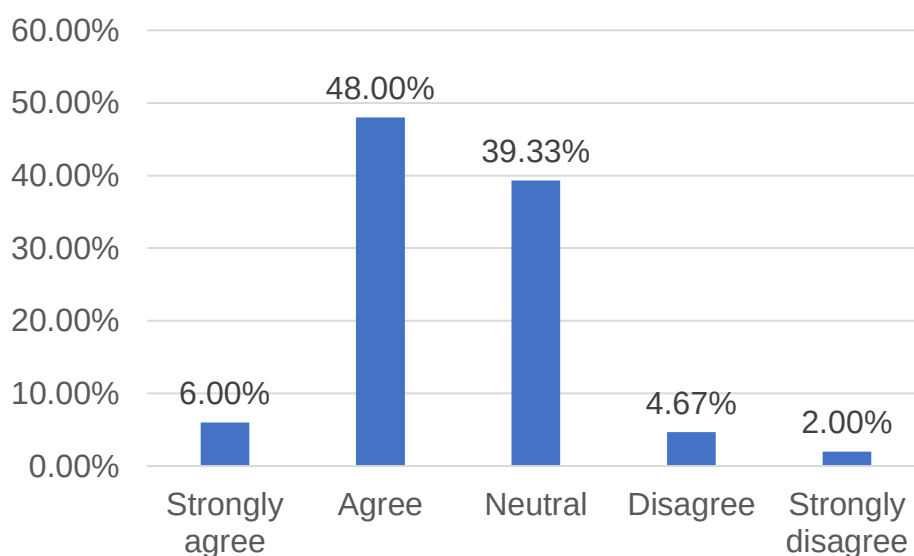


Chart 4.1.17: Showing Employees of this Retail Outlet have enough knowledge to answer your questions wise classification of respondents

Interpretation:

From the above table it is interpreted that 6.00% are Strongly Agree respondents, 48.00% are Agree respondents, 39.33% are Neutral respondents, 4.67% are Disagree respondents and 2.00% are Strongly Disagree respondents.

Table 4.1.18: Showing Retail Outlet gives you individual attention wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly agree	14	9.33%
Agree	65	43.33%
Neutral	54	36.00%
Disagree	6	4.00%
Strongly disagree	11	7.33%
Total	150	100.00%

Source: Primary Data

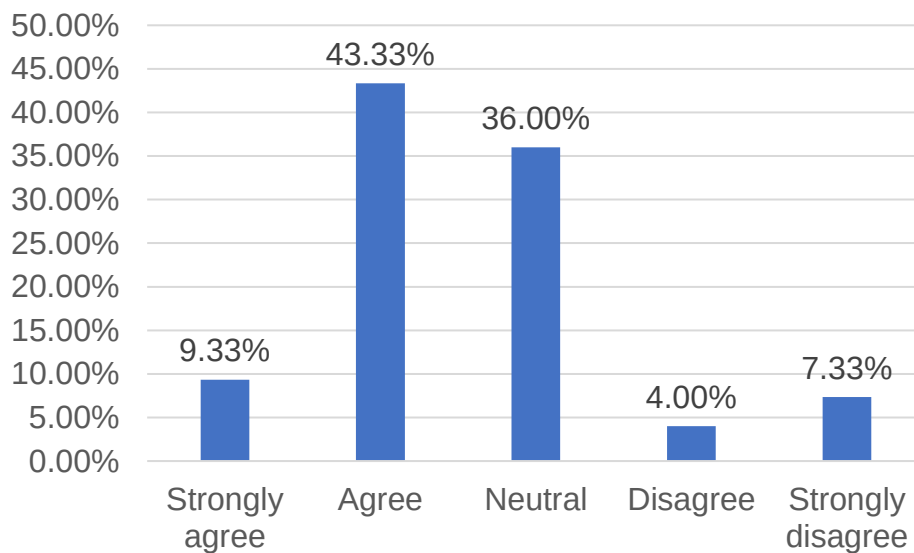


Chart 4.1.18: Showing Retail Outlet gives you individual attention wise classification of respondents

Interpretation:

From the above table it is interpreted that 9.33% are Strongly Agree respondents, 43.33% are Agree respondents, 36.00% are Neutral respondents, 4.00% are Disagree respondents and 7.33% are Strongly Disagree respondents.

Table 4.1.19: Showing The employee deals customers with care wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly agree	19	12.67%
Agree	78	52.00%
Neutral	39	26.00%
Disagree	10	6.67%
Strongly disagree	4	2.67%
Total	150	100.00%

Source: Primary Data

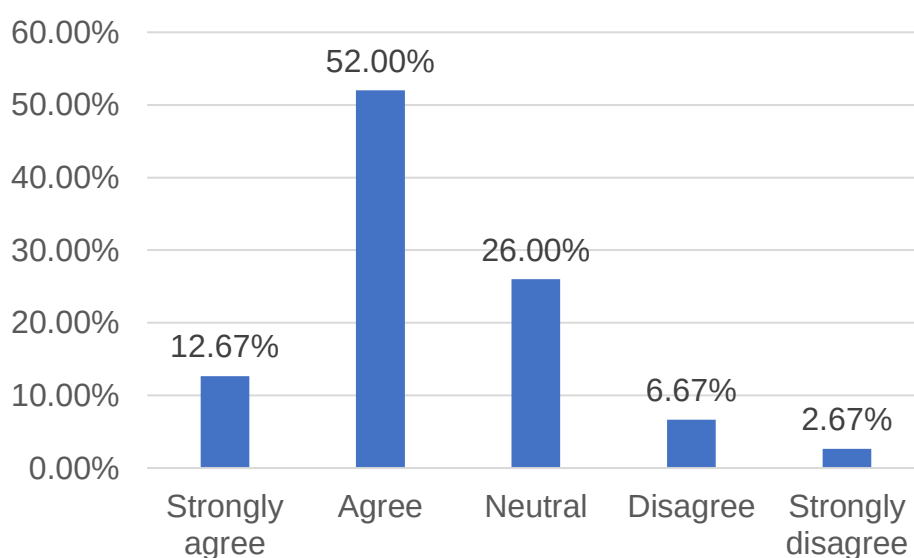


Chart 4.1.19: Showing The employee deals customers with care wise classification of respondents

Interpretation:

From the above table it is interpreted that 12.67% are Strongly Agree respondents, 52.00% are Agree respondents, 26.00% are Neutral respondents, 6.67% are Disagree respondents and 2.67% are Strongly Disagree respondents.

Table 4.1.20: Showing The company has your best interest at heart wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly agree	37	24.67%
Agree	84	56.00%
Neutral	18	12.00%
Disagree	7	4.67%
Strongly disagree	4	2.67%
Total	150	100.00%

Source: Primary Data

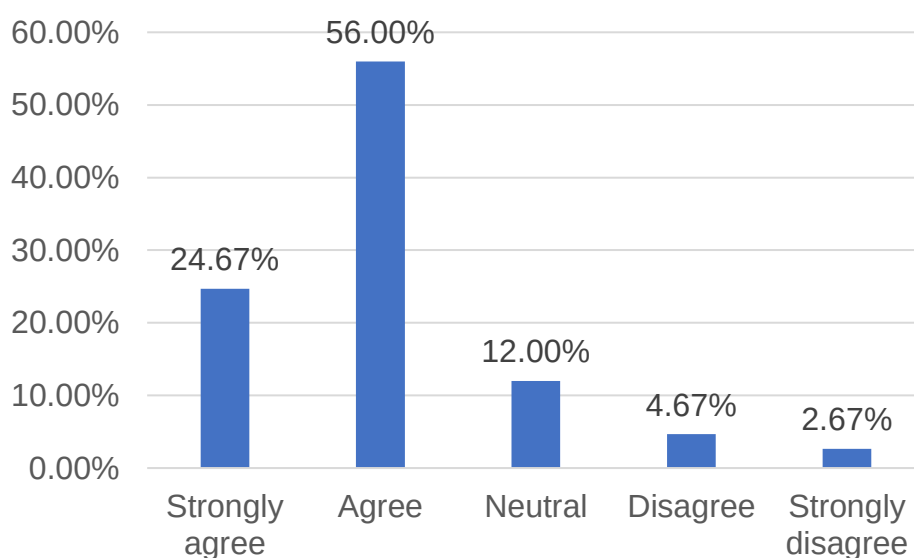


Chart 4.1.20: Showing The company has your best interest at heart wise classification of respondents

Interpretation:

From the above table it is interpreted that 24.67% are Strongly Agree respondents, 56.00% are Agree respondents, 12.00% are Neutral respondents, 4.67% are Disagree respondents and 2.67% are Strongly Disagree respondents.

Table 4.1.21: Showing Employees of this Retail Outlet understand the customer's requirements wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly agree	14	9.33%
Agree	78	52.00%
Neutral	46	30.67%
Disagree	10	6.67%
Strongly disagree	2	1.33%
Total	150	100.00%

Source: Primary Data

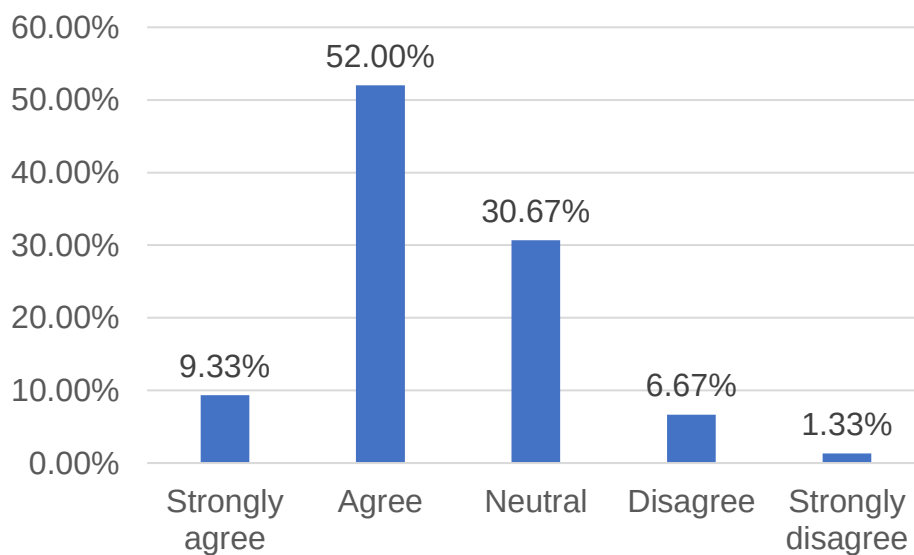


Chart 4.1.21: Showing Employees of this Retail Outlet understand the customer's requirements wise classification of respondents

Interpretation:

From the above table it is interpreted that 9.33% are Strongly Agree respondents, 52.00% are Agree respondents, 30.67% are Neutral respondents, 6.67% are Disagree respondents and 1.33% are Strongly Disagree respondents.

Table 4.1.22: Showing The Retail Outlet has convenient operating hours wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly agree	24	16.00%
Agree	99	66.00%
Neutral	22	14.67%
Disagree	4	2.67%
Strongly disagree	1	0.67%
Total	150	100.00%

Source: Primary Data

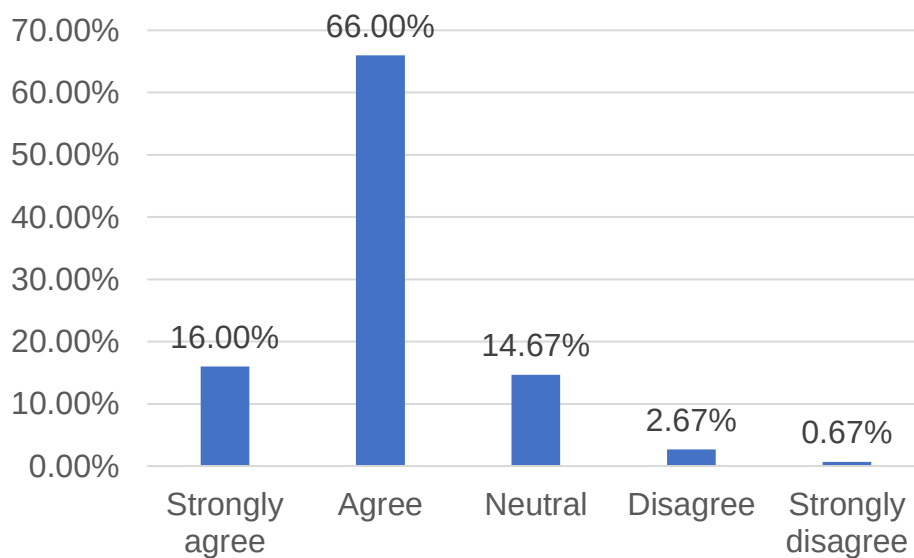


Chart 4.1.22: Showing The Retail Outlet has convenient operating hours wise classification of respondents

Interpretation:

From the above table it is interpreted that 16.00% are Strongly Agree respondents, 66.00% are Agree respondents, 14.67% are Neutral respondents, 2.67% are Disagree respondents and 0.67% are Strongly Disagree respondents.

Table 4.1.23: Showing The retail outlet has modern equipments and facilities wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly agree	12	8.00%
Agree	90	60.00%
Neutral	40	26.67%
Disagree	5	3.33%
Strongly disagree	3	2.00%
Total	150	100.00%

Source: Primary Data

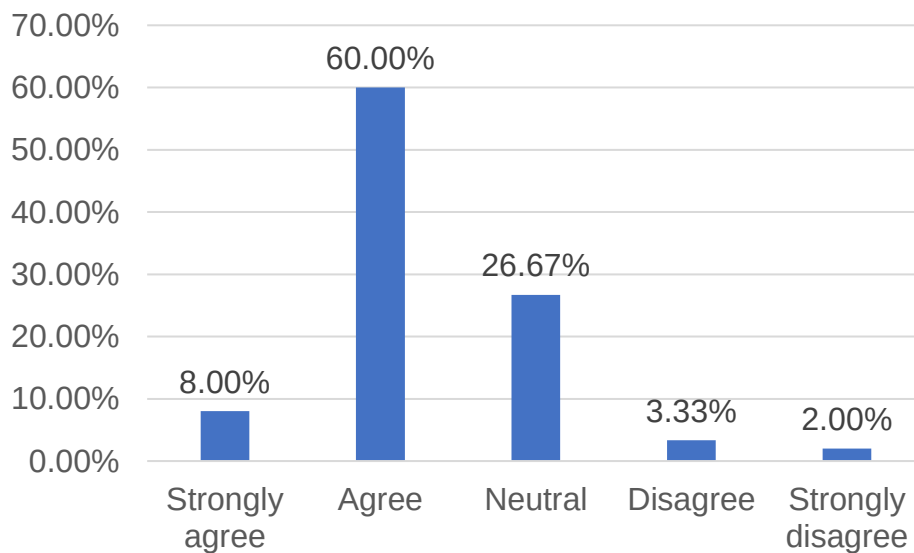


Chart 4.1.23: Showing The retail outlet has modern equipments and facilities wise classification of respondents

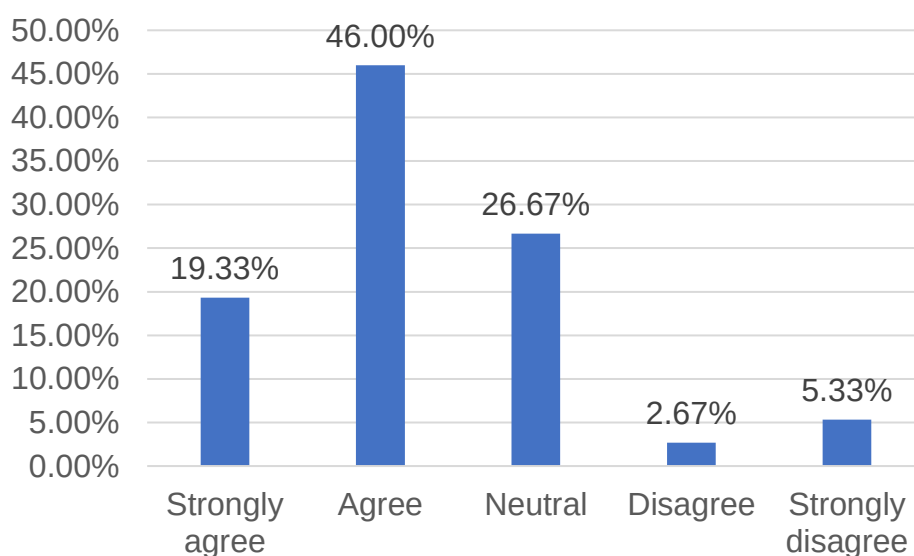
Interpretation:

From the above table it is interpreted that 33.33% are Strongly Agree respondents, 43.33% are Agree respondents, 18.67% are Neutral respondents, 2.67% are Disagree respondents and 2.00% are Strongly Disagree respondents.

**Table 4.1.24: Showing The Retail Outlet has appealing physically facilities
wise classification of respondents**

Particulars	No. of Respondents	Percentage
Strongly agree	29	19.33%
Agree	69	46.00%
Neutral	40	26.67%
Disagree	4	2.67%
Strongly disagree	8	5.33%
Total	150	100.00%

Source: Primary Data



**Chart 4.1.24: Showing The Retail Outlet has appealing physically facilities
wise classification of respondents**

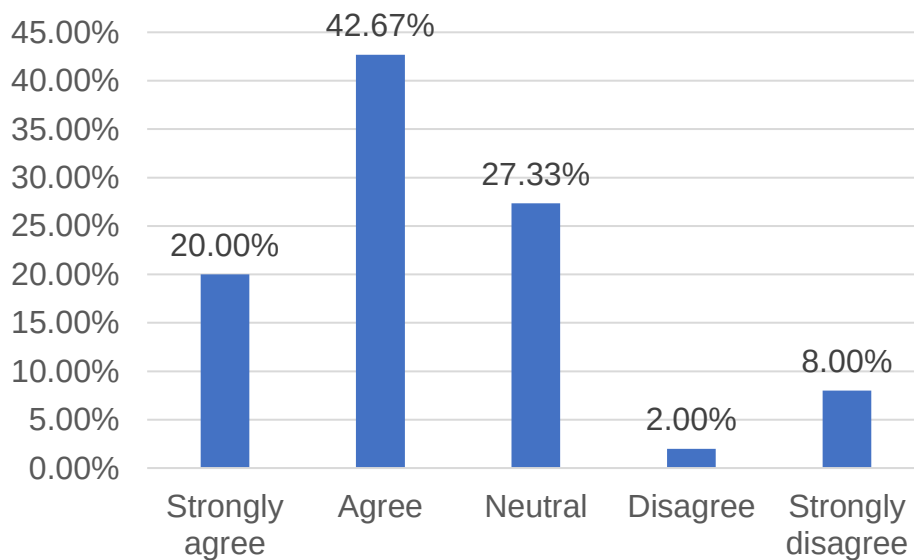
Interpretation:

From the above table it is interpreted that 19.33% are Strongly Agree respondents, 46.00% are Agree respondents, 26.67% are Neutral respondents, 2.67% are Disagree respondents and 5.33% are Strongly Disagree respondents.

**Table 4.1.25: Showing The Retail Outlet has visually appealing materials
wise classification of respondents**

Particulars	No. of Respondents	Percentage
Strongly agree	30	20.00%
Agree	64	42.67%
Neutral	41	27.33%
Disagree	3	2.00%
Strongly disagree	12	8.00%
Total	150	100.00%

Source: Primary Data



**Chart 4.1.25: Showing The Retail Outlet has visually appealing materials
wise classification of respondents**

Interpretation:

From the above table it is interpreted that 20.00% are Strongly Agree respondents, 42.67% are Agree respondents, 27.33% are Neutral respondents, 2.00% are Disagree respondents and 8.00% are Strongly Disagree respondents.

Table 4.1.26: Showing Employee's appearances are neat and tidy wise classification of respondents

Particulars	No. of Respondents	Percentage
Excellent	48	32.00%
Good	76	50.67%
Average	23	15.33%
Poor	3	2.00%
Total	150	100.00%

Source: Primary Data

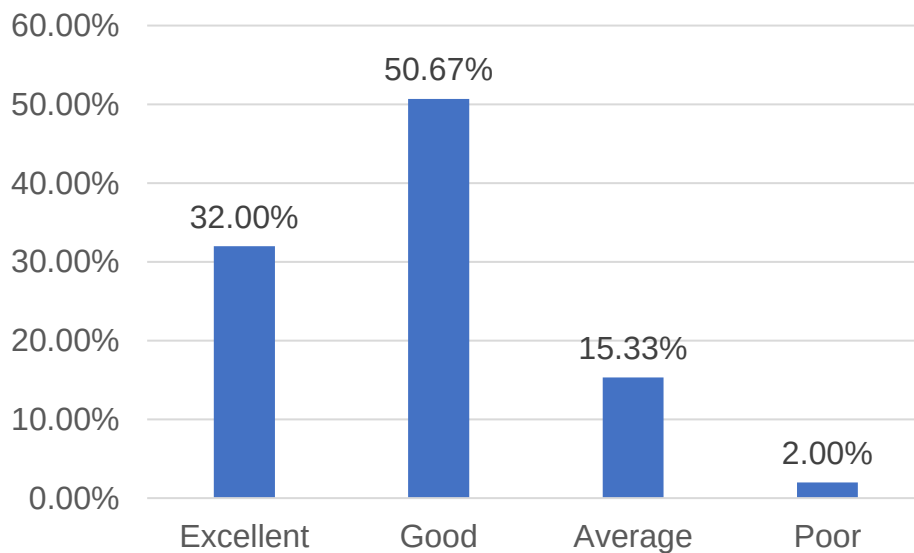


Chart 4.1.26: Showing Employee's appearances are neat and tidy wise classification of respondents

Interpretation:

From the above table it is interpreted that 32.00% are Excellent respondents, 50.67% are Good respondents, 15.33% are Average respondents, 2.00% are Poor respondents.

4.2 CORRELATION

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between promised services and customer requirement.

H1 (Alternate Hypothesis): There is a significant difference between promised services and customer requirement.

Table 4.2.1: Showing Promised Services and Customer Requirement

Correlations		Promised_Services	Customers_Requirement
Promised_Services	Pearson Correlation	1	.201 [*]
	Sig. (2-tailed)		.014
	N	150	150
Customers_Requirement	Pearson Correlation	.201 [*]	1
	Sig. (2-tailed)	.014	
	N	150	150

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.014 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between promised services and customer requirement.

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Gender and Feel safe with retailer.

H1 (Alternate Hypothesis): There is a significant difference between Gender and Feel safe with retailer.

Table 4.2.2: Showing Gender and Feel Safe with Retailer

Correlations			
		Gender	Feel_safe_wit h_retailer
Gender	Pearson Correlation	1	.168 [*]
	Sig. (2-tailed)		.040
	N	150	150
Feel_safe_with_retailer	Pearson Correlation	.168 [*]	1
	Sig. (2-tailed)	.040	
	N	150	150

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.040 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Gender and Feel safe with retailer.

4.3 ANOVA ANALYSIS

HYPOTHESIS

H0 (Null Hypothesis): There is no significant difference between Retail Outlet and Whenever you face any problem, the Retail Outlet authority shows a sincere interest in solving it.

H1 (Alternate Hypothesis): There is a significant difference between Retail Outlet and Whenever you face any problem, the Retail Outlet authority shows a sincere interest in solving it.

Table 4.3.1: Showing Retail Outlet and Whenever you face any problem, the Retail Outlet authority shows a sincere interest in solving it

ANOVA

Problem_Sincere_Interest

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.002	1	.002	.001	.974
Within Groups	285.438	148	1.929		
Total	285.440	149			

Inference:

The p-value is 0.974 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted. Therefore, there is no significant difference between Retail Outlet and Whenever you face any problem, the Retail Outlet authority shows a sincere interest in solving it.

4.4 REGRESSION

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Promised Services and willing to help customers

H1 (Alternate Hypothesis): There is a significant difference between Promised services and willing to help customers

Table 4.4.1: Showing promised services and willing to help customers, the Retail Outlet authority shows a sincere interest in solving it

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
1	.166 ^a	.027	.021	1.311	.027	4.173	1	148	.043

a. Predictors: (Constant), willing_help_customers

From the above the R value is 0.166 which states that there is a positive relationship between Promised services and willing to help customers the retail outlet.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.171	1	7.171	4.173	.043 ^b
	Residual	254.322	148	1.718		
	Total	261.493	149			

a. Dependent Variable: Promised_Services

b. Predictors: (Constant), willing_help_customers

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.777	.222		8.019	<.001
	willing_help_customers	.171	.084	.166	2.043	.043

a. Dependent Variable: Promised_Services

Inference: The p-value is 0.043 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted. Therefore, there is no significant difference between Promised services and willing to help customers.

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Promised Services and customer Requirements

H1 (Alternate Hypothesis): There is a significant difference between Promised services and customer Requirements

Table 4.4.2: Showing Promised services and customer Requirements

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.201 ^a	.040	.034	1.302	.040	6.208	1	148	.014

a. Predictors: (Constant), Customers_Requirement

From the above the R value is 0.201 which states that there is a positive relationship between Promised services customer requirements the retail outlets.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.528	1	10.528	6.208	.014 ^b
	Residual	250.966	148	1.696		
	Total	261.493	149			

a. Dependent Variable: Promised_Services

b. Predictors: (Constant), Customers_Requirement

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.709	.215		7.966	<.001
	Customers_Requirement	.231	.093	.201	2.492	.014

a. Dependent Variable: Promised_Services

Inference:

The p-value is 0.014 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted. Therefore, there is no significant difference between Promised services and willing to help customers.

4.5 T-TEST

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between the employee deals customers with care

H1 (Alternate Hypothesis): There is a significant difference between the employee deals customers with care

Table 4.5.1: Showing the employee deals customers with care

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2- tailed)	Std. Error Difference
Customers_with_care	Equal variances assumed	4.280	0.040	-1.336	148	0.183	0.232
	Equal variances not assumed			-1.416	71.176	0.161	0.219

Inference:

The p-value is 0.183 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Customers with care

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between this retail outlet understand the Customers Requirement.

H1 (Alternate Hypothesis): There is a significant difference between this retail outlet understand the Customers Requirement.

Table 4.5.2: Showing this retail outlet understand the Customers Requirement

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Std. Error Difference
Customers_Requirement	Equal variances assumed	5.040	0.026	-1.390	148	0.167	0.216
	Equal variances not assumed			-1.478	71.680	0.144	0.203

Inference:

The p-value is 0.167 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Customers Requirement

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between you face any problem, the retail outlet authority shows a sincere interest in solving it.

H1 (Alternate Hypothesis): There is a significant difference between you face any problem, the retail outlet authority shows a sincere interest in solving it.

Table 4.5.3: Showing you face any problem, the retail outlet authority shows a sincere interest in solving it

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2- tailed)	Std. Error Difference
Problem Sincere Interest	Equal variances assumed	7.324	0.008	-3.403	148	0.001	0.251
	Equal variances not assumed			-3.738	76.631	0.001	0.229

Inference:

The p-value is 0.001 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference you face any problem, the retail outlet authority shows a sincere interest in solving.

CHAPTER - 5

5.1 FINDINGS

- It is found that 74.67% of the majority respondents are males.
- It is found that 73.33% of the majority respondents are between 18 to 25 years of age.
- It is found that 56.67% of the majority respondents have completed their under graduate degree.
- It is found that 39.33% of the majority respondents are working in student.
- It is found that 75.33% of the majority respondents that retail outlet prefer.
- It is found that 53.33% of the majority respondents agree that retail outlet delivers the promised service.
- It is found that 43.33% of the majority respondents agree that you face any problem, the retail outlet authority shows a sincere interest in solving it.
- It is found that 59.33% of the majority respondents good the retail outlet provides service correctly.
- It is found that 57.33% of the majority respondents good the retail outlet maintains error-free records.
- It is found that 36.67% of the majority respondents agree and neutral that retail informs customers when the services will be performed.
- It is found that 66.00% of the majority respondents agree the service provides prompt service to customers.
- It is found that 45.33% of the majority respondents agree the service provides are always willing to help you.
- It is found that 50.67% of the majority respondents agree the service provides respond to your request promptly.
- It is found that 60.00% of the majority respondents good the behaviours of service provider grow confidence in you.
- It is found that 42.00% of the majority respondents agree that you feel safe in your dealing with this retail outlet
- It is found that 64.67% of the majority respondents good that employees of this retail outlet are courteous to you.

- It is found that 48.00% of the majority respondents agree that employees of this retail outlet have enough knowledge to answer your questions.
- It is found that 43.33% of the majority respondents agree that retail outlet gives you individual attention.
- It is found that 52.00% of the majority respondents agree the employees deals customers with care.
- It is found that 56.00% of the majority respondents agree the company has your best interest at heart.
- It is found that 52.00% of the majority respondents agree the employees of this retail outlet understand the customer's requirements.
- It is found that 66.00% of the majority respondents agree the retail outlet has convenient operating hours.
- It is found that 60.00% of the majority respondents agree the retail outlet has modern equipments and facilities.
- It is found that 46.00% of the majority respondents agree the retail outlet has appealing physically facilities
- It is found that 42.67% of the majority respondents agree the retail outlet has visually appealing materials.
- It is found that 50.67% of the majority respondents good the employee's appearances are neat and tidy.
- ***Correlation Findings:***
 - The p-value is 0.014 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between promised services and customer requirement.
 - The p-value is 0.040 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Gender and Feel safe with retailer.

- **ANOVA Findings:**

- The p-value is 0.974 which is greater than the alpha value (0.05), hence null hypothesis (H_0) is accepted. Therefore, there is no significant difference between Retail Outlet and Whenever you face any problem, the Retail Outlet authority shows a sincere interest in solving it.

- **Regression Findings:**

- The p-value is 0.043 which is greater than the alpha value (0.05), hence null hypothesis (H_0) is accepted. Therefore, there is no significant difference between Promised services and willing to help customers
- The p-value is 0.014 which is greater than the alpha value (0.05), hence null hypothesis (H_0) is accepted. Therefore, there is no significant difference between Promised services and willing to help customers

- **T-Test Findings:**

- The p-value is 0.183 which is lesser than the alpha value (0.05), hence alternate hypothesis (H_1) is accepted. Therefore, there is a significant difference between Customers with care
- The p-value is 0.167 which is lesser than the alpha value (0.05), hence alternate hypothesis (H_1) is accepted. Therefore, there is a significant difference between Customers Requirement
- The p-value is 0.167 which is lesser than the alpha value (0.05), hence alternate hypothesis (H_1) is accepted. Therefore, there is a significant difference between Customers Requirement

5.2 SUGGESTIONS

- There is no association between reliable service and assurance so the reliable service have to be improved.
- Price of the product and the assurance indicates negative relationship so the retailers have to focus as the assurance based as the cash that consumer pay for it.
- The tangible attractiveness have to attract consumer reliable service. To improve the service quality.

5.3 CONCLUSIONS

Innovation and creativity is the order of the day. Outlets, especially in the retail industry, have to be on their toes, providing the optimum service quality to its customers in order to make a mark and hold their position in the market. As competition spices up in different domains and verticals of the organized retail game, with the entry of leading international brands and other Indian retail giants consolidating and expanding with a vengeance, one cannot afford to relax and take the customers lightly. Service quality is of the paramount importance when one talks about delivering the services to customers. This study has demonstrated the actual measurement of service quality in Delhi the outlets of Reliance Fresh and More where the customer's overall evaluation of service quality was examined with the help of SERVQUAL model. The finding of the study reveals the difference in customer's perception and expectation of the service quality as indicated by the negative gap score.

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APPENDIX - I (Questionnaire)

A STUDY ON SERVICE QUALITY OF RETAIL OUTLETS – RELIANCE FRESH AND MORE USING SERVQUAL MODEL

1. Name _____

2. Age

(a) 18-25 (b) 25-35 (c) 35-45 (d) 45 & above

3. Gender

(a) Male (b) Female (c) Prefer not to say

4. Education

(a) Diploma (b) UG (C) PG (d) Phd & above

5. Occupation

(a) Student

(b) Self employed

(c) Private sector

(d) Public sector

(e) Others

6. Which outlet do you prefer?

(a) Reliance Fresh

(b) More

7. The retail outlet informs customers when the services will be performed.

(a) Strongly agree

(b) Agree

(c) Neutral

(d) Strongly disagree

(e) Disagree

8. Whenever you face any problem, the retail outlet authority shows a sincere interest in solving it

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) Strongly disagree
- (e) Disagree

9. The retail outlet provides service correctly.

- (a) Excellent
- (b) Good
- (c) Average
- (d) Poor

10. The retail outlet maintains error-free records

- (a) Excellent
- (b) Good
- (c) Average
- (d) Poor

11. The retail outlet informs customers when the services will be performed

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) Strongly disagree
- (e) Disagree

12. The service provides prompt service to customers

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) Strongly disagree
- (e) Disagree

13. The service provides are always willing to help you

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) Strongly disagree
- (e) Disagree

14. The service provides respond to your request promptly

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) Strongly disagree
- (e) Disagree

15. The behaviours of service provider grow confidence in you

- (a) Excellent
- (b) Good
- (c) Average
- (d) Poor

16. You feel safe in your dealing with this retail outlet

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) Strongly disagree
- (e) Disagree

17. Employees of this retail outlet are courteous to you

- (a) Excellent
- (b) Good
- (c) Average
- (d) Poor

18. Employees of this retail outlet have enough knowledge to answer your questions

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) Strongly disagree
- (e) Disagree

19. Retail outlet gives you individual attention

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) Strongly disagree
- (e) Disagree

20. The employee deals customers with care

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) Strongly disagree
- (e) Disagree

21. The company has your best interest at heart.

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) Strongly disagree
- (e) Disagree

22. Employees of this retail outlet understand the customers' requirements.

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) Strongly disagree
- (e) Disagree

23. The retail outlet has convenient operating hours.

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) Strongly disagree
- (e) Disagree

24. The retail outlet has modern equipments and facilities

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) Strongly disagree
- (e) Disagree

25. The retail outlet has appealing physical facilities

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) Strongly disagree
- (e) Disagree

26. The retail outlet has visually appealing materials

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) Strongly disagree
- (e) Disagree

27. Employee's appearances are neat and tidy.

- (a) Excellent
- (b) Good
- (c) Average
- (d) Poor

APPENDIX - II (Article)

A STUDY ON SERVICE QUALITY OF RETAIL OUTLETS – RELIANCE FRESH AND MORE USING SERVQUAL MODEL

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ABSTRACT

Customer satisfaction has become a major source of concern in retail business. With organized retail becoming the most happening thing in the recent future. The entry of foreign retail players into the Indian market has made it tough for the Indian players. To keep pace with the demands of the new age customers the retail outlets have to devise new strategies and techniques in understanding their needs and fulfilling their requirements. It is proposed that quality of service is an important indicator of customer satisfaction. Measuring service quality involves objective feedback from existing customers. The study is based on the five overall dimensions of service quality and the extent to which the customers expect and perceive services provided by two retail outlets Reliance Fresh and More. This paper aims to understand the service quality gaps of these outlets with respect to the customer expectations and perceptions. The study gives useful and innovative insights to boost customer satisfaction towards Reliance Fresh and More.

INTRODUCTION

As the importance and size of the service sector of the global economy grows, the study of services and innovation are becoming increasingly important. Services are distributed regionally, nationally, and globally and are increasingly becoming a larger portion of many organizations' revenue streams; knowledge intensive business services aimed at enhancing performance require reliable methods of measurement, assessment, and improvement.

With increased competition every player is vying for the attention of the customer. The techniques and strategies chosen to increase the bottom line may differ but the intentions of generating maximum revenue and profits may not. To achieve this it becomes imperative for the organizations to look into the extent of satisfaction of their customers. The retail outlets are no exception. It has been observed that customer satisfaction is the feeling or attitude of a customer towards a product or service after it has been used.

STATEMENT OF THE PROBLEM

The study is based on the five overall dimensions of service quality and the extent to which the customers expect and perceive services provided by the retail outlet Reliance Trends. This paper aims to understand the service quality of the retail outlet with respect to the customer expectations and perceptions. The study gives useful and innovative insights to boost customer satisfaction towards Retail outlet

NEED FOR THE STUDY

The need for the study is to know the impact of service quality in Reliance Fresh and More retail industry. In this study, the customer perceptions are analysed and which service has impacted the customer satisfaction.

OBJECTIVES OF THE STUDY

- To study customer perception on tangibility, reliability, responsiveness, assurance and empathy in retail outlet using SERVQUAL model.
- To evaluate the effect of service quality on customer satisfaction.
- To study the awareness about retailers service quality among customers.
- To analyze the factors influence retail service quality.

REVIEW OF LITERATURE

- **Rakesh (2012)**, in his study “quality assessment of Banking Industry Using SERVQUAL” found that managers in the service sector are under increasing pressure to demonstrate that their services are customer-focused and that continuous performance improvement is being delivered. Given the financial and resource constraints under which service organizations must manage it is essential that customer expectations are properly understood and measured and that, from the customers’ perspective, any gaps in service quality are identified
- **Sulieman (2013)**, in his study basic dimensions of the SERVQUAL model and its impact on the level of customer satisfaction found that there is an impact of the basic dimensions of the SERVQUAL model on the level of customer satisfaction at different levels. The study recommends the need for continuous improvement of services provided to customers, through consumer behavior studies, and work to predict customer expectations to ensure the provision of better services.
- **M.Chitra A.R.Shanmuga Priya Dr.B.Kalpana Dr.Krishan Raj (2014)**, beauty care industry is flourishing industry with a growing number of beauty conscious women and their demand for variety of services cater to the importance and growth of this industry. Thousands of beauty care services providers have sprung up all over the country in the last decade (Akber, 2008, Akber 2009) as a significance of being beautiful is increasing.
- **M. Sureka, K. Sahayajenci and A.K.Subramani (2015)**, Through the research paper entitled “Customer satisfaction towards Naturals retail, “defining more accurately the role of satisfaction on repurchase and defining the intervention between customer satisfaction and repurchase intention and loyalty. The findings from this study are relevant to practitioners. It also helps extend the notion of customer awareness and identifying the customer behaviour which leads to repeat purchase and loyalty.

- **Dr. G. Rabia Jahani Farzana and R. Banu Priya (2016)** concluded that one of the main reasons for the popularity of beauty salons is the rising disposable income along with the beauty conscious of people. The perception of below 25years and 26-36 years of people are of opinion that there is necessity of beauty salon and they want to pamper their self. At below 25 years of age group of people have started using beauty services for personal hygiene. In an age where looking and feeling beautiful is given prime importance, beauty service industry is growing steadily, although at a slow stride.

RESEARCH METHODOLOGY

Research Design:

In this study, Descriptive Research Design is used in research topic.

Sampling Technique:

The method of sampling adopted to conduct survey is Convenience Sampling Method. The area of research is concentrated on Service Quality of Retail Outlets – Reliance Fresh and more using SERVQUAL Model at Chennai.

Sources of Data:

The primary data for this study, questionnaire survey is taken as the primary collection of data.

The secondary data for this study, secondary data is collected through journals, websites and research paper.

Structure of Questionnaire:

Multiple choice questions and Likert's scale questions.

Sample Size:

Sample Size of 150 employees working in Retail Outlets – Reliance Fresh and more using SERVQUAL model located at Chennai.

Period of Study:

The period of study is carried out from January 2021 to March 2021.

Analytical Tools:

- Percentage Analysis.
- Correlation.
- ANOVA.
- Regression.
- T-Test.

RESULT ANALYSIS AND DISCUSSION

CORRELATION

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between promised services and customer requirement.

H1 (Alternate Hypothesis): There is a significant difference between promised services and customer requirement.

Table Showing Promised Services and Customer Requirement

Correlations		Promised_Services	Customers_Requirement
Promised_Services	Pearson Correlation	1	.201 [*]
	Sig. (2-tailed)		.014
	N	150	150
Customers_Requirement	Pearson Correlation	.201 [*]	1
	Sig. (2-tailed)	.014	
	N	150	150

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.014 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between promised services and customer requirement.

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Gender and Feel safe with retailer.

H1 (Alternate Hypothesis): There is a significant difference between Gender and Feel safe with retailer.

Table Showing Gender and Feel Safe with Retailer

Correlations			
		Gender	Feel_safe_wit h_retailer
Gender	Pearson Correlation	1	.168 [*]
	Sig. (2-tailed)		.040
	N	150	150
Feel_safe_with_retailer	Pearson Correlation	.168 [*]	1
	Sig. (2-tailed)	.040	
	N	150	150

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.040 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Gender and Feel safe with retailer.

ANOVA

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Retail Outlet and Whenever you face any problem, the Retail Outlet authority shows a sincere interest in solving it.

H1 (Alternate Hypothesis): There is a significant difference between Retail Outlet and Whenever you face any problem, the Retail Outlet authority shows a sincere interest in solving it.

Table Showing Retail Outlet and Whenever you face any problem, the Retail Outlet authority shows a sincere interest in solving it

ANOVA

Problem_Sincere_Interest

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.002	1	.002	.001	.974
Within Groups	285.438	148	1.929		
Total	285.440	149			

Inference:

The p-value is 0.974 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted. Therefore, there is no significant difference between Retail Outlet and Whenever you face any problem, the Retail Outlet authority shows a sincere interest in solving

REGRESSION

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Promised Services and willing to help customers, the Retail Outlet authority shows a sincere interest in solving it.

H1 (Alternate Hypothesis): There is a significant difference between Promised Services and Customer Requirements, the Retail Outlet authority shows a sincere interest in solving it.

Table Showing promised services and willing to help customers, the Retail Outlet authority shows a sincere interest in solving it

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
1	.166 ^a	.027	.021	1.311	.027	F Change	df1	df2	
						4.173	1	148	.043

a. Predictors: (Constant), willing_help_customers

From the above the R value is 0.166 which states that there is a positive relationship between Promised services and willing to help customers the retail outlet.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.171	1	7.171	4.173	.043 ^b
	Residual	254.322	148	1.718		
	Total	261.493	149			

a. Dependent Variable: Promised_Services

b. Predictors: (Constant), willing_help_customers

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.777	.222		<.001
	willing_help_customers	.171	.084	.166	.043

a. Dependent Variable: Promised_Services

Inference The p-value is 0.043 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted. Therefore, there is no significant difference between Promised services and willing to help customers.

T-TEST

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between the employee deals customers with care

H1 (Alternate Hypothesis): There is a significant difference between the employee deals customers with care

Table Showing the employee deals customers with care

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2- tailed)	Std. Error Difference
Customers_with_care	Equal variances assumed	4.280	0.040	-1.336	148	0.183	0.232
	Equal variances not assumed			-1.416	71.176	0.161	0.219

Inference:

The p-value is 0.183 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Customers with care

LIMITATIONS OF THE STUDY

- The study is conducted in Reliance Fresh and More retail outlets located in Chennai city with 150 respondents.
- The respondents' response may have the business, which may not give true picture about the chosen research topic.
- Lack of co-operation and negligence.
- Inability to reach every potential sample

SUGGESTIONS

- There is no association between reliable service and assurance so the reliable service have to be improved.
- Price of the product and the assurance indicates negative relationship so the retailers have to focus as the assurance based as the cash that consumer pay for it.
- The tangible attractiveness have to attract consumer reliable service. To improve the service quality.

CONCLUSION

Innovation and creativity is the order of the day. Outlets, especially in the retail industry, have to be on their toes, providing the optimum service quality to its customers in order to make a mark and hold their position in the market. As competition spices up in different domains and verticals of the organized retail game, with the entry of leading international brands and other Indian retail giants consolidating and expanding with a vengeance, one cannot afford to relax and take the customers lightly. Service quality is of the paramount importance when one talks about delivering the services to customers. This study has demonstrated the actual measurement of service quality in Delhi the outlets of Reliance Fresh and More where the customer's overall evaluation of service quality was examined with the help of SERVQUAL model. The finding of the study reveals the difference in customer's perception and expectation of the service quality as indicated by the negative gap score.

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