Shavita Deshwal
Assistant Professor Dept. of
Business Administration, MSI

Comparing different dimensions of service quality in hyper stores and super stores

Shavita Deshwal

Abstract
Organized retail is a new phenomenon in India and despite the slumps, the market is growing exponentially, as economic growth brings more of India's people into the consuming classes and organized retail lures more and more existing shoppers into its open doors. By 2030, it is estimated that 91 million households will be 'middle class', up from 21 million today. Also by 2030, 570 million people are expected to live in cities, nearly twice the population of the United States today. This study is an attempt to compare the satisfaction level of customers in organized retail grocery stores. All the relevant data has been collected through a sample survey of 480 customers buying grocery products at hyper stores and superstores in South and Central Delhi. A survey was conducted to verify the hypotheses and research framework. The data was interpreted with the help of Chi Square Test.

Keywords: Organized Retail, Grocery products, Satisfaction, Customers.

Introduction
Organized retail is a new phenomenon in India and despite the slumps, the market is growing exponentially, as economic growth brings more of India's people into the consuming classes and organized retail lures more and more existing shoppers into its open doors. By 2015, more than 300 million shoppers are likely to patronize organized retail chains. The growing middle class is an important factor contributing to the growth of retail in India. By 2030, it is estimated that 91 million households will be 'middle class', up from 21 million today. Also by 2030, 570 million people are expected to live in cities, nearly twice the population of the United States today. Consumer markets in emerging market economies like India are growing rapidly owing to robust economic growth. India's modern consumption level is set to double within five years to US\$ 1.5 trillion from the present level of US\$ 750 billion. Thus, with tremendous potential and huge population, India is set for high growth in consumer expenditure. With India's large 'young' population and high domestic consumption, the macro trend for the sector is highly favorable.

Customer Satisfaction and Service Quality
Customer satisfaction occupies prominent position literally in general as well as specifically in retail stores. Number of studies on the subject examined that happier people feel more satisfied with their purchase thus leading to higher satisfaction an important attribute frequently measured by the retail stores. Fornell (2001) [6] conducted a study and concluded that "satisfied customers may be the most consequential of all economic assets; indeed, they may be proxies for all other economic assets combined." Post, Preston and Sachs (2002) [11] revealed that customers are basic factor which affects the firm's legitimacy and long-term survival. Ciavolino and Dahlgaard (2007) [7] research efforts focused that "customer satisfaction can be defined as the overall evaluation of the service performances or utilization." Service quality is a comparison of expectations with performance. Customer satisfaction is based on perceived service quality. Improved service quality will increase the economic competitiveness. Service quality is a crucial factor for the success of the business firm. Gronroos (1984) [8] defines perceived service quality as a consumption process in which the customer is part of the service process that leads to an outcome or result. The way the customer perceives the service process at the time of the service is more important than the outcome of the service.

Correspondence:
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Objectives of the Study

The present study was carried out to compare the satisfaction level of customers in organized retail grocery stores.

Hypotheses

H1: There is no significant difference between gender and service quality in hyper stores of South Delhi and Central Delhi.

H2: There is no significant difference between gender and service quality in super stores of South Delhi and Central Delhi.

Research Methodology

The present study was designed to study the difference between gender and service quality in hyper stores and super stores in South Delhi and Central Delhi. A sample of 480 customers was selected from hyper stores and super stores. Random sampling technique was used to collect the data. Retail Service Quality Scale (RSQS) developed by Dabholkar *et al.* (1996) was used. Study was completed on a micro level due to constraint in time and resources.

Table 1: Respondents Profile

Stores	Female	Male	Total
Hyper Store	124	116	240
Super Store	131	109	240
Total	255	225	480

Table 2: Chi-Square values for gender and service quality in Hyper Stores

Area	Gender	Service Quality		Chi –Square Value
		HIGH	LOW	
South Delhi	Female	52	36	2.24
	Male	16	20	
Central Delhi	Female	30	31	1.37
	Male	33	22	

The Chi-square value of gender and service quality of South Delhi and Central Delhi are not significant at 0.05 level of significance. So our null hypothesis is accepted that there is no significant difference between gender and service quality in hyper stores of South Delhi and Central Delhi.

Table 3: Chi-Square values for gender and service quality in Super Stores

Area	Gender	Service Quality		Chi –Square Value
		HIGH	LOW	
South Delhi	Female	46	32	.08
	Male	30	23	
Central Delhi	Female	29	17	.62
	Male	35	28	

The Chi-square value of gender and service quality of South Delhi and Central Delhi are not significant at 0.05 level of significance. So our null hypothesis (H2) is accepted that there is no significant difference between gender and service quality in super stores of South Delhi and Central Delhi.

Conclusion

Considering the customer satisfaction not only a frill but as a foundation of retail store growth, today the focus has been shifted from financial benefits to soft areas where customer expectations are matched with retail stores performance. In present day competitive scenario, the retail stores can survive, grow and reach the desired level of excellence through high revenue which completely depend upon creating new customers and retention of old customers. Providing and maintaining better service quality is the only way out to retain the customers.

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