Retail Service Quality Dimensions in International Perspective: An Overview

Mr. Abdul Rashid[1]&Dr.Varsha Rokade[2]
[1]Research Scholar, [2]Assistant Professor
Department of Management Studies
Maulana Azad National Institute of Technology, Bhopal-462003(M.P), India

Abstract: *The present paper based on Service Quality variables and customer perception of Retailer, aims to identify the dimensions that organized retailers should offer to their customers. A thorough study of the contributions made by the researchers and persons from academic fraternity towards various retail service quality variables was done. Analysis of the various retail service quality variables was done to study the relationship between them. As organized retailers are considered as offering similar merchandise in the outlets, improving service quality is viewed as vital to ensure client commitment. With the entry of FDI in multi brand retailing, more international marketers are anticipated to introduce the Indian market this intern will bring more competition in this retail sector. For coming at par with global standards the Indian retailers will have to improve their service quality. This work attempts to find interrelationship between various Retail Service Quality dimensions, which will serve the retailers to identify the steps required to ameliorate the overall calibre of service.*

Keywords: *Organized Retail, Retail Service Quality, Service Quality Dimensions, Unorganized Retail.*

I.   INTRODUCTION

Retail industry the biggest sectors in India and second largest employment provider after agriculture (Zameer, 2011); it plays a substantial part in increasing the productivity across a broad scope of commodities and service .In India both organized and unorganized retail sector co-exist, although bulk of the share being under unorganized. Organized retailing has finally come out from the shadows of unorganized retailing and is contributing significantly to the development of the Indian retail sector.

India is one of the fastest growing economic systems in the world and one of the largest in term of consumer purchasing power. It has been called a nation of shopkeepers for centuries. Trading is one of the most important sectors of the Indian economy. The donation of this sector in the total Gross Domestic Product is 14 percent and close about 3 crore peoples derive their income from this trading activity. The bulk of them are labourers involved in the small retail trading activity. These small traders now will have to face competition with organized large department stores like Tesco, Metro, Pyramid, Walmart, Pantaloon, Westside Big Bazar, etc.

The present market scenario is continuously changing its demographics where organized retailing is taking shape and is nevertheless in its nascent phase. Customers either perform daily purchase or on monthly bases from organized retailers, according to their convenience. In recent times the buying behaviour of the customers has also switched.

II.   OBJECTIVE

1. To understand the factors influencing the service quality of retailers.
2. To dissect the customer perceptions and customer expectations from organized retailers with regard to service quality.
3. To analyse the promotional activities taken by the organized retailers to enhance the sales.
4. To provide suggestions to improve the services provided by the organized retailers in order to maximise the customer satisfaction.
5.

III.   RESEARCH METHODOLOGY

Research Methodology includes the secondary sources like Indian and International Journals, books, reports, company websites etc. are referred. The sources are compiled and an in-depth study followed by a thorough analysis was performed. Finally on the basis of review of literature, some factors were found to be considerably significant with regard to service quality of the retail sector.

IV.   SCOPE OF THE STUDY

1. The study provides suggestions to the organized retailers for the improvement of their service quality.
2. The study helps the researcher to know how the aspects of customer perception are linked with organised retailing
3. The study throws light on various service quality parameters of organised and   unorganised retail.

V.   LITERATURE REVIEW

1. **Tarunjit Singh et al. (2015, Jalandhar, Punjab)**studied that the percentage of organized retail has gone up from 3.5% in 2005 through 5% in 2008 to 10% in 2013. This is majorly attributed to increased facilities and options under one roof for the customers. Increase of FDI in Single brand retail and multi brand retail as already named above is a major contributor to the development of organized retail in India. Technology has also been a major contributor to the growth as expected sales through e-commerce will touch $8.8 billion by 2016 from a mere $1.6 billion in 2012.The attitude of the young person is the major contributor towards the increasing preference towards organized retailers. Infrastructure development has cut travel times and good parking facilities, entertainment options and parks attract people to places of organized retail.

2. **Indal Kumar (2014, Allahabad)**found out that customers like to purchase natural products & vegetable from cooled stores on account of its quality items, however, because of the high costs, regardless they feel traditional to purchase these sorts of items either from the neighbourhood versatile vegetable dealer or from the closest vegetable business. The study further uncovered that proximity was a most essential relative favourable position of disorderly outlets. The organised retailers are encountering a superior point of interest in light of the store picture, item accessibility, and value rebates. This study watched that because of changes in pay and enhanced quality. The customer discernment towards sorted out and chaotic retailers contrasts on the premise of value and cost. They selected to buy diverse items from the sorted out and chaotic retailers. From the review it was built up that when contrasted with the sloppy retail design the vast majority of the respondents possessed a decent picture about the organised retailers.

3. **Hafiz Ihsan-ur-Rehman et al.(2014, Punjab, India)** found that the global retailers considering the Asian market is a most attractive play area for making profit. The objective of this study is to investigate the extent, to which store characteristics; product assortment, store atmosphere, location and Purchase intention would influence the Pakistani consumer's store choice. To examine the genes that influence consumer's Purchase intention, 200 questionnaires were disseminated among the general public out of which One hundred and eighty surveys were taken in. It has been concluded after applying suitable statistical tools that Product assortment is strongly correlated with store atmosphere, location and purchase intention. Besides the storage atmosphere is strongly correlated with product variety, location and purchase intention.

4. **SatnamUbeja (2014, Indore, India)**performed a survey whose objective were to investigate the client satisfaction with respect to sales promotion mix in shopping malls and to contemplate variations in the customer satisfaction with respect to sales promotion mix across different demographic variables. The authors have selected 18 factors of sales promotion mix and tried to assess the customer satisfaction in shopping malls. With the help of factor analysis, it was found that five new agents were lucky and bumping, frequent and warranty monetary and quantity benefit, gift

and exchange, and finally discount offers. In summation, this survey indicated that the average customer of Indore city in the sample was not very sale promotion conscious, but scholars were rather conscious about any type of sales promotion mix elements. It found that; students, those are dependent on their parents and whose age is between 20-30yrs, UG students are more conscious about sales promotion in shopping malls for getting customer satisfaction. Shopping is a fun activity for them. Young customers are more recreational in their shopping.

5. **Adil Zia et. al. (2013, Uttar Pradesh, India)**found eleven dimensions that causes a positive impact and four dimensions have a negative impact on shopping experience under unorganized retail. These eleven dimensions are helpful, acknowledgement, place to enjoy, store service quality, returns and exchange, shopping convenience, reliability, transactions, merchandise, product form and store appearance. Four dimensions having a negative impact on shopping experience in unorganized retail are shopping time, complaint handling, physical aspect and loyalty programs lead to negative impact on shopping. The retailers should pay utmost importance to merchandise which is a component of brand experience. This simply stands for retailers should try to sustain a large and varied range of products if they want consumers to deliver a secure and confident shopping experience. The least important component found in the field was reliability; this was because in unorganized retail setup retailers don't do much to improve the reliability of the wares.

6. **ShilpaRaghuwanshi et al. (2013, Indore, India)**compiled the primary data with the assistance of the standardized questionnaire of service quality which was administered to a convenience sample of 100 respondents accessing selection of retail stores in Indore, a city of Madhya Pradesh, a state in India. The data collected were analyzed with the statistical tools of factor analysis and z-test. The factors influencing customer's perception come to be responsive, tangibles, empathy, convenience, assurance and dependability. The survey brought out that, there is no substantial dispute in the perceptual experience about the satisfaction of the serviceman and businessman selection of retail shop clients. But one factor, i.e. Convenience, have significant difference. The study concluded that the prospect of stiff competition in the global business field where business have to survive and grow on the basis of mass instead of margin, selection of retail stores will constitute an essential plan of FMCG marketing.

7. **RupaliPramanik et al. (2013, Uttar Pradesh, India)** revealed that there is no significant difference in overall retail expectation in three urban and suburban areas in case of grocery and food purchases. A real difference has been detected in the apparel sector. Further analysis reveals that there is similarity in two urban areas while suburban area is markedly different. In the instance of apparel proximity, no importance is attached to the three different location points. For grocery and food the respondents have given weightage to nearby stores whereas for apparel they prefer to go just about distance. Regarding communication, the views expressed were found alike for grocery and food but different for apparels. So far as ambience of the retail outlet is concerned, opinions vary area to area, but for grocery and food stores the opinions of the respondents have been found alike. Price has been found alike for grocery and food while difference has been renowned in the apparel sector area - fresh. Difference in service has been recorded across all three location points of the subject areas in all three sectors. In the setting of product assortment of apparel, the perceptions and preferences of the masses of urban areas are alike, while in suburban area, it is found different, but in the case of grocery and food they are standardized across all three location points.

8. **Mohd. RumziTaushif et al. (2013, Delhi, India)**attempted to investigate the relationship of various factors, with the impulse buying tendency of consumers in the Delhi region. There is an empirical evaluation of the perception of the customers towards various in-store stimuli like price, merchandise, packaging, displays and ambience across stores located in Delhi. An empirical investigation is guided through the evolution of a structured questionnaire that was filled up by 100 respondents. Questionnaire through non-probability convenience sampling, which incorporates questions related to general people impulse purchase behaviour and the factors, general people believe are responsible for impulse purchase. The consumer is struck by both inner and external factors of impulse purchasing. Since impulse buying behaviour is often a stimulus driven and

increased exposure to certain stimuli increase the likelihood of impulsively buying refer which the marketers use for tempting customers for the act of buying. The study concludes that atmospheric cues in the retail format act as an important stimulus that generates a desire to buy impulsively.

9. **MedhaKanetkar (2013, Nagpur, Maharashtra)**found that the most energizing aspects of the new computerized world is that buyers can associate immediately with other individuals who stay around the square or around the individuals. Advantages of composed retailing to shopper and society can be abridged as lovely insides with excitement office extremely satisfying atmosphere, Mall offers considerably more than simply shopping, Huge gaming zone where children can use the time at the ideal, Malls are continually being built at prime area and in prominent ranges. The evolving pattern, accommodation of shopping, settling a blend of things under one rooftop draws in and instigates individuals of all age gatherings to often visit shopping centres, shopping centres creates livelihood opportunities, immediate and insurance, for a great many individuals. Considering the effect of Big Bazaar on the buyers, retailers or rendering the administrations like keeping the supply of the diverse assortments of products, applying different techniques for interest creation, helping in the compelling dissemination of shopper merchandise. , stretching out credit offices to the buyers, giving numerous individual administrations to the shoppers.

10. **Girish K Nair et al. (2013, Kerala, India)**analysed the various retail service quality variables and established the relationship between them. The study explores the factor that attracts the customers towards the organized retail sector in Trivandrum. From the chi square analysis of the different variables of the diverse dimensions of Retail Service Quality it was found that there is a substantial relationship between Modern looking equipment and fixtures and Visually Appealing variables of Physical aspect dimension. Similarly, it was found that there is a substantial relationship between easy access and easy internal mobility variables of Physical aspect dimension. There is no substantial relationship between Error free billing and Reliability in using credit card variables of Reliability aspect dimension. There is a substantial relationship between Returns and exchanges and sincerity in problem solving variables of Problem solving aspect dimension. There is a significant relationship between convenient store hours and convenient parking facility variables of Physical aspect dimension.

11. **Rajesh Rathore (2012, Udaipur, India)**concluded that shopping centres have the capacity to position themselves in the psyches of clients of Udaipur. Clients who are going by the shopping centres are all that much fulfilled by the cost and nature of the items advertised. The study draws out that the eventual fate of the shopping centres in the city is promising as the business sector is developing and shopping centres are likewise picking up acknowledgement by the clients. Then again, for such retailing to be fruitful as far as upgrading the offer of the store and calling down the level of view of the clients, it must augment the comfort of customary retailers without trading off on the quality part of their exchange products.

12. **Gupta Himanshuet. al. (2012, India)**concluded that Unorganized vicinity of organized retailers have been adversely affected in terms of their volume of commercial enterprise and earnings.Unorganized retail has maintained employment levels, perhaps as a result of competitive reaction. The adverse unorganized retailers taper off over time. The major components that attract unorganized retailers to consumers are proximity, home delivery, credit sales, loose items, price bargaining, convenient timings and goodwill. Consumers have generally acquired with the emergence of organized outlets through the availability of more dependable quality products, lower prices, one choice of additional marks and products, and new stores. Lower income consumers have saved more from purchases at organized outlets.

13. **MayankSangal et al.(2012, Uttar Pradesh, India)**found after the comparative analysis between consumer buying behaviour and brand perception of consumers considering shopping malls on M.G. Road and Metropolitan Mall as a base. A questionnaire survey of 745 walk in consumers was performed at shopping malls, on M.G. Road. In study of shopping malls it was found that after an analysis that Metropolitan Mall is the best spot for the fun & Entertainment, eating and branded shopping. Metropolitan Mall is not a place for the middle class. Secondly, Sahara Mall is good for the

family shopping like households, apparels due to Big Bazaar and Pantaloon and good for the eating due to the presence of Haldirams. Sahara Mall is the only one mall on M.G. Road for the middle class. Hence the different meals on M.G Road were deficient in one or the other aspect for real shoppers and fun seekers. The MGF PLAZA is the place just for the home furnishings and essential items for the home. It is the place both in the middle class and higher grade.

14. **Sherriff TwingKwong et al. (2012, Hong Kong, China)**examined consumer attitudes and purchase intentions toward three major retail types within China-department stores, independent specialty stores, and franchising/chain specialty stores. Of special interest is perceived risk of leverage, the proportional importance of Frontline sales staff, trust, and the relationships among satisfaction, confidence, and customers' commitment to the sales rep. Data were obtained by a street intercept personal interview survey of 554 Chinese consumers to examine theories about consumer behaviour and attitudinal responses to the three cases of retail store formats. Personal interviews were taken in four urban cities, each in a different part of China. Two steps of trust were studied – affective trust and cognitive trust. Thither was a difference in perceived risk in purchasing from the dissimilar types of stocks, but the importance of the Frontline salesperson's influence on consumers did not disagree. Increased satisfaction by consumers with the salesperson goes to a higher degree of both cognitive and affective trust. Aim to maintain a relationship with the salesperson positively refers to both types of cartel.

15. **DeepikaJhamb et al. (2012, Punjab, India)**studied the relationship between the choice of retail formats, based on product attributes, store attributes, consumers' demography and retail marketing strategies. The outcomes reveal that consumers' choice for modern retail formats vary as their income level increases. Young consumers' are more inclined and desire to shop from modern retail formats as compared to older ones. Consumers prefer organized retail formats due to its critical product attributes like improved quality, brand variance and assortment of merchandise and store attributes like vehicle parking facility, complete protection and trained sales personnel The customer retention policies, promotional strategies, development and upgradation strategies, pricing schemes and competitive strategies are the majorly responsible for the development of organized retailing and play an important role in raising the sales volume of retail formats. Further, the study helps in designing a theoretical account for choice of modern retail formats from Consumers' and Retailers' Perspective.

16. **SatnamKourUbeja et al. (2012, Indore, India)** investigated the client satisfaction with respect to sales promotion mix in shopping malls and to contemplate variations in the customer satisfaction with respect to sales promotion mix across different demographic variables. With the help of factor analysis, the authors have found four new factors viz. luck by chance, frequent and warranty monetary and quantity benefit, gift and finally exchange offers. In addition, this study shows that the average customer of Jabalpur and Gwalior city in the sample was not very sale promotion conscious, but gender wise, they are quite conscious about some types of sales promotion mix factors. It was found that; female, those were dependent or independent were more conscious about sales promotion which is linked to on the spot offers in shopping malls for getting customer satisfaction in Jabalpur city. In Gwalior city, males are conscious, but only in monetary and quantity benefits. Overall, it has been concluded that Jabalpur and Gwalior city's customers are not much aware or may be conscious about the sales promotion mix, those are applicable in shopping malls. Shopping is a fun activity for them. Clients are more recreational in their shopping but they are not sales promotion conscious, they want variety, of products but with character and dependable serves. They are coming shopping malls for purchasing products but for the growing customer satisfaction, they do not appeal to any character of the sales promotion mix, which is available in shopping malls.

17. **SharadGoel et al. (2010, New York)**found that web search can be used to predict the present and accurately track outcomes such as unemployment levels, disease prevalence and auto and home sales in near real time. The study reveals that what consumers are seeking for online can also predict their collective future behaviour days or even weeks in advance. Specifically, the search query volume is used to forecast the opening weekend box-office revenue for feature movies, first-month

sales of video games and expected ratings of songs on the billboard of top 10 songs of the month, finding in all cases that search counts are highly predictive of future results. Also a review of the previous work on track flu trends and indicate that, may be amazed, the utility of search data relative to a simple auto-regression model is small. It has been concluded that in the absence of other data sources, or where small improvements in predictive performance are material, search queries will provide a useful guide in the near future.

18. **Christoph Teller et al. (2008, Austria)**prepared a report that seeks to lead to a more thorough understanding of the on-site (in vivo) evaluation of retail agglomerations once shoppers have already reached their destination options. To come up with this topic, a modification of more formal concepts of retail attractiveness that considers situational contexts is proposed and empirically examined. The survey contained more than 2,000 on-site interviews of customers of an inner city shopping street and a competing peripheral shopping mall. The results indicate that the tenant mix and the atmosphere exert a major impact on distinct dimensions of perceived attractiveness, unlike parking and accessibility. Furthermore, the findings provide evidence that factors characterizing aspects of the individual shopping situation significantly affect evaluation on-site.

19. **Chiara Gentile et al. (2007, Italy)** studied that nowadays the experience factor plays an increasingly significant part in defining the success of a company's offering. The research on Customer Experience is growing fast and the debate among scholars and practitioners is in the form of a continuum. While many studies explore such theme from a theoretical viewpoint, tools aimed at supporting marketing managers in getting up the proper stimuli to sustain an excellent Customer Experience are still scarce. In this view, this work sheds more or less light on the concept of Customer Experience, and on how the right surroundings and setting for the desired Customer Experience should be produced in such a manner as to conduce to the value creation for customers and the company itself. Pulling out from the answers of a survey presented to respective groups of customers, this report tries to interpret the specific character of different experiential features in the success achieved by some well-known products. Watching over the empirical investigation, this study also suggests an interpretative model to hold the selling manager in generating the right stimuli to trigger the various portions of the Customer Experience.

20. **Dhruv Grewal et al. (2007, United States of America)**studied some issues that have gotten specific consideration include the role of guarantees, such as price, service, and money-back; the role of in-store environmental cues, for example, music; the part of employee–customer connections on client support, and additionally how support may be influenced by an examination of the store picture to mental self portrait or variables that influence the support of youngsters, high schoolers, and impaired shoppers; and the connections among quality, satisfaction, patronage and value.

21. **Dirk Morschett et al. (2006, Germany)**concluded after a thorough study that build up a system for focused techniques in food retailing Managers of sustenance retail diverts were overviewed to determine the fundamental measurements of game changers that organizations endeavour to accomplish in this industry segment. In a moment study in light of buyers, the focal measurements of retail location observation were examined. Both studies uncover that three fundamental sorts of game changer appear to win in nourishment retailing: (1) value, (2) quality (with an extensive arrangement of value orientated instruments, including client benefit), (3) comfort. We discover quality leadership and price leadership to be autonomous components which can be accomplished without clashing with each other.

22. **Maggie Geuens et al. (2003, Belgium)**studied that electronic shopping will account for 15–20% of the retail market by 2004, others hold a more cautious persuasion. The aim of this work is twofold. A first question relates to how consumers perceive current grocery shopping. Another question deals with the consumers' preferred future grocery shopping option. The answers of a qualitative study show that on the single hand, consumers are not fond of the way they do grocery shopping at the second. On the other hand, consumers appear to prefer that retail stores evolve in retailing superstores, instead opting for the more revolutionary alternative of online shopping which

indicates that the predictions of the future success of online retailing may be inflated and that the experiential aspect of high-tech products such as groceries should not be undervalued.

23. **L.W. Turley et al. (2002, Montreal, Canada)**concluded that the retail environment created by retail managers is a critical strategic variable. In the previous researches most of the work in atmospherics has considered on consumer behaviour towards store environments while the strategic dimensions of this decision have been ignored. The present paper explores this gap by concentrating on the managerial dimensions of store atmosphere by linking retail strategies and atmospheric design with consumer behaviours and events. The emphasis is about the requirement for retail managers to have specific goals for the store atmosphere in mind before creating a store design. The reason behind is that the retail environment is capable of extracting a broad scope of behaviours from consumers.

24. **A. O'Cass (2000, Australia):**concluded on the basis of the study which proposed and inspected four sorts of involvement: (a) product involvement; (b) purchase decision involvement; (c) advertising involvement and (d) consumption involvement. It additionally recommended a higher request build called customer association. Amounts of each of the four sorts of inclusion were produced and experimental tests were performed utilizing CFA and basic structural equation modelling (SEM). This study introduced a substitute arrangement of assault to the plan and estimation of four essential instances of contention that will help in the better comprehension purchaser conduct and developing improved marketing mix strategies.

25. **Jillian C. Sweeney et al. (1999, Australia)**studied the perceived value by including the role of perceived risk and consequences of perceived value. The model was studied in an electrical retail outlet considering a sample of shoppers who visited there. The mediating effect of perceived risk of the quality-value relationship was especially considered. Empirical results confirmed that not only do perceived product and service quality lead to perceived value for money in a service encounter, but also these quality components decrease the perceived risk. Perceived risk was found to play a critical role in the perceived product and service quality-value for money relationship and was a connecting link between the two. Perceived value for money was similarly found out to be a mediator between of show quality, cost and risk and willingness to purchase. The results obtained have major implications for retailers as well as for future research in this strategically important area of consumer research.

26. **Kirk L. Wakefield et al. (1998, United States of America)**studied that the competition between malls and newer kinds of shopping centres has led mall development and management to consider alternative methods to build excitement with clients. In this work, the researchers analyzed the relationship between three factors (tenant variety, mall environment and shopping involvement) on shoppers' excitement and desire to stay in a promenade. Results indicated that the three components cause a differential influence on excitement and desire to stay, which in turn are found to influence re-patronage intentions and out-shopping. The survey measured perceptions of specific environmental constructs (ambience, design, and layout) and analyzed their relationship to a specific emotion (excitement) within the mall scene. The research studied the comparative effects of these elements on excitement and desire to stay.

27. **Jillian C. Sweeney et al. (1997, Australia)**inspected the way in which benefit quality at the purpose of procurement impacts purchasers' view of worth and ability to buy. Two options, hypothetical reasonable models were analyzed. Consumer perceptions of a particular administration experience were gathered from two samples of shoppers who were effectively searching for an electrical machine. The outcomes acquired shown that a sales representative's learning impacted customer impression of item quality, while the style of the salesman, despite the fact that an undaunted ability to purchase by implication through item information, moreover supported an immediate impact, not a ward of item assessment, on readiness to reward. Further, it was found that viewers of administration, quality amid an administration experience impacted buyers' eagerness to reward more than did impressions of item quality.

28. **Ko de Ruyter et al. (1997, The Netherlands)** addressed the subject of perceived service quality from an active view. This perspective invites respondents to reflect on individual service episodes as well as to arrive at an overall judgment of the character of this relationship over time. The results of an empirical test of the concept in two clothing stores indicate a number of differences with respect to service performance attributes as well as to the core service. This affirms the notion of perceived dynamics in service quality.

29. **Anne Miigi et al. (1996, Sweden)** found that perceived service quality is linked to customer satisfaction and customer commitment. So it should be profitable to satisfy customers by providing higher service quality. The outcomes indicated that labour productivity is negatively related to perceived quality, customer satisfaction and store loyalty.

30. **Adam Finn et al. (1996, Canada, Australia)** demonstrated the significant effect that particular anchor stores and other physical attributes of shopping centres have on the picture purchasers' have for shopping centres. Also, through their effect on the picture, they represent the majority of the difference in markers of focus, support levels, for example, the total level of thought and the offer of decision. Interestingly, it is not significant retail chains, yet rather rebates retail chains that endure the most reliable solid impacts on shopping plaza picture. Markdown retail chains encountered a reliable negative effect on such great focus impression of high gauge, wide choice, master administration, and the most recent styles. The main repaying good impact of markdown stores was on low expenses. Another inhabitant and physical attributes had less reliable impacts.

VI.   ANALYSIS

The literature review shows studies conducted for retail service quality dimensions. The paper provides insights into the various dependent variables of perceived service quality. The retail service quality research sensitizes marketers to the fact that consumers are drawing satisfaction not only from perceived product quality and product price but also from the service quality provided by the retailer at the retail format. Thus, the consumer comes to the retail store with a set of expectations that extend beyond the type of promotions (buy one get one free, price off etc.) on offer, product quality and product price. During their stay in the store, they are analysing the nature of the services provided by the retailer, the store ambience, management of the entire promotion (chaos in the store etc.), POP displays, effectiveness of announcements, behaviour of the staff, complaint handling etc. On the one hand, they are deriving satisfaction from the sales due to expectations, perceived quality and value for money derived from the sales. However, on the other hand, there is a marked gap between the customer expectations and perceptions. The review points out Hence it is impending on retailers not only to provide the right type of promotions, best price and quality, but also to serve the customer to fulfil his satire for service. Thus broadly dimensions can be divided into physical and non-physical. The Physical aspect dimensions extracted out of service quality incorporates variables like   trained sales personnel, merchandise arrangement and set up, packaging, displays and ambience, Vehicle parking facility, location of the retail format, Restroom facility, waiting lounge facility, drinking water facility, entertainment and recreation means, cleanliness and security, payment options like credit card, Debit card, cash on delivery, error free billing, finance facility, exchange and return facility, home delivery. The non-physical aspect dimensions include convenient store hours, proximity, healthy store environment, including fragrance, lighting, temperature, humidity, behaviour of sales personnel, query and complaint handling.

VII.   CONCLUSION

The customer perception of retail service quality is an important section of the emerging and the existing retailers in the marketplace. As the review study reveals that perception of service quality is influenced by the various parameters among different categories of customers, even some of the general factors like personal interaction, the physical aspects are the dimensions on which customer perception remains constant and common to the entire customer on a majority basis. So the retail

outlets have to frame their own strategies in order to attract the customers on a long basis. The non-physical aspects of service quality can be improvised by scheduling quality training for store sales personnel at a regular interval of time, skill development modules and appropriate complaint handling policies for customers and incorporating customer friendly strategies. On the contrary the physical aspects can be strengthened by developing retail infrastructure, remodelling of retail facilities, provision of basic amenities for the customers, healthy and comfortable store environment. Hence, the retailers are supposed to upgrade their service quality dimensions so that the gap between expected and perceived service quality dimensions are minimized to the extent so as to satisfy the customers for long term existence and survival of organized retail formats. Thus broadly speaking, the factors influencing customer's perception can be segregated into composite variables like environment, comfort, responsive, tangibles, empathy, convenience, assurance and efficiency.

REFERENCES

1.Tarunjit Singh and Patwant Atwal (2015, Jalandhar, Punjab), "Retail Marketing: A Modern Approach To Retailing", *International Journal Of Business Management And Scientific Research, Vol. 3*, pp. 92-100.

2.Hafiz Ihsan-ur-Rehman, Muhammad Ashar, BakhtawarJaved, Mayda Khalid &Rabia Nawaz (2014, Punjab, India), "Impact Of Retail Store Characteristics On Consumer Purchase Intention", *International Journal of Sales, Retailing and Marketing, Vol. 3, No. 1.*

3.SatnamUbeja(2014, Indore, India), "A Study of Sales Promotion Mix on Customer Satisfaction With Reference to Shopping Malls in Indore", *Global Journal of Finance and Management, Vol.6, No.3,* pp. 245-252.

4.Indal Kumar (2014, Allahabad), "A Study of Linkage between Organized Urban Retail Market and Unorganized Rural Retail Market In India*", New Man International Journal of Multidisciplinary Studies, Vol. 1, No 12,* pp. 52-56.

5.Adil Zia and Khalid Mohammad Azam (2013, Aligarh, India), "Unorganized Retail Shopping Experience in India: An Empirical Investigation", *Pacific Business Review International, Vol. 5, No.7,* pp.7-16.

6.ShilpaRaghuwanshi and Jai KishanSahu (2013, Indore, India), "Store Patronage and Customer Choice towards FMCG Stores", *IJEMR, Vol 3 No. 11,* Online - ISSN 2249–2585 Print - ISSN 2249-8672.

7.RupaliPramanik, Shakti Prakash, Gyan Prakash (2013, Uttar Pradesh, India), "An Empirical Analysis of Retail Purchase Behavior to Develop Retail Marketing Strategy for Global Retailers", *SVIM e-Journal of Applied Management Vol. I, No. I,* pp. 20-38.

8.Mohd. RumziTaushif and Manisha Gupta (2013, Delhi, India), "A Study Of Factors Affecting Impulse Buying Behavior Of Consumers At Malls (Delhi)", *International Journal of Research and Development - A Management Review (IJRDMR), Volume-2, Issue – 2,* pp. 46-50.

9.MedhaKanetkar (2013, Nagpur), "A Study Of Impact And Effects On Consumers Of Organized Retailing In India", Proceeding of the *International Conference on Social Science Research, ICSSR 2013 (e-ISBN 978-967- 11768-1-8), Penang, Malaysia. Organized by WorldConferences.net,* pp. 186-201.

10. Girish K. Nair and Harish K. Nair (2013, Kerala, India), "An Analysis On Customer Perception Towards Service Quality Variables In Selected Organized Retail Outlets", *International Journal of Management and Social Sciences Research, Vol.2, No. 1,* pp. 56-61.

11. GuptaHimanshu, Dubey Neetu and PataniPawan (2012, Indore, India), "Effect of Organized Retail on Unorganized Retail in Indian Retail Market*", Research Journal of Management Sciences, Vol.1, No.1,* pp.7-13.

12. SatnamKourUbeja and D. D. Bedia (2012, Indore, India), " Customer Satisfaction in Shopping Malls: An Empirical Study", *Pacific Business Review International, Vol. 5, No. 2,* pp. 60-72.

13. MayankSangal& S. K. S. Yadav (2012, Uttar Pradesh, India), "Prospects of Shopping Malls in India: An Analytical Study", *Online International Interdisciplinary Research Journal, {Bi-Monthly}, Volume-II, Issue-IV,* pp. 107-116.

14. SherriffTwing-Kwong, Luk Gerald Albaum and Lorna Fullgrabe (2012, Hong Kong, China), "Trust in customer-salesperson relationship in China's retail sector*", International Journal of Retail & Distribution Management, Vol. 41, No. 3,* pp. 226-248.

15. DeepikaJhamb and Ravi Kiran (2012, Punjab, India), "Emerging Trends of Organized Retailing in India: A Shared Vision of Consumers and Retailers Perspective*", Middle-East Journal of Scientific Research, Vol.11, No.4,* pp. 481-490.

16. RajeshRathore (2012, Udaipur, India), " Perception Of Customers Towards Organized Retail Sector And Unorganized Retail Sector - An Empirical Study In Udaipur City", *International Journal of Retailing & Rural Business Perspectives Vol.1, No.1.*

17. SharadGoel, Jake M.Hofman, SébastienLahaie, David M. Pennock1 and Duncan J. Watts (2010, New York), "Predicting consumer behavior with Web search", *PNAS, Vol. 107,No. 41,* pp. 17486–17490.

18. Christoph Teller and Thomas Reutterer (2008, Vienna, Austria), "The evolving concept of retail attractiveness: What makes retail agglomerations attractive when customers shop at them*?", Journal of Retailing and Consumer Services, Vol. 15,* pp. 127–143.

19. Chiara Gentile, Nicola Spiller, Giuliano Noci (2007, Milano, Italy), "How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value With the Customer", *European Management Journal, Vol. 25, No. 5,* pp. 395–410.

20. Dhruv Grewal, Michael Levy (2007, United States of America), "Retailing research: Past, present, and future*", Journal of Retailing Vol. 83,* pp. 447–464.

21. DirkMorschett, Bernhard Swoboda, Hanna Schramm-Klein (2006, Germany), "Competitive strategies in retailing—an investigation of the applicability of the Porter's framework for food retailers", *Journal of Retailing and Consumer Services Vol. 13,* pp. 275–287.

22. MaggieGeuens, MalaikaBrengman, Rosette S. Jegers (2003, Brussels, Belgium), "Food Retailing, now and in the future: A consumer perspective", *Journal of Retailing and Consumer Services Vol. 10,*pp. 241–251.

23. L.W. Turley and Jean-Charles Chebat (2002, Montreal, Canada), "Linking Retail Strategy, Atmospheric Design and Shopping Behavior", Journal of Marketing Management, Vol.18, pp. 125-144.

24. A. O'Cass (2000, Australia), "An assessment of consumer product, purchase decision, advertising and consumption involvement in fashion Clothing", *Journal of Economic Psychology Vol. 21,* pp. 545-576.

25. Jillian C. Sweeney, Geoffrey N. Soutar, Lester W. Johnson (1999, Australia), "The Role of Perceived Risk in the Quality-Value Relationship: A Study in a Retail Environment", *Journal of Retailing, Vol.75, No. 1,* pp. 77-105.

26. Kirk L. Wakefield, Julie Baker (1998, United States of America), "Excitement at the Mall: Determinants and Effects on Shopping Response", *Journal of Retailing, Vol. 74, No.4,* pp. 515-539.

27. Jillian C. Sweeney, Geoffrey N. Soutar, Lester W. Johnson (1997, Australia), "Retail service quality and perceived value: A comparison of two models", *Journal of Retailing and Consumer Services Vol. 4, No. 1,* pp. 39-48.

28. Ko de Ruyter and Martin Wetzels (1997, The Netherlands), "On the perceived dynamics of retail service quality", *Journal of Retailing and Consumer Services Vol. 4, No. 2,* pp. 83-88.

29. Anne Miigi and Clazes-Robert Julander (1996, Sweden), "Customer satisfaction in a storeperformance framework: An empirical study of Swedish grocery retailers", *Journal of Retailing and Consumer Services, Elsevier Publication, Vol. 3, No. 1,* pp. 33-41.

30. Adam Finn (Alberta, Canada) and Jordan J. Louviere(Sydney, Australia), (1996), "Shopping Center Image, Consideration and Choice: Anchor Store Contribution", *Journal of Business Research Vol.35,* pp. 241-251.