

The Investigation on Organized Retail Store's Customer Satisfaction of U.P.

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Abstract

The structure and direction of the elements that maintain client satisfaction in retail businesses in the state of Uttar Pradesh are broadly outlined in this study. The report fills in research holes in the literature of consumers' demands for and consumption of high-quality goods in organized retail sectors. This gap analysis helped identify the current research issue. Retail service quality and retail service quality, and customer satisfaction. were the study's two main constructs. A few research questions were formed from this research topic, and then the study's objectives were created. One conceptual model was built and given in this paper based on previous literature support. In addition, this paper examined developed hypotheses, significance of the study, study design & techniques, scope, etc. The poll found that the product's value and quality have the most effects on customer satisfaction with more females getting better value. The majority of consumers, as seen by the industry, are said to seek customization, yet our data reveals a gap between rhetoric and reality.

Keywords: Organized Retail Store, Conceptual Model , Formulated Hypothesis ,Retail Service Quality, Customer Satisfaction etc.

1. Introduction

The Prologue

The retail sector in India has been one of the country's most dynamic growth areas in recent years. There is an important alter in retail over time, coming from tiny kirana stores within the vicinity to huge extremely areas; a cross over is going on traditional retail sector to organized retailing. The organized segment holds 5%in the recent US\$450 billion retail market, which is supposed to reach about US\$900 billion by the middle of this decade.

In marketing, "customer satisfaction" refers to the degree to which a company's products and services live up to the promised quality. The level of satisfaction a company's customers express with their experiences is a crucial performance indicator for business owners and managers. In marketing, the word "customer satisfaction" is frequently employed. Simply put, this metric looks at how well a company meets or exceeds customer expectations when providing goods and services.

Customer satisfaction is the main factor through out realizing this accomplishment of almost any store or even enterprise. Thus it is crucial to measure this and to discover the aspects of which have an impact on the customers full satisfaction. Customer satisfaction amounts might be measured using review approaches and questionnaires. Attaining excessive numbers of customer satisfaction is important to some enterprise mainly because satisfied customers are usually are the best advertiser of the company they will retain with the company for a longer period of time and they will help the company to get new customers through positive word of mouth.

1.1. What is Retailing

According to Philip Kotler (1960) "Retailing includes just about all routines involved in offering products or services tothe ultimate people for personal use. Retailing is the number of activities that promotes services or products for the ultimate consumer for their personal or house hold use. It does this particular simply by setting up the availableness over a somewhat large scale and also giving them to people over a somewhat small scale". Retailers can advertise services. Service retailers include an incredibly various choice of activities, such as garages, restaurants and also banking institutions. These types of retailers typically call for added manual and also technical ability or expertise. Even so, the same as product or service shops, that they devote significant portions into

their establishments and also operating systems. These types of establishments are merely useful when the shops have used them to produce big amounts regarding solutions with in an offered time. They will achieve this simply by offering somewhat small amount of the products to large numbers of customers. Retailers typically purchase merchandise coming from a multitude of far-away perhaps world-wide resources. They then resell these products to the customers through a close by store, mail order, television or the internet and also set up the necessary delivery and also collection services. The retail sector is one of the largest and most varied in the world. As of right moment, the retail sector in India isn't looking any better. Over time, there has been a dramatic shift in the retail industry, from unorganised "kirana" shops to more stream lined "supermarkets".

1.2. The Evolution of Retailing in India

While self-sufficient retailers like Akbarally's, Vivek's in addition to Nalli's get was around within the Indian subcontinent for a long time, the very first attempt on arranged going were seen in the actual textiles industry. On the list of innovators in this industry ended up being Raymond's, which setup merchants to store cloth. Furthermore, it designed a new vendor community for the store cloth. These sellers marketed the variety of fabric of linen firms. The particular Raymond's syndication community today comprises more than 20, 000 shops Various other linen companies exactly who setup their very own store restaurants were Reliance- which setup Vimal showrooms in addition to Lawn Cotton Mills, which setup Lawn Vareli showrooms. India contains the best retail outlet density on world with all the unorganized market surrounding an essential portion (95%). Even though the Indian local industry indicates a higher growth, in comparison to different places with Japan with regard to income, technologies and marketing and advertising approaches. Retailing possesses witnessed severe alterations within the last several years- at a the wrong way stacked Kirana stores within the by-lane of the housing area for an beautifully decorated store using appropriately organized merchandise, featuring aspect and comfort.

The retail stores tend to be complete with on their own, able to assembly all the crucial demands on the inhabitants beginning with perishable in order to tough merchandise or perhaps purchasing in order to niche merchandise. The thought of organized retailing possesses accumulated momentum within the last few years. These large company properties have displayed greater short lived involvement in this specific market. Big names in the business, such as TATAS, Piramals, Rahejas, S Kumar's, RPG, etc., have long established themselves in the realm of organised retailing by relying heavily on the various formats that this type of business can take. The thought of centers started off using Ansal Plaza's Shopper's Stop in Delhi. Inside a quick span of time some more names shown up around the competing scenario like –Pantaloons, Life- style, Westside, Ebony, etc. Organised retail business today span the UAE, Saudi Arabic, Kuwait, Bahrain, Qatar, Oman, and India. It provides a wide variety of formats-department stores ranging from baby products to footwear. Kishore Biyani's Pantaloons Retail is India's largest retail chain of outlets. These shops focus on the necessity regarding complete family members.

1.3. Retail Customer Satisfaction

Customer satisfaction has evolved into a crucial component of businesses' strategies in today's cut throat market place. According to (Wilson et al 2008) "Satisfaction may be the buyer assessment of a goods and services in terms of no matter if in which goods and services offers attained this customer's desires and expectations". Many clients will be unsatisfied with the firm and look for a different provider if the goods or service they receive falls short of their expectations.

There are a lot of categories that can be used to break down the concept of satisfaction. To some extent, the first satisfaction a customer feels after making a purchase can be seen of as a cognitive concept being rewarded by the payment system (Howard and Sheth 1969). Then, we compare the proposal to the alternatives in the set to see how well it fits the expectations (Czepiel and Rosenberg 1997; Seek out 1977; Engel and also Blackwell 1982). An excellent emotional response or uplifting feed-back following a purchase is the third type of satisfaction that is considered to have been achieved (Westbrook and also Reilly 1983; Tse and also Wilton 1988; Spreng, Mackenzie and Olshavsky 1996). Finally, customer satisfaction demonstrates that emotional reactions and cognitive disconfirmation typically motivate satisfaction assessments. (Oliver 1993; Oliver 1997).

Two viewpoint criteria were used in the customer satisfaction analysis that was conducted. There is

the first perspective, known as transaction-specific customer satisfaction, which evaluates customer satisfaction by looking at how well each individual transaction meets or exceeds the client's expectations. The second point of view is the overall level of customer satisfaction, which is typically the deciding factor. This level of satisfaction is determined by a thorough evaluation of the client's history with the transaction in question. (Anderson, Fornell & Lehman, 1994).

Customers are satisfied with their purchases and their overall shopping experience at a retail outlet. As a result, the broad concept of satisfaction incorporates a wide range of product ratings based on users' actual experiences. In terms of looking back on earlier encounters, the literature reveals that perceived service quality and perceived product pricing usually are antecedents related with consumer satisfaction (Zeithami, Berry and Parasuraman, 1996). Customers' reactions to store atmosphere and sales are key components in determining the latter type (Westbrook 1981). As a result, it provides a broader principle than a mere retail store's impression by presenting each customer's assessment of the shop's features and their own subjective judgement of those features. Nine product attributes of a retail store have been proposed by previous researchers (Hansen and Deutscher 1977–1978; Lindquist 1974–1975) as factors that affect retail store patronage. These factors are as follows: selling, service, consumers, physical facilities, convenience, advertising, retail store environment, institutional components, and previous transaction. Important factors among these included product-related characteristics.

1.4. Retail Service Quality

The intangibility, diversity, and inseparability of services make it hard to quantitatively evaluate their quality. Through the years, numerous scholars have suggested and evaluated various models and instruments for gauging service quality. The SERVQUAL model, created in 1988 by Parasuraman et al., is a tool for gauging a customer's anticipation and approval of a service. The most well-known and widely-accepted framework for evaluating aspects of service quality is SERVQUAL (Parasuraman et al., 1985).

Good service quality means that consumers' opinions of the service's performance meet or exceed their expectations for what the service providers should provide. In-depth interviews and focus groups with businesses in four distinct service industries allowed Parasuraman et al. (1988) to develop a five-factor scale by which they could evaluate the quality of services provided by these businesses:

- **Tangibility:** Physical facilities, equipment of the service provider, attire and appearance of service employees, and other such intangibles are all described under this dimension of service quality.
- **Reliability:** Here, the service provider's capacity to deliver the promised service quality and items at a fair price is described.
- **Responsiveness:** It describes the firm's and its employees' resolve to help and serve clients quickly and effectively.
- **Assurance:** Customer faith in the provider and the company's capacity to provide as promised is described, along with the staff's utilisation of expert knowledge and friendly demeanour to win over new clients.
- **Empathy:** This illustrates the firm's genuine interest in its consumers and the ease with which it can provide them with specialised attention.

The SERVQUAL range has been traditionally used to measure service quality in numerous service contexts, like professional services (Freeman and Dart, 1993), healthcare (Lam, 1997), tourism (Tribe and Snaith, 1998), business school (Pariseau and McDaniel, 1997) and information systems (Kettinger and Lee, 1994). To ensure its validity and dependability, it has undergone extensive testing (Babakus and Boiler, 1992; Bolton 1991; Cronin and Taylor, 1992, 1994). Parasuraman et al. (1993) maintained the five-factor composition of service quality on conceptual in addition to practical grounds, despite the fact that some scientific research doesn't support the particular five-dimensional factor. The retail service quality measurement instrument was proposed by Dabholkar, Thorpe, and Rentz (1996) and is based on the SERVQUAL framework. This tool also shows that other dimensions of retail service quality are particularly relevant to the retail environment, beyond the common proportions that might possibly be dispersed by 100% service & retail settings. One of the most crucial aspects of a service's

impression on a consumer is how well it is delivered. How customers feel about a service is a reflection of both the service's quality and their level of satisfaction with it (Zeithaml, 2000). Since customers are the ultimate arbiters of a service 'success, quality is understood to be the degree to which actual results exceed or at least live up to anticipations (Czepiel, 1990).

Customers' evaluations of retail service are based on their assumptions about the quality of the experience they will have. When the quality of the service provided is judged to be equal to or higher than what was promised, the majority of customers will be satisfied. When service falls short of their expectations, people are dissatisfied (Levy and also Weitz, 2004). Dabholkar et al. (1996) provided a hierarchical factor framework for retail service quality that included five primary factors. Quality of Retail Service Inventory (RSQS): Retail Service Quality Model was established by (Dabholkar et al., 1996) to be applicable to the retail sector (RSQS). The RSQS takes 17 SERVPERF items and 11 items generated through broad qualitative research and adapts them for use. It composes of 5 dimensions

The five dimensions proposed were:

- Physical aspects—in corporate useful elements like layout, comfort and privacy and also aesthetic elements such as the architecture, colour, materials and style of the store.
- Reliability—A combination of keeping promises and providing right service.
- Personal interaction—courteous, helpful, inspiring confidence and trust in customers.
- Problem-solving—Handling returns and exchanges as well as complaints.
- Policy—a set of strategies, procedures and guiding principles such as high quality merchandise, convenient operating hours, availability of parking facilities and mode of payments.

1.5. The Future of Retailing in India

Over a decade has passed since the organized retail wave first landed. The current Indian listing situation is struggling to achieve the desired levels of profitability and return. The question of whether or not the company will be profitable after such a long period of investment has been a major worry. The year 2018 appeared to be no exception, with major retailers continuing to prioritise achieving their economic goal of profitability. Stores are also aiming to increase their profitability at the store level through efficiency increases and better inventory management. At the corporate level, the focus is on maintaining profitable primary expenses such as the supply chain and the human resources necessary to run the business.

Personalised in-store experiences

Providing a more tailored purchasing experience for customers can boost sales, strengthen brand loyalty, and even the playing field with competitors. Customers not only desire, but also demand, a tailored transaction. They have high expectations that stores will learn about them and cater to their specific tastes. Whether it's a matter of welcoming consumers as they walk in the door, sending them customised emails, offering discounts based on their individual shopping habits, or suggesting products they might like, a company's ability to use big data to personalize its interactions with customers is crucial.

Use of technology

The specific store should think about the technology as an enabler of providing a more luxurious experience to its clientele. Retailers are expected to use the most successful tools, such as flexible ownership models, to create value-based, one-to-one connections with customers in the future.

Use of smart phones

Shops today typically use mobile devices' capabilities to their fullest, providing excellent customer service through direct communication. Smart phones, on the other hand, invigorate consumers, who then go on to identify the best items, conduct research, compare prices, write reviews, and read comments left by friends on social networks.

Growth of private label brands

These days, private labels often gain ground quickly on national brands. Most store-branded products

only account for about 5% of modern Indian retail sales. As a result, store brands are expanding into previously untapped areas like candy and dairy as private-label sales continue to outpace profits in today's retail market. Consumers in India's modern retail sector felt more confident in private-label products' quality in 2017 than in previous years.

Focus on category& structure/Format

Many major companies, both foreign and domestic, have released innovative new product lines in recent years, expanding the market in significant ways. The success of product categories including baby and kid care and men's grooming has been bolstered by rising demand for high-quality products that enhance modern consumers' daily lives. Business information indicates that these types of categories have grown substantially and will continue to thrive. Many large-scale shops around the country are also abandoning hypermarkets and superstores in favour of brand-new formats.

Supply Chain

This term, which is frequently used but rarely understood, relates to the operational aspects of a retail establishment. For instance, a whole neighborhood's worth of suppliers, storage facilities, and logistics activities. It turns out to be a lot more difficult than it sounds to get products delivered to the correct place at the right time when thousands of items and hundreds of businesses are involved. In India, supply chain infrastructure must be built from the ground up. Any store thinking of opening up shop in India would see this as a hit to their bottom line.

Talent

This can be without a doubt to become bottleneck for several Indian retailers experienced business professionals along with new ability in the retail store level usually are hard to come by. The actual retailers that can maintain their particular ability and give them expansion prospects can simply attain an upper hand in building a successful and profitable operation in Indian.

Merchandising

Merchandising is exactly what stores accomplish. These specific aspects have not acquired much media attention in Indian. Nevertheless, this could be exactly what completely sets itself apart a very good dealer from a spark in the pan retailer. The retailers that understand the Indian consumers and supply the best products in the right price at right time will be at the competition.

2. Research Problem

The basic research problem of the current study may be decomposed more concisely as follows:

- Amount and form of relationship between the perceived retail service quality and consumers' satisfaction level in relation to various dimensions.
- Comparing the direct effect of retail service equality on customer loyalty with its in direct effects through customer satisfaction.
- Analyzing the moderating effect of customer choice behavior, and personal factors of consumers on the above mentioned relationship.

3. Research Questions

The main issue in this research to deal with the service quality, customer satisfaction and retail service quality by using various established and few explored dimensions of research constructs. Several research questions were therefore raised in the context of Indian organized retail sector mentioned as below:

- What are the specific demographic factors of retail consumers which are important to be considered in shopping behavior?
- Which personal factor (PF) of retail consumers are responsible for creating changes in customer choice (CC) of shopping?
- Is there any moderation effect of personal factor of consumers and customer choice of Shopping on the relationship between retail service quality and customer loyalty?

4. Research Objectives

Based on the broad purposes as mentioned above, following specific objectives were identified.

- To examine the extent to which the retail service quality (RSQ) factors influence the Customer Loyalty (CL) through their satisfaction (CS) level in organized retailing.
- To find out the moderating impact of customer choice behavior (CC) and personal factors (PF) on the relationship between Retail Service Quality and Customer Loyalty in organized retail stores

5. Relevance of the Study

Hunter (2006) According to his findings, shoppers' perceptions of shopping centres and the regularity with which they attend are influenced by their level of desire (i.e. motivation), their level of intention, and the positive emotions they anticipate feeling before entering the mall. The study broadens the understanding of service quality in the organised retail sector and its effect on customer satisfaction, which both supplements and extends prior studies. This study is significant in many ways because much research has been conducted in the past by many researchers in western countries and very rare in Indian Market. Since organized retail sector is booming in India, present research will support the retailers with being familiar with their customers, understand them much better and help them in gaining competitive advantage specially when foreign companies are eyeing India as big prospective market in organized retail sector and try to compete with.

6. Conceptual Model

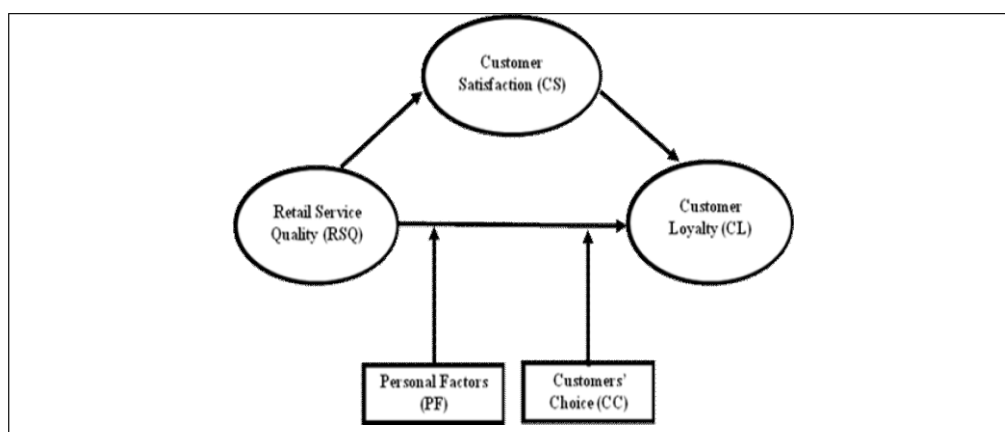
Customer satisfaction is a key factor information of customer's desires for future purchase (Mittal & Kamakura, 2001).

Considering this type of literature support, following conceptual model was thought in present study (Fig 1.1).

7. Formulated Hypotheses

Based on the model proposed for the study, following hypotheses were identified for the research to be tested.

- **H2:** *RSQ sufficiently affects CS in Indian organized retail*
- **H3:** *CS is acting as a mediating variable between RSQ and CL*



8. Research Methods and Design

The current investigation is exploratory in character and was predicated primarily on field survey. Data was obtained via a single, standardized, structured questionnaire, and the majority of the information used came from primary sources. A small number of secondary sources were also consulted to ascertain the current state of organised retail service providers in the Indian market and

the findings of the research.

In order to conduct the research, questionnaires were sent to clients of major shopping malls and supermarkets in the country's eastern half, including Big Bazar, Vishal, Pantaloon, Reliance Retail, and others.

Clients who make their final purchases at department stores were the focus of this analysis. Respondents were chosen using a two-stage sampling process. In the first stage, stratification was made on the basis of different brands of organised retail shops; then in second stage, within each brand of retail shops, customers were selected on convenience.

Sample size for the study was finally 300 respondents selected from different cities located in Uttar Pradesh of India. These cities were selected on the basis of up to date development in organized retailing.

In the survey based research studies, like the present one, after applying appropriate method of sampling, data are collected from primary sources. Then by analyzing these primary data, inferences are drawn on population of study. The validity of this inference depends on sample size from which data are collected. In the current study sample size got determined after applying the following formula:

$$\text{Necessary Sample Size} = [(Z\text{-score})^2 \times (\text{Std.Devn})^2] / (\text{Margin of error})^2$$

From the pilot study, it was found that the response scores related to perceived service quality produced a mean of 3.97 with a standard deviation of 0.44. Keeping a confidence level of 95% (Z-score=1.96) and margin error of 5%, the above mentioned formula had produced the result as follows:

$$\text{Necessary Sample Size (n)} = [(1.96)^2 \times (0.44)^2] / (0.05)^2 = 298$$

Initially, it was planned to collect replies from 500 samples with less margin mistakes. However, due to reduced accessibility to most consumers in other states, greater urban concentration, customer refusal to provide data, time and budgetary constraints, and other factors, the sample size was limited to 300 after editing work.

The survey instrument's primary data were entered into an MS Excel spread sheet and then uploaded to SPSS data view for further analysis. Cross tabulations were created to learn about the underlying correlations between the study variables while keeping the overall goals in mind. To test the hypotheses and generate some helpful conclusions, statistical procedures such as the chi square test, one way ANOVA, multiple regression analysis, factor analysis, hierarchical regression analysis, and so on were utilised. Finally, for structural equation modelling, the Amos-17 software package was employed. Following the investigation of measurement models, structural models were built and tested using Confirmatory Factor Analysis (CFA).

9. Scope of Study

The geographical scope of this study has been restricted to the Uttar Pradesh. The cities were selected on the basis of recent developments in terms of opening of different retail formats in organized retail in these cities. Retail outlets like Big Bazar, Vishal, Pantaloon, The world, Shoppers Stop, Reliance retail and other big malls in cities were selected to cover wider and diverse perspective of customers. All the responses were collected during 1st and 2nd quarters of the year 2022.

10. Results and discussion

Customer satisfaction is a measure of how people feel when interacting with your brand. It can be influenced by any number of factors, such as:

- perceived product quality
- perceived product value
- convenience
- customer expectations
- communication
- complaint handling

		Customer satisfaction level			
		Highly satisfied	Satisfied	Dissatisfied	Total
Gender	Male	25	10	10	45
	Female	25	21	29	75
Total		50	31	39	120

Customer satisfaction is more than just a “nice to have.” Getting it right has specific, tangible benefits, including:

1. Increase Brand Loyalty

Never take your customers for granted. According to PwC, 59 percent of U.S. consumers who love a product or brand would ditch it after several poor experiences. More concerningly, almost one in five would do so after a single bad experience.



2. Boost Trust

According to Edelman, 81 percent of consumers say brand trust is a deal-breaker or a deciding factor in their purchase decisions.

Yet trust is pretty thin on the ground, with just 34 percent of consumers saying they trust most of the brands they use or buy from.

How do you make your brand more trustworthy? One way is to improve satisfaction. According to a study from Eastern University Sri Lanka, customer satisfaction logically precedes customer trust; those two things rarely exist in isolation.

3. Attract Positive Word of Mouth

Word-of-mouth marketing is extremely valuable.

To give just one example, 87 percent of consumers read online reviews for local businesses in 2020, up from 81 percent in 2019.

Unfortunately, consumers are significantly more likely to share negative reviews than they are positive ones. According to American Express, U.S. consumers tell an average of 15 people about bad experiences, whereas they only share good experiences with 11 people.

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