

SHORT SUMMARY OF THE WORK DONE ON THE UGC MINOR RESEARCH PROJECT

Title of the Research Project	:	Study of Impact of Service Quality on Customer Satisfaction with regards Organized Retail Sector (with special reference to Indore city customers).
Name and Address of Principal Investigator	:	Mrs. Varsha Sakargaye Assistant Professor, Department of Commerce Christian Eminent Academy of Management, Professional Education & Research, F-Sector, HIG, R.S.S. Nagar Main Road, Indore
UGC approval Letter No. and Date	:	MH-83/103039//XII/13-14/CRO dated 07/01/2015

Summary of the Findings

In the eye of the customers quality can be seen and can be measured. The quality's gurus, experts and researchers have given various definitions on quality in particular areas. Quality is a dynamic state associated with products, services, people, processes, and environments that meets or exceeds customer expectation. As per the Japanese production philosophy, quality implies 'zero defects' in the firm's offerings. Customer satisfaction play vital role for developing and competitive in any business format.

Customer satisfaction is a term which is frequently used in marketing. Basically, it is a measure that how the products and services supplied by a company meet or surpass customer expectation. Organizations need to retain existing customers while targeting new customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. We know that without customer no industry can develop and survive. The customer satisfaction and service quality has direct relation. If the quality of service improves customer satisfaction increase and vice-versa.

In India, traditional forms of independent owned small business and co-operatives have lost their earlier charm. Though the arrival of organized retail in India is a bit late but it is increasing by leaps and bounds.

At present, organized retailing has become an experience characterized by comfort, style and speed. It is something that offers a customer more control, convenience and choice along with an experience. Retail industry is fastest growing industry in India. Indian retail industry is broadly divided into organized retailing, and Un organized Retailing.

The present study cover up Big Bazaar , Next, More, Reliance Fresh, Easy Day, Shopper Stop, Metro, Vishal Retail, The Mobile Store, Life Style, Lotus, D- Mart, Wall – Mart, Pantaloons and Best Price under organized retail sector.

The main objectives of the study are "The main aim of this survey is to know the customer satisfaction towards organized retail outlets and find out the key factors for customer satisfaction. Therefore the major findings of the study listed below.

MAJOR FINDINGS OF THE STUDY:

The findings of the study showed that one three dimensions namely physical aspects, personal interaction and problem solving have significant effect on overall customer satisfaction. The study revealed that the management needs to improve service quality in areas of policy and reliability. Improvement in customer satisfaction would mean that it is gaining competitive advantage Retail Service Quality Scale helps the retailers to detect most needed gap within the store and focus its resources on improving the service quality

1. The people who visit organized retail outlet belong to the higher group that is Rs. 200001 – 300000 Yearly
2. It is found that the 67% of the respondents make the payment through the Cash followed by 33% of the respondents use the credit cards.
3. Customer who visit store are very regular and 62% of the customer are male.
4. It is evident that 34% of the respondents make their purchase weekly and Monthly and most of the customer shopping on Saturday and Sunday.
5. 28.67% of the respondents have mentioned Variety of products, that location conveyance, Benefit to cardholders, wide range of merchandise and low price are the main reasons for shopping in the store.
6. It is found that the 51% of the respondents are highly satisfied in Quality Of Service and Visual merchandising. Some of the respondents are satisfied in Self Service and Product Price range.
7. It is found that the 40.67% of respondents are highly aware towards organized retail sector.
8. It is found that the 5% of respondents are Neither Dissatisfied Nor Satisfied towards Response

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of complain.

9. It is found that majority of the respondents are satisfied (48%) with the performance of organized retail outlets, (45%) respondents are highly satisfied with the organized retail outlets. Only (7%) of the respondents are dissatisfied. So it is concluded from that majority of the customers are satisfied with the overall Customer Satisfaction performance in organized retail industry.

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