

SERVICE QUALITY PERCEPTIONS, CUSTOMER SATISFACTION AND BEHAVIORAL INTENTIONS IN ORGANIZED RETAILING

DR. SAM THOMAS*; MS. MILNA SUSAN JOSEPH**

*PROFESSOR,
COCHIN UNIVERSITY OF SCIENCE AND TECHNOLOGY,
KERALA

**RESEARCH SCHOLAR (PART-TIME),
COCHIN UNIVERSITY OF SCIENCE AND TECHNOLOGY

ABSTRACT

Retail landscape is undergoing dramatic changes with the emergence of large format retail stores providing extensive product ranges and an ideal shopping experience. In such a novel environment, it is the quality of service that acts as the differentiating factor and drives the customer forward. The aim of the study was to investigate the relationships among service quality, customer satisfaction and their impact on behavioral intentions in the context of organized retailing. The study proposed and validated a structural model linking service quality, customer satisfaction and behavioral intentions for customers of modern retail stores. The hypothesized model was examined on a sample of young consumers who frequently shop from different formats of modern retail and structural equation modeling was applied to test the proposed relationships. The analysis revealed that service quality plays a direct role in enhancing customer's behavioral intentions as well as an indirect role through customer satisfaction acting as the mediator variable. The study also validated the dimensions of retail service quality namely physical aspects, reliability, personal interaction, problem solving and policy in the Indian context. The degree of influence of these variables varied. Among the five factors, personal interaction achieved strongest association with the overall service quality perception, followed by reliability and problem solving. It is evident that effective customer-employee interactions influence the customer's overall evaluation of retail service quality.

KEY WORDS: Behavioral Intention, Customer Satisfaction, Organized Retailing and Retail Service Quality.
