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## Measuring Retail Service Quality: An Empirical Study of Pantaloons and Reliance Trend in Yamuna Nagar

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**Abstract**--This paper compares the customer's perception of the two retail stores: Reliance trends and pantaloons. The research study was based on the responses of the 57 respondents in the region of Jagadhri, Yamunanagar, Radaur, and Kurukshetra. The paper is being studied by filling in some questionnaires from the customers of the selected stores' reliance trend and pantaloons. This study is descriptive and empirical. This study is based upon an observational study which is being done by collecting the primary data, and secondary data based. The main aim of the study was to measure service quality of reliance trends and pantaloons. It essentially assesses how well a service has been given, thus improving its quality within the future, establish issues, and proper them to extend client satisfaction. Providing the best services to clients in-store plays an important role in generating income and revenue. The data has been collected through the questionnaire method and the questionnaire is filled by the customers of some areas of Yamunanagar, Jagadhri, Radaur, and Kurukshetra. The results indicate that the perception of respondents about reliance trends is good in comparison to pantaloons as well as the majority of respondents adopt reliance trends as compared to pantaloons.

**Keywords**--customer perception, retailing, RSQS, service quality, servqual.

## **Introduction**

Retailing is set as a method or series of activities accustomed sale of products and services from a single point (malls, markets, department stores, and so on) directly to the consumer for their actual use. In easy words, Retailing is the group action of tiny quantities of merchandise between a retail merchant and the client where the goods aren't bought for the merchandising purpose. Retailing has become such an imperative part of our everyday lives that it's usually taken as a right (Atmaja & Yasa, 2020; Devi & Yasa, 2021). Retail is the sale of goods to the end-user, not resale, but for use and consumption by the purchaser. Indian retail trade has emerged united as the foremost dynamic and fast-moving industry. Indian selling is crucial for creators, customers as well as the economy. It accounts for over 10% percent of the country's gross domestic product (GDP) also with an employment rate of around 8%. Retail trade in India is predicted to rise 25% yearly driven by the strong financial gain growth, dynamic lifestyle, and demographic patterns.

### **What is service quality?**

The process of managing the standard of services delivered to a client as per his expectations is termed Service Quality Management. It essentially assesses how well a service has been given, thus improving its quality within the future, establish issues, and proper them to extend client satisfaction. Every client has a perfect expectation of the service they need to receive when they go to a restaurant or store. Service quality measures how well a service is delivered compared to client expectations. Businesses that meet or exceed expectations are considered to have high service quality. Let's say you go to a quick fast food restaurant for dinner, wherever you'll fairly expect to receive your food within 5 minutes of ordering. Once you get your drink and notice a table, your order is called - minutes earlier than you had expected! You would probably take into account this to be high service quality (Caro & García, 2007; Ihtiyar et al., 2014).

### **Company's profile**

#### **Pantaloon Retail (India) limited**

Pantaloon Retail (India) Limited is an associate degree Indian premium clothing retail chain. In today's scenario, Pantaloon Retail (India) Limited retails over 200 accredited and international brands yet because it could be a massive Indian merchant within the country (Stefano et al., 2015; Vazquez et al., 2001). Its founder is Kishore Biyani Who is known as India's "King of Retail". Pantaloon carries on numerous retail formats in both value and lifestyle segments of the Indian consumer markets. The primary Pantaloon store was launched in Gariahat, Kolkata in 1997. Pantaloon was antecedently controlled by the Future Group, however has currently been taken by Aditya Birla Nuvo (ABNL) Retail is that the initial company within the organized retail sector in India to win an accredited ISO Certificate solely for its supply chain and supplying performance.

## **Products**

Pantaloon retail approximately 200 brands that comprise a vigilant mixture of private labels, licensed brands, and more in apparel and accessories. Pantaloon create a one-stop destination for the entire family. These embrace Ajile, Peter England, Akkriti, Trishaa, spykar, vanheusen and Annabelle.

## **Store**

Pantaloon has about 100 stores throughout India. It spans a retail house of 1.7 million square feet that is amongst the biggest in India. Pantaloon have Distribution assortment Centers in four major metros of the country. It is constantly expanding its footprint into the rest of modern India.

## **Loyalty program**

The Pantaloon Payback Greencard could be a distinctive loyalty program. It's a consumer passport to exclusive privileges and advantages at Pantaloon. It has been designed exclusively for Pantaloon's customers to enhance the customer experience. The benefits coated underneath Green Card include discounts, Payback points, complimentary parking, relaxed exchange policy, shipping across India.

## **Reliance trends**

Reliance Trends is the Indian largest chain for attire and accessories brand of Reliance Retail. Mr. AKHILESH PRASAD is a corporate executive of Reliance Trends, limited. It opened its initial store in 2007 in Gurgaon, India. These days, Reliance Trends is India's largest fashion destination with 83 stores across 52 cities with 100 brands excluding 16 own brands. It aims to supply better quality services to clients. Reliance Trends is an online destination for Men, Women, and Kids. Additionally, its supplies trendy apparel mainly for women as per their tastes and preference. Moreover, Reliance Trends launched its private label of garments like "NETPLAY" and "NETWORK" to boost and build its own identity throughout the planet. The company's different specialty stores are Reliance Digital, Reliance Footprints, and Reliance Music. The store will also carry national and international brands like Peter England, Spykar, Sportking, Levis, Pepe Jeans (Cook & Thompson, 2000; Yousapronpaiboon, 2014). Trends clients through [www.trends.ajio.com](http://www.trends.ajio.com) will access an oversized agglomeration of high-category and top-quality merchandise at nice worth delivered at their doorsteps.

## **Introduction to the topic**

The retail sector is one of the fastest-growing sectors of India. Retailing in India is growing at the speed of concerning 18-20 percent every year. All activities involved in selling's goods or services to the final customers for their consumption in today's scenario our retailer does not exist in brick and mortar alone. Retail can be generally grouped into two specific classes: sorted and chaotic retail. The first one is organized retail - It is termed as trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc.

This sector is registered with the government (Zanon et al., 2019; Ahmad et al., 2014). These include publicly-traded supermarkets, corporate-backed hypermarkets, and also privately-owned large retail businesses. On the contrary, unorganized retail - Refers to the traditional formats of low-cost retailing, and this sector is not registered with the government. Such as the local corner shops, convenience stores, hand carts, and pavement vendors, and so on.

The Government is additionally within the method of skyrocketing foreign direct investment within the retail sector. At an equivalent time, the urban shopper is turning into additional discerning and difficult ways because the mode cares. Urban Indian financial gain and buying power are also on the rise. Under- such circumstances, the success of organized merchandising in India principally depends on the delivery of services through quality enhancements. In service organizations, customer-perceived service quality is taken into account as part of the key determinants of business performance. So far, within the Indian context, there's a scarcity of tested instruments that might live customer-perceived service quality of a place of business. At an equivalent time, instruments developed in different countries haven't been tested for their perception about the service quality of retail stores in India. It's during this context that this paper reports on the application of Pérez-Campos & Alguacil-Jiménez (2017), retail service quality scale inactivity the gap between the customer's expectations and their perceptions concerning the service quality of retail stores in India. Finally, the analysis of the gap scores was used to recommend relevant enhancements within the place of retail service quality.

The objective of this analysis study is to switch a scale to live service quality at Pantaloons and Reliance Trend to check the link between overall service quality, satisfaction, loyalty, frequency of visits, and demographic data. However, the method of activity service quality is cumbersome as a result of the dimensions should be acceptable to the context. The several studies subsequently measure service quality by employing a scale referred to as the SERVQUAL, it is a multi-dimensional research instrument designed to capture consumer expectations and perceptions of a service along five dimensions that are believed to represent service quality. It is employed to live service quality as a multi-dimensional construct across 5 dimensions: corporeality, responsibility, responsiveness, assurance, and fellow feeling (Cui et al., 2003). SERVQUAL is the most generally used scale (Akbaba, 2006; Nguyen, 2020; Stodnick & Rogers, 2008). in step with Santouridis et al. (2009), –The most outstanding instrument for service quality measuring among researchers, practitioners, and managers is SERVQUAL.

SERVQUAL was found to be D Yaghi a pair unsuitable for activity service quality in an exceedingly retail search. Therefore, Pérez-Campos & Alguacil-Jiménez (2017), developed a scale (RSQS) that's additionally acceptable for activity service quality in an exceeding search that sells merchandise (Mattila, 1999). The RSQS consists of seventeen things from the SERVQUAL scale and eleven new things that further supported the analysis meted out by Pérez-Campos & Alguacil-Jiménez (2017). with Roshani (2012), scales that area unit developed for a selected country or context may not be appropriate for one more country or context as a result of economic and socio-cultures would possibly disagree from country to country or perhaps from sector to sector.

### The RSQS for measuring service quality

The RSQS for measuring Service Quality, in its modern conceptualization, may be a comparison of perceived expectations of a service with perceived performance. The most ordinarily used definition of service quality is that the extent to which a service meets clients' needs or expectations and it involves a comparison of client expectations with customer perceptions of actual service performance. Companies have to give services with such a high quality that meet or exceed client expectations. The RSQS was developed in an exceedingly Western country; so, it would not be appropriate for activity service quality in different countries (Imrie et al., 2002; Kushwaha & Agrawal, 2015). This study evaluates the perception of the RSQS scale developed by Pérez-Campos & Alguacil-Jiménez (2017), for activity service quality within the Indian specialty attire store context. If the RSQS is found to be valid and reliable it'll be the primary such instrument obtainable to Indian retailers. If not, then researchers and retailers alike would be forwarded about using an unreliable scale for activity retail service quality in India. The RSQS has five dimensions — Physical Aspects, responsibility, Personal Interaction, drawback finding, and Policy. Each of the first 3 dimensions has 2 sub-dimensions. These six sub-dimensions, additionally referred to as the first-order factors, are labeled as Appearance, Convenience, Promises, Doing-it-Right, Ennobling Confidence, and Courteousness/Helpfulness.

### Literature Review

- Kottler (2001), (12th edition), "Marketing Management"; This book helped in understanding Customer relationship management and how to cultivate that relationship.
- Sekaran (2009), (4th Edition), "Business Research Methodology "; Research methodology which has been used by researchers to design proper research frameworks. Researcher has studied data analysis and interpretation from this which can be used by her in analyzing the responses of the individuals
- Kothari (2004), (2nd Revised Edition), "Research Methodology Methods and Techniques"; Research methods which have been used by researchers. Researcher has used the knowledge while designing sampling design which helped in determining sample area, Sample unit etc. of the present study.
- Schmitt et al. (2009), "Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?" Journal of Marketing This journal helps in what is brand experience and how it is measured and how it can affect the loyalty of the customers.
- Seiders et al. (2005), "Do Satisfied Customers Buy More? Examining Moderating Influences in a Retailing Context ""Journal of Marketing" (This study measures the satisfied consumer buying more products and services when they easily find the differentiation).
- Parasuraman et al. (1985), "A Conceptual Model of Service Quality and Its Implications for Future Research. A Conceptual Model of Service Quality" Journal of Marketing The attainment of quality in products and services has become a pivotal concern of the 1980s. While quality in tangible goods has

been described and measured by marketers, quality in services is largely undefined and unresearched.

- Hennig-Thurau et al. (2006), "The Impact of Customer Satisfaction and Relationship Quality on Customer Retention: A Critical Reassessment and Model Development" (Journal of Marketing) What are the different brands available in the market and how can we measure the "Customer Satisfaction and Engagement -Customer Retention strategies for brand manager." (Journal of Management) How can we increase sales in the future and what is its impact on customers?
- Parikh (2006), "Measuring Retail Service Quality: An Empirical Assessment of the Instrument" Journal of Vikalpa. This study also found that the gap model of service quality does not perform as well as the perceptions-based performance measures of service quality in terms of its factor structure so that the organized retailing develops in India, retail stores in India will have to improve the quality of their services significantly in order to compete successfully in the global marketplace.
- Homburg et al. (2005), "Do Satisfied Customers Really Pay More? A Study of the Relationship Between Customer Satisfaction and Willingness to Pay" Journal of Marketing (This study measures whether consumers really pay more for satisfied product and services and relationship between satisfaction and willingness to pay for satisfied restaurant).
- Liu (2007), "The Long-Term Impact of Loyalty Programs on Consumer Purchase Behavior and Loyalty", "Journal of Marketing" This study measures the impact of loyalty programs which affect consumer loyalty.
- Cooper & Schindler (2006), "Marketing Research"; The Researcher identified various research designs i.e. descriptive, exploratory and Experimental research design. The research design being used by researchers in the study is descriptive cum exploratory.
- Hoffman & Bateson (2016), "Marketing of Services"; This book helped in understanding the satisfaction of customers influencing their retention or relationship with the company.

### **Objectives of the Study**

- To study the modern-looking equipment and fixtures.
- Examining the impact of physical facilities at this store are visually appealing.
- To study the Materials associated with this store's service.
- To examine the impact of services at the time it promises to do so.
- To switch a scale to live service quality at a Pantaloon and Reliance Trend to check the link between overall service quality, satisfaction, loyalty, frequency of visits, and demographic data.

### **Research Methodology**

The study is of descriptive nature paper based on primary and secondary data. In the case of Primary data, the sample size is 57. 57 respondents were collected through questionnaire methods and the questionnaire by developing a google form. Google form is filled by the region of Kurukshetra District and Radaur

region of Yamunanagar District personally and also filled by the customer of reliance trend and pantaloon. The link to the google form for filling up the questionnaire was sent through e-mails and WhatsApp (Maghsoodi et al., 2019; Luo et al., 2004). On the other side, Secondary data was gathered from the surfing company's website, Internet, Books, magazines, survey reports, newspapers, and journals. Five-point Likert (interval) scaling has been used for conducting the survey which has been given as follows: 1 –Strongly Disagree, 2- Disagree, 3– Neutral, 4–Agree, 5–Strongly Agree.

### Data analysis and interpretation

Frequency Distribution and pie charts are the tools that are used to analyze the data collected along with the help of tabular and graphical presentation. The survey was conducted to know perception about the services of reliance trend and pantaloon.

#### Which apparel store do you prefer to go to?

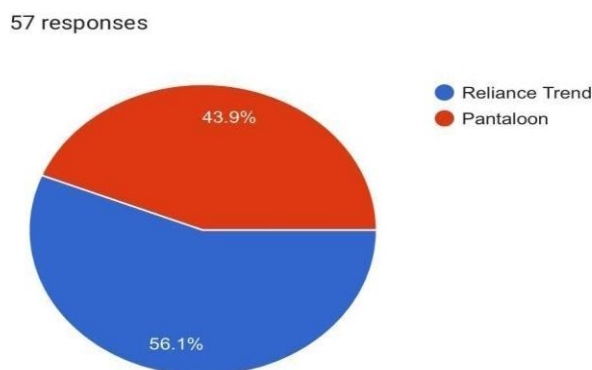


Figure 1. The majority of individuals prefer to reliance trend stores to go

Interpretation: The majority of individuals prefer to reliance trend stores to go, whereas 43.9% of people chose pantaloons.

#### Do you think both stores have modern-looking equipment and fixtures?

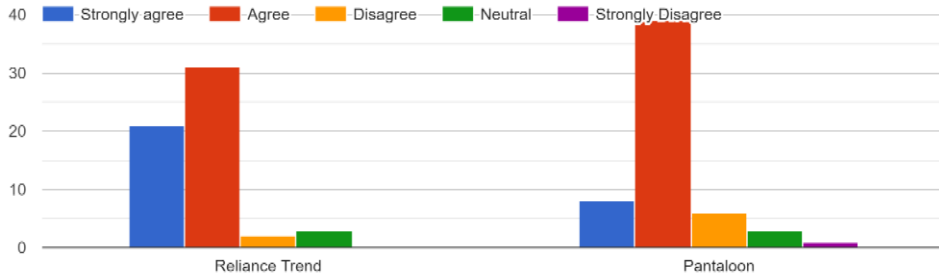


Figure 2. The highest proportion of people are agreeing with its modern look

Interpretation: Highest proportion of people are agreeing with its modern look as well as both stores have equipment and fixtures in a new style.

**Do you think the facilities of both stores are visually appealing?**

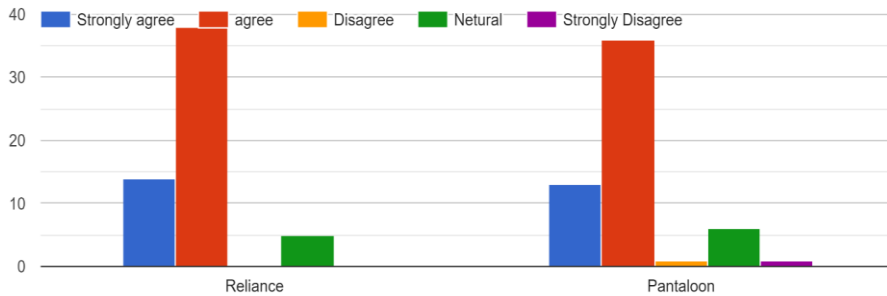


Figure 3. The total population are agreeing with the visually appealing reliance and pantaloons

Interpretation: Two-third of the total population are agreeing with the visually appealing reliance and pantaloons. However, 10.5% neutral and 1.8% strongly disagree with the visually appealing of both stores.

**Materials associated with both stores' services (such as shopping bags, catalogs, or statements) are visually appealing?**



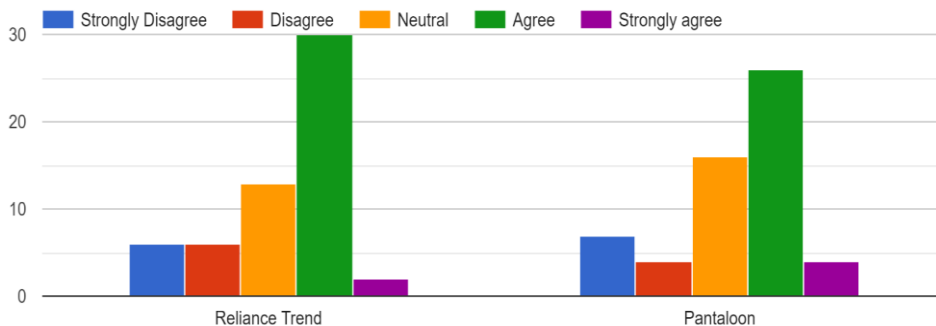


Figure 4. Materials associated with both stores services

Interpretation: 45.6% and 52% proportion are agreeing with the material services (like shopping bags and catalogs) of pantaloons store and reliance trend store respectively. Whereas, 12.3% of pantaloons and 10.5% of reliance trend are strongly disagreed with material services of both stores.

**Do you think the store layout of both stores makes it easy for customers to find what they need?**

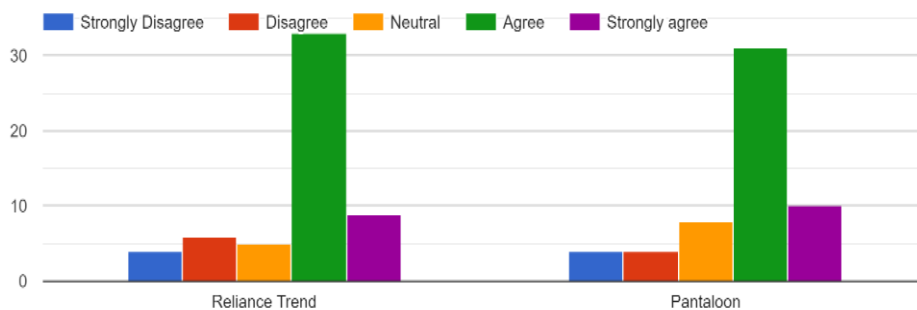


Figure 5. Store layout of both stores

Interpretation: 7% of the total proportion strongly disagree with the store layout of both companies. 14% of individuals are neutrally satisfied with pantaloons company services whereas the proportion of reliance trend stores is half of the pantaloons stores.

**Do you think both stores provide their services at the time it promises to do so?**

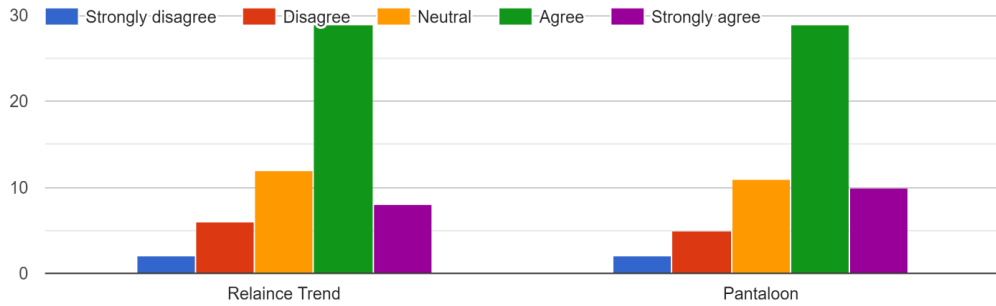


Figure 6. The proportion of both stores provide their services on time

Interpretation: Proportion of agreeing and strongly disagree almost identical of both stores as they provide their services on time. so.17.5% and 8.8% strongly agree and disagree with the services provided by Pantaloon to customers.

**Do you think both stores have merchandise available when the customer wants it?**

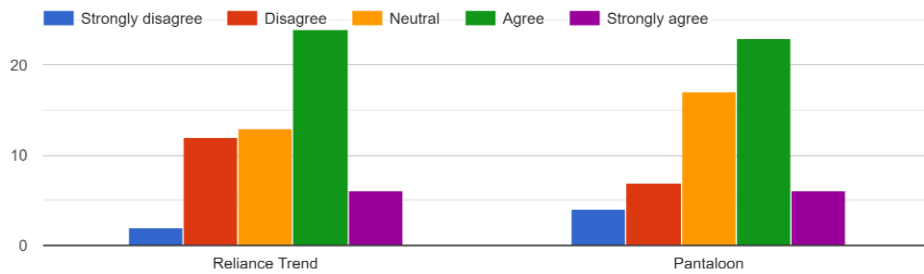


Figure 7. Available merchandise

Interpretation: Most proportion is in the support of agreeing and strongly agree with the availability of merchandise in both stores. 21.1% and 3.5% of reliance trends. However,12.3% and 7% of pantaloons trend go on disagreeing and strongly disagreeing.

**Employees in both stores know to answer customers' questions?**

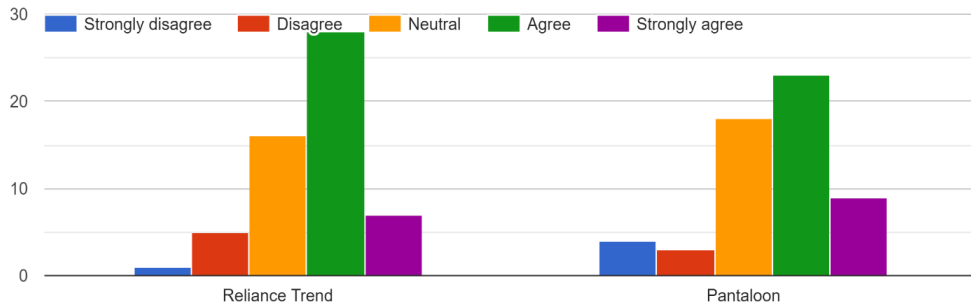


Figure 8. Employees in both stores know to answer customers' questions

Interpretation: Reliance trend has the most knowledge to answer customers as compared to pantaloon proportion 28% and 31.6% give their percentage of neutral opinion to reliance trend and pantaloon respectively.

**Are you feel safe while doing transactions with both stores?**

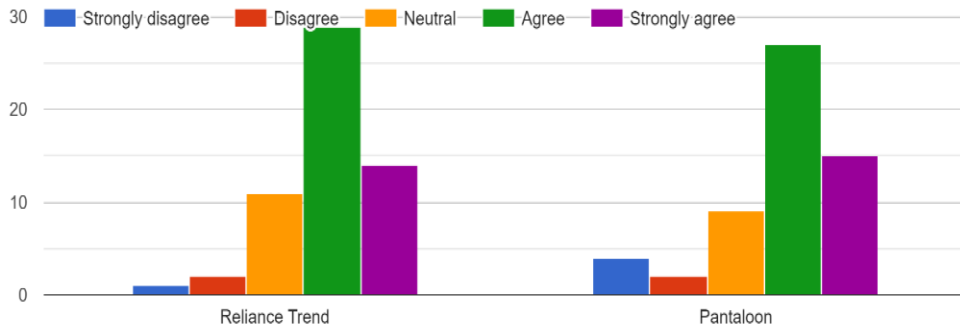


Figure 9. Feeling safe while doing transactions

Interpretation: Maximum proportion of individuals feel safe while doing transactions with pantaloons and reliance trend stores. 3.5% disagree with the services of both stores.

**What do you think both stores give you individual attention?**

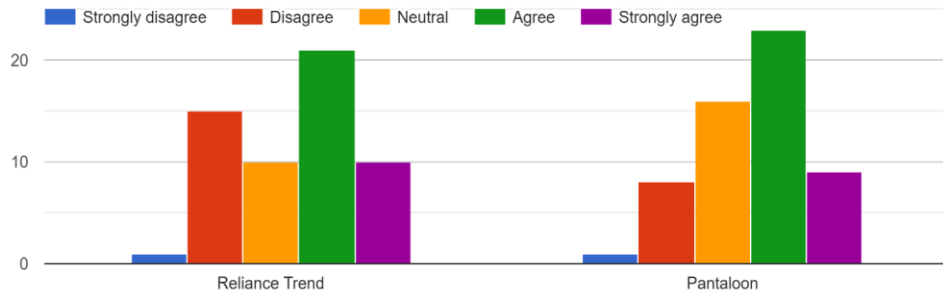


Figure 10. The attention of both stores

Interpretation: According to individual proportion, pantaloon gives more attention to customers, whereas the proportion of strongly agreed and neutral categories is the same as that of reliance stores as per the public's opinion.

**Do you think both stores are consistently courteous with customers?**

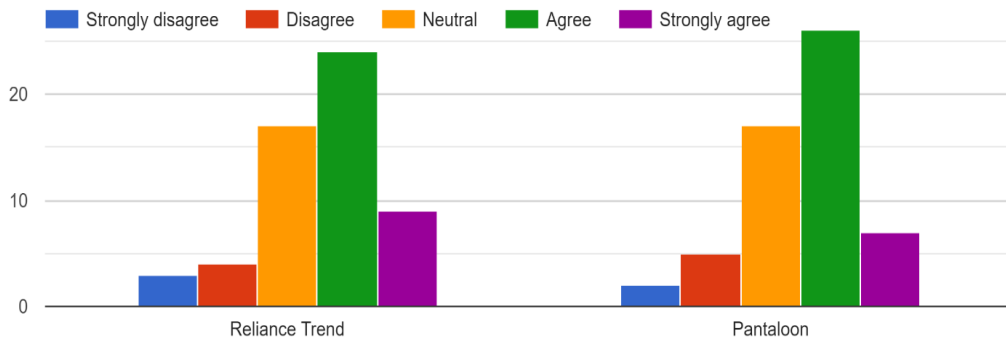


Figure 11. Consistent courteous with customers

Interpretation: 42.1% and 45.6% agree in both stores that are consistently courteous with customers. 7.0% and 5.3% disagree and strongly disagree with the services of reliance trend. However, 29.8%, the proportion is neutral from pantaloon stores.

**Both stores are willingly handling returns and exchange?**

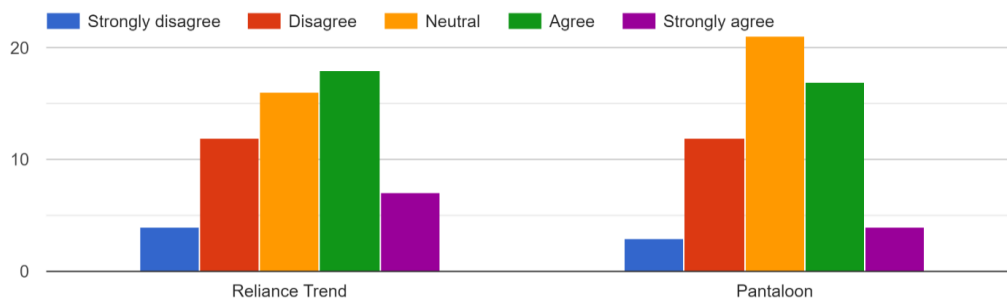


Figure 12. Willingly handling returns and exchange

Interpretation: 21.1% disagree with the statement of both stores willingly handling returns and exchanges. An interesting viewpoint is that 7.0% of individuals of total percentage strongly agree with the services of exchanging in pantaloons however in reliance store 7% strongly disagree.

### Findings of the Study

- As per the analysis, the majority of individuals prefer the reliance trend as compared to pantaloons.
- According to the individual's percentage, maximum people agree with the modern looping of both stores.
- After observing the analysis, only a few customers strongly agree with the materialistic services (like shopping bags, catalogs, and so on) of both stores.
- The study reveals that more than a half of people agree with both stores that make it easy for customers, whereas people who strongly agree with the store layout of pantaloons are more than the reliance trend.
- As per the analysis, maximum people have similar viewpoints about the services at the time it promises to do so, either it is reliance trend or pantaloons store.
- According to the customer's viewpoint, only negligible people strongly disagree with the attention which they give to individuals, whereas consumers are more in agreement with the pantaloons services as compared to the reliance trend.

### Limitations of the Study

- The study was restricted only to the customers who visited at reliance trend and pantaloons
- The study is limited to the local area of the Yamunanagar and Kurukshetra districts only.
- Since it is a sample-based study, the analysis of measuring services of both stores of only fifty-seven respondents is assessed only, so the findings may not be generalized to the entire population.
- Many times, consumers hide the exact information which is needed.

- This study was on customers' perception and it may differ according to the situation.
- Respondents may give biased answers for the required data. Some of the respondents did not like to respond.

### Suggestions

- There should be more services added by the Pantaloons and Reliance Trend so that it provides a unique advantage to their customer.
- There should be more promotional activities adopted by Pantaloons and Reliance Trend so they can give more competition in the market.
- Pantaloons and Reliance Trend should adopt strategies to increase awareness among the customers.
- Pantaloons and Reliance Trend should make its display of products more attractive.
- Pantaloons and Reliance Trend should give replacement policy to Customers at retail outlets.
- Pantaloons and Reliance Trend should provide gifts to Customers from time to time to motivate them.
- Pantaloons and Reliance Trend should provide better after-sales services to its customers.

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