

Customer Purchase Intention W.R.T. Internal Customers & Touch Points

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Abstract— Indian retail industry was highly unorganized, mainly comprising drug stores as well as small and medium grocery stores. It is only recently that retailing has become more organized, although it is concentrated mostly in metropolitan cities. This growth in the Indian retail market is mainly due to a transformation in consumer behaviour due to an increase in disposable incomes, improved lifestyles, and favourable changes in demographic patterns. Contemporary Indian consumers now want to shop at a place where they can get varied food choices and modes of entertainment along with a vibrant shopping experience, all under one roof. Another crucial reason for the growth of the country's retail market is the entry of many Indian companies in it. For instance, the Reliance Industries Limited plans to invest US\$ six billion in the retail industry by opening a thousand hypermarkets and fifteen hundred supermarkets. Thus, it can be seen that the retail market in the organized sector is growing with increasing the number of malls to about 300, supermarkets to 1500, and departmental stores to 325. Pantaloons are another Indian company which plans to increase its retail space to 30 million square feet with an investment of US\$ one billion. Also, Bharti Telecoms is in talks with the global giant Tesco for a £750 million joint venture. A number of global retail giants such as Wal-Mart, Carrefour, and Metro AG are also planning to invest in the Indian retail market. These major entries in the Indian organized retail market are expected to cause its rapid growth. The retail industry of India has become one of the most dynamic industries in the global market with the entry of several new players. Moreover, it accounts for over ten per cent of India's Gross Domestic Product (GDP) and contributes about eight per cent to the country's employment, making it the world's fifth-largest destination in retail space.

Index Terms— Consumer Behaviour, Purchase Intentions, Internal Customers, Employees

I. INTRODUCTION

It is imperative that Indian retailers and the government make combined efforts. Chanaka Jayawardhena and Andrew M. Farrell (2009) conducted a research, the purpose of which was to test a conceptual model of the effects of customer and service orientation behaviours of individual retail employees on individual customers' perceptions of service encounter quality, service quality, value, satisfaction, and behavioural intentions. The sample (n = 271) was customers of a supermarket in Central India, and they completed questionnaires following mall intercept. To test the hypothesis, the structural equation modelling using LISREL 8.7 was employed. The findings were: 1) Service and customer orientation behaviours are positively related to service encounter quality and service quality; 2) Service encounter quality is positively related to service quality and customer satisfaction; 3) Service quality is positively related

to value perceptions and customer satisfaction; and 4) Customer satisfaction is positively related to retail customers' behavioural intentions. However, value is not related to customer satisfaction. The paper showed that the retail managers need to train or select retail personnel who are able to perform their roles in a service oriented and customer oriented way, and value does not appear to be as important to Indian retail customers as it is to Western retail customers. Hammad Hassan, Maryam Saeed Hashmi and Zahoor Sarwar (2014) conducted a quantitative field survey study that examined the relationship between Service quality, Corporate Social Responsibility (CSR), and Customer Purchase Intentions in the context of multinational Quick Service Restaurant (QSR) chains in India. The objectives of this study were to investigate the impact of Service Quality on Purchase Intention with the moderating role of CSR. Based on convenience sampling due to the lack of a sampling frame, data was collected from 276 walk-in respondents at three major well-known multinational fast food stores in NCR and Delhi in India. The results of this study showed that firstly, service quality has a significant and direct impact on the purchase intention. Secondly, CSR moderates between Service Quality and Purchase Intentions in the Quick Service Restaurant Industry in such a way so as to strengthen the relationship between them. It can be argued that this study could contribute a lot to the retail business community through understanding the drivers of Customer Purchase Intention and the role of CSR in impacting the purchase intention. The firm manifesting the CSR role must clearly communicate and promote their activities to the community to get a positive response. Furthermore, these activities must not give a manipulative reflection or an impression to increase the prices of the product due to the cost incurred by the CSR activities. Lastly, this study is helpful for marketers and retailers to apprehend the service quality from the customer's perspective. In the future, there is a need to identify the particular activities among the set of CSR activities, which are most likely to affect the purchase intentions of customers. Dhreeraj's (2014) paper explores the perceptions of service quality in the convenience store (c-store) industry. The study applies the extant service quality models (Parasuraman, Berry, and Zeithmal, 1988; Dabholkar, Thorpe, and Rentz, 1996) in a c-store context. The study examines the reliability and validity of the service quality measures in the c-store context and additionally, models the implication of the perceived service quality on customer satisfaction and patronage intentions therein. This study also examines the most important dimensions of service in the c-store context. The results suggest that the perceived service quality positively influences customer satisfaction and patronage intentions in the convenience store industry. Further, the

availability of merchandise and courtesy are the strongest determinants of patronage intentions and customer satisfaction. According to G.Raghu and Dr.Radha.S, Consumer behaviour is the one of the significant areas to be focused in today's modern business where there is a need to study the consumption habits. Due to the change in the way the consumer responds to the retail marketing activities there is a challenge for marketers to meet their new expectations. The result shows that most of the respondents are female. The customers of Cuppa mostly belong to the age group of 20-30 years. The appearance of the employee is the most important factor among the tangible factors followed by the visual appearance of the outlet. The problem-solving tendency of the employees is also among the most important factors. The café takes care of customer service by operating at convenient hours. The services at the café exceed the customers' expectations. Among the service quality dimensions, the employee responsiveness contributes maximum to the overall satisfaction of the customer along with quality assurance. Beatson, Amanda T., Lings, Ian, and Gudergan, Siegfried (2008) examined relationship quality as a multidimensional metaconstruct comprising three dimensions: satisfaction, trust, and commitment. The role of relationship quality in its nomological network with service orientation as an antecedent construct and consumers' positive behavioural intentions, perceived switching costs, and activism as the consequences was also explored. Survey data from 728 travellers were used employing structural equations modelling to test this conceptualization. One finds that service orientation affects relationship satisfaction and trust, and that the latter influences satisfaction and commitment. In turn, satisfaction, trust, and commitment have a positive impact on positive behavioural intentions; trust has a negative one on activism; and commitment has a positive impact on perceived switching costs. The implications of this conceptual and empirical understanding of relationship quality were discussed and directions for future research were presented. Aashish Shashikant Jani (2012) "identify relative important factors affecting the areas of strength and weaknesses of public and private sector banks in terms of different technologies offered to customers and future growth of e-channels in retail banking. Parameters like money transactions, efficiency, financial services, reliability and motivation were used to find the above. The empirical data from 100 respondents of customers of bank were selected using a survey questionnaire and hypothesis were framed and tools like Mean, Standard Deviation, Coefficient of Variation, Correlation Analysis and Z test were used. The result reveals that use of technology inferred a positive perception of customers of public sector and private sector banks. Dharmalingam et al., (2012) examined to identify and evaluate the gap existing between expected and perceived services and the areas that need to be improved to deliver superior quality of service in selected new private sector banks. Service quality dimensions like tangible, reliability, responsiveness, assurance, empathy, access, security and price and product variety were considered for customer service quality expectations and perception. 8 hypotheses were taken for the study and a sample of 780 respondents were selected and paired t-test measurement results indicates that customer's highest expectations are in the security and accessibility dimensions and customer's lowest expectations in responsiveness dimensions, largest service gap exists in

reliability and price and product variety and smallest service gap exists in empathy and tangible dimensions. Mohammad Hosein Moshref Javadi et al., (2012) in their study to evaluate the quality of private banks services provided to the customers and to measure the customer's satisfaction. service quality six dimensions scale to be measured are tangible, reliability, responsiveness, assurance, empathy and accessibility the ability to access private banks easily and conveniently. A pilot survey was conducted for the questionnaire and reliability and validity test satisfies and the final questionnaire was distributed to the 390 convenience respondent. Six hypotheses were framed for the above and tools like mean and t test were analyzed and the result indicates that assurance, reliability seems to be most important dimensions and accessibility and tangibility are the most serious problem and private bank have to improve actions in mentioned dimensions. Yasir Shafiq(2013)the main purpose of their paper was to evaluate the hotels' service quality through customer satisfaction. Theory tells us that if the customers are satisfied then the hotels are providing higher service quality. And also check that which dimensions of SERVPERF is need to be focused more in India. For this purpose SERVPERF tool was adopted and administrative to customers who stayed in the hotels of NCR, India. The results indicates that in India among the five dimensions of SERFPERF the dimension tangible and empathy needed to be focused more. Mark Munoz (2006) his study examines small/medium enterprises (SMEs) management and employee perceptions of customer service on a number of dimensions. As the Philippine market becomes more involved with global business, the importance of service quality increases. The results can be valuable in the formulation of training, sales and marketing, business development, human resources management, and strategic planning. Implications for practice are discussed. Ishfaq Ahmed (2010) the study examines the service quality of the mobile service providers and satisfaction of the customers with this quality. The study focuses only the SMS service provided by telecom organizations. Service quality is measured using 5 dimensions and its relationship is determined with customer satisfaction. The data was collected from 331 youngsters who use the SMS service of any company. Correlation and regression analysis are used to analyze the data. The scores indicate that customers are slightly satisfied from the service quality of SMS service providers where tangibles and assurance score more than other dimensions and empathy has the lowest score. Dr. Abdelmo'ti Suleiman Abu Alroub(2012) research aims to identify the impact of service quality on customers satisfaction in the tourist restaurants in the city of Amman. The researcher developed a questionnaire and distributed them to customers on a sample of tourist restaurants in the city of Amman, amounted to (120) Single statistically. The results revealed that there is a significant relation between tangibility, assertion, empathy and customer satisfaction in the tourist restaurants in the city of Amman. Geetika(2010) study identifies components of service quality of Indian Railways at railway platforms. The study is exploratory in nature and uses factor analysis to identify the most important factors of customer satisfaction with service quality. The research methodology is empirical, and a survey of passengers (customers) was conducted. The findings reveal that five factors are considered important for determining satisfaction with retail platforms, the most important of which are

refreshments and behavioral factors. Vibha(2011) paper investigates the various dimensions of service quality and how these dimensions determine customer satisfaction in Indian banking sector. Using Service performance (Servperf) model, the survey was undertaken in Delhi with a sample size of 318 respondents. Reliability and service interaction were found to be significant variables to customer satisfaction in India. I-Ming Wang(2006) The study explores overall user satisfaction. A questionnaire survey is conducted to reveal users' perspectives on service quality. A questionnaire survey is conducted to reveal users' perspectives on service quality. Based on literature, service quality has five dimensions, which are tangibles, responsiveness, reliability, assurance, and empathy. The result indicated that the overall service quality has significantly a positive effect on the overall user satisfaction. G.S. Sureshchandar(2002) presents study to adopt a different approach and views customer satisfaction as a multi dimensional construct just as service quality, but argues that customer satisfaction should be operationalized along the same factors (and the corresponding items) on which service quality is operationalized. Based on this approach, the link between service quality and customer satisfaction has been investigated. The results have indicated that the two constructs are indeed independent but are closely related, implying that an increase in one is likely to lead to an increase in another. Krishna (2010) research results showed that services offered by retail units have positive impact and are significant in building customer satisfaction. Findings of this empirical research reiterate the point of view that Service Quality dimensions are crucial for customer satisfaction in retailing – a burgeoning sector with high growth potential and opportunities in fast growing economies like India's. Panchapakesan(2010) Patients and attendants treat the interpersonal aspect of care as the most important one, as they cannot fully evaluate the technical quality of healthcare services. The study also revealed that the hospital service providers have to understand the needs of both patients and attendants in order to gather a holistic view of their services. Hamad Saleem(2014) study is to look at the association between services quality of Indian hotel and to scrutinize cause on customer satisfaction, brand image and customer loyalty. The primary data was collected from 5 and 8 star hotels of India. The findings suggested that high quality of services boost up the customer satisfaction and then afterward this satisfaction will strengthen the customer loyalty. Ram Mohan (2013) study aims to identify the main factors that lead to customer satisfaction in food retail supermarkets. The main factors are extracted from the independent variables using factor analysis. Then regression analysis is done taking the extracted factors as independent variables and customer satisfaction as dependent variable. Likert scale and multiple choice questions are used in the questionnaire. There are 17 independent variables which by factor analysis are reduced to 5 main factors which are found to significantly impact customer satisfaction in food retail supermarkets.

II. METHODS

The data was collected by a self-made well developed Questionnaire; the five point Likert Scale questions were made. All of the questionnaires were distributed among the respondents in Retail stores in Delhi/NCR. The data was collected by 436 responded in a period of 15 days and the

responses were fed into the Statistical Package for Social Science (SPSS) for analysis and evaluation. The main objective of my study was to investigate the relationship between employee behavior and consumer purchase intention and to assess the service quality of Retail Stores in Delhi/NCR.

H1₀: Customers are not satisfied by Retail Employees' behaviour.

H1_a: Customers are satisfied by Retail Employees' behaviour.

H2₀: Customers are not overall satisfied by Retail service quality.

H2_a: Customers are overall satisfied by Retail service quality.

H3₀: Customers are not willing to come back to Retail Store.

H3_a: Customers are willing to come back to Retail Store.

H4₀: There is no statically difference in gender regarding the satisfaction level of Retail Employees' behaviour.

H4_a: There is statistical difference in gender regarding the satisfaction level of Retail Employees' behaviour.

III. ANALYSIS

TABLE 1: RESPONDENT PROFILE

	Frequency	Percent	Valid Percent	Cumulative Percent
Gender				
MALE	80	58.8	58.8	58.8
FEMALE	56	41.2	41.2	100
Total	436	100	100	
Age Group				
18-25	20	14.7	14.7	14.7
25-35	52	38.2	38.2	52.9
35-45	36	26.5	26.5	79.4
>50	28	20.6	20.6	100
Total	436	100	100	
Personal Income(Annual)				
<5Lacs	24	17.6	17.6	17.6
5-10Lacs	56	41.2	41.2	58.8
10-15Lacs	56	41.2	41.2	100
Total	436	100	100	
Family Income(Annual)				
5-10Lacs	4	2.9	2.9	2.9
10-15Lacs	92	67.6	67.6	70.6
>25Lacs	40	29.4	29.4	100
Total	436	100	100	
Occupation				
Student	8	5.9	5.9	5.9
Homemaker	36	26.5	26.5	32.4
Service	36	26.5	26.5	58.8
Business	56	41.2	41.2	100
Total	8	100	100	

Out of 436 respondents 58.8% were male and 41.2% were female, which shows an almost equal distribution of respondent selection. On age parameter 14.7% were between 18-25, 38.2% were between 25-35, 26.5% were between 35-45 and 20.6% were above 50. This distribution shows that maximum shoppers were between 25-35 age groups. Respondents' income wise distribution shows 24% were having <5 Lacs annual income, followed by the other groups having more than 5 Lac salary, since respondents were store visitors we can say that higher income customers visit Retail stores more as compared to others. The same trend was seen in family income. Out of 436 respondents more than 97% customers were having more than 10 Lac. Family income. The maximum visitors were from Business background followed by Service class and Homemakers.

H1₀: Customers are not satisfied by Retail Employees' behaviour.

H1_a: Customers are satisfied by Retail Employees' behaviour.

H2₀: Customers are not overall satisfied by Retail service quality.

H2_a: Customers are overall satisfied by Retail service quality.

H3₀: Customers are not willing to come back to Retail Store.

H3_a: Customers are willing to come back to Retail Store.

TABLE 2: ONE STATISTICS

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
I am satisfied with the Retail Employees' behaviour	436	3.147	1.54215	0.13224
I will come gain to Retail.	436	2.824	1.25245	0.1074
I am satisfied by Retail service quality.	436	3.382	1.21752	0.1044

TABLE 3: ONE SAMPLE TEST

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am satisfied with the Retail outlet Employees' behavior	-4.1	135	0	-0.47059	-0.698	-0.244
I will come gain to Retail outlet.	-3.64	135	.003	-0.17647	-0.589	0.0359
I am satisfied by Retail outlet service quality	3.662	135	0	0.38235	0.1759	0.5888

One Sample t-test was conducted to test the first 3 hypothesis.

Hypothesis 1: The p value in the above table is .000 which is less than significant value .05, so we reject the null hypothesis

in favour of alternate hypothesis and conclude that Customers are satisfied with the Retail Employees' behaviour.

Hypothesis 2 :The p value in the above table is .00 which is less than significant value .05, so we reject the null hypothesis in favour of alternate hypothesis and conclude that Customers are will to come gain to Retail.

Hypothesis 3: The p value in the above table is .000 which is less than significant value .05, so we reject the null hypothesis in favour of alternate hypothesis and conclude that Retail Customers are satisfied with the Retail service quality.

H4₀: There is no statically any difference between male and female regarding the

Satisfaction level of Retail Employees' behaviour.

H4_a: There is statically any difference between male and female regarding the satisfaction level of Retail Employees' behaviour.

TABLE 4: GROUP STATISTICS

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
I am satisfied with the service I receive from this organisation	MALE	80	2.8500	1.50190	.16792
	FEMALE	56	3.5714	1.51186	.20203

TABLE 5: INDEPENDENT SAMPLES TEST

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am satisfied with the Retail outlet Employees' behavior	-4.1	135	0	-0.47059	-0.698	-0.244
I will come gain to Retail outlet.	-3.64	135	.003	-0.17647	-0.589	0.0359
I am satisfied by Retail outlet service quality	3.662	135	0	0.38235	0.1759	0.5888

Independent Sample t-test was conducted, to see the "I am satisfied by Retail service quality" satisfaction level among male and female. The p value in the above table is .007 which is less than significant value .05, so we reject the null hypothesis in favour of alternate hypothesis and conclude that Retail Male and Female Customers differ with reference to their satisfaction level by Retail outlet Service quality. The mean score shows females are more satisfied as compared to

male.

Regression

TABLE 6: MODEL SUMMARY

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923 ^a	0.9	0.849	0.48632

a. Predictors: (Constant), Retail's services meets my expectations, I am satisfied with the Retail Employees' behaviour, I am satisfied by Retail service quality

TABLE 7: ANOVA

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	180.545	3	60.182	254.46	.000 ^b
	Residual	31.219	132	0.237		
	Total	211.765	135			

a. Dependent Variable: I will come again to Retail.
b. Predictors: (Constant), Retail's services meets my expectations, I am satisfied with the Retail Employees' behaviour, I am satisfied by Retail service quality

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	4.275	0.166		25.754	0
	I am satisfied with the Retail outlet Employees' behavior	-0.69	0.028	-0.847	-24.17	0
	I am satisfied by Retail outlet service quality	0.331	0.046	0.257	7.138	0
	Retail outlet's services meets my expectations	-0.12	0.035	-0.126	-3.392	0

a. Dependent Variable: I will come gain to Retail outlet.

IV. DISCUSSION

Multiple Regression analyses was conducted to examine the relationship between revisit of Customer and various potential predictors. The multiple regression model with all three predictors produced $R^2 = .853$, which shows that there is 85% of impact of independent variables on dependent variables. The objective of the research was to investigate the relationship between employee behaviour and consumer purchase intention and to assess the service quality of Retail Stores in Delhi/NCR. The results show that there is 85% of impact of employee behaviour and consumer purchase intention as they would like to visit the store again to purchase products. Also overall, the customers are satisfied with the Retail stores in Delhi/NCR. As we have seen Customers are satisfied with the Retail Employees' behaviour, they are satisfied with the Retail service quality they are will to come

gain to Retail. This is indeed a good indicator for Retail, Based on these findings, I recommend to Easy Store that the number of trips that customers make is the most important & significant aspect in profiling & differentiating loyal shoppers from non-loyal shoppers. This means that retailers need to ensure that the customers make repeat visits to their stores. Retailers must ensure that they maintain some novelty through new products, new schemes etc. which motivates customers to make repeat visits.

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