

AN ASSESSMENT OF SERVICE QUALITY OF ORGANIZED SUPER MARKETS, IN KERALA

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ABSTRACT

Prices of essential commodities have been increasing in the markets, in Kerala, for the past two decades. Obviously, the common man finds it difficult, to adjust his income. The wholesale and retail private shop owners are found to be opportunistic and exploitative. Instead of confronting and controlling them, the State Government has established an alternate retail market, for the public to provide essential commodities, at subsidized prices. But, many of the customers are not satisfied with the quality of the services, offered at these State-run outlets, compared to the services in the private shops. This study investigates into these aspects and assesses the quality of the services, using the parameters SERVQUAL scale. The findings indicate that, comparatively, the services offered by the private shops are more satisfactory, than those in the Government outlets.

KEYWORDS: SERVQUAL, Organised Retail Super Market, Service Quality and Customer Satisfaction