

# **A Study on Advance Service Expectations of Customers From Organized Grocery Retail Outlet**

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**Abstract:** *The study is about Advance service expectations of customers from organized grocery retail outlets band to understand the consumer perception towards the services being offered and at the same time what is their expectations in terms of future needs.*

*The research was conducted through collection of primary & secondary data. Secondary data was collected through, visiting various web sites and other reliable sources. Primary data was collected through a well-framed questionnaire, of which later detailed analysis was done using various statistical tools. On the basis, the secondary data analysis and the extensive analysis.*

**Keywords:** Advance service expectations.

## **I. INTRODUCTION**

It's no news that customer experience in retail venues is changing. This later changed to bigger shops run by one man with a few employees. Here all the work was done manually. An organized retail store cannot achieve success without delivering superior service quality. Customer perceived service quality has been given increased attention in recent years as it has contributed significantly to business competitiveness, service and merchandise provided at organized retail outlets but they are not able to retain all their customers by providing solutions to them. Services offered by the retail outlets plays a very important role, nowadays all the retailers out there understand how important it is to ensure services been properly provided to the customer in order to build up their reputation in the market and at the same time retained the existing customer and attract new customer as well for their business. Every organized retail outlets has its own way of operating their individual outlet which in turns it differentiate them as compared to their competitors in the market. But with the growing competition the expectations of the customer in terms of services are also increasing its not like that the customers are not happy with the kind of services being provided by the retail outlets but with the emerging market competitors are coming out with different facilities for their customers which in turns its indirectly boosting customer expectations related to services.

### **The Growth and Development of Organized Grocery Retail Industry in India.**

The food & grocery category will continue to grow at about 13-14% per annum over the next decade, though the decadal drop in terms of the share of consumer wallet and hence the retail market share would be about 2-2.5%. Thus, for foreseeable future, food & grocery retail is expected to dominate the market with more than 50% share of the overall retail market. By 2025, organized retail is expected to capture at least 8-9% of the food & grocery market and be worth US\$ 90-100 Bn. (Rs. 5,600-6,200 Bn.), growing at a CAGR of 25-30% from the current levels.

### **The Rise of E-grocery:**

However, increased disposable incomes and internet usage are expected to cause the e-Grocery market to grow quickly over the coming years. A astounding 148% CAGR is predicted for the e-grocery market, which had a value of USD 0.69 billion in 2017 and is expected to reach USD 16 billion by 2020. The expected change in the Indian grocery market is greatly influenced by the country's young population, which has an average age of 27.6 years. Given their busy lifestyles and access to discretionary wealth and cellphones, young customers are internet aware and prefer to get their groceries online. This alteration has greatly aided in the development of a vibrant market environment in India and provided chances for established e-retailers.

### **Major Players of Organized Grocery Retailers & Customer Services Provided By Them In Mumbai**

Services provided by the retailers is what differentiate themselves as compared to the competitors in the market. Some of the major players in the organized grocery retailers in Mumbai are – Dmart, BigBazaar, and Hypercity retail fresh.

**Services Offered By Hyper city:** Loyalty Program, Discovery Club, offers it members a host of executive offers, discounts, points & Previews, Personalized billing and shopping assistance for those who need it, wider aisles for easier and fastest navigation,, Huge Space for parking&return/refund within 14 working days.

**Services Offered Dmart:** Dmart ready Pickup point, easy return/refund process within 7 working days, Daily Discounts & vouchers.

**Services being offered by BigBazaar:** Fast Billing Pass, Cashback offers, Gift cards and vouchers, Home delivery services, Good Parking services, Personal assistance for disabled people.

### **Need For Study:**

To understand what are the major factors customers considers while going to organized grocery retail outlet and what further requirements customer are expecting from them and in terms of services how the various organized grocery retail outlets they differentiate themselves

### **Objectives:**

- To check the growth and development of organized grocery retail industry in India
- To know the major players of organized grocery retailers and customer services provided by them in Mumbai
- To understand the level of expectation that customers have from an organized retail grocery stores.

### **Limitations of the study:**

- An overall perception of the customer was not possible since area covered was only Mumbai.
- There are 105 respondents in this research.

### **Future Scope:**

This project was conducted to learn and to find out the effectiveness of the services being offered and what are the expectations of the customer related to services at various grocery outlets.

Services offered plays a very important role and is always a process which can be developed and enhanced for improving the experience of the customers.

## **II. LITERATURE REVIEW**

**According to Parikh (2006),** " As organized retailing grows in India, retail establishments there will need to significantly raise the quality of their offerings in order to succeed in the global market.. Therefore, it is crucial to understand how customers assess service quality as well as what can be done to monitor and enhance it.

**According to Azhagan & Nagarajan's (2011) analysis,** "most consumers like the organized retail sector due to greater tangibles and empathy for its clients. The organized retail industry should raise the quality of customer service and show assurance to its clients in order to keep them and draw in new ones.

**According to Singh (2013),** "In retailing, perceived service quality is significantly influencing decisions about whether to buy and buy again, as well as both positive word-of-mouth and complaining behavior."

**According to Prabakar's (2012) analysis,** "The customer perception of retail service quality is an important segment to the emerging and the existing retailers in the market as the study reveals that perception of service quality influenced by the various nature with various customers even some of the general factors like Personal interaction, physical aspects are the dimensions on of the customer perception remain constant and common to all the customer on a majority basis, so the study's findings should be taken into consideration by retailers in both the emerging and the existing stages of development."

According to a study by U. Dineshkumar and P. Vikkraman (2012), "**organized retail shops offer higher service quality and a wider selection of products than the unorganized retail outlets. The majority of clients are pleased with the level of service offered by the organized retail establishments. Service Excellence Rather than "what the**

supplier puts in," service quality is defined as "what the customer gets out and is willing to pay for" (Ducker, 1991).

### III. RESEARCH METHODOLOGY

#### Research design

The main aim of this survey is to know the customer advance service expectations towards organized grocery retail outlets and find out the key factors for customer satisfaction. Therefore descriptive research is being adopted.

#### Area of the study

The survey is conducted among all class of customers who are the regular purchasers and occasional buyers in the organized retail outlets (Grocery)

#### Research approach

##### Survey method and questionnaires method

Surveys are used to acquire primary data. The questionnaire must be completed by each respondent on their own. The questions are both open-ended and closed-ended, and they have a structure that is easy for respondents to understand.

#### Sample Size

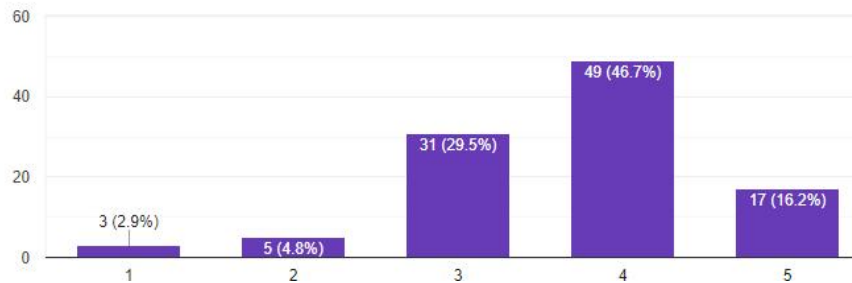
Sample size taken in this study is 105.

#### Secondary Data Collection: -

Websites  
Journals

### IV. DATA ANALYSIS & INTERPRETATION:

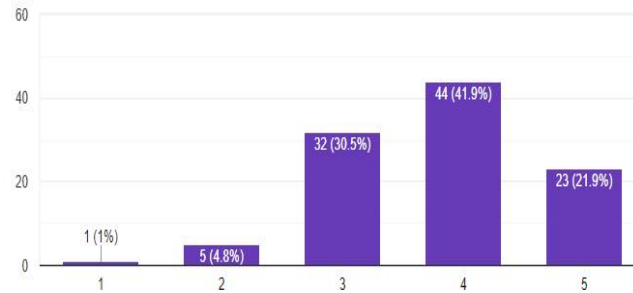
Q1. I try to visit organized retail outlets for grocery when crowd is less so that it is less tedious



Interpretation:

From the above data it can be analyzed that majority of the customer they prefer going to grocery store when the crowd is less.

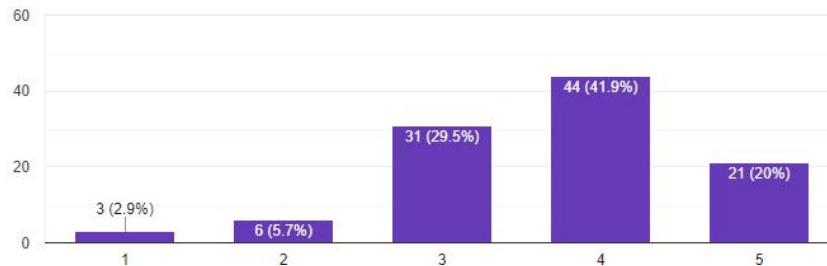
Q2. Enough Parking space is a very important criteria to choose a grocery store



Interpretation:

From the above data it can be analyzed that most of the customer they consider parking space as very important criteria

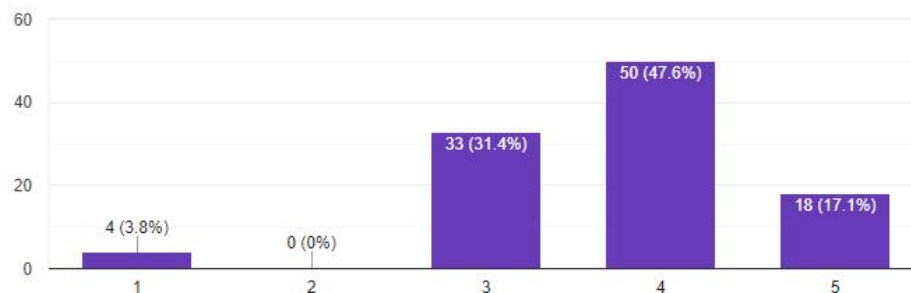
Q3. I always wish to have my grocery delivered at home



Interpretation:

From the above data it can be analyzed that majority of the customer they prefer getting their grocery delivered at home.

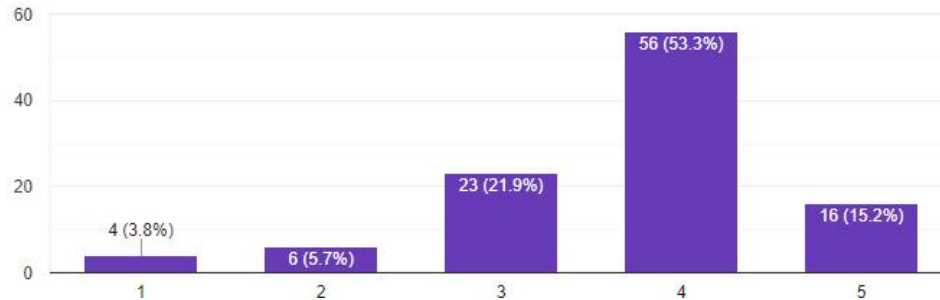
Q4. Ordering grocery through phone or app saves my time which is very important



Interpretation:

From the above data it can be analyzed that majority of the customer they believe shopping online through their app helps to save their time.

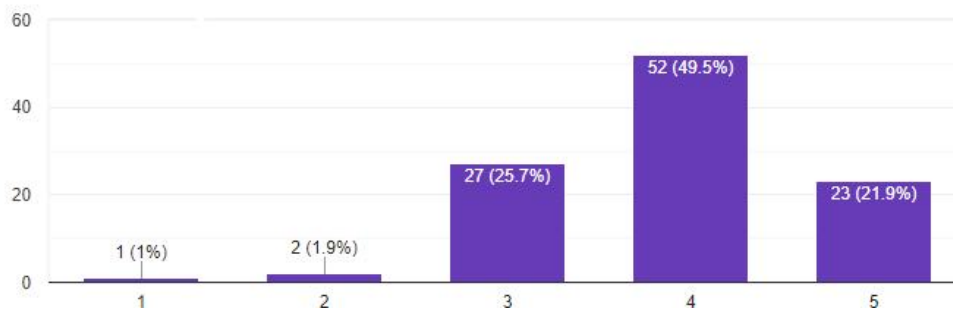
**Q5. D-Mart Ready service is a wonderful initiative which is very helpful**



**Interpretation:**

From the above data it can be analyzed that D-Mart ready service is considered to be great initiative.

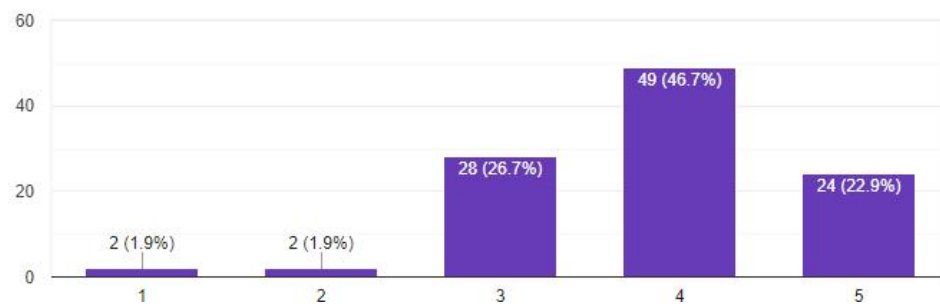
**Q6. Return/Refund policy of organized grocery stores should be very convenient and hassle free**



**Interpretation:**

From the above data it can be analyzed that majority of the customer they prefer return/refund policy to be hassle free process.

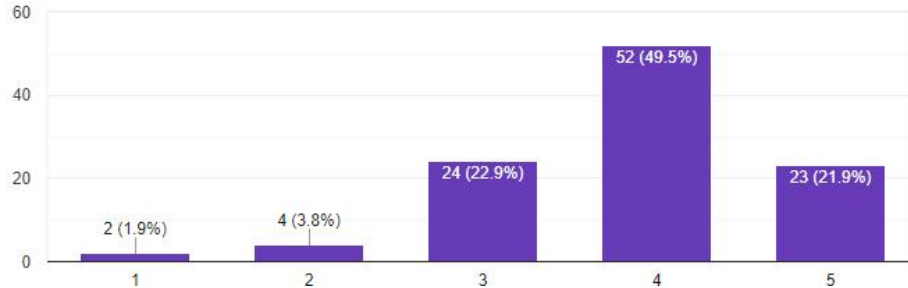
**Q7. Return/Refund policy of organized grocery stores should be very fast**



**Interpretation:**

From the above data it can be analyzed that majority of the customer they want the return/refund process to be very fast rather than slow process.

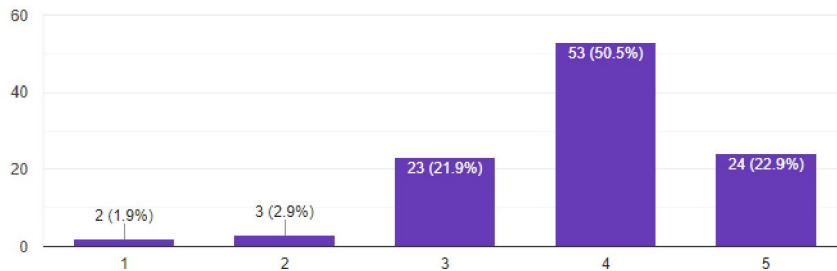
**Q8. Prompt complaint handling makes a store more reliable**



**Interpretation:**

From the above data it can be analyzed that majority of the customer they believe handling customer complaint effectively and fast would lead store to be reliable.

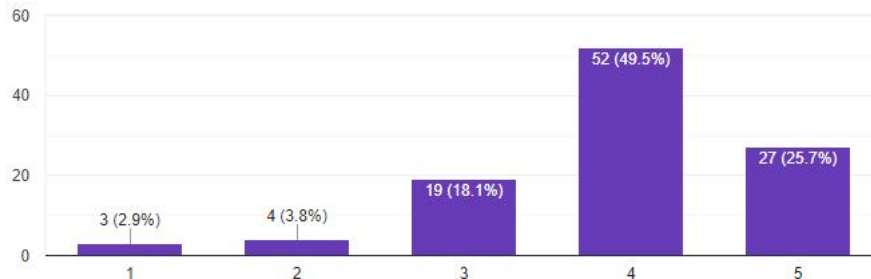
**Q9. Billing time should be reduced to minimum**



**Interpretation:**

From the above data it can be analyzed that majority of the customer they believe handling customer complaint effectively and fast would lead store to be reliable.

**Q10. To develop convenience and efficiency in billing, soft wares should be introduced**



**Interpretation:**

From the above data it can be analyzed that majority of the customer they believe that for billing process soft wares should be introduced.

#### **V. CONCLUSION**

This study was carried out to understand the customers' future service expectations from the organized grocery retail outlet and to analyze all the variables that customers think are very significant for them in terms of service from a prospective future viewpoint. According to the study, even though the majority of customers are satisfied with the services provided by grocery stores, there are some factors that need to be taken into account and fixed. For example, the billing process needs to be improved; it should be simple; the store's location also matters; and, perhaps most importantly, the return/refund policy, which customers now regard as one of the key factors.

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