

A STUDY ON SERVICE QUALITY DELIVERY OF RELIANCE FRESH WITH REFERENCE TO MADURAI DISTRICT

Dr. K. Navarathinam

Associate Professor, R. L. Institute of Management Studies, Madurai - 625022

Abstract

Reliance fresh is a store, which provides services to the customers. In this project it is estimated that to what extent the quality service is by reliance fresh and what role does the marketers play in delivering high quality goods and services to get the target customers. For research work both primary and secondary data are used. Customer to know their perceptions and belief fills questionnaire. Then in this report service quality model is explained which highlights the gaps that cause unsuccessful delivery of service.

Keywords: Service Quality, Customer preference, Reliance fresh.

Introduction

‘Quality’ in a service organization is a measure of the extent to which the service delivered meets customer’s expectations because to the customer, quality is all about Meeting or exceeding their expectation. The nature of most services is such that the customer is present in the delivery process. This means that the perception of quality is influenced not only by the service outcome but also by ‘the service processes. Reliance fresh is a store, which provides services to the customers. In this project it is estimated that to what extent the quality service is by reliance fresh and what role does the marketers play in delivering high quality goods and services to get the target customers. For research work both primary and secondary data are used. Customer to know their perceptions and belief fills questionnaire. Then in this report service quality model is explained which highlights the gaps that cause unsuccessful delivery of service. On the basis of this model five determinants of service quality are- Reliability, Responsiveness, Assurance, empathy, tangibles.

Service Quality Model

The model highlights the main requirements for delivering service quality. Based on this service quality model, researchers identified the 5 determinants of service quality, in order of importance.

1. Reliability - The ability to perform the promised service dependably and accurately.
2. Responsiveness- The willingness to help customers and to provide prompt service.
3. Assurance - The knowledge and courtesy of employees and their ability to convert trust and confidence.
4. Empathy - The provision of caring individualized attention to customers.
5. Tangibles - The appearance of physical facilities, equipment, personnel, and communication materials.

It identifies five gaps that cause unsuccessful delivery

1. Gap between consumer expectation and management perception.
2. Gap between management perception and service quality specification.
3. Gap between service quality specification and service delivery.
4. Gap between service delivery and perceived service.
5. Gap between perceived service and external communication

Company Profile

Reliance Fresh is the convenience store format which forms part of the retail business of Reliance Industries of India which is headed by Mukesh Ambani. Reliance plans to invest in excess of Rs. 25000 crores in the next 4 years in their retail division. The company already has in excess of 560 reliance fresh outlets across the country. These stores sell fresh fruits and vegetables, staples, groceries, fresh juice bars and dairy products. A typical Reliance Fresh store is approximately 3000-4000 square. Feet and caters to a catchment area of 1-2 km. Giant Corporation like walmart and reliance has started to try and take over the Indian retail sector. The entry of the giant corporate retails in India's food market will have direct impact on India's 650 million farmers and 40 million people employed in tiny retail. More than 6600 mega stores planned with Rs. 40,000 by 2011.

Research Methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.

Objectives

- To know the level of service quality delivery of reliance fresh
- To know the customers satisfaction with reliance fresh.
- To suggest suitable strategies for upgrading the performance of store.
- To know about the customer retention.
- To find out the impact of the strategies on the daily business activities in the store.

Type of Research

(a) Descriptive Research

It includes surveys and fact-findings enquiries of different kinds. The main purpose of descriptive research is description of the state of affairs, as it exists at present.

The main characteristics of this method are that the researcher has no control over the variables. He can only report what has happened or what is happening.

(b) Convenience sampling

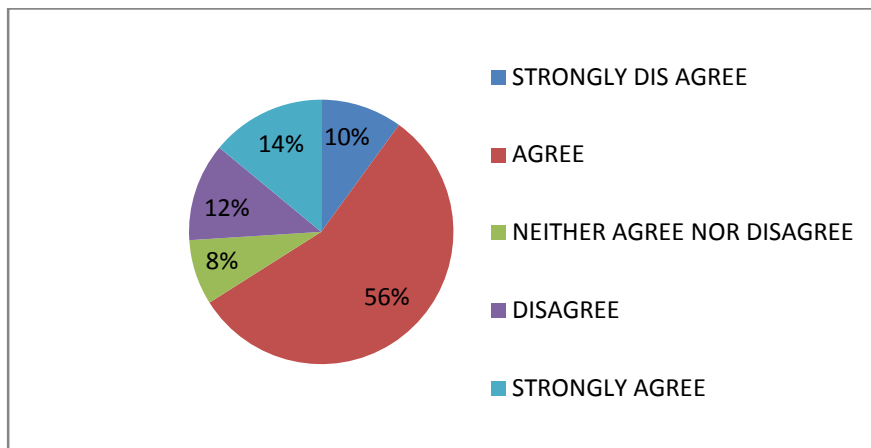
When population elements are selected for inclusion in the sample based on the ease of access, it can be called as convenience sampling.

(C) Sample Size

The sample size of 50 persons is used for the completion of research.

Result and Interpretation**Reliance fresh has modern looking equipment**

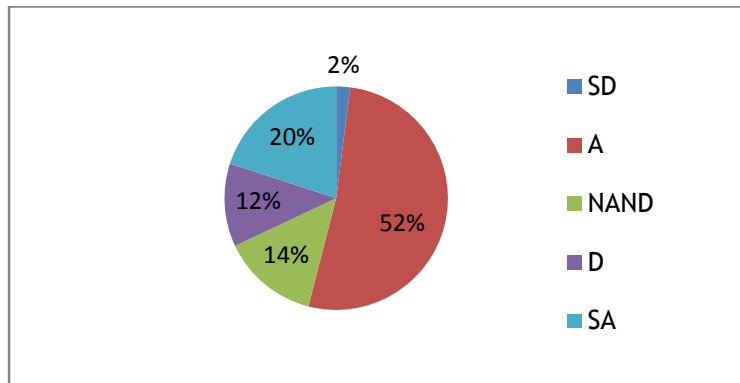
Strongly agree	7
Agree	28
Neither agree nor disagree	4
Disagree	6
Strongly disagree	5



In today's world of globalization where competition is growing at an appreciable pace, it is required that any store should have modern looking equipment to differentiate itself with other stores and face the competition. In reliance fresh 70% of customers are agreed with the modern looking equipment into the reliance fresh.

Reliance fresh physical facilities are visually appealing

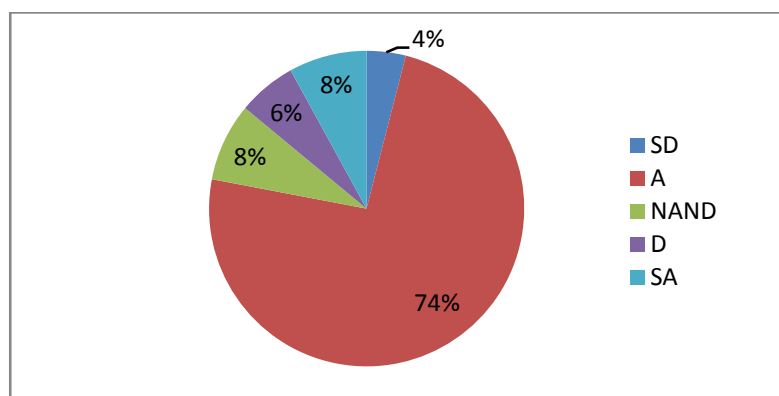
Strongly agree	10
Agree	26
Neither agree nor disagree	7
Disagree	6
Strongly disagree	1



It is essential that the physical facilities of any store should be visually appealing because it is the symbol of good store. The physical facilities attract the customers towards store. It is found that in reliance fresh 72%customers are agreed with the physical facilities of reliance fresh.

Employees in the store have the knowledge to answer the questions

Strongly agree	4
Agree	37
Neither agree nor disagree	4
Disagree	3
Strongly disagree	2



When the customers enter the store He/she may have ambiguities. He may confuse to choose the product, price of product or any other issue. In such situation employees must have enough knowledge to respond the customers. In reliance fresh 82% customers believe that the employees present in reliance fresh are knowledgeable enough to answer the questions.

Findings and Suggestions

Findings

- 40% were strongly agree while 30% were agree and only 05% were neither agree nor disagree and 15% respondent were disagree and 10% were strongly disagree with the statement that reliance fresh has modern looking equipment
- 50% were strongly agree while 25% were agree and only 10% were neither agree nor disagree and 10% respondent were disagree and 05% were strongly disagree with the statement that reliance fresh physical facilities are visually appealing
- 35% were strongly agree while 27% were agree and only 13% were neither agree nor disagree and 10% respondent were disagree and 15% were strongly disagree with the statement that Materials associated with the store service such as (shopping Bags) are visually appealing at reliance fresh.
- 17% were strongly agree while 41% were agree and only 15% were neither agree nor disagree and 17% respondent were disagree and 10% were strongly disagree with the statement that The behavior of the employees instills confidence in the customer.
- 18% were strongly agree while 44% were agree and only 18% were neither agree nor disagree and 13% respondent were disagree and 07% were strongly disagree with the statement that Store willing to handle returns and exchange
- 42% were agree and only 21% were neither agree nor disagree and 11% respondent were disagree and 08% were strongly disagree with the statement that Employees in store are never too busy to respond customer's request.

Conclusion

The project was very satisfying experience for me, not only practically but also academically enriched my knowledge. In short, it can be concluded that RELIANCE FRESH is a store, owned by Mr. Mukesh Ambani provides quality services to the customers and customers are highly satisfied.

Recommendations for Improving Service Quality

Pioneers in conducting academic service research, Berry, Paraguayan, and Zenithal offer 10 lessons that they maintain are essential for improving service quality across service industries.

1. Listening - Understand what customers really want through continuous learning about the expectations and perceptions of customers and no customers (for instance, by means of a service-quality information system).
2. Reliability - Reliability is the single most important dimension of service quality and must be a services priority.

3. Basic service - Service companies must deliver the basics and do what they are supposed to do - keep promises, use common sense, listen to customers, keep customers informed, and be determined to deliver value to customers.
4. Service design - Develop a holistic view of the service while managing its many details.
5. Recovery - To satisfy customers who encounter a service problem, service companies should encourage customers to complain (and make it easy for them to do so) respond quickly and personally and develop a problem-resolution
6. Surprising Customers - Although reliability is the most important in meeting customers' service expectations.
7. Fair Play - Service companies must make special efforts to be fair and to demonstrate fairness, to customers and by improving
8. Teamwork - Teamwork is what enables large organizations to deliver service with with care and attentiveness by improving employee motivation and capabilities
9. Employee Research - marketers should conduct research with employee to reveal why services problems occur and what companies must do to solve problems
10. Servant Leadership - Quality services comes from inspired leadership throughout the origination from excellent service system design; from the effective use of information and technocrat and tech-force called corporate culture.

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