

A STUDY ON SERVICE QUALITY ANALYSIS OF GREEN GROCERS IN COIMBATORE DISTRICT

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ABSTRACT

Green Grocers are being termed as unorganized retail sector, yet the total value of the particular segment shows the importance of the segment. The Green grocers are widely spread in all rural and urban areas of India. The Green grocers satisfy the need of the huge population daily. This study is on service quality analysis of Green grocers in Coimbatore District. 100 customers of the green grocers have been used to identify the service gap prevailing in various service quality dimensions. The study showed a small gap between the expectations and perception of consumers which can be equalled by concentrating on service provided by Green grocers.

Keywords: Service Quality, Green Grocers, Coimbatore District

INTRODUCTION

India is the second largest country in the world. The need for food for such huge population acts as a big challenge. The people need fresh green grocery for their daily food need. The green grocers present in every urban and rural areas fulfil the demand of the huge market. Moreover, India is a country of diversity. The selection of food by the people is based on various factors such as culture, religion, socio-economical, geographical, demographical and personal factors. Though, organized retail sector is growing at a faster rate, yet the green grocers who are unorganized are spread over the country to meet the needs of people on a daily basis. The services provided by green grocers are less comparatively with big shops, yet green grocers have maintained the trust and bond with the customers for a long period

REVIEW OF LITERATURE

Kerin et.al (2001) claimed that shopping experience is more important than physical store. Shah (2009) has suggested that maintaining inventory, process improvement and stall display are required to compete with big stores. Ramakrishnan (2010) stated that unorganized retail sector has to discover a strategy as early to safeguard itself from organized sector. Chattopadhyay.A et.al, (2010) have claimed that small stores have been able to withstand the toughness of organized sector through maintaining loyal customers. Mutua (2013) concluded that customers were dissatisfied on responsiveness service quality dimension. Jain, D. & Talreja (2013) have viewed that the customers buy green grocery from small shops as they perceive the shops to be of less priced than super markets. Moreover selling in low quantity and bargaining power had made the customers to prefer small shops for buying green grocery. Martin Jayaraj.A & Dharmaraj.A (2016) have claimed that both urban retailers and rural retailers are providing strong competition to small shoppers. Kumar S.R, and Jayaraj, A M, (2019) viewed that image and trust are important maintaining customers for a long period. As many studies have been carried out in comparison with unorganized and organized retail formats, there is a scarce for the studies pertaining to green grocers and its service quality analysis, hence this study is undertaken by the researcher to analyse the customers' expectation and perception towards green grocers in Coimbatore district using SERVQUAL model.

OBJECTIVES

- To study the demographic profile of the respondents.
- To analyse the Customers perception and expectation of Green Grocers using SERVQUAL model

RESEARCH METHODOLOGY

The study analysis the characteristics of the customers, and describes the perception and expectation of the customer, hence descriptive research design is adopted for the study. The researcher has selected 100 customers of Green grocers in Coimbatore district using convenient sampling technique. The primary data was collected through a standardised questionnaire developed from the model by Parasuraman (1990). The secondary data was collected from journals, books and websites. The collected data was analysed using Wilcoxon Signed Rank Test.

LIMITATIONS

- The study is restricted to customers of the Green grocers in Coimbatore District only.
- The sample size is restricted to 100 only.
- The opinion of the customers may be biased.

RESULTS AND DISCUSSION

The demographic profile of the customers is being studied to understand the frequency of distribution of the respondents.

**Table 1
Demographic Profile**

Demographic Profile	Parameters	Frequency	Percentage	Total
Age	20 – 30	10	10	100
	30-40	64	64	
	40-50	26	26	
Gender	Male	42	42	100
	Female	58	58	
Marital Status	Unmarried	32	32	100
	Married	68	68	

Table 1 denotes that majority of the respondents are from the age group of 30 – 40 (64). The Female (58) customers are more which indicates that more shopping in Green grocers is done by female. The majority of the respondents are married (68).

The customers’ expectation and their perception of service provided by green grocers is being analysed using SERVQUAL model. The gap prevailing between the expectation and perception shows the need for the services to be concentrated by the shopkeepers. The Wilcoxon Signed Rank test is used to determine the level of gap among the services provided. To apply the non-parametric test, normality has to be checked by using one sample Klotmogorov-Smirnov Test.

**Table 2
Test of Normality**

	Tangible	Reliability	Responsiveness	Assurance	Empathy
N	100	100	100	100	100
Mean	2.29	3.39	2.79	3.59	2.95
S.D	.37527	.22344	.23653	.28327	.17586
Z Value	7.045	12.034	7.357	9.526	6.875
Significance	.000	.000	.000	.000	.000

As table 2 shows that P values were less than 0.05, the data were not normally distributed and non-parametric tests were applied.

**Table 3
SERVQUAL Analysis**

Service Quality Variables	Means			Wilcoxon Signed Rank Test	
	Expectation	Perception	Gap	Z Value	P Value
Tangible	3.56	3.05	-0.51	-3.625	0.000
Reliability	3.29	2.83	-0.46	-2.527	0.000
Responsiveness	3.82	2.91	-0.91	-4.735	0.000
Assurance	3.53	3.01	-0.52	-2.421	0.000
Empathy	3.71	2.87	-0.84	-1.957	0.000

The table 3 shows that the gap between customers expectation and perception is more in Responsiveness (-0.91), followed by Empathy (-0.84), Assurance (-0.52), Tangible (-0.51) and Reliability (-0.46). The P values are less than 0.05, which indicates that there is significant difference between Customers expectation and Perception. The Z values range between -1.957 and -4.735. The gap shows that the customers’ expectations are not fulfilled by the small storekeepers, yet the gap is very low and it can be easily filled by maintaining loyal customers through various customer services and building trust in the customers towards the quality of the products.

CONCLUSION

The tremendous growth of organized retail shops have entered into fresh grocery, which has provided the question of service quality of green grocers who have been traditionally fulfilling the needs of customers for decades. The customers’ expectations are being met by the green grocers, yet the small gap prevailing in the minds of customers due to the services provided by the organized retail stores. The competitive advantage of the green grocers is

providing green grocery freshly at a minimum bargaining price regularly. The trust which has been built by the green grocers have helped them to prevail for decades and years to come

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