

EXPLORATION ON CUSTOMERS' PERCEPTION ON THE SERVICE EXPERIENCE PROVIDED BY THE RETAILERS

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ABSTRACT

Customers look for service experience from retailers irrespective of their size, format and ownership. It is the responsibility of the retailer to provide customer service qualitatively. In fact, the qualitative customer service serves as a competitive advantage to small scale retailers. The small scale retailers are facing competitive challenges from corporate retailers. The big retailers are trying to attract the hitherto loyal customers of the small scale retailers. Against this threat, the small scale retailers can retain the loyal customer base only by providing customer services qualitatively. This paper examines

the customers' perception on the service experience provided by the small scale retailers. The parameters used to assess the customers' perception include quality of the sales force, accessibility of salesperson, timeliness of the service, ability to understand customer problems, support in shopping and buying and quality after sales service. The findings of the empirical study are tabulated and analyzed to draw conclusions.

KEYWORDS: After Sale Service, Customer Problems, Quality Sales Force, Shopping and Buying, Timeliness of Service.