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A Study on Service Quality Gap in EBO's of Wildcraft India Pvt. Ltd

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Abstract

This research project deals with An Empirical study on Service quality gap in EBO's of Wildcraft India Pvt. Ltd. Understanding the buyers is the primary step in ensuring customer satisfaction, which then ensures customer retention and business profitability. Wildcraft India private limited is an outdoor gear manufacturing company, who supply backpacks, accessories, apparels to corporates and Institutions. This study tries to understand the gap with existing EBO's and start new by setting standard avoiding customer dissatisfaction.

Keywords: *Service Quality, Customer Expectation, Customer Perception, Organized Retail*

INTRODUCTION

Retailer is an interface between producer and consumer, who insures the easy stream of products to the client. The time has gone when customers were moving just to the shops nearby to their home; the quick modernization of Indian culture has expanded the offer of sorted out retail in total retail industry. The developing pace of this division has improved the neck to neck competition between the retail players so to maintain and upgrade the piece of the overall industry they are endeavoring to keep customers happier and fulfilled. A customer will be satisfied just when his/her expectation will be met, so in the year 1988 Parasuraman's et al developed a model to expectation & perception towards any service, which is named as a SERVQUAL show. In the context of retail

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service the model is based on following five dimensions

- Reliability dimension is concerned with the store's ability to perform the service accurately and dependably.

- Assurance dimension includes Employees' knowledge, courtesy and their ability to inspire trust and confidence

- Tangibles dimension is all about the appearance of the physical facilities and material relayed at retail outlet.

- Empathy dimension is related with Caring, individualized attention given to customers or the ease of access, approachability and effort taken to understand customers' requirements.

- Responsiveness dimension is related with the employees' willingness to help customers and provide prompt services.

The negative gap score between the customers' perception & expectation reveals lacunas in service & helps retailer to improve the service which enhances the customers' satisfaction.

RESEARCH METHODOLOGY

Research objectives:

1) To learn and understand the important factors in service quality dimensions applicable to Wildcraft EBO's.
2) To check the significance of difference between customers' expectations and perceptions in Wildcraft exclusive showrooms.

Research Design:

Primary data will be collected primarily through survey method using a structured questionnaire which is designed to obtain the factors affecting customer satisfaction across exclusive business outlets of Wildcraft. To collect Primary data structured questionnaire was designed which was divided under two heads i.e. demographics & service quality. In first part respondents were asked to reveal their personal characteristics i.e. gender, age, education, income & occupation. In second part respondents were asked to evaluate parameters of service quality on a 5 point scale, separately for their expectation & perception. Secondary data will be collected through Online Review website to understand the customer more in detail. Primary data was collected from 119 participants who were the customers of Wildcraft India Pvt. Ltd, Bangalore

Sample Design

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A sample of 119 customers was selected from EBO's of Wildcraft India Pvt. Ltd, Bangalore for the study. The research used Non-Probability sampling in selecting the research participants. Using the Non-Probability, also known to as convenient sampling, enabling me distribute questionnaires to people who visits Wildcraft EBO's.

Survey Instrument Design

The survey instrument that is used to collect primary data is the SERVQUAL questionnaire. The questionnaire will consist of 22 statements of service attributes grouped into five service quality dimensions. Participants will be asked to provide the ratings of perceptions on the provided statements related to service quality.

The service quality statements used in the survey were rated using a five point rating scale from 1 to 5. With collected response it will be fed into Excel worksheet and with designed Hypothesis for every RATER dimensions the suggestions and findings would be recorded. Thus the difference obtained from subtracting the expectation scores from the perception scores reveals the gap between customers' expectations and their perception of the service quality at EBO's of Wildcraft India Pvt. Ltd.

Time Frame of Study

The study was conducted during the period January 21st 2018 to April 12th 2018

Analytical Tools

For analysis and interpretation Arithmetic mean & t-test paired sample in SPSS were applied

Scaling techniques

The questionnaire formed to gather responses is based on a Likert scale measurement and has five points to collect responses.

The questionnaire is designed to cover two major factors having a five point Likert scale like:

- for strongly disagree
- for disagree
- for neutral
- for agree
- for strongly agree

LITERATURE REVIEW

Dr. AymnSulieman (2013) in his research, Have talked about essential measurements of the (SERVQUAL model) and its effect on the level of consumer satisfaction, i.e.,

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to identify the effect of The Basic Dimensions Of the (SERVQUAL) on the level of consumer satisfaction in managing the organization.

Through the research he has expressed that there is an effect of the fundamental measurements of the (SERVQUAL show) on the level of consumer satisfaction at various levels. The investigation suggests the requirement for constant change of services provided to customers, through buyer behavior studies and work to foresee customer expectations to guarantee the arrangement of better services.

Darshan Parikh (2006) focused on the evaluating the inward reliability of the retail service quality instrument by assessing the validity of the scale. Further, the research has focused on the gap analysis and identification of areas for improvements in retail service quality. The investigation found that the hole method of administration quality does not execute and in addition the recognitions based execution measures of administration quality as far as its factor structure.

According to the research of **DharmeshMotwani,** Contemporary promoting dependably recommends an advertiser to quantify consumer satisfaction, which upgrades the piece of the overall industry. In goods industry different parameters are accessible to judge the satisfaction of customer towards the product, however on account of administration industry just nature of service determines the level of satisfaction. This paper is an attempt to distinguish the distinction between expectation & perception of organized retail division customer with the assistance of prestigious model of services quality i.e. Parasuraman's et al (1988) SERVQUAL display.

ANALYSIS & DISCUSSION:

Table 1: Demographic profile of respondents visiting Wildcraft EBO's

Particulars	Classification	Frequency	Percentage
Gender	Male	71	59.7%
	Female	48	40.3%
Age Group	Less than 20 yrs.	1	0.8%
	Between 21 yrs. to 30 yrs.	53	44.5%

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	Between 31 yrs. to 40 yrs.	38	31.9%
	Between 41yrs to 50 yrs.	19	16%
	Greater than 50 yrs.	8	6.7%
Marital Status	Married	70	58.8%
	Unmarried	49	41.2%
Occupation	Business	18	15.1%
	Professional	51	42.9%
	Student	31	26.1%
	Retired	7	5.9%
	Unemployed	12	10.1%
Monthly Income	Rs.15, 001 to Rs.30, 000	16	13.4%
	Rs.30, 001 to Rs.45, 000	19	16%
	Rs.45, 001 to Rs.60, 000	43	36.1%
	Greater than Rs.60, 000	41	34.5%

Inference:

As per shown in table demographics of respondents were arranged by their gender, age, marital status, occupation and month to month salary from Wildcraft EBO's Bangalore. Out of aggregate respondents 59.7 % are male and rests are female. Almost 36.1% of respondents have their month to month wage in the scope of Rs.45, 001 to Rs.60, 000 and 34.5% respondents have their month to month salary more prominent than Rs.60, 000.Here majority of respondents are professionals accounting to 42.9%.

SERVQUAL Model: Data explored customer's expectation/perception levels towards benefit nature of Wildcraft EBO's Bangalore.

The level of expectation and perception towards benefit nature of sorted out retail outlet worker was set from 1 to (5 indicates the most noteworthy desire/recognition, while, 1 is the least expectation/perception).

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In addition, following criteria is used for analysis part: -

1) The score among 1.00-1.80 mean lowest expectation/perception

2) The score among 1.81-2.61 mean low expectation/perception

3) The score among 2.62-3.41 mean average expectation/perception

4) The score among 3.42-4.21 mean high expectation/perception

5) The score among 4.22-5.00 mean highest expectation/perception

Interpretation

It can be seen from the above table that parameters under "Tangibles" dimension customers' expectations & perceptions are not in the same level. Overall expectation & perception of customers' concerning this dimension is highest & high i.e. 4.229 & 3.931 respectively. This dimension has majority of parameters with negative mean quality gap score including overall mean quality gap score (-0.298). So it can be stated that Wildcraft Exclusive business outlets need to work on service quality in terms of tangibility parameters.

Customers' Expectation & Perception towards Tangibility Dimension

Table 4.2:

Tangibles	Level of Expectation		Level of Perception		Mean Quality Gap Score
	Mean	Level	Mean	Level	
The store layout is made in such a way that it is easier for you to find the products	4.269	**Highest**	4.210	**High**	-0.059
The physical facilities (trial rooms and restrooms) at Wildcraft EBO's are visually appealing.	4.092	**High**	4.025	**High**	-0.067
The store has well maintained and clean environment	4.353	**Highest**	4.084	**High**	-0.269
Accessories associated with the service (such as shopping bags, loyalty cards and catalogs) are visually appealing at Wildcraft EBO's.	4.202	**High**	3.403	**Neutral**	-0.798
Overall Mean Score	**4.229**	**Highest**	**3.931**	**High**	**-0.298**

Customers' Expectation & Perception towards Reliability Dimension

Table 4.3:

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Reliability	Level of Expectation		Level of Perception		Mean Quality Gap Score
	Mean	Level	Mean	Level	
When Wildcraft promise to do something (Offers/Discounts), they did so.	4.126	**High**	3.437	**High**	-0.689
When you have a problem, Wildcraft shows a sincere interest in solving it.	4.151	**High**	3.832	**High**	-0.319
When Wildcraft promise to do something (such as repair, Alterations) by a certain time, It will to do so.	4.303	**Highest**	3.933	**High**	-0.370
Specification said by the Sales people are reliable	4.345	**Highest**	4.336	**Highest**	-0.008
Wildcraft stores insist on error free sales transaction and records.	4.454	**Highest**	4.126	**High**	-0.328
Overall Mean Score	**4.276**	**Highest**	**3.933**	**High**	**-0.343**

Interpretation

It can be seen from the above table that parameters under "Reliability" dimension customers' expectations & perceptions are not in the same level. Overall expectation & perception of customers' concerning this dimension is highest & high i.e. 4.276 & 3.933 respectively.

This dimension has majority of parameters with negative mean quality gap score including overall mean quality gap score (-0.343). So it can be stated that Wildcraft Exclusive business outlets need to work on service quality in terms of tangibility parameters. But, still three parameter it can be identified that the perceptions have met the expectation showing the efficiency of Wildcraft EBO's towards reliability dimension.

Interpretation

From the below table it is clear that for all the parameters under "Responsiveness" dimension customers' expectations & perceptions are at high level. Overall expectation & perception of customers' concerning "Responsiveness" dimension is also high i.e. 4.044 & 3.821 respectively.

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Here, because of two negative gapes the overall mean quality gap score is negative (-0.223) which shows that some improvements are required towards this dimension.

Customers' Expectation & Perception towards Responsiveness Dimension

Table 4.4:

Responsiveness	Level of Expectation		Level of Perception		Mean Quality Gap Score
	Mean	Level	Mean	Level	
Wildcraft Store can provide a satisfactory service in critical situations (Festival times)	3.924	High	3.672	High	-0.252
Employees of Wildcraft EBO's gives prompt service to you.	4.101	High	3.975	High	-0.126
Employees of Wildcraft EBO's are always willing to help you.	4.101	High	3.866	High	-0.235
Employees of Wildcraft EBO's are never too busy to respond to your requests.	4.050	High	3.773	High	-0.277
Overall Mean Score	**4.044**	High	**3.821**	High	**-0.223**

Customers' Expectation & Perception towards Assurance Dimension

Table 4.5:

Assurance	Level of Expectation		Level of Perception		Mean Quality Gap Score
	Mean	Level	Mean	Level	
The behavior of employees in Wildcraft EBO's instills confidence in customers	4.025	High	4.017	High	-0.008
You feel safe in transactions with Wildcraft.	4.303	Highest	4.261	Highest	-0.042
Companies return and exchange policies are followed by EBO's and Retail stores	4.261	Highest	3.975	High	-0.286
Employees of Wildcraft EBO's have the knowledge to answer your questions.	4.101	High	4.261	Highest	0.160
Overall Mean Score	**4.172**	**High**	**4.128**	**High**	**-0.044**

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Interpretation

It can be seen from the above table that four parameters under "Assurance" dimension customers' expectations & perceptions are with mix of high & highest level. Overall expectation & perception of customers' concerning this dimension is high i.e. 4.172 & 4.128 respectively.

Every customer expects that dealing employee at organized retail outlet must has sufficient knowledge about products and the positive mean quality gap of this parameter projects that customers' expectation are being fulfilled.

The overall mean quality gap score is negative (-0.044) which shows that staff don't have enough knowledge & courtesy to inspire trust & confidence among customers.

Customers' Expectation & Perception towards Empathy Dimension

Table 4.6:

Empathy	**Level of Expectation**		**Level of Perception**		**Mean Quality Gap Score**
	Mean	Level	Mean	Level	
Wildcraft gives you individual attention.	3.983	High	3.941	High	-0.042
Wildcraft EBO's has operating hours convenient to you.	4.143	High	4.185	High	0.042
Wildcraft Store effectively manages customers' complaints and problems	4.319	Highest	3.849	High	-0.471
Wildcraft Store aims at providing the maximum possible benefit to the client	3.950	High	3.647	High	-0.303
The employees of Wildcraft EBO's understand the specific needs of you	4.218	High	4.059	High	-0.160
Overall Mean Score	**4.123**	**High**	**3.936**	**High**	**-0.187**

Interpretation

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Table shows that level of expectation & perception for all parameters concerning "Empathy" dimension are equal. Overall mean score of perception towards "Empathy" is at high level (4.123), and expectations are a high level (3.936) which has produced negative overall mean quality gap score (-0.187) & it shows deficiency in efforts taken by employees in understanding customers' requirements.

SUGGESTIONS

Wildcraft EBO's in Bangalore can take following actions to reduce the mean quality gap score:-

1) Exclusive business outlets should adopt the efficient inventory management system so that customers can find the merchandise available at the time of requirement.

2) Employees of Exclusive business outlets should be trained to handle the customers' complaints effectively.

3) Availability of physical facilities should be improved

4) Retail outlets should try to perform error free services

5) The employees of Wildcraft EBO's will understand the specific needs of their customers

6) Wildcraft Store should aim at providing the maximum possible benefit to the client

7) Wildcraft Store should effectively manages customers' complaints and problems

CONCLUSION

Service quality is an important aspect for EBO's to know about customers' satisfaction & SERVQUAL model is the root way to measure the effectiveness of service quality. In this study gap has been identified between expectation & perception of customers towards the Wildcraft EBO's Bangalore, which revealed dissatisfaction among customers. Paired sample T-test results projected the insignificance of differences it means gaps can be easily removed by improving the level of service quality.

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