



## EFFECTIVE ROLE OF CUSTOMER'S IN SERVICE DELIVERY- A CASE STUDY OF ROYAL MART, BANGALORE

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Retail is the offer of merchandise and administrations from people or organizations to the end client. Retailers are a piece of a coordinated framework called the inventory network. A retailer buys merchandise or items in extensive amounts from makers straightforwardly or through a wholesale, and afterward offers littler amounts to the shopper for a benefit.

In 2013, the Indian retail part was assessed at US\$ 520 billion and was among the biggest businesses in the nation. By 2018, the Indian retail part is prone to develop at a compound yearly development rate (CAGR) of 13 every penny to achieve US\$ 950 billion. Sustenance and staple is the biggest class inside the retail area with 60 every penny offer took after by the clothing and versatile fragment.

A client is the beneficiary of a decent, administration, item, or thought, got from a vender, seller, or supplier for a financial or other significant thought.

The Indian retail industry has in no time risen as a standout amongst the most dynamic and quick paced commercial ventures as a few players have begun to enter the business. It represents more than 10 every penny of the nation's terrible residential item (GDP) and around eight every penny of the vocation in India. The nation is today the fifth biggest worldwide destination on the planet for retail. A few corporate have wanted to adventure the opportunities in the Indian retail space, for example, Reliance Industries Ltd (RIL), which has lined up capital use of Rs 1.8 trillion (US\$ 29.41 billion) for the following three years for its petrochemicals, telecom and retail wanders. With the development in the retail business, the relating interest for land is likewise being made. Further, with the online medium of retail increasing more acknowledgements, there is an enormous development open door for retail organizations, both local and worldwide.

### KEY DRIVERS OF THE INDIAN RETAIL INDUSTRY

- Emergence of atomic families
- An increment in the twofold salary family units pattern
- Large working populace
- Reasonable Real domain costs
- Increase in extra cash and client desire
- Demand and increment in consumption for extravagance things
- Growing inclination for marked items and higher goals
- Growing liberalization of the FDI strategy in the previous decade
- Increasing urbanization,
- Rising wealth in the midst of buyers

### BOTTLENECKS

- A long approach to meet global measures
- Lack of proficient production network administration
- Lack of obliged retail space
- No settled utilization design
- Shortage of prepared labor
- Lack of legitimate foundation and appropriation channel

Royal mart is the convenience store format which forms a part of the retail business. It is headed by NOUFAL C.K. It is started in 17 may 2013 located in Bangalore. Royal Mart is a "BEST PRICE IN THIS CITY" to shop the hearts with wide range of cleaned and packed provisions, household items, stationery, gift articles, improved chocolates, perfumes, condiments, dairy products and frozen items etc. A typical royal mart store is approximately 3000 square feet.

- A royal mart, a large form of the traditional grocery store, is a self-service shop offering a wide variety of cleaned and packed provision and household items.

- It is larger in size and has a wider selection than a traditional grocery store but it is smaller and more limited in the range of merchandise than a hyper market.
- The royal mart typically comprises meat, dairy and baked goods aisles along with shelf space reserved for packaged goods as well as for various non-food items such as kitchenware and household cleaners.
- It also sells a variety of other household products that are consumed regularly and non food products. Ex: DVD's, sporting equipment, board games and seasonal items .
- The super market occupies a large amount of floor space, usually on a single level.
- It is usually situated near a residential area in order to be convenient to consumers.
- The basic appeal is the availability of a broad selection of goods under a single roof at relatively low prices.
- Other advantages include ease of parking and frequently the convenience of shopping.
- At present, many super market chains are attempting to further reduce labour costs by shifting to self-service check-out machines.
- Offer unmatched affordability, quality, convenience, service and choice • Offer a customer the widest range of products at the best prices.
- Provide for the daily needs of our customers by offering grocery and household products at great prices.
- Offer consistent high quality, unbeatable freshness and great service so that our customers know that we can be trusted every day.

### MAJOR RETAILERS IN INDIA

Indian Retail Market Reach in 2011 and Notes

Pantaloon Retail	65 stores and 21 factory outlets in 35 cities, 2 million square feet space Shoppers Stop 51 stores in 23 cities, 3.2 million square feet space Spencers Retail 200 stores in 45 cities, 1 million square feet space
Reliance Retail	708 mart and supermarkets, 20 wholesale stores in 15 cities, 508 fashion and lifestyle 1206 crore (US\$190 million) per month sales in 2013
Bharti Retail	74 Easyday stores, plans to add 10 million square feet by 2017 Birla More 575 stores nationwide Tata Trent 59 Westside mall stores, 13 hypermarkets Lifestyle Retail 15 lifestyle stores, 8 home centers
Future Group	193 stores in 3 cities, one of three largest supermarkets retailer in India by sales 916 crore (US\$140 million) per month sales in 2013.

### METHODOLOGY ADOPTED

A descriptive study is one in which information is collected without changing the environment. Descriptive research is facts finding investigation with adequate interpretation. It aims at identifying the various characteristics of a community or a problem under study and also aims at a classification of the range of elements comprising the subject matter of the study.

#### Sampling technique

"A simple random sample (SRS) of size  $n$  consists of  $n$  individuals from the population chosen in such a way that every set of  $n$  individuals has an equal chance to be the sample actually selected."<sup>1</sup>

**Sample unit :**The visitors of Royal Mart, Bangalore.

**Sample size :**100 visitors of Royal Mart, Bangalore

**Data collection method :**This research includes both primary and secondary data.

Primary data are collected with help of structured questionnaire along with direct personal interviews, indirect oral interview and by having discussion with the dealers and customers of the company. Primary information alludes to the information that have been watched and recorded by the analyst gathered in the accompanying ways

- Questionnaire
- Observation

c. Personal meeting

Secondary data is collected from the various records of organization reports. Secondary information are those information that have been accumulated by some other org than the client gathered by the accompanying strategies .

a. Company records

b. Other related sites

Tools and techniques

## REVIEW OF LITERATURE

A literature review is a text of a scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic.

1. Lovelock and Young (1979): Service firms should be encouraged to involve customers more in production in order to increase productivity.
2. Langeard et al. (1981): Using seven service dimensions to discriminate among groups, authors segmented consumers according to their willingness to participate as service coproducers.
3. Bateson (1983; 1985): Demonstrated empirically that, across several service industries, a portion of customer's finds self-service intrinsically attractive. Also found a portion of customers who are not at all interested self service.
4. Mills, Chase and Margulies (1983): Improved service performance can be attained by viewing the client/customer as a "partial" employee.
5. Bowen and Schneider (1985): Advocated the employment of organizational socialization to provide customers "realistic previews" of their forthcoming service experience.
6. Silpakit and Fisk (1985): More clearly defined the concept of customer participation. Proposed a theoretical framework for 'participating' the service encounter, i.e. maximizing the consumer's participation in the service.
7. Mills and Morris (1986): Advocated viewing clients as "partial" employees of service organizations; this perspective guided development of a model of client involvement stages.
8. Larsson and Bowen (1989): Advocated use of script theory to socialize customers as "partial" employees of the service organization, so that the firm can reduce uncertainty in service operations by clarifying appropriate customer behaviours.

## CONCLUSION

1. Literature suggests that Using seven service dimensions to discriminate among groups, segmented consumers according to their willingness to participate as service co producers. Across several service industries, a portion of customer's finds self-service intrinsically attractive. Also found a portion of customers who are not at all interested self service.
2. Analysis of the results suggests that there are two customer segments of interest at the Royal Mart. Few are very satisfied customers that frequently visit the Royal Mart many times per year. On the other hand few are only satisfied and visit less number of times.
3. As there are many more competitors who sell consumer products but Royal Mart itself has made its own name in the market. It has created a brand image in the eyes of customers. But the main problem is that the promotional activities taken up are very low.
4. Royal Mart provides end to end solutions for its customers. The customers are very much allowed to play the role as a customer.
5. In whole, Royal Mart is doing great in Bangalore market.
6. As a result Royal Mart is doing very good in the consumer market as the services providing to the customers are good.

## SUGGESTIONS

Based on data collected throughout this project, this section provides recommendations for the company on how to improve customer's service. These recommendations are based on the data collected from customers gathered through the survey.

- The foremost suggestion that can be given to Royal Mart is that they must initiate the promotional activities in order to gain more number of customers.
- The super market has to take corrective measure against the complaint of 'language barrier' found in the Mart.
- The customers are expecting 'Free home delivery' service for bulk and faraway places, thus this helps to improve the customer services.
- 'Customer Relationship Management' program has to be necessarily initiated in the super market.
- Based on data collected in the paper survey, respondents say that discounts must be given for high billing. Thus this must be implemented soon.



- Respondents also want Tele ordering system to be hoisted in the super market which saves a lot of time to Royal Mart as well as to the customers.
- The staff people of Royal Mart must allow customers to participate while getting their service which in turn improves the participation level being a customer.

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