

A STUDY ON CUSTOMER PERCEPTION ON RETAIL SERVICE QUALITY IN SELECT ORGANIZED RETAIL STORES IN COIMBATORE CITY

¹A. JOHN WILLIAM & ²S.PRABAKAR

¹Ph.D Research Scholar, Department of Management Studies, Karpagam College of Engineering
Coimbatore, Tamil Nadu, India

²Prof & Head, Department of Management Studies, Karpagam College of Engineering
Coimbatore, Tamil Nadu, India

ABSTRACT

This study on customer perception on retailer service quality aims to identify the dimensions in which the services provided by the organized retail outlets to the customers and also it reveals the dimensional measure and the perception of the customers further this study explores the factors that derive the perception of the customers on retail service quality

KEYWORDS: Retail Service Quality, Customer perception, organized retail