ISSN 2349-7807

International Journal of Recent Research in Commerce Economics and Management (IJRRCEM)
Vol. 4, Issue 1, pp: (9-18), Month: January - March 2017, Available at: www.paperpublications.org

Study of Consumer Purchase Behaviour in the Context of Organized Retail Outlets

Dr. Aparna Goyal

Associate Professor, Amity University, India

Abstract: **The retail industry of India has become one of the most dynamic industries in the global market with the entry of several new players. Moreover, it accounts for over ten per cent of India's Gross Domestic Product (GDP) and contributes about eight per cent to the country's employment, making it the world's fifth-largest destination in retail space. This research focuses on investigating the relationship between employee behavior and consumer purchase intention and to assess the service quality of Reliance Fresh Stores in Delhi/NCR. The retail industry of India has become one of the most dynamic industries in the global market with the entry of several new players. Moreover, it accounts for over ten per cent of India's Gross Domestic Product (GDP) and contributes about eight per cent to the country's employment, making it the world's fifth-largest destination in retail space.**

Keywords: **Consumer, Purchase, Behaviour, Organized retail, Reliance, Consumption, FMCG.**

I. INTRODUCTION

'Retail 2020: Retrospect, Reinvent, Rewrite', a report published in 2015 by The Boston Consulting Group and the Retailers Association of India estimates that India's retail market will nearly double from US$ 600 billion in 2015 to US$ 1 trillion by 2020 due to income growth, urbanization, and attitudinal shifts. It further comments that modern trade is expected to expand twice as fast as twenty per cent per annum and the traditional trade at ten per cent per annum, although the overall retail market is expected to grow at twelve per cent per annum. Moreover, the total retail spending in seven major Indian cities was Rs 3.58 trillion (US$ 53.7 billion) along with an organized retail penetration of nineteen per cent as of 2014. There is also a strong likelihood that in the next five years, online retail will be at par with physical stores. This is because, with the ever-increasing number of Internet users as well the substantial investment in the e-commerce sector, India is on its way to becoming the world's most rapidly growing e-commerce market. That is, India's e-commerce sales are expected to rise from US$ 14 billion in the financial year 2015 to US$55 billion by the financial year 2018. Further, faster speeds on reliable telecom networks, quicker adoption of online services, a wide variety of products, and an increased convenience in the overall shopping experience, are expected to increase both the gross merchandise value (GMV) of India's e-commerce market to US$ 220 billion as well as cause a hike in the number of Indian shoppers to 530 million by 2025. According to a joint report by the Indian Direct Selling Association (IDSA) and PHD, not only did India's direct selling industry increase by 6.5 per cent in the financial year 2014-15 to Rs 7,958 crores (US$ 1.19 billion); it is further expected to increase to Rs 23,654 crores (US$ 3.55 billion) by the financial year 2019-20.

Organised Retail:

It can be argued that in the past, the Indian retail industry was highly unorganized, mainly comprising drug stores as well as small and medium grocery stores. It is only recently that retailing has become more organized, although it is concentrated mostly in metropolitan cities. This growth in the Indian retail market is mainly due to a transformation in consumer behaviour due to an increase in disposable incomes, improved lifestyles, and favourable changes in demographic patterns. Contemporary Indian consumers now want to shop at a place where they can get varied food choices and modes of entertainment along with a vibrant shopping experience, all under one roof. Another crucial reason for the growth of the country's retail market is the entry of many Indian companies in it. For instance, the Reliance Industries Limited plans to invest US$ six billion in the retail industry by opening a thousand hypermarkets and fifteen

ISSN 2349-7807

International Journal of Recent Research in Commerce Economics and Management (IJRRCEM)
Vol. 4, Issue 1, pp: (9-18), Month: January - March 2017, Available at: www.paperpublications.org

hundred supermarkets. Thus, it can be seen that the retail market in the organized sector is growing with increasing the number of malls to about 300, supermarkets to 1500, and departmental stores to 325. Pantaloons are another Indian company which plans to increase its retail space to 30 million square feet with an investment of US$ one billion. Also, Bharti Telecoms is in talks with the global giant Tesco for a £750 million joint venture. A number of global retail giants such as Wal-Mart, Carrefour, and Metro AG are also planning to invest in the Indian retail market. These major entries in the Indian organized retail market are expected to cause its rapid growth. However, for this growth to be sustained, it is imperative that Indian retailers and the government make combined efforts.

Reliance Fresh:

Bharti Enterprises opened its first retail store, Reliance Fresh store in Punjab in April 2008 and since then, it has expanded to 220 stores across multiple Indian states: Jammu and Kashmir, Himachal Pradesh, Uttar Pradesh, Rajasthan, Madhya Pradesh, Chhattisgarh, Maharashtra, Karnataka, and Andhra Pradesh. Consequently, it has stores in over a hundred Indian towns and cities. Bharti Retail Limited, based in Delhi, wholly owns the brand, while Wal-Mart Stores, Inc. (based in Arkansas, United States), the largest retailers in the world, provide the required technical and management support for it. Further, Cedar Support Services, another Indian retail company majorly owned by Bharti Enterprises, provides the real estate, design, and construction services to Reliance Fresh. Additionally, Future Group, that owns and operates Big Bazaar, merged retail operations with Reliance Fresh in May 2015, leading to the creation of one of India's biggest retail chains with more than 570 stores across 243 cities in India. Consequently, there are 228 functional stores across three different formats catering to about 76,000 customers every day. Further, Reliance Fresh has aggressive plans for expansion and is aiming to have 638 stores by December 2018. Thus, these examples lend further credibility to the various market trends that point to the rapid growth of the Indian retail industry. Reliance Fresh has 15 hypermarket retail locations other than 188 general stores. As the combination between Future Retail and Reliance Fresh reveals, the Reliance Fresh hypermarkets will be re-dedicated as Big Bazaars. Nonetheless, the Reliance Fresh grocery store chain brand will be held, said two individuals mindful of the improvements. The arrangement is to have only one hypermarket chain and different market and neighborhood sustenance and basic supply retail organizes, they said. In May, Future Retail and Bharti Retail Ltd had chosen to join their retail operations to make a Rs15,000 crore company which will then be demerged into two organizations—a front-end company which will hold the name Future Retail and a back-end speculations and framework company to be recorded independently as Future Enterprises Ltd. The merger got endorsement from the Competition Commission of India in August and is presently anticipating court clearances.

II. LITERATURE REVIEW

Chanaka Jayawardhena and Andrew M. Farrell (2009) conducted a research, the purpose of which was to test a conceptual model of the effects of customer and service orientation behaviours of individual retail employees on individual customers' perceptions of service encounter quality, service quality, value, satisfaction, and behavioural intentions. The sample (n = 271) was customers of a supermarket in Central India, and they completed questionnaires following mall intercept. To test the hypothesis, the structural equation modelling using LISREL 8.7 was employed. The findings were: 1) Service and customer orientation behaviours are positively related to service encounter quality and service quality; 2) Service encounter quality is positively related to service quality and customer satisfaction; 3) Service quality is positively related to value perceptions and customer satisfaction; and 4) Customer satisfaction is positively related to retail customers' behavioural intentions. However, value is not related to customer satisfaction. The paper showed that the retail managers need to train or select retail personnel who are able to perform their roles in a service oriented and customer oriented way, and value does not appear to be as important to Indian retail customers as it is to Western retail customers.

Hammad Hassan, Maryam Saeed Hashmi and Zahoor Sarwar (2014) conducted a quantitative field survey study that examined the relationship between Service quality, Corporate Social Responsibility (CSR), and Customer Purchase Intentions in the context of multinational Quick Service Restaurant (QSR) chains in Pakistan. The objectives of this study were to investigate the impact of Service Quality on Purchase Intention with the moderating role of CSR. Based on convenience sampling due to the lack of a sampling frame, data was collected from 276 walk-in respondents at three major well-known multinational fast food stores in Faisalabad and Lahore in Pakistan. The results of this study showed that firstly, service quality has a significant and direct impact on the purchase intention. Secondly, CSR moderates between Service Quality and Purchase Intentions in the Quick Service Restaurant Industry in such a way so as to strengthen the relationship between them. It can be argued that this study could contribute a lot to the retail business community through understanding the drivers of Customer Purchase Intention and the role of CSR in impacting the purchase intention. The firm manifesting the CSR role must clearly communicate and promote their activities to the community to get a positive response. Furthermore, these activities must not give a manipulative reflection or an impression to increase the prices of the product due to the cost incurred by the CSR activities. Lastly, this study is helpful for marketers and retailers to apprehend the service quality from the customer's perspective. In the future, there is a need to identify the particular activities among the set of CSR activities, whichare most likely to affectthe purchase intentions of customers. Dhreeraj's (2014) paper explores the perceptions of service quality in the convenience store (c-store) industry. The study applies the extant SERVQUAL models (Parasuraman, Berry, and Zeithmal, 1988; Dabholkar, Thorpe, and Rentz, 1996) in a c-store context. The study examines the reliability and validity of the service quality measures in the c-store context and additionally, models the implication of the perceived service quality on customer satisfaction and patronage intentions therein. This study also examines the most important dimensions of service in the c-store context. The results suggest that the perceived service quality positively influences customer satisfaction and patronage intentions in the convenience store industry. Further, the availability of merchandise and courtesy are the strongest determinants of patronage intentions and customer satisfaction. According to G.Raghu and Dr.Radha.S,Consumer behaviour is the one of the significant areas to be focused in today's modern business where there is a need to study the consumption habits. Due to the change in the way the consumer responds to the retail marketing activities there is a challenge for marketers to meet their new expectations.The result shows that most of the respondents are female. The customers of *Cuppa* mostly belong to the age group of 20-30 years. The appearance of the employee is the most important factor among the tangible factors followed by the visual appearance of the outlet. The problem-solving tendency of the employees is also among the most important factors. The café takes care of customer service by operating at convenient hours. The services at the café exceed the customers' expectations. Among the SERVQUAL dimensions, the employee responsiveness contributes maximum to the overall satisfaction of the customer along with quality assurance.

Beatson, Amanda T., Lings, Ian, and Gudergan, Siegfried (2008) examined relationship quality as a multidimensional metaconstruct comprising three dimensions: satisfaction, trust, and commitment. The role of relationship quality in its nomological network with service orientation as an antecedent construct and consumers' positive behavioural intentions, perceived switching costs, and activism as the consequences wasalso explored. Survey data from 728 travellers were used employing structural equations modelling to test this conceptualization. One finds that service orientation affects relationship satisfaction and trust, and that the latter influences satisfaction and commitment. In turn, satisfaction, trust, and commitment have a positive impact on positive behavioural intentions; trust has a negative one on activism; and commitment has a positive impact on perceived switching costs. The implications of this conceptual and empirical understanding of relationship quality were discussed and directions for future research were presented.

Aashish Shashikant Jani (2012) "identify relative important factors affecting the areas of strength and weaknesses of public and private sector banks in terms of different technologies offered to customers and future growth of e-channels in retail banking. Parameters like money transactions, efficiency, financial services, reliability and motivation were used to find the above. The empirical data from 100 respondents of customers of bank were selected using a survey questionnaire and hypothesis were framed and tools like Mean, Standard Deviation, Coefficient of Variation, Correlation Analysis and Z test were used. The result reveals that use of technology inferred a positive perception of customers of public sector and private sector banks. Dharmalingam et al., (2012) examined to identify and evaluate the gap existing between expected and perceived services and the areas that need to be improved to deliver superior quality of service in selected new private sector banks. Service quality dimensions like tangible, reliability, responsiveness, assurance, empathy, access, security and price and product variety were considered for customer service quality expectations and perception. 8 hypotheses were taken for the study and a sample of 780 respondents were selected and paired t-test measurement results indicates that customer's highest expectations are in the security and accessibility dimensions and customer's lowest expectations in responsiveness dimensions, largest service gap exists in reliability and price and product variety and smallest service gap exists in empathy and tangible dimensions.

Mohammad Hosein Moshref Javadi et al., (2012) in their study to evaluate the quality of private banks services provided to the customers and to measure the customer's satisfaction. SERVQUAL six dimensions scale to be measured are tangible, reliability, responsiveness, assurance, empathy and accessibility the ability to access private banks easily and conveniently. A pilot survey was conducted for the questionnaire and reliability and validity test satisfies and the final questionnaire was distributed to the 390 convenience respondent. Six hypotheses were framed for the above and tools like mean and t test were analyzed and the result indicates that assurance, reliability seems to be most important dimensions and accessibility and tangibility are the most serious problem and private bank have to improve actions in mentioned dimensions."

Yasir Shafiq(2013)the main purpose of their paper was to evaluate the hotels' service quality through customer satisfaction. Theory tells us that if the customers are satisfied then the hotels are providing higher service quality. And also check that which dimensions of SERVPREF is need to be focused more in Pakistan. For this purpose SERVPERF tool was adopted and administrative to customers who stayed in the hotels of Faisalabad, Pakistan. The results indicates that in Pakistan among the five dimensions of SERFPERF the dimension tangible and empathy needed to be focused more. Mark Munoz (2006) his study examines small/medium enterprises (SMEs) management and employee perceptions of customer service on a number of dimensions. As the Philippine market becomes more involved with global business, the importance of service quality increases. The results can be valuable in the formulation of training, sales and marketing, business development, human resources management, and strategic planning. Implications for practice are discussed.

Ishfaq Ahmed (2010) the study examines the service quality of the mobile service providers and satisfaction of the customers with this quality. The study focuses only the SMS service provided by telecom organizations. Service quality is measured using 5 dimensions and its relationship is determined with customer satisfaction. The data was collected from 331 youngsters who use the SMS service of any company. Correlation and regression analysis are used to analyze the data. The scores indicate that customers are slightly satisfied from the service quality of SMS service providers where tangibles and assurance score more than other dimensions and empathy has the lowest score. Dr. Abdelmo'ti Suleiman Abu Alroub(2012) research aims to identify the impact of service quality on customers satisfaction in the tourist restaurants in the city of Amman. The researcher developed a questionnaire and distributed them to customers on a sample of tourist restaurants in the city of Amman, amounted to (120) Single statistically. The results revealed that there is a significant relation between tangibility, assertion, and empathy and customer satisfaction in the tourist restaurants in the city of Amman. Geetika (2010) study identifies components of service quality of Indian Railways at railway platforms. The study is exploratory in nature and uses factor analysis to identify the most important factors of customer satisfaction with service quality. The research methodology is empirical, and a survey of passengers (customers) was conducted. The findings reveal that five factors are considered important for determining satisfaction with railway platforms, the most important of which are refreshments and behavioral factors.

Vibha(2011) paper investigates the various dimensions of service quality and how these dimensions determine customer satisfaction in Indian banking sector. Using Service performance (Servperf) model, the survey was undertaken in Delhi with a sample sixe of 318 respondants. Reliability and service interaction were found to be significant variables to customer satisfaction in India. I-Ming Wang(2006) The study explores overall user satisfaction. A questionnaire survey is conducted to reveal users' perspectives on service quality. A questionnaire survey is conducted to reveal users' perspectives on service quality. Based on literature, service quality has five dimensions, which are tangibles, responsiveness, reliability, assurance, and empathy. The reuslt indicated that the overall service quality has significantly a positive effect on the overall user satisfaction. G.S. Sureshchandar (2002) presents study to adopt a different approach and views customer satisfaction as a multi-dimensional construct just as service quality, but argues that customer satisfaction should be operationalized along the same factors (and the corresponding items) on which service quality is operationalized. Based on this approach, the link between service quality and customer satisfaction has been investigated. The results have indicated that the two constructs are indeed independent but are closely related, implying that an increase in one is likely to lead to an increase in another.

Krishna (2010) research results showed that services offered by retail units have positive impact and are significant in building customer satisfaction. Findings of this empirical research reiterate the point of view that Service Quality dimensions are crucial for customer satisfaction in retailing – a burgeoning sector with high growth potential and opportunities in fast growing economies like India's. Panchapakesan (2010) Patients and attendants treat the interpersonal aspect of care as the most important one, as they cannot fully evaluate the technical quality of healthcare services. The study also revealed that the hospital service providers have to understand the needs of both patients and attendants in order to gather a holistic view of their services.

Hamad Saleem(2014) study is to look at the association between services quality of Pakistani hotel and to scrutinize cause on customer satisfaction, brand image and customer loyalty. The primary data was collected from 5 and 8 star hotels of Pakistan. The findings suggested that high quality of services boost up the customer satisfaction and then afterward this satisfaction will strengthen the customer loyalty. Ram Mohan (2013) study aims to identify the main factors that lead to customer satisfaction in food retail supermarkets. The main factors are extracted from the independent variables using factor analysis. Then regression analysis is done taking the extracted factors as independent variables and customer

ISSN 2349-7807

International Journal of Recent Research in Commerce Economics and Management (IJRRCEM)
Vol. 4, Issue 1, pp: (9-18), Month: January - March 2017, Available at: www.paperpublications.org

satisfaction as dependent variable. Likert scale and multiple choice questions are used in the questionnaire. There are 17 independent variables which by factor analysis are reduced to 5 main factors which are found to significantly impact customer satisfaction in food retail supermarkets.

III. RESEARCH METHODOLOGY

The data was collected by a self-made well developed Questionnaire; the five point Likert Scale questions were made. All of the questionnaires were distributed among the respondents in Reliance Fresh stores in Delhi/NCR. The data was collected by 136 responded in a period of 15 days and the responses were fed into the Statistical Package for Social Science (SPSS) for analysis and evaluation. The main objective of my study was to investigate the relationship between employee behavior and consumer purchase intention and to assess the service quality of Reliance Fresh Stores in Delhi/NCR.

a. Hypothesis:

$H1_0$: Customers are not satisfied by Reliance Fresh Employees' behaviour.

$H1_0$: Customers are satisfied by Reliance Fresh Employees' behaviour.

$H2_0$: Customers are not overall satisfied by Reliance Fresh service quality.

$H2_a$: Customers are overall satisfied by Reliance Fresh service quality.

$H3_0$: Customers are not willing to come back to Reliance Fresh Store.

$H3_a$: Customers are willing to come back to Reliance Fresh Store.

$H4_0$: There is no statically difference between male and female regarding the satisfaction level of Reliance Fresh Employees' behaviour.

$H4_a$: There is statically difference between male and female regarding the satisfaction level of Reliance Fresh Employees' behaviour.

IV. DATA ANANLYSIS

TABLE 1: RESPONDENT PROFILE

	Frequency	Percent	Valid Percent	Cumulative Percent
Gender				
MALE	80	58.8	58.8	58.8
FEMALE	56	41.2	41.2	100.0
Total	136	100.0	100.0	
Age Group				
18-25	20	14.7	14.7	14.7
25-35	52	38.2	38.2	52.9
35-45	36	26.5	26.5	79.4
>50	28	20.6	20.6	100.0
Total	136	100.0	100.0	
Personal Income(Annual)				
<5Lacs	24	17.6	17.6	17.6
5-10Lacs	56	41.2	41.2	58.8
10-15Lacs	56	41.2	41.2	100.0
Total	136	100.0	100.0	
Family Income(Annual)				
5-10Lacs	4	2.9	2.9	2.9
10-15Lacs	92	67.6	67.6	70.6
>25Lacs	40	29.4	29.4	100.0
Total	136	100.0	100.0	
Occupation				
Student	8	5.9	5.9	5.9
Homemaker	36	26.5	26.5	32.4
Service	36	26.5	26.5	58.8
Business	56	41.2	41.2	100.0
Total	8	100.0	100.0	

International Journal of Recent Research in Commerce Economics and Management (IJRRCEM)
Vol. 4, Issue 1, pp: (9-18), Month: January - March 2017, Available at: www.paperpublications.org

Out of 136 respondents 58.8% were male and 41.2% were female, which shows are almost equal distribution of respondent selection. On age parameter 14.7 % were between18-25, 38.2% were between 25-35, 26.5% were between 35-45 and 20.6% were above 50. This distribution shows that maximum shoppers were between 25-35 age groups. Respondents income wise distribution shows 24% were having <5 Lacs annual income, followed by the other groups having more than 5 Lac salary, since respondents were store visitors we can say that higher income customers visit Reliance Fresh stores more as compare to others. The same trend was seen in family income. Out of 136 respondents more than 97 % customers were having more than 10 Lac. Family income. The maximum visitors were from Business background followed by Service class and Homemakers.

$H1_0$: Customers are not satisfied by Reliance Fresh Employees' behaviour.

$H1_0$: Customers are satisfied by Reliance Fresh Employees' behaviour.

$H2_0$: Customers are not overall satisfied by Reliance Fresh service quality.

$H2_a$: Customers are overall satisfied by Reliance Fresh service quality.

$H3_0$: Customers are not willing to come back to Reliance Fresh Store.

$H3_a$: Customers are willing to come back to Reliance Fresh Store.

TABLE 2: ONE STATISTICS

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
I am satisfied with the Reliance Fresh Employees' behaviour	136	3.1471	1.54215	.13224
I will come gain to Reliance Fresh.	136	2.8235	1.25245	.10740
I am satisfied by Reliance Fresh service quality.	136	3.3824	1.21752	.10440

TABLE 3: ONE SAMPLE TEST

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am satisfied with the Reliance Fresh Employees' behavior	-4.100	135	.000	-.47059	-.6976	-.2436
I will come gain to Reliance Fresh.	-3.643	135	. 003	-.17647	-.5889	.0359
I am satisfied by Reliance Fresh service quality	3.662	135	.000	.38235	.1759	.5888

One Sample t-test was conducted to test the first 3 hypothesis.

Hypothesis 1: The p-value in the above table is .000 which is less than significant value .05, so we reject the null hypothesis in favour of alternate hypothesis and conclude that Customers are satisfied with the Reliance Fresh Employees' behaviour.

Hypothesis 2 : The p value in the above table is .00 which is less than significant value .05, so we reject the null hypothesis in favour of alternate hypothesis and conclude that Customers are will to come gain to Reliance Fresh.

Hypothesis 3: The p value in the above table is .000 which is less than significant value .05, so we reject the null hypothesis in favour of alternate hypothesis and conclude that Reliance Fresh Customers are satisfied with the Reliance Fresh service quality.

$H4_0$: There is no statically any difference between male and female regarding the satisfaction level of Reliance Fresh Employees' behaviour.

$H4_a$: There is statically any difference between male and female regarding the satisfaction level of Reliance Fresh Employees' behaviour.

ISSN 2349-7807

International Journal of Recent Research in Commerce Economics and Management (IJRRCEM)
Vol. 4, Issue 1, pp: (9-18), Month: January - March 2017, Available at: www.paperpublications.org

TABLE 4: GROUP STATISTICS

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
I am satisfied with the service I receive from this organisation	MALE	80	2.8500	1.50190	.16792
	FEMALE	56	3.5714	1.51186	.20203

TABLE 5: INDEPENDENT SAMPLES TEST

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I am satisfied by Reliance Fresh service quality	Equal variances assumed	.011	.918	-2.749	134	.007	-.72143	.26239	-1.24040	-.20246
	Equal variances not assumed			-2.746	118.024	.007	-.72143	.26270	-1.24165	-.20121

Independent Sample t-test was conducted to see the “I am satisfied by Reliance Fresh service quality” satisfaction level among male and female. The p value in the above table is .007 which is less than significant value .05, so we reject the null hypothesis in favour of alternate hypothesis and conclude that Reliance Fresh Male and Female Customers differ with reference to their satisfaction level by Reliance Fresh Service quality. The mean score shows females are more satisfied as compared to male.

Regression:

TABLE 6: MODEL SUMMARY

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923[a]	.853	.849	.48632

a. Predictors: (Constant), Reliance Fresh’s services meets my expectations, I am satisfied with the Reliance Fresh Employees’ behaviour, I am satisfied by Reliance Fresh service quality

TABLE 7: ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	180.545	3	60.182	254.459	.000[b]
	Residual	31.219	132	.237		
	Total	211.765	135			

a. Dependent Variable: I will come again to Reliance Fresh.

b. Predictors: (Constant), Reliance Fresh’s services meets my expectations, I am satisfied with the Reliance Fresh Employees’ behaviour, I am satisfied by Reliance Fresh service quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.275	.166		25.754	.000
	I am satisfied with the Reliance Fresh Employees’ behavior	-.688	.028	-.847	-24.168	.000
	I am satisfied by Reliance Fresh service quality	.331	.046	.257	7.138	.000
	Reliance Fresh‘s services meets my expectations	-.118	.035	-.126	-3.392	.001

a. Dependent Variable: I will come gain to Reliance Fresh.

Interpretation:

Multiple Regression analyses was conducted to examine the relationship between revisit of Customer and various potential predictors. The multiple regression model with all three predictors produced $R^2 = .853$, which shows that there is 85% of impact of independent variables on dependent variables.

V. CONCLUSION

The objective of the research was to investigate the relationship between employee behaviour and consumer purchase intention and to assess the service quality of Reliance Fresh Stores in Delhi/NCR. The results show that there is 85% of impact of employee behaviour and consumer purchase intention as they would like to visit the store again to purchase products. Also overall, the customers are satisfied with the Reliance Fresh stores in Delhi/NCR.

As we have seen Customers are satisfied with the Reliance Fresh Employees' behaviour, they are satisfied with the Reliance Fresh service quality they are will to come gain to Reliance Fresh. This is indeed a good indicator for Reliance Fresh, Based on these findings, I recommend to Easy Store that the number of trips that customers make is the most important & significant aspect in profiling & differentiating loyal shoppers from non-loyal shoppers. This means that retailers need to ensure that the customers make repeat visits to their stores. Retailers must ensure that they maintain some novelty through new products, new schemes etc. which motivates customers to make repeat visits.

REFERENCES

[1] Beatson, Amanda T. and Lings, Ian and Gudergan, Siegfried (2008) Employee behaviour and relationship quality : impact on customers. The Service Industries Journal, 28(2). pp. 211-223.

[2] Chanaka Jayawardhena and Andrew M. Farrell (2009),Effects of Retail Employees' Behaviours on Customers' Service Evaluation, International Journal of Retail & Distribution Management.

[3] Hammad Hassan, Maryam Saeed Hashmi and Zahoor Sarwar (2014), Exploring the Impact of Retail Stores' Service Quality on Consumers' Purchase Intention: The Moderating Role of CSR, Middle-East Journal of Scientific Research 19 (4): 505-520

[4] Dhreeraj's (2014), Examining the Influence of Service Quality on Customer Satisfaction and Patronage Intentions in Convenience Store Industry, working paper, IIMA

[5] Parasuraman, A., Valarie A. Zeithaml, and Leonard L. Berry (1985), "A Conceptual Model ofService Quality and Its Implications for Future Research", Journal of Marketing, 49, 41-50.

[6] Dabholkar, P. A., Thorpe, I. D., and Rentz, J. 0. (1996) "A Measure of Service Quality for RetailStores: Scale Development and Validation," Journal of the Academy of MarketingSciences 24(1), 3-16.

[7] Dabholkar, P., Shepherd, D., and Dayle Thorpe (2000). "A Comprehensive Framework for Service Quality: An Investigation of Critical Conceptual and Measurement IssuesThrough a Longitudinal Study," Journal of Retailing, 76(2), 139-173.

[8] I-Ming Wang, Chich-Jen Shieh, (2006) "THE RELATIONSHIP BETWEEN SERVICE *sciences*, Volume 27, No.1, pp.193-209.

[9] C.N. Krishna Naik, Swapna Bhargavi Gantasala, Gantasala V. Prabhakar, (2010) "Service Quality (Servqual) And Its Effect On Customer Satisfaction In Retailing" *European Journal of Social Sciences*, Volume 16, No. 2, pp.231-243.

[10] Panchapakesan Padma, Chandrasekharan Rajendran, Prakash Sai Lokachari, (2010) "Service Quality And Its Impact On Customer Satisfaction In Indian Hospitals: Perspectives Of Patients And Their Attendants", Benchmarking: An International Journal, Volume-17, Issue 6, pp.807-841.

[11] Yasir Shafiq, Imran Shafiq, Muhammad Saadat Din, and Khaliq Ur Rehman Cheema, (2013) "Impact Of Service Quality On Customer Satisfaction: A Study Of Hotel Industry Of Faisalabad, Pakistan", *International journal of Management & Organizational Studies*, Volume 1, Issue 2, pp.55-59, ISSN: 2305-2600.

[12] Justin Beneke, Claire Hayworth, Robyn Hobson, Zeenat Mia, (2012) "Examining The Effect Of Retail Service Quality Dimensions On Customer Satisfaction And Loyalty: The Case Of The Supermarket Shopper" A*cta Commercii*, pp.27-43, ISSN: 1680-7537.

[13] Mark Munoz, J.; Raven, Peter; Welsh, Dianne H. B, (2006) " Retail Service Quality Expectations And Perceptions Among Philippine Small/Medium Enterprises", *Journal Of Developmental Entrepreneurship*, Volume 11, Issue 2, pp.145-156.

[14] Lau Pei Mey; Khatibi Akbar, Abdolali; Yong Gun Fie, David, (2006) "Measuring Service Quality And Customer Satisfaction Of The Hotels In Malaysia", *Journal of Hospitality & Tourism Management*, Volume13 Issue 2, pp.144-160. guyen Viet Anh, (2008) "Measuring Customer Satisfaction Based On Service Qua

[15] Vu Thi My Chinh; N lity Gap At A Local Bank In Vietnam", *Journal of International Business Research*, Supplement 3, Volume 7, Issue S3, pp.27-51.

[16] John E. Swan, Michael R. Bowers, (1998) "Services Quality And Satisfaction" *Journal of Services Marketing*, Volume 12, Issue 1, pp.59-72, ISSN: 0887-6045.

[17] Ishfaq Ahmed, Muhammad Musarrat Nawaz, Ahmad Usman, Muhammad Zeeshan Shaukat, Naveed Ahmad, Hassan Iqbal, (2010) "Impact Of Service Quality On Customers Satisfaction: Empirical Evidence From Telecom Sector Of Pakistan" *Interdisciplinary journal of contemporary research in business*, Volume 1, No. 12, pp.98-113.

[18] Dr. Abdelmo'ti Suleiman Abu Alroub, Dr. Abdul sada Mutlaq Alsaleem, Dr. Azzam Anwar Daoud, (2012) "Service Quality And Its Impact On Customer Satisfaction Tourist Restaurants (A Field Study On The Tourist Restaurants / Amman)", *Interdisciplinary Journal Of Contemporary Research In Business*, Volume 4, No 1, pp.364-379

[19] Geetika, Shefali Nandan, (2010) "Determinants Of Customer Satisfaction On Service Quality: A Study Of Railway Platforms In India", *Journal of Public Transportation*, Volume 13, No. 1, pp.97-113.

[20] Vibha arora, Zenith, Dr. Nravichandran, Dr. N.k. jain, (2011) "Dimensionality Of Service Quality And Its Critical Predictors To Customer Satisfaction In Indian Retail Banking", *International Journal Of Multidisciplinary Research* , Volume 1, Issue 5, pp.1-11, ISSN: 2231 5780.

[21] K. Ravichandran, B. Tamil Mani, S. Arun Kumar, S. Prabhakaran, (2010) "Influence Of Service Quality On Customer Satisfaction: Application Of Servqual Model", *International Journal of Business and Management*, Volume 5, No. 4, pp.117-124.

[22] N. Udaya Bhaskar, B.Raja Shekhar, (2011) "Impact Of Service Quality On ApparelRetail Customer Satisfaction - A Study Of Select Metropolitan City Hyderabad", *Journal Of Management Research*, Volume 3, No. 2, pp.1-13. ISSN: 1941-899X.

[23] Ram Mohan, (2013) "To Identify The Factors Impacting Customer Satisfaction IFood

[24] Retail Supermarkets", *International Journal of Research and Development*, Volume 2, Issue 2, pp.51-54, ISSN: 2319-5479.

[25] G.S. Sureshchandar, Chandrasekharan Rajendran, R.N. Anantharaman, (2002) "The Relationship between Service Quality and Customer Satisfaction – A Factor Specific Approach", *Journal of Services Marketing*, Volume 16, Issue 4, pp.363 – 379.

[26] Moore, Samuel, and Larry W. Ausley. “Systems thinking and green chemistry in the textile industry: Concepts, Technologies and Benefits.” *Journal of Cleaner Production*

[27] 12 (April 2004): 585-601.

[28] Draper, Stephanie, Vicky Murray, and Ilka Weissbrod. “Fashioning Sustainability: A review of the sustainability impacts of the clothing industry.” Forum for the Future, March 2007: 1-14.

[29] Anyangwe, Eliza. “My Sustainable T-Shirt: A guide to understanding cotton production and what eco-labels mean for people and planet.” London: Pesticide Action Network,UK, 2010.

[30] Allwood, J.M, S.E. Laursen, S.N. Russell, Malvido de Rodriguez, and N.M.P Bocken.

[31] "Well Dressed? The present and future sustainability of clothing and textile in the United Kingdom." Institute for Manufacturing, University of Cambridge, 2006.

[32] Ayling, Joe. "In the money: Clothing price inflation." www.just-style.com. 28 July 2010. http://www.just-style.com/analysis/clothing-price-inflation_id108441.aspx (accessed August 31, 2010).

[33] Joergens, Cartrin. "Ethical fashion: myth or future trend?" *Journal of Fashion Marketing and Management* 10, no. 3 (2006): 360-371.

[34] Department for Environment Food and Rural Affairs. "Sustainable clothing roadmap briefing note." March 2008.

[35] Morley, N.J. Barlett, and I McGill. "Maximizing Reuse and Recycling of UK Clothing and Textiles." A report to Department for Environment, Food and Rural Affairs (Oakdene Hollins Ltd), 2009: 1-32.

[36] Sanfilippo, Damien. "My Sustainable T-Shirt: A guide to organic, fair trade, and other eco standards and labels for cotton textiles." London: Pesticide Network UK, January,2007.

[37] Department for Environment Food and Rural Affairs. *Sustainable Clothing Roadmap: Progress Report 2011*. London: DEFRA, 2011.

[38] Eco Index. *Eco Index - About the Project*. http://www.ecoindexbeta.org/content/about- project (accessed August 2011, 22).

[39] Marks & Spencer. "Sustainable Construction Manual." London, 2010.

[40] Procter & Gamble. "Comparative Life Cycle Assessment (LCA) of Ariel "Actif à froid" (2006), with previous Ariel laundry detergents (2001)." 2006.