CUSTOMER PERCEPTIONS ON SERVICE QUALITY SELECT GROCERY RETAIL STORES, PUDUCHERRY UT

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ABSTRACT
This paper focuses on customer perceptions on service quality in select grocery retail stores, Puducherry and aims to identify the dimensions by which the service provided by the grocery retail store. The main objective of the study is to find out the customer perception based on the service quality factors on grocery retail store. Sample size is 100 and simple random sampling technique was used in the study. Percentage analysis, Mean score, Chi-square test, Independent sample t-test, ANOVA were used for analyze the data. Finally the researcher finds out the satisfaction level with the grocery retail stores at Puducherry UT.

KEY WORDS: Customer perception, service quality, retail grocery store, satisfaction level.