

## Service Quality of the Retail Sector in India

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### ABSTRACT

*The retail sector is growing and modernising in India. It involves understanding the needs of the consumers, improving the quality of products, developing a good assortment of merchandise and motivating the consumers to purchase. In the recent past retailing is witnessed by the expansion of modern retail formats which gradually overtaking the traditional ones. Online retailing and Foreign Direct Investment (FDI) further enhances consumers' knowledge and their choice. Consumers demand includes "quality products at competitive prices, better consumer relationship, better service facilities like credit cards, parking, appealing layout, faster billing, etc." In this context, a study was conducted to understand the consumer perceptions of the above parameters and a comparative study of the growth of traditional as well as the modern retail formats.*

**KEYWORDS:** Organised retailing, Unorganised retailing, FDI, Consumer perception, Service quality.

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