

SELF-ASSESSMENT OF THE QUALITY OF SERVICES OFFERED BY THE SALES PERSONNEL IN ORGANIZED RETAIL MARKETS IN KERALA

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ABSTRACT

The subject of the study is to enable the sales personnel to undertake a self-assessment of the quality of services offered by them in the organized retail markets in Kerala. During the pilot study, it was found that almost all the sales personnel whom the researcher contacted were willing to cooperate with the self-assessment exercise required of them. Accordingly, facts and figures were collected from 90 sales personnel from private stores Supplyco and Consumer fed. Their responses were assessed through the SERVQUAL scale. The findings indicate that except in respect of promotional services such as parking facilities in all other aspects the quality of services is found to be more or less same according to the study. Satisfaction of the customer could be obtained only by providing high quality services. For this the staff has to be made quality-conscious in all dealings through systematic training by business management experts.

KEYWORDS: *SERVQUAL, Organized Retail Super Markets, Service Quality and Customer Satisfaction*