

[99]

**CUSTOMER PERCEPTIONS OF SERVICE QUALITY DIMENSIONS: A
COMPARATIVE STUDY OF INDIAN AND TAIWANESE ORGANISED GROCERY
RETAIL CONSUMERS**

Prachi Jain and Vijita Singh Aggarwal

Guru Gobind Singh Indraprastha University, India

ABSTRACT

Purpose –The main objective of the paper is to compare the service quality of Indian and Taiwanese organised grocery stores. It proposes to compare the relative importance of various quality dimensions of Indian and Taiwanese customers. The study also intent to study the effect of demographic variables such as age and sex on perceptions of service quality of customers.

Design/methodology/approach – In our research, we have followed descriptive research design. Survey method using a questionnaire has been used to collect primary data about customer's current perceptions regarding service quality.

Findings –The paper provides a valuable insight on the perceptions of Indian and Taiwanese customers regarding the service quality of grocery stores in their respective countries which can be effectively analysed and implemented by the Indian retailers to improve the quality of their services.

Research limitations/implications – One of the crucial limitations of this study is that the sample is unrepresentative as the rural areas of both the countries have not been covered. The study fails to conduct probabilistic sampling. Thus, in future such cross national studies must be undertaken with a more representative sample.

Originality/value – This study provides an useful lesson to learn from the experiences of Taiwanese grocery retail market.

Keywords: India, Taiwan, grocery, organised retail, service quality