

Bayesian Analysis for Estimation of Mediation Model in Identifying Major Impact and Bond Linkage among Customer Satisfaction, Loyalty and Behaviour Patronage Intention among Organized Retail Stores

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Abstract

In the world of global competitiveness, the retailers had to focus more specifically on to their marketing strategies in order to achieve greater satisfaction among their customers which in turn leads to customer loyalty. Here the researcher main objective is to find out the bond linkage and relationship between satisfaction and loyalty factors through their behavioural outcomes. Also for this research study the researcher had chosen and selected More Stores (Supermarkets) in Chennai City in the organized stores retail segment to carry out his extensive research and also he had done a descriptive research style by adopting an Probability Sampling Method and collected samples from 300 respondents. Finally researcher on going through analysis using SPSS and AMOS Software's, it clearly reveals the close relationship and bond linkage among customer satisfaction, Loyalty and the success of these two can be revealed their positive behavioural outcomes towards the organized retail stores.

Keywords: Customer Satisfaction, Organized Retail Stores, Behavioural Patronage etc.

1. Introduction

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world's fifth-largest global destination in the retail space. Indian retail market is estimated to reach

\$2tn by 2032, driven by socio-demographic and economic factors such as urbanisation, income growth and rise in nuclear families. On the other hand, the Indian e-commerce industry is expected to cross \$350 bn mark by 2030, growing at a CAGR of 23%.

In first half of 2021, e-commerce accounted for nearly a third of several electronic categories, almost half of smartphones sold, and about a fifth of all apparel sales in India. Consumer internet and e-commerce companies raised US\$38 billion in 2021, an increase from US\$8 billion in 2020, driven by large-size investments across fintech, hyperlocal and e-commerce sectors as the Indian start-up ecosystem continues to mature. India will become the 3rd largest online retail market by 2030, with an estimated annual gross merchandise value of \$350 bn.

The Indian retail market is largely unorganized. However, over the next 3-5 years, share of modern retail (including e-commerce) will increase to 30-35% with share of traditional retail coming down to 65-70%.. Both organised and unorganised retail companies have to work together to ensure better prospects for the overall retail industry, while generating new benefits for their customers. Nevertheless, the long-term outlook for the industry is positive, supported by rising incomes, favourable demographics, entry of foreign players, and increasing urbanisation.

Organized retail is a new and emerging phenomenon in India and despite of these downturns, the Indian market is growing exponentially, as economic growth brings more of India's people into the consuming

classes and organized retail lures more and more existing shoppers into its open doors. The growing middle class is an important factor contributing to the growth of retail in India.

The new buzz word in retail is Omni-Channel. The Omni-Channel offers a seamless experience to the customers across various channels. The strategic objective here is to merge various channels (departmental stores, online stores) and link them to a multichannel retailer. This strategy makes a brand always available to the customer and gives an impetus to sales by increasing visibility, consumer base across various geographies. It also optimizes inventory holding costs, operating costs and real estate cost. With modern retail gaining ground in India, there remains a lot of scope for the Omni-Channel to expand. There is also an upward trend seen in modern retailing. Driven by western culture and urbanisation, it has become a part of day to day lifestyle. There are more than 500 operational shopping malls in India having thousands of brands across food, fashion and lifestyle which are offering best of national & international brands to better educated consumers. The current size of modern retail is around US\$ 46.5 billion, which is 9% of total retail market. As per industry estimates, by 2020, it is likely to see business worth US\$ 150 billion.

2. Objectives of the Study

- To identify the demographic profile of the customer.
- To know the customer experience and its impact over its purchasing decision.
- To identify the behavior intention among the customer towards more retail store.
- To measure the level of customer satisfaction towards products and services offered.
- To know the level of customer loyalty towards the more retail store.

3. Literature Review

RTL A De Silva, TP Ekanayake, HPDSN Karunasekara, WGAL Wijerathne, WDH De Mel(2022) Carried out

an exploration study fastening on the impact of service quality over client satisfaction in retail supermarket perspective, where the experimenter major ideal was concentrating on how colourful service quality confines been delivered to the guests of retail supermarkets? And also the experimenter would like to know what kind of impact it creates towards the client satisfaction among them? For which experimenter acclimated a descriptive exploration and collected a primary data sample of around 153 repliers among colourful supermarkets in Srilanka. Using the data samples collected, they do performed a detailed data analysis with retrogression analysis, it easily shows the outgrowth of the data analysis as there's a strong and significant impact of certain service quality confines like tangibility, trustability and empathy reflects more on the satisfaction of the guests, whereas the remaining service quality confines responsiveness and assurance shows further insignificances over client satisfaction.

Yi- Chan Chung, Shu- Fang Lin and Wei- Lun Chung (2021) performed an exploration study fastening on the major factors impacting the quality of services offered in hypermarkets of Taiwan. Then, the experimenters used Significance-Performance-Analysis (SPA) in order to validate and identify the service quality confines which needs to concentrated and bettered further. After going through this **Significance-Performance-Analysis (SPA)**, the experimenters espoused KANO Model, where it easily identifies the service quality particulars of outgrowth advancements for the hypermarkets and it easily shows the demands for these service quality constructs in perfecting the functional effectiveness and effectiveness among the hypermarkets. Also the experimenter acclimated a descriptive exploration study with a structured exploration questionnaire and collected a primary sample from 175 repliers, out of which 158 repliers are valid and out of error. After going through the data analysis with a collected samples it's been linked that by going through **Significance-Performance-Analysis (SPA)** it easily states that the workers of the hypermarket's need to

concentrate and concentrate on the client conditions on quicker manner so that the workers could be suitable understand the conditions and give services to their guests in a most effective manner, in turn it increases the client satisfaction. On the other hand, KANO's Model helped the experimenters to find out the major five areas where services needs to be bettered and concentrated they are, 'Workers responsiveness towards client queries and conditions', 'More and bettered client services', 'Workers has to guests satisfaction as major precedence which in turn brings profit ', where in the below are all areas are set up as a major focus area and it needs to be bettered in order to insure quality services offered to the guests of hypermarket.

Padmalini Singh, Ranjith PV, Nuramalin Fathihah, Daisy Mui Hung Kee, Nuralina, Nurdiyanah, Nursyahirah (2021) performed a exploration work on relating the relationship between the service quality confines and client satisfaction in Tesco Hypermarket in Malaysia. The experimenter acclimated a descriptive exploration study and collected a primary sample of 300 repliers using a structured questionnaire by conforming a SERVQUAL Scale for measuring the relationship through their effectiveness and effectiveness being among them. Further the data collected were anatomized with the statistical tools and ways. The outgrowth of the exploration easily reveals that all the service quality confines show a negative impact which means that still services needs to be bettered in their delivery as there's a strong gap exists between the prospects and perception.

P.S.Venkateswaran, Suja Sundram (2021) performed a research study concentrating on the various Impact of Retail Service Quality (RQS) and Store Service Quality (SSQ) on Patronage Intention (PI) towards Organized Retail Industry. Here the researchers major objectives to find the impact and their relationship exists among the three variables Retail Service Quality (RQS), Store Service Quality (SSQ), Patronage Intention (PI) in the organized retail industry. To find their empirical relationships, researcher collected a primary data sample of around 419 using a standard structured

questionnaire as a research instrument. The Outcome of the research findings clearly shows that Retail Service Quality (RSQ) and Store Service Quality (SSQ) plays a major role in Customer satisfaction in the organized retail settings. Also the store employees should deliver their services more unique way so that customers would get delighted and becomes highly satisfied and loyal towards them.

Abdul Rashid, Varsha Rokade (2021) has come out with research study focusing on the Multi-Criterion Decision Making Approach (MCDA) in order to assess the quality of services offered in the retail stores in Iraq. In this research study, the researchers major objectives was focused on how these Service Quality(SQ) dimensions plays an important role in impacting customer satisfaction (CS) for which the researcher especially adapted an Analytical Hierarchy Approach Process with Multi-Criterion Decision Making as a central process embedded in it. In the initial stages of MCDM process, the researcher identifies the correlation exist between the service quality variables and later these sub themes of MCDM focused more on technological factors such as Mobile Applications for placing the orders plays an essential role in online retailing, later the researcher found that web based mobile application has been one among prominent factors in achieving customer satisfaction among retail food and grocery in the major cities of Iraq.

Wantao Yua, Ramakrishnan Ramanathan (2012), performed a research study towards the Retail Service Quality, Corporate Image and Behavioural Intentions and their mediating effects of Customer Satisfaction. For this research study, the researcher mainly focuses on the major supermarket customers in china and also the researcher employed a structural equation modelling approach and collected over 404 samples for this research study. The End results and outcome of the study clearly says that the retail service quality significantly influences customer perception and corporate image, also the research reveals that there is relationship between brand intentions is fully mediated through greater satisfaction.

Maxwell K. Hsu, Yinghua Huang, Scott Swanson (2010), carried out a research study on Grocery Store Image, Travel Distance, Customer Satisfaction and their relationship over Behavioural Intentions among the customers, where as the researcher concentrated mainly on Midwest College Town Area of United States Of America and collected over 400 samples by using questionnaire as a research instrument. The Findings of the research shows that the store image has been considered as the major driving force towards Behavioural Intention Factors and Store Image’s indirect influence over customer satisfaction was found to be substantially greater when compared to its direct influence over Behavioural Intention. On the other side, Travel Distance gives a positive relationship and creates major impact over customer satisfaction.

Hafedh Ibrahim, Faouzi Najjar (2008) carried a research on Assessing the effects of Self-Congruity, Attitudes and Customer Satisfaction on Customer Behavioural Intentions in Retail Environment. The researcher’s main objective is to develop and come out with a model that will include self image congruence, satisfaction, attitudes, and further he had explained their role on behavioural intentions. Here the researcher carried out a qualitative survey followed by a quantitative study; which was conducted in two different stages to clarify the self congruity scale and then the results were used to lead an exploratory investigation of a conceptual model of behavioural intentions. It’s been observed and proven results that Ideal self-image congruity had a direct and stronger effect on attitude. Finally this study outcome reveals that behavioural intentions had either direct or indirect influence by shopper’s attitudes, self-congruity and satisfaction.

Gael M. McDonald (1991) carried out a research on the influence of supermarket attributes over perceived customer satisfaction. The researcher carried out an empirical research approach and here the study mainly concentrates on the influence of the supermarket attributes on Chinese customers moderated by the factors like income, occupation and age. The Outcome of the research study shows that the various store

attributes were significant. Various Independent like Store location, variety of products and cost of the products indicated and perceived by the respondents as being the most important attributes of the retail store which greatly influences customer satisfaction.

4. Research Methodology

The researcher adapted a descriptive research study in order to find the bond linkage between customer satisfaction, customer loyalty and the behavioural intention among the customers of various More Supermarkets in Chennai city. Where in they used probability sampling method and collected the primary data samples using a structured questionnaire by the personal interview method. Finally researcher on going through analysis using SPSS and AMOS Software’s, it clearly reveals the close relationship and bond linkage among customer satisfaction, Loyalty and the success of these two can be revealed their positive behavioural outcomes towards the organized retail stores.

5. Date Analysis and Interpretation

5.1 Gender Wise Classification among the Respondents

Gender Classification	No.of Respondents	Percentage (%)
Male	155	51.7
Female	145	48.3
Total	300	100.0

Table 5.1: Gender Wise Classification among the Respondents

Inference:

From the above Table.5.1, It reveals that, Majority 51.7% of the respondents belongs to the male gender category and remaining 48.3% of the respondents belong to the female gender category.

From the below Table.5.2, It reveals that, Majority 34% of the respondent’s belongs to the age group of between 25 yrs to 35 yrs, 24.3% of the respondent’s belongs to the age group of between 36 yrs to 45 yrs,

5.2 Age Wise Classification among the Respondents

Age Wise Classification	No.of Respondents	Percentage (%)
Between 20 yrs to 24 yrs	40	13.3
Between 25 yrs to 35 yrs	102	34.0
Between 36 yrs to 45 yrs	73	24.3
Between 46 yrs to 60 yrs	53	17.7
Greater than 60 yrs	32	10.7
Total	300	100.0

Table 5.2 Age Wise Classification among the Respondents

17.7% of the respondent's belongs to the age group of between 46 yrs to 60 yrs, 13.3% of the respondent's belongs to the age group of between 20 yrs to 24 yrs and remaining 10.7% of the respondent's belongs to the age group of Greater than 60 yrs.

5.3 Occupation Wise Classification among the Respondents

Occupation Wise Classification	No.of Respondents	Percentage (%)
Business	48	16.0
Professional	57	19.0
Student	44	14.7
Housewife	129	43.0
Others	22	7.3
Total	300	100.0

Table 5.3 Occupation Wise Classification among the Respondents

Inference:

From the above Table.5.3, It reveals that, Majority 43% of the respondent's occupation are housewife, 19% of the respondent's occupation are professional, 16% of the respondent's occupation are business, 14.67% of the respondent's occupation are students, and remaining 7.33% of the respondent's occupation are belongs to other category.

5.4 Income Wise Classification among the Respondents

Income Wise Classification	No.of Respondents	Percentage %
Less than Rs.10,000	44	14.7
Between Rs.10,001 to Rs.25,000	80	26.7
Between Rs.25,001 to Rs.50,000	68	22.7
Between Rs.50,001 to Rs.75,000	62	20.7
Greater than Rs.75,000	46	15.3
Total	300	100.0

Table 5.4 Income Wise Classification among the Respondents

Inference:

From the above Table.5.4, It reveals that, Majority 26.7% of the respondents income ranges are Between Rs.10,001 to Rs.25,000, 22.7% of the respondents income ranges are Between Rs.25,001 to Rs.50,000, 20.7% of the respondents income ranges are Between Rs.50,001 to Rs.75,000, 15.3% of the respondents income ranges are Greater than Rs.75,000 and remaining 14.67% of the respondents income ranges Less than Rs.10,000.

5.5 Respondents Pleased with the Retail Store's Environment

Pleased with the Store Environment	No.of Respondents	Percentage %
Strongly Agree	69	23.0
Agree	75	25.0
Neutral	54	18.0
Disagree	48	16.0
Strongly Disagree	54	18.0
Total	300	100.0

Table 5.5 Respondents Pleased with the Retail Store's Environment

Inference:

From the above Table.5.5, It reveals that, Majority 25% of the respondents said that they agree to the statement of Pleased with Stores Environment, 23% of the respondents said that they strongly agree to the statement of Pleased with Stores Environment, 18% of the respondents said that they neither agree or not disagree to the statement of Pleased with Stores Environment, 18% of the respondents said that they strongly disagree to the statement of Pleased with Stores Environment and remaining 16% of respondents said that they disagree to the statement of Pleased with Stores Environment.

5.6 Customer Happy With the Services provided by the Retail Store:

Customer Happy with the Services	No.of Respondents	Percentage %
Strongly agree	108	36.0
Agree	64	21.3
Neutral	52	17.3
Disagree	46	15.3
Strongly disagree	30	10.0
Total	300	100.0

Table.5.6 Customer Happy With the Services provided by the Retail Store:

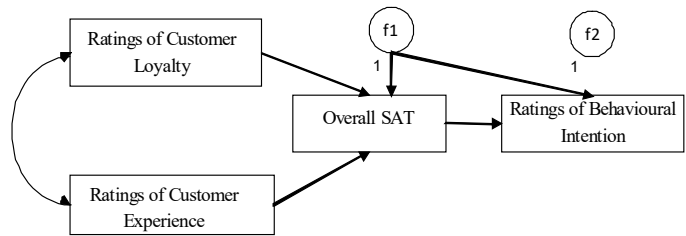
Inference:

From the above Table.5.6, It reveals that, Majority 36% of the respondents said that they strongly agree to the statement of customers are happy with the retail stores services, 21.3% of the respondents said that they agree to the statement of customers are happy with the retail stores services, 17% of the respondents said that they are neutral to the statement of customers are happy with the retail stores services, 25.3% of the respondents said that they disagree and Strongly Disagree to the statement of that the customers are happy with the retail stores services.

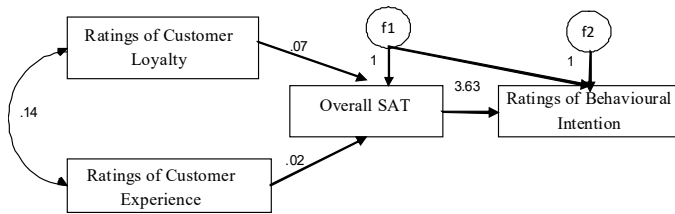
5.7 Mediating Model for the Factors Affecting Overall Satisfaction

5.7.1 Testing of Hypothesis

The hypothesis related to impact of factors like customer loyalty customer experience, behaviour intention leads to the overall satisfaction of the customer. The two independent variables like customer experience, customer loyalty, have an impact on will act as a mediating variable leads to the positive or negative effect on the behaviour intention of the customer, which is having low RMSEA value. For checking the data originality or real applications, convergence is assessed by applying Maximum Likelihood Estimate with a large data set. The Bayesian analysis is applied for determining the convergence statistic value



During the iteration of Bayesian estimation, **Unhappy face (red)** is appeared in the Bayesian window due to the large value of Convergence Statistic (C.S). Reflecting the satisfactory convergence, AMOS displays **"a happy face" (Yellow)** values of C.S is smaller are sufficient and it is conservative. Judging that the MCMC chain has converged by this criterion does not mean that the summary table will stop changing. As the overall convergence statistic (C.S.), C.S. value on the toolbar approaches 1.000. Finally the posterior dialog box displays a frequency polygon (like normal distribution) of the distribution shows that samples collected for the structural model is more precision.



5.7.2. Regression Weights: (Group number 1 - Default Model)

Structural Paths	Estimate	P
Overall Customer satisfaction ← experience	0.016	0.004
Overall Customer satisfaction ← loyalty	0.072	0.002
Behaviour Overall intention ← satisfaction	3.628	0.001

The above table represents AMOS text output for unstandardized maximum likelihood estimates for the structural paths. Three are significant in the structural paths among the exogenous and endogenous latent

variables .the probability of getting the maximum mediating value is applied in the AMOS software.

5.7.3. Comparative Fit Indices for Path Analysis

Statistics	Suggested Value	Actual value
Chi-square/ df (Wheaton et al 1977)	≤5.00	2.307
Goodness of Fit Index (GFI) (Joreskog and Sorbom 1988)	≥ 0.90	0.996
Adjusted Goodness of fit Index (AGFI) (Joreskog and Sorbom 1988)	≥ 0.80	0.830
Comparative Fit Index (CFI) (Bentler 1990)	≥ 0.90	0.986
Root means square of approximate (RMSEA) (Hu and Bentler 1990)	≤ 0.08	0.066

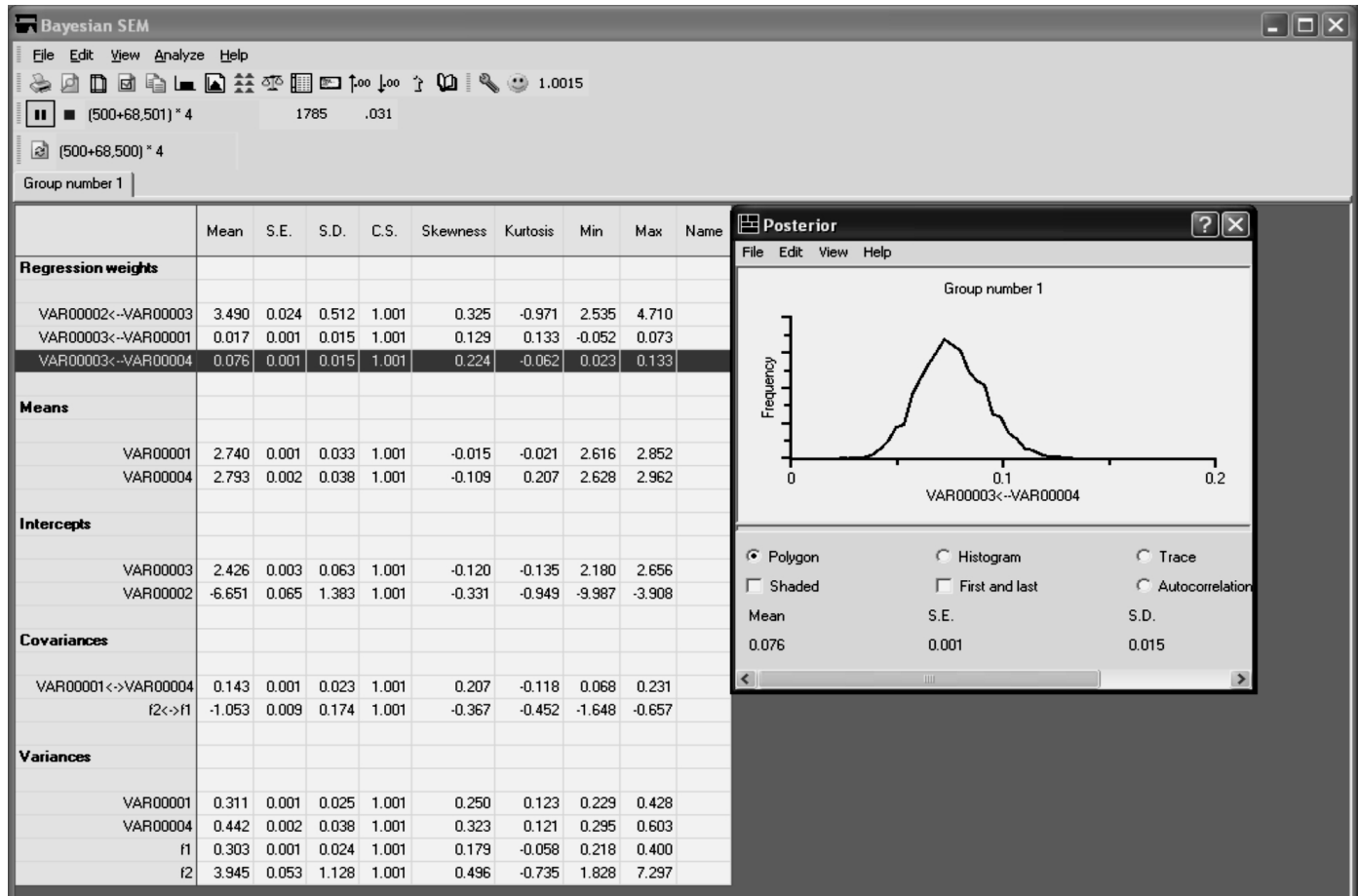
Based on the GFI and CFI indices, it can be concluded that there is a relatively good fit between the structural model and the primary data collected.

5.8. Bayesian Analysis for Estimation of Mediation Model:

The screenshot displays the Bayesian SEM interface. The main window shows a table of parameters for Group number 1. The 'Posterior' window is open, showing a frequency distribution plot for the regression weight VAR00003<->VAR00004. The plot is a polygon with a shaded area, showing a distribution centered around 0.074. The mean is 0.074, S.E. is 0.002, and S.D. is 0.014.

	Mean	S.E.	S.D.	C.S.	Skewness	Kurtosis	Min	Max	Name
Regression weights									
VAR00002<->VAR00003	3.358	0.072	0.435	1.013	0.576	-1.154	2.870	4.257	
VAR00003<->VAR00001	0.021	0.002	0.012	1.011	-0.794	1.158	-0.029	0.054	
VAR00003<->VAR00004	0.074	0.002	0.014	1.013	-0.225	2.688	0.032	0.125	
Means									
VAR00001	2.729	0.006	0.031	1.016	0.218	0.285	2.654	2.814	
VAR00004	2.790	0.005	0.029	1.014	0.586	0.092	2.734	2.874	
Intercepts									
VAR00003	2.420	0.009	0.051	1.015	0.059	-0.662	2.315	2.538	
VAR00002	-6.292	0.194	1.178	1.013	-0.586	-1.121	-8.779	-4.937	
Covariances									
VAR00001<->VAR00004	0.145	0.004	0.021	1.016	-0.457	-0.242	0.081	0.193	
f2<->f1	-1.002	0.035	0.193	1.017	-0.681	-0.520	-1.476	-0.750	
Variances									
VAR00001	0.300	0.003	0.021	1.013	-0.486	0.417	0.229	0.344	
VAR00004	0.470	0.008	0.041	1.019	0.274	-0.084	0.384	0.579	
f1	0.296	0.005	0.026	1.018	0.705	-0.092	0.259	0.371	
f2	3.655	0.191	1.104	1.015	0.718	-0.730	2.397	6.188	

AMOS provides several diagnostics that help to check convergence. Notice the value will be 1.0187 on the toolbar of the Bayesian SEM window. AMOS displays an “unhappy face” when the overall C.S. is not small enough.



Reflecting the satisfactory convergence, AMOS now displays a “Happy Face” (YELLOW) in the above. The value of C.S will be 1.0015 and overall C.S. value on the toolbar approaches 1.000, there is more precision to be gained by taking additional samples, so it might stop as well. The Posterior dialog box now displays a frequency polygon of distribution of customer experience, customer loyalty, behaviour intention, and overall satisfaction level across the samples is proved.

6. Findings and Suggestions for Further Research

The Outcome of the research study clearly depicts that there is a strong impact and bond linkage and relationships among the customer satisfaction, loyalty and behavioural intention among the customers of More Supermarket in Chennai city. Since this research was pilot in nature and concentrated on certain urban areas of Tamil Nadu, it is most important to widen the scope of this study both geographically and sample-wise to allow for generalization of the findings. With great expansion of supermarkets in Tamil Nadu, witnessed by divided loyalty across various organised retail formats, it is important to determine why consumers divide their purchases across different organised retail stores that apparently stock similar goods. Hence the researchers in near future have wide scope to explore themselves into the different aspects of various organized retail store format.

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