

Service Quality and Its Impact on Customer Satisfaction: A Study of Select Supermarkets in Mysuru City

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Abstract

The retail sector in India has expanded rapidly with the growth of organized formats such as supermarkets, which now compete strongly with traditional Kirana stores by offering variety, convenience, and an organized shopping environment. Service quality has emerged as a decisive factor in customer satisfaction and store loyalty within this competitive landscape. This study examines the service quality offered by select supermarkets in Mysuru city and its influence on customer satisfaction, with specific objectives of assessing the level of service quality provided, identifying the factors that shape customer satisfaction, and evaluating customer perception of the services offered. A descriptive research design was adopted, and primary data were collected from 400 respondents shopping at supermarkets in Mysuru city through a structured questionnaire based on the SERVQUAL and RSQS models, using the convenience sampling method. The collected data were analysed using percentage analysis, the Chi-square test, mean score (weighted average) analysis, and the one-sample t-test. The results show that customers hold a strongly favourable perception of cleanliness, product availability, staff helpfulness, and billing efficiency, while parking facilities and complaint handling emerged as comparatively weaker areas. All service quality dimensions tested were found to have a statistically significant relationship with customer satisfaction. The study concludes that service quality is a key driver of customer satisfaction in the supermarket sector and offers practical suggestions for retail managers to strengthen customer experience and loyalty.

Keywords: Service Quality, Customer Satisfaction, Retail Sector, Supermarkets, SERVQUAL, Mysuru City

1. Introduction

The retail industry plays a vital role in the economic development of a country by providing goods and services to consumers efficiently. In recent years, India's retail sector has experienced significant growth due to urbanization, rising income levels, changing lifestyles, and greater consumer awareness. Supermarkets have become one of the most popular organized retail formats because they provide a wide variety of products under one roof and offer customers a convenient shopping experience [26], [28].

Service quality is a critical factor that determines the success of a supermarket. Customers expect not only good products but also efficient service, including courteous staff, product availability, a clean environment, quick billing, and a convenient store layout. When customers perceive that the service they receive meets or exceeds their expectations, they tend to be satisfied and become loyal customers. Customer satisfaction, in turn, refers to the degree to which

customers feel content with the services and products offered by an organization; in the retail sector it is strongly shaped by service quality, and supermarkets that provide high-quality service can attract new customers, retain existing ones, and gain a competitive advantage.

The organized retail sector in India, comprising supermarkets, hypermarkets, department stores, and shopping malls, contributes significantly to the national economy and to employment generation. Although traditional Kirana stores still dominate the market, organized retail is expanding rapidly on the back of technological advances such as digital payments, loyalty programmes, and inventory management systems, which have improved the efficiency of supermarket operations and intensified competition among retail chains.

Mysuru, a major city in Karnataka known for its cultural heritage, tourism, and growing urban population, has seen a rising demand for organized retail outlets as incomes and population increase. Several supermarkets operate across the city, offering groceries, fresh produce, packaged food, and household items, and competing to attract customers through service quality, comfortable shopping environments, and competitive pricing [27]. As customer expectations for fast service, product availability, and a pleasant overall experience continue to rise, supermarkets that fail to meet these expectations risk losing customers to competitors. It therefore becomes essential for supermarkets in Mysuru to continuously evaluate their service quality and understand evolving customer expectations, which forms the central motivation for the present study.

2. Review of Literature

Service quality and customer satisfaction are well-established constructs in marketing and retail management literature, and a substantial body of research has examined their relationship in the supermarket context. Kotler and Keller [1] frame customer satisfaction as a function of perceived performance relative to expectations, a view that underlies most subsequent retail service-quality research. Building on this foundation, several studies have applied structured survey-based methodologies, guided by works such as Kothari and Garg [2] and Malhotra [3] on research methodology, and Ramaswamy and Namakumari [4] and Schiffman and Wisenblit [5] on marketing management and consumer behaviour, to examine how specific service dimensions shape customer outcomes in retail settings.

Several recent studies have directly examined supermarket service quality. Noel and Govender [6] studied customer perceptions of retail service quality in supermarkets and identified tangibility and reliability as key satisfaction drivers, a theme echoed in their related work on retail service quality and customer satisfaction [24]. Singh and Verma [7] conducted an empirical study of customer satisfaction in supermarkets and found that staff behaviour and billing efficiency strongly influenced satisfaction outcomes. Similarly, Slack, Singh, and Sharma [8] identified the principal drivers of customer satisfaction in grocery retail stores, while Terblanche [9] revisited the in-store shopping experience and highlighted the role of store atmosphere and layout in shaping customer perception.

Other researchers have focused on specific service-quality models and their application to supermarkets. Khan and Afsar [10] examined retail service quality and its influence on customer patronage intention, and Thenmozhi and Dhanapal [11] evaluated retail service quality in Indian food retail stores using the RSQS model, both concluding that service dimensions significantly predict repeat patronage. GC [12] studied customer satisfaction in supermarket marts and reported that product availability and pricing were major determinants of satisfaction, while Konuk [13] found that perceived value substantially affects both satisfaction and loyalty in supermarkets. Gajewska and Grigore [14] proposed a conceptual model of supermarket customer satisfaction that links service attributes to overall satisfaction, and Babin and Zikmund [15] offer methodological guidance for measuring such constructs empirically.

More recent work continues to refine these findings. Rahman and Hossain [16] linked service quality, satisfaction, and loyalty in supermarkets and found strong inter-relationships among the three constructs. Ko [17] examined the factors influencing customer satisfaction in grocery retail stores, and Kim and Lee [18] studied satisfaction with self-service technologies, pointing to the growing importance of digital and self-checkout facilities in retail service delivery. Chen and Huang [19] explored consumer preferences regarding supermarket service quality, while Sharma and Gupta [20] examined customer perceptions of retail service quality with findings broadly consistent with the present study's context.

Additional studies reinforce the multi-dimensional nature of supermarket service quality. Kumar and Singh [21] identified factors impacting customer satisfaction in supermarkets, including cleanliness, staff behaviour, and product variety, and Patel and Shah [22] examined how service encounters shape customer satisfaction in retail stores. Dash and Mohanty [23] measured retail service quality using the RSQS model and confirmed its applicability to supermarket settings, and Sheth and Sisodia [25] discuss broader retailing principles and practices that inform how organized retail chains position themselves on service quality. Together, these studies (accessed through academic databases such as ResearchGate [29] and Google Scholar [30]) establish that tangibility, reliability, responsiveness, assurance, empathy, pricing, and convenience consistently emerge as significant predictors of customer satisfaction in the supermarket format, providing the conceptual basis for the objectives and hypotheses examined in this study.

3. Statement of the Problem and Objectives of the Study

The retail supermarket sector in Mysuru city has grown rapidly due to urbanization, changing lifestyles, and increasing consumer demand for convenience and quality products. However, with intensifying competition among supermarkets, maintaining high service quality and ensuring customer satisfaction has become a major challenge. Customers today expect not only variety but also good service, reasonable prices, cleanliness, quick billing, helpful staff, and a comfortable shopping experience; supermarkets that fail to meet these expectations risk losing customers to competitors. Understanding the level of service quality currently being delivered, and how it shapes customer satisfaction, is therefore important for the growth and retention strategies of supermarkets operating in the city.

The primary objective of the study is to analyse the service quality and its impact on customer satisfaction at select supermarkets in Mysuru city. The secondary objectives are: (i) to examine the level of service quality provided by supermarkets; (ii) to identify the factors influencing customer satisfaction in supermarkets; and (iii) to evaluate customer perception regarding the services offered by supermarkets.

4. Research Methodology

The present study adopts a descriptive research design, which is suitable for describing and analysing customer perceptions, attitudes, and satisfaction levels regarding service quality in supermarkets. A quantitative research approach was used, involving the collection of numerical data from customers through a structured questionnaire covering product availability, staff behaviour, store cleanliness, billing efficiency, pricing, and overall shopping experience.

Primary data were collected from 400 respondents who regularly shop at supermarkets in Mysuru city, using the convenience sampling method, a non-probability technique in which customers who were available and willing to participate at the time of data collection were selected as respondents. Secondary data were drawn from books, journal articles, company websites, and online research databases. The questionnaire was designed based on established service-quality models, namely SERVQUAL and RSQS, which strengthens the reliability and validity of the instrument.

Service quality dimensions (tangibles, reliability, responsiveness, assurance, and empathy) were treated as the independent variables, while customer satisfaction — shaped by staff behaviour, product availability, store cleanliness, pricing, billing efficiency, and store layout — was treated as the dependent variable. The following main hypothesis, along with related sub-hypotheses for individual service dimensions, was tested:

H0: There is no significant relationship between service quality and customer satisfaction at select supermarkets in Mysuru city. H1: There is a significant relationship between service quality and customer satisfaction at select supermarkets in Mysuru city.

The collected data were analysed using percentage analysis, the Chi-square test (to examine the association between service quality factors and satisfaction levels), mean score / weighted average analysis (to determine the average level of agreement on a five-point scale against a benchmark value of 3), and the one-sample t-test (to test whether responses differ significantly from a neutral value). Respondents were informed of the purpose of the study, participation was voluntary, and the information collected was used only for academic purposes.

5. Data Analysis and Discussion

A total of 400 respondents shopping at supermarkets in Mysuru city participated in the study. Table 1 shows that the sample is dominated by younger and middle-aged customers, with 86% of respondents falling in the 21–40 years age bracket, while only 2% are above 50 years. Male respondents (75%) considerably outnumber female respondents (25%) in the sample. In terms of occupation, employees (47%) and students (24%) together account for 71% of respondents, indicating that the survey largely reflects the perspective of working professionals and students who form the core supermarket-going population in the city (Figures 1–3).

Table 1: Demographic Profile of Respondents (N = 400)

Demographic Variable	Category	No. of Respondents	Percentage
Age	21–30 years	169	42%
	31–40 years	177	44%
	41–50 years	47	12%
	Above 50 years	7	2%
Gender	Male	299	75%
	Female	101	25%
Occupation	Employee	189	47%
	Student	94	24%
	Business	54	14%
	Homemaker	47	12%
	Others	16	4%

Source: Primary data / Field survey, 2026.

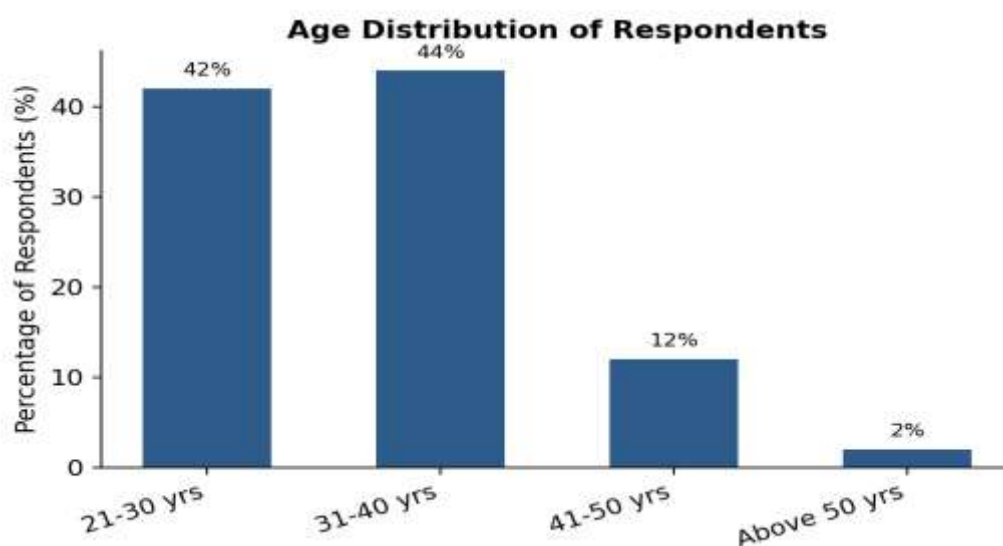


Figure 1: Age Distribution of Respondents

Source: Primary data / Field survey, 2026.

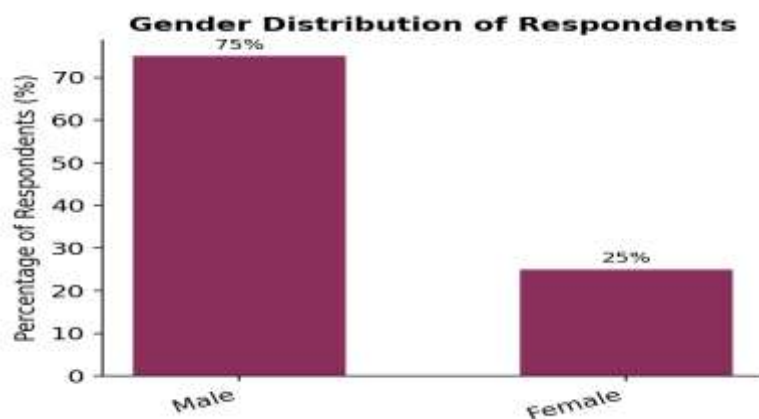


Figure 2: Gender Distribution of Respondents

Source: Primary data / Field survey, 2026.

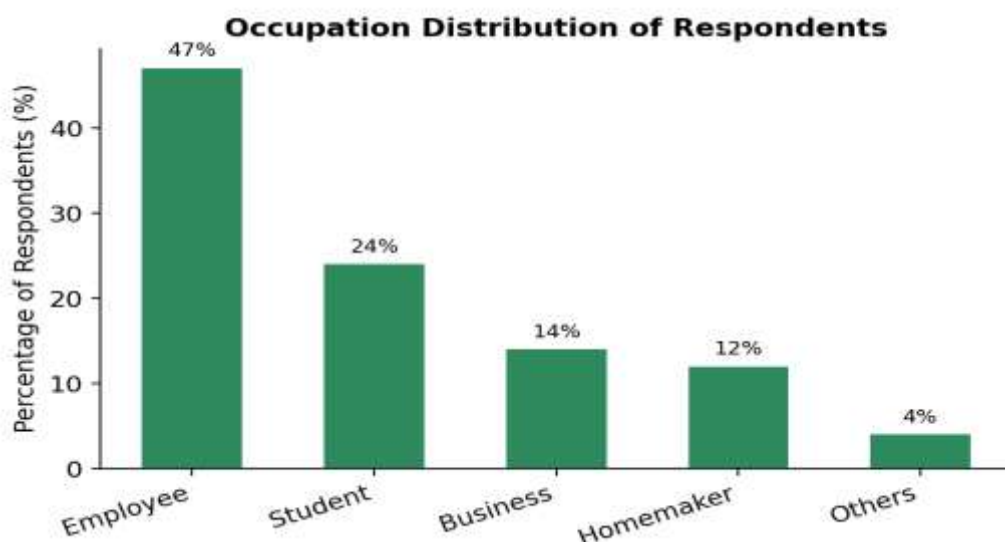


Figure 3: Occupation Distribution of Respondents

Source: Primary data / Field survey, 2026.

Table 2 shows that Royal Mart (33%) and More Supermarket (31%) are the most preferred supermarkets among respondents, followed by Reliance Smart (22%), while Hitaishi Supermarket accounts for the smallest share (3%), reflecting a clear customer preference for the larger, more established retail chains in the city (Figure 4). Table 3 indicates that most customers visit supermarkets on a monthly (52%) or weekly (35%) basis, suggesting relatively planned rather than impulsive shopping behaviour, with only 10% visiting daily (Figure 5).

Table 2: Supermarket Preference among Respondents

Supermarket	No. of Respondents	Percentage
Royal Mart	130	33%
More Supermarket	124	31%
Reliance Smart	89	22%
Others	47	12%

Hitaishi Supermarket	10	3%
Total	400	100%

Source: Primary data / Field survey, 2026.

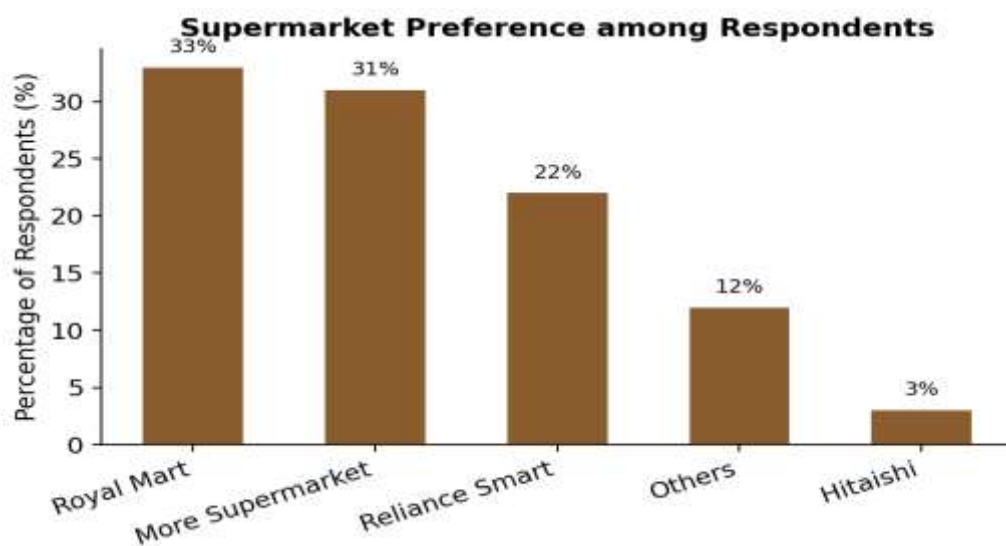


Figure 4: Supermarket Preference among Respondents

Source: Primary data / Field survey, 2026.

Table 3: Frequency of Visits to the Supermarket

Frequency of Visit	No. of Respondents	Percentage
Monthly	207	52%
Weekly	138	35%
Daily	39	10%
Occasionally	13	3%
Rarely / once a year	3	1%
Total	400	100%

Source: Primary data / Field survey, 2026.

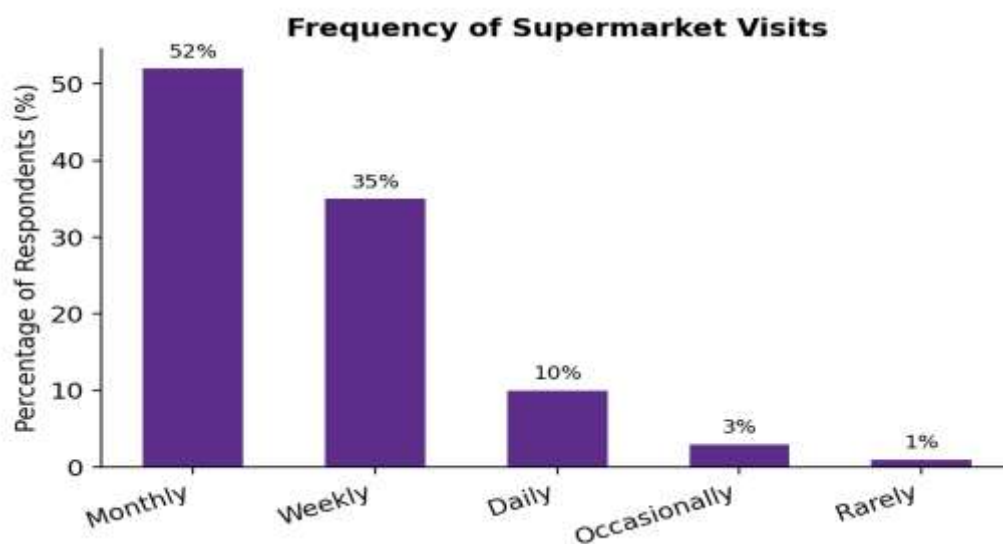


Figure 5: Frequency of Supermarket Visits

Source: Primary data / Field survey, 2026.

Table 4 summarises customer perception across ten service quality statements. Customers expressed the strongest agreement with cleanliness and hygiene (94%), sufficient stock availability (94%), store layout (92%), and overall satisfaction with service quality (92%). Billing efficiency (90%) and staff helpfulness (89%) were also rated highly. Two comparatively weaker areas emerged: employees being perceived as polite and courteous (60%, with a notably higher 32% neutral response) and speed of response to customer complaints (71%), pointing to specific areas where supermarkets could strengthen staff training and complaint-handling processes (Figure 6).

Table 4: Customer Perception of Service Quality Dimensions (N = 400)

Service Quality Statement	Agree + Strongly Agree (%)
Supermarket provides a clean and hygienic shopping environment	94%
Store layout makes it easy to locate products	92%
Employees are polite and courteous	60%
Staff members are willing to help customers	89%
Billing counters provide quick and efficient service	90%
Supermarket maintains sufficient stock of products	94%
Quality of products available is satisfactory	89%
Supermarket provides proper parking facility	84%
Employees respond quickly to customer complaints	71%
Overall, satisfied with service quality of the supermarket	92%

Source: Primary data / Field survey, 2026.

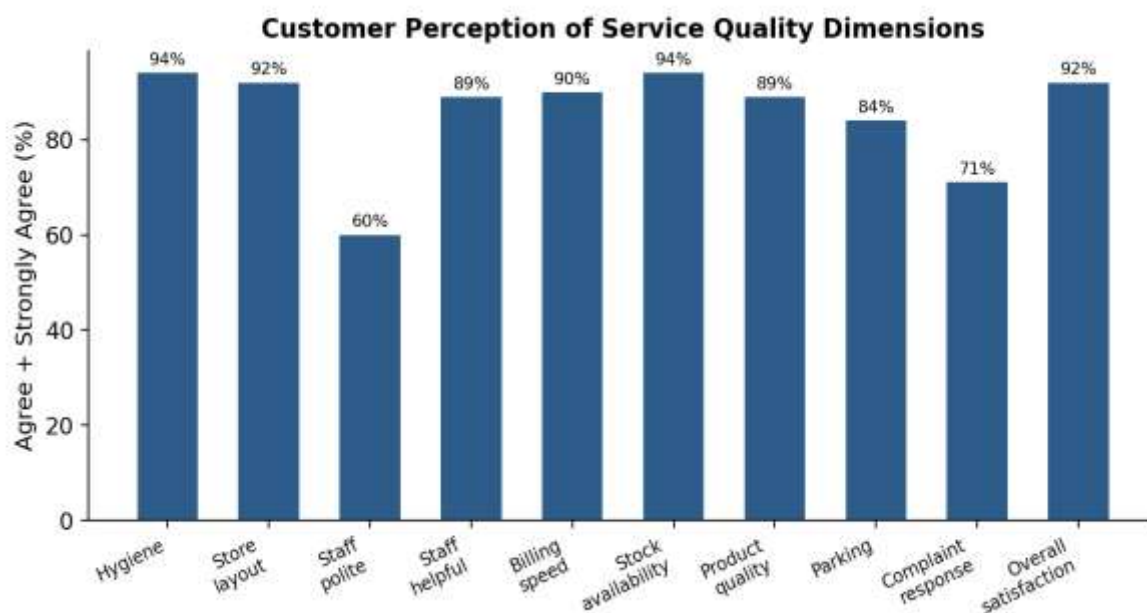


Figure 6: Customer Perception of Service Quality Dimensions

Source: Primary data / Field survey, 2026.

Table 5 presents customer satisfaction factors beyond core service delivery. Product variety (95%), service reliability (91%), and brand availability (90%) were rated most positively, while location convenience (72%) and, in particular, discounts and promotional offers (58%, with 37% neutral responses) were rated comparatively lower, suggesting that pricing-related promotions have not yet fully met customer expectations. Shopping comfort (69%) also showed a substantial neutral segment (28%), indicating room to improve the in-store shopping experience (Figure 7).

Table 5: Customer Satisfaction Factors in Supermarkets (N = 400)

Satisfaction Factor	Agree + Strongly Agree (%)
Variety of products meets customer needs	95%
Discounts and promotional offers increase satisfaction	58%
Location of supermarket is convenient for shopping	72%
Supermarket provides good quality products	77%
Availability of different brands increases satisfaction	90%
Customer feels comfortable while shopping	69%
Supermarket staff treat customers with respect	84%
Supermarket provides reliable service to customers	91%

Source: Primary data / Field survey, 2026.

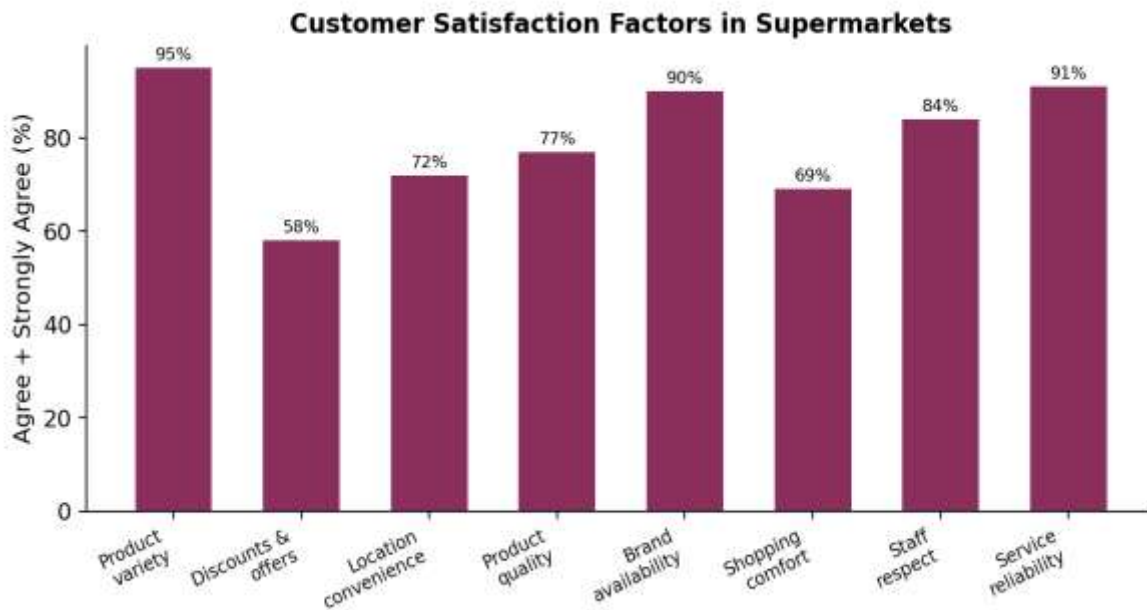


Figure 7: Customer Satisfaction Factors in Supermarkets

Source: Primary data / Field survey, 2026.

To test the hypothesised relationships, a Chi-square test was applied to each service quality factor against customer satisfaction (Table 6). In every case, the calculated χ^2 value exceeds the corresponding table value at the 0.05 level of significance, so the null hypothesis is rejected for each factor. This indicates that cleanliness, store layout, staff behaviour, product availability, billing efficiency, parking, and complaint handling all have a statistically significant association with customer satisfaction.

Table 6: Chi-Square Test Results for Service Quality Factors

Service Quality Factor	Calculated χ^2	df	Table χ^2 (0.05)	Result
Clean and hygienic shopping environment	709.58	3	7.815	Significant
Store layout makes shopping easy	650.40	3	7.815	Significant
Employees are polite and courteous	408.77	4	9.488	Significant
Staff members are willing to help customers	885.18	4	9.488	Significant
Billing counters provide quick service	635.06	3	7.815	Significant
Sufficient stock of products	702.93	3	7.815	Significant
Product quality is satisfactory	607.15	3	7.815	Significant
Proper parking facility	787.18	4	9.488	Significant
Quick response to complaints	591.43	4	9.488	Significant
Overall satisfaction	1010.74	4	9.488	Significant

Source: Computed from primary data using SPSS / MS Excel, 2026.

Mean score (weighted average) analysis (Table 7) shows that all ten statements score above the benchmark value of 3 on a five-point scale, ranging from 3.57 (parking facilities) to 4.02 (overall satisfaction), confirming an overall positive perception of supermarket services (Figure 8). The one-sample t-test (Table 8) further confirms that all calculated t-

values substantially exceed the critical value of 1.96 at the 0.05 level, meaning customer responses are significantly different from a neutral midpoint and confirming that service quality has a statistically significant positive impact on customer satisfaction, thereby rejecting the null hypothesis (H0) and supporting the alternative hypothesis (H1) for the study overall as well as for each of the tested sub-dimensions.

Table 7: Mean Score (Weighted Average) Analysis of Customer Satisfaction

Statement	Calculated Mean	Benchmark	Result
Product prices are reasonable	3.86	3	High satisfaction
Discounts and offers are attractive	3.74	3	Satisfied
Availability of branded products is satisfactory	3.91	3	High satisfaction
Staff behaviour improves shopping experience	3.79	3	Satisfied
Waiting time at billing counters is acceptable	3.62	3	Satisfied
Store ambience is comfortable and pleasant	3.88	3	High satisfaction
Parking facilities are satisfactory	3.57	3	Moderate satisfaction
Complaint handling system is effective	3.69	3	Satisfied
Overall supermarket services meet expectations	3.95	3	High satisfaction
Overall satisfaction with supermarket services	4.02	3	Very high satisfaction

Source: Computed from primary data, 2026.



Figure 8: Mean Score (Weighted Average) Analysis of Customer Satisfaction

Source: Computed from primary data, 2026.

Table 8: One-Sample t-Test Results

Statement	Calculated t-value	Table Value (0.05, df $\approx \infty$)	Result
Product prices are reasonable	18.45	1.96	Significant
Discounts and offers are attractive	15.64	1.96	Significant
Availability of branded products is satisfactory	20.18	1.96	Significant
Staff behaviour improves shopping experience	16.93	1.96	Significant
Waiting time at billing counters is acceptable	13.77	1.96	Significant
Store ambience is comfortable and pleasant	19.26	1.96	Significant
Parking facilities are satisfactory	12.55	1.96	Significant
Complaint handling system is effective	14.99	1.96	Significant
Overall supermarket services meet expectations	21.38	1.96	Significant
Overall satisfaction with supermarket services	23.12	1.96	Significant

Source: Computed from primary data, 2026.

6. Findings

1. The sample is dominated by younger and middle-aged customers, with 86% of respondents aged between 21 and 40 years, and shows a higher share of male respondents (75%) compared to female respondents (25%).
2. Employees (47%) and students (24%) form the largest occupational groups among supermarket customers, together comprising 71% of the sample.
3. Royal Mart (33%) and More Supermarket (31%) are the most preferred supermarkets among respondents in Mysuru city.
4. Most customers visit supermarkets on a monthly (52%) or weekly (35%) basis, indicating largely planned rather than impulsive shopping behaviour.
5. A large majority of customers agree that supermarkets provide a clean and hygienic shopping environment (94%), an easy-to-navigate store layout (92%), and sufficient stock of products (94%).
6. Customers are satisfied with staff helpfulness (89%) and billing speed (90%), but perceptions of staff politeness (60%) and speed of complaint response (71%) are comparatively weaker.
7. Product variety (95%), brand availability (90%), and service reliability (91%) are the strongest customer satisfaction factors, while discount/offer attractiveness (58%) is the weakest.
8. The Chi-square test confirms that all tested service quality factors — cleanliness, layout, staff behaviour, product availability, billing efficiency, parking, and complaint handling — have a statistically significant association with customer satisfaction ($p < 0.05$).
9. Mean score analysis shows all dimensions scoring above the benchmark of 3.0, ranging from 3.57 (parking) to 4.02 (overall satisfaction), indicating an overall high level of customer satisfaction.

10. The one-sample t-test confirms that customer perception of supermarket services is statistically significant across all dimensions, supporting the alternative hypothesis that service quality significantly impacts customer satisfaction.

7. Suggestions

1. Supermarkets should continue to maintain high standards of cleanliness and hygiene, as this remains one of the strongest drivers of customer trust and satisfaction.
2. Management should improve parking facilities and reduce waiting time at billing counters, as these were identified as comparatively weaker areas.
3. Regular staff training programmes should be conducted to improve employee courtesy, communication skills, and complaint-handling efficiency, given the relatively lower rating on staff politeness.
4. Supermarkets should ensure continuous product availability and a wider range of brands to sustain the high satisfaction already associated with product variety.
5. More attractive discounts, offers, and loyalty programmes should be introduced, since promotional attractiveness emerged as the weakest satisfaction factor.
6. Store layout should be made even more customer-friendly to help shoppers locate products quickly and comfortably.
7. Faster complaint-resolution systems should be adopted to strengthen customer confidence and long-term loyalty.
8. Management should institute regular customer-feedback mechanisms to continuously identify and close service gaps.
9. Targeted promotional strategies should be considered to encourage greater participation from female customers, given their comparatively lower representation in the sample.
10. Supermarkets should consider adopting digital payment systems and self-checkout counters to further improve shopping convenience and reduce billing delays.

8. Conclusion

This study examined the service quality provided by select supermarkets in Mysuru city and its impact on customer satisfaction, based on primary data collected from 400 respondents. The findings show that customers hold a strongly favourable view of core service dimensions such as cleanliness, product availability, store layout, and billing efficiency, while parking facilities, staff courtesy, complaint handling, and promotional attractiveness represent areas with scope for improvement. Statistical testing using the Chi-square test, mean score analysis, and the one-sample t-test consistently confirms that service quality has a significant and positive relationship with customer satisfaction, supporting the study's alternative hypothesis. In an increasingly competitive retail environment, supermarkets in Mysuru city that invest in staff training, complaint management, promotional strategy, and customer-facing infrastructure such as parking are likely to strengthen customer satisfaction and long-term loyalty. The study contributes to the retail management literature by providing empirical, city-specific evidence on the service quality–satisfaction relationship and offers practical, actionable suggestions for supermarket managers.

9. Limitations of the Study

1. The study is limited to select supermarkets in Mysuru city; hence, the findings may not represent all supermarkets or cities.
2. Data were collected from a limited number of customers using convenience sampling, so the findings may not fully represent the views of all customers.
3. The accuracy of the study depends on the honesty and understanding of respondents while answering the questionnaire.
4. The study was conducted within a limited time period, which restricted the scope of the analysis.

5. The study focuses primarily on service quality and customer satisfaction; other factors influencing customer behaviour were not considered.

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