



Impact of Service Quality on Satisfaction: An Empirical Investigation on Cosmetic Retail Stores in Burdwan District

Souren Koner, Amity University, Raipur, India*

Abu Sayeed Mondal, Swami Vivekananda Group of Institutes, India

 <https://orcid.org/0000-0002-5914-686X>

Rupsha Roy, Amity University, Kolkata, India

 <https://orcid.org/0000-0002-7937-1386>

ABSTRACT

In this present work, the Retail Service Quality Scale (RSQS) developed by Dabholkar et al. has been used to measure service quality. For the purpose of examining the dimensionality of the scales, a confirmatory factor analysis (CFA) was performed using AMOS 20. A four-factor model was derived after the analysis. High correlations among these four factors led to the inclusion of the second order service quality construct. For measuring satisfaction, scale items were adapted from Khan et al. By using structural equation modeling approach, it is found that customers of cosmetics retail stores evaluate service quality on the basis of four dimensions: personal interactions, physical appearance, problem solving, and convenience. A statistically significant relationship between service quality and customer satisfaction is also reported. The findings and research approach of this study will be of immense use to researchers and practitioners in the cosmetic retailing category.

KEYWORDS

Confirmatory Factor Analysis, Cosmetic Retail Stores, Satisfaction, Service Quality, Structural Equation Modeling

INTRODUCTION

Retailing is an age-old practice (Gupta, 2011). Since time immemorial, retailing has been deemed to generate a meeting point between retailers and customers. The real success of the manufacturing industry, preferably in consumer goods, depends a lot on the performance of the retail business (Hughes, Calantone, and Baldus, 2014). Therefore, retailing as a service sector has been gaining importance day by day (Kesavan and Mani, 2015). It links to attracting customers at the retail points, creating awareness in case of new or improved products, generating interest among them, and converting their interests into sales (Grewal et al., 2010). However, routine selling situations do not follow such mechanisms. Instead, these products help to maintain a steady-state in business volumes and sales turnover (Faria and Johnson, 1992). However, for business proliferation, keeping new and

DOI: 10.4018/IJABIM.294103

*Corresponding Author

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innovative products and presenting them to existing and new customers is a part of the retail strategy (Grewal et al., 2010).

Cosmetic products undergo continuous change or modification, keeping in view the current trends (Amberg and Fogarassy, 2019). Females are the principal customers here. Females are regarded as the most knowledgeable and discerning customers. Their patience and bargaining potential are praiseworthy. So, winning a female customer for a product like cosmetics is not accessible. Cosmetic retailers have to be more intelligent and tactical to appraise and win female customers. So, the range of items and service quality at the retail level is an important yardstick to get success. Álvarez-García et al. (2019) observed that quality has two perspectives: The quality which focused on the standard of service is called internal perspective, and the quality which focuses on the user's expectations is called external perspective. The present study explores different dimensions of service quality perspectives and gauges their impact on customer satisfaction. Furthermore, the study tries to gain insight into various demographics among the female segment and how demographic factor-wise impacts on the perception of service quality vis-à-vis satisfaction.

LITERATURE REVIEW

Retailing: A Service Experience for Customers

Retailing is under the service domain. It is a service rendering activity. Sivakumar (2007) stated that the retailing situation had begun to change after the 1980s. After globalization, multi-brand retailers started their business in the Indian market, creating neck-to-neck competition among them. Cameran, Moizer, and Pettinicchio (2010) opined that retailers could not win competitive advantages by using only traditional competitive strategies, i.e., product quality, pricing, place, and promotion. Retailers were trying to find out some alternative strategies to overcome this problem. Yan and Pei (2009) discovered that retail services could be used as an alternative strategy to differentiate themselves from others and can effectively safeguard them from the increasing threats of direct marketers and e-retailers. MacKenzie, Meyer, and Noble (2013) observed that demographic changes, multichannel communication processes, the rapid growth of e-commerce, changes in the distribution channel, and personalized marketing are the five main factors that increase the importance of Services in retailing. Berry (1995) opined that long term relationships with customers are a crucial factor for increasing customer loyalty and, as a result, retailers get additional competitive advantage from their competitors. Gagliano and Hathcote (1994) viewed that service quality in retail is growing continuously to provide more and more customer satisfaction.

At the same time, competition in retail services is escalating vigorously. Retailing is going through radical change due to technological up-gradation, digitalization, plastic money, customer knowledge, and the internet. Therefore, customers are more informative and knowledgeable. Their desire to get more quality and quantity is a big challenge to the retail service providers. Furthermore, many companies opt for business restructuring like franchising, expansion of businesses in hinterlands, technological development like automatic vending, easing payment procedures by accepting plastic money, delivering goods through an online transaction, etc. that evolves a new set of customers whose satisfaction is a point of concern for business success.

Perceived Service Quality Dimensions: A Critical Analysis

Perceived service quality is not a unitary concept. It is instead a composite construct comprising of various elements and sub-elements. It is a manifestation of the concoction of so many factors that integrate to generate service quality. Abdullah (2006) observed that most of the countries identified service as an essential dimension for customer satisfaction, and therefore research on service quality has increased significantly. Most organizations realize that service quality can improve overall customer satisfaction and customer loyalty (Orel and Kara, 2014). Dimensions of service quality

are unique. However, the importance of them is not the same. For example, customer interaction at the retail point is of vital importance to win a customer. Retail ambiance has a different degree of importance. However, the customers' expectation in common is endless. A customer wants to judge every aspect of core and peripheral service on his own evolved mental scale. Again, customers differ on such mental rankings. Therefore, satisfying all customers is an uphill task for retailers.

Service quality is a matter of perception from a customer's side. Therefore, it is a variable construct as different customers interpret it differently. For example, food quality in a restaurant may evolve different degrees of judgement by different customers. Paradise-Tornow (1991) rightly pointed out that the perceived service quality differs from customer to customer due to the inherent nature of the service. However, quality improvement and maintenance is a continuous challenge for service providers. It is irrespective of the intensity of competition, especially in the case of non-essential services. Customer refusal to service quality or denigration to it is highly counterproductive to business performance. Finn and Lamb (1991) opined that by providing quality service to the consumers, retailers could satisfy the consumers, which helps retain existing consumers, attract new consumers, and increase the organizations' market share. Lovelock (1991) observed that customer service is an activity to fulfill customers' and organizations' mutual expectations by interactions between them. So, before evaluating the perceived service quality, researchers must focus on two objectives: customer satisfaction and operational efficiency.

Experts in service quality, both in academic and professional fields, propose different dimensions of service quality that are adjudged as meaningful to customers. Parasuraman (1985) identified the following ten factors to evaluate service quality. These are tangibility, reliability, courtesy, competence, accessibility, credibility, security, responsiveness, communication, and understanding the consumer. Berman and Evans (2012) stated that service quality in retail could be categorized into five dimensions. These are physical aspects of the outlets, reliability of the outlets, personal interactions, willingness to solve problems, and policy of the retailer. They also identified sub-dimensions of each dimension. Appearance and convenience are the two sub-dimensions of physical aspects. The sub-dimensions of reliability are promises and doing right the first time. Employees' confidence and courteous are the two sub-dimensions of personal interactions. Gronroos (1984) identified that expected service and perceived service are the two primary dimensions of measuring service quality. According to him, consumers develop perceived service quality based on technical qualities expressed in the outcomes of the service performance, functional qualities expressed in customer's perceptions towards interaction at the time of service delivery, and the company's image. Dabholkar, Thorpe, and Rentz (1996) developed the Retail Service Quality Scale (RSQS) for measuring the overall (goods & services) retail service quality and validated a retail service quality. Technological development has encouraged retailers to take the help of the internet; self-service stands along with kiosks and mobile for providing e-services without involving their employees (Ali and Raza, 2017; Blut, 2016; Meuter et al., 2000). Nowadays, retailers use e-services to differentiate their services from others, and it is becoming one of the interest areas of research for many researchers.

Relationship between Service Quality and Customer Satisfaction: The Essence of Successful Marketing

Marketing specifically revolves around how marketers fulfill customer satisfaction by aligning the customers' expected quality in the product/service and the actual quality the offer carries. Indeed, perceived service quality adjudged by customers is one of the important reasons behind customer satisfaction. Superior customer service is again one of the major pillars of service quality as perceived by customers. Bitner (1990) revealed a distinct relationship between customer satisfaction and service quality. Zeithaml, Berry and Parasuraman (1996) observed that service quality has a strong influence on customer satisfaction. Zeithaml and Bitner (2000) expressed that customer satisfaction and service quality are two different sides of the coin that can't be separated from each other. Oliver (1997) mentioned that perceived service quality is cognitive

nature and customer satisfactions are emotional in nature. Many researchers (Parasuraman et al., 1988; Westbrook and Oliver, 1991; Rust and Oliver, 1994; Zeithaml et.al., 1996; Oliver, 2009) observed that difference between customer satisfaction and perceived service quality. As per the definition, customer satisfaction is the measurement made by customers for a specific transaction, whereas perceived service quality can be assessed without any direct experience with it. There are many researchers (Zeithaml, 1988; Parasuraman et al., 1988; Cronin and Taylor, 1992; Swan and Bowers, 1988) who confirmed the relationship between perceived service quality and customer satisfaction. Some researchers (Parasuraman, Zeithaml and Berry, 1994; Rust and Oliver, 1994) stated that customer satisfaction is the predecessor as well as the successor of perceived service quality. However, some of the researchers (Bitner and Hubbert, 1994; Bigne et. al, 2003) opined that customer satisfaction is the outcome of perceived service quality, whereas others (Carman, 1990; Bitner, 1990; Bolton and Drew, 1991; Patterson and Johnson, 1993; Dabholkar, 1995) supported that customer satisfaction is a predecessor of perceived service quality.

At the same time, true delivery reliability and adherence to the terms and conditions by service providers are two close adjuncts of service quality. One may argue about the effect of price on service quality. Today's customers are quite sensitive about the relationship between price and quality. They do not expect premium quality at a low price. However, where customers do not hesitate to pay high prices for high quality and do not get that, perceived service quality is in question and customer satisfaction is beyond question.

The present paper veers around different dimensions of service quality and its implications on customer satisfaction. The study extends the wide array of customers of cosmetic products classified based on three major factors related to demographic, namely education, age and income.

RESEARCH METHODOLOGY

Research Problem and Hypotheses

The present research study aims at exploring service quality and satisfaction offered by unorganised cosmetics stores. All-around attempts have been made to measure service quality and satisfaction and study the interrelationships among these two constructs. This study also endeavours to identify the impact of demographic variables (age, education, marital status, and income level) of women customers on the perceived service quality of unorganized specialty stores (Cosmetic stores).

Set-1

Null hypotheses (H_{01}): Differences in age have no significant impact on the perceived service quality of unorganized specialty stores (Cosmetic stores).

Alternative hypotheses (H_{A1}): Differences in age have a significant impact on the perceived service quality of unorganized specialty stores (Cosmetic stores).

Set-2

Null hypotheses (H_{02}): Differences in education have no significant impact on the perceived service quality of unorganized specialty stores (Cosmetic stores).

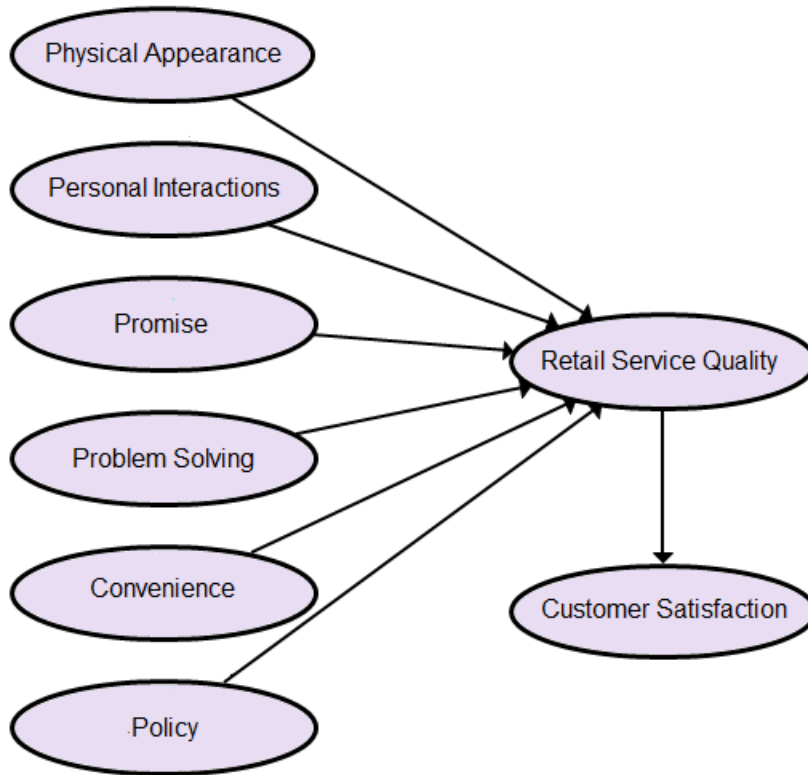
Alternative hypotheses (H_{A2}): Differences in education have a significant impact on the perceived service quality of unorganized specialty stores (Cosmetic stores).

Set-3

Null hypotheses (H_{03}): Differences in marital status have no significant impact on the perceived service quality of unorganized specialty stores (Cosmetic stores).

Alternative hypotheses (H_{A3}): Differences in marital status have a significant impact on the perceived service quality of unorganized specialty stores (Cosmetic stores).

Figure 1. Conceptual model



Set-4

Null hypotheses (H_{04}): Differences in family income groups have no significant impact on the perceived service quality of unorganized specialty stores (Cosmetic stores).

Alternative hypotheses (H_{A4}): Differences in family income groups have a significant impact on the perceived service quality of unorganized specialty stores (Cosmetic stores).

Set-5

Null hypothesis (H_{05}): There exists no statistically significant relationship between the customer satisfaction and the perceived service quality of unorganized specialty stores (Cosmetic stores).

Alternative hypothesis (H_{A5}): There exists a statistically significant relationship between the customer satisfaction and the perceived service quality of unorganized specialty stores (Cosmetic stores).

Survey Instrument

For the purpose of the survey, six dimensional service quality measures of Siu and Cheung (2001) have been adapted, and the adapted version of the same has been used to capture service quality. For measuring satisfaction, adapted version of Khan et al. (2016) has been used. All the responses have been measured on 5 points Likert type scale. To examine the reliability of the measures, composite reliability has been calculated. Evidence concerning convergent and discriminant validity of the constructs has been furnished with the help of appropriate statistical techniques.

Sample and Procedure

Singh (2009) defined that specialty stores provide a deep assortment of goods with narrow product lines and have specific target customer groups. As per Singh (2009) classification, the unorganized specialty stores having five years or more than of experience in dealing with cosmetic products in Burdwan town are subjects of study. A total of 420 respondents, comprising of women, have been collected randomly in Burdwan town. Respondents were interacted in each retail store from 6 PM to 8 PM, as this is the prime time for business. The study was conducted for one month. Twelve to fifteen female customers in each retail store having age between 15 to 60 years, education level from secondary standard to postgraduate, marital status of her and family income level from Rs. 10000 to Rs. 1,00,000 and above were asked questions regarding service quality and overall customer satisfaction. Cooperative respondents were intervened and outliers (36 respondents with incomplete responses) were removed. The total respondents considered for the study was 384. The sample demographic compositions are as shown in Table 1.

Questionnaires on perceived service quality and overall customer satisfaction were applied to these groups and data was collected based on personal interviews.

Statistical Tools Used for Analyses

Confirmatory factor analysis has been performed using AMOS 20 to identify the constructs' dimensional structure and assess the fit between hypothesized model and sample data. Structural equation modeling has also been carried out to study service quality and causal satisfaction relationships. To understand the impact of demographic variables on perceived service quality, ANOVA technique has been used, and the ANOVA has been done using SPSS.

Table 1. Sample demographic profile

Demographic Characteristics	Categories	Respondents (In Numbers)
Age Groups	15+ to 30 years	117
	30+ to 44 years	130
	44+ to 60 years	137
	Total	384
Education levels	Secondary standard	111
	Graduates	182
	Post-graduates	91
	Total	384
Marital Status	Unmarried	134
	Married	215
	Others (Widows/Divorcee)	35
	Total	384
Income groups	Rs. 10,001 to Rs.35,000	117
	Rs.35,001 to Rs.70,000	179
	Rs.70,001 to Rs. 1,00,000 and more	88
	Total	384

DATA ANALYSIS AND FINDINGS

Measurement Model Assessment (First Order Measurement Model - Model A)

To examine the dimensionality of the scales, a confirmatory factor analysis (CFA) was performed using AMOS 20. A four-factor model was derived after the analysis. The two dimensions retail service quality scale – policy and promise- did not fit the sample data.

Some scale items were deleted due to low-item-total correlation and low factor standardized factor loadings. Model fit indices include for this study were the adjusted goodness of fit index (AGFI), comparative fit index (CFI), root mean square residual (RMR), root-mean-square error of approximation index (RMSEA). Adjusted goodness of fit index (AGFI), comparative fit index (CFI) values greater than 0.90 were desirable for model fit (Anderson and Gerbing, 1988). A value less than 0.1 is acceptable for RMSR and RMSEA (Byrne, 2001). The assessment of the first-order measurement model involves the examination of reliability, convergent validity, and discriminant validity of the first-order constructs. The reliability of all first-order underlying dimensions of service quality (personal interaction, physical appearance, problem-solving, and convenience) and satisfaction was assessed by calculating Composite Reliability (CR). A CR value of 0.70 offers sufficient evidence for the internal consistency of the measures (Hair et al., 2011). As reported in Table 2, all measures deployed in the study are equal to or exceeds 0.712. These results imply that all measures are indicative of their respective dimensions. The average variance extracted (AVE) denotes the variance explained by the construct concerning variance because measurement error is calculated to examine convergent validity. As exhibited in Table 2, AVE values for all the constructs are equal to 0.711 or more, which is higher than the desirable cut-off value of 0.50 (Hair et al., 2011).

These results suggest good convergent validity. Using the Fornell-Larcker criterion, discriminant validity was assessed. The square root of AVE extracted from each construct was compared to the

Figure 2. Measurement model (Model A)

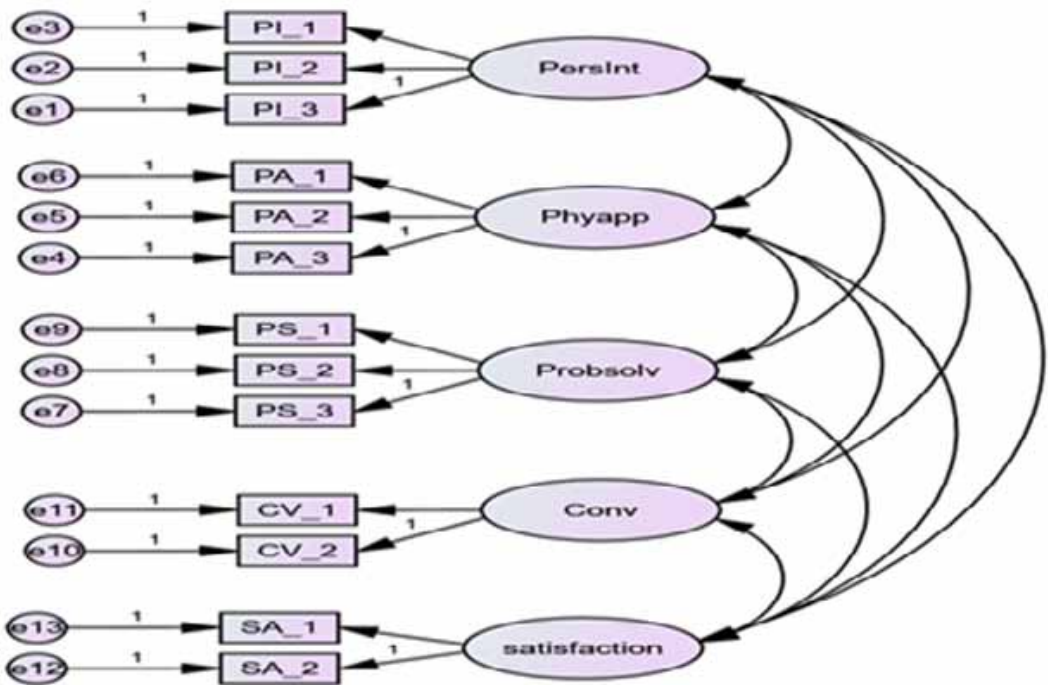


Table 2. First order constructs measurement assessment (reliability, convergent validity)

Construct	Item	Loading	CR	AVE
Personal Interactions	Employees provide prompt service	0.891	0.745	0.711
	Store performs the exemplary service a first time	0.833		
	Inform customers about what services to be provided	0.804		
Physical Appearance	Visually appealing physical facilities are available	0.908	0.748	0.748
	Service materials are appealing.	0.897		
	State-of-the-art equipment and fixtures	0.785		
Problem-solving	Direct and Immediate handling of customer complaints	0.821	0.712	0.759
	The store shows genuine interest in solving customer's problems.	0.908		
	Neat and clean public areas	0.883		
Convenience	The layout at the store is easy for customers to find what they need	0.868	0.764	0.735
	Availability of the merchandise as per customer requirements.	0.847		
Satisfaction	Overall I am satisfied with this store	0.724	0.8	0.78
	Being a customer of this retail store is a good choice for me.	0.835		

Notes: CR= Convergence validity, AVE= Average Variance Extracted

correlations among the constructs. The findings provide adequate evidence for discriminant validity among all first-order constructs.

These results suggest good convergent validity. Using the Fornell-Larcker criterion, discriminant validity was assessed. The square root of AVE extracted from each construct was compared to the correlations among the constructs. The findings provide adequate evidence for discriminant validity among all first-order constructs. As given in Table 3, the square roots of AVE for all first-order constructs, as exhibited in the diagonal of the table, are higher than their shared variances (Hair et al., 2011).

Measurement Model Assessment (Higher Order Measurement Mode- Model B)

In the first-order measurement model, the first-order constructs were allowed to correlate among themselves, and high correlations among these constructs led to the inclusion of the second-order construct. An attempt was made to view retail service quality as a higher construct (Dabholkar et al.,

Table 3. First order constructs measurement assessment (discriminant validity)

Constructs	1	2	3	4	5
1 Personal Interaction	0.843				
2 Physical appearance	0.692	0.865			
3 Problem solving	0.717	0.723	0.871		
4 Convenience	0.736	0.737	0.697	0.858	
5 Satisfaction	0.487	0.507	0.466	0.517	0.883

Note: Fornell- Larcker Criterion

1996). Using similar indicators for the first-order constructs, a second-order measurement model was derived. An examination of the modification indices did not show any significant changes in the model.

CR and AVE values for higher-order service quality constructs are 0.920 and 0.917, respectively. These values show evidence for reliable second-order service quality measures (Wetzels et al., 2009). Moreover, all factor loadings concerning four first-order constructs reflecting in second-order service quality are statistically significant, and their loadings are greater or equal to 0.939, which is higher than the recommended cut-off value of 0.70 (Wetzels et al., 2009). Based on these results, service quality as a second-order construct is validated. CR and AVE values for the customer satisfaction construct are 0.741 and 0.70, respectively, and these values indicate the reliability of the construct. Factor loadings of customer satisfaction are greater than equal to 0.882, which is higher than recommended cut-off value of 0.7, which provides evidence for validity of the construct.

Structural Model (Model C)

To test the relationship between service quality and satisfaction for cosmetics stores, a structural model has been proposed. The structural model fits the data well and fit indices are presented in Table 4

We have tested the causal relationship between service quality and satisfaction. The SEM model presented in figure 3 indicated a significant path from service quality to satisfaction (standardized coefficient = 0.68*, *p < 0.01). Thus, hypothesis 2 is supported (see Table 5). The result implies that critical role of service quality in endangering customer satisfaction in the context of cosmetic retail stores.

From Table 6, it appears that significant differences exist in perceived service quality among different age groups and family income levels ($p < .05$). However, no such differences have been evinced among women having different levels of marital status and education ($p > .05$). This indicates the null hypotheses H_{01} and H_{04} are rejected for two variables, age and income group, but for education level (H_{02}) and marital status (H_{03}), these are accepted. In fact, perceived service quality varies with age and

Figure 3. Second order measurement model (Model B)

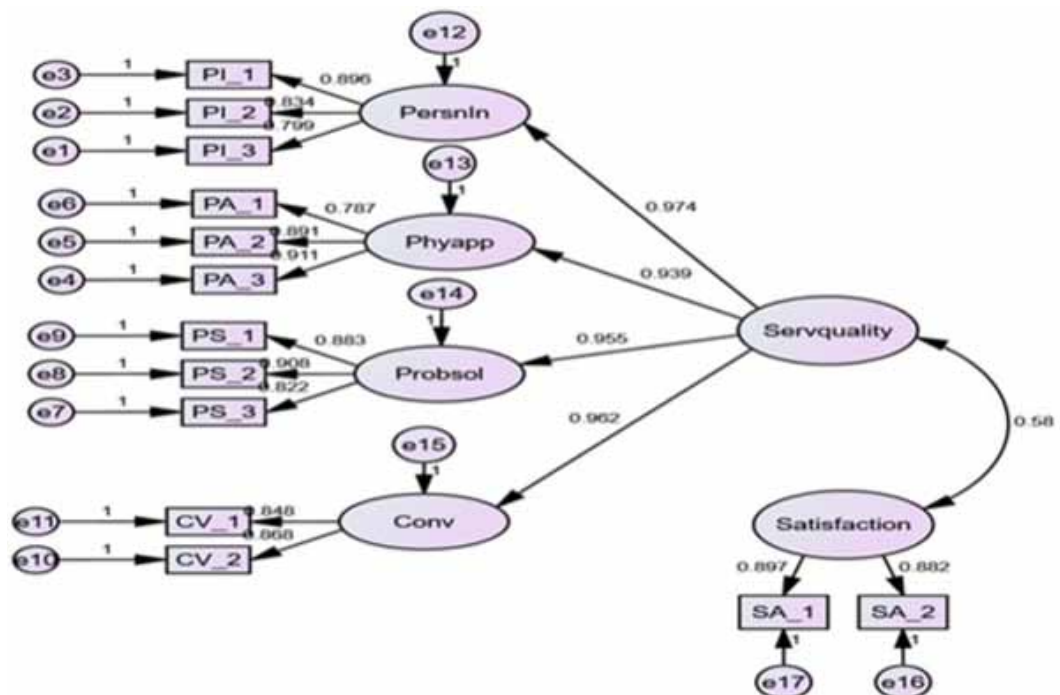


Figure 4. Structural model (Model C)

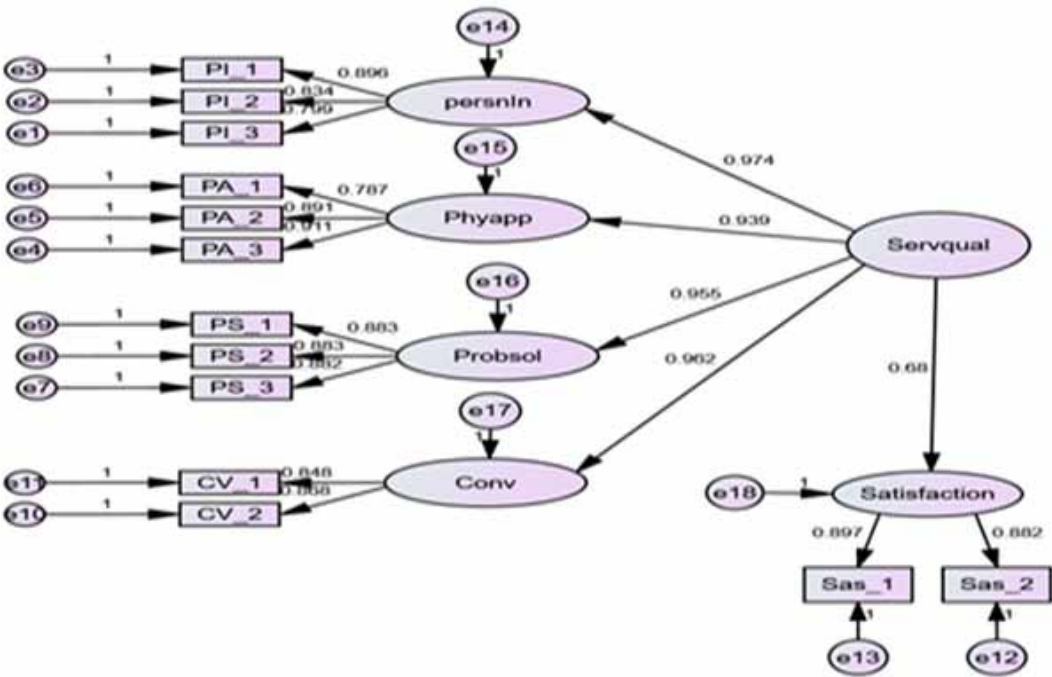


Table 4. Comparative fit indices among models

	CMIN/DF	RMR	RMS	AGFA	CFI
Model A	1.35	0.027	0.042	0.952	0.97
Model B	1.39	0.029	0.032	0.95	0.98
Model C	1.39	0.029	0.032	0.95	0.98

Table 5. Hypothesis path for set 5

	Standardized Path Coefficients	Decision
Service Quality Satisfaction	0.68* (*p<0.01)	supported

income level. Actually, judgmental abilities of women over service quality vary from young women to somewhat more mature women. Experience and perceptive strength are of higher order in senior adult women compared to junior ones. The former can evaluate more maturely the nature of store ambience, personal care of the retail salespersons, sales persons' problem solving abilities, besides merchandise quality, price etc. Again, women in the low income group are more price-conscious compared to that of the high income group. To them (low income group), retail atmospherics is not so vital, but cooperation from salespersons and salespersons' ability to judge their attitude are of vital consideration. Women of higher income groups emphasize much upon availability of international

Table 6. Analysis of perceived service quality of unorganized specialty stores (Cosmetic stores) w. r. t. age groups, education levels and family incomes of female customers

Overall Perceived Service Quality						
Demographic Variable		Sum of Squares	df	Mean Square	F	Sig.
Age Groups	Between Groups	2.950	2	1.475	7.728	.001 (P<.05)
	Within Groups	72.715	381	.191		
	Total	75.664	383			
Education Levels	Between Groups	.927	2	.463	2.363	.096 (p>.05)
	Within Groups	74.737	381	.196		
	Total	75.664	383			
Marital Status	Between Groups	.782	2	.391	1.989	.138 (p>.05)
	Within Groups	74.882	381	.197		
	Total	75.664	383			
Family Income	Between Groups	18.211	2	9.106	60.384	.000 (p<.05)
	Within Groups	57.453	381	.151		
	Total	75.664	383			

brands, testing facilities, credit card facilities, parking facilities etc. and to them, the quality of the product is the first consideration and price is somewhat less important.

Differences in marital status and education level have been observed to have no such impact on service quality perception. Women justify the product's quality, price, store ambience, etc from their natural instincts. Women have got inborn quality to justify buying decisions where education may provide some degree of sophistication only.

CONCLUSION, MANAGERIAL IMPLICATION AND SCOPE OF FUTURE RESEARCH

Marketing research on cosmetic products has not been done very extensively. But, demands for it have been rising quite substantively. Women are the principal customers of these products, but men are also getting included under potential customer groups. So, the market potential is on the rise. At the same time, the importance of retailing cosmetic products is gaining momentum. Quality of products knows no compromise in competing markets. But, service quality at the level is no less important. Customers vary widely in terms of expectations of service quality and product selection. Keeping this in view, this paper has made an attempt to cover up a wide range of customers based on age, income level and education. Again, as marketing in semi-urban and rural areas is getting a huge response on a variety of products and services, therefore, a district like Burdwan was chosen to feel the pulse of the customers on their interests and buying behavior. The reason for choosing Burdwan is because of its multi-cultural heritage. The female population is 169,961 which is quite close to male population of 177,055 ("Burdwan," 2021).

The results of the paper succinctly advocate the impact of age and family income levels on service quality perceptions. Our analysis shows that higher-order model of service quality is well supported. It is evident from the findings that women customers evaluate service quality of cosmetic stores on four basic dimensions- personal interactions, physical appearance, problem solving, and convenience- but they also conceive overall service quality of cosmetic stores as a higher-order construct that arrests a meaning common to all the dimensions. Moreover, the findings imply that service quality captured by these four dimensions is an important driver of customer satisfaction. Though it is a known fact that customers of this sector focus on issues like service providers behavior, their knowledge, environment and also counselling facility, still in this study the focus is more on four dimensions like personal interaction, physical appearance, problem solving, and convenience. The service provider's behavior dimension can be clearly explained by the personal interaction variable. The Knowledge and Counselling dimension can be mapped to the problem solving variable.

The study establishes that the service quality plays a critical role in endangering customer satisfaction in the context of cosmetic retail stores. It also demonstrates that there is no significant impact on the perception of service quality of retail stores. This could also lead to some contradictions if samples were collected from various tiers of cities.

In the light of the findings of the present work, service providers in cosmetic stores segment may downplay the role of promise and policy dimensions in the delivery of services, as these dimensions do not fit in our suggested model. This result is also consistent with the findings of Kim and Jin (2002). Due importance should be given to improve personal interaction, physical appearance, problem solving, and convenience dimensions on the part of the practitioners, since these dimensions critical factors leading to service quality perceptions of the women customers. Initiatives like training of employees to improve on the service delivery and review programs to assess and monitor the service quality and customer satisfaction in line with the approach suggested in this work should be undertaken over time.

Further research studies can be undertaken to assess the interrelation among service quality, satisfaction, and behavioral intentions for cosmetic stores. Cross cultural studies on cosmetic stores in line with present research work can be done. Further investigation can be done to test the relationship between service quality and brand love (Caroll and Ahuvia, 2006), which is considered to be a stronger construct than satisfaction as per current marketing literature. In the rise of more beauty conscious population of female customers, this industry is witnessing a continuous and sustained growth across the globe. Hence, for its sustenance and stability, the cosmetic product manufacturers need to focus on the advancement of beauty and also focus on the growth of lifestyle. For this, huge amount of research is needed. It is also expected that by the year 2027, there will be a great demand for skincare and sun care product which could be attributed to global warming, hence this also demands for more researchers getting involved with their research in this sector (Chouhan, Vig, & Deshmukh, 2021).

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Souren Koner (B.Sc., MBA, Ph.D.) has been acting as an Assistant Professor at Amity University, Chhattisgarh since 2019. His specialization is in Marketing. He has more than 16 years of experience in teaching. He has been teaching in the areas of Marketing Management, Advertising, Sales Management, Service Marketing, etc.

Abu Sayeed Mondal holds PhD in management and MBA in Marketing. He is currently working as Assistant Professor in Swami Vivekananda Group of Institutes, Kolkata. He has 10 years of teaching experience. He has published research papers in national and international journals.

Rupsha Roy (B.Sc., MBA, PhD) is currently associated with Amity University, Kolkata as Assistant Professor. She has nearly 14 years of corporate experience and 14 years of Academic experience. She is specialised in the Field of HR and General Management.