MEASURE RETAIL SERVICE QUALITY OF FEMALE CLOTHING BRANDS: A CASE STUDY OF LAHORE

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ABSTRACT

Service quality in the retail sector is very useful in order to understand and manage business. It also ensures high level of the customer satisfaction which helps to increase the attractiveness and efficiency of this sector. To achieve competitive advantages, service quality in the retail sector is the most common selling tool for retailers which help customers to spend their time in shopping.

Firstly, the data was collected from a structured questionnaire through non-probability convenient sampling technique. The respondents were selected according to the easiness of access and their willingness to take part in the survey which is targeted from different female clothing brands of Lahore, Pakistan. There are 28 original items of retail service quality scale which is used in this research. In analysis we used demographic analysis through histogram which is used to open the personal information between respondents. In order to describe the basic features of research data descriptive analysis of variables are used.

In our research the outcomes recommend that all the dimensions of retail service quality are suitable for measuring retail service quality in Pakistan. In Pakistan this research of retail service quality has actually authenticated the retail service quality scale in context of female clothing brands of Lahore city. The results establish that all five variables: physical aspects, reliability, personal interaction, problem solving and policy are highly suitable for measuring retail service quality.

Introduction

Work on service quality is an important technique to success in any business. Service quality is the difference between customer's perceptions of actual service performance and customers' expectations regarding that service. It can also take as the satisfaction of a customer with the actual performance of that service (Manjunath, 2012). Service quality in organizations is not only good for competitive advantage, its play a very important role in progress (Ladhari, 2009). Today customers suppose qualitative service which cause of stress on organizations to give improved products and service (Wisniewski, 2005). Many researchers said that good service quality has impression on organizations performance and it make new prospect customers and retain existing customers. They also said that the very valuable factor that affects the taste of customers is the selection of store for purchasing products (Swoboda, 2007).

Experimental results exposed that service quality of a product is linked with the satisfaction level of a customer (Babakus, 2004). So, it is perceived such as a tool for customer to increase the value of customer which means locating in a good environment and to provide guarantee customer satisfaction (Mehta & Lalwani, 2000). Service quality has become a supporting part of an organization to attain different benefits from their competitors and it creates important involvement in profitability and productivity of an organization (Ramakrishnan & Ravindran, 2012). Common service quality and the store service quality shows some difference by the definition of retail service quality. The customers who experience retail store service environment are more satisfied then non-retail store service environment. These findings came out by negotiation with different managers of retail stores. It is easy to find a desirable product in retail store and refunding the product (Dabholkar *et al.,* 1996). Moreover, the resources of positioning are an inexpensive environment to confirm customer satisfaction maintenance and support. By delivering extra ordinary services or confirming high customer satisfaction have to develop planned requirements for firms to survive

in today's competitive corporate environment. The basic strategy for retailing is generating competitive advantage which is the cause of high level of service quality (Reichheld, 2003).

The retail store which have service-oriented sales staff are able to give excellent service quality and therefore an outstanding service experience. So, these types of sales staff contribute very well in the overall quality of service at any retail outlet, because they have a good understanding and thought of retail service quality and they understand how to deal with any type of customer (Sivadass, 2000). Employees and customers personal interaction is very important and it is based on employee's skills and abilities which is the cause of customer's satisfaction. In retail business employees must ensure the development practices and exchange skills and abilities with other employees and with customers. Many retail firms are searching new ways to create extraordinary and different services through which they want to invite new customers and try to satisfy the existing customers and their core purpose is to make profit (Prahalad & Ramaswamy, 2004). In this competition of prices and products small retailers are facing difficulties, small retailers should imporve their retailing business and their strategies. They should use different approches of retailing and should not just depend on governments for long time. In spite of this large companies like hypermarkets, big grocery and clothing brands retailers not depend on governments they have their own strategies to gain competitive advantages (Moreira, 2003).

The retail sector has added a lot to the growth of economy from many years and in different states. Retail industry is the one of the fastest moving business in all over the world. Retail industry also offering retail formats to local and international firms. Like traditional food, convenience stores, fast food chains and grocery chains. Attractiveness for all the classes of people retail outlets should have to find different lifestyles. This retail industry holds one 6th of the work power in all over the world. Retail sector is the top growing private industry that explains the GDP of developing countries. The achievement of this retailing sector is outstanding from the past few years and it is spreading very quickly all over the

world. Retailing significantly contributes the growth of the organized retailing in the world. Fast development, expose to the large number of multinational brands in a place and changing lifestyle of people and their favorite things has added to the development and growth of retail business. Service quality that customers supposed unrelatedly of product and think what finally results in its mind that he is walking back to the store another time (Devi, 2009).

RESEARCH QUESTIONS OF STUDY
How to determine the retail service quality in different female clothing brands of Lahore?

OBJECTIVE OF STUDY
- Determine the retail service quality in different female clothing brands of Lahore.

LITERATURE REVIEW

RETAIL SERVICE QUALITY SCALE (RSQS)

Measuring of retail sector service quality is actually different and not matched with other product or service form other industry (Lamb, 1991). The lack of theoretical support, Dabholkar *et al.*, (1996) did several research study practices to determine the dimensions of retail service quality scale (RSQS).
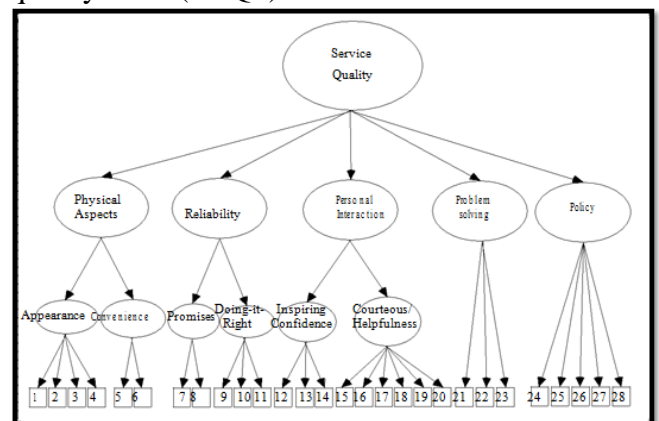
Retail Service Quality Model

In this model of (RSQS) physical aspects, reliability and personal interaction these three dimensions has two other sub-dimensions for each. These six other sub dimensions are called first order dimensions which are characterized as: first order dimensions of physical aspects are

appearance and convenience; first order dimension of reliability are promises and doing it right and the first order dimension or personal interaction are inspiring confidence and helpfulness. The other two dimensions problem solving or policy is remained same.

Physical Aspects

Physical aspects are the idea of physical characteristics that is clear in looks or entrance of retail outlet (Huang, 2009). The retail store conveniences or environment have developed features in which store retailers can practice or increase their cost advantage and impact customer satisfaction (Dabholkar *et al*, 1996). Visible setting of a retail store shows a key part in the service of grocery division and typical store retailers claim the store cleanness and layout that allows customer direction and product identification (Keillor, 2004). Abu (2004) said that when retail store outlet is easy to navigate customers it will reduce their shopping exploration time. Fisher (2006) advice that customers frequently cannot find the goods that they pursue even if these goods are in the shop where they are shopping, just because of the poor condition of store layout which cause to very bad perception and customer rotate to other shop. Nhat (2007) said that physical aspects of retailer also contain tools and fixed objects, which includes physical conveniences, materials associated tools, suitability of physical abilities and designs. These physical aspects have very wider meaning that does the physical dimension of SERVQUAL model. Presence of conveniences too precedes description the comfort offered the client by the outline of physical abilities. At the point when the upper-class clients acknowledge on physical features the general retail service quality assessment is higher.

Reliability

Concept of reliability deals the retail store proficiency to bring the service quality that has been committed to clients without any mistake (Huang, 2009). The stores must keep the practice of promises to customers and meet deadline timely and accurately and provide correct information to customers. The correct information includes exact and clear price of product and correct precise information of the product (Newman, 2001). Reliability also mentions the store availability of merchandise when required. In a large supermarket environment limited stock availability and long lines for cash register shows lack of reliability. It is verified that long waiting lines for cash register counters cause of create result that customers develops bad image or can cause of low customer satisfaction (Rigopoulou, 2008). Nhat (2007) presented the concept of reliability and that was comparable to the dimensions of SERVQUAL. The reliability in retail store contains taking commitments with customers to organize things good for them, giving right service to customers, there are full availability of stock or accurate sales purchase dealings and keeping records in good manner. High level customer's rate highly on reliability the whole retail service quality assessment is higher.

Personal Interaction

Maintaining a direct personal interaction with the customer is an extremely important part of customer satisfaction. The best key feature is the sales person attitude and the way of dealing with customers. In a retail outlet customer service delivered by a sales person is a very visible feature of the customer service dealing (Gounaris, 2008). The knowledge of sales staff regarding new prices, products and other changes in store shows the importance of customers (Darian, 2001). Sales person are mostly saw as facilitators of the sales process and for the customers. They also provide navigation to products and help in selection of items. Nhat (2007) The personal interaction is also a dimension of store retailers which contains staffs having awareness and knowledge to answer questions of customers, providing quick service, motivating confidence, willingness to answer the customer's requirements, giving customers full individual care and attention, presentation courteously with the customers or same level treatment with all customers correctly on the phone or in the retail outlet. The customers who highly rate personal interaction so the total assessment of retail service quality is higher.

Problem Solving

The problem-solving shows stores ability of managing earnings and interchanges, also solving customer problems and complains. It includes a

sincere staff to handle complains directly and immediately. The failure in service shows the dissatisfaction and angriness of the customer's cause of disturbance in sales (Chang, 2008). Customers who are unhappy from the service quality of stores, there are more possible chances to repeat purchase when their complaints are allocated satisfactory. Solving a problem of customers by taking guarantee, suitable decisions and actions is the best way of any retail store. By taking these types of measures can make customer care, helpful staff and customer's service desk (Michel, 2001). Nhat (2007) said that problem solving reports management of returns, complaints and exchanges. Dimensions of problem solving contains, willingness of retailers in handling of earnings and interchanges, straight attention in problem-solving and supervision complains of consumer straight or in time. When the customers highly appreciate managers to solving a problem then there is higher evaluation of complete retail service quality.

Policy

Policy of a retail outlet shows decisions in the depth and breadth of their product, their stores operating hours, additional customer services, loyalty programs and credit conveniences. The store who offered good services is more possible to safe positive customer awareness (Thang, 2003). Mostly clients suppose the retailers are should be helpful and have skills to suggest best product which they like (Dabholkar *et al*,. 1996). When customers think the retail, store suggests a big range of product variety and that the products suggest good worth, then customers feel encouraging feelings like pleasure, pride, satisfaction and excitement. Customers preferred those stores which having superior products and services. (Thang, 2003). The assessment of performance show in goods stores suggests also capacity of wide-ranging products. Like fruit and vegetables, freshness of meat these shows high quality brands and policy making. Don't fulfill the hopes of clients result in low customer satisfaction. It disclosed that objections of unreliable products produce quality might affect in negative view of retail store and reduced level of satisfaction (Bruhn, 2007). Policy is the major dimension that takes control the features of service quality which are straight influenced by

shop retailer's policy. In which contains great quality products, suitability of parking and effective working hours also accepting credit cards of major banks. The customers who highly appreciate policy of store the higher overall assessment of retail service quality.

RESEARCH HYPOTHESES

Hypothesis 1: Females consider the retail service quality dimensions during the purchase of clothes in Pakistan.
Hypothesis 2.1: Females consider the physical aspects during the purchase of clothes in Pakistan.
Hypothesis 2.2: Females consider the reliability during the purchase of clothes in Pakistan.
Hypothesis 2.3: Females consider the personal interaction during the purchase of clothes in Pakistan.
Hypothesis 2.4: Females consider the problem solving during the purchase of clothes in Pakistan.
Hypothesis 2.5: Females consider the policy during the purchase of clothes in Pakistan.

RESEARCH METHODOLOGY

STUDY VARIABLES

Physical Aspects shows the physical environment, equipment, fixtures, Materials associated with this stores, cleanness, and stores layout. Reliability shows the stock availability, promises of staff with customers, provide services at the right time, availability of merchandise, error free transections. Personal Interaction shows the interaction of sales staff with customers, it creates customer and staff association, gives confidence in customers, staff individual attention. Problem Solving shows the issue of handles exchanges and returns, handle customer complaints at right place and right time. Policy includes store offers best quality products, convenient parking for customers, suitable operating hours and taking credit cards.

POPULATION AND SAMPLE SIZE

In this research females were the population who were using clothes of different brands of Lahore. In sample frame top ten female clothing brands were selected from different markets of Lahore. The sample elements were selected from the sample frame by using convenience sampling

technique. Convenience sampling was used in different retail service quality studies that used retail service quality scale (Parikh, 2006) and (Ndhlovu, 2013). The sample size was 390 for analysis.

DATA COLLECTION

In this research data were collected through a structured questionnaire by using five points Likert scale. Top ten female clothing brands were selected from different markets of Lahore city. The respondents were selected according to the easiness of access and their willingness to take part in the survey which was targeted from different female clothing brands of Lahore.

DATA ANALYSIS

Collected data were investigated through IBM SPSS.20 and MS-Excel software. Demographic analysis was used through histogram to relate the personal information between respondents. To describe the basic features of variables column graph chart were used. Through check the mean of dimensions we can judge the most important predictor and rank them according to the preference of respondents. To answer the hypothesis one sample t-test was performed.

PERSONAL CHARACTERISTICS OF RESPONDENTS

The results of descriptive analysis and personal characteristics of respondents are presented in the form of bar graph.
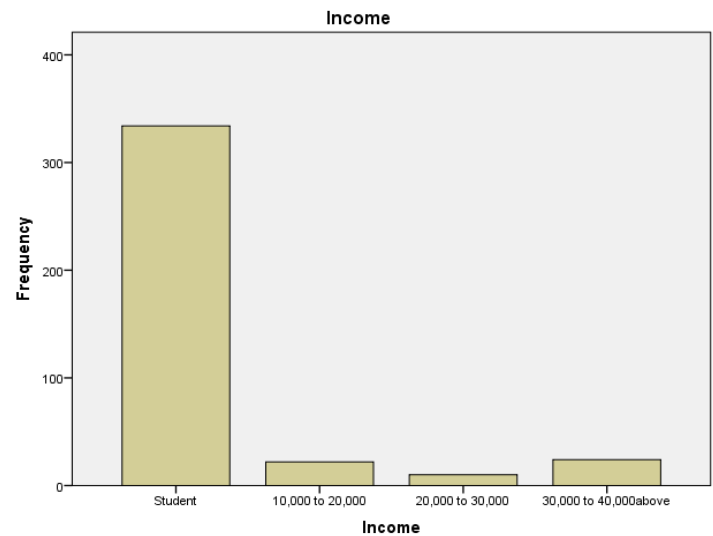
Age of Respondents
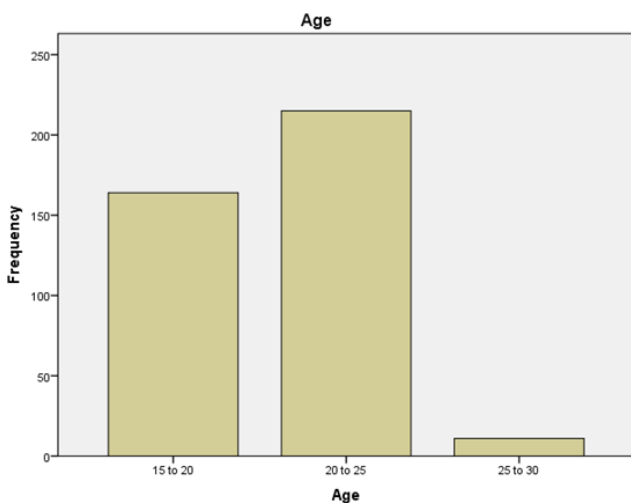
Age of Respondents

There are total 390 respondents in which age of 15 to 20 are 164 (42.1%). 20 to 25 are 215 (55.1%). 25 to 30 or above are 11 (2.8%). So, the mostly respondents are age of 20 to 25 which is 55.1%. Marital Status bar graph there are total no of female respondents are 390. In which 347 (89%) are single. 31 of (7.9%) females are engaged and 12 (3.1%) are married.

Income Level of Respondents

**Income level of Respondents**

According to the summary of this Income bar graph there are total no of female respondents are 390. In which 334 (85%) females are students. 22 of (5.6%) females are earning 10,000 to 20,000. Number of females which are earning 20,000 to 30,000 are 10 (2.6%). Females who are earing of 30,000 to 40,000 or above are 24 (6.2%).

Educational Level of Respondents
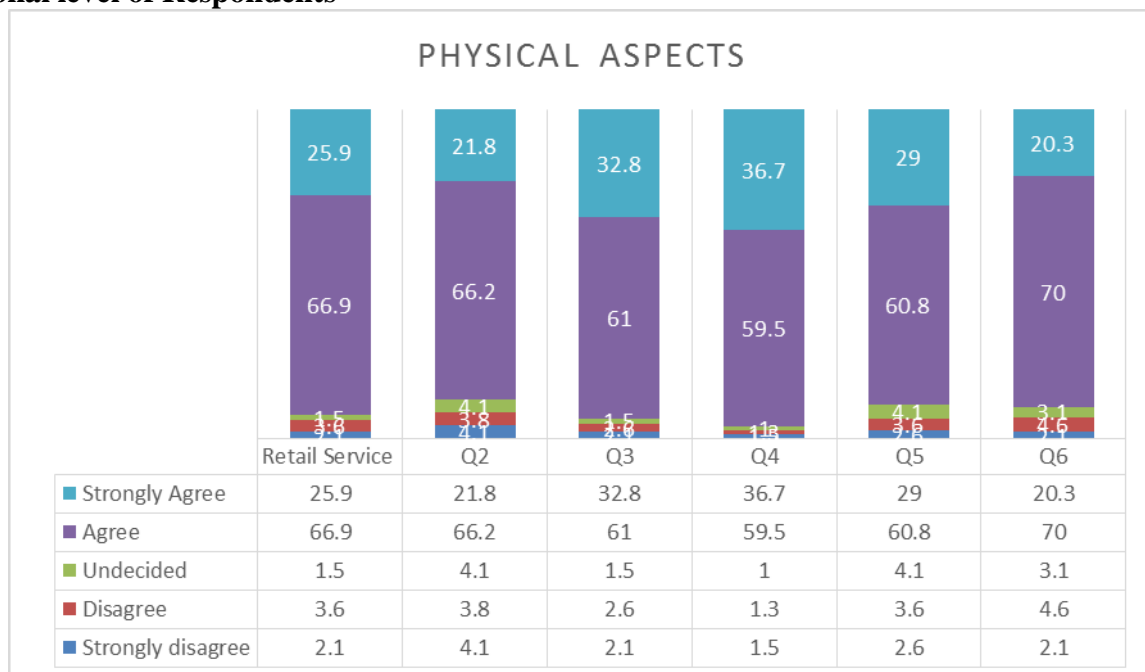
Educational level of Respondents
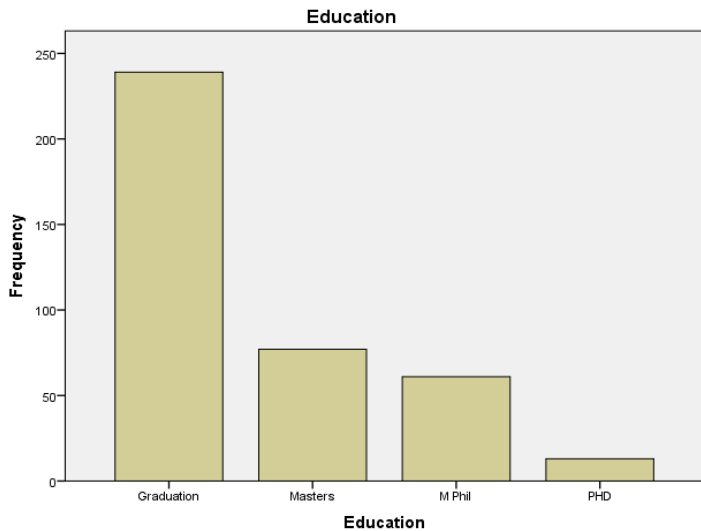
According to the summary of education bar graph there are 230 (61.3%) females are graduate. 77 (19.7%) females are Masters. M Phil scholar females are 61 (15.6%) and PHD females are 13 which are (3.3%).

DESCRIPTIVE ANALYSIS OF VARIABLES

Descriptive analysis of all five dimensions show from column graph charts in which display the percentage of all items.

Physical Aspects

	Retail Service	Q2	Q3	Q4	Q5	Q6
■ Strongly Agree	25.9	21.8	32.8	36.7	29	20.3
■ Agree	66.9	66.2	61	59.5	60.8	70
■ Undecided	1.5	4.1	1.5	1	4.1	3.1
■ Disagree	3.6	3.8	2.6	1.3	3.6	4.6
■ Strongly disagree	2.1	4.1	2.1	1.5	2.6	2.1

Column Graph Chart of Physical Aspects

Q1: Female clothing brands have modern looking equipment and fixtures.

In first bar 2.1% females are strongly disagree with above statement, 3.6% says that they are disagree with above statement, 66.9% are agree with above statement, 25.9% are strongly agree with above statement and 1.5% are remain undecided.

Q2: Clothing brands are its physical facilities are visually attractive.

In second graph bar 4.1% females are strongly disagree with above statement, 3.8% says that they are disagree with above statement, 66.2% are agree with above statement, 21.8% are strongly agree with above statement and 4.1% are remain undecided.

Q3: Clothing brands material are visually appealing.

In third graph bar 2.1% females are strongly disagree with above statement2.6% says that they are disagree with above statement, 61.0% are agree with above statement, 32.8% are strongly agree with above statement and 1.5% are remain undecided.

Q4: Brands have clean eye catching are convenient physical facilities.

In fourth graph bar 1.5% females are strongly disagree with above statement, 1.3% says that they are disagree with above statement, 59.5% are agree with above statement, 36.7% are strongly agree with above statement and 1.0% are remain undecided.

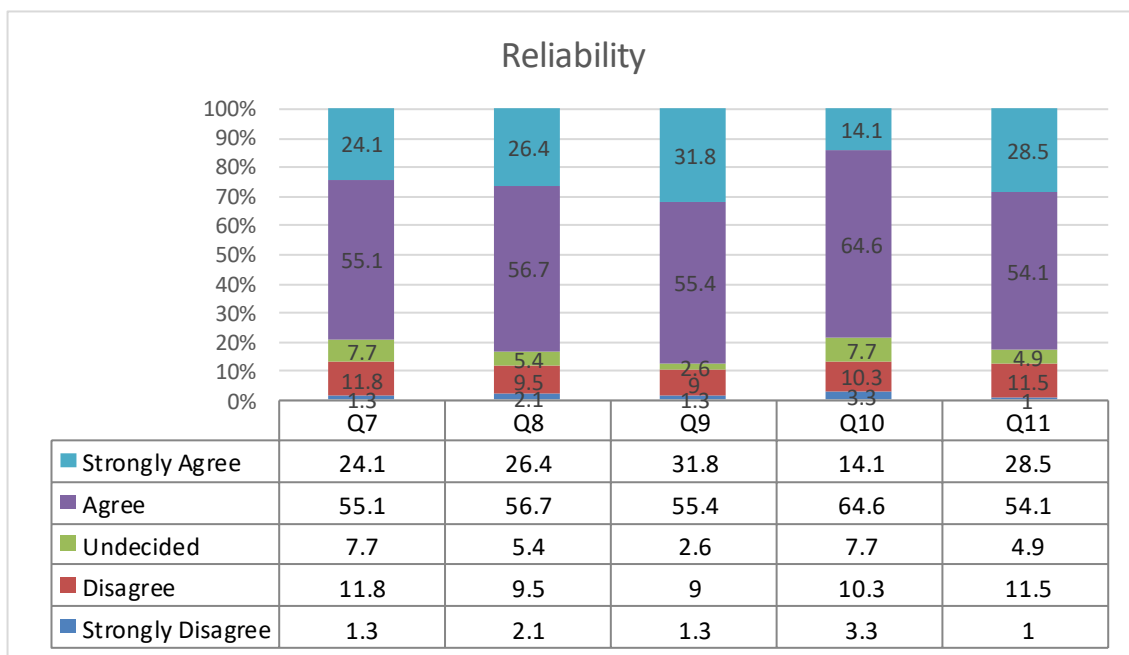Q5: Brands makes it easy for customers to find what they want.
In fifth graph bar 2.6% females are strongly disagree with above statement, 3.6% says that they are disagree with above statement, 60.8% are agree with above statement, 29.0% are strongly

agree with above statement and 4.1% are remain undecided.

Q6: Brands makes it easier for customers to move around in the store.
In sixth graph bar 2.1% females are strongly disagree with above statement, 4.6% says that they are disagree with above statement, 70.0% are agree with above statement, 20.3% are strongly agree with above statement and 3.1% are remain undecided.

Reliability

	Q7	Q8	Q9	Q10	Q11
■ Strongly Agree	24.1	26.4	31.8	14.1	28.5
■ Agree	55.1	56.7	55.4	64.6	54.1
■ Undecided	7.7	5.4	2.6	7.7	4.9
■ Disagree	11.8	9.5	9	10.3	11.5
■ Strongly Disagree	1.3	2.1	1.3	3.3	1

Column Graph Chart of Reliability

Q7: Female clothing brands provide its services at the time it promises to do so.
In first graph bar 1.3% females are strongly disagree with above statement, 11.8% says that they are disagree with above statement, 55.1% are agree with above statement, 24.1% are strongly agree with above statement and 7.7% are remain undecided.

Q8: When store promises to do something, it will do so.
In second graph bar 2.1% females are strongly disagree with above etatement, 9.5% says that they are disagree with above statement, 56.7% are agree with above statement, 26.4 are strongly

agree with above statement and 5.4% are remain undecided.

Q9: The stores perform its services right the first time.
In third graph bar 1.3% females are strongly disagree with above statement, 9.0% says that they are disagree with above statement, 55.4% are agree with above statement, 31.8% are strongly agree with above statement and 2.6% are remain undecided.

Q10: Store has merchandise available when you want it.
In fourth graph bar 3.3% females are strongly disagree with above statement, 10.3% says that they are disagree with above statement, 64.6% are
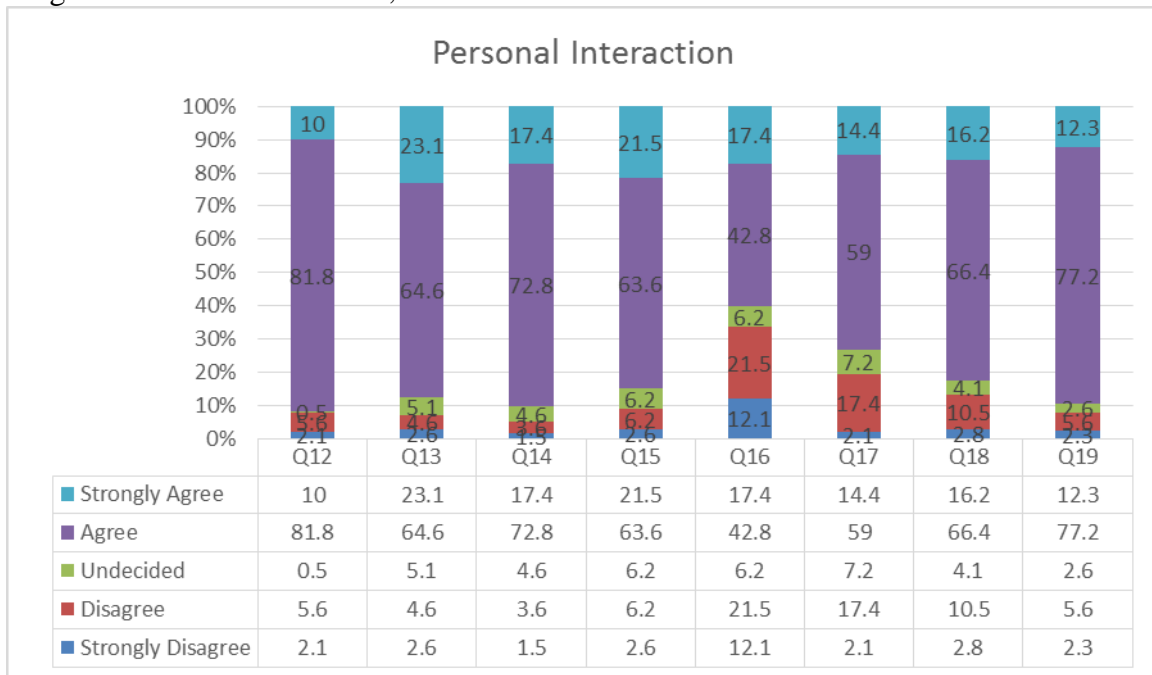
agree with above statement, 14.1% are strongly agree with above statement and 7.7% are remain undecided.

Q11: Stores perform error free transactions.
In fifth graph bar 1.0% females are strongly disagree with above statement, 11.5% says that they are disagree with above statement, 54.1% are

agree with above statement, 28.5% are strongly agree with above statement and 4.9% are remain undecided.

Personal Interaction

Column Graph Chart of Personal Interaction

	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19
Strongly Agree	10	23.1	17.4	21.5	17.4	14.4	16.2	12.3
Agree	81.8	64.6	72.8	63.6	42.8	59	66.4	77.2
Undecided	0.5	5.1	4.6	6.2	6.2	7.2	4.1	2.6
Disagree	5.6	4.6	3.6	6.2	21.5	17.4	10.5	5.6
Strongly Disagree	2.1	2.6	1.5	2.6	12.1	2.1	2.8	2.3

Q12: Staff has knowledge to answer customers' questions.
In first graph bar 2.1% females are strongly disagree with above statement, 5.6% says that they are disagree with above statement, 81.8% are agree with above statement, 10% are strongly agree with above statement and .5% are remain undecided.

Q13: The Behavior in the store encourages confidence in customers.
In second graph bar 2.6% females are strongly disagree with above statement, 4.6% says that they are disagree with above statement, 64.6% are agree with above statement, 23.1% are strongly agree with above statement and 5.1% are remain undecided.

Q14: Customer feels safe in their transactions with the store.
In third graph bar 1.5% females are strongly disagree with above statement, 3.6% says that they are disagree with above statement, 72.8% are

agree with above statement, 17.4% are strongly agree with above statement and 4.6% are remain undecided.

Q15: The staff in store gives quick service to customers.
In fourth graph bar 2.6% females are strongly disagree with above statement, 6.2% says that they are disagree with above statement, 63.6% are agree with above statement, 21.5% are strongly agree with above statement and 6.2% are remain undecided.

Q16: Staff tells customers exactly when services will be performed.
In fifth graph bar 12.1% females are strongly disagree with above statement, 21.5% says that they are disagree with above statement, 42.8% are agree with above statement, 17.4% are strongly agree with above statement and 6.2% are remain undecided.

Q17: Staff in the store is never too busy to respond to customers' request.

In sixth graph bar 2.1% females are strongly disagree with above statement, 17.4% says that they are disagree with above statement, 59% are agree with above statement, 14.4% are strongly agree with above statement and 7.2% are remain undecided.

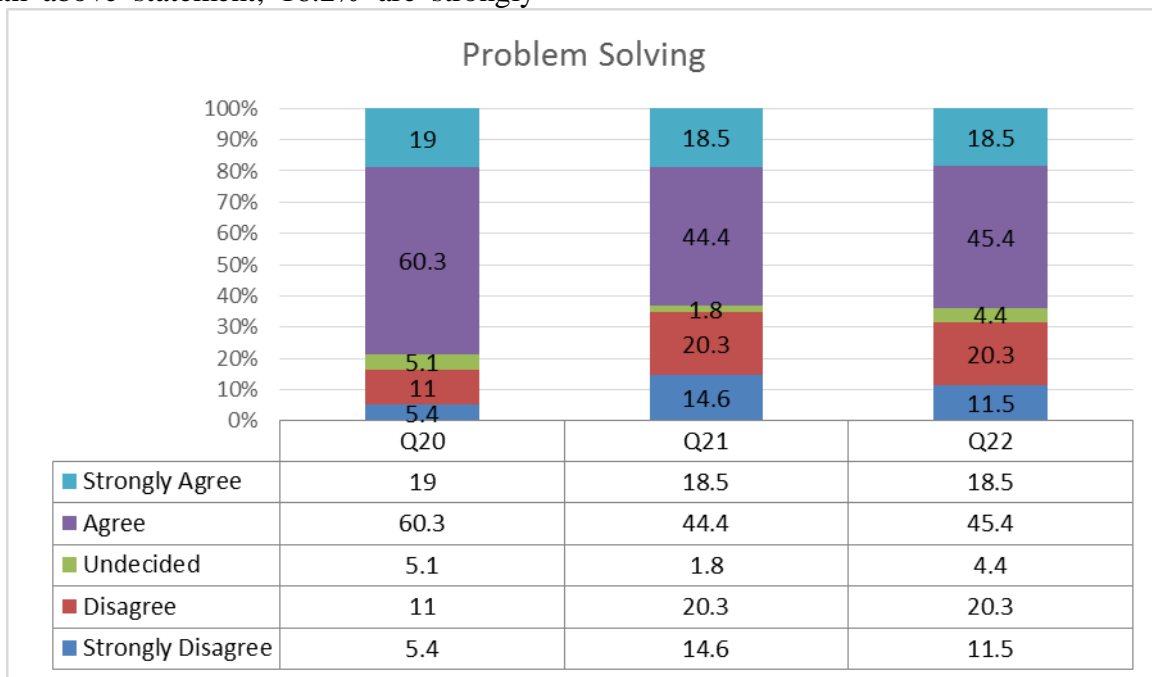Q18: Stores sales staff gives customers individual attention.

In seventh graph bar 2.8% females are strongly disagree with above statement, 10.5% says that they are disagree with above statement, 66.4% are agree with above statement, 16.2% are strongly

agree with above statement and 4.1% are remain undecided.

Q19: Sales staff is consistently well mannered with customers.

In eighth graph bar 2.3% females are strongly disagree with above statement, 5.6% says that they are disagree with above statement, 77.2% are agree with above statement, 12.3% are strongly agree with above statement and 2.6% are remain undecided.

Problem Solving

	Q20	Q21	Q22
Strongly Agree	19	18.5	18.5
Agree	60.3	44.4	45.4
Undecided	5.1	1.8	4.4
Disagree	11	20.3	20.3
Strongly Disagree	5.4	14.6	11.5

Column Graph Chart of Problem Solving

Q20: There stores willingly handles returns and exchanges.

In first graph bar 5.4% females are strongly disagree with above statement, 11% says that they are disagree with above statement, 60.3% are agree with above statement, 18.2% are strongly agree with above statement and 5.1% are remain undecided.

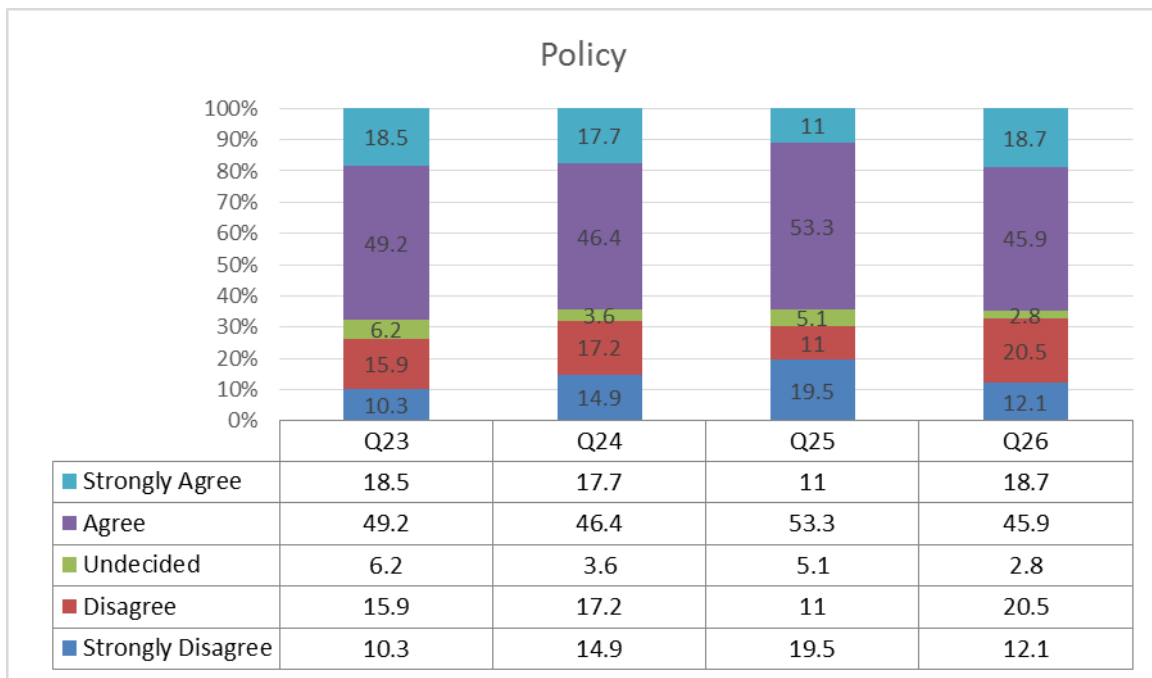Q21: When a customer has a problem, these stores make an effort to solving it.

In second graph bar 14.6% females are strongly disagree with above statement, 20.3% says that they are disagree with above statement, 44.4% are

agree with above statement, 19% are strongly agree with above statement and 1.8% are remain undecided.

Q22: These brand stores are able to handle customer complaints immediately.

In third graph bar 11.5% females are strongly disagree with above statement, 20.3% says that they are disagree with above statement, 45.4% are agree with above statement, 18.5% are strongly agree with above statement and 4.4% are remain undecided.

Policy

Column Graph Chart of Policy

	Q23	Q24	Q25	Q26
Strongly Agree	18.5	17.7	11	18.7
Agree	49.2	46.4	53.3	45.9
Undecided	6.2	3.6	5.1	2.8
Disagree	15.9	17.2	11	20.5
Strongly Disagree	10.3	14.9	19.5	12.1

Q23: Female clothing brands offer high quality products.
In first graph bar 10.3% females are strongly disagree with above statement, 15.9% says that they are disagree with above statement, 49.2% are agree with above statement, 18.5% are strongly agree with above statement and 6.2% are remain undecided.

Q24: These stores provide sufficient convenient parking for customers.
In second graph bar 14.9% females are strongly disagree with above statement, 17.2% says that they are disagree with above statement, 46.4% are agree with above statement, 17.7% are strongly agree with above statement and 3.6% are remain undecided.

Q25: These stores have operating hours convenient to all their customers.
In third graph bar 19.5% females are strongly disagree with above statement, 11% says that they are disagree with above statement, 53.3% are agree with above statement, 11% are strongly agree with above statement and 5.1% are remain undecided.

Q26: Female clothing brands stores mostly accept credit cards.
In fourth graph bar 12.1% females are strongly disagree with above statement, 20.5% says that

they are disagree with above statement, 45.9% are agree with above statement, 18.7% are strongly agree with above statement and 2.8% are remain undecided.

RANKING OF RETAIL SERVICE QUALITY SCALE

Through check the mean of the RSQS dimensions we can judge the most important predictor and rank them according to the preference of respondents.

Ranking of RSQS Dimensions

Variables	N	Mean	Ranking
Physical Aspects	390	3.2833	1
Reliability	390	3.2487	2
Personal Interaction	390	3.1286	3
Policy	390	2.8564	4
Problem Solving	390	2.7846	5

Physical Aspects is the best predictor of retail service quality. This variable is very important for customers. It supports the physical environment, equipment, fixtures, Materials associated with this stores, cleanness, and stores layout.
Reliability is the second important predictor of retail service quality, it shows issue of stock availability, promises of staff with customers, provide services at the right time or with in time, availability of merchandise, error free transections.

Personal Interaction is the third important predictor of retail service quality. This factor relates with sales staff with customers, it creates the customer and staff association to answer customers' questions, give confidence in customers, staff individual attention.

Policy and Problem Solving found on the last level. Customers take these variables at low rank and less satisfies from them. Policy includes store offers best quality products, convenient parking for customers, suitable operating hours and taking credit cards. Problem Solving consider issue of handles exchanges and returns, handle customer complaints at right place and right time.

FINDING AND RESULTS

In the answer of research hypothesis (H_2): females significantly consider the retail service quality dimensions and ranked them according to their preferences.

One-sample t-test

Hypotheses	Variables	N	Mean	S.D	SE	t	Sign	Result
$H_{2.1}$	PA	390	3.283	.405	.024	12.2	.000	Accepted
$H_{2.2}$	R	390	3.248	.463	.023	0.48	.000	Accepted
$H_{2.3}$	PI	390	3.128	.402	.020	4.54	.000	Accepted
$H_{2.4}$	PS	390	2.784	.874	.044	-3.18	.002	Accepted
$H_{2.5}$	P	390	2.856	.730	.037	4.85	.000	Accepted

One sample t-test was done on all the dimensions of retail service quality scale which was statistical significance of one-sample t-test ($p < .05$). Therefore, it can be concluded that all the hypotheses were accepted. The population means are statistically significantly and different from population on 'normal' depression score of 3.

DISCUSSION

In Pakistan where the population is more than 196 million, it is continuously developing and changing in its dynamism, as customer lifestyles keep changing with growing consumerism in the country. Cities like Karachi or Lahore revolution of retail sector is additional apparent in the urban centers where the supermarkets, hypermarkets and shopping brand stores are deeply focused in metropolitan cities. The overall economic activity of the countries retail sector of Pakistan has a huge involvement in it. According to the statistics of Pakistan Bureau of Statistics for 2011 to 2012, the worth of retail sector is $4.2 billion, which represents around 18 percent of GDP. The approximately 2 million retail outlets in the country out of these retail outlets, nearly 800,000 outlets represent FMCG channels including 'kiryana' stores (mom & pop), 'pan' shops (kiosks selling betel leaves and cigarettes), department stores, medical-cum-general stores and the like. There has been a massive growth of 130 percent in private consumption in the five years (2007-12), even though the GDP growth rate during this period was sluggish (Ahmed, 2016).

A report by Deloitte and Planet Retail: by the retail players in the retail market of first mover advantage Pakistan is one of the top 10 developing economies with a great potential of growth of retail sector, multi format strategy, financial credit, product offer, availability and regional expansion these are the cause of growth of retail sector in Pakistan. Express Tribune recommends that from some years retail industry in Pakistan is growing for the participation of women in operational work and it has bust up from 16.3 percent in monetary year and just over 24.4 percent in the year of 2011 (Shahram, 2016).

CONCLUSION

In order to get the results, data were collected and analyzed by using IBM SPSS and Excel software. Ranking of the dimensions showed how females take the applicability of RSQS by their preference. So, the Physical Aspects was the most important for females of Lahore. The Reliability was the second important variable. Personal Interaction was the third important variable. Policy was on fourth number and Problem Solving considered last.

To make competitive advantages for retailer's retail service quality is the most common marketing tool and increase customers to spend their time in shopping experience. But maintaining that extra ordinary service quality inside the retail store is not a simple job it needs consistent estimation and monitoring time to time,

it maybe causes of standard service quality. Retail managers cannot only depend on good quality products to run their business, they also need a good retail service quality to complete the customers purchase decision. Technically retail service quality influences willingness to purchase a product and is an important contributor to product quality. It also relies on the knowledge of retail managers and sales staff about retail service quality. So, managers and sales staff must identify that is an important promotional tool. They should measure their customer views and opinions about retail service quality and make appropriate strategies to encounter the customers' expectations.

FURTHER RESEARCH DIRECTIONS

This research is specific on female clothing brands, researchers should take into another type of market or retailers, like shopping malls, hyper markets and other brands.

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