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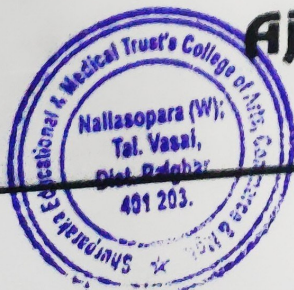
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CONTENTS OF PART - III

Sr. No.	Name & Author Name	Page No
1	A Comparative Study of Financial Performance of State Bank of India and ICICI Bank Ltd Miss. Naziya Maldar Miss. Meenal Khandake	1-16
2	Service Quality Dimensions of A Beauty Parlour and their Contribution to Customer Loyalty among Urban Women Consumers in India Vidya B. Panicker Dr. Khalil Ahmad Mohammad Dr. Anjum Ara Ahmed	17-27
3	Gender Equality and Women Dr. Bindu Variath	28-32
4	Role of Collaborative Project Leader and the Key Skills for Project Success Dr. Mrs. Saumitra S. Sawant	33-38
5	Population Growth and its Impact in A Planned City Ms. Soniya Jhunjunwala	39-44
6	A Major Tourist Places in Raigad District and Suggestions for its Development Prof (Dr.) Vishwas B. Chavan	45-50
7	Women Empowerment in India Dr. Suresh M. Surve	51-55
8	A Study of Technology Up-Gradation Fund Scheme Related to Power Loom Industry in Ichalkaranji, Dist. Kolhapur (Maharashtra) Smt. Sampada S. Lavekar	56-61
9	A Study on Passenger's Satisfaction with Regard to Local Trains in Mumbai Region Dr. Reshma R. More Dr. Varsh S. Mallah	62-68
10	A Study of Self Efficacy of Pupil Teachers in Relation to Self-Esteem Asst. Prof. Chandrashekher Ashok Chakradeo	69-73
11	A Study on Consumer Buying Behaviour Towards Organized Retail Stores in Mumbai Prof. Ms. Laila Dias	74-84
12	Elements of Consumer Behavior Nazneen Ghulam Dastgeermomin	85-89



2

Service Quality Dimensions of A Beauty Parlour and their Contribution to Customer Loyalty among Urban Women Consumers in India

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Abstract

Customer satisfaction derived out of any particular service depends on five service dimensions also called the RATER Model consisting of aspects such as tangibles, reliability, responsiveness, service assurance and empathy. Any service industry designs its service processes based on these five determinants. Service quality is of utmost important for the success of service industries. The service quality of a particular service station is measured with the help of an instrument called SERVQUAL. A Servqual is a questionnaire that consists of questions pertaining to the five service determinants/ dimensions as mentioned above. In this study we shall be focussing on the service quality determinants of a beauty parlour. Women visit beauty parlours for availing grooming services. Grooming services help women look good and feel confident. In this highly competitive era with women facing challenges on several fronts, it is important for them to carry themselves with confidence. A beauty parlour offers several services such as skin care, hair care, pedicure, manicure, facials and various types of beauty treatments. It has been seen that if the customers have a positive perception of the service experience, it results into customer satisfaction, eventually leading to customer loyalty. It also helps customers to develop a positive image for the service station leading to repeat business and thus ensures increased revenues. In this study we shall try to understand the importance of tangibility aspect of service quality dimension and we shall try to find out if there exists an association between variables of tangibility aspect and customer loyalty. Also, we shall try to find out the significance of frequency of parlour visits and its association with other variables.

