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Research Article

FACTORS DETERMINING THE SHOPPING BEHAVIOR AND SATISFACTION OF CUSTOMERS IN RETAIL SECTORS – AN EMPIRICAL ANALYSIS

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ABSTRACT

The Indian retail industry has emerged as one of the dynamic and fast-faced with the entry of several new players. Retailing in India accounts for over 10 percent of the country's GDP and 8 percent of the employment. Indian retail market is expected to grow to US \$ 1.1 trillion by 2020, while the modern retail market in India is expected to double in size over the next three years. In India even though there is huge investment in the area of retail space development, the challenges for the retailer remain with regard to Infrastructure, Technology, Supply chain, Human resource, FDI, Competition, etc. Hence the retailers in all modern formats are required to focus on various antecedents to create positive customer experiences. At this juncture, an attempt is made in this paper to evaluate the factors determining the customers shopping behavior and customer satisfaction in the Indian retail sector.

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INTRODUCTION

The Indian retail industry has emerged as one of the dynamic and fast-paced industries due to the entry of several new players. Retailing in India accounts for over 10% of the country's Gross Domestic Product (GDP) and around 8% of the employment. The Indian retail market is expected to grow to US\$ 1.1 trillion by 2020, while the modern retail market in India is expected to double in size over the next three years. It is important to note that the Indian retail sector is dominated by the unorganized retail trade, where unorganized trade forms amount 93% of the overall trade. Thus, there seems a lot of scope for further penetration of organized retail in India. The overall retail market in India is expected to grow at 12% growth rate per annum, and modern trade is going to expand as twice as fast at 20% per annum and traditional trade is expected to grow at 10%. (IBEF, Annual Report 2019). With India being an attractive retail market, there is a high level of competition. The factors mainly include, assortment, products, price, quality, service, location, reputation, credit, convenience offered, etc. Further, e-commerce and digital retailing, international players are intensifying the competition at a rapid pace in the retail sector. E-commerce is probably said to create a revolution in

the retail industry in the years to come and as a result, there can be seen a trend of ever increasing choice of products at lowest rates. All of this will also lead to intensified competition in the industry. In view of this, the players in the modern retail trade shall focus on identifying the antecedents of customer experience management and measures to enhance customer satisfaction.

Review of Literature

In Indian retail sector the generic growth is likely to be driven by changing lifestyles and by strong surge in income, which in turn will be supported by favorable demographic patterns. Companies need to be dynamic and proactive while responding to the ever-changing trends in consumer lifestyle and behavior, (Piyush Kumar Sinha & Sanjay Kumar Kar 2007). According to study by Lee and Ariely (2006), goal evoking promotions are more effective in influencing consumers' behavior when goals are less concrete such as early in the shopping process. Retailers have embraced a variety of technologies to engage their customers and shall introduce important areas of emerging applicability. The internet of things, virtual reality, augmented reality, artificial intelligence, robots, drones, and driverless

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vehicles (Dhruv Grewal, Anne & Roggeveen. Jens Nordfalt, 2017).

Omni-Channel retailing is taking a broader perspective on channels and how shoppers are influenced and move through channels in their search and buying process. The advent of the online channel and social media have changed retail business models, the execution of the retail mix, and shopper behavior (Peter C Verhoef, P.K.Kannan, J.Jeffrey Inman 2015). The organized retail industry is trying to focus both on operation excellence and ongoing process improvement. The ever-changing consumption practices act as one of the biggest challenges for the marketers to keep pace with the fast changes. It is evident that in every economy, as the number of retailers entering the market has increased, the consumers' shopping habits and their consumption expenditure patterns have also evolved (Debjani Benarjee, Shradha Shivani 2015). The five significant variables effecting e-loyalty of online shoppers in India include, choice, community cultivation, convenience and character. There exists variation in e-loyalty across the demographic variables. Several imperative factors also have relationship with e-loyalty (Akshat R. Aditya, Rajesh Kothari 2017). Retail formats are required to be aligned with the changing customer tastes and preferences, and the trends in the industry in order to be effective. The Hypermarkets, Convenience stores and Supermarkets are the most preferred retail stores by the customers for the purchase of FMCGs whereas independent stores have an insignificant impact on the customers (Rajesh Sharma and Abhinanda Gautam 2016).

Objective of the Study

This paper is an attempt to empirically evaluate the specific factors determining the shopping behavior and satisfaction of customers in various retail formats. The outcome would lead to better customer experience management by the players in retail sector.

DATA SOURCES AND METHODOLOGY

The study is based on an empirical analysis. The information and data was acquired through the execution of a structured questionnaire and also through an in-depth interview with the customers. The secondary data were collected from books, research papers in journals, newspapers and websites. The geographical area for this study consists of the customers of retail formats namely, supermarkets, hypermarkets, departmental stores, malls, branded stores situated in Vijayawada, Visakhapatnam and Tirupati cities in Andhra Pradesh state. The calculated size of sample for population of 12.87 lakh with 5 percent margin of error at 95 percent level of confidence and with a response distribution of 50 percent is 384 respondents. The sample size of 810 respondents finally considered which is greater than the calculated sample size. The statistical tools for analysis are Chi-square test, ANOVA, Van der Waerden two sample test, Willcoxon two sample test and Kruskal Wallis test.

Hypotheses of the Study

1. H₀: The shopping behavior of customers is not significantly related to the selected antecedents of customer experience management in retail store.

2. H₀: The customers' opinion on selected antecedents of customer experience management is similar across the chosen retail store formats.
3. H₀: The customer experience in retail format is not significantly related to the customer satisfaction.

Scope of the Study

This study pertains to different retail formats existing in the organized retail sector. The study is carried on the modern retail store formats i.e., supermarkets, departmental stores, hypermarkets, malls, specialty stores and branded stores. In pursuance of the objective of the study, the variables concerning antecedents of customer experience management on shopping behavior satisfaction of customer towards retail store formats is taken into consideration.

Limitation of the Study

The study is based on both primary and secondary data, but the findings are mainly drawn from primary data. Hence all the limitations pertaining to the collection of data through a questionnaire are applicable here also. The sample respondents of this study have been the customers of selected retail formats belong to three cities only. Thus there might be a sampling error which could not be avoided. In addition to this, human bias and indifferences in providing responses can be a common limitation.

Analysis and Interpretation

Shopping Behavior

Table 1 Shopping behavior of Respondents

S.No.	Variable	Classification	Frequency	Percentage
1	Retail Format	Departmental Stores	169	20.86
		Malls	203	25.06
		Specialty stores	225	27.78
		Branded Stores	213	26.30
		TOTAL	810	100.00
2	Frequency of visit	More than once a week	108	13.33
		Once a week	240	29.63
		Once a fortnight	66	8.15
		Once a month	340	41.98
		Once in six months	28	3.46
		Once a year	28	3.46
		TOTAL	810	100.00
3	Shopping accompanier	Alone	140	17.28
		Family members	223	27.53
		Friends	403	49.75
		Relatives	44	5.43
		TOTAL	810	100.00
<i>Table No.1 Contd.,</i>				
4	Reason for Shopping	Shopping	484	59.75
		Watch a movie	361	44.57
		Visit an eatery	168	20.74
		Go on a date	88	10.86
		Window shopping	170	20.99
		Gaming	140	17.28
		Attend parties	209	25.80
		Comparison shop	126	15.56
		Watch people	196	24.20

5	Shopping Timing	To a gymnasium	80	9.88
		Meet friends	372	45.93
		To a pub / bar	52	6.42
		Participate in the events or promotional activities	76	9.38
		When it is necessary	361	44.57
		There is a discount offer	250	30.86
		There are festivals	54	6.67
		There are special occasions	145	17.90
		TOTAL	810	100.00
		6	Shopping time	Less than an hour
1-2 hours	452			55.80
3-4 hours	195			24.07
5-6 hours	16			1.98
More than six hours	20			2.47
TOTAL	810			100.00

Source: Compiled from primary data

Interpretation

Table No.1 reveals that majority of the respondents visit specialty stores and branded stores, malls and departmental stores. It can be observed that majority of the respondents i.e. 41.98 percent visit the retail formats once in a month and some of them have a frequency of visiting once in a week. Most of the respondents go for shopping with their friends i.e. 49.75 percent. Nearly 60 percent of the respondents said that the reason for visiting the retail formats is shopping and second reason is for watching movie and other things. Majority respondents visit the retail formats when it is necessary and discount offers given by the formats. In departmental store, malls, specialty stores and branded stores respondents spend about 1-2 hours of time.

Mean Values of Selected Antecedents of CEM in Retail Stores

Table 2 Mean Values of Selected Antecedents of CEM in Retail Stores

	Antecedents of cem	Mean value	Std dev
Physical Appearance			
a	Outlet has modern-looking equipment and fixtures / racks	4.04	0.79
b	Outlet and its physical facilities are clean, convenient and visually attractive	4.10	0.92
c	Employees are always well dressed	3.87	0.97
d	Physical facilities are matching with the products / services offered by the store	3.60	1.05
	Total	4.02	0.60
Responsiveness			
a	Product return and exchange is easy for me	3.35	1.29
b	The customers are sincerely entertained by the retailer	3.42	0.94
c	Complaints are easily and immediately handled	3.29	1.10
d	Employees in the outlet have the knowledge to answer customers' questions	3.65	0.93
e	The outlet has convenient timings	3.69	1.11
	Total	3.49	0.67
Service Orientation			
	Retail operator give follow up to customer requests well in time	3.74	1.00
	The employees are always willing to help me	3.60	1.01
	Retailer is consistent in providing service	3.58	0.94
	Total	3.68	0.78

Table 3 Median One-Way analysis for factor “Customers’ Family Size”classified by CEM antecedent “loyalty”Median One-Way Analysis

Chi-Square	15.1617
DF	4
Pr > Chi-Square	0.1383

Interpretation

Summary of the median one-way analysis presented in Table 3 indicates that p-value (0.1383) is lesser than 0.05 and hence the hypothesis stating “There exists no significant difference between the customers family size on the ‘loyalty’ antecedents of customer experience management in retail store” is rejected at 0.05 level of significance, so there are significant differences between the customers family size and ‘loyalty’ antecedent of customer experience management in retail store.

H₀: The shopping behavior of customers is not significantly related to the selected antecedents of customer experience management in retail store.

Frequency of Store Visit

H₀₁: The frequency of retail store visit by customers is not significantly related to the selected antecedents of customer experience management in retail store.

Table 4 Mean scores of Frequency of Customers Visit to Store on ‘physical appearance’ antecedent

Physical Appearance	Frequency of Store Visit Mean Scores						p-value
	More than once a week	Once a week	Once a fortnight	Once a month	Once in six months	Once a year	
a Outlet has modern-looking equipment and fixtures / racks	4.07	3.97	3.83	4.14	4.57	3.14	<.0001
b Outlet and its physical facilities are clean, convenient and visually attractive	4.03	3.89	4.01	4.31	4.28	3.71	<.0001
c Employees are always well dressed	3.70	3.74	4.37	3.98	3.85	3.14	<.0001
d Physical facilities are matching with the products / services offered by the store	3.40	3.59	3.36	3.73	3.14	3.85	0.0016
Overall Result	3.96	3.94	4.15	4.10	4.00	3.71	0.0004

Table 5 Kruskal-Wallis Test for factor “Frequency of Customer visit to store”classified by CEM antecedent “physical appearance”Kruskal-Wallis Test

Chi-Square	17.8683
DF	5
Pr > Chi-Square	0.0004

Interpretation

Summary of the kruskal-wallis test presented in the Table 5 indicates that p-value (0.0004) is lesser than 0.05 and hence the hypothesis stating “The frequency of retail store visit by customers is not significantly related to the ‘physical appearance’ antecedents of customer experience management in retail store” is rejected at 0.05 level of significance, so there

are significant differences between the frequency of customers store visit and ‘physical appearance’ antecedent of customer experience management in retail store.

Table 6 Mean scores of Frequency of Customers Visit to Store on ‘responsiveness’ antecedent

Responsiveness	frequency of store visit mean scores						p-value
	More than once a week	Once a week	Once a fortnight	Once a month	Once in six months	Once a year	
a Product return and exchange is easy for me	3.44	3.32	3.46	3.27	3.42	3.85	0.2393
b The customers are sincerely entertained by the retailer	3.88	3.32	3.34	3.40	3.14	3.28	<.0001
c My complaints are easily and immediately handled	3.51	3.36	3.48	3.18	3.28	3.85	0.0092
d Employees in the outlet have the knowledge to answer customers’ questions	3.59	3.61	3.75	3.67	3.71	3.71	0.8360
e The outlet has convenient opening and closing time	3.51	3.70	4.21	3.75	3.71	2.28	<.0001
OVERALL RESULT	3.59	3.51	3.65	3.45	3.42	3.14	0.0097

Table 7 Kruskal-Wallis Test for factor “Frequency of Customer visit to store”classified by CEM antecedent “responsiveness”Kruskal-Wallis Test

Chi-Square	11.0796
DF	5
Pr > Chi-Square	0.0097

Interpretation

Summary of the kruskal-wallis test presented in the Table 7 indicates that p-value (0.0097) is lesser than 0.05 and hence the hypothesis stating “The frequency of retail store visit by customers is not significantly related to the ‘responsiveness’ antecedents of customer experience management in retail store” is rejected at 0.05 level of significance, so there are significant differences between the frequency of customers store visit and ‘responsiveness’ antecedent of customer experience management in retail store.

Table 8 Mean scores of Frequency of Customers Visit to Store on ‘service orientation’ antecedent

Service Orientation	Frequency of Store Visit Mean Scores						p-value
	More than once a week	Once a week	Once a fortnight	Once a month	Once in six months	Once a year	
a Retail operator give follow up to customer requests well in time	3.88	3.83	3.83	3.64	3.42	3.71	0.0457
b The employees are always willing to help me	3.44	3.71	3.78	3.67	3.42	2.28	<.0001
c Retailer is consistent in providing service	3.44	3.70	3.84	3.58	3.42	2.71	<.0001
OVERALL RESULT	3.55	3.75	3.90	3.70	3.28	3.14	<.0001

Table 9 Kruskal-Wallis Test for factor “Frequency of Customer visit to store” classified by CEM antecedent “service orientation” Kruskal-Wallis Test

Chi-Square	27.4778
DF	5
Pr > Chi-Square	<.0001

Interpretation

Summary of the kruskal-wallis test presented in Table 9 indicates that p-value (<.0001) is lesser than 0.05 and hence the hypothesis stating “The frequency of retail store visit by customers is not significantly related to the ‘service orientation’ antecedents of customer experience management in retail store” is rejected at 0.05 level of significance, so there are significant differences between the frequency of customers store visit and ‘service orientation’ antecedent of customer experience management in retail store.

Table 10 Mean scores of Frequency of Customers Visit to Store on ‘convenience’ antecedent

Convenience	Frequency of Store Visit Mean Scores						p-value
	More than once a week	Once a week	Once a fortnight	Once a month	Once in six months	Once a year	
a The layout of the outlet makes it easier for customers to find what they need.	4.37	3.71	4.15	3.90	3.85	3.57	<.0001
b The layout of the outlet makes it easier for customers to move around in the outlet	3.85	3.63	3.83	3.80	4.00	2.71	<.0001
c The retail outlet to which I prefer to purchase frequently is conveniently located from my work / residential place	3.66	3.45	3.59	3.54	2.85	4.14	0.0002
d The outlet provides plenty of convenient parking for customers	3.40	3.85	3.21	3.65	3.14	3.28	<.0001
OVERALL RESULT	3.96	3.82	3.84	3.88	3.71	3.57	0.0492

Table 11 Kruskal-Wallis Test for factor “Frequency of Customer visit to store” classified by CEM antecedent “convenience” Kruskal-Wallis Test

Chi-Square	9.2956
DF	5
Pr > Chi-Square	0.0492

Interpretation

Summary of the kruskal-wallis test presented in Table 11 indicates that p-value (0.0492) is lesser than 0.05 and hence the hypothesis stating “The frequency of retail store visit by customers is not significantly related to the ‘convenience’ antecedents of customer experience management in retail store” is rejected at 0.05 level of significance, so there are significant differences between the frequency of customers store visit and ‘convenience’ antecedent of customer experience management in retail store.

Table 12 Mean scores of Frequency of Customers Visit to Store on ‘reliability’ antecedent

Reliability	Frequency of Store Visit Mean Scores						p-value
	More than once a week	Once a week	Once a fortnight	Once a month	Once in six months	Once a year	
a I feel safe in dealing with this outlet	4.25	3.85	3.87	4.00	4.00	4.28	0.0001
b I am assured about the services provided by the retailer	3.51	3.65	3.60	3.70	3.14	2.71	<.0001
c The outlet insists on error-free sales transactions and records	3.37	3.37	3.31	3.33	3.42	4.14	0.0018
d I am assured about the quality of products sold by the outlet	3.74	3.64	3.83	3.57	3.14	3.14	0.0109
Overall result	3.81	3.77	3.72	3.85	3.57	3.57	0.0217

Table 13 Kruskal-Wallis Test for factor “Frequency of Customer visit to store”classified by CEM antecedent “reliability”Kruskal-Wallis Test

Chi-Square	15.3771
DF	5
Pr > Chi-Square	0.0217

Interpretation

Summary of the kruskal-wallis test presented in Table 13 indicates that p-value (0.0217) is lesser than 0.05 and hence the hypothesis stating “The frequency of retail store visit by customers is not significantly related to the ‘reliability’ antecedents of customer experience management in retail store” is rejected at 0.05 level of significance, so there are significant differences between the frequency of customers store visit and ‘reliability’ antecedent of customer experience management in retail store.

Table 14 Mean scores of Frequency of Customers Visit to Store on ‘personal attention’ antecedent

Personal attention	Frequency of store visit mean scores						p-value
	More than once a week	Once a week	Once a fortnight	Once a month	Once in six months	Once a year	
a An employee in the outlet is never too busy to respond to customers’ requests	3.85	3.86	3.33	3.46	4.28	4.85	<.0001
b The outlet gives individual attention	3.48	3.37	3.62	3.45	3.42	4.00	0.0089
c Employees in the outlet are consistently courteous with customers	3.29	3.57	3.46	3.35	3.42	3.28	0.1366
d Customers are free to take their own time in selecting the products according to their needs	3.70	3.57	3.72	3.98	4.00	2.71	<.0001
Overall Result	3.74	3.73	3.59	3.66	3.85	3.85	0.2797

Table 15 Kruskal-Wallis Test for factor “Frequency of Customer visit to store”classified by CEM antecedent “personal attention”Kruskal-Wallis Test

Chi-Square	4.9633
DF	5
Pr > Chi-Square	0.2797

Interpretation

Summary of the kruskal-wallis test presented in Table 15 indicates that p-value (0.2797) is greater than 0.05 and hence the hypothesis stating “The frequency of retail store visit by customers is not significantly related to the ‘personal attention’ antecedents of customer experience management in retail store” is accepted at 0.05 level of significance, so there are no significant differences between the frequency of customers store visit and ‘personal attention’ antecedent of customer experience management in retail store.

Table 16 Mean scores of Frequency of Customers Visit to Store on ‘product’ antecedent

Product	Frequency of Store Visit Mean Scores						p-value
	More than once a week	Once a week	Once a fortnight	Once a month	Once in six months	Once a year	
a I am satisfied with product variety offered by retailer	4.07	4.18	4.01	4.12	3.42	3.14	<.0001
b The outlet offers high quality merchandise	3.81	3.74	3.37	3.95	3.57	2.71	<.0001
c The outlet has product / brand which is demanded by me	3.48	3.55	3.22	3.54	4.00	4.14	0.0003
d Proper information about usage and benefits of the product are communicated to me	3.22	3.42	3.13	3.53	3.28	3.28	0.0141
Overall result	3.88	3.87	3.57	3.93	3.71	3.57	0.0007

Table 17 Kruskal-Wallis Test for factor “Frequency of Customer visit to store” classified by CEM antecedent “product” Kruskal-Wallis Test

Chi-Square	27.6952
DF	5
Pr > Chi-Square	0.0007

Interpretation

Summary of the kruskal-wallis test presented in Table 17 indicates that p-value (0.0007) is lesser than 0.05 and hence the hypothesis stating “The frequency of retail store visit by customers is not significantly related to the ‘product’ antecedents of customer experience management in retail store” is rejected at 0.05 level of significance, so there are significant differences between the frequency of customers store visit and ‘product’ antecedent of customer experience management in retail store.

Table 18 Mean scores of Frequency of Customers Visit to Store on ‘promotion’ antecedent

Promotion	Frequency of Store Visit Mean Scores						p-value
	More than once a week	Once a week	Once a fortnight	Once a month	Once in six months	Once a year	
a I am easily benefited with promotional offers provided by the retailer	4.03	3.72	3.66	3.68	3.57	3.57	0.0224
b The promotional offers from the retailer provide a good value for money	3.66	3.64	3.56	3.60	3.82	2.71	<.0001
c I am informed about the latest and forthcoming offers about the grocery items	3.25	3.55	3.16	3.53	3.42	4.14	0.0004
Overall Result	3.59	3.61	3.48	3.55	3.57	3.42	0.7061

Table 19 Kruskal-Wallis Test for factor “Frequency of Customer visit to store” classified by CEM antecedent “promotion” Kruskal-Wallis Test

Chi-Square	6.4537
DF	5
Pr > Chi-Square	0.7061

Interpretation

Summary of the kruskal-wallis test presented in Table 19 indicates that p-value (0.7061) is greater than 0.05 and hence the hypothesis stating “The frequency of retail store visit by customers is not significantly related to the ‘promotion’ antecedents of customer experience management in retail store” is accepted at 0.05 level of significance, so there are no significant differences between the frequency of customers store visit and ‘promotion’ antecedent of customer experience management in retail store.

H₀₂: The frequency of retail store visit by customers is not significantly related to the ‘trustworthiness’ antecedents of customer experience management in retail store.

Table 20 Mean scores of Frequency of Customers Visit to Store on ‘trustworthiness’ antecedent

Trustworthiness	Frequency of Store Visit Mean Scores						p-value
	More than once a week	Once a week	Once a fortnight	Once a month	Once in six months	Once a year	
a The retailer is reliable because it is mainly concerned with the customers’ interest	4.03	3.77	3.40	3.80	3.71	3.71	0.0021
b The billing system of this operator is trustworthy	3.59	3.50	3.48	3.75	3.85	3.57	0.0306
c The store has accuracy in performing financial transactions	3.48	3.56	3.77	3.69	4.14	3.85	0.0219
Overall Result	3.62	3.66	3.59	3.79	4.00	3.57	0.0244

Table 21 Kruskal-Wallis Test for factor “Frequency of Customer visit to store” classified by CEM antecedent “trustworthiness” Kruskal-Wallis Test

Chi-Square	13.6578
DF	5
Pr > Chi-Square	0.0244

Interpretation

Summary of the kruskal-wallis test presented in Table 21 indicates that p-value (0.0244) is lesser than 0.05 and hence the hypothesis stating “The frequency of retail store visit by customers is not significantly related to the ‘trustworthiness’ antecedents of customer experience management in retail store” is rejected at 0.05 level of significance, so there are significant differences between the frequency of customers store visit and ‘trustworthiness’ antecedent of customer experience management in retail store.

H₀₃: The frequency of retail store visit by customers is not significantly related to the ‘price’ antecedents of customer experience management in retail store.

Table 22 Mean scores of Frequency of Customers Visit to Store on ‘price’ antecedent

Price	Frequency of Store Visit Mean Scores						p-value
	More than once a week	Once a week	Once a fortnight	Once a month	Once in six months	Once a year	
a The retailers have sound and attractive pricing policies for their offerings	3.81	3.85	3.19	3.80	3.28	3.85	<.0001
b I am satisfied with retailers’ flexible pricing for various products or services that meet my needs	3.70	3.63	3.43	3.48	3.71	3.28	0.0636
c The retailer took effective ways to help us know its pricing policies of products and services	3.66	3.67	3.62	3.70	3.57	3.28	0.3576
OVERALL RESULT	3.74	3.67	3.22	3.61	3.57	3.57	<.0001

Table 23 Kruskal-Wallis Test for factor “Frequency of Customer visit to store” classified by CEM antecedent “price” Kruskal-Wallis Test

Chi-Square	26.6377
DF	5
Pr > Chi-Square	<.0001

Interpretation

Summary of the kruskal-wallis test presented in Table 23 indicates that p-value (<.0001) is lesser than 0.05 and hence the hypothesis stating “The frequency of retail store visit by customers is not significantly related to the ‘price’ antecedents of customer experience management in retail store” is rejected at 0.05 level of significance, so there are significant differences between the frequency of customers store visit and ‘price’ antecedent of customer experience management in retail store.

Table 24 Mean scores of Frequency of Customers Visit to Store on ‘retail environment’ antecedent

Retail Environment	Frequency of Store Visit Mean Scores						p-value
	More than once a week	Once a week	Once a fortnight	Once a month	Once in six months	Once a year	
a Experiencing this retail environment has made me well informed	3.92	3.98	3.96	3.89	4.00	4.28	0.2425
b By visiting this retail environment, I learned something	3.59	3.55	3.53	3.84	3.85	3.28	0.0003
c This retail environment stimulated my curiosity to learn new things	3.74	3.50	3.62	3.71	3.85	3.57	0.0653
d This retail environment has been appealing	3.70	3.62	3.75	3.58	3.00	3.14	0.0008
e This retail environment has beautifully translated the central theme to its interior architecture	3.55	3.57	3.68	3.61	3.42	4.00	0.2716
f By experiencing this retail environment, I was able to totally escape from reality	3.74	3.72	3.51	3.63	3.71	3.71	0.7201
OVERALL RESULT	3.74	3.75	3.74	3.83	3.71	3.57	0.1476

Table 25 Kruskal-Wallis Test for factor “Frequency of Customer visit to store” classified by CEM antecedent “retail environment”Kruskal-Wallis Test

Chi-Square	8.4516
DF	5
Pr > Chi-Square	0.1476

Interpretation

Summary of the kruskal-wallis test presented in Table 25 indicates that p-value (0.1476) is greater than 0.05 and hence the hypothesis stating “The frequency of retail store visit by customers is not significantly related to the ‘retail environment’ antecedents of customer experience management in retail store” is accepted at 0.05 level of significance, so there are no significant differences between the frequency of customers store visit and ‘retail environment’ antecedent of customer experience management in retail store.

Table 26 Mean scores of Frequency of Customers Visit to Store on ‘loyalty’ antecedent

Loyalty	Frequency of Store Visit Mean Scores						p-value
	More than once a week	Once a week	Once a fortnight	Once a month	Once in six months	Once a year	
a I would be ready to come and buy something in this retail outlet	4.07	3.82	3.46	3.79	4.14	4.14	0.0004
b I will choose this retail outlet whenever I will be looking for this particular product	3.44	3.45	3.87	3.58	3.57	4.00	0.0032
c offering a next time I would recommend this retail outlet to my friends and acquaintances	3.37	3.49	3.53	3.73	3.28	3.57	0.0064
d I would be ready to pay a higher price in this retail outlet	3.11	3.26	3.39	3.34	2.57	4.42	<.0001
e I would opt to come to this retail outlet, even if another retail outlet would offer lower prices	3.11	3.57	3.74	3.54	3.85	2.85	<.0001
OVERALL RESULT	3.37	3.54	3.51	3.64	3.57	3.85	0.0007

Interpretation

From Table 26 Customers’ Perception of Retail Environment according to selected retail formats the respondents opined that departmental stores look like inviting them and it is blooming and the service is sincere in the stores. And when opined about shopping malls respondents like the stylish atmosphere of the store and well established stores inside the mall. And for specialty stores they ranked the smart, inviting, stylish and others as the specialty features of them. For branded stores they pointed on dynamic, well established and honest service of the stores.

2H₀: The customer experience in a retail format is not significantly related to the customer satisfaction.

Table 27 Customer Experience leading to Customer satisfaction

Customer experience	Customer satisfaction					Total
	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	
Excellent	48	93	12	4	0	157
	5.93	11.48	1.48	0.49	0.0	
	30.57	59.24	7.64	2.55	0.0	
Good	57.14	15.20	16.44	13.79	0.0	540
	32	451	28	17	12	
	3.95	55.68	3.46	2.10	1.48	
Neutral	5.93	83.52	5.19	3.15	2.22	66.67
	38.10	73.69	38.36	58.62	100.00	
	4	40	25	8	0	
Bad	0.49	4.94	3.09	0.99	0.0	77
	5.19	51.95	32.47	10.39	0.0	
	4.76	6.54	34.25	27.59	0.0	
Miserable	0	28	8	0	0	36
	0.0	3.46	0.99	0.0	0.0	
	0.0	77.78	22.22	0.0	0.0	
TOTAL	0.0	4.58	10.96	0.0	0.0	4.44
	0	0	0	0	0	
	0.0	0.0	0.0	0.0	0.0	
TOTAL	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	
	0.0	0.0	0.0	0.0	0.0	
TOTAL	84	612	73	29	12	810
	10.37	75.56	9.01	3.58	1.48	

Table 28 Statistics for Table of Customer Experience by Customer Satisfaction

Statistic	DF	Value	Prob
Chi-Square	12	174.6563	<.0001
Likelihood Ratio Chi-Square	12	142.5128	<.0001
Mantel-Haenszel Chi-Square	1	38.4719	<.0001
Phi Coefficient		0.4644	
Contingency Coefficient		0.4212	
Cramer's V		0.2681	

Summary of the Mantel-Haenszel Chi-Square test presented in Table 28 indicates that p-value (<.0001) is lesser than 0.05 and hence the hypothesis stating “The customer experience in a retail format is not significantly related to the customer satisfaction” is rejected at 0.05 level of significance. Hence, it can be concluded that there exists significant relationship between the customer experience and customer satisfaction. More positive the experience customer got, more will be his / her satisfaction.

Findings of the Study

It is evident from the study that majority of the respondents visit departmental stores, malls, specialty stores and branded stores. About 42 percent of the customers visit the retail formats monthly once and some of them have a frequency of visiting weekly once. It is also observed that majority of the respondents (49.75%) go for shopping with their friends and for nearly 60% of the respondent’s secondary reason in visiting the malls is watching the movies and other type of entertainment.

The hypothesis testing revealed that with regard to customer experience management in retail formats, there are significant differences between the customers family size and ‘loyalty’, frequency of customer store visit and ‘physical appearance’, frequency of store visit ‘responsiveness’ and ‘service orientation’.

With regard to ‘convenience’, ‘reliability’, antecedents of customer experience and frequency of retail store visit also there are significant differences. There are no significant differences between the frequency of customers store visit and ‘personal attention’, ‘promotion’, ‘retail environment’, antecedents, as it was found.

There exists significant differences between the frequency of customers store visit and ‘product’, ‘promotion’, ‘trustworthiness’, ‘price’ antecedents of the customer experience management in retail store formats.

As regards, the impact of customer experience management on customer satisfaction, the statistical analysis revealed that there exist significant relationship between the customer experience management and customer satisfaction. The more positive the experience customer get, more will be the satisfaction.

Mall developments have evolved over a period of time. Today, the country has luxury malls, book malls, and good souks. Though the majority of the malls have an identical look and feel, offering similar attributes and tend to be replicas of each other, there are some unique developments offering customized attributes and features. Hence, modern stores and malls are exploring the excitement attributes that really appeal to its customers for a memorable experience which will earn their loyalty.

Any brand or company in today’s extensive competitive scenario is not looking to satisfy the basic needs or wants of the consumer and instead, it is looking to offer an extra element which has become a necessity in today’s world. Marketing in the retail industry has changed its basic ground rule from 4P’s (Product, Price, Place and Promotion) to customer experience.

It has been observed from the mean values of customer experiences on various items of the stores says that most of the respondents experience is ‘smart’ and it can be seen that majority of the respondents shared that the atmosphere of the store is like inviting, dynamic and stylish. Some of the respondents viewed that the stores are busy, tedious and irritating.

In the current scenario, it is seen that mere customer satisfaction is not enough since the retail landscape offers the customers with unlimited choices and the intensity of competition has been very strong among the numerous players in the market. This clearly forces the retailers to not just understand and satisfy the customers but also to create a superior customer experience.

Service interface has been considered to be important mainly in the case of specialty and branded stores. The other stores being self service formats usually customers may feel that they require very less intervention from the salesperson. In the case of specialty and branded stores a knowledgeable salesperson would be essential to guide the customer in making a choice, this may impact their experience. Hence the retailers shall train their personnel to provide better experience and use cutting edge technology for changing both the operations and the environment of a store.

Customers feel that a richer assortment of products would certainly add to their customer experience in the case of hypermarket. Product assortment is of critical importance to

the customers. Retailers should take care to understand what types of products their customers are looking for and ensure that the right merchandise is available and well-stocked. Thus understanding the choice of the customer enables the retailer to avoid situations that may negatively impact customer experience.

CONCLUSION

Marketers are required to shift their attention from the features and benefits approach advocated by traditional marketing to customer experience management. The retailers in all modern formats need to consider new concepts and approaches to capitalize on the new opportunities offered by experiential marketing. It is essential to focus on various antecedents to create positive customer experiences. The customers' experiences resulting in positive emotional reactions are increasingly being seen as real and sustainable differentiator in the highly competitive Indian retail environment. In India, even though there is a huge investment in the area of retail space development, the challenges for the retailer remain with regard to Infrastructure, Technology, supply chain, human resource, foreign direct investment, etc. Hence the retailers certainly need to find out what matches the consumer requirement and should create value for the consumer.

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