

A STUDY ON INVESTIGATING THE IMPACT OF IN-STORE EXPERIENCES ON CUSTOMER SATISFACTION AND LOYALTY IN CHENNAI

Submitted in partial fulfilment of the requirements for the award of
MASTER OF BUSINESS ADMINISTRATION

by

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

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INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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**INSTITUTE OF SCIENCE AND TECHNOLOGY
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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **K. LAVANYA 42410173** who carried out the Project Training “**A STUDY ON INVESTIGATING THE IMPACT OF IN-STORE EXPERIENCES ON CUSTOMER SATISFACTION AND LOYALTY IN CHENNAI**” under my supervision from October 2023 to December 2023.

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DECLARATION

I **K.LAVANYA(42410173)** hereby declare that the Project Report entitled “**A STUDY ON INVESTIGATING THE IMPACT OF IN-STORE EXPERIENCES ON CUSTOMER SATISFACTION AND LOYALTY IN CHENNAI**” done by me under the guidance of **Dr.M.RAJA Sir** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

In this study consumer satisfaction with the in-store shopping experience is used to predict two measures of retailer loyalty. The first measure is an attitudinal measure of loyalty. The second measure is actual buying behaviour – actual sales recorded in monetary terms and in terms of units bought. The results suggest that a satisfactory in-store shopping experience enhances cumulative or ‘overall’ consumer satisfaction, which in turn enhances both attitudinal loyalty and behavioural loyalty (actual sales).

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CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION

Every business organization's success depends on the satisfaction of the customers. Whenever a business is about to start, customers always come "first" and then the profit. Those companies that are succeeding to satisfy the customers fully will remain in the top position in a market. Today's business company has known that customer satisfaction is the key component for the success of the business and at the same time it plays a vital role to expand the market value. In general, customers are those people who buy goods and services from the market or business that meet their needs and wants. Customers purchase products to meet their expectations in terms of money. Therefore, companies should determine their pricing with the quality of the product that attracts the customer and maintains the long-term affiliation.

The organization should make sure that they are providing full service, equivalent to their monetary value. This will increase the number of customers and holds the long-term relationship between the customer and the organization. And the existing customer will help to attract the new customers by providing or sharing the information about the products and services of the companies. Satisfaction means to feel content after what the person desired or wanted. It is difficult to know whether the customers are satisfied with the availability of the product or services. So, giving satisfaction to the customers is not an easy task, for this different factor is needed to be taken into consideration. Nowadays, competition can be noticed between the business organizations and marketplaces everywhere and has been one of the challenging tasks for the competitors. Though it seems to be tough in the growing market, competitors are developing their marketing channels effectively.

One of the important aspects to ensure the attention of the customers is to provide the best and the most favorable products at this competing market. If a customer's satisfaction is earned, then it is sure that customer loyalty will also come along with it. Moreover, in the absence of the customer, a business organization would not exist. In order to increase the number of the customers, development of customer's satisfaction is

very important. In terms of achieving business goals, these two terms are very important. Hence, the relation of customers and the business organization or market is, therefore, the most important one.

CUSTOMER SATISFACTION AND CUSTOMER LOYALTY

Customer loyalty and satisfaction is vital for modern day business for two main reasons. First, customers are scarce resource it is far easier to obtain from an old customer than from a new one. Second, customer loyalty and satisfaction has a positive effect on the profitability revenues of the company.

Customer satisfaction

Customer satisfaction has been one of the top tools for a successful business. Customer satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time. With marketing, customer satisfaction also comes along with it which means it ascertains the expectation of the customer on how the goods and services are being facilitated by the companies. Actionable information on how to make customers further satisfied is therefore, a crucial outcome (Oliver 1999.) At a glance, customer satisfaction is a crucial component of a business strategy as well as customer retention and product repurchase. To maximize the customer satisfaction companies should sell ideas and methods after the completion with all the necessary documents. As for example, customers will buy a car after taking a closer look at it such as how is the engine, what is its model, how many kilometers it has been traveling, and is there any cracks or not. Therefore, they do not feel disappointed after purchasing it. Otherwise, if the company uses only their sell and build method customers might expect that the car is exactly the same as what they see in the pictures or during the exhibition and later on the company might receive complaint if anything is wrong. Customer satisfaction is a barometer that predicts the future customer behavior (Hill, Roche & Allen 2007.) However, the product and its features, functions, reliability, sales activity and customer support are the most important topics required to meet or exceed the satisfaction of the customers. Satisfied customers usually rebound and buy more. Besides buying more they also work as a network to reach other potential customers by sharing experiences (Hague & Hague 2016.) The value of keeping a

customer is only one-tenth of winning a new one. Therefore, when the organization wins a customer it should continue to build up a good relationship with the client. Providing the quality of goods and services in the 20th century is not only to satisfy the customers but also to have a safe position. Indeed, this has benefited the customers significantly on consuming qualitative products (Rebekah & Sharyn 2004.) Customers often look for a value in the total service which requires internal collaboration among the department that is responsible for different elements of the offering, such as the core product (goods or services) delivering the product, product documentation, etc. Moreover, from profitability and productivity perspectives only activities that produce value for customers should be carried out. Hence, firms have to get to know their customers much better than has normally been. However, the company should be able to build trust with the customer so it is easy to get the feedback from the customer. This is how customer oriented product or service could be developed (Hill, Brierley & MacDougall 2003.) Customer satisfaction is dynamic and relative. Only the idea “customer-centric” can help companies improve satisfaction and keep customer truly, conversely, if competitors improve customer satisfaction, then it may lose corporate customers. While improving customer satisfaction, customer expectations should be noticed. Service quality, product quality and value for money have a direct positive impact on customer satisfaction. Employee satisfaction is equally important before achieving the customer satisfaction. If employees have a positive influence, then they can play a big role to increase customer satisfaction level. Satisfaction is a dynamic, moving target that may evolve overtime, influenced by a variety of factors. Particularly when product usage or the service experience takes place over time, satisfaction may be highly variable depending on which point in the usage or experience cycle one is focusing. (Lovelock, C & Wright, L.2007,86-87.) Customer satisfaction is influenced by specific product or service features and perceptions of quality. Satisfaction is also influenced by customer’s emotional responses, their attributions rather than their perception of equity (Zeithal & Bitner. 2003, 87-89.) Increased customer satisfaction can provide company benefits like customer loyalty, extending the life cycle of a customer expanding the life of merchandise the customer purchase and increases customers positive word of mouth communication. When the customer is satisfied with the product or service of the company, it can make the customer to purchase

frequently and to recommend products or services to potential customers. It is impossible for a business organization to grow up in case the company ignores or disregards the needs of customers (Tao 2014.)

Customers loyalty

Oliver (1999,33) defines loyalty as "a deeply held commitment to rebuild and re-patronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behaviors. "Customer loyalty is viewed as the strength of the relationship between an individual's relative attitude and re-patronage. Although customer satisfaction is a crucial part of a business, satisfaction alone cannot take a business to a top level. Customer satisfaction produces a positive financial result, especially in regular purchases. Today's unforgiving market where creating and maintaining customer loyalty is more complex than it used to be in the past years. This is because of technological breakthrough and widespread of the internet uses. Loyalty building requires the company to focus the value of its product and services and to show that it is interested to fulfill the desire or build the relationship with customers (Griffin 2002.)

Thomas and Tobe (2013) emphasize that "loyalty is more profitable." The expenses to gain a new customer is much more than retaining existing one. Loyal customers will encourage others to buy from you and think more than twice before changing their mind to buy other services. Customer loyalty is not gained by an accident, they are constructed through the sourcing and design decisions. Designing for customer loyalty requires customer-centered approaches that recognize the want and interest of service receiver. Customer loyalty is built over time across multiple transactions.

A relationship with a customer is equally important in customer loyalty and this requires that company work in a broader context that extends beyond itself, as no company can be world class at everything (McDonlad & Keen 2000). Gremler and Brown (1999) divided customer loyalty into three different categories that include behavior loyalty, intentional loyalty, and emotional loyalty. Behavior loyalty is repeating purchasing behavior while intentional loyalty is the possible buying intention. Emotional loyalty, however, is achieved when a customer feels that a brand corresponds with their value, ideas, and passion.

Relation between customer satisfaction and loyalty

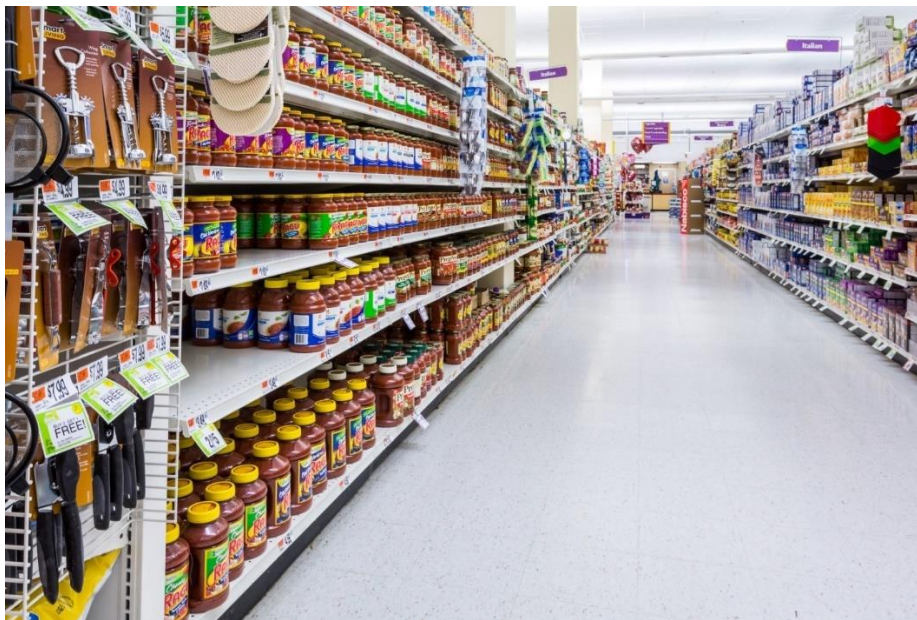
Based on Coyne (1986), there are two critical thresholds affecting the link between customer satisfaction and customer loyalty. On the high side, when satisfaction reaches a certain level, loyalty increases dramatically, at the same time satisfaction declined to a certain point, loyalty dropped equally dramatically (Oliva, Oliver & MacMillan 1992.) The customer is link to a business success. Customer satisfaction and loyalty should be incorporated into the long-term goal of a business. Customer satisfaction is a key element for every organization wishing to increase customer loyalty and create a better business achievement. The role of satisfaction in loyalty largely indicates that the former is a key determinant of the latter (Dick & Basu 1994.)

“Satisfaction” is an attitude, whereas loyalty is described as a behavior. Chen and Wang (2009) suggest a view of customer satisfaction as a kind of consistency evaluation between prior expectations and perceived service performance. Accordingly, the positive evaluation of the product or service that the customer acquires is a major reason to continue a relationship with a company’s service or products, and an important pillar that upholds loyalty. Satisfied customers are thus more likely to repurchase, lower their price sensitivity, engage in positive word-of-mouth recommendation, and become loyal customers (Chen & Wang 2009.)

Customer satisfaction and loyalty represent a top priority of the company's success and profit. Satisfaction does not automatically lead to loyalty it needs a step by step process. Steps are described as customers going through different phases such as awareness, exploration, expansion, commitment, and dissolution. (Arantola 2000.) Customer loyalty can be considered to be a byproduct of customer satisfaction. The satisfaction of business customer leads to customer loyalty (Fornell 1992.) Customer loyalty will increase significantly when satisfaction accomplishes at a certain level and at the same time customer loyalty will decline automatically if the satisfaction level drops to a certain point. Moreover, highly satisfied customers are tending to be more loyal than the customers who are merely satisfied. Overall, it is clear that there is a significant positive relationship between customer satisfaction and customer loyalty. Customer loyalty leads to an increase in both sales and profitability (Chi 2005.)

INSTORE EXPERIENCE

The in-store experience is the set of all the perceptions that customers receive while going through the process of buying a product or service, and even what they feel after closing the transaction. As you can see, the focus is completely related to feelings, emotions and sensations. Taking care of this strategy, without a doubt, can help you change your focus from “I want you to buy from me” to “I want to understand you to advise you better on what to purchase”. By creating a memorable in-store experience for your customers, you are considerably nearer to closing your next sale.



BENEFITS OF IMPROVING IN-STORE EXPERIENCE

Loyalty and trust:

By focusing on the right initiatives, customers will feel committed and involved with your brand community, either because they identify with your values or simply because you gave them a great time, connecting with your customers from the customer side. experiences build a solid bond.

Higher sales:

It is no surprise that standing out and being remembered is one of the main reasons why a consumer becomes a frequent and loyal customer, this can undoubtedly have a positive impact on your commercial numbers.

Brand reinforcement:

Relating your brand with activities and actions can be a great way to make your customers remember you and associate them with something positive. There are various experiences that you can carry out within your establishments or digitally to achieve this.

Word of mouth:

A great in-store experience will always give you something to talk about, and there is no better promotion than those your customers can give you. Creating great experiences will not only build loyalty but will make them invite more people to live that experience.



SIGNIFICANCE OF IN-STORE EXPERIENCES IN INFLUENCING CUSTOMER SATISFACTION AND LOYALTY

In-store experiences play a crucial role in influencing customer satisfaction and loyalty. These experiences contribute to shaping customers' perceptions of a brand, influencing their purchasing decisions, and fostering long-term loyalty. Here are several key aspects of the significance of in-store experiences:

1. First Impressions and Brand Image:

The in-store environment is often the first point of physical contact between a customer and a brand. A positive first impression can create a favorable brand image and set the tone for the overall customer experience.

2. Customer Engagement:

In-store experiences provide opportunities for direct interaction between customers and the brand. Knowledgeable and attentive staff, interactive displays, and personalized services can enhance customer engagement, making the shopping process more enjoyable and memorable.

3. Sensory Appeal:

The physical store allows for a multisensory experience, engaging customers not only visually but also through touch, sound, and sometimes even smell. A pleasant sensory experience can leave a lasting impression and contribute to customer satisfaction.

4. Tactile Interaction:

In-store shopping allows customers to physically interact with products, try them out, and make informed decisions. This tactile experience is often lacking in online shopping and can contribute significantly to customer satisfaction.

5. Personalization and Customization:

In-store experiences provide opportunities for personalized interactions, where staff can offer tailored recommendations and assistance based on individual preferences. This personal touch can enhance customer satisfaction and build a sense of loyalty.

6. Instant Gratification:

In-store shopping offers the advantage of immediate product availability. Customers can take their purchases home immediately, satisfying their desire for instant gratification,

which may contribute to higher satisfaction levels compared to waiting for online deliveries.

7. Problem Resolution:

In-store interactions allow for real-time problem resolution. Customers can seek assistance, ask questions, and address concerns immediately, leading to quicker issue resolution and an improved overall experience.

8. Brand Trust and Credibility:

A well-designed and well-maintained physical store can enhance a brand's credibility and build trust with customers. Trust is a crucial factor in customer loyalty, and in-store experiences contribute to establishing and reinforcing this trust.

9. Emotional Connection:

In-store experiences have the potential to evoke emotions and create a strong emotional connection between the customer and the brand. Positive emotions associated with the shopping experience can contribute to long-term loyalty.

10. Cross-Selling and Upselling Opportunities:

In-store interactions provide opportunities for suggestive selling, cross-selling, and upselling. Skilled staff can recommend complementary products, increasing the average transaction value and strengthening the customer's connection with the brand.



1.2 STATEMENT OF THE PROBLEM

The study of research purpose is to learn about the customer interaction with store and decode the relationship between customer satisfaction and loyalty

1.3 NEED FOR THE STUDY

- Customer satisfaction should be of great concern in all organization.
- Customer satisfaction plays the key role in the growth of any Industry.
- Customer satisfaction is one way in which on organization gets establishment and gains recognition among the public.
- The study will help in finding out where the store lacks behind and how can it improve and it also help to understand the satisfaction of customers at various levels.

1.4 OBJECTIVES OF THE STUDY

- To Study about the Product Presentation and Merchandising.
- To Analyze Staff Interaction and Customer Service.
- To Evaluate Convenience and Accessibility.
- To Assess Overall Customer Satisfaction.

1.5 SCOPE OF THE STUDY

- To study the customer satisfaction and value.
- To study the customer preference of products.
- To know the attracting feature that makes the customers to visit again.
- To evolve Staff Behavior.
- Implementing total quantity management.

CHAPTER – 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

M. Najib, Deddy Saefuloh (2021)

Measuring service quality in the traditional markets to be very interesting, especially linked to in-store logistics, satisfaction, and loyalty of traditional markets customer. The purpose of this research is to analyze the influence of retail service quality and in-store logistics, on customer satisfaction and loyalty in the Indonesian traditional market context. The model proposed is to study the relationship between retail service quality and in-store logistics, satisfaction, and commitment. This research has been conducted on 400 customers in 16 traditional markets in West Java, Indonesia. A procedure of structural equation modeling has been applied to evaluate the proposed research model. The methodology used consists of two stages. The first step was to check the construct validity through Convergent Validity (CV), Average Variance Extracted (AVE), Construct Reliability (CR), and Discriminant Validity (DC). Secondly, structural equation modeling. The results reveal that retail service quality has positively influenced loyalty, however, they show a non-significant effect on customer satisfaction. On the other hand, in-store logistics have positively influenced customer satisfaction, but not customer loyalty. Furthermore, satisfaction also positively influences loyalty.

Charles Sugianto (2019)

The growth of interest in coffee consumption in the community, especially in Indonesia has caused the coffee shops industry in Indonesia grow rapidly. This resulted Dunkin' Donuts as one of the coffee shops having to be able to face competitors and adapt to trends. To survive in this competitive business, Dunkin' Donuts consistently forced to modify and innovate to meet the changing needs and preferences of various consumer targets segments. Effort that can be done is to improve the weakness and the quality of service. Not only that, atmosphere of the store that makes customers feel comfortable should be considered because it can affect consumer satisfaction. It is crucial to

apprehend service quality and satisfaction towards coffee shops along with customers' wants. The level of customer satisfaction is important indicator in determining the success or failure of a product or service market in the community where in determining the level of satisfaction there are some indicators such as desire, expectations, and needs where the needs must exceed consumer expectations for consumers feel happy so they are loyal to the products and services. Therefore, service quality and store atmosphere become important to learn and needed to determine the right decisions in develop customer satisfaction and loyalty.

Yibei Pu, N. Zaidin, Yaodong Zhu (2023)

China's coffee sector is experiencing a transformation related to sustainability. While the media have reported various novel coffee brands in China, scholars have mostly focused on established non-Chinese coffee brands. These studies still cite the relevance of the growing middle class, which adopts coffee as part of an 'exquisite Western lifestyle' and form the antecedents of brand loyalty from an established coffee brand perspective. These antecedents may not directly apply to novel coffee brands that face the changing consumption habits of younger Chinese consumers, who stress coffee's functionality and price performance. Drawing on a social service perspective, this study addresses how E-brand experience and in-store experience each affect customer satisfaction and brand loyalty, as well as the role of customer's self-brand congruity. The conceptual model was empirically tested using an online survey of 332 Chinese novel coffee brand customers. Our results suggest that E-brand experience (EBE) and in-store experience (SBE) both affect customer satisfaction (CA), with each relationship moderated by self-brand congruity (SBC); CA mediates the relationship between EBE and brand loyalty and that between SBE and brand loyalty. Moreover, younger respondents in this study were more likely to develop customer satisfaction and brand loyalty toward novel Chinese coffee brands.

Mallika Srivastava (2018)

The authors of the study are inquisitive to understand the relationship between Service Encounter and Retail Experience under the dynamic business environment in India. The

purpose behind conducting this study was to examine the link between the customers' idea of a retail customer experience (CE), service encounter and its effect on satisfaction and loyalty and to further establish the effect of loyalty programs on these links as well. The study was undertaken in Pune city, which is well established, and it has been evident to observe and possibly imitate entrance of international competitors. The data was collected using convenience-sampling technique from the Major supermarkets, hypermarkets, malls and single brand retail stores of Pune with or without loyalty programs based on their location and model of operations. In addition to that, partly data was collected using google forms to capture the attitude of retail customers from major cities such as Delhi, Mumbai, Kolkata, Hyderabad and Ludhiana. The findings confirmed the model of customer experiences and service encounter leading to customer satisfaction and customer loyalty and supported positive relation with customer satisfaction. However, it discarded the role of loyalty programs membership in enhancing customer loyalty.

Avianto Dimas Praditya, S. Astuti (2018)

Customer Loyalty is an asset that must be maintained by the company. If a customer has a high degree of loyalty, then the costumer is more likely to use the service of the company again in the future. Lion Air is one of the largest airlines in Indonesia. However, Lion Air faced many problems such as the lack of punctuality and unsatisfactory of service. This study purpose is to analyze the impact of Service Quality, Customer Perceived Value, and Brand Experience on Loyalty with Customer Satisfaction as intervening. Data collection technique used in this study is non-probability sampling technique using purposive sampling with criteria Lion Air customer in Java Island who have used Lion Air service for at least twice in the past year. The number of sample collected were 168 respondents. To analyze the impact of independent variable on intervening variable and intervening variable to dependent variable, multi linear regression analysis was used. The result of this study showed that Service Quality have positive impact on Customer satisfaction (first hypothesis supported). Second hypothesis which state that Customer Perceived Value have positive impact on Customer Satisfaction is accepted as well. The third hypothesis which state that Brand Experience

have positive impact on Customer Satisfaction is accepted. The coefficient of determination test result stated that all three variables have an impact of 88,9% on intervening variable. The fourth hypothesis which state that intervening variable Customer Satisfaction have positive impact on dependent variable Loyalty is accepted. The coefficient determination test result stated that intervening variable have an impact of 85,4% on dependent variable. Lion Airlines are recommended to develop their service, appearance, promotion, and punctuality.

Miyoung Jeong, J. Cha, D. Jang (2016)

This study examined effects of service quality, reliability, responsiveness, assurance, tangibles and empathy on customer satisfaction and customer loyalty by surveying users of Jangsu Horse Riding Experience Course at a time that an interest in horseback riding experience increases. Hypothesis was tested by conducting frequency analysis and regression analysis. It was found that for service quality and customer satisfaction of horseriding experience which is hypothesis 1, all dimensions except empathy were significant. It was revealed that hypothesis 2 which customer satisfaction will have a significant influence on customer loyalty is significant. It was found that hypothesis 3 which service quality will have an influence on customer loyalty is significant except assurance of service quality. Findings of this study suggest that empathy in customer satisfaction and assurance in customer satisfaction should be improved.

T. W. Andreassen, Bodil Lindestad (1998)

Based on theory from consumer behavior and cognitive psychology, the purpose of this paper is to discuss and test corporate image and customer satisfaction as two routes to customer loyalty. Based on data from 600 individual customers categorized as having high or low service expertise of three companies within the package tour industry, a conceptual model is proposed and tested empirically using structural equation modeling. The data used in the study are included in The Norwegian Customer Satisfaction Barometer. The paper concludes by claiming that for complex services, corporate image and customer satisfaction are not two separate routes to customer loyalty. Corporate image impacts customer loyalty directly whereas customer satisfaction does not. This

finding was consistent with high and low service expertise. These results challenge the disconfirmation paradigm which predicts customer satisfaction as the primary route to customer loyalty. From a managerial perspective, information regarding the relative strength of the two routes is vital with regard to resource allocation in order to improve customer loyalty.

K. Koay, Chee Wei Cheah, Yi Xuan Chang (2022)

The main purpose of this study is to explore how online food delivery (OFD) service quality influences customer satisfaction and customer loyalty. Design/methodology/approach A total of 307 useable data collected from existing users of OFD services in Malaysia are used to verify the proposed hypotheses through partial least squares structural equation modelling (PLSSEM). Necessary condition analysis (NCA) is also conducted to identify the necessary conditions for customer satisfaction and customer loyalty. Findings The PLS results show that five dimensions of OFD service quality, including assurance, maintenance of meal quality and hygiene, reliability, security and system operation, are significant to customer satisfaction. Traceability is found to have no significant influence on customer satisfaction. Furthermore, customer satisfaction is a significant predictor of customer loyalty. The NCA results show that all dimensions of OFD service quality are necessary conditions for customer satisfaction and customer satisfaction is a necessary condition for customer loyalty. Originality/value Past studies have mainly utilised the sufficiency logic to understand customer satisfaction and customer loyalty in the context of the OFD. This study is the first to perform NCA that relies on necessity logic to identify necessary conditions for customer satisfaction and customer loyalty.

S. Raza, A. Umer, A. Dahri (2020)

This study explores the service quality dimensions in Internet banking and their impact on ecustomer's satisfaction and e-customer's loyalty. This study tries to inspect the structural association between Internet banking service quality, electronic customer satisfaction and electronic customer loyalty based on separate constructs. Design/methodology/approach In this present research, quantitative approach is applied. The data is gathered from 500 bank clients in Pakistan by using structured

questionnaires, and the theoretical model is tested by partial least square structured equation modeling (PLS-SEM). Moreover, convergent validity and discriminant validity were assessed. Findings show that all the dimensions are found to have a positive and significant influence on customer satisfaction while customer's satisfaction has a significant and positive impact on customer's loyalty. Findings indicate that service quality plays a very important role in every society, as it has become the basis for how customers interpret online banking and, in the end, how it interacts and operates with online services. Practical implications This research adds up considerably to the literature of bank marketing, and it is also fruitful for the academicians since it demonstrates the way Internet banking service quality determinants predict e-satisfaction of clients which ultimately raises the e-loyalty of clients. This study is useful for those E-retailers and managers who want to grab etailing market. Originality/value This research suggests a model which ultimately enhances customer loyalty towards Internet banking service quality through customer satisfaction in Pakistan. It involves modified model of E-SERVQUAL (user friendliness, efficiency of websites, personal need, and site organization) which connects it to electronic customer satisfaction and electronic customer loyalty. Therefore, it will assist the Internet banking sector in building effective marketing tactics, establishing long lasting relationships with clients and acquiring the competitive edge in the market.

T. Mofokeng (2021)

The COVID-19 pandemic has expedited the growth of e-commerce in South Africa, as in global markets, strengthening online shopping exchange relationships. Businesses seek advanced models of the online shopping dimensions that are appropriate for tailoring services to customers. The data collected included customers' perceived information quality, privacy concerns, perceived security, product variety, and product delivery as antecedents of customer satisfaction, while information quality and satisfaction were specified as key determinants of customer loyalty. A total of 287 completed responses were analysed using structural equation modelling. The results indicate that the customer satisfaction of online shoppers is influenced by product delivery, perceived security, information quality, and product variety. Customer satisfaction and information quality

determine customers' loyalty towards web stores. In its originality, the paper reveals that product delivery and satisfaction relationship are moderated by e-commerce experience exceeding five years. The paper concludes with managerial implications for online shopping in aiming to build customer loyalty.

Christian Homburg, Annette Giering (2001)

Previous empirical research on the relationship between customer satisfaction and loyalty has largely neglected the issue of moderator variables. In a consumer-durables context the authors analyze the moderating effect of selected personal characteristics on the satisfaction–loyalty link. The empirical findings, which are based on multiple-group causal analysis, show that the strength of the relationship between customer satisfaction and loyalty is strongly influenced by characteristics of the customer. Specifically, variety seeking, age, and income are found to be important moderators of the satisfaction–loyalty relationship.

Ping-Lung Huang, B. Lee, Ching-Chin Chen (2019)

The main purpose of this study is to explore how service quality and brand awareness influence customer satisfaction and loyalty in the business-to-business (B2B) technology service industry. Most studies in the area apply to business-to-consumer situations, such as the hospitality industry. The B2B technology services of calibration laboratories require strict adherence to measurement standards and the revision of any instrumental error. We use a PZB model of customer satisfaction and loyalty to design a questionnaire and collect customers' data. Multiple regression analysis is performed on the data to verify our proposed hypotheses. The study results show that service quality positively impacts customer satisfaction, customer satisfaction positively impacts customer loyalty, and brand awareness positively impacts the relationship between service quality and customer satisfaction. The study results give empirical support to various theories and provide insights; managers of companies in the B2B technology service industry can use these insights to boost customer satisfaction through service quality improvement actions. This study demonstrates that the PZB model can be applied in calibration laboratories for strengthening service quality, customer satisfaction, and customer loyalty. Furthermore,

the current findings can serve as a reference point for future research in the B2B technology service industry.

Zhilin Yang, R. Peterson (2004)

It is a marketplace reality that marketing managers sometimes inflict switching costs on their customers, to inhibit them from defecting to new suppliers. In a competitive setting, such as the Internet market, where competition may be only one click away, has the potential of switching costs as an exit barrier and a binding ingredient of customer loyalty become altered? To address that issue, this article examines the moderating effects of switching costs on customer loyalty through both satisfaction and perceived-value measures. The results, evoked from a Web-based survey of online service users, indicate that companies that strive for customer loyalty should focus primarily on satisfaction and perceived value. The moderating effects of switching costs on the association of customer loyalty and customer satisfaction and perceived value are significant only when the level of customer satisfaction or perceived value is above average. In light of the major findings, the article sets forth strategic implications for customer loyalty in the setting of electronic commerce.

Herbert Woratschek, Chris Horbel, Bastian Popp (2020)

In light of the recent developments in marketing theory, namely service-dominant logic and value co-creation, the development of customer satisfaction and customer loyalty deserves reconsideration to broaden the mostly firm-centric earlier approaches. We propose a framework that includes the contributions of co-creating actors and identification with the firm as antecedents of customer satisfaction and loyalty. This framework can be adapted to a context by defining a context-specific set of actors and their unique reciprocal relationships. Two quantitative studies conducted in the professional German soccer leagues demonstrate that multiple actors (event organizer, teams, and fans) roughly show the same effect on customer satisfaction. Moreover, identification has both direct and indirect (i.e. via customer satisfaction and perceived social actors' contributions) influence on customer loyalty. The results imply firm activities

have limited influence on customer satisfaction and loyalty. As a result, managers must identify strategies to facilitate value co-creation among all relevant actors.

Neale J. Slack, Gurmeet Singh (2020)

The purpose of this study is to determine the effect of service quality on customer satisfaction and loyalty and the mediating role of customer satisfaction in the supermarket sector. In total, 480 supermarket customers participated in an intercept survey in four urban centres of Fiji. Descriptive statistics were used to determine the level of service quality provided by supermarkets, and inferential statistics to determine the gap between customer's service quality expectations and perceptions and to test the research hypotheses. The findings indicate service quality of supermarkets is perceived as being unsatisfactory, service quality significantly affects customer satisfaction and loyalty and customer satisfaction partially mediates the relationship between service quality and customer loyalty reducing customer's perceptions of service quality, leading to lower customer loyalty. This study provides an indication as to where supermarkets should target their marketing attention and scarce corporate resources and may help in their efforts to service, satisfy, retain and attract more long-term loyal customers in the increasingly competitive supermarket sector. This research could inform government policy makers in sequencing the supermarket sector transformation and assist local supermarkets to adapt to this changing retail landscape. This study advances our understanding of the effect of service quality on customer satisfaction and loyalty and the mediating role of customer satisfaction in the supermarket sector.

Anne Michel et.al., (2017)

Managers/Policy makers trust that in-store music effectsly affects clients' reactions; thus, it is broadly utilized as a part of various administration settings, for example, general stores and bistros. Be that as it may, earlier research demonstrates uncertain outcomes about the impacts of in-store music in particular positive, non-noteworthy and even negative impacts. To reveal more insight into the genuine impacts of in-store music, the writers give an efficient writing audit of diary articles to investigate such impacts in six habitually examined benefit settings: markets, retail, eateries, bars, cafeterias and banks.

The present writing audit has three targets. To start with, the creators build up a reasonable system to give structure and direction to the examination stream about in-store music in benefit settings. Second, the creators investigate the presence of in-store music (i.e., regardless of whether the nearness of in-store music helps, has no impact and also on the plan of in-store music for each administration setting independently (i.e., how in-store music must be intended to have useful impacts). Third, in the wake of expounding existing conditions (what do we know?), this survey recognizes territories for future research (what do we have to know?).

Chanthika Pornpitakpan et.al., (2017)

This examination utilized a try different things with 102 Singaporean working grown-ups to inspect the impacts of salespersons' retail service quality (SRSQ) and purchasers' disposition on impulse purchasing (IB) and store-return to goals. The outcomes demonstrate that buyers accepting great SRSQ display more prominent IB and store-return to goals than do those getting poor SRSQ, and buyers in a positive state of mind indicate more prominent IB than do those in a negative disposition. Temperament completely intercedes the impact of SRSQ on IB as far as buy amount and somewhat/integrally intervenes the impact of SRSQ on IB as far as buy goals and store-return to expectations. This examination offers bits of knowledge into the full of feeling and psychological components of IB and store-return to expectations in a particular retail setting. The discoveries enable retailers to encourage buy conduct and enhance consumer loyalty in administrations. Moral utilization arrangements and practices could likewise fuse the IB instrument detailed in this examination. Future research openings are talked about.

Constantinos-Vasilios Priporas et.al., (2017)

Retailing is seeing a change because of quick mechanical improvements. Retailers are utilizing shrewd advancements to enhance shopper shopping encounters and to remain focused. The greatest future test for advertising and thus to retail is by all accounts age Z, since individuals from this age appear to carry on distinctively as purchasers and are more centered around development. The point of this paper is to investigate Generation Z buyers' present discernments, desires and suggestions as far as their future

associations in keen retailing settings. To do as such, we utilized a subjective approach by leading a progression of semi-organized inside and out meetings with 38 college understudies purchasers in the UK advertise. The discoveries demonstrated that keen advances impact age Z customers' encounters. Also, this specific gathering of purchasers expects different new gadgets and electronic procedures to be generally accessible, along these lines offering buyers more self-rule and speedier exchanges. Also, they anticipate that the innovation will empower them to settle on more educated shopping choices. Interviewees additionally focused on the significance of preparing purchasers how to utilize new brilliant retailing applications. Also, a portion of the members were incredulous about the impacts of further propelling keen retailing on part of the activity showcase. Applicable hypothetical and commonsense ramifications are additionally given.

Eugene Sivadas and Rupinder Paul Jindal (2017)

Researchers have conceptualized and estimated consumer loyalty in a few distinctive courses, for example, general fulfillment and relative fulfillment. This paper expects to ponder if how one conceptualizes consumer loyalty matters. The creators think about if key traits of consumer loyalty contrast in their effect in view of how fulfillment is conceptualized. Moreover, they look at the impacts of these elective measures of fulfillment on word of mouth (WOM). The creators direct three overview examines: at a solitary freely claimed eatery (n = 248); crosswise over eateries utilizing a national example of respondents (n = 208); and crosswise over apparel retailers utilizing a neighborhood test of respondents (n = 214). The researcher's dissected information utilizing iterative apparently irrelevant relapse and recursive arrangement of conditions with connected blunders. The center offering (sustenance quality or stock quality) and administration impact general fulfillment about similarly; in any case, impact of the center offering on relative fulfillment is more than that of administration. Besides, while general fulfillment impacts WOM, relative fulfillment does not. Along these lines, concentrating exclusively on the center offering to enhance relative fulfillment may not be sufficient. Positive WOM is created when clients are general happy with the brand which requests both a predominant center offering and also high administration. Firms should go for

general best execution instead of just better relative execution. To the best of the creators' learning, this is the main paper to at the same time think about these two elective measures of consumer loyalty alongside their precursors and impact on WOM.

Ernest Emeka Izogo et.al., (2017)

The Author investigated the determinants of relationship quality (from now on alluded to as RQ) and its effect on client reliability inside a developing retail keeping money showcase through a double focal point hypothesis. The examination sources were selected from a city in south eastern Nigeria. A quantitative information got through bank-capture strategy and online review from 332 clients of retail managing an account administrations shaped the last database. The proposed show and by suggestion the exploration speculations were tried utilizing incomplete minimum squares auxiliary condition displaying technique. Results demonstrate that client introduction, skill, and data sharing are jolt factors that straightforwardly impact the builds of RQ (i.e. trust and fulfillment and in a roundabout way impact client devotion through the builds of RQ. The paper likewise exhibits that the boost factors are immediate indicators of purchasers' reaction. The proposed demonstrate clarified 49% of the aggregate difference in client unwaveringness. Client introduction, skill and data sharing are boost factors that enhances RQ and client reliability.

Herb Sorensen et.al., (2017)

This exploration affirms exact examples about in-store practices in view of an extensive number of shops and store visits, particularly 654,000 exchanges in 40 grocery stores, hypermarkets, accommodation and claim to fame stores in the USA, UK, China, and Australia. Incorporating new information with past discoveries features that: (i) numerous shopping trips are short; (ii) customers ordinarily just cover a little extent of the store on any excursion, and (iii) the heterogeneity of key conduct measures (store scope, number of things purchased, and trip length) is generalizable crosswise over nations, most store configurations, and store estimate. These examples can encourage retailers and producers benchmark and anticipate conduct and give a base to advance hypothetical improvements.

Fandy Tjiptono et.al., (2017)

This examination expects to look at and think about moral discernments between sexual orientations on different possibly untrustworthy customer circumstances in Indonesia and Thailand. A review was led by dispersing self-controlled polls to an accommodation test of college understudies in two huge urban communities in Indonesia and Thailand. In Indonesia, there are 278 respondents and for Thailand, there are 158 members. Most respondents matured between 18-24 years. Indonesian young people were found to trust that "inactively profiting", "sketchy activity", and "downloading" are more untrustworthy than Thai adolescents do. The connection amongst sexual orientation and customer morals isn't reliable in Indonesia and Thailand. Female young people in Indonesia had a tendency to be more moral in four out of seven measurements of Consumer Ethics Scales than their partners, while no sexual orientation contrasts were found in Thailand. The outcomes demonstrate the distinctive buyer morals amongst Indonesia and Thailand that may reflect social varieties, where Indonesia is more multicultural than Thailand. The blended discoveries of the sex contrasts may recommend that there are no natural sexual orientation contrasts in purchaser morals. Further, the outcomes likewise give suggestions to instructors and open strategy producers in the two nations to energize more dynamic parts played by colleges in building moral affectability among future pioneers.

Hee Jin Hur et.al., (2017)

This investigation looked to examine the effect of shopper technological and fashion imaginativeness on utilization aim to utilize a form picture seek application. In light of the Technology Acceptance Model (TAM), which was demonstrated very powerful, the investigation presented an extra factor of fun loving nature to check the connection between factors identified with mechanical imaginativeness and design inventiveness. Customers with a high level of mechanical inventiveness tended to discover the design application simple to utilize, got delight from utilizing it, and embraced it if the application is valuable. Be that as it may, those with a high level of design imaginativeness received the form benefit just on the grounds that it was amusing to utilize as opposed to advantageous or valuable. What's more, this investigation broke down the distinctions in

acknowledgment concerning accomplice gathering, especially with respect to millennial purchasers contrasted with their develop partners. The aftereffects of this examination enhanced comprehension of the generational contrasts in tolerating creative promoting innovation.

Park Thaichon (2017)

Aimed to understand comprehension of youngsters impression of web based shopping and to investigate the degree of its selection inside the retail segment. This examination additionally attempts to research the part of age in the improvement of kids' impression of online buy. Semi-organized meetings were led with 35 youngsters matured 8 to 15 years of age, and 28 guardians in Australia. Layout examination was completed to investigate the information. The outcomes demonstrate that youngsters matured 8 to 11 and matured 12 to 15 were distinctive in their conduct and impression of web based shopping. The outcomes from the meetings propose that the level of youngsters' internet shopping fluctuates and is affected by numerous variables, for example, age, parental direction, informal organizations, and associate impact. The hole in the information of the internet additionally brought about the invert socialization and allowed more power for kids. What's more, online networking have turned into a rising compelling socialization specialist reinforced by early utilization of the Internet. As far as the inventiveness, the investigation gives exact confirmation identifying with youngsters' observations and conduct in the online condition as purchasers, which stay under-examined in the promoting writing. In addition, the part of youngster's age was consolidated in the examination, enabling more bits of knowledge to be acquired.

Anna Perry and Telin Chung, (2016)

This paper is to comprehend Eco- Apparel utilization conduct in buyers who think about the earth. A snowball sampling method was utilized to select 16 members for top to bottom meetings. Findings— Two disposition conduct holes existed: the hole between natural state of mind and Eco- Apparel acquiring behavior; and the hole between Eco- Apparel demeanor and Eco- Apparel buying conduct. There were two associations: item and passionate advantages led to Eco-Apparel buying behavior; and individual money saving advantages, enthusiastic advantages, and financial contemplations led to Eco-

Apparel utilizing and arranging conduct. These holes and associations proposed members have certain guidelines with respect to Eco-Apparel utilization. To begin with, the standard of obtaining Eco-Apparel was the same as consistent apparel. Second, members did not have any desire to exhaust much exertion. Third, for a few members, enthusiastic advantages (e.g. fun, positive sentiment, fulfillment) were essential. The little example measure and the snowball inspecting strategy restrict speculation of the investigation's discoveries. These findings may hold any importance with apparel producers and retailers who need to re-authorize buyers' uplifting states of mind prompting genuine buy and utilization practices.

Christoph Teller et.al., (2016)

Stores in retail and other administration agglomerations, for example, high roads and shopping centers, rival each other for clients. However they may likewise participate with each other in connection to operational and showcasing matters inside the agglomeration in which they are found. The point of this paper is to examine the effect of both rivalry and collaboration, i.e. coopetition, on agglomeration and store execution. Drawing on the system face off regarding, this paper builds up a theoretical model and tests it in three particular agglomerations, each in a urban setting, specifically first-and second-arrange high roads and in addition an internal city retail and administration bunch. A sum of 277 store directors filled in as key sources in our review. Change based auxiliary condition displaying uncovers that both rivalry and participation enhance agglomeration execution specifically. Regardless of rivalry having a negative direct impact on stores' execution, the general impact is immaterial. Participation influences store execution decidedly yet just by implication. The commitment of this paper is to uncover and substantiate the intricate nature and advantages of the impacts of the coopetition of stores situated inside agglomerations. All the more broadly it underlines the significance of supervisors of agglomerations understanding the varying impacts of rivalry and collaboration and utilizing this comprehension in their administration basic leadership.

Jayesh D. Patel et.al., (2015)

Retail area makes due notwithstanding serious rivalry caused particularly by out shopping movement. Outshopping includes resident urban or rural of one zone heading

out to another territory, normally bigger retail improvements, to purchase merchandise. This training is of extraordinary worry to retailers especially when buyers out shop regardless of whether the item is accessible locally. This investigation means to see how psychographics impact the affinity to out shop among urban and country shoppers, and all the more particularly to discover which items they purchase. It breaks down a quantity test of 298 usable reactions from urban and provincial territories of northern Gujarat. An organized poll was directed through overview approach. From an exploratory investigation, six components were separated and relapsed with an affinity to out shop among customers, trailed by the examination of fluctuation to figure out which items were out shopped by buyers. The investigation exhibits that country shoppers penchant to out shop is impacted by elements, for example, outlet inclined, neighborhood association, and efficient suppositions, urban customers affinity to out shop is affected by voyaging focused, out shopping premiums, and efficient sentiments. Moreover, provincial purchasers out shop for sports products and deck materials, while urban customers out shop for kids' garments and favor things for women's utilize. This examination can assist retailers with tailoring make their correspondence techniques for rustic and urban customers. Moreover, it can contribute essentially in understanding the retail stream for particular item classifications, which thus, can help retailers in planning advertising blend methodologies for extending their client base.

Kristina Melis et.al., (2015)

More and more basic supply retailers are getting to be multi-channel retailers, as they are opening an online option beside their customary disconnected general stores. While the quantity of multi-channel basic supply customers is additionally extending at a quick development rate, there are still substantial contrasts in internet shopping recurrence, and subsequently, in the levels of involvement with purchasing in the online basic supply channel. This examination needs to (i) recognize the fundamental drivers of online store decision and (ii) investigate if and how these drivers change when multi-channel customers increase online shopping for food encounter. We explore this inquiry with an online store decision demonstrate utilizing purchase information of a broad UK family unit board over a two-year time span, covering all multi-direct retailers in the basic need

advertise. Our outcomes demonstrate that multi-channel customers, toward the beginning of online shopping for food, have a tendency to choose the online store having a place with an indistinguishable chain from their favored disconnected store, particularly when the online store is firmly coordinated with the disconnected store regarding collection. At the point when online shopping for food encounter increments, multi-channel customers center movements from an examination inside an anchor crosswise over channels to a correlation crosswise over chains inside the online channel, bringing about an expanding significance of online collection appeal and online dependability while picking an online store.

Koen Pauwels, Scott A. Neslin (2015)

A critical choice firms confront today is which channels they should make accessible to clients for exchanges. We survey the income effect of adding bricks-and-mortar stores to a company's as of now existing collection of inventory and Internet channels. We decay the income affect into client procurement, recurrence of requests, returns, and trades, and size of requests, returns, and trades. We utilize a multivariate gauge technique to evaluate the effect of including the physical store channel these income parts. As estimated, store presentation rips apart list deals and has substantially less effect on Internet deals. Additionally as guessed, returns and trades increment. Strangely, exchange sizes of purchases, returns, and trades don't change. The accessibility impact creates a net increment in purchase recurrence crosswise over channels. This more than adjusts for expanded returns, creating a net increment in incomes of 20% by including the store channel. Our discoveries yield a more profound comprehension of the income connection amongst channels, and of the dynamic cross-channel impacts of showcasing activities.

Lala Hu and Francesca Checchinato (2015)

This paper examined the part of nation of brand (COB) correspondence inside the retail condition of developing markets. Drawing from the writing on store picture, we built up a structure to break down static and dynamic components of COB correspondence. By receiving an inductive approach, we examined COB use in an example of 20 stores of Italian design marks in China utilizing the puzzle shopping method. Given the expanding

development of e-retailing in China, the in-store perception is supplemented by an examination of the utilization of COB inside the brands nearby site and web based business page. Keeping in mind the end goal to have a multi-layered portrayal of the marvel, inside and out meetings with directors of Italian firms in mold industry are done. Discoveries affirm that retailing speaks to an essential correspondence direct for firms working in China; in any case, the aftereffects of the member perception demonstrate that COB is a sign data used just by a little level of the example, basically in a printed and famous way. Administrative ramifications are talked about on the degree to which COB correspondence in store ought to be overseen inside a viable promoting technique in accordance with the nation and customer qualities keeping in mind the end goal to improve the brand picture in a developing business sector like China.

Archana Kumar and Youn-Kyung Kim (2014)

Despite their centrality inside the clothing business, retailers offering only their own particular image of attire (single- mark clothing retailers) have not been inspected for the connection between their store condition and client reactions. This examination investigates the impact of store condition on client's interior assessments and conduct toward single-mark attire retailers. Further, to comprehend the store-as-a-mark methodology, this investigation analyzed whether clients have comparable intellectual and full of feeling recognitions 36 toward the store versus stock. A shopping center capture review was directed and a non-recursive structural equation show was utilized to test the proposed theories. This examination found that social, plan, and encompassing signs and additionally stock prompts impact interior assessments and at last approach conduct toward single-mark attire retailers. This examination likewise certified that the store-as-a-mark idea is substantial for a solitary brand clothing retailer.

Gopal Das (2014)

This examination inspected the influencing factors that impact Indian consumer's state of mind toward retailers and purchase goal from the retailers. A poll was utilized to gather information utilizing efficient examining from retail establishment customers of age 18 years or more in Kolkata, a metropolitan city of India. Structural equation demonstrating (n=355) was utilized to inspect the effect of influencing factors on consumers³ state of

mind toward retailers and the effect of consumer's demeanor toward retailers on purchase goal. Results showed that the elements to be specific self-congruity, retailer mindfulness, retailer affiliations and retailer saw quality have noteworthy positive effects on consumer's state of mind toward retailers. The outcomes likewise demonstrated that consumer's mentality toward retailers emphatically impacts purchase expectation. Ostensibly, this paper was the first to investigate such linkages between the influencing factors that impact consumer's demeanor toward retailers and purchase expectation in Indian setting.

Wanmo Koo et.al., (2014)

Recognizing that a customer's congruity judgment with a store picture can be framed with both genuine and perfect mental self portraits, this examination researches the differential impacts that these two congruity judgments may have on a buyers assessment of an online store. The outcomes demonstrate that the closer the picture of an online store is to the buyers genuine self, the all the more positively the store is assessed. Curiously, be that as it may, the closeness between the picture of an online store and a shoppers perfect self negatively affects purchaser assessment toward the store. The outcomes additionally demonstrate that the positive visual prompts of an online store produce purchaser enchant more essentially than data signals do. Buyer enchant is found to altogether expand the aim to make an underlying purchase from the store.

Anders Parment (2013)

This paper shows some huge experimental discoveries about generational associates and their shopping conduct. Showcasing has since quite a while ago depended on the utilization of market division. While birth age 37 has been a valuable method to make gatherings, it depicts portions yet does not comprehend fragment inspirations. Be that as it may, ecological occasions experienced amid one's transitioning make esteems that remain moderately unaltered for the duration of one's life. Such qualities give a typical attach to those in that age gathering, or generational partner. Fragmenting by coming of age gives a more extravagant division approach than birth age. This examination thinks about two huge companions: Baby Boomers and Generation Y, as for their shopping conduct and purchase contribution for nourishment, garments and cars. For the three kinds of items, Baby Boomers esteem the retail encounter and in-store benefit higher than

Generation Y. For Baby Boomers, the purchase procedure begins with a retailer the shopper trusts, who gives guidance for picking the correct item, while for Generation Y, the purchase procedure begins with picking an item. This investigation presents suggestions for retail methodologies that have an interest to various generational accomplices and considers how retailers should manage building client connections.

Bopeng Zhang, Jung-Hwan Kim (2013)

This examination analyzed impacting factors that influence Chinese buyers state of mind towards buying extravagance form products and purchase purpose. Information was gathered in three noteworthy urban areas in China (i.e., Beijing, Shanghai and Guangzhou). A sum of 161 respondents were incorporated. Utilizing relapse investigations, the outcomes showed that brand cognizance, social correlation and mold imaginativeness have huge effect on state of mind towards buying extravagance form products among Chinese shoppers. What's more, Chinese customers obtaining goal for extravagance mold merchandise was influenced by their mentality towards purchasing extravagance form products. Useful and administrative ramifications are additionally talked about.

Steven W. Rayburn and Kevin E. Voss (2013)

The creators propose another model of the impacts of four saw environment develops on hedonic and utilitarian shopping assessments. Review information exhibit that the apparent climate develops are emphatically connected with both hedonic and utilitarian assessments of retail shopping esteem. Vitally, the connection between the client's views of the store's level of refinement (saw style) and the client's general evaluation that the store is a charming spot (saw general air) is distinctive for various retail marks. The outcomes recommend that the connection between develops can be utilized to identify separation between retail marks

Cheng-Ling Tai et.al., (2012)

The article proposes a model that related individual contrasts, intergroup attributes, initiator qualities to buyer's gathering purchasing goal, sedated by perusing time. Information was gathered from understudies learning at various schools, colleges and

youthful laborers. A sum of 500 surveys were appropriated, of which 264 were effectively answered respondents, yielding a usable reaction rate of 52.8%. Various relapse investigations were utilized for theory testing. The aftereffects of the examination demonstrate that sex, saw value reasonableness, peer referent, initiator master and initiator correspondence significantly affect buyer's gathering purchasing expectation. What's more, the interceding effect of perusing time is mostly bolstered. Proposals for ramifications of the examination and future research are likewise displayed.

Jamaliah Mohd. Yusof et.al., (2012)

This examination goes for looking at the impact of green picture on shopping quality and store devotion. Accommodation examining utilizing portion inspecting was utilized to gather information of an example of 565 purchasers. Utilizing structural equation displaying, it was discovered that green picture of retailers has no noteworthy association with store unwaveringness however impacts shopping esteem. Shopping esteem seems to intervene the connection between green picture of retailers and store unwaveringness. The outcome gives critical discoveries to scientists and specialists and also suggestions for future research bearings and administration of the retail business.

Richard G. Netemeyer et.al., (2012)

With information from a strength clothing retailer, we introduce two examinations that explore the effect of an in-store boutique showing stock of another retail mark on general execution of the parent stores in which the boutiques are set, and on client spending on stock offered by every one of the two brands. Discoveries from the two examinations by and large help that the in- store boutique upgrades three key store-level measurements: normal client exchange esteem per store visit; practically identical deals development starting with multi year then onto the next; and client change proportion. At the client level the two examinations demonstrate that normal client exchange an incentive on stock offered by the new brand is adversely identified with normal client exchange an incentive on the parent brand, and the other way around. Moreover, the two investigations uncover that the connection between the apparent fit between the two brands and normal client exchange an incentive on the parent mark increments at an expanding rate (positive 39 fundamental and quadratic impacts of apparent fit), however that the effect of apparent fit

by and large client exchange an incentive on the in-store boutique mark increments at an expiring rate (positive primary impact, yet a negative quadratic impact of apparent fit). Suggestions for retail practice and hypothesis are advertised.

V. G., Smitha (2012)

The development in sorted out retailing has been the national pattern in the course of the most recent decade, with numerous composed retail chains creating bigger stores that represent considerable authority in giving a wide determination of deliver in a specific item run, lucrative valuing, one quit shopping and so on. Sorted out retailing in India's fundamental urban areas, for example, Bengaluru, Kolkata, Hyderabad, Pune and Chennai is developing quickly, however such is the pace of progress, that numerous littler, three level urban areas are currently solidly on the radar screen of the retail division and shopping center designers. In spite of the gigantic potential -, for example, low property estimation, developing pay levels, evolving financial profile, and a substantial level of youthful populace, which advances sorted out retailing, the development of composed retailers in Visakhapatnam had been unobtrusive amid the period from 2006-09. This provoked an investigation to build up the purchasing conduct of customers from sorted out retailers in Visakhapatnam. Since the infiltration of substantial organization retail outlets in Visakhapatnam is less, even today, and since an ever increasing number of sorted out retailers have opened up select outlets for sustenance and related things, the present examination centers around the purchase conduct of retail clients as for nourishment things and general stores.

Sanjukta Pookulangara et.al (2011)

This exploratory examination analyzed channel-exchanging conduct utilizing the hypothesis of arranged conduct in three retail channels: blocks and-mortar stores, inventories, and the Internet. This hypothesis expect that individual demeanors and convictions, alongside subjective standards and control factors, will prompt an expectation to play out a specific conduct, regardless of whether to switch channels or not. An online overview was managed at four diverse research locales and brought about 547 usable studies. Factor investigation and relapse were utilized for information examination. State of mind towards channel-exchanging was essentially affected by

hedonic and utilitarian convictions in stores and lists. Be that as it may, on account of the Internet channel, demeanor towards channel- exchanging was just impacted by utilitarian convictions. Regulating convictions adversely affected subjective standards in every one of the channels. Self-adequacy,

Oliver (1999)

Defines loyalty as "a deeply held commitment to rebuild and re-patronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behaviors. "Customer loyalty is viewed as the strength of the relationship between an individual's relative attitude and re-patronage. Although customer satisfaction is a crucial part of a business, satisfaction alone cannot take a business to a top level. Customer satisfaction produces a positive financial result, especially in regular purchases. Today's unforgiving market where creating and maintaining customer loyalty is more complex than it used to be in the past years. This is because of technological breakthrough and widespread of the internet uses. Loyalty building requires the company to focus the value of its product and services and to show that it is interested to fulfill the desire or build the relationship with customers

Thomas and Tobe (2013)

Emphasize that "loyalty is more profitable." The expenses to gain a new customer is much more than retaining existing one. Loyal customers will encourage others to buy from you and think more than twice before changing their mind to buy other services. Customer loyalty is not gained by an accident, they are constructed through the sourcing and design decisions. Designing for customer loyalty requires customer-centered approaches that recognize the want and interest of service receiver. Customer loyalty is built over time across multiple transactions. A relationship with a customer is equally important in customer loyalty and this requires that company work in a broader context that extends beyond itself, as no company can be world class at everything.

Gremler and Brown (1999)

Divided customer loyalty into three different categories that include behavior loyalty, intentional loyalty, and emotional loyalty. Behavior loyalty is repeating purchasing

behavior while intentional loyalty is the possible buying intention. Emotional loyalty, however, is achieved when a customer feels that a brand corresponds with their value, ideas, and passion.

Fathiya Abdirazak Mohamed, Dr Murat Unanoglu (2022),

In order to promote client loyalty, it is important to study how service innovation used by hotels affects consumer happiness. 326 randomly selected hotel guests in Istanbul provided information for the online survey, which was conducted. The responses to each questionnaire item were assessed using descriptive statistics. Data from a number of questions were combined, and any pertinent relationships were looked into, using the statistical programme SPSS. A factor analysis validity test and an internal consistency coefficient were used to determine the dependability of the scores. According to the investigation, service innovation, service quality, and customer loyalty are all positively impacted by customer satisfaction. This shows that the dimensions of service quality are compatible with one another. Jessadaporn Kanvama,

Supaprawat Siripipatthanakul (2022),

Shares his study to find out how committed hotel guests were to their establishments' level of service during the Covid-19 outbreak in Ubon Ratchathani, Thailand. 400 hotel guests from a convenience sampling were used in the study's quantitative analysis. Pearson Correlation and multiple regression have both been employed. The study's findings indicate that in a regression model, consumer loyalty has been greatly impacted by the quality of hotel services. The results show that, after assurance, responsiveness, tangibles, and reliability, empathy has the strongest link with hotel patron loyalty. The results of this study may help hotel management and other hospitality-related organisations build customer loyalty by enhancing the quality of their services and better meeting their clients' requirements and expectations.

Yu Wang (2022),

Aims to examine hotel service quality issues from a customer service and satisfaction standpoint, and then provide appropriate solutions. The word vector used as the model input is described in detail in this work, which then concentrates on the two-channel RNN

triplet block model that is suggested. The RNN ternary block structure is built up to capture the structure of emotional tendency expressions and increase the dependence link between emotional tendency expression words in accordance with the expression habits of everyday emotional tendencies. Based on the findings of the customer survey and satisfaction analysis, offer recommendations for improving Guido Hotel's service quality.

Bandara WMAH, Dahanayake SNS (2020)

Study was undertaken to analyze the influence the service quality of food and beverages towards the satisfaction of the customer. The research is based on the primary method where data was gathered with the help of questionnaire. Sample size was 150 who were foreign tourist. To test the hypothesis multiple regression, pearson correlation were used with the help of SPSS. The result shows that Each restaurants should pay excessive interest to the tangible proof on their service. Especially they ought to preserve their personnel appearance. In this, Hotels should look into employee's uniforms, shoes, hairs, beards, etc. Because while the personnel at once address customers, the above-stated regions offers a signal of the extent of service.

Ibrahim Ofosu-Boateng, Philip Acquaye (2020),

Share that the aim of the study was to examine the influence of the quality of the service and satisfaction of the customer towards the loyalty of the customer in restaurant business. In order to gather the data, questionnaire were taken from 320 customer from the hotel of Cape Coast. The observe determined a big positive connection among consumer delight and clients' loyalty withinside the hospitality enterprise in Cape Coast, Ghana. It was endorsed that the companies withinside the hospitality enterprise in Cape Coast, Ghana, need to attempt to keep the shipping of first-class provider to make certain loyalty. This may be achieved via way of means of maintaining constant first-class provider performance. Also, it was endorsed that the companies withinside the hospitality enterprise in Cape Coast, Ghana, need to keep to endeavour to meet clients' expectation because it engenders loyalty. Periodic marketplace studies is vital to assist become aware of rising needs of clients so that it will decorate the loyalty.

Mohammad Yassine, Fadel Fadel, Mohammad Diab (2019),

Share how quality can effect the manager's interest in service sector. The study undergoes to investigate the guiding principle of quality culture. Variables taken were Employee Productivity. This Study is based on the Primary Research were questionnaire were taken from 116 working employees in Labanese. SPSS software were used to test the hypothesis and Standard Deviations and Regression test were used using ANOVA. The selection and spread of the idea of quality culture isn't a simple task, as organizations go through years centering endeavors and designating the essential assets to advance and build up the way of life of quality in people in accordance with the present rivalry factors.

Dr. Ramjit Singh, Abid Suhail Nika (2019),

Investigates the connection between service quality builds, brand picture and visitor rehash support in the hospitality business. Data was collected from secondary source. The visitors' fulfillment should consistently be the essential target of the restaurant. The hotels along need to work in order to make the superior picture in the eyes of the visitor by brains of their visitors by expanding their comfort levels to support required recurrent support. This will help the restaurant with flourishing via way of means of increasing their profitability and will effect the economy in a positive way. The managers of the restaurant want to make sure that each touch with the visitors brings approximately pitch upon the visitors in order to decrease the gap between the expectation of the service and the real view of the service being provided to the visitors.

DK Nur' Najmah, PG Haji Menudin, Nooraneda Mutalip Laidey (2019),

Shares that increase the collaboration of the technology while giving the request of —ride hailingll and —ridesharingll through TNC. So, the study was undertaken analyze the components influencing customer' view of the Grab of service quality. This study adopts quantitative investigation which utilizes convenience sampling strategy. For this study, the agreed sample size was 200 yet anyway 186 usable responses were received. It very well may be concluded that in order to get the benefit of the aggressive advantage, Grab realize that customer satisfaction and brand image will effect the perception of the customer. It has also been observed that there exist the hard core relationship between customer satisfaction, service quality, consumer perception and brand image.

CHAPTER – 3

RESEARCH METHODOLOGY

METHODOLOGY

Research methodology is the process of systematically solving the research problem. It may be understood as a science of study how research is done scientifically. A research design is the arrangement of condition for collection and analysis of data in manner that aims to combine relevance to the research purpose with economy in procedure.

3.1 RESEARCH DESIGN

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More Simply put, descriptive research is all about describing people who take part in the study. Through this method, researchers can easily finish collecting their data in a hours, free from worrying about whether it is an accurate representation of a population.

3.2 SOURCES OF DATA:

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher's works. Collecting data from company records and document, these are all internal data and other data are external.

In data collection, there are 2 types

- **Primary Data**

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's customers. In this, questionnaire is used for conducting personal interviews and for collecting the data.

- **Secondary Data**

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website.

3.3 STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about PERSONAL QUESTIONS and the second part contained the respondent 's opinions about investigating the impact of in store experiences on customer satisfaction and loyalty

3.4 SAMPLE SIZE

The sample size for this research project is 105.

3.5 SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. convenience sample is made up of people who are easy to reach.

SAMPLE DESIGN

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types- probability sampling and non-probability sampling. In this research, only nonprobability sampling is used.

PERIOD OF STUDY

The period of the study is to determine that research process is carried out for 1 month.

3.6 TOOLS FOR ANALYSIS

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this are

1. **PERCENTAGE ANALYSIS**
2. **ANALYTICAL TOOLS(SPSS)**
 - Correlation
 - Anova

CORRELATION

Correlation is a statistical measure that expresses the extent to which two variables are linearly related (meaning they change together at a constant rate). It's a common tool for describing simple relationships without making a statement about cause and effect.

ANOVA

Analysis of variance, or ANOVA, is a statistical method that separates observed variance data into different components to use for additional tests. A one-way ANOVA is used for three or more groups of data, to gain information about the relationship between the dependent and independent variables.

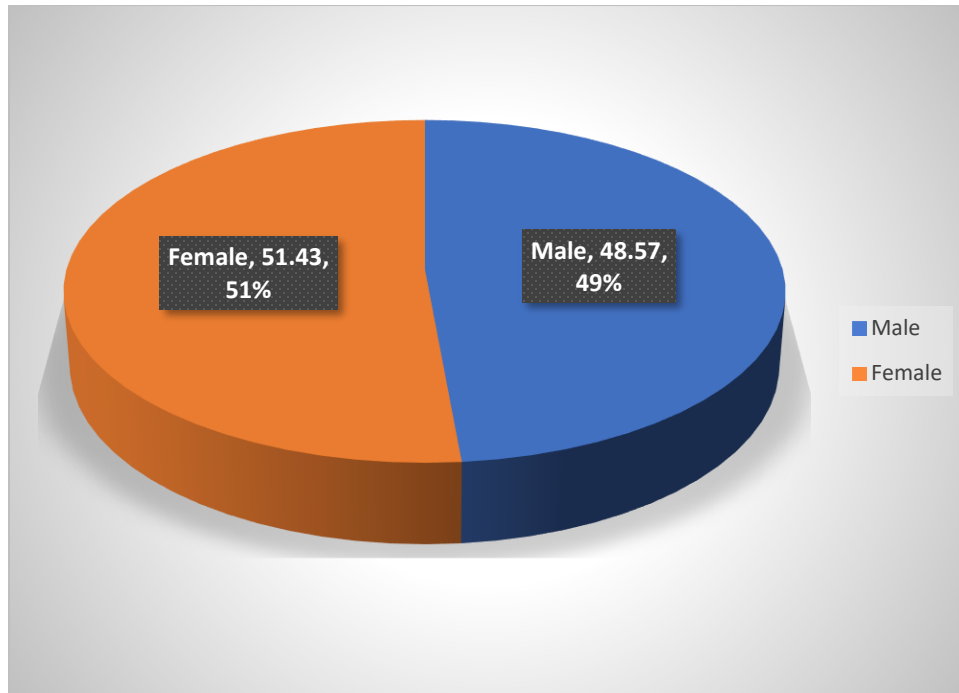
CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

4.1.1 Table indicating the Gender of the respondents

S.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	Male	51	48.57%
2	Female	54	51.43%
Total		105	100%



INTERPRETATION

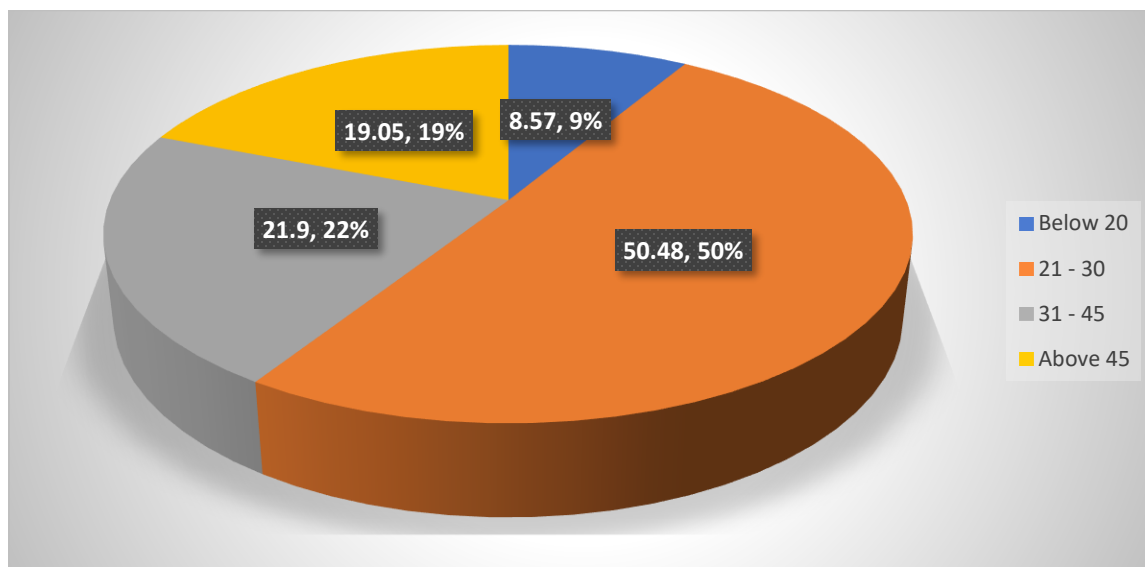
From the above table it can be understood that 51.43% of the respondents are female, 48.57% of the respondents are male.

INFERENCE

Majority 51.43% respondents are female.

4.1.2 Table indicating the age of the respondents

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE
1	Below 20	9	8.57%
2	21 - 30	53	50.48%
3	31 - 45	23	21.9%
4	Above 45	20	19.05%
Total		105	100%



INTERPRETATION

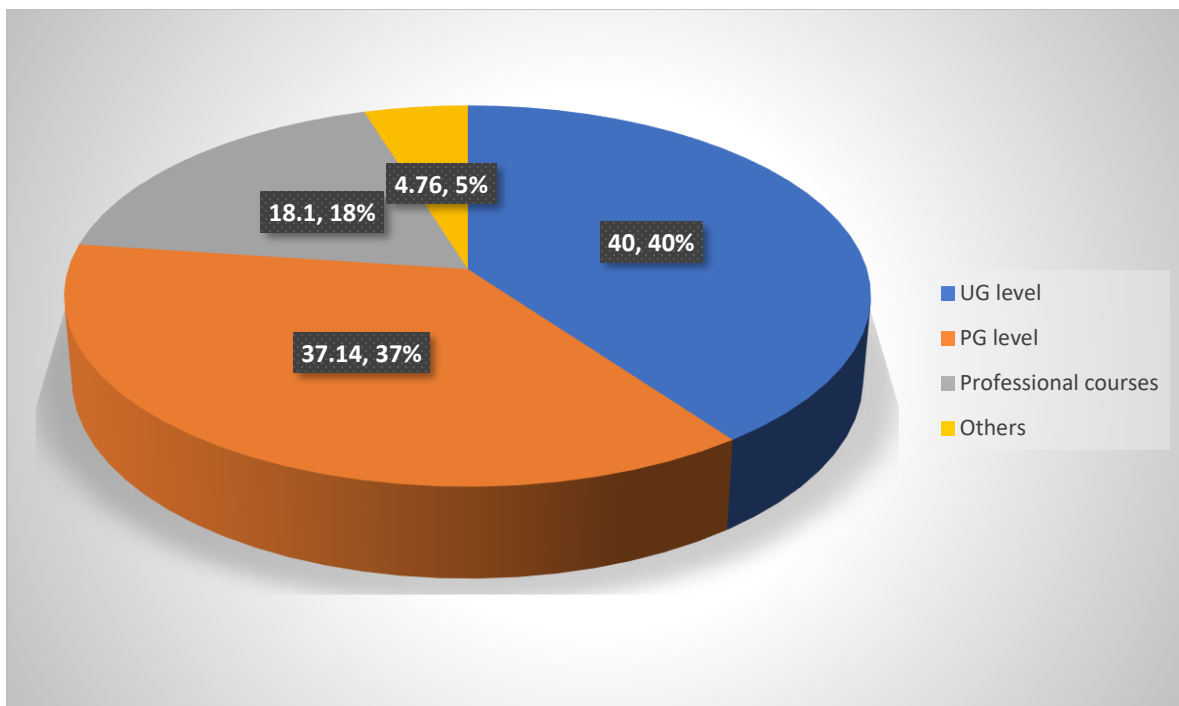
From the above table it can be understood that 8.57% of the respondents are in below 20 years of the age, 50.48% of the respondents are in the category 21 – 30 years of the age, 21.9% of the respondents are in the category 31- 45 years of the age, 19.05% of the respondents are in the category above 45 years of the age.

INFERENCE

Majority 50.48% of respondents are in the age category of 21-30.

4.1.3 Table indicating the educational qualification of the respondents

S.NO	EDUCATIONAL QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
1	UG level	42	40%
2	PG level	39	37.14%
3	Professional courses	19	18.1%
4	Others	5	4.76%
Total		105	100%



INTERPRETATION

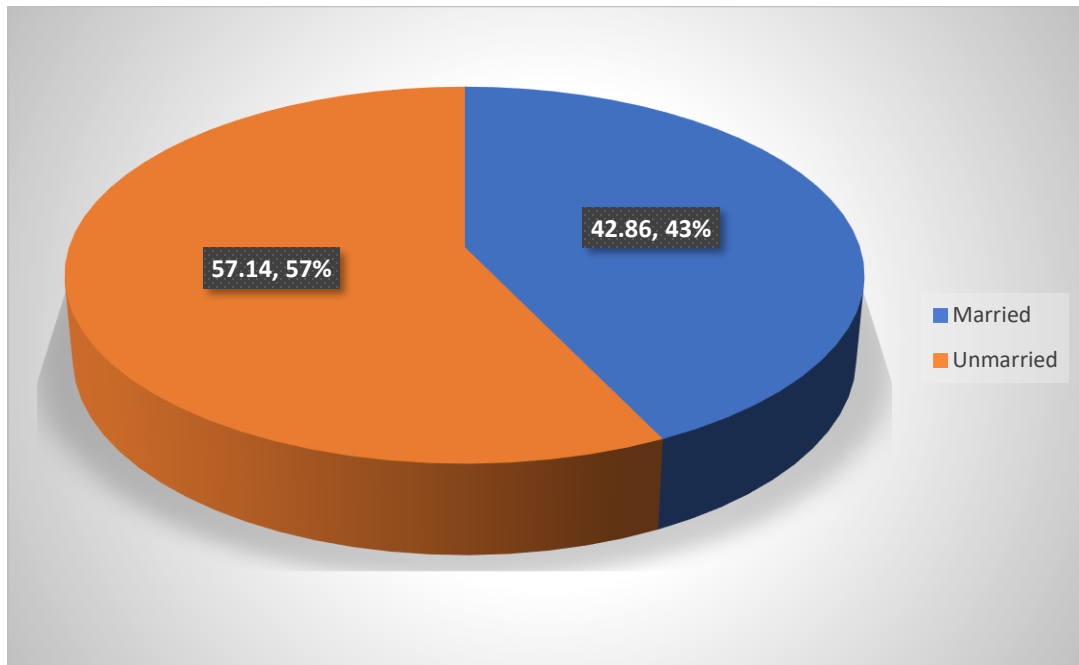
From the above table it can be understood that 40% of the respondents are completed UG level, 37.14% of the respondents are completed PG level, 18.1% of the respondents are completed professional courses, 4.76% of the respondents are from other background.

INFERENCE

Majority 40% of the respondents are completed UG level.

4.1.4 Table indicating the Marital status of respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Married	45	42.86%
2	Unmarried	60	57.14%
TOTAL	Total	105	100%



INTERPRETATION

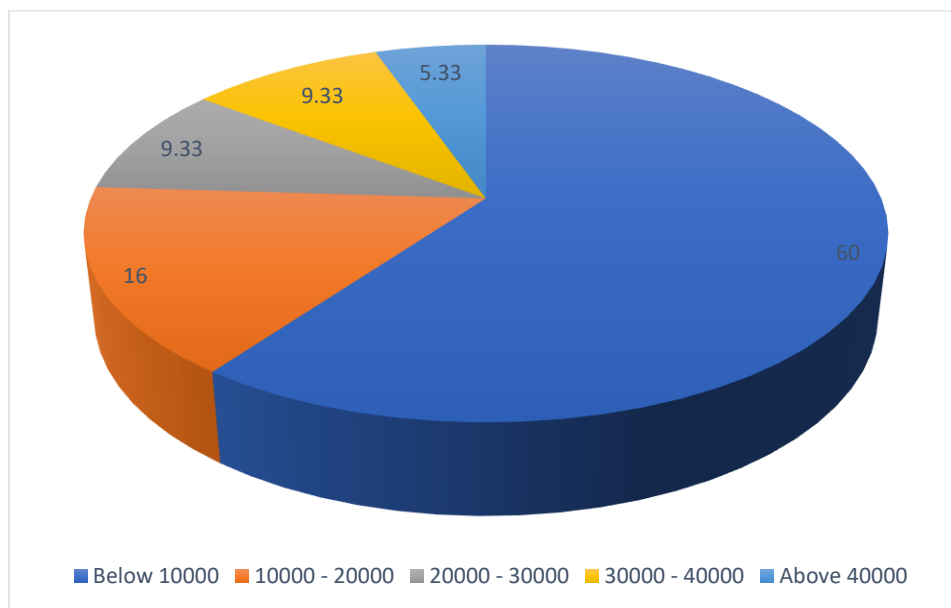
From the above table it can be understood that 42.86% of the respondents are married, 57.14% of the respondents are unmarried.

INFERENCE

Majority 57.14% of the respondents are unmarried.

4.1.5 Table indicating the monthly income of the respondents

S.NO	MONTHLY INCOME	NO OF RESPONDENTS	PERCENTAGE
1	Below 10000	55	52.38%
2	10000 - 20000	17	16.19%
3	20000 - 30000	12	11.43%
4	30000 - 40000	12	11.43%
5	Above 40000	9	8.57%
TOTAL		105	100%



INTERPRETATION

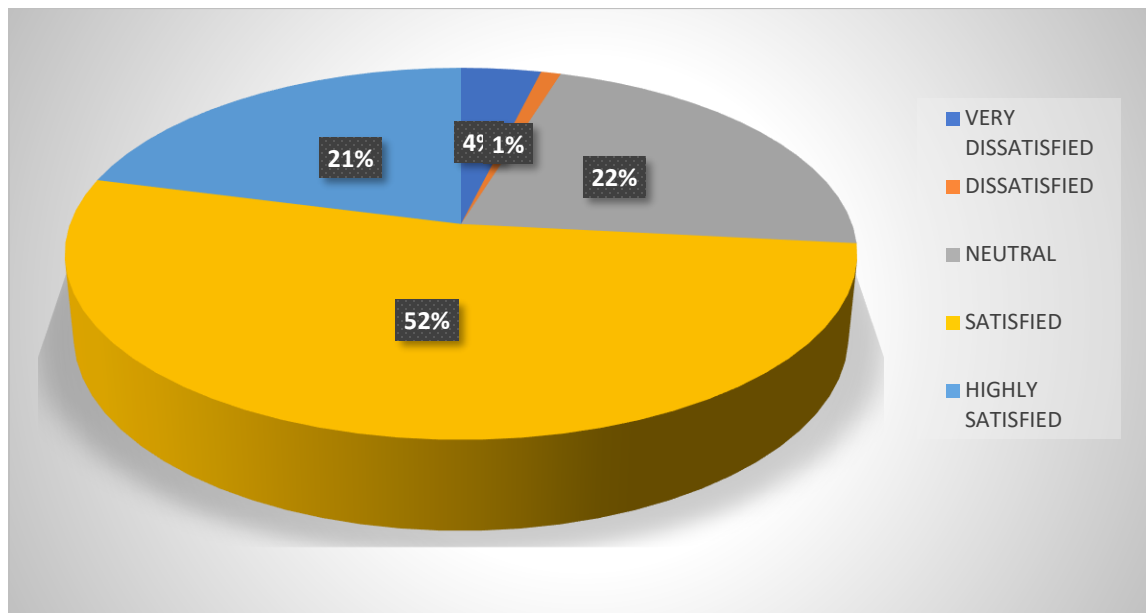
From the above table it can be understood that 52.38% of the respondents earn Below 10000, 16.19% of the respondents earn 10000 – 20000, 11.43% of the respondents earn 20000 – 30000, 11.43% of the respondents earn 30000 – 40000, 8.57% of the respondents earn Above 40000.

INFERENCE

Majority 52.38% of the respondents earn Below 10000.

4.1.6 Table indicating the Product Presentation and Arrangement

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	VERY DISSATISFIED	4	3.81%
2	DISSATISFIED	1	0.95%
3	NEUTRAL	23	21.9%
4	SATISFIED	55	52.38%
5	HIGHLY SATISFIED	22	20.95%
TOTAL	TOTAL	105	100%



INTERPRETATION

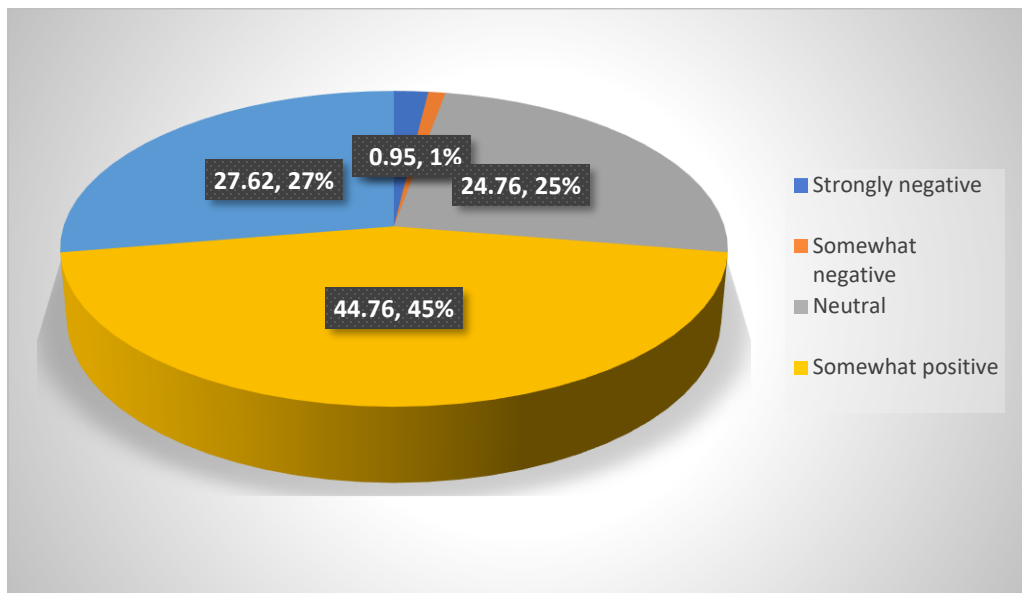
From the above table it can be understood that 3.81% of the respondents are very dissatisfied, 0.95% of the respondents are dissatisfied, 21.9% of the respondents are neutral, 52.38% of the respondents are satisfied, and 20.95% of the respondents are highly satisfied.

INFERENCE

Majority 52.38% of the respondents are satisfied with Product Presentation and Arrangement.

4.1.7 Table indicating the Influence of Product Display on Purchase Decisions

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Strongly negative	2	1.9%
2	Somewhat negative	1	0.95%
3	Neutral	26	24.76%
4	Somewhat positive	47	44.76%
5	Strongly positive	29	27.62%
TOTAL	Total	105	100%



INTERPRETATION

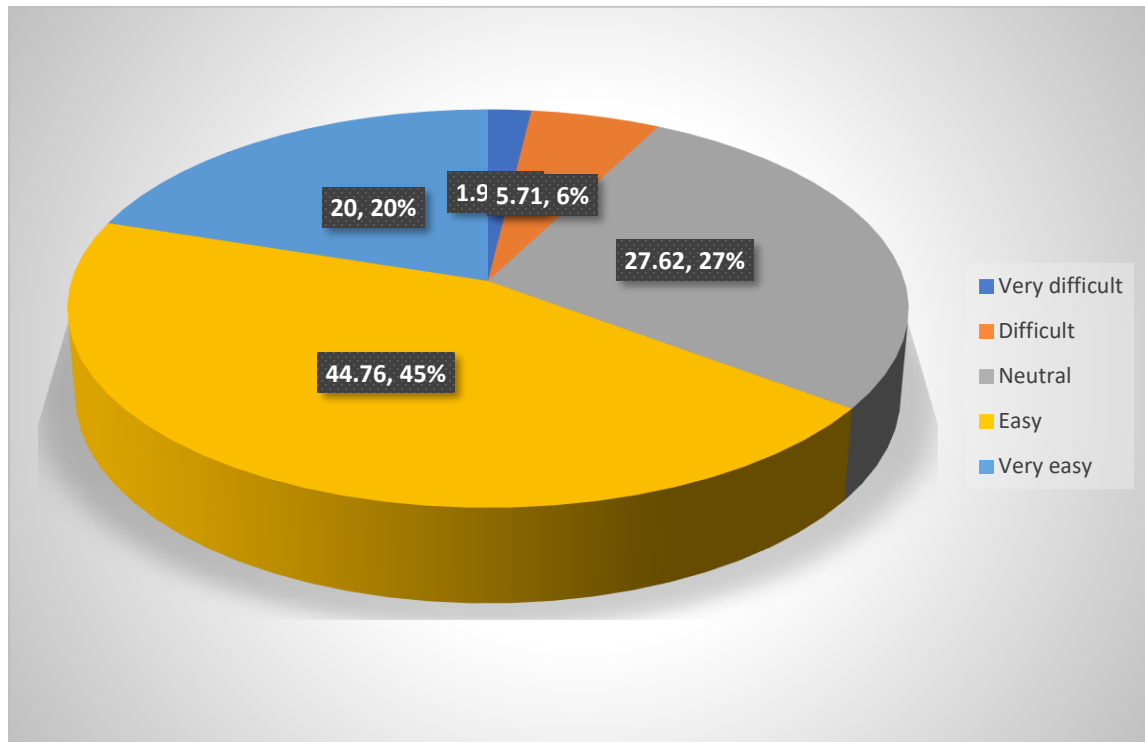
From the above table it can be understood that 1.9% of the respondents are Strongly negative, 0.95% of the respondents are somewhat negative, 24.76% of the respondents are neutral, 44.76% of the respondents are somewhat positive, 27.62% of the respondents are strongly positive.

INFERENCE

Majority 44.76% of the respondents are somewhat positive with Influence of Product Display on Purchase Decisions.

4.1.8 Table indicating the Ease of Finding Items in the Store

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very difficult	2	1.9%
2	Difficult	6	5.71%
3	Neutral	29	27.62%
4	Easy	47	44.76%
5	Very easy	21	20%
TOTAL		105	100%



INTERPRETATION

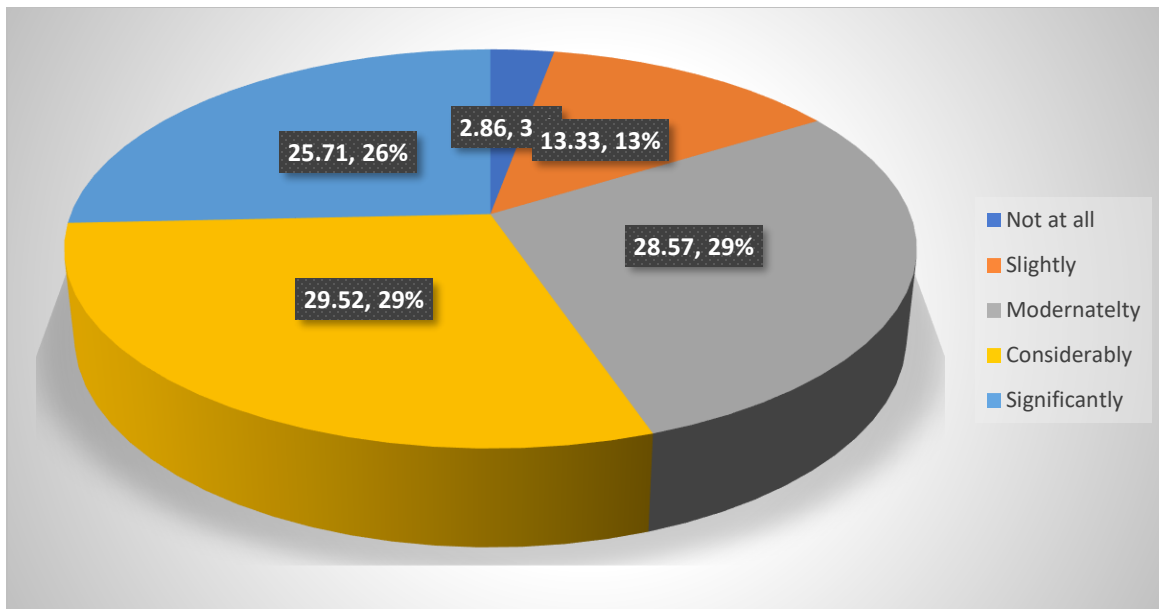
From the above table it can be understood that 1.9% of the respondents found it very difficult, 5.71% of the respondents found it difficult, 27.62% of the respondents are neutral, 44.76% of the respondents found it easy, 20% of the respondents found it very easy.

INFERENCE

Majority 44.76% of the respondents found it easy with Ease of Finding Items in the Store.

4.1.9 Table indicating the Visual Merchandising and Shopping Experience

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Not at all	3	2.86%
2	Slightly	14	13.33%
3	Moderately	30	28.57%
4	Considerably	31	29.52%
5	Significantly	27	25.71%
TOTAL	Total	105	100%



INTERPRETATION

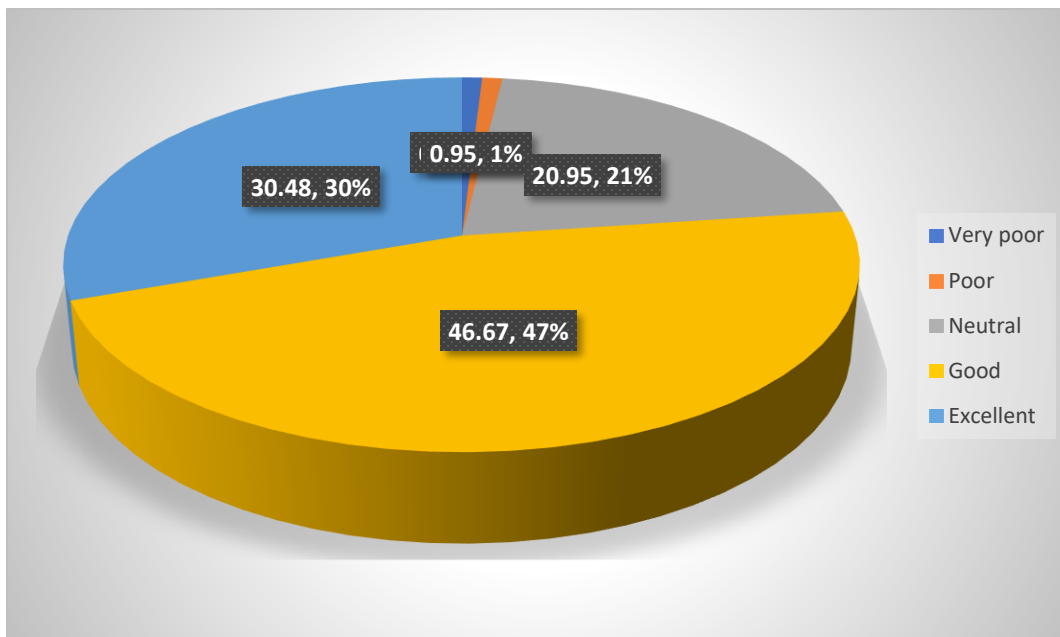
From the above table it can be understood that 2.86% of the respondents respond as not at all, 13.33% of the respondents say as slightly, 28.57% of the respondents say as moderately, 29.57% of the respondents say as considerably, 25.71% of the respondents say as significantly.

INFERENCE

Majority 29.57% of the respondents say as considerably Visual Merchandising and Shopping Experience.

4.1.10 Table indicating the Clean and Organized Store Maintenance

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very poor	1	0.95%
2	Poor	1	0.95%
3	Neutral	22	20.95%
4	Good	49	46.67%
5	Excellent	32	30.48%
TOTAL		105	100%



INTERPRETATION

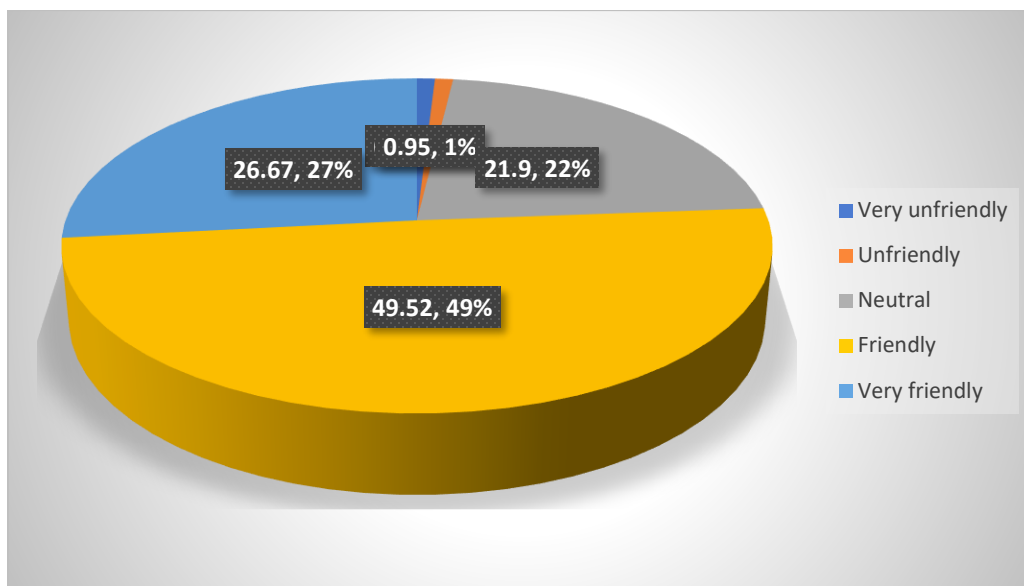
From the above table it can be understood that 0.95% of the respondents stated very poor, 0.95% of the respondents stated poor, 20.95% of the respondents stated neutral, 46.67% of the respondents stated good, 30.48% of the respondents stated excellent.

INFERENCE

Majority 46.67% of the respondents stated good with Clean and Organized Store Maintenance.

4.1.11 Table indicating the Friendliness and Courtesy of Staff Members

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very poor	1	0.95%
2	Poor	1	0.95%
3	Neutral	22	20.95%
4	Good	49	46.67%
5	Excellent	32	30.48%
TOTAL		105	100%



INTERPRETATION

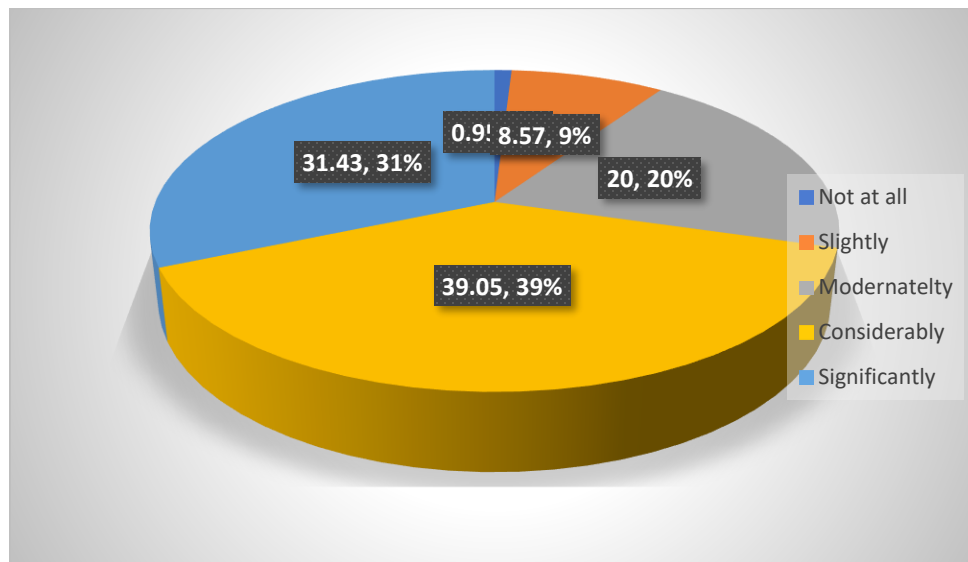
From the above table it can be understood that 0.95% of the respondents replied as very unfriendly, 0.95% of the respondents replied as unfriendly, 21.9% of the respondents replied as neutral, 49.52% of the respondents replied as friendly, 26.67% of the respondents replied very friendly.

INFERENCE

Majority 49.52% of the respondents replied as friendly Friendliness and Courtesy of Staff Members.

4.1.12 Table indicating the staff assistance provided during customers' visits.

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Not at all	1	0.95%
2	Slightly	9	8.57%
3	Modernatelty	21	20%
4	Considerably	41	39.05%
5	Significantly	33	31.43%
TOTAL		105	100%



INTERPRETATION

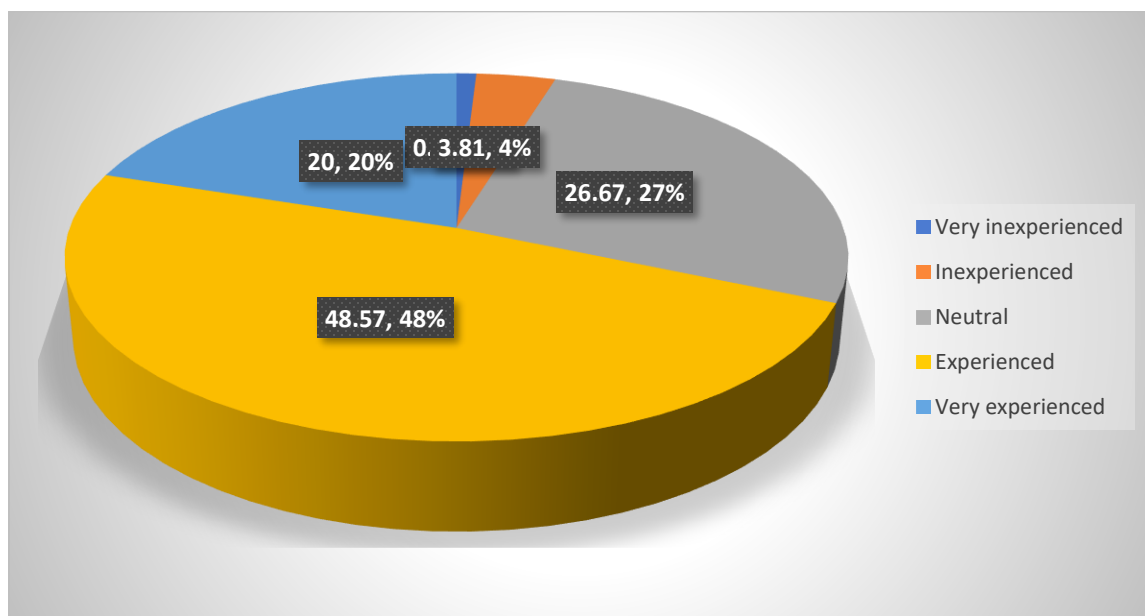
From the above table it can understood that 6.67% of the respondents mentioned not at all, 17.78% of the respondents mentioned slightly, 42.22% of the respondents mentioned moderately, 26.67% of the respondents mentioned considerably, 6.67% of the respondents mentioned significantly.

INFERENCE

Majority 42.22% of the respondents mentioned moderately with staff assistance provided during customers' visits.

4.1.13 Table indicating the Knowledge and Expertise of Staff

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very inexperienced	1	0.95%
2	Inexperienced	4	3.81%
3	Neutral	28	26.67%
4	Experienced	51	48.57%
5	Very experienced	21	20%
TOTAL		105	100%



INTERPRETATION

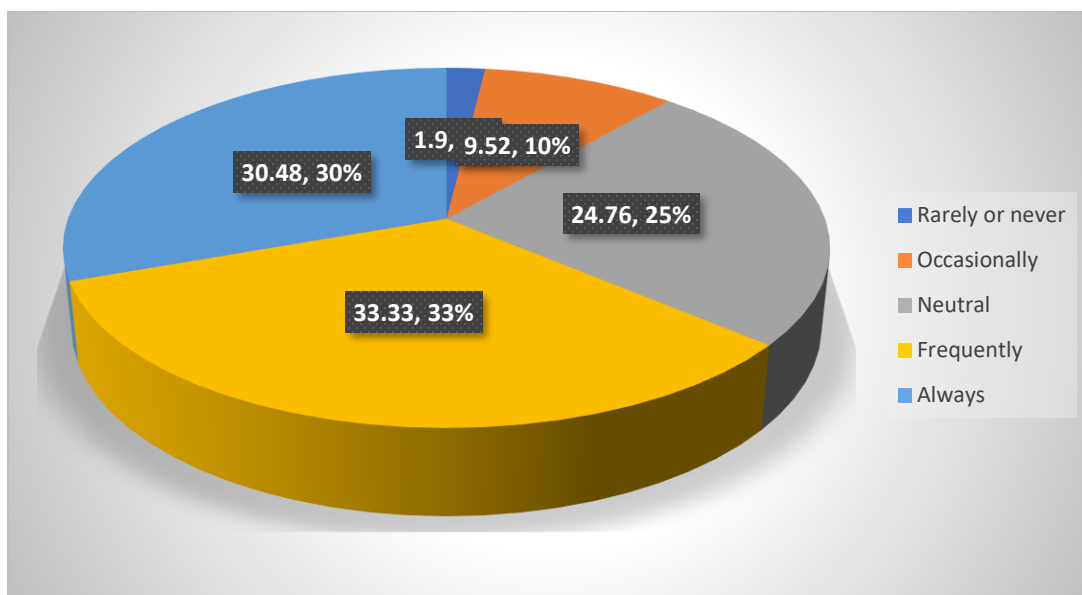
From the above table it can be understood that 0.95% of the respondents replied very inexperienced, 3.81% of the respondents replied inexperienced, 26.67% of the respondents replied neutral, 48.57% of the respondents replied experienced, 20% of the respondents replied very experienced.

INFERENCE

Majority 48.57% of the respondents replied experienced with Knowledge and Expertise of Staff.

4.1.14 Table indicating the Staff Engagement with Customers

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Rarely or never	2	1.9%
2	Occasionally	10	9.52%
3	Neutral	26	24.76%
4	Frequently	35	33.33%
5	Always	32	30.48%
TOTAL		105	100%



INTERPRETATION

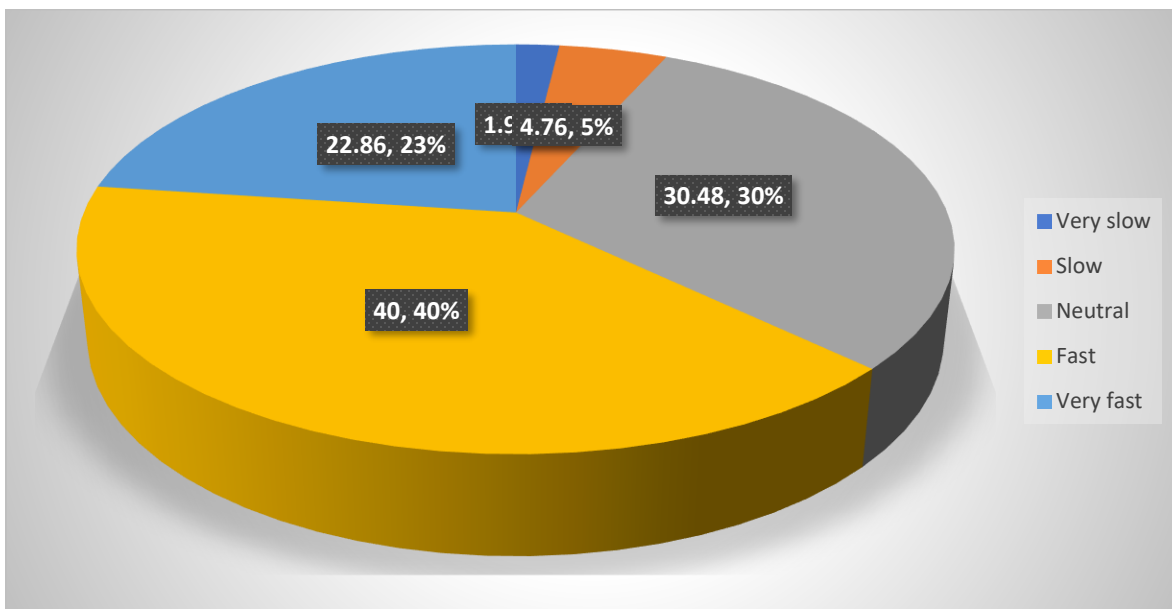
From the above table it can be understood that 1.9% of the respondents strongly say as rarely or never, 9.52% of the respondents say as occasionally, 24.76% of the respondents say as neutral, 33.33% of the respondents say as frequently, 30.48% of the respondents say as always.

INFERENCE

Majority 33.33% of the respondents say as frequently with Staff Engagement with Customers.

4.1.15 Table indicating the promptness of addressing customer inquiries or issues.

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very slow	2	1.9%
2	Slow	5	4.76%
3	Neutral	32	30.48%
4	Fast	42	40%
5	Very fast	24	22.86%
TOTAL		105	100%



INTERPRETATION

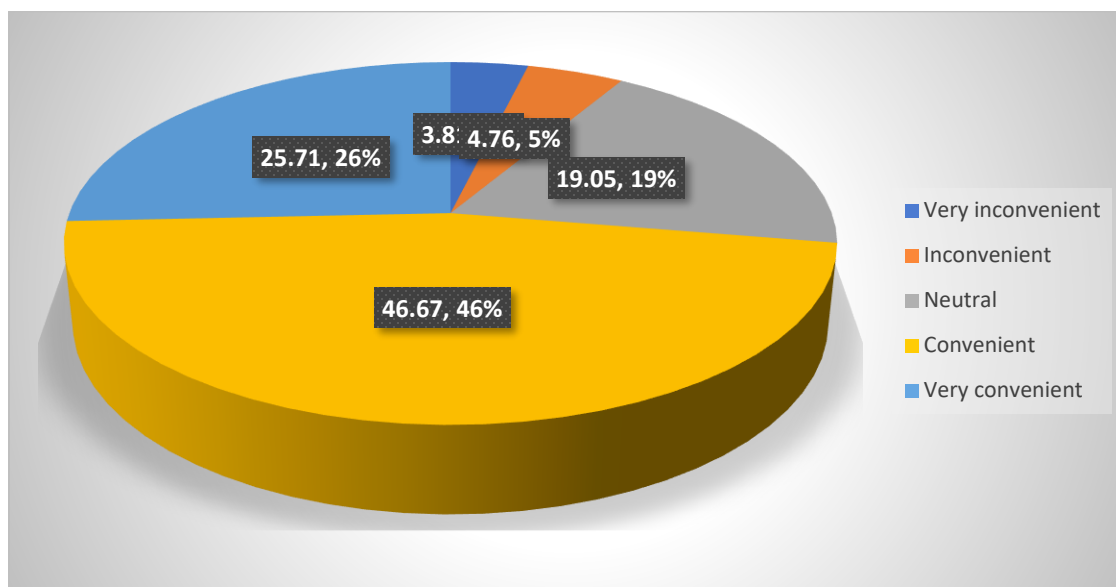
From the above table it can be understood that 1.9% of the respondents said very slow, 4.76% of the respondents said slow, 30.48% of the respondents said neutral, 40% of the respondents said fast, 22.86% of the respondents said very fast.

INFERENCE

Majority 30.48% of the respondents said neutral with promptness of addressing customer inquiries or issues.

4.1.16 Table indicating the Convenience of Store Location and Parking Facilities

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very inconvenient	4	3.81%
2	Inconvenient	5	4.76%
3	Neutral	20	19.05%
4	Convenient	49	46.67%
5	Very convenient	27	25.71%
TOTAL		105	100%



INTERPRETATION

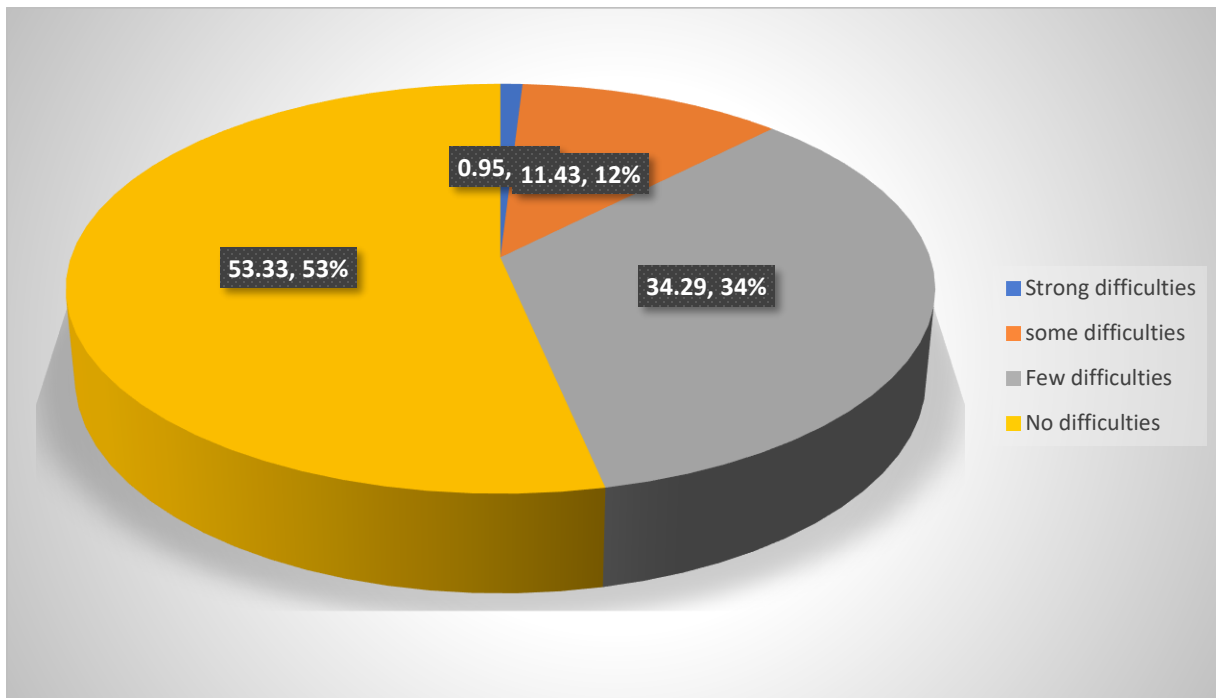
From the above table it can be understood that 3.81% of the respondents felt very inconvenient, 4.76% of the respondents felt inconvenient, 19.05% of the respondents felt neutral, 46.67% of the respondents felt convenient, 25.71% of the respondents felt very convenient.

INFERENCE

Majority 46.67% of the respondents felt convenient with Convenience of Store Location and Parking Facilities.

4.1.17 Table indicating the Difficulties Accessing the Store or its Facilities

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Strong difficulties	1	0.95%
2	some difficulties	12	11.43%
3	Few difficulties	36	34.29%
4	No difficulties	56	53.33%
TOTAL		105	100%



INTERPRETATION

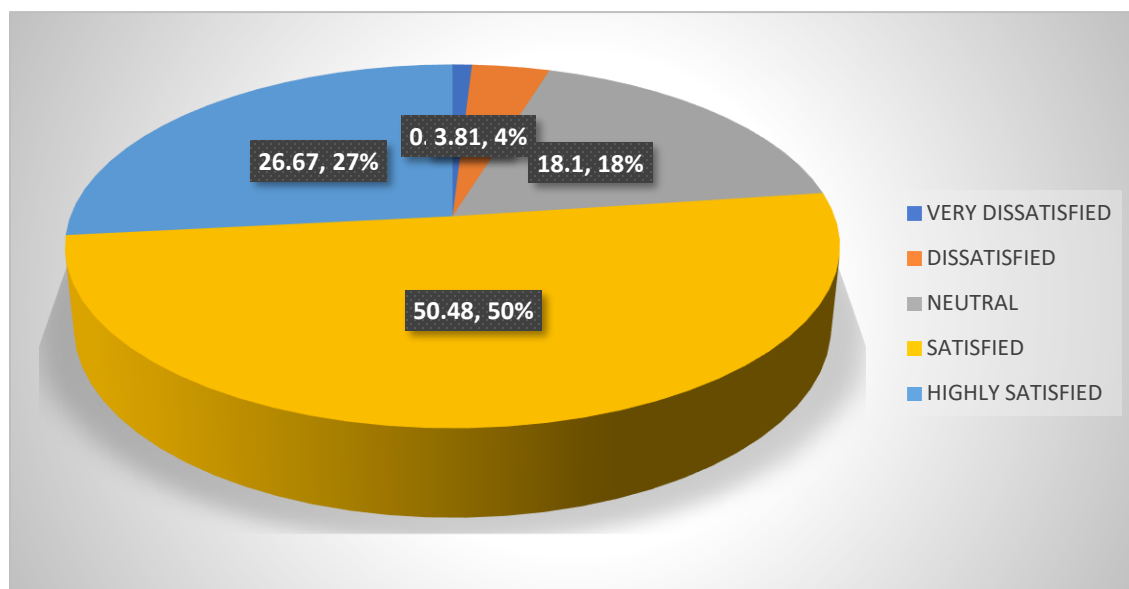
From the above table it can be understood that 0.95% of the respondents said strong difficulties, 11.43% of the respondents said some difficulties, 34.29% of the respondents said few difficulties, 53.33% of the respondents said no difficulties.

INFERENCE

Majority 53.33% of the respondents said no difficulties with Difficulties Accessing the Store or its Facilities.

4.1.18 Table indicating the Store's Operating Hours and Availability

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	VERY DISSATISFIED	1	0.95%
2	DISSATISFIED	4	3.81%
3	NEUTRAL	19	18.1%
4	SATISFIED	53	50.48%
5	HIGHLY SATISFIED	28	26.67%
TOTAL		105	100%



INTERPRETATION

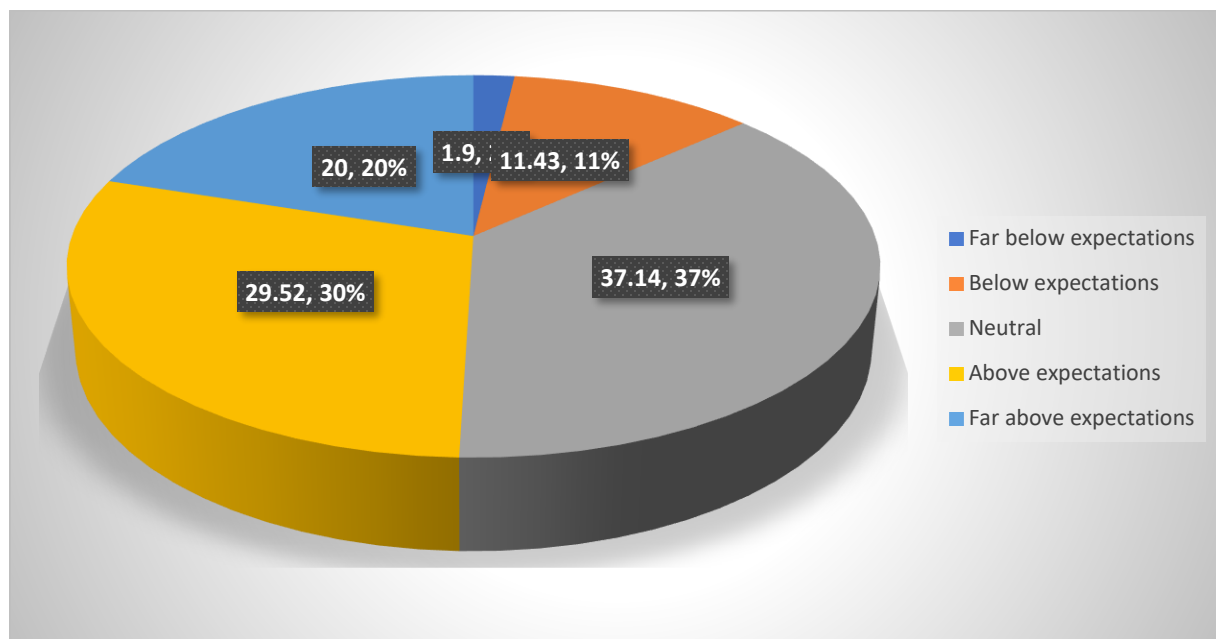
From the above table it can be understood that 0.95% of the respondents are very dissatisfied, 3.81% of the respondents are dissatisfied, 18.1% of the respondents are neutral, 50.48% of the respondents are satisfied, 26.67% of the respondents are highly satisfied.

INFERENCE

Majority 50.48% of the respondents are satisfied with Store's Operating Hours and Availability.

4.1.19 Table indicating the In-Store Amenities and Services

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Far below expectations	2	1.9%
2	Below expectations	12	11.43%
3	Neutral	39	37.14%
4	Above expectations	31	29.52%
5	Far above expectations	21	20%
TOTAL		105	100%



INTERPRETATION

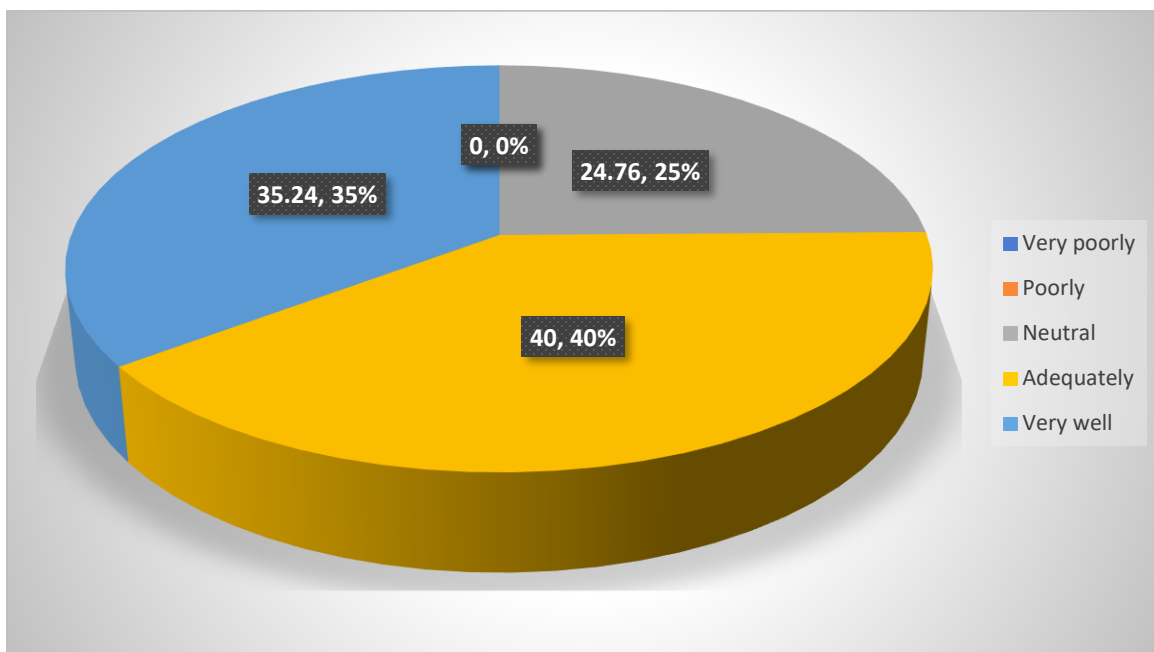
From the above table it can be understood that 1.9% of the respondents said far below expectations, 11.43% of the respondents said below expectations, 37.14% of the respondents said neutral, 29.52% of the respondents said above expectations, 20% of the respondents said far above expectations.

INFERENCE

Majority 37.14% of the respondents said neutral with In-Store Amenities and Services.

4.1.20 Table indicating the Store Layout and Signage Effectiveness

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very poorly	0	0%
2	Poorly	0	0%
3	Neutral	26	24.7%
4	Adequately	42	40%
5	Very well	37	35.24%
TOTAL		105	100%



INTERPRETATION

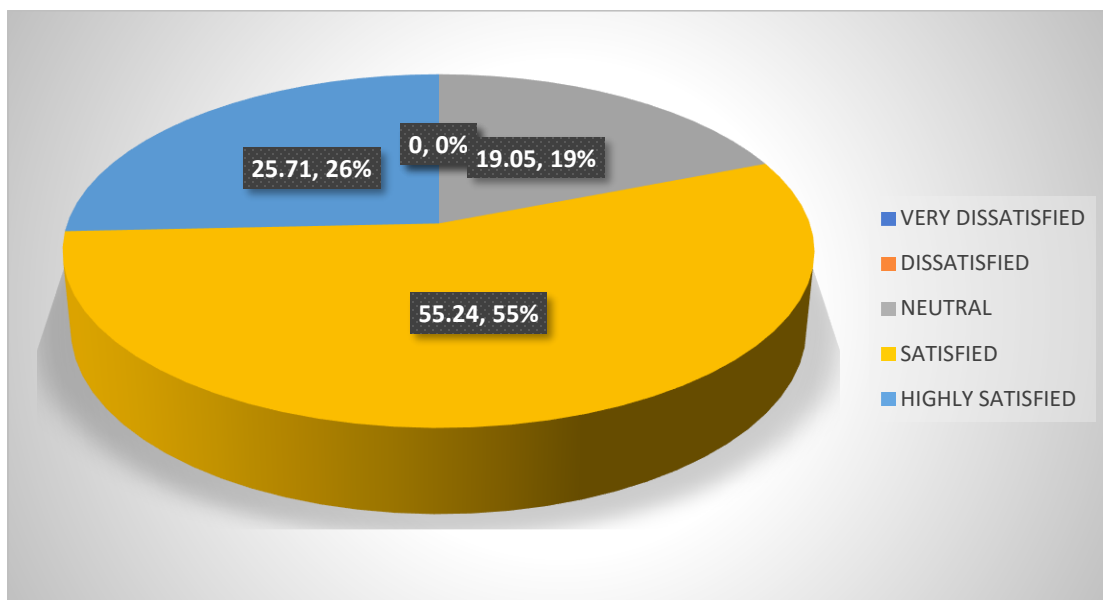
From the above table it can be understood that 0% of the respondents said very poor, 0% of the respondents said poorly, 24.76% of the respondents said neutral, 40% of the respondents said adequately Agree, 35.24% of the respondents said very well.

INFERENCE

Majority 40% of the respondents said adequately with Store Layout and Signage Effectiveness.

4.1.21 Table indicating the Overall In-Store Shopping Experience

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	VERY DISSATISFIED	0	0%
2	DISSATISFIED	0	0%
3	NEUTRAL	20	19.0%
4	SATISFIED	58	55.24%
5	HIGHLY SATISFIED	27	25.71%
TOTAL		105	100%



INTERPRETATION

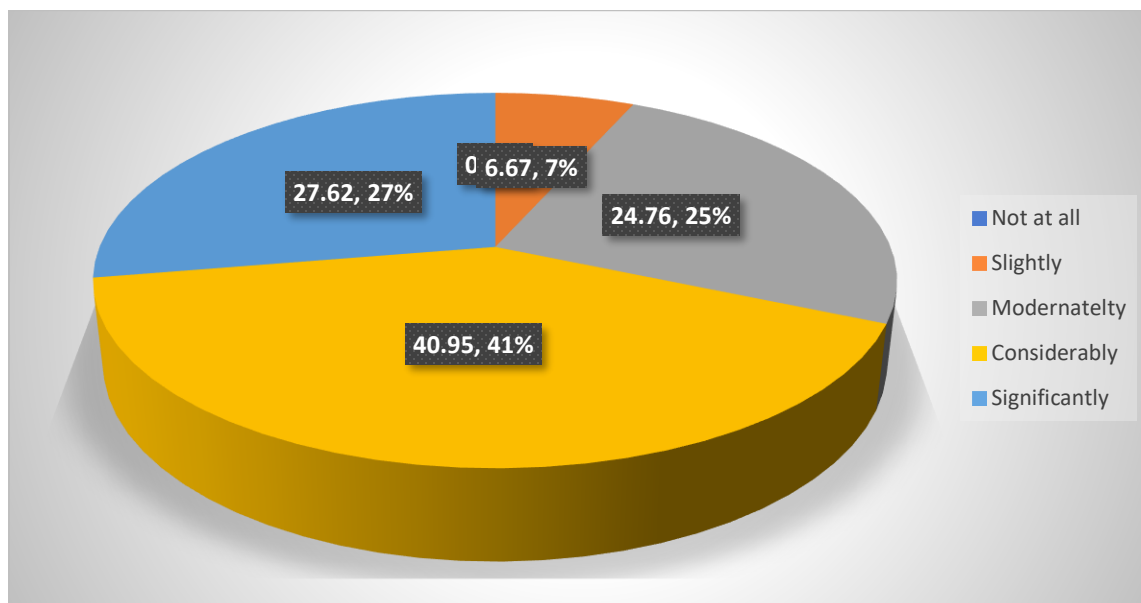
From the above table it can be understood that 0% of the respondents are very dissatisfied, 0% of the respondents are dissatisfied, 19.05% of the respondents are neutral, 55.24% of the respondents are satisfied, 25.71% of the respondents are highly satisfied.

INFERENCE

Majority 55.24% of the respondents are satisfied with Overall In-Store Shopping Experience

4.1.22 Table indicating the Positive Influence on Future Returns

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Not at all	0	0%
2	Slightly	7	6.67%
3	Modernatelty	26	24.76%
4	Considerably	43	40.95%
5	Significantly	29	27.62%
TOTAL		105	100%



INTERPRETATION

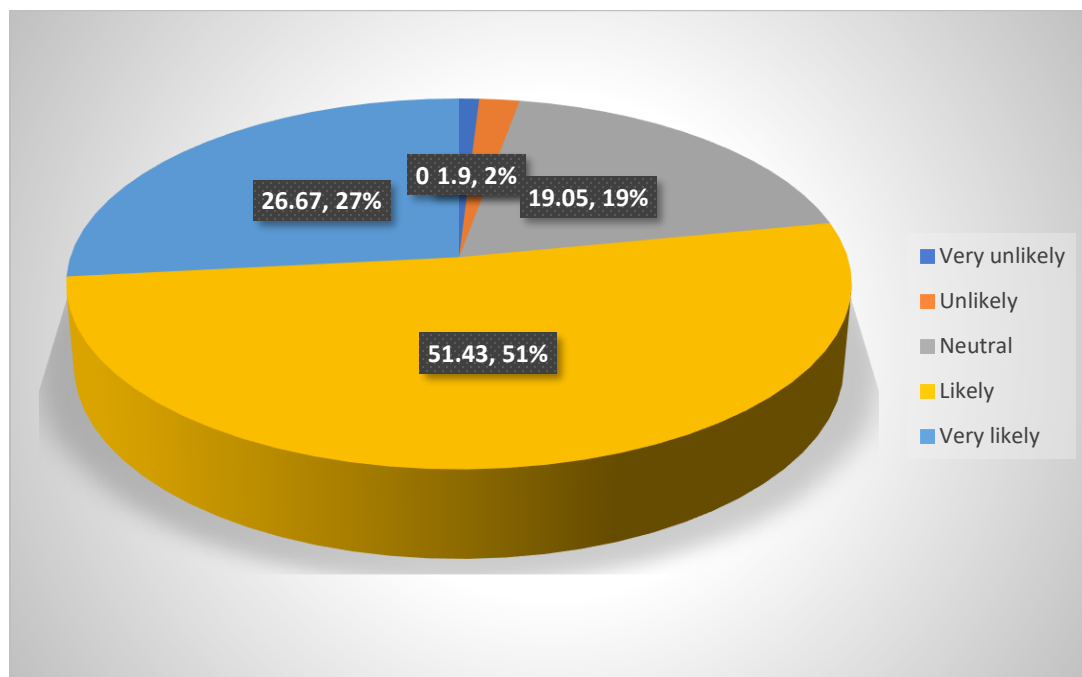
From the above table it can understood that 0% of the respondents mentioned not at all, 6.67% of the respondents mentioned slightly, 24.76% of the respondents mentioned moderately, 40.95% of the respondents mentioned considerably, 27.62% of the respondents mentioned significantly.

INFERENCE

Majority 40.95% of the respondents mentioned considerably with Positive Influence on Future Returns.

4.1.23 Table indicating the Likelihood of Recommending the Store

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very unlikely	1	0.95%
2	Unlikely	2	1.9%
3	Neutral	20	19.05%
4	Likely	54	51.43%
5	Very likely	28	26.67%
TOTAL		105	100%



INTERPRETATION

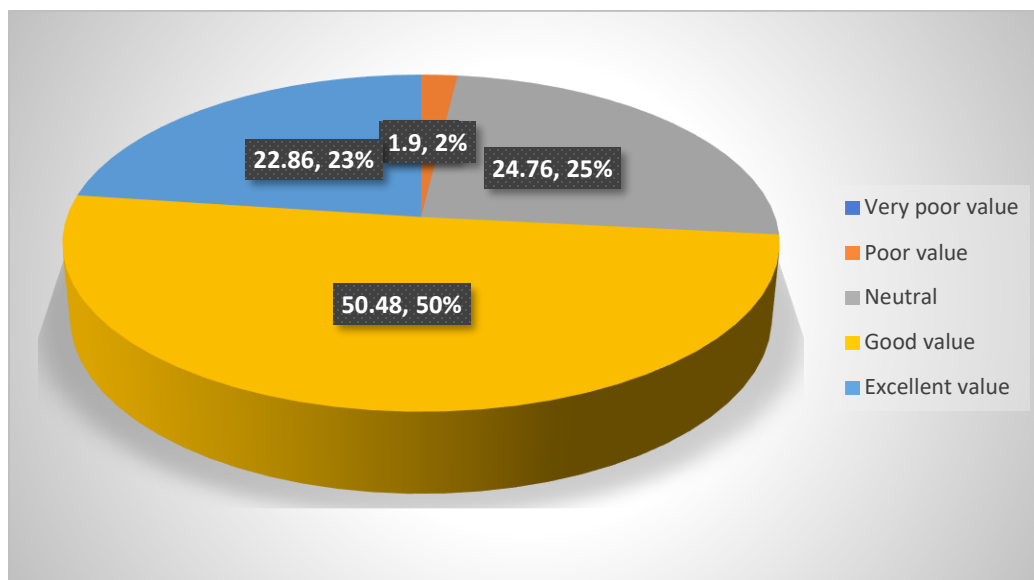
From the above table it can be understood that 0.95% of the respondents said very unlikely, 1.9% of the respondents said unlikely, 19.05% of the respondents said neutral, 51.43% of the respondents said likely, and 26.67% of the respondents said very likely.

INFERENCE

Majority 51.43% of the respondents are neutral with the likelihood of recommending the store.

4.1.24 Table indicating the how customers rate the value for money offered by the store's products and services.

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very poor value	0	0%
2	Poor value	2	1.9%
3	Neutral	26	24.76%
4	Good value	53	50.48%
5	Excellent value	24	22.86%
TOTAL		105	100%



INTERPRETATION

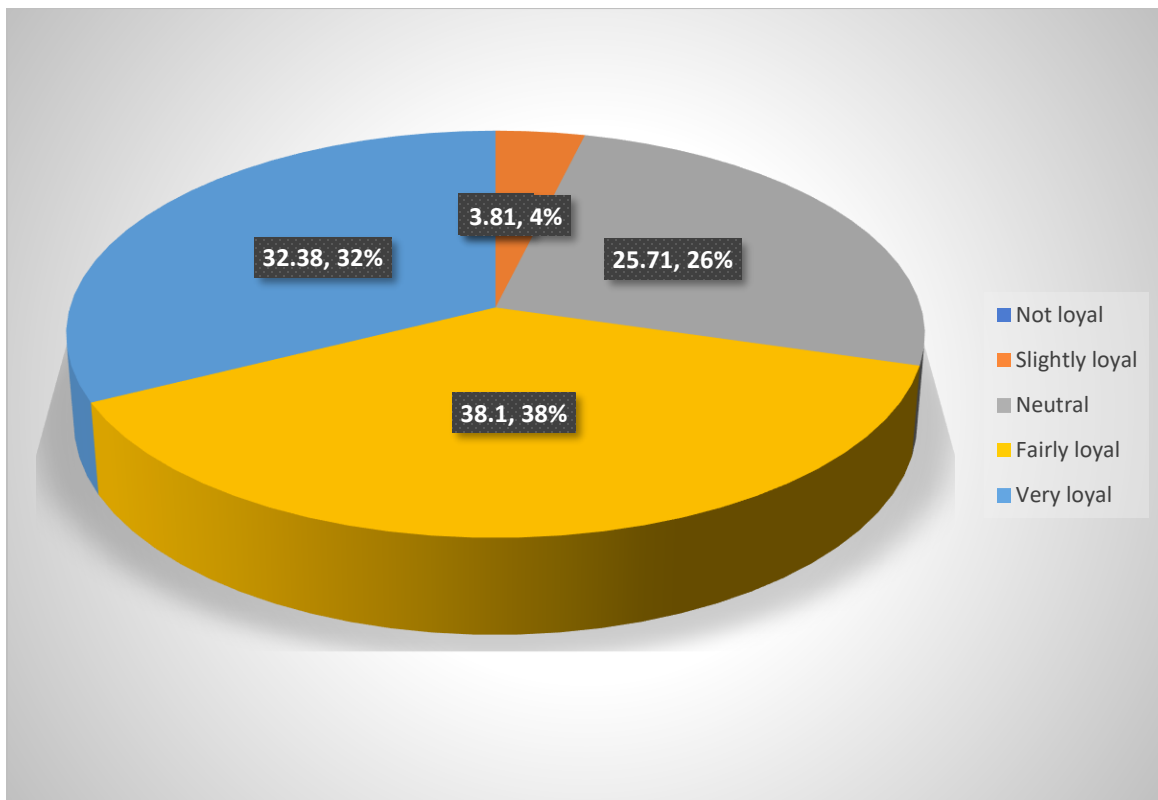
From the above table it can be understood that 0% of the respondents rate as very poor value, 1.9% of the respondents rate as poor value, 24.76% of the respondents rate as neutral, 50.48% of the respondents rate as good value, 22.86% of the respondents rate as excellent value.

INFERENCE

Majority 50.48% of the respondents rated as good value with how customers rate the value for money offered by the store's products and services.

4.1.25 Table indicating the Overall Loyalty to the Store

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Not loyal	0	0%
2	Slightly loyal	4	3.81%
3	Neutral	27	25.71%
4	Fairly loyal	40	38.1%
5	Very loyal	34	32.38%
TOTAL		105	100%



INTERPRETATION

From the above table it can be understood that 0% of the respondents are not loyal, 3.81% of the respondents are slightly loyal, 25.71% of the respondents are neutral, 38.1% of the respondents are fairly loyal, 32.38% of the respondents are very loyal.

INFERENCE

Majority 32.38% of the respondents are very loyal with Overall Loyalty to the Store.

HYPOTHESIS TESTING

CORRELATION ANALYSIS

Null Hypothesis (H0): There is no significant relationship between the satisfaction with the product presentation/arrangement in the store and the ease of finding items.

Alternative Hypothesis (H1): There is a significant relationship between the satisfaction with the product presentation/arrangement in the store and the ease of finding items.

Correlations			
		How satisfied are you with the product presentation and arrangement in the store?	How easy was it for you to find the items you were looking for in the store?
How satisfied are you with the product presentation and arrangement in the store?	Pearson Correlation	1	.514**
	Sig. (2-tailed)		.000
	N	105	105
How easy was it for you to find the items you were looking for in the store?	Pearson Correlation	.514**	1
	Sig. (2-tailed)	.000	
	N	105	105

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

The p value is 0.514 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and Alternate hypothesis (H1) is rejected.

INFERNENCE

Therefore, There is no significant relationship between the satisfaction with the product presentation/arrangement in the store and the ease of finding items.

ANOVA

Null Hypothesis (H0): There is no significant relationship between the organization's product display and the store's visual merchandising.

Alternative Hypothesis (H1): There is a significant relationship between the organization's product display and the store's visual merchandising.

ANOVA

Did the organization's product display influence your purchase decisions positively?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.027	4	6.507	12.825	.000
Within Groups	50.735	100	.507		
Total	76.762	104			

INTERPRETATION

The p value is 0.000 which is less than the significance value (0.05) hence Null hypothesis (H0) is Rejected and alternate hypothesis (H1) is accepted.

INFERENCE

There is a significant relationship between the organization's product display and the store's visual merchandising.

CHAPTER – 5

5.1 FINDINGS

- Majority 51.43% respondents are female.
- Majority 50.48% of respondents are in the age category of 21-30.
- Majority 40% of the respondents are completed UG level.
- Majority 57.14% of the respondents are unmarried.
- Majority 52.38% of the respondents are earn Below 10000
- Majority 52.38% of the respondents are satisfied with Product Presentation and Arrangement
- Majority 44.76% of the respondents are somewhat positive with Influence of Product Display on Purchase Decisions
- Majority 44.76% of the respondents found it easy with Ease of Finding Items in the Store
- Majority 29.57% of the respondents say as considerably Visual Merchandising and Shopping Experience
- Majority 46.67% of the respondents stated good with Clean and Organized Store Maintenance
- Majority 49.52% of the respondents replied as friendly Friendliness and Courtesy of Staff Members
- Majority 42.22% of the respondents mentioned moderately with staff assistance provided during customers' visits.
- Majority 48.57% of the respondents replied experienced with Knowledge and Expertise of Staff
- Majority 33.33% of the respondents say as frequently with Staff Engagement with Customers
- Majority 30.48% of the respondents said neutral with promptness of addressing customer inquiries or issues.
- Majority 46.67% of the respondents felt convenient with Convenience of Store Location and Parking Facilities
- Majority 53.33% of the respondents said no difficulties with Difficulties Accessing the Store or its Facilities

- Majority 50.48% of the respondents are satisfied with Store's Operating Hours and Availability
- Majority 37.14% of the respondents said neutral with In-Store Amenities and Services
- Majority 40% of the respondents said adequately with Store Layout and Signage Effectiveness
- Majority 55.24% of the respondents are satisfied with Overall In-Store Shopping Experience
- Majority 40.95% of the respondents mentioned considerably with Positive Influence on Future Returns
- Majority 51.43% of the respondents neutral with Likelihood of Recommending the Store
- Majority 50.48% of the respondents rated as good value with how customers rate the value for money offered by the store's products and services.
- Majority 32.38% of the respondents are very loyal with Overall Loyalty to the Store
- By using Correlation for finding the relationship between the satisfaction with the product presentation/arrangement in the store and the ease of finding items, the p value is 0.514 which is greater than the significant level (0.05). Hence, H_0 is accepted and H_1 gets rejected.
- By using the ANOVA for finding the relationship between the organization's product display and the store's visual merchandising, we found that there is a Negative correlation underlies between both the factors with the value of 0.01 level of significance and also found that strong relationship (0.000) found between each variable.

5.2 SUGGESTIONS

- Continue maintaining high standards for product presentation and arrangement.
- Seek customer feedback for potential improvements despite satisfaction
- Consider periodic updates based on product popularity or seasonal changes.
- Recognize the positive impact and consider expanding or refining visual merchandising strategies.
- Acknowledge and appreciate the friendliness of staff.
- Sustain efforts in maintaining cleanliness and organization.
- Evaluate areas for improvement in staff assistance to enhance the customer experience.
- Maintain a focus on staff engagement as it positively impacts the customer experience.
- Implement measures to enhance the speed of addressing customer inquiries.
- Periodically assess whether adjustments are needed based on customer feedback.
- Encourage customers to share positive experiences through reviews and testimonials.

5.3 CONCLUSION

While the store enjoys overall positive feedback, there are specific areas, such as product display influence and staff engagement, that can be refined to further enhance the customer experience. Continuous monitoring of customer preferences, regular staff training, and strategic adjustments based on feedback will contribute to sustained customer satisfaction and loyalty. While the majority of respondents find the store's operating hours satisfactory and have no difficulties accessing the store or its facilities, there are areas with more neutral responses. These include in-store amenities and services, staff engagement frequency, and promptness in addressing inquiries or issues. These neutral responses provide opportunities for the store to focus on improvement and further enhance the overall customer experience. The loyalty and positive influence on future returns are promising indicators of customer satisfaction, with a significant

percentage expressing loyalty and a considerable impact on their decision to return. This loyalty can serve as a foundation for future growth and customer retention strategies. However, there are areas, such as the likelihood of recommending the store and the perceived value for money, where the responses are more neutral. These areas require attention and targeted efforts to understand the underlying reasons and address any concerns that may affect customers' willingness to recommend the store or perceive its offerings as good value.

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ANNEXURE
A STUDY ON INVESTIGATING THE IMPACT OF IN-STORE EXPERIENCES ON
CUSTOMER SATISFACTION AND LOYALTY IN CHENNAI
QUESTIONNAIRE

1.Age

- a) Below 20
- b) 21 – 30
- c) 31 – 45
- d) Above 45

2. Gender

- a) Male
- b) Female

3. Educational level

- a) UG level
- b) PG level
- c) professional courses

4.Marital status

- a) Married
- b) Unmarried

5.Monthly income

- a) Below RS.10000
- b) RS.10001 – RS.25000
- c) RS. 25001 – RS.50000
- d) Above RS.50000

6. How satisfied are you with the product presentation and arrangement in the store?

- a) Very Dissatisfied
- b) Dissatisfied

- c) Neutral
- d) Satisfied
- e) Very Satisfied

7. Did the organization's product display influence your purchase decisions positively?

- a) Strongly Negative
- b) Somewhat Negative
- c) Neutral
- d) Somewhat Positive
- e) Strongly Positive

8. How easy was it for you to find the items you were looking for in the store?

- a) Very Difficult
- b) Difficult
- c) Neutral
- d) Easy
- e) Very Easy

9. Did the store's visual merchandising catch your attention and enhance your shopping experience?

- a) Not at all
- b) Slightly
- c) Moderately
- d) Considerably
- e) Significantly

10. Please rate the organization's efforts in maintaining a clean and organized store

- a) Very Poor
- b) Poor
- c) Neutral
- d) Good
- e) Excellent

11. How would you rate the friendliness and courtesy of the staff members?

- a) Very Unfriendly
- b) Unfriendly
- c) Neutral
- d) Friendly
- e) Very Friendly

12. Did the staff members provide you with the assistance you needed during your visit?

- a) Not at all
- b) Slightly
- c) Moderately
- d) Considerably
- e) Extremely

13. How would you rate the overall knowledge and expertise of the store staff?

- a) Very Inexperienced
- b) Inexperienced
- c) Neutral
- d) Experienced
- e) Very Experienced

14. Did the staff actively engage with you to understand your needs and preferences?

- a) Rarely or Never
- b) Occasionally
- c) Neutral
- d) Frequently
- e) Always

15. How promptly were your inquiries or issues addressed by the store staff?

- a) Very Slow
- b) Slow
- c) Neutral

- d) Fast
- e) Very Fast

16. How convenient was the store location and parking facilities for you?

- a) Very Inconvenient
- b) Inconvenient
- c) Neutral
- d) Convenient
- e) Very Convenient

17. Did you experience any difficulties accessing the store or its facilities (g., ramps, elevators, et)?

- a) Strong Difficulties
- b) Some Difficulties
- c) Neutral
- d) Few Difficulties
- e) No Difficulties

18. How satisfied are you with the store's operating hours and availability?

- a) Very Dissatisfied
- b) Dissatisfied
- c) Neutral
- d) Satisfied
- e) Very Satisfied

19. Were the in-store amenities and services, such as restrooms or seating areas, up to your expectations?

- a) Far Below Expectations
- b) Below Expectations
- c) Neutral
- d) Above Expectations
- e) Far Above Expectations

20. How well did the store layout and signage guide you to different sections or departments?

- a) Very Poorly
- b) Poorly
- c) Neutral
- d) Adequately
- e) Very Well

21. How satisfied are you with your overall in-store shopping experience?

- a) Very Dissatisfied
- b) Dissatisfied
- c) Neutral
- d) Satisfied
- e) Very Satisfied

22. To what extent did your in-store experience positively influence your decision to return to the store in the future?

- a) Not at all
- b) Slightly
- c) Moderately
- d) Considerably
- e) Significantly

23. How likely are you to recommend your recent in-store experience to friends and family?

- a) Very Unlikely
- b) Unlikely
- c) Neutral
- d) Likely
- e) Very Likely

24. How would you rate the value for money offered by in-store products and services in chennai?

- a) Very Poor Value
- b) Poor Value

- c) Neutral
- d) Good Value
- e) Excellent Value

25. Overall, how would you rate your loyalty as a result of your in-store experience in Chennai?

- a) Not Loyal
- b) Slightly Loyal
- c) Neutral
- d) Fairly Loyal
- e) Very Loyal