Antecedents impacting the Customer Experience in Retail Sector – An empirical analysis of select formats in Andhra Pradesh.

Dr. V Narasimha Rao, M.Com., MBA, Ph.D.

Professor & Head
Department of Business Management
Velagapudi Ramakrishna Siddhartha Engineering College (Autonomous)
Vijayawada-520007, Andhra Pradesh
Email: profvnrdirectormba@gmail.com

ABSTRACT

Organizations worldwide have realized the importance of customer experience management in order to survive in the present day highly competitive business environment. Shopping in India has witnessed a revolution with significant change in customer buying behaviour and the whole format of shopping has been altering. The retailers in the modern format have been trying to find sustainable focus on customer experience management. A good customer experience implies the individual's experience in all points of contact that matches the individual's expectations.

The main aim of this paper is to throw a light on key antecedents impacting the customer experience in the Indian Retail Sector. Overall, the study covers the different dimensions of customer experience management in retail sector by taking into consideration select retail formats. In accordance with the objective of this paper an empirical analysis was carried out based on primary data derived from survey with valid questionnaires. The study recommends that retail firms have to be more active in managing customer experience through innovative strategies.

Key Words: *Customer Experience, Antecedents, Retail format, Buying behaviour, Service Quality, Consumer perception.*

INTRODUCTION

There has been an increased sophistication in the buying behaviour of consumers as a result of huge potential and fast changing nature of retail sector in India. The remarkable changes in the socio-economic profile and life style of consumers is creating unlimited new business opportunities. As a result the rapid growth in international quality retail space brings joy to retail players and mall cultures are increasingly becoming common. The retail sector in India emerging as one of the largest sectors of

the economy due to its high per capita retail store availability, increased urbanisation and consumerism. With ever-changing consumer behaviour the shopping pattern has witnessed a revolutionary trends. The customer perception and needs differ widely across the country, hence distinct practices should be adopted for different regions and category of customers. In view of this the retail formats shall focus on customer experience management for survival in this ever-changing highly competitive environment.

In today's experience economy, there seems to be an inextricable bond between retailers and customer experience. Experiences caution retailers to appeal not only to consumers' rationale but also to their emotions. Worldwide retailers and manufacturers have been trying to trigger customer experiences today. Developing diverse types of experiential retail has become a way of retailers to appeal to different markets. The key determinants of customer experience that can be controlled by retailer include – social environment, service interface, retail atmosphere, assortment, price and promotions and the retail brand. The evaluation of customer experience is based not only on evaluation of company's products and service, but also on evaluation and communication encounters with the company.

I.   CONCEPT OF CUSTOMER EXPERIENCE

In general terms 'Customer Experience' is the product of interaction between an organization and a customer during their leadership. If the individual's experience during all points of contact matches the individual's expectations then it leads to good customer experience. Customer experience implies the customer involvement at different levels, viz, rational, sensorial, emotional physical and spiritual. Customer experience usually covers all aspects of organization's offering i.e. the effective customer care, advertising, packaging, product and service features, ease of use and reliability. It is a common notion that customer experience is created by the contribution of not only the customers' values but also by the contribution of the company which is providing the experience.

Customer experience consists of all the events experienced by customers before and after purchase of products. In the retail industry both company and customers play a big role in creating customer experience. Over the years customer experience has emerged as a vital strategy for all retail businesses. There is no disagreement that customer experience management has been recognized as the future of the customer service and sales industry. Practically the customer experience management can be monitored through surveys, studies and research. The key elements of customer experience can be stated as strategy, culture, customer expectations, processes, systems, people and marketing. The tracking of customer experience requires persistent, periodic and pulsed to monitor different patterns of interaction. It is very clear that the customer experience is the next competitive battle ground and it will become a source of sustainable differentiation.

II.   REVIEW OF LITERATURE

The literature on retail store format includes the following important studies. Reynolds et al (2007) revealed that retail format reflects the frame work of business strategy and its context. The retail format enables the retailer to choose the product categories, promotions, customer retention strategies, and optimum utilization of resources. Jhames and Kiran stated that consumers prefer modern retail formats due to increased income levels, younger age, improved quality and products, brand variety etc. Huddleston (2009) study compared retail formats on several factors. He found that

each factor is significantly influencing the customer satisfaction and differently influencing between conventional and speciality stores. According to Ghosh et el (2010) due to the emergence of modern retail formats like super markets, hyper markets, malls the retail sector in India has made a phenomenal growth.

Holbrook and Hirshmann (1982) conceptualized the experiential aspects found in consumption pattern. All the present generation organisations are focusing more upon customer experience and considering it is as their pivotal objective, said Verhoef et al (2009). Gentile et al (2007) opined that the organizations can develop the environment of customer experience by inter-relating product and consumer, and persuading the reaction. As regards the studies on determinants of customer experience Martin (1996) has observed that customers while sharing the retail environment may confront with other customers and these other customers' acts and behaviour may sometimes negatively affect these customers.

Reinders et al (2009) investigated to know how the technology based service systems is replacing the conventional service system and developed an experiential design and studied how customers are experiencing the forced usage of TBSS. Baber at al (1992) tried to find out the elements that maximize the customer experience with little cost. The study revealed that the music is exerting a positive influence on customer while they shopping in store. According to Lin (2010) the customer will have better experience in the store when his involvement in the shopping is at higher levels. He quoted that the main themes and ambience make the customer more involved in the shopping and thereby enhance his satisfaction. Dhadurya N.M & Rajesh (2016) in their study found that customers gave priority to reliability aspect. The organized retailers should take keen interest in the aspect of reliability, tangibility and responsiveness. Vani B S & Chalam G.V (2019) in their empirical study indicated that there is male domination in all customer segments. Many online impulsive buying behaviour customers used to buy expensive brands for quality.

III. RESEARCH GAP

The review of literature on this area of study made it clear that most of the studies analysed managerial actions, organization structure and few determinants of customer experience. Hence the author felt that it is apt to conduct a comprehensive analysis on the antecedents of customer experience management. The findings of this research paper would definitely help the stakeholders in retail sector.

IV. RESEARCH OBJECTIVES

The principle objective of this research paper is to study the influence of selected antecedents of customer experience on the shopping behaviour in retail formats. The study throws light on socio-economic variables and customer satisfaction in the context of customer experience management.

V. HYPOTHESIS

The setting of objectives as well as analysis of data in this research is based on the hypothesis that there exists no significant relevance between the socio-economic variables, shopping behaviour, satisfaction level of customers on the antecedents of customer experience management in retail store formats.

VI. METHODOLOGY

This paper is based on both quantitative and descriptive research which contains precise measurement using structured and validated data collection instruments. The data was collected from primary as well as secondary data sources. A well-structured, self-administered questionnaire was designed with suitable questions. The respondents are the buyers from retail formats namely, super market, department store, hyper market, mall, speciality stores and branded stores located in Vijayawada, Visakhapatnam and Tirupathi cities of Andhra Pradesh state. The purposive sampling method of non-probability sampling was used for this paper. A sample size of 810 respondents is taken for this study. The statistical tools used for data analysis by applying SAS software include – Chi-squate text, Anout, Vander waenden Two-sample text and KrushKal-Wallis text.

VII. ANALYSIS AND INTERPRETATION

The opinion of sample respondents was obtained through an execution of questionnaire among the sample respondents. The results based on analysis of data is presented under Descriptive Analysis and Testing of Hypotheses. The key aspects of data analysis and interpretation with relevant tables is presented in the following.

Table – 1
Respondents' Socio-economic Profile

S.No.	Variable	Category	Frequency	Percentage
1	Age (in years)	18 – 30	487	60.12
		31 – 45	225	27.78
		56 – 60	78	9.63
		Above 60	20	2.47
		Total	**810**	**100.00**
2	Gender	Male	511	63.09
		Female	299	36.91
		Total	**810**	**100.00**
3	Monthly Income (Rs)	Below 15,000	150	18.52
		15,000 – 30,000	234	28.89
		30,000 – 50,000	261	32.22
		50,000 – 1,00,000	97	11.98
		Above 1,00,000	68	8.40
		Total	**810**	**100.00**
4	Occupation	Student	96	11.85
		Public Sector Job	74	9.14
		Private Sector Job	375	46.30
		Business	187	23.09
		Home Maker	38	4.69
		Retired	20	2.47
		Professional	20	2.47
		Total	**810**	**100.00**
5	Education	Upto 10th Class	16	1.98
		Intermediate	52	6.42
		Graduation	179	22.10
		Post-Graduation	522	64.44
		Professional Courses	41	5.06
		Total	**810**	**100.00**
6	Family Size	One	24	2.96
		Two	44	5.43
		Three	126	15.56
		Four	397	49.01
		More than four	219	27.04
		Total	**810**	**100.00**

Source: Compiled from primary data

Table – 2
Shopping Behaviour of Respondents

S.No.	Variable	Category	Frequency	Percentage
1	Retail Format	Departmental Store	169	20.86
		Malls	203	25.06
		Speciality Stores	225	27.78
		Branded Stores	213	26.30
		Total	**810**	**100.00**
2	Visit frequency	More than once a week	108	13.33
		Once a week	240	29.63
		Once a fortnight	66	8.15
		Once a month	340	41.98
		Once in six months	28	3.46
		Once a year	28	3.46
		Total	**810**	**100.00**
3	Reason for Shopping	Shopping	484	50.75
		Watch movie	361	44.57
		Visit an eatery	168	20.74
		Go on a date	88	10.86
		Window shopping	170	20.99
		Gaming	140	17.28
		Attend parties	209	25.81
		Comparison shop	126	15.56
		Watch people	196	24.20
		To a gymnasium	80	9.88
		Meet friends	372	45.93
		To a pub / bar	52	6.42
		Events	76	9.38
		Total	**810**	**100.00**
4	Shopping time	Less than an hour	127	15.68
		1-2 hours	452	55.80
		3-4 hours	195	24.07
		5-6 hours	16	1.98
		More than 6 hours	20	2.47
		Total	**810**	**100.00**

Source: Compiled from primary data

Table – 3
Customer experience on items of Retail Store (Mean Score Values)

S.No.	Item	Mean Value	StdDev
1	Busy	3.64	1.06
2	Irritating	3.17	1.19
3	Tedious	3.44	0.95
4	Authentic	3.59	0.98
5	Stylish	3.77	1.08
6	Sincere	3.73	1.03
7	Solid	3.57	0.96
8	Reliable	3.60	1.05
9	Honest	3.65	1.13
10	Enthusiastic	3.64	1.00
11	Dynamic	3.77	0.96
12	Well-established	3.72	0.95
13	Lively	3.61	0.96
14	Elegant	3.56	1.01
15	Blooming	3.66	0.99
16	Smart	3.84	0.97
17	Inviting	3.77	1.06

Source: Compiled from primary data

Hypothesis-1: There exists no significant difference between the customers gender on the selected antecedents of customer experience management in retail store.

Table – 4
Mean scores of Customers' Gender on 'Physical appearance' antecedent

	PHYSICAL APPEARNCE	GENDER MEAN SCORES		p-value
		Male	**Female**	
a	The fixtures and equipment of the store are modern	4.00	4.10	0.0837
b	The physical aspects of the store are neat, convenient and ambient	4.03	4.22	0.0053
c	Employees look formal and professional	3.86	3.88	0.8220
d	The ambience of the store is exact fit with the merchandise it is offering	3.60	3.59	0.8833
	OVERALL RESULT	3.98	4.09	0.0126

Table - 4(a)

Van der Waerden Scores (Normal) for factor "Customers' Gender"classified by CEM antecedent "physical appearance"

Gender	N	Sum of Scores	Expected Under H0	Std Dev Under H0	Mean Score
Male	511	-30.494537	0.0	11.909105	-0.059676
Female	299	30.49453	0.0	11.909105	0.101988

Van der Waerden One-Way Analysis

Chi-Square	6.5567
DF	1
Pr > Chi-Square	0.0126

Interpretation:

Summary of the Van der Waerden test presented in Table 4(a) indicates that p-value (0.0126) is lesser than 0.05 and hence the hypothesis stating "There exists no significant difference between the customers' gender on the 'physical appearance' antecedents of customer experience management in retail store" is rejected at 0.05 level of significance, so there are significant differences between the male and female customers and 'physical appearance' antecedent of customer experience management in retail store.

Hypothesis-2: There exists no significant difference between the customers' gender on the 'responsiveness' antecedents of customer experience management in retail store.

Table – 6

Mean scores of Customers' Income on 'responsiveness' antecedent

	RESPONSIVENESS	MONTHLY FAMILY INCOME MEAN SCORES					p-value
		<15,000	15,000 – 30,000	30,000 – 50,000	50,000 – 1,00,000	> 1,00,000	
a	I can exchange or return my purchases without any difficulty	3.00	3.43	3.47	3.25	3.52	0.0032
b	The retailer has facilitated the fun and entertainment facilities to the Customers	3.28	3.38	3.47	3.63	3.41	0.0481
c	The retailer had received my grievances and responded on them promptly	3.34	3.35	3.04	3.47	3.70	<.0001
d	All the customer queries are properly handled by the store Personnel	3.92	3.46	3.80	3.42	3.52	<.0001
e	The opening and closing hours of the store are convenient	3.76	3.85	3.60	3.76	3.23	0.0006

OVERALL RESULT	3.49	3.47	3.49	3.51	3.58	0.7887

Table - 6(a)

Kruskal-Wallis test for factor "Customers' Family Income"

Classified by CEM antecedent "responsiveness"

Kruskal–Wallis Test

Chi-Square	2.7804
DF	4
Pr>Chi-Square	0.7887

Interpretation:

Summary of the Kruskal-Wallis test presented in Table 6(a) indicates that p-value (0.7887) is greater than 0.05 and hence the hypothesis stating "There exists no significant difference between the customers' monthly income on the 'responsiveness' antecedents of customer experience management in retail store" is accepted at 0.05 level of significance, so there are no significant differences between the customers' income groups and 'responsiveness' antecedent of customer experience management in retail store.

Table – 7

Mean scores of Customers' Profession on 'convenience' antecedent

	CONVENIENCE	Student	Job in Public Sector	Job in Private Sector	Business	Home maker	Retired	Professional	p-value
a	The store layout is designed to enhance the customer convenience	4.04	3.78	3.96	3.81	4.13	3.60	3.80	0.1176
b	The store layout is convenient for customers to move around	3.79	3.62	3.65	3.90	3.60	3.80	3.80	0.1048
c	The store location is convenient for me to visit from my place of stay	3.41	3.43	3.48	3.63	4.13	3.20	3.60	0.0055
d	The parking facility in the store is convenient	3.75	3.56	3.58	3.59	3.55	3.60	4.00	0.5658
	OVERALL RESULT	3.95	3.78	3.83	3.87	3.89	3.80	4.00	0.4936

Table - 7(a)

Median One-Way analysis for factor "Customers' Profession"
classified by CEM antecedent "convenience" Median One-Way Analysis

Chi-Square	6.9643
DF	6
Pr>Chi-Square	0.4936

Interpretation:

Summary of the Median One-Way analysis presented in the Table7(a) indicates that p-value (0.4936) is greater than 0.05 and hence the hypothesis stating "There exists no significant difference between the customers' profession on the 'convenience' antecedents of customer experience management in retail store" is accepted at 0.05 level of significance, so there are no significant differences between the customers' profession and 'convenience' antecedent of customer experience management in retail store.

Table – 8
Mean scores of Customers' Profession on 'reliability' antecedent

	RELIABILITY	PROFESSION MEAN SCORES							p-value
		Student	Job in Public Sector	Job in Private Sector	Business	Home maker	Retired	Professional	
a	The transactions I made with this store is safe and Secure	3.79	3.93	3.95	4.20	3.97	3.60	4.20	0.0002
b	The services offered by the retailer are assured	3.45	3.70	3.56	3.55	3.89	4.20	4.00	0.0005
c	The retailer offers me error-free transactions	2.83	3.48	3.40	3.43	3.50	3.60	4.20	<.0001
d	The quality of the merchandise offered by the store is assured	3.62	3.37	3.52	3.73	3.97	3.80	4.00	0.0169
	OVERALL RESULT	3.50	3.81	3.77	3.89	4.00	3.80	4.20	<.0001

Table - 8(a)

Median One-Way analysis for factor "Customers' Profession"
classified by CEM antecedent "reliability" Median One-Way Analysis

Chi-Square	40.4647
DF	6
Pr>Chi-Square	<.0001

Interpretation:

Summary of the Median One-Way analysis presented in the Table8(a) indicates that p-value (<.0001) is lesser than 0.05 and hence the hypothesis stating "There exists no significant difference between the customers' profession on the 'reliability' antecedents of customer experience management in retail store" is rejected at 0.05 level of significance, so there are significant differences between the customers' profession and 'reliability' antecedent of customer experience management in retail store.

Hypothesis-3: The frequency of retail store visit by customers is not significantly related to the selected antecedents of customer experience management in retail store.

Table – 9

Mean scores of Frequency of Customers' Visit to Store on 'physical appearance' antecedent

	PHYSICAL APPEARANCE	FREQUENCY OF STORE VISIT MEAN SCORES						p-value
		More than once a week	Once a week	Once a fortnight	Once a month	Once in six months	Once a year	
a	The fixtures and equipment of the store are modern	4.07	3.97	3.83	4.14	4.57	3.14	<.0001
b	The physical aspects of the store are neat, convenient and Ambient	4.03	3.89	4.01	4.31	4.28	3.71	<.0001
c	Employees look formal and Professional	3.70	3.74	4.37	3.98	3.85	3.14	<.0001
d	The ambience of the store is exact fit with the merchandise it is offering	3.40	3.59	3.36	3.73	3.14	3.85	0.0016
	OVERALL RESULT	3.96	3.94	4.15	4.10	4.00	3.71	0.0004

Table - 9(a)
Kruskal-Wallis Test for factor "Frequency of Customer visit to store"classified by CEM antecedent "physical appearance"
Kruskal-Wallis Test

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

Interpretation:

Summary of the kruskal-wallis test presented in the Table 9(a) indicates that p-value (0.0004) is lesser than 0.05 and hence the hypothesis stating "The frequency of retail store visit by customers is not significantly related to the 'physical appearance' antecedents of customer experience management in retail store" is rejected at 0.05 level of significance, so there are significant differences between the frequency of customers' store visit and 'physical appearance' antecedent of customer experience management in retail store.

Table – 10
Mean scores of Frequency of Customers' Visit to Store on'responsiveness' antecedent

	RESPONSIVENESS	FREQUENCY OF STORE VISIT MEAN SCORES						p-value
		More than once a week	Once a week	Once a fortnight	Once a month	Once in six months	Once a year	
a	I can exchange or return my purchases without any difficulty	3.44	3.32	3.46	3.27	3.42	3.85	0.2393
b	The retailer has facilitated the fun and entertainment facilities to the customers	3.88	3.32	3.34	3.40	3.14	3.28	<.0001
c	The retailer had received my grievances and responded on them promptly	3.51	3.36	3.48	3.18	3.28	3.85	0.0092
d	All the customer queries are properly handled by the store Personnel	3.59	3.61	3.75	3.67	3.71	3.71	0.8360
e	The opening and closing hours of the store are convenient	3.51	3.70	4.21	3.75	3.71	2.28	<.0001
	OVERALL RESULT	3.59	3.51	3.65	3.45	3.42	3.14	0.0097

Table - 10(a)
Kruskal-Wallis Test for factor "Frequency of Customers' visit to store" classified by CEM antecedent "responsiveness"
Kruskal-Wallis Test

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

Hypothesis-4: The customers' accompanying person to the retail store is not significantly related to the 'service orientation' antecedents of customer experience management in retail store.

Table – 11
Mean scores of Customers' Accompanying persons to the store on 'service orientation' antecedent

	SERVICE ORIENTATION	CUSTOMERS ACCOMPANYING PERSONS' MEAN SCORES				p-value
		Alone	Family members	Friends	Relatives	
a	The customer requests are promptly attended by store personnel	4.08	3.72	3.62	3.81	<.0001
b	The customers are able to receive the needed help from the store personnel	3.71	3.67	3.46	4.18	<.0001
c	The service offered by the retailer is Consistent	3.37	3.64	3.58	4.00	0.0008
	OVERALL RESULT	3.71	3.75	3.58	4.09	<.0001

Table - 11(a)
Van der Waerden One-Way Analysis for factor "Customers' accompanying person to the store" classified by CEM antecedent "service orientation"
Van der Waerden One-Way Analysis

Chi-Square	21.7020
DF	3
Pr>Chi-Square	<.0001

Interpretation:

Summary of the Median One-Way Analysis presented in the Table11(a) indicates that p-value (<.0001) is lesser than 0.05 and hence the hypothesis stating "The customers' accompanying person to

the retail store is not significantly related to the 'service orientation' antecedents of customer experience management in retail store" is rejected at 0.05 level of significance, so there are significant differences between the customers' accompanying persons to the store and 'service orientation' antecedent of customer experience management in retail store.

Hypothesis-5: The time spent by the customers for shopping is not significantly related to the 'loyalty' antecedents of customer experience management in retail store.

Table – 12

Mean scores of Customer time spent in store on 'loyalty' antecedent

LOYALTY		Less than an Hour	1 – 2 Hours	3 – 4 Hours	5 – 6 Hours	More than 6 Hours	p-value
a	I would be ready to come and buy something in this retail outlet	3.76	3.93	3.76	4.80	4.00	<.0001
b	I will choose this retail outlet whenever I will be looking for this particular product offering a next time	3.50	3.68	3.48	4.20	3.75	0.0043
c	I would recommend this retail outlet to my friends and acquaintances	3.56	3.49	3.73	3.00	4.25	0.0020
d	I would be ready to pay a higher price in this retail outlet	3.26	3.44	3.10	4.20	3.25	0.0013
e	I would opt to come to this retail outlet, even if another retail outlet would offer lower prices	3.41	3.76	3.53	2.60	3.50	<.0001
OVERALL RESULT		3.51	3.70	3.48	3.80	4.00	<.0001

Table - 12(a)

Median One-Way Analysis for factor "Customer time spent in the store"

Classified by CEM antecedent "loyalty" Median One-Way Analysis

Chi-Square	21.8471
DF	4
Pr>Chi-Square	<.0001

Interpretation:

Summary of the Median One-Way Analysis presented in the Table 12(a) indicates that p-value (<.0001) is lesser than 0.05 and hence the hypothesis stating "The time spent by the customers for shopping is not significantly related to the 'loyalty' antecedents of customer experience management in retail store" is rejected at 0.05 level of significance, so there are

significant differences between the customers' spending time in store and 'loyalty' antecedent of customer experience management in retail store.

Hypothesis-6: The customers' opinion on selected antecedents of customer experiencemanagement is similar across the chosen retail store formats.

Table – 13
Mean scores of Customer of selected retail formats on'physical appearance' antecedent

PHYSICAL APPEARANCE		Department alStore	Shoppin gMalls	Specialt y	Brande d	p-value
A	The fixtures and equipment of the store are modern	3.98	4.07	4.13	3.95	0.0757
b	The physical aspects of the store are neat, convenient and ambient	4.17	4.24	4.00	3.97	0.0079
c	Employees look formal and professional	3.94	3.87	3.92	3.71	0.1046
d	The ambience of the store is exact fit with the merchandise it is offering	3.57	3.90	3.43	3.48	<.0001
OVERALL RESULT		4.04	4.08	4.07	3.85	0.0007

Table - 13(a)
Analysis of Variance for factor "Type of Retail Format"
classified by CEM antecedent "Physical Appearance"

RETAIL FORMAT	N	Mean
Departmental Store	169	4.04
Shopping Malls	203	4.08
Specialty Stores	225	4.07
Branded Stores	213	3.85

Source	DF	Sum of Squares	Mean Squares	F Value	Pr > F
Among	3	4.314805	1.438268	2.3031	0.0007
Within	806	503.340750	0.624492		

Interpretation:

Summary of the ANOVA test presented in the Table 13 indicates that p-value (0.0007) is lesser than 0.05 and hence the hypothesis stating "The customers' opinion on 'physical appearance' antecedents of customer experience management is similar across the chosen retail store formats" is

rejected at 0.05 level of significance, so there are significant differences between the customers of selected retail formats and physical appearance antecedent of customer experience management in retail store.

Table - 14

Mean scores of Customer of selected retail formats on'responsiveness' antecedent

	RESPONSIVENESS	MEAN SCORES OF CUSTOMERS FROM SELECTED RETAIL FORMATS				p-value
		Depart mental Store	Shoppin g Malls	Specialt y Stores	Brande d Stores	
a	I can exchange or return my purchases without any difficulty	3.48	3.25	3.45	3.16	0.0358
b	The retailer has facilitated the fun and entertainment facilities to the customers	3.44	3.47	3.50	3.24	0.0387
c	The retailer had received my grievances and responded on them promptly	3.24	3.33	3.29	3.33	0.7886
d	All the customer queries are properly handled by the store personnel	3.72	3.65	3.69	3.53	0.2200
e	The opening and closing hours of the store are convenient	3.65	3.83	3.71	3.55	0.1043
	OVERALL RESULT	3.53	3.51	3.52	3.38	0.1133

Table - 14(a)

Analysis of Variance for factor "Type of Retail Format"

classified by CEM antecedent "Responsiveness"

RETAIL FORMAT	N	Mean
Departmental Store	169	3.53
Shopping Malls	203	3.51
Specialty Stores	225	3.52
Branded Stores	213	3.38

Source	DF	Sum of Squares	Mean Squares	F Value	Pr>F
Among	3	2.715415	0.905138	1.9945	0.1133
Within	806	365.773474	0.453813		

Interpretation:

Summary of the ANOVA test presented in the Table 14(a) indicates that p-value (0.1133) is greater than 0.05 and hence the hypothesis stating "The customers' opinion on 'responsiveness' antecedents of customer experience management is similar across the chosen retail store formats" is accepted at 0.05 level of significance, so there are no significant differences between the customers of

selected retail formats and 'responsiveness' antecedent of customer experience management in retail store.

Hypothesis-7: The customers' opinion on 'product' antecedents of customer experience management is similar across the chosen retail store formats.

Table – 15

Mean scores of Customer of selected retail formats on 'product' antecedent

	PRODUCT	MEAN SCORES OF CUSTOMERS FROM SELECTED RETAIL FORMATS				p-value
		Depart-mental Store	Shopping Malls	Specialty Stores	Branded Stores	
a	The product assortment in the store is satisfactory	4.01	4.14	4.09	4.00	0.3395
b	The quality of merchandise offered by the store is with high quality	3.62	3.79	3.92	3.73	0.0066
c	I am able to get my required brand or product from the store	3.44	3.77	3.39	3.60	0.0004
d	The information on product usage is provided to me	3.36	3.59	3.31	3.36	0.0299
	OVERALL RESULT	3.80	3.99	3.78	3.86	0.0082

Table- 15(a)

Analysis of Variance for factor "Type of Retail Format"

classified by CEM antecedent "product"

RETAIL FORMAT	N	Mean
Departmental Store	169	3.80
Shopping Malls	203	3.99
Specialty Stores	225	3.78
Branded Stores	213	3.86

Source	DF	Sum of Squares	Mean Squares	F Value	Pr>F
Among	3	5.597701	1.865900	3.9539	0.0082
Within	806	380.357854	0.471908		

Interpretation:

Summary of the ANOVA test presented in the Table 15(a) indicates that p-value (0.0082) is lesser than 0.05 and hence the hypothesis stating "The customers' opinion on 'product' antecedents of customer experience management is similar across the chosen retail store formats" is rejected at 0.05 level of significance, so there are significant differences between the customers of selected retail formats and 'product' antecedent of customer experience management in retail store.

Interpretation:

As per the Table15(a) Customers' Perception of Retail Environment according to selected retail formats the respondents opined that departmental stores look like inviting them and it is blooming and the service is sincere in the stores. And when asked about shopping malls, respondents said they liked the stylish atmosphere of the store and well established stores inside the mall. And for specialty stores they ranked smart, inviting, stylish and others as the specialty features of them. For branded stores they pointed out dynamic, well established and honest service of the stores.

Hypothesis-8: The customer experience in a retail format is not significantly related to the customer satisfaction.

Table – 16
Customer Experience leading to Customer satisfaction

CUSTOMER EXPERIENCE	CUSTOMER SATISFACTION					TOTAL
Frequency Percent Row Percent Col Percent	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	
Excellent	48	93	12	4	0	
	5.93	11.48	1.48	0.49	0.0	157
	30.57	59.24	7.64	2.55	0.0	19.38
	57.14	15.20	16.44	13.79	0.0	
Good	32	451	28	17	12	
	3.95	55.68	3.46	2.10	1.48	540
	5.93	83.52	5.19	3.15	2.22	66.67
	38.10	73.69	38.36	58.62	100.00	
Neutral	4	40	25	8	0	
	0.49	4.94	3.09	0.99	0.0	77
	5.19	51.95	32.47	10.39	0.0	9.51
	4.76	6.54	34.25	27.59	0.0	
Bad	0	28	8	0	0	
	0.0	3.46	0.99	0.0	0.0	36
	0.0	77.78	22.22	0.0	0.0	4.44
	0.0	4.58	10.96	0.0	0.0	
Miserable	0	0	0	0	0	0
	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	84	612	73	29	12	810
	10.37	75.56	9.01	3.58	1.48	100.00

Table - 16(a)
Statistics for Table of Customer Experience by Customer Satisfaction

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

Summary of the Mantel-Haenszel Chi-Sqaure test presented in the Table16(a) indicates that p-value (<.0001) is lesser than 0.05 and hence the hypothesis stating "The customer experience in a retail format is not significantly related to the customer satisfaction" is rejected at 0.05 level of significance. Hence, it can beconcluded that there exists significant relationship between the customer experience and customer satisfaction. The more positive the experience customers got, the more will be their satisfaction.

VIII. MAJOR FINDINGS AND SUGGESTIONS

A comprehensive effort was made in this paper to present the findings and suggestions based on the analysis of data.

1) Retail Industry in India consists of huge growth potential as major part of the sector still remains unorganized Development of mall culture is also adding new dimensions to the booming retail sector.

2) The Government of India decision to allow FDI in retail sector led to drastic changes. Although in retail has received mixed reaction, it is expected that FDI would result in retail consolidation and increase the share of organized retail sector.

3) As regards the customers' socio-economic variables impact on the customer experience management in the retail sector majority respondents felt that the environment is clean, service orientation is prompt, layout is good, flexible pricing and promotional offers in the retail formats.

4) It was found from the testing of hypothesis that the customers' age, gender, monthly income, profession, educational qualification, marital status have not shown impact on responsiveness, service orientation, convenience, promotion, physical appearance and price antecedents. However they impacted personal attention, product, retail environment and loyalty. Family size has significant impact on physical appearance, responsiveness, reliability, promotion and trust worthyness.

5) With regard to shopping behaviour it was found in the study that nearly 50 percent of the customers visit retail formats along with friends, when the items are needed and available with discount offers. The second reason behind the visit is to watch the movies.

6) The results revealed that there exists a significant relationship between the antecedents of customer experience on customer satisfaction i.e. Positive customer experience leads to positive satisfaction.

7) As consumers have become very wise before shopping, the retail formats are taking into consideration the changing preferences, lifestyles and spending preferences while finding their business opportunities.

8) Most of the retail formats are basing on quality, service, convenience, discounts for creating value and thereby deriving satisfaction. Private labels are becoming a part of every retailer's products.

9) In retail formats there exists service gap between consumers' expectation level of service and actual happening. To generate repeat purchase and for getting increased sales and profit attaining, customer loyalty is essential.

10) In the modern retailing, four factors i.e. customer shopping motivation, sales associates, ambience and product assortment has a significant impact on customers' experience. There exists a significant relationship between retail experience, customer satisfaction and behavioural intention.

SUGGESTIONS

The following key suggestions are offered to all players in modern retail formats based on findings of current research.

1) Since the retail landscape offering the customers with unlimited choices here customer satisfaction is not enough to harness the potential. The retailers shall create superior customer experience, which will differentiate one format from the other formats.

2) A large number of like-minded consumers exchange information and fostering such exchanges can therefore be rewarding. For this purpose the retailers can use customers as partial employees to disseminate useful customer knowledge which can influence the customer experience.

3) The retailers shall train the service personnel to provide better experience. Further the retailers shall use the cutting-edge technology, centralized check-out stations, wireless network infrastructure, kiosks to give a new meaning to store layout and functionality.

4) Richer assortment of products, identification of the products needed by customers, improved display of goods, presence in online platform, differentiating themselves etc certainly add better customer experience.

5) The retails should concentrate on various phases of shopping viz, access, search, transaction and possession. Customer experience can be enhanced through convenient search for products, efficient checkout process, and location of retail formats in central location of retail formats in central places with sufficient parking facilities.

6) The branded and speciality stores should engage the services of knowledgeable and specialized sales persons to guide the customers in making a right choice. It requires the recruitment of qualified staff. The retailer should pay close attention to all aspects of retail environment.

7) Modern retail formats shall place more emphasis on promotional techniques like 'loss leader', 'feature advertising', 'club cards', 'frequent shopper programmes', 'loyalty coupons', etc. During the boom variety of promotion schemes should offered by retailers.

8) As price is an important antecedent of customer experience, the retailers shall put their best efforts to maintain and offer quality products to the customers at low prices. Especially the rural customers are highly price conscious and always expect tangible gain in the price.

9) The immense potential in rural areas has remained ignored and untapped to date. Hence the retail formats can capture the rural market by offering right set of products, effective

communication and marketing network. Further they shall formulate their strategies to deliver value to the consumer.

IX. CONCLUSION

Retailing in India has emerged as the most dynamic and fast-faced industry. In India the retail sector is dominated by the unorganized trade, where the unorganized trade forms around 90% of the overall trade. The potential for modern retail formats would largely depend upon how the perception and experience of the customers would translate into purchase decision from the new retail formats. In a country like India, the biggest challenge to the players in modern organized retail is to tackle the ever-changing consumption practices. The modern retail formats shall make all efforts to tap the huge potential in virgin rural markets also apart from metros and large cities.

The progress of modern retail completely depends on the demand for quality, convenience and positive customer experience. The importance of internet retailing is growing all over the world and in Indian retail sector also it is spreading very fast. The retailers shall evolve strategies to face the challenges particularly relating to infrastructure, technology, supply chain, and human resources, FDI and changing consumption practices. Retailers need to consider new concepts and approaches within the organization to capitalize on the new opportunities created by experiential marketing. Organizations all over the world have recognized the importance of customer experience management.

X. DIRECTION FOR FURTHER RESEARCH

Even though the customers are getting better prices, the impact of large format retailing on enhancing positive customer experience and driving the consumption is still limited in our country. The study adopted non-probability sampling technique which consists of the external validity to a large extent. Hence there will be a scope to conduct studies in this area using probability sampling technique. This study is based on customers of modern retail formats in selected cities but not specific to product categories. It may be apt to conduct research on attitude of consumers, price sensitivity, e-tailing and also on drivers of customer experience in offline and online marketing.

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