KCT BUSINESS SCHOOL

A STUDY ON THE FACTORS THAT DETERMINES CUSTOMERS EXPERIENCE IN NEW FORMAT RETAIL STORE (LIFESTYLE) AT COIMBATORE

A Project Report

Submitted

By

M.KARTHIKEYAN

Reg. No. 1020400501

Under the guidance of

DR. MARY CHERIAN

Professor

In partial fulfillment of the requirements

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MASTER OF BUSINESS ADMINISTRATION

Department of Management Studies
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(An autonomous institution affiliated to Anna University, Coimbatore)

Coimbatore - 641 049

May, 2012

i

BONAFIDE CERTIFICATE

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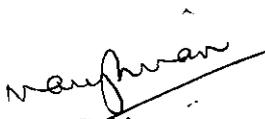
Faculty Guide

Dr. Mary Cherian

Professor
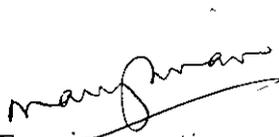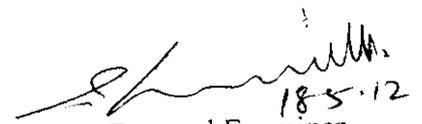
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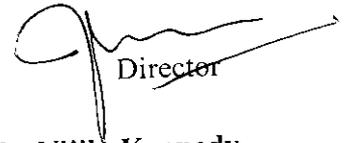
Director

Dr.Vijila Kennedy

KCTBS

Submitted for the Project Viva-Voce examination held on May 18th 2012 (18·05·2012)

Internal Examiner

External Examiner

ACKNOWLEDGEMENT

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PROJECT COMPLETION CERTIFICATE

CERTIFICATE

This is to certify that

Mr.Karthikeyan.M

Master of Business Administration student of

Kumaraguru College of Technology Business School, Coimbatore

Has done a study on

"Factors that Determine Customers Experience In New Format Retail store"

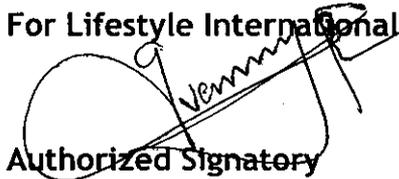At Lifestyle International Pvt Ltd

From 1st Feb'12 to 30th April'12.

He evinced keen interest and completed the project work satisfactorily.

His conduct was good during the above period.

We wish him all the best.

For Lifestyle International Pvt Ltd.

Authorized Signatory

lifestyle

TABLE OF CONTENTS

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

SYNOPSIS

SYNOPSIS

The rapid pace of globalization, increased competition and excessive brand clutter are changing the market landscape in retail and posing new challenges for marketers and customers alike. Coupled with economic slowdown, environmental crises and more discerning consumers, marketers are employing innovative strategies to address the changing consumer profiles. Marketers are building brands based on inputs, and aim to create experiences that shall be cherished forever. In today's global marketplace, it is all about feel relate and act. This is driving the consumption and choice of brands. The human interface is becoming a critical component and is providing the necessary touch points for generating memorable experiences

Experiential marketing creates memorable experiences. The consumer fondly remembers them, and even shares them with peers and family, generating increasing sales through the power of word of mouth and consumer loyalty. The experience deepens with each successive interaction.

Experiential marketing necessarily involves consumer participation and goes beyond the consumer's stated needs (addressed by the consumption categories), taking into account the socio cultural context. Thus, experiential marketing addresses not simply the wants and needs, but the self-image, social goals, dormant emotions, values and deeply ingrained desires of the consumer.

The purpose of this research is to review the concept of Customer Experience and identify its major determinants in context of new format retail stores by analyzing customer expectations. The emotions concerned in the customers experience are also measured in this research. Customer experience can be used as a competitive edge against the rivals to maintain market share and generate profits.

INTRODUCTION

CHAPTER 1
INTRODUCTION

1.1 Introduction to the study

Traditional marketing views consumers as rational decision makers who care about functional features and benefits. In contrast, experiential marketers view consumers as rational and emotional human beings who require pleasurable experiences when they were shopping.

Experiential marketing is everywhere. In a variety of industries, companies have moved away from traditional "features-and-benefits" marketing toward creating experiences for their customers.

Traditional marketing has provided a valuable set of strategies, implementation tools and methodologies for the industrial age. Now that we have entered a new era, it is necessary to shift attention from the features-and-benefits approach advocated by traditional marketing to customer experiences. Managers need to consider new concepts and approaches, and most of all, new approaches within the organization to capitalize on the new opportunities offered by experiential marketing

The four Key Characteristics of Experiential Marketing are

- A Focus on Customer Experiences
- A Focus on Consumption as a Holistic Experience
- Customers are Rational and Emotional Animals
- Methods and Tools are Eclectic

My project "A study on the factors that determines the Customers experience in new format retail store (lifestyle) at Coimbatore" which identifies the determinants of customer experience and provides information to enhance their shopping experience in future.

Experience is described as an economic offering after commodities, goods and service, as the fourth stage in the economic progression. In a major paradigm shift, customer experience has emerged as the next battleground for competitive advantages.

Leading edge companies are realizing the new realities and developing strategies for effective customer experience management. An experience occurs as an outcome of human interactions with environmental clues. Customer experience is the sum total of feelings, perceptions and attitudes formed during the entire process of decision making and consumption chain, involving an integrated series of interactions with people, objects, processes and environment.

The purpose of this research was to review the concept of customer experience and identify its major determinants in the context of new format retail stores. The study was aimed at exploring the new realities of the market place and consumer's mind, to bring important managerial insights for designing a holistic customer experience—a unique pleasurable and memorable economic offering

The traditional product/service value proposition is no longer adequate for reaching customers or creating differentiation and suggested that businesses must elevate the customers' experience to the prominence they give to products and services, thereby, creating a seamless total experience in which product and services are elements. Organizations need to develop competencies in creating and managing great customer experiences that leave lasting impressions on customer's mind. Managing each customer's experience is perhaps the most important ingredient in building customer loyalty.

Customer experience is described as the internal and subjective response customers have, to any direct or indirect contact with a company. The focus of retailing is shifting from mere transactions to building lasting relationships by providing shopping experiences. Retail experience is described as all the elements that encourage or inhibit customers during their interaction with retailer. Customer experience in the new format retail stores may be interesting, involving, absorbing, entertaining, satisfying, different, pleasurable, memorable or beyond expectations. These experiences also reshape the expectations and influence future purchase behavior.

Positive customer experience has been found to be related with longer duration of stay, increased spend of different products, feeling to visit again and recommend to other customers. Evolution of retailing presents convenience and complexities together. As compared to traditional stores, new format stores are pre-engineered retail outlets,

2

characterized by well designed layout, ambience, display, self service, value added services, technology based operations and many more dimensions with modern outlook and practices. They seem to attract and influence young minds by satisfying both hedonic and utilitarian needs.

The present descriptive research was carried out to identify and analyze major determinants of customer experience in new format retail stores. To measure the experience it is necessary to measure the emotions of the customer inside the store. For this study Self-Assessment Manikin (SAM) frame work is used to measure the emotions.

1.2 Industry Profile – Indian Retail Industry

The Indian retail industry is the fifth largest in the world. Comprising of organized and unorganized sectors, India retail industry is one of the fastest growing industries in India, especially over the last few years. Though initially, the retail industry in India was mostly unorganized, however with the change of tastes and preferences of the consumers, the industry is getting more popular these days and getting organized as well. With growing market demand, the industry is expected to grow at a pace of 25-30% annually. The Indian retail market currently stands at USD 396 billion and is likely to grow further at 12% to increase to USD 574 billion by 2015. This sector is the second largest employer after agriculture, employing more than 35 million people with wholesale trade generating an additional employment to 5.50 million more. The growing disposable income in the country is resulting in increasing consumer spending habits.

The government is considering in allowing foreign direct investment (FDI) in multi-brand retailing as a measure to make India more attractive to overseas investors. The proposal, piloted by the Department of Industrial Policy and Promotion (DIPP), is currently at the discussion stage and is awaiting government clearance.

The organized retail segment is expected to grow from 5 per cent to about 7 to 8 per cent by 2012–13. The market is witnessing a migration from traditional retailing to modern/organized retailing formats, with an explosive proliferation of malls and branded outlets.

Modern retailing outlets in India are increasingly becoming global in standards and are witnessing intense competition. With a share of over 95 per cent of total retail revenues, traditional retailing continues to be the backbone of the Indian retail industry. Over 12 million small and medium retail outlets exist in India, the highest in any country

Traditional retail is highly pronounced in small towns and cities, with a primary presence of neighborhood 'kirana' stores, push-cart vendors, 'melas' and 'mandis'. Organized retailing is growing at an aggressive pace in urban India, fuelled by burgeoning economic activity. An increasing number of domestic and international players are setting up base in the country and expanding their business to tap this growing segment

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                    ┌─────────────────────────────┐
                    │   India's GDP - USD 1,732 Bn │
                    └─────────────────────────────┘
                                  │
              ┌───────────────────┴───────────────────┐
              ▼                                         ▼
  ┌─────────────────────────┐         ┌─────────────────────────────┐
  │   Private Consumption   │         │  Public Spending and Gross  │
  │    USD 894 Bn (52%)     │         │           Capital           │
  └─────────────────────────┘         │    Formation USD 838 Bn     │
              │                       └─────────────────────────────┘
      ┌───────┴───────┐
      ▼               ▼
┌──────────────┐ ┌──────────────┐
│ Retail USD   │ │ Non-Retail   │
│ 396 Bn       │ │ USD          │
│ (44%)        │ │ 498 Bn (56%) │
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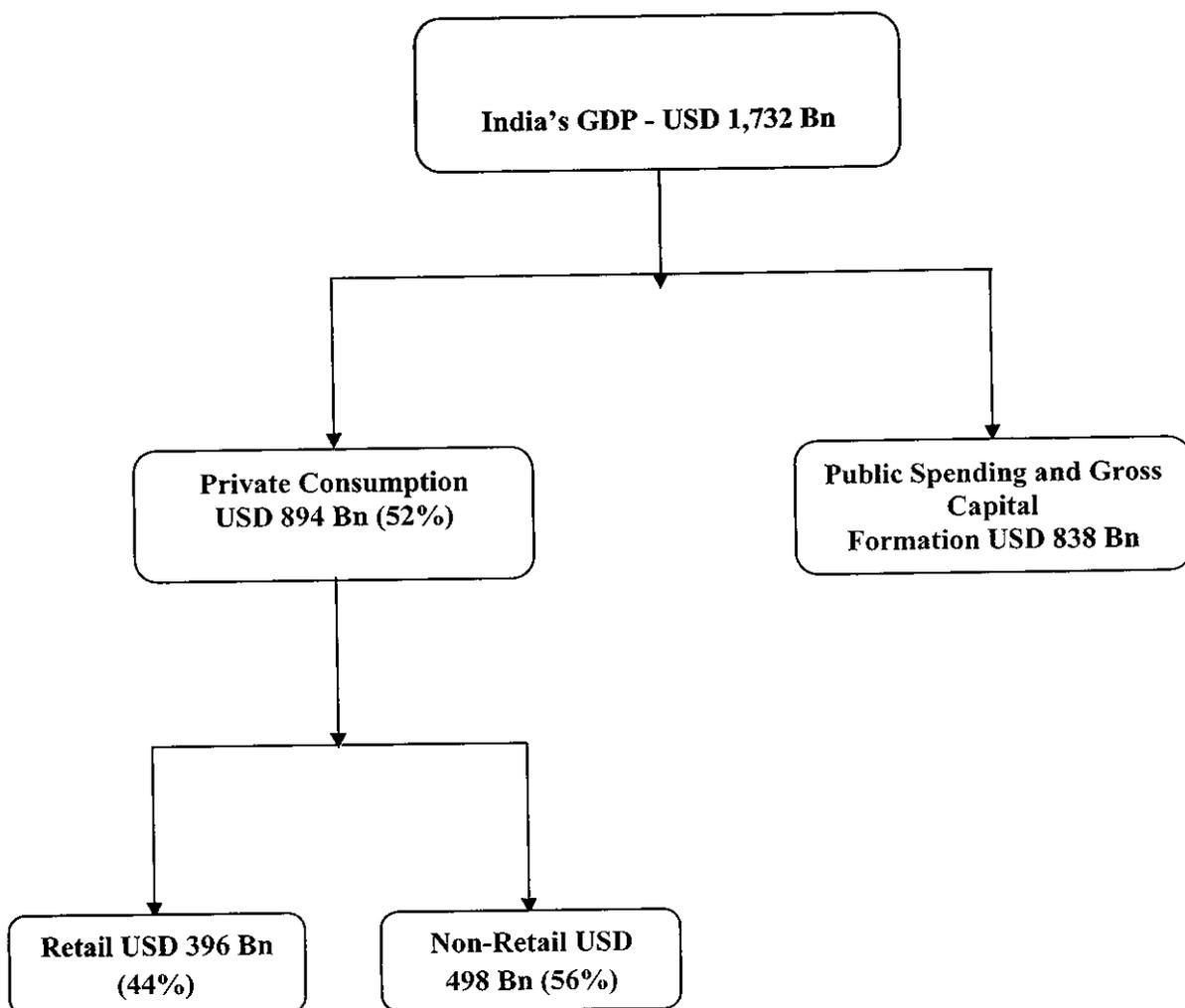
Fig 1.1 Figure Showing Consumption pattern in retail and non retail sector in India

1.2.1 Consumption patterns of the industry

The total retail spending is estimated to double in the next five years. Of this, organized retail—currently growing at a CAGR of 22%--is estimated to be 21% of total retail expenditure. The food and grocery segment is the highest contributor to the retail sector with maximum contribution coming from traditional retailing, while penetration of modern retail is highest in the clothing and fashion segment, at 23% of the growth.

1.2.2 Trends in the Retail industry

- Spending capacity of youth of India: India has a large youth population, which is a conducive environment to growth of this sector

- Emergence of organized retail: Real estate development in the country, for example, the construction of mega malls and shopping malls, is augmenting the growth of the organized retail business

- Raising incomes and purchasing power: The per capita income in India has doubled between 2000-01 and 2009-10 resulting in improved purchasing power.

- Changing mindset of customers: The customer mind set is gradually shifting from low price to better convenience, high value and a better shopping experience

- Easy customer credit: Emergence of concepts such as quick and easy loans, EMIs, loan through credit cards, has made purchasing possible for Indian consumers, for products such as consumer durables

- Higher brand consciousness: There is high brand consciousness among the youth; 60% of India's population is below the age of 30 leading to popularization of brands and products

The various segments of retail industry are Food and Grocery Retail, Apparel Retail, Beauty and Wellness, Consumer Durable, Furniture and Furnishings.

Food and Grocery Retail

Apparel Retail

Beauty and Wellness

Consumer Durable

Furniture and Furnishings
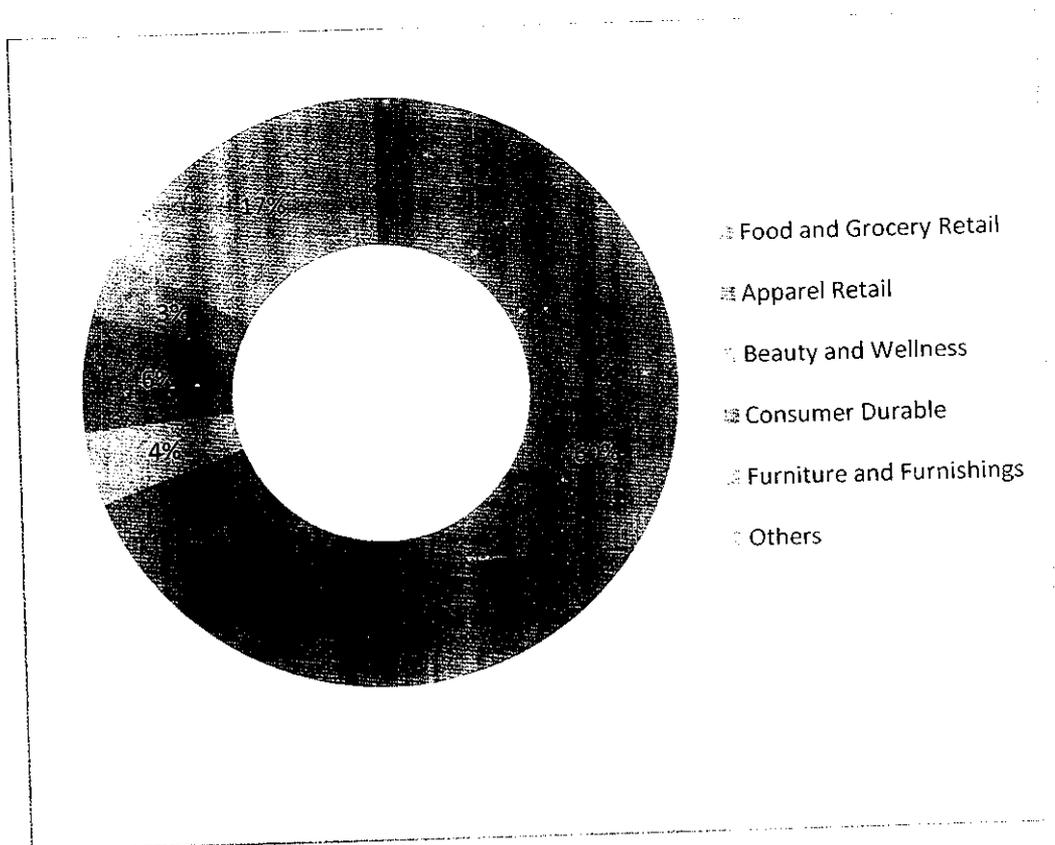
Others

Fig 1.2 Figure showing segments of Indian retail Industry

1.2.3 Top contributors across the segments

The food and grocery segment is the highest contributor to the retail sector (60%) with minimum penetration of organized retailing. Penetration of modern retail is maximum (23%) in the clothing and fashion segment, which is 10% of the total retail sector. Besides, organized retail in beauty, wellness and electronics through specialty stores is growing at a rapid pace.Few highlights of the opportunities available under various segments are:

1.2.4 Food and Grocery Retail

- Indian household spending on food is one of the highest in the world with 48% of income spent on food and grocery
- With growing urbanization and consumerism and acceptance to modern retail this sector exhibit huge untapped potential

1.2.5 Apparel Retail

- Demand for readymade and western outfits is growing at 40-45% annually
- Critical success factors are to deliver affordable and accessible fashion, provide value- added services to sustain consumers

1.2.6 Beauty and Wellness

- Pharmacy retailing in India is largely dominated by traditional/local chemists
- Modern retailer is increasingly moving from pure-play pharma to health and beauty care

1.2.7 Consumer Durable

- Current market size of consumer durables is USD 6.5 billion and is estimated to grow
  at a CAGR of 18%
- Consumer durable market consist of consumer appliances and consumer electronic

1.2.8 Furniture and Furnishings

- This category has recently witnessed modern retailers setting up home furnishing sections in hypermarkets or start-up specialty stores
- This category faces stiff competition from small traditional retailers as well as individual carpenters/furnishers

Key players in Indian retail are

- Future Group
- Aditya Birla Ltd
- Raymond Ltd.
- Reliance Retail-Formats
- Marks & Spencer
- Shopper's Stop Ltd
- Tata Retail Formats
- RPG Enterprises
- Landmark Group
- Madura Garments
- Vivek Group
- Globus
- Vishal Megamart Ltd
- Nilgris
- Provogue Ltd
- More
- Bata India Ltd
- Archies Ltd
- NEXT Retail India Ltd.
- Odyssey India Ltd.
- McDonald's India
- Unilever India Exports Ltd.
- Cafe Coffee Day
- Bharti Wal mart
- Barista
- Escada Group
- Murjani Group
- Subhiksha

These were some of the key players of the industry in India.

1.3 Organization Profile

Founded in 1973 in Bahrain, the Landmark Group has successfully grown into one of the largest and most successful retail organizations in the Middle East and India. An international, diversified retail and hospitality conglomerate that encourages entrepreneurship to consistently deliver exceptional value, the Group operates over 1200 outlets encompassing over 18 million square feet across the GCC, India, Egypt, Turkey, Jordan, Lebanon, Yemen, Sudan, Kenya and Pakistan. The Group employs over 40,000 people.

As one of the largest retail conglomerates in the Middle East and India, the Landmark Group has a diverse portfolio of retail and hospitality brands. The Landmark Group provides value-driven products for the entire family through a diverse portfolio of core retail brands.

1.3.1 Purpose for Creation of Landmark Group

Creating exceptional value for all lives we touch.

1.3.2 Core values of Landmark Group

- Passion for excellence
- Integrity in everything we do
- Empowering people to strive and deliver
- Adapting to changing market and consumer needs

The Landmark Group has grown consistently in every market condition displaying stability of performance and high value for our customers across the globe. Its strengths lie on the four pillars of strategic business, efficient operations, logistics and the people who drive our success as a group.

Business

- Large and diversified retail formats with anchor stores in major malls
- Core businesses successfully developed in-house are now category leaders
- Investment in research and development enables constant innovation
- Well funded and strong financial discipline

9

Logistics

- Efficient supply chain management
- Competitive global sourcing capabilities
- State-of-the-art IT systems and solutions
- Largest importer of non-food items in the Middle East handling over 50,000 TEU's per annum

Operations

- Cost efficient operations and optimum use of resources
- Attractive, extensive customer loyalty programmes

People

- Decentralized decision making teams with hands-on management capability
- Continuous investment in human resource development and training

1.3.3 Landmark Brands –Retail

homecentre

centrepoint

babyshop

Splash

SHOE MART

Lifestyle

beautybay

ICONIC

max

shoexpress

max

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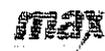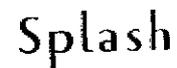
1.3.4 Landmark Brands –Franchise

LANDMARK INTERNATIONAL

SHOE MART INTERNATIONAL

1.3.5 Landmark Brands –Hospitality

FUN CITY

GOURMET

spaces

Citymax

Citymax

FitnessFirst
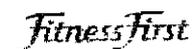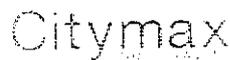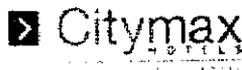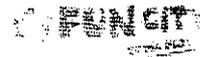
1.3.6 Landmark Brands – Mall Management

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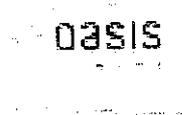
1.3.7 Lifestyle – Retail outlet

Lifestyle International (P) Ltd, part of the prestigious Dubai based Landmark Group, started its operations in India with the launch of the first Lifestyle store in Chennai in 1999. In little over a decade's time, Lifestyle has established itself amongst the leading retail companies in India. Positioned as a youthful, stylish and a vibrant brand, Lifestyle offers its customers not just the ease of shopping but also an enjoyable shopping experience.

Each Lifestyle store brings together five concepts under one roof – Apparel, Footwear, Children's Wear & Toys, Furniture & Home Furnishings, Personal Grooming - offering a convenience of a one-stop shop and a wide choice of national & international brands. Home Centre by Lifestyle is a one stop destination for Furniture, Home Décor and Soft Furnishings that truly represent style, comfort and individuality.

11

Home Centre uses a unique 'Concept Room' display model to give customers a practical idea of how each piece of furniture would look in a particular room.In keeping with the Group's tradition of making every shopping experience rewarding and memorable, The Inner Circle – Landmark Group's Loyalty program allows members, to enjoy exclusive benefits and privileges such as reward points and exciting offers. The Inner Circle is today recognized amongst the leading Loyalty Program in the country with an ever increasing base of customers.

Rewarding the loyal customer base of The Inner Circle (TIC) members, the group has announced the Merry Miles Fest. This will allow members to accumulate points over an extended period, leading to exciting prizes such as holidays in Singapore and Malaysia and Cygnus Jewellery GVs. Top shopper from each of the North, South and West zone will get assured Lifestyle GVs worth Rs. 1 Lakh. In addition, TIC members who will shop over Rs. 7,000 will stand to gain 10 times the reward points

The card is accepted across all Landmark Group Stores in India including Lifestyle, Home Centre by Lifestyle, Max Fashion, Splash, Bossini, SPAR Hypermarket, Polynation Food Court, Gloria Jean's Coffees & The Yellow Chilli chain of restaurants.

Lifestyle is currently present across leading Indian cities including Ahmedabad, Bangalore, Chennai, New Delhi, NCR, Coimbatore, Hyderabad, Jaipur, Mumbai and Pune. Lifestyle and Home Centre offer a truly international shopping experience, a fact borne by numerous accolades:

- Most Admired Fashion Retail Destination of the Year– Images Fashion Awards 2011
- Most Admired Retailer of the Year - Home & Interiors Category for Home Centre by Lifestyle from Images Retail for two consecutive years, 2009 & 2010
- 'Most Respected Company in the Retail Sector' by Business World – IMRB in 2003 and 2004.
- 'ICICI – KSA Technopak Award for Retail Excellence' in 2005
- Lycra Images Fashion Awards for the 'Most Admired Large Format Retailer of the Year' in 2006.
- 'Reid and Taylor' Retailer of the Year award for the year 2006
- Most Admired Retailer of the Year – Department Store' from Images Retail in 2008

1.4 Significance of the Project/ Statement of Problem

Having a customer-centric approach is truly our best chance at having a sustainable and competitive advantage. Over the decades, companies keep making promises to customers, without really living up to their expectations in almost all channels. That is a tactic that doesn't work anymore, because we were now living in an era where the success of any business imperatively depends on customers, rather than only marketing strategies.

To create a superior customer experience requires understanding the customer's point of view which includes "What's it really like to be your customer? What is the day-in, day-out customer experience your company is delivering? How does it feel to wait during billing? To open a package and not be certain how to follow the poorly translated instructions? To stand in line, be charged a fee, wait for a service call that was promised two hours ago, come back to an online shopping cart that's no longer there an hour later? Or what's it like to be remembered? To receive helpful suggestions? To get everything exactly as it was promised? To be confident that the answers you get are the best ones for you?"

In short, we should understand a customer journey which makes the customer feel happy, satisfy, justify, with a sense of being respected, served and cared, according to his/her expectation or standard, start from first contact and through the whole relationship. Once we understand the experience of customer we might be in a position to enhance the positive factors and suppress the negative factors so that the retail experience on a whole will create a competitive advantage for the company against their competitors.

Lifestyle store in one of the multi branded retail outlet present in Brookfield's mall, Coimbatore. The main competitors were Reliance trend, Pantaloons and Westside. Along with these multi branded store there were many single branded outlets such as Wills Lifestyle, Provogue, Basics, Blackberry, Raymond's, United Colors of Benetton, Wrangler, Levis, etc were also present in the mall. So to hold on to their market share and to expand their customer base Lifestyle wanted to create a holistic shopping experience to their customer. So this motto of Lifestyle to create an optimal experience forms the backbone for the research. Since the Research Project is backed by the corporate, its results will be used within the company to help improving their stand in comparison to their competitors.

1.5 Objective of the Study

1. To determine the factors that influence customer experience in lifestyle retail store.

2. To measure the emotional attributes that customer experience while they were in lifestyle retail store.

3. To understand the impact of various retail aspects and their effect on shopping experience.

1.6 Scope of the Study

The research was conducted exclusively for Lifestyle retail store and not for any other retail formats like pantaloons, Westside, Reliance trend, etc. This study unveils the factors that determine the customer experience in Lifestyle retail outlet in Coimbatore city only. There were possibilities that the experience may vary in outlets in some other branches in other cities.

REVIEW OF LITERATURE

CHAPTER 2
REVIEW OF LITERATURE

1. **Rajnish Jain, Shilpa Bagdare, (2009) 'Determinants Of Customer Experience In New Format Retail Stores', Journal Of Marketing & Communication, September - December 2009 Vol. 5 Issue 2 35**

Customer Experience is a major tool for achieving competitive advantage in all industries. Customer interactions with the environmental stimuli result into pleasurable or unpleasurable response. Positive customer experience leads to enhanced marketing productivity. The purpose of this research is to review the concept of Customer Experience and identify its major determinants in context of new format retail stores by analyzing customer expectations. The study explores, major dimensions of pre purchase, purchase and post purchase customer interactions and provides an insight into major utilitarian and emotional factors considered by consumers while describing their expectations about retail experience.

2. **Ann Petermans, Koenraad Van Cleempoel, Erik Nuyts, And Jan Vanrie, 'Measuring Emotions In Customer Experiences In Retail Store Environments', Research Paper, Department Of Arts And Architecture, Phl University College And Hasselt University**

Since economy and marketing are shifting from a goods to a service dominant logic, creating and directing memorable customer experiences in retail store environments has become a valuable differentiation strategy. While customer experiences continually receive more attention in literature, knowledge about how to induce these experiences often lacks definitions of central concepts and empirical support. Given that different authors have acknowledged an environment's ability to change consumer emotions and thereby affecting consumer responses, different attempts have been made to capture the mediating role of emotions on consumer responses in the retail store. The purpose of this paper is to contribute to this literature by investigating the applicability of two verbal and one visual self-report emotion measurement instrument for measuring emotions in customer experiences in retail stores

3. **Margaret M. Bradley And Peter J. Lang, (1994) ' Measuring Emotion: The Self-Assessment Manikin And The Semantic Differential',J.Behav.Ther.&Exp.Psychiat., Vol. 25, No. I. Pp. 49-59, 1994.**

The Self-Assessment Manikin (SAM) is a non-verbal pictorial assessment technique that directly measures the pleasure, arousal, and dominance associated with a person's affective reaction to a wide variety of stimuli.

4. **Lewis P.Carbone, (1998) 'Total Customer Experience Drive Values', American Management Association International Journal, July/August- 1998**

The traditional product/service value proposition is no longer adequate in reaching customer or creating significant differentiation. Business must elevate customers' experience to the prominence they give to the product/service, thereby creating a seamless total experience in which product and services are elements

5. **Morris B. Holbrook,Elizabeth C. Hirschman. (1982) 'The Experiential Aspects Of Consumption: Consumer Fantasies, Feelings, And Fun', Journal Of Consumer Research, Vol. 9,September 1982**

This paper argues for the recognition of important experiential aspects of consumption. Specifically, a general framework is constructed to represent typical consumer behavior variables. Based on this paradigm, the prevailing information processing model is contrasted with an experiential view that focuses on the symbolic, hedonic, and esthetic nature of consumption.

6. **Bernd Schmitt, (1999) 'Experiential Marketing', Journal Of Marketing Management,1999, Vol 15, Pp 53-67**

In this article, the author contrast traditional marketing with a new approach to marketing called Experiential Marketing and provides a strategic framework for Experiential Marketing. Traditional marketing views consumers as rational decision makers who care about functional features and benefits.

7. **Leonard L Berry, Lewis P. Carbone And Stephan H. Haeckel, (2002), 'Managing The Total Customer Experience', Essay, Mit Sloan Management Review, Spring 2002**

In recent years, managers have become increasingly aware of the need to create value for their customers in the form of experiences. Unfortunately, they have often proceeded as if managing experiences simply meant providing entertainment or being engagingly creative. The issue is far more complex than that.' Restaurants that put photographs of movie stars on their walls and retailers those hang motorcycles from their ceilings.

8. **Christopher Meyer And Andre Schwager, (2007) 'Understanding Customers Experience', Harvard Business Review, February 2007, Pp 117-126**

Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company. Direct contact generally occurs in the course of purchase, use, and service and is usually initiated by the customer. Indirect contact most often involves unplanned encounters with representations of a company's products, services, or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports, reviews, and so forth

9. **Jason M. Carpenter, Marguerite Moore, Ann E. Fairhurst, (2005) 'Consumer Shopping Value For Retail Brands', Journal Of Fashion Marketing And Management, Vol. 9 No. 1, 2005 Pp. 43-53**

Retail branding is emerging as one of the most important strategic initiatives in the modern retail industry. The purpose of this paper was to examine whether consumers value the in-store experience that retailers provide as part of the store as brand concept

10. **Rowley, J. (1994) 'Customer Experience of Libraries', Library Review, 43:6, 7-17.**

In the ever-more competitive world of information and document delivery channels, libraries need to focus sharply on customer satisfaction. Satisfied customers are returning customers. Indeed there has been a significant focus on customer care and customer service in libraries, particularly in the public library sector, in recent years.

11. **Rowley, J. (1999) 'Measuring Total Customer Experience In Museums', International Journal Of Contemporary Hospitality Management, 11:6, 303-308.**

Against the changing perceptions of the nature of the customer experience in museums, this article seeks to explore aspects of the total customer experience in museums, initially through two simple case studies, and subsequently by identifying some of the factors that might influence the customer experience

12. **Srini R. Srinivasan, Rajesh Kumar Srivastava, (2010)' Creating The Futuristic Retail Experience Through Experiential Marketing: Is It Possible? An Exploratory Study', Journal Of Retail & Leisure Property Vol. 9, 3, 193–199**

The rapid pace of globalization, increased competition and excessive brand clutter are changing the market landscape in retail and posing new challenges for marketers and customers alike. Coupled with economic slowdown, environmental crises and more discerning consumers, marketers are employing innovative strategies to address the changing consumer profiles. Marketers are building brands based on inputs, and aim to create experiences that shall be cherished forever. In today's global marketplace, it is all about feel relate and act. This is driving the consumption and choice of brands. The human interface is becoming a critical component and is providing the necessary touch points for generating memorable experiences

13. **Deirdre O'loughlin, Isabelle Szmigin And Peter Turnbull, (2004) 'From Relationships To Experiences In Retail Financial Services', The International Journal Of Bank Marketing Vol. 22 No. 7, 2004 Pp. 522-539**

This study investigates the nature of customer-supplier interaction that currently exists within Irish retail financial services. Specifically, issues relating to the role, meaning and importance of financial service interaction within the context of current demand- and supply-side relationship marketing issues are explored. In an age of increased depersonalization and automation impacting upon financial service quality and delivery, the paper questions the relevance of the "relationship" concept and proposes the notion of an "experience" as a far more relevant and meaningful construct.

14. **Rajagopal, (2009) 'Arousal And Merriment As Decision Drivers Among Young Consumers', Journal Of International Consumer Marketing, 21:271–283, 2009**

Arousal among young consumers plays a key role in buying decisions. Shopping arousal is largely driven by store attractions, interpersonal influences, self-reference criteria, and comparative gains. Arousal-led retail sales strategies for affordable fashion and entertainment products drive buying decisions of young consumers.

15. **Robert Johnston And Xiangyu Kong, (2011) 'The Customer Experience: A Road-Map For Improvement', Managing Service Quality, Vol. 21 No. 1, 2011pp. 5-24**

This paper aims to respond to the call to help organizations to systematically engineer their customer experiences. Its objective is to investigate how organizations actually go about designing and improving their customer experiences

16. **Ann Petermans, Koenraad Van Cleempoel, Erik Nuyts and Jan Vanrie, 'Measuring emotions in customer experiences in retail store environments', PHL University College and Hasselt University, Department of Arts and Architecture, pp2257 – 2266**

The purpose of this paper is to contribute to this literature by investigating the applicability of two verbal and one visual self-report emotion measurement instrument for measuring emotions in customer experiences in retail stores. While customer experiences continually receive more attention in literature, knowledge about how to induce these experiences often lacks definitions of central concepts and empirical support.

17. **Jon D.Morris (1995), 'The Self Assessment Manikin An Efficient Cross Cultural Measurement Of Emotional Response', Journal Of Advertising And Research, November/December 1995**

The self assessment manikin presents promising solutions to the problems that have been associated with measuring emotional response advertising. SAM depicts each PAD dimensions with a graphic character arrayed along a continuous nine point scale.

18. **Michael Grimm, Kristian Kroschel, (2005), 'Evaluation Of Natural Emotions Using Self Assessment Manikins', Institut f ̈ur Nachrichtentechnik Universit ̈at Karlsruhe (Th), Germany, 2005, Asru Ieee, Pp 381 -385**

Emotion recognition in speech is an important research objective in the field of man-machine interfaces. This paper focuses on human labeling of emotions to create training data for emotion recognition systems. A three-dimensional emotion space concept is used to address the complexity of emotions in natural speech. As an evaluation tool, an iconic representation of each emotion component (Self Assessment Manikins, SAMs) is proposed. This method is shown to be a simple and efficient means for evaluating emotions at an utterance-based segmentation level. The results show a high inter-evaluator agreement and a good reliability with the help of statistical signal modeling.

19. **Nunnally, J. C. (1978). Psychometric theory (2nd ed.). New York: McGraw-Hill.**

Cronbach's α(alpha) is a coefficient of reliability. It is commonly used as a measure of the internal consistency or reliability of a psychometric test score for a sample of examinees. This article discusses the use of α in psychology, but Cronbach's alpha statistic is widely used in the social sciences, business, nursing, and other disciplines. The term item is used throughout this article, but items could be anything — questions, raters, indicators — of which one might ask to what extent they "measure the same thing." Items that are manipulated are commonly referred to as variables.

RESEARCH METHODOLOGY

CHAPTER 3

RESEARCH METHODOLOGY

Research may be defined as the search for knowledge through an objective and scientific method of finding solution of problem. Research methodology is a way to systematically solve the research problem. It includes the various steps that are generally adopted by a researcher in studying problem along with the logic behind them. During the research we have adopted the following research design.

Research design

- To decide the objective and subjective of the research.
- To determine the most suitable method of research.
- To determine the sources of data
- To decide the appropriate research instrument for data collection
- To determine the suitable sampling design and sampling size
- To conduct the field survey for data collection
- To prepare the research report

3.1 Type of Research

The method adopted here was 'descriptive study', where set of elements that will influence the customer experience of the respondents in a retail environment were identified by literature review and through brain storming sessions.

The emotions of the consumer were tapped by using the self assessment manikin method. The respondents of this study were the customer who visits the lifestyle retail shop. The respondents were chosen at random in different time periods of the day. The pilot study was carried out to refine the questionnaire and to decide the dimension which the questionnaire should measure.

The Self-Assessment Manikin (SAM) is a non-verbal pictorial assessment technique that directly measures the pleasure, arousal, and dominance associated with a person's affective reaction to a wide variety of stimuli. The SAM method is based on a series of pictures of puppets which are used for measuring three dimensions of emotion by using three axes: pleasure–displeasure, degree of arousal and dominance–submissiveness. The

SAM pictures are usually presented to the user in paper format, and the user selects the picture matching the emotional response by ticking the corresponding picture on each dimension with a pen. The method is most feasible when used for measuring emotions
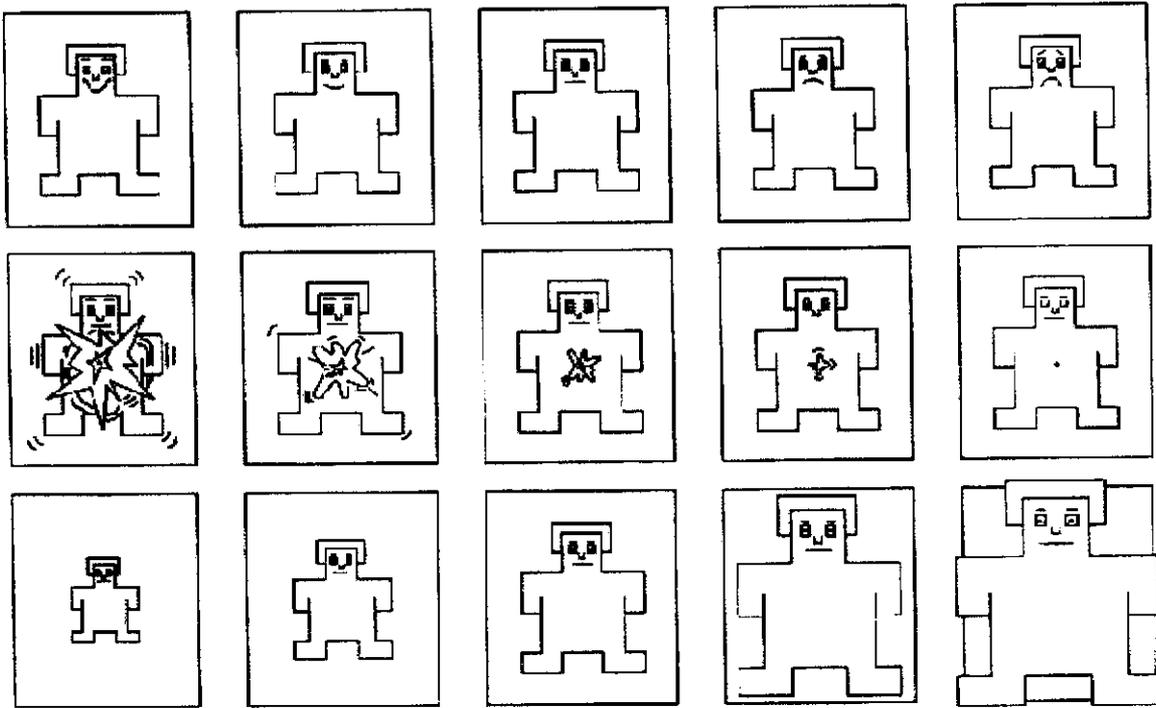
Fig 3.1 Figure showing the puppets of Self Assessment Manikin

3.2 Data and Source of data

The data used for this research was primary data. The research instrument used for data collection was structured questionnaire which was carefully designed keeping the entire objective in mind. The questionnaire collects information's in various aspects like Demography, the consumer behavior, their emotions inside the stores and the factors which create the experience for them while they were inside the store. The collected data was analyzed using statistical tools and inferences were drawn and a finding was published. Through the field survey the data has been sourced for this project.

3.3 Time period covered

The total time period of the study was 90 days. It took nearly one month to finalize the research design, (i.e. review of literature, objective formations, selecting

dimensions to measure, questionnaire formation, refining the questionnaire, etc) and the data collection was carried out for 6 weeks or 42 days.

3.4 Population & Sample size

The process of collecting observation from elements of a large population may be expensive, time consuming and difficult. It will be cheaper and quicker to collect information from a sample plan of the population. A sample was a subset of population through a valid statistical procedure so that it can be regarded as representative of the entire population. The valid statistical procedure of drawing sample from the population is called sampling.

3.4.1 Sample units

The sample units for this study were the customers those visit the lifestyle retail store in Brookfield's plaza in Coimbatore.

3.4.2 Sample Frame

A sample frame was a list that includes every member of the population from which a sample was to be taken. In this case the sample frame was all those who visited the lifestyle store in Brookfield's, Coimbatore, regardless of whether they were buying the products or not.

3.4.3 Sample size

The larger the sample the more accurate the result would be but practically it was not feasible to survey the entire target population or even the substantial proportion of it. For this project the total population was calculated to be 1,05,000 customers, i.e. on an average 2500 customers/ day so for 42 days it comes around 1,05,000. So at 95% confidence level the sample size comes around 383. Around 420 questionnaires were circulated out of which 396 were valid and complete responses were received. So the sample size was 396.

3.5 Sampling Technique

For this research the sampling technique adopted was simple random sampling. It is a probabilistic sampling technique. The customers who visit the shop were not predetermined. They enter the shop by chance and not by choice. Each individual was chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process.

3.6 Statistical tools used

The cronbachs reliability test was conducted to measure the reliability for set of measures that determines the customer experience. The alpha value is .913 which is excellent and shows the measures have high reliability.

The statistical tools used in this research were

- ❖ Descriptive statistics
- ❖ Cronbach's alpha reliability test
- ❖ Correlation Analysis
- ❖ Factor Analysis
- ❖ One way Anova

3.7 Limitations

The research was conducted exclusively for Lifestyle retail store and not for any other retail formats like pantaloons, Westside, Reliance trend, etc so results of this study was applicable only to lifestyle store in Brookfield's, Coimbatore. Data collected may not be a representation of the entire population. This study was limited to the capabilities and willingness of the respondents in appropriately answering the questions and information given by respondents may be or may not be correct.

ANALYSIS AND INTERPRETATION

CHAPTER 4

ANALYSIS & INTERPRETATION

4.1 Percentage Analysis

4.1.1 Table Showing the Percentage Analysis of Demographic variables of the respondents

Demographic Variable	Interval	Mean	Total No. of respondents	Percentage of respondents
Gender	Male	1.33	264	66.7
	Female		132	33.3
	Total		396	100.0
Age	Below 18	2.13	18	4.5
	18 to 25		326	82.3
	26 to 32		42	10.6
	33 to 39		4	1.0
	40 to 46		6	1.5
	Total		396	100.0
Marital Status	Single	1.04	380	96.0
	Married		16	4.0
	Total		396	100.0
Occupation	Student	1.66	300	75.8
	Public Sector		2	.5
	Business/Agri/Self		36	9.1
	Private		46	11.6
	Professional		12	3.0
	Total		396	100.0
Monthly Income	less than 25k	1.90	182	46.0
	25k-50k		144	36.4
	50k-75k		30	7.6
	75k-1 lac		8	2.0
	Above 1 lac		32	8.1
	Total		396	100.0
Frequency of visits	Fortnightly	2.61	72	18.2
	Once a month		158	39.9
	Once in 2 months		48	12.1
	Seasons/in occasions		88	22.2
	off seasons/end of season sale		30	7.6
	Total		396	100.0

Average amount spent	less than 1500		206	52.0
	1500-3000		146	36.9
	3001-4500	1.67	22	5.6
	4501-6000		14	3.5
	above 6000		8	2.0
	Total		396	100.0
Shopping Companion	Alone		40	10.1
	Family	2.51	116	29.3
	Friends		240	60.6
	Total		396	100.0
Mode of Transport	2 wheeler		204	51.5
	4 wheeler		118	29.8
	Bus/Walking	1.68	70	17.7
	Auto/Call taxi		4	1.0
	Total		396	100.0

Inference:

The percentage analysis was carried out for the demographic factors and the study shows that the walk-ins to the store were majority male customer comparatively with female customers. The majority age group of the respondent visiting the store was between 18 years to 25 years. The customers were mostly single and majority of them were students and those working in private sectors.

The majority of respondent's monthly income comes around 25,000 rupees. Nearly 40% of the customers visit the shop least once a month and another 22% visits the shop during occasions or seasons. Nearly 52% customers shop at a single go for only 1500 rupee or less and another 37% shop for something around 1500 to 3000 rupees. Most of the customers come along with friends and family for the shopping. The common mode of transport used by them to reach the shop was two and four wheeler

4.1.2 Table Showing the Percentage Analysis of consumer behavior and emotions of the respondents

Variable	Interval	Mean	Total No. of respondents	Percentage of respondents
Consumer behavior	Hedonic	1.24	302	76.3
	Utilitarian		94	23.7
	Total		396	100.0
Pleasure	Reference point 1	2.49	156	39.4
	Reference point 2		40	10.1
	Reference point 3		120	30.3
	Reference point 4		30	7.6
	Reference point 5		40	10.1
	Reference point 6		4	1.0
	Reference point 7		4	1.0
	Reference point 9		2	.5
	Total		396	100.0
Arousal	Reference point 1	4.93	30	7.6
	Reference point 2		32	8.1
	Reference point 3		80	20.2
	Reference point 4		28	7.1
	Reference point 5		108	27.3
	Reference point 6		2	.5
	Reference point 7		42	10.6
	Reference point 8		4	1.0
	Reference point 9		70	17.7
	Total		396	100.0
Dominance	Reference point 1	5.43	26	6.6
	Reference point 2		16	4.0
	Reference point 3		52	13.1
	Reference point 4		32	8.1
	Reference point 5		114	28.8
	Reference point 6		20	5.1
	Reference point 7		44	11.1
	Reference point 8		18	4.5
	Reference point 9		74	18.7
	Total		396	100.0

Inference:

The percentage analysis was carried out for the consumer behavior and their emotions in the store and study says that nearly 77 % of respondent have a hedonic shopping behavior and it also displays the percentage of respondent and their emotion pattern.

4.1.3 Table Showing the Percentage Analysis of factors inducing service quality of the respondents

Variable	Interval	Mean	Total No. of respondents	Percentage of respondents
Adequate lighting	Strongly Agree	1.59	206	52.0
	Agree		160	40.4
	Agree some what		18	4.5
	Undecided		10	2.5
	Disagree Some what		2	.5
	Total		396	100.0
Pleasant quality of air	Strongly Agree	1.71	200	50.5
	Agree		142	35.9
	Agree some what		36	9.1
	Undecided		10	2.5
	Disagree Some what		6	1.5
	Strongly Disagree		2	.5
	Total		396	100.0
Attractive entrance	Strongly Agree	1.97	150	37.9
	Agree		144	36.4
	Agree some what		80	20.2
	Undecided		10	2.5
	Disagree Some what		8	2.0
	Disagree		4	1.0
	Total		396	100.0
Sufficient open space	Strongly Agree	2.02	142	35.9
	Agree		162	40.9
	Agree some what		50	12.6
	Undecided		30	7.6
	Disagree Some what		10	2.5
	Disagree		2	.5
	Total		396	100.0
Respect and importance	Strongly Agree	1.80	198	50.0
	Agree		118	29.8
	Agree some what		52	13.1
	Undecided		16	4.0
	Disagree Some what		12	3.0
	Total		396	100.0
Color scheme and theme	Strongly Agree	2.22	128	32.3
	Agree		138	34.8
	Agree some what		82	20.7
	Undecided		22	5.6
	Disagree Some what		18	4.5
	Disagree		4	1.0
	Strongly Disagree		4	1.0
	Total		396	100.0

Interior design	Strongly Agree	2.07	150	37.9
	Agree		134	33.8
	Agree some what		64	16.2
	Undecided		40	10.1
	Disagree Some what		2	.5
	Disagree		4	1.0
	Strongly Disagree		2	.5
	Total		396	100.0
Store Fragrance	Strongly Agree	2.16	126	31.8
	Agree		148	37.4
	Agree some what		78	19.7
	Undecided		30	7.6
	Disagree Some what		8	2.0
	Disagree		4	1.0
	Strongly Disagree		2	.5
	Total		396	100.0
After sales service	Strongly Agree	2.29	110	27.8
	Agree		162	40.9
	Agree some what		54	13.6
	Undecided		48	12.1
	Disagree Some what		14	3.5
	Disagree		6	1.5
	Strongly Disagree		2	.5
	Total		396	100.0
Exchange return facility	Strongly Agree	2.17	158	39.9
	Agree		128	32.3
	Agree some what		44	11.1
	Undecided		42	10.6
	Disagree Some what		4	1.0
	Disagree		14	3.5
	Strongly Disagree		6	1.5
	Total		396	100.0
Attending customer complaint	Strongly Agree	2.06	180	45.5
	Agree		118	29.8
	Agree some what		40	10.1
	Undecided		30	7.6
	Disagree Some what		12	3.0
	Disagree		12	3.0
	Strongly Disagree		4	1.0
	Total		396	100.0
Knowledgeable staff	Strongly Agree	2.27	132	33.3
	Agree		142	35.9
	Agree some what		56	14.1
	Undecided		32	8.1
	Disagree Some what		20	5.1
	Disagree		10	2.5
	Strongly Disagree		4	1.0
	Total		396	100.0

Direction marks	Strongly Agree	2.27	108	27.3
	Agree		168	42.4
	Agree some what		68	17.2
	Undecided		24	6.1
	Disagree Some what		18	4.5
	Disagree		4	1.0
	Strongly Disagree		6	1.5
	Total		396	100.0
Store Image	Strongly Agree	2.17	122	30.8
	Agree		160	40.4
	Agree some what		72	18.2
	Undecided		26	6.6
	Disagree Some what		6	1.5
	Disagree		4	1.0
	Strongly Disagree		6	1.5
	Total		396	100.0
Visual Display	Strongly Agree	2.13	140	35.4
	Agree		146	36.9
	Agree some what		64	16.2
	Undecided		26	6.6
	Disagree Some what		10	2.5
	Disagree		6	1.5
	Strongly Disagree		4	1.0
	Total		396	100.0
Waiting & sitting place	Strongly Agree	2.47	120	30.3
	Agree		130	32.8
	Agree some what		66	16.7
	Undecided		34	8.6
	Disagree Some what		20	5.1
	Disagree		16	4.0
	Strongly Disagree		10	2.5
	Total		396	100.0
In store entertainment	Strongly Agree	2.80	86	21.7
	Agree		114	28.8
	Agree some what		80	20.2
	Undecided		56	14.1
	Disagree Some what		42	10.6
	Disagree		6	1.5
	Strongly Disagree		12	3.0
	Total		396	100.0
Surprise elements	Strongly Agree	2.64	94	23.7
	Agree		122	30.8
	Agree some what		76	19.2
	Undecided		60	15.2
	Disagree Some what		26	6.6
	Disagree		16	4.0
	Strongly Disagree		2	.5
	Total		396	100.0

30

Leading brands	Strongly Agree	1.93	178	44.9
	Agree		122	30.8
	Agree some what		54	13.6
	Undecided		30	7.6
	Disagree Some what		12	3.0
	Total		396	100.0
Variety of products	Strongly Agree	1.82	204	51.5
	Agree		108	27.3
	Agree some what		54	13.6
	Undecided		16	4.0
	Disagree Some what		10	2.5
	Disagree		4	1.0
	Total		396	100.0
Technology for faster billing	Strongly Agree	1.85	192	48.5
	Agree		122	30.8
	Agree some what		50	12.6
	Undecided		20	5.1
	Disagree Some what		6	1.5
	Disagree		4	1.0
	Strongly Disagree		2	.5
	Total		396	100.0
Discounts and offers	Strongly Agree	1.96	200	50.5
	Agree		102	25.8
	Agree some what		50	12.6
	Undecided		22	5.6
	Disagree Some what		8	2.0
	Disagree		4	1.0
	Strongly Disagree		10	2.5
	Total		396	100.0
Product display	Strongly Agree	1.75	182	46.0
	Agree		150	37.9
	Agree some what		48	12.1
	Undecided		14	3.5
	Disagree Some what		2	.5
	Total		396	100.0
Background music	Strongly Agree	2.37	122	30.8
	Agree		126	31.8
	Agree some what		76	19.2
	Undecided		42	10.6
	Disagree Some what		18	4.5
	Disagree		6	1.5
	Strongly Disagree		6	1.5
	Total		396	100.0

Convenient Parking	Strongly Agree	1.80	204	51.5
	Agree		120	30.3
	Agree some what		44	11.1
	Undecided		16	4.0
	Disagree Some what		2	.5
	Disagree		8	2.0
	Strongly Disagree		2	.5
	Total		396	100.0
Cleanliness and hygiene	Strongly Agree	1.70	238	60.1
	Agree		94	23.7
	Agree some what		34	8.6
	Undecided		12	3.0
	Disagree Some what		12	3.0
	Disagree		6	1.5
	Total		396	100.0
Value added service	Strongly Agree	2.18	139	35.1
	Agree		157	39.6
	Agree some what		42	10.6
	Undecided		30	7.6
	Disagree Some what		14	3.5
	Disagree		4	1.0
	Strongly Disagree		10	2.5
	Total		396	100.0
Refreshment Facility	Strongly Agree	2.30	153	38.6
	Agree		123	31.1
	Agree some what		44	11.1
	Undecided		36	9.1
	Disagree Some what		18	4.5
	Disagree		8	2.0
	Strongly Disagree		14	3.5
	Total		396	100.0

Inference:

The percentage analysis was carried out for the different variables that induce the customer experience in the store and the results were observed from the above table.

4.2 One way Anova

Analysis of variance (ANalysis Of VAriance) is a general method for studying sampled-data relationships, this method enables the difference between two or more sample means to be analyzed, achieved by subdividing the total sum of squares. One way ANOVA is the simplest case. The purpose is to test for significant differences between class means, and this is done by analyzing the variances.

4.2.1 Table Showing the mean and std. Deviation for gender against pleasure

Pleasure		Descriptive	
	N	Mean	Std. Deviation
Male	264	2.66	1.602
Female	132	2.15	1.310
Total	396	2.49	1.529

4.2.2 Table showing the one way anova result of gender against pleasure

ANOVA					
Pleasure					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.672	1	22.672	9.922	.002
Within Groups	900.288	394	2.285		
Total	922.960	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of pleasure for both the genders were equal. The average of pleasure scores were found different across the two sections with females having better pleasure compared to male segment

4.2.3 Table Showing the mean and std. Deviation for gender against arousal

Arousal		Descriptive	
	N	Mean	Std. Deviation
Male	264	5.34	2.509
Female	132	4.12	2.234
Total	396	4.93	2.486

4.2.4 Table showing the one way anova result of gender against arousal

ANOVA					
Arousal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	130.914	1	130.914	22.335	.000
Within Groups	2309.379	394	5.861		
Total	2440.293	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of arousal for both the genders were equal. The average scores of arousal were found different across the two sections with females having better arousal compared to male segment

4.2.5 Table Showing the mean and std. Deviation for gender against dominance

Dominance	Descriptive		
	N	Mean	Std. Deviation
Male	264	5.82	2.441
Female	132	4.65	2.108
Total	396	5.43	2.397

4.2.6 Table showing the one way anova result of gender against dominance

ANOVA					
Dominance					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	119.778	1	119.778	21.958	.000
Within Groups	2149.242	394	5.455		
Total	2269.020	395			

Inference:

      A one way Anova was performed to test the hypothesis that the average score of dominance for both the genders were equal. The average scores of dominance were found different across the two sections with males having better dominance compared to female segment

4.2.7 Table Showing the mean and std. Deviation for age against pleasure

Pleasure	Descriptive		
	N	Mean	Std. Deviation
Below 18	18	2.11	1.023
18 to 25	326	2.52	1.570
26 to 32	42	2.57	1.451
33 to 39	4	3.00	.000
40 to 46	6	1.00	.000
Total	396	2.49	1.529

4.2.8 Table showing the one way anova result of age against pleasure

ANOVA					
Pleasure					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.546	4	4.387	1.894	.111
Within Groups	905.413	391	2.316		
Total	922.960	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of pleasure for different age groups were equal. The average scores of pleasure were found to be same across the different age groups segment

4.2.9 Table Showing the mean and std. Deviation for age against arousal

Arousal		Descriptive	
	N	Mean	Std. Deviation
Below 18	18	5.33	2.169
18 to 25	326	4.77	2.521
26 to 32	42	5.86	2.148
33 to 39	4	6.00	1.155
40 to 46	6	5.33	3.141
Total	396	4.93	2.486

4.2.10 Table showing the one way anova result of age against arousal

ANOVA					
Arousal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	52.614	4	13.154	2.154	.074
Within Groups	2387.679	391	6.107		
Total	2440.293	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of arousal for different age groups were equal. The average scores of arousal were found to be same across the different age groups segment

4.2.11 Table Showing the mean and std. Deviation for age against dominance

Dominance		Descriptive	
	N	Mean	Std. Deviation
Below 18	18	5.78	2.045
18 to 25	326	5.42	2.382
26 to 32	42	5.19	2.491
33 to 39	4	7.00	2.309
40 to 46	6	5.67	3.724
Total	396	5.43	2.397

4.2.12 Table showing the one way anova result of age against dominance

ANOVA					
Dominance					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.836	4	3.709	.643	.632
Within Groups	2254.184	391	5.765		
Total	2269.020	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of Dominance for different age groups were equal. The average scores of Dominance were found to be same across the different age groups segment

4.2.13 Table Showing the mean and std. Deviation for marital status against pleasure

Pleasure		Descriptive	
	N	Mean	Std. Deviation
Single	380	2.49	1.537
Married	16	2.50	1.366
Total	396	2.49	1.529

4.2.14 Table showing the one way anova result of marital status against pleasure

ANOVA					
Pleasure					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.002	1	.002	.001	.979
Within Groups	922.958	394	2.343		
Total	922.960	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of pleasure for single and married segments are equal. The average scores of pleasure were found to be same across single and married segment people

4.2.15 Table Showing the mean and std. Deviation for marital status against arousal

Arousal		Descriptive	
	N	Mean	Std. Deviation
Single	380	4.91	2.502
Married	16	5.62	1.996
Total	396	4.93	2.486

4.2.16 Table showing the one way anova result of marital status against arousal

ANOVA					
Arousal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.953	1	7.953	1.288	.257
Within Groups	2432.339	394	6.173		
Total	2440.293	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of arousal for single and married segments are equal. The average scores of arousal were found to be same across single and married segment people

4.2.17 Table Showing the mean and std. Deviation for marital status against dominance

Dominance		Descriptive	
	N	Mean	Std. Deviation
Single	380	5.41	2.391
Married	16	6.00	2.530
Total	396	5.43	2.397

4.2.18 Table showing the one way anova result of marital status against dominance

ANOVA					
Dominance					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.431	1	5.431	.945	.332
Within Groups	2263.589	394	5.745		
Total	2269.020	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of dominance for single and married segments are equal. The average scores of dominance were found to be same across single and married segment people.

4.2.19 Table Showing the mean and std. Deviation for occupation against pleasure

Pleasure	Descriptive		
	N	Mean	Std. Deviation
Student	300	2.43	1.492
Public Sector	2	2.00	.000
Business/Agri/Self	36	2.72	1.466
Private	46	2.74	1.819
Professional	12	2.33	1.557
Total	396	2.49	1.529

4.2.20 Table showing the one way anova result of occupation against pleasure

ANOVA					
Pleasure					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.534	4	1.634	.697	.594
Within Groups	916.425	391	2.344		
Total	922.960	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of pleasure for people of different occupation are equal. The average scores of pleasure were found to be same for people of different occupation.

42

4.2.21 Table Showing the mean and std. Deviation for occupation against arousal

Arousal	Descriptive		
	N	Mean	Std. Deviation
Student	300	4.62	2.386
Public Sector	2	2.00	.000
Business/Agri/Self	36	6.06	2.449
Private	46	5.87	2.705
Professional	12	6.33	1.969
Total	396	4.93	2.486

4.2.22 Table showing the one way anova result of occupation against arousal

ANOVA					
Arousal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	155.840	4	38.960	6.668	.000
Within Groups	2284.453	391	5.843		
Total	2440.293	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of arousal for people of different occupation are equal. The average scores of arousal were found to be different for people of different occupation with public sector employees having better arousal than anybody else.

4.2.23 Table Showing the mean and std. Deviation for occupation against dominance

Dominance	Descriptive		
	N	Mean	Std. Deviation
Student	300	5.23	2.340
Public Sector	2	3.00	.000
Business/Agri/Self	36	5.67	2.575
Private	46	6.13	2.482
Professional	12	7.50	1.446
Total	396	5.43	2.397

4.2.24 Table showing the one way anova result of occupation against dominance

ANOVA					
Dominance					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	100.216	4	25.054	4.517	.001
Within Groups	2168.804	391	5.547		
Total	2269.020	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of dominance for people of different occupation are equal. The average scores of dominance were found to be different for people of different occupation with professional segment having better dominance than anybody else.

4.2.25 Table Showing the mean and std. Deviation for income levels against pleasure

Pleasure	Descriptive		
	N	Mean	Std. Deviation
less than 25k	182	2.60	1.515
25k-50k	144	2.35	1.543
50k-75k	30	3.00	1.486
75k-1 lac	8	1.50	.926
Above 1 lac	32	2.25	1.545
Total	396	2.49	1.529

4.2.26 Table showing the one way anova result of income levels against pleasure

ANOVA					
Pleasure					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.804	4	5.701	2.476	.044
Within Groups	900.155	391	2.302		
Total	922.960	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of pleasure for people with different income level are equal. The average scores of pleasure were found to be different for people with different income level with people having income of range 75,000 to 1 lakh having more pleasure than anybody else.

4.2.27 Table Showing the mean and std. Deviation for income levels against arousal

Arousal	Descriptive		
	N	Mean	Std. Deviation
less than 25k	182	4.93	2.570
25k-50k	144	4.93	2.560
50k-75k	30	5.60	2.343
75k-1 lac	8	3.25	1.165
Above 1 lac	32	4.75	1.814
Total	396	4.93	2.486

4.2.28 Table showing the one way anova result of income levels against arousal

ANOVA					
Arousal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	37.079	4	9.270	1.508	.199
Within Groups	2403.214	391	6.146		
Total	2440.293	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of arousal for people with different income level are equal. The average scores of arousal were found to be same for people with different income level .

4.2.29 Table Showing the mean and std. Deviation for income levels against dominance

Dominance	Descriptive		
	N	Mean	Std. Deviation
less than 25k	182	5.16	2.380
25k-50k	144	5.44	2.382
50k-75k	30	6.87	1.814
75k-1 lac	8	4.75	2.435
Above 1 lac	32	5.69	2.633
Total	396	5.43	2.397

4.2.30 Table showing the one way anova result of income levels against dominance

ANOVA					
Dominance					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	80.568	4	20.142	3.599	.007
Within Groups	2188.452	391	5.597		
Total	2269.020	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of dominance for people with different income level are equal. The average scores of dominance were found to be different for people with different income level with people having income of range of 50,000 to 75,000 having more dominance than anybody else.

47

4.2.31 Table Showing the mean and std. Deviation for frequency of visits against pleasure

Pleasure	Descriptive		
	N	Mean	Std. Deviation
Fortnightly	72	2.11	1.295
Once a month	158	2.48	1.426
Once in 2 months	48	2.92	2.061
Seasons/in occasions	88	2.52	1.330
off seasons/end of season sale	30	2.67	1.953
Total	396	2.49	1.529

4.2.32 Table showing the one way anova result for frequency of visits against pleasure

ANOVA					
Pleasure					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.118	4	5.029	2.178	.071
Within Groups	902.842	391	2.309		
Total	922.960	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of pleasure for people who visit the shop in different time interval are equal. The average scores of pleasure were found to be same for people who visit the shop in different time interval.

4.2.33 Table Showing the mean and std. Deviation for frequency of visits against arousal

Arousal	Descriptive		
	N	Mean	Std. Deviation
Fortnightly	72	5.19	2.476
Once a month	158	5.01	2.521
Once in 2 months	48	5.21	2.388
Seasons/in occasions	88	4.59	2.549
off seasons/end of season sale	30	4.47	2.255
Total	396	4.93	2.486

4.2.34 Table showing the one way anova result for frequency of visits against arousal

ANOVA					
Arousal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.384	4	6.596	1.068	.372
Within Groups	2413.909	391	6.174		
Total	2440.293	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of arousal for people who visit the shop in different time interval are equal. The average scores of arousal were found to be same for people who visit the shop in different time interval.

4.2.35 Table Showing the mean and std. Deviation for frequency of visits against dominance

Dominance	Descriptive		
	N	Mean	Std. Deviation
Fortnightly	72	5.89	2.587
Once a month	158	5.24	2.137
Once in 2 months	48	5.58	2.766
Seasons/in occasions	88	5.41	2.362
off seasons/end of season sale	30	5.13	2.675
Total	396	5.43	2.397

4.2.36 Table showing the one way anova result for frequency of visits against dominance

ANOVA					
Dominance					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.642	4	6.161	1.073	.369
Within Groups	2244.378	391	5.740		
Total	2269.020	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of dominance for people who visit the shop in different time interval are equal. The average scores of dominance were found to be same for people who visit the shop in different time interval.

4.2.37 Table showing the mean and std. Deviation of amount spent against pleasure

Pleasure	Descriptive		
	N	Mean	Std. Deviation
less than 1500	206	2.61	1.563
1500-3000	146	2.41	1.557
3001-4500	22	2.27	1.316
4501-6000	14	2.14	1.167
above 6000	8	2.00	1.069
Total	396	2.49	1.529

4.2.38 Table showing the one way anova result for amount spent against pleasure

ANOVA					
Pleasure					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.607	4	2.152	.920	.452
Within Groups	914.352	391	2.338		
Total	922.960	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of Pleasure for people in accordance to their spending power are equal. The average scores of pleasure were found to be same for people in accordance to their spending power.

4.2.39 Table showing the mean and std. Deviation of amount spent against arousal

Arousal	Descriptive		
	N	Mean	Std. Deviation
less than 1500	206	4.69	2.244
1500-3000	146	4.95	2.754
3001-4500	22	5.36	2.441
4501-6000	14	7.14	2.248
above 6000	8	6.00	1.852
Total	396	4.93	2.486

4.2.40 Table showing the one way anova result for amount spent against arousal

ANOVA					
Arousal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	93.810	4	23.452	3.908	.004
Within Groups	2346.483	391	6.001		
Total	2440.293	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of arousal for people in accordance to their spending power are equal. The average scores of arousal were found to be different for people in accordance to their spending power with maximum arousal happens for those who buy products below 1500.

4.2.41 Table showing the mean and std. Deviation of amount spent against dominance

Dominance	Descriptive		
	N	Mean	Std. Deviation
less than 1500	206	5.52	2.479
1500-3000	146	5.10	2.248
3001-4500	22	5.73	2.548
4501-6000	14	6.14	2.445
above 6000	8	7.00	1.512
Total	396	5.43	2.397

4.2.42 Table showing the one way anova result for amount spent against dominance

ANOVA					
Dominance					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	46.906	4	11.727	2.063	.085
Within Groups	2222.114	391	5.683		
Total	2269.020	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of dominance for people in accordance to their spending power are equal. The average scores of dominance were found to be same for people in accordance to their spending power.

4.2.43 Table showing the mean and std. Deviation of companion against pleasure

Pleasure	Descriptive			
	N	Mean	Std. Deviation	Std. Error
Alone	40	3.25	1.193	.189
Family	116	2.26	1.642	.153
Friends	240	2.48	1.486	.096
Total	396	2.49	1.529	.077

4.2.44 Table showing the one way anova result for companion against pleasure

ANOVA					
Pleasure					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	29.368	2	14.684	6.458	.002
Within Groups	893.591	393	2.274		
Total	922.960	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of pleasure for people who visit the shop with different companion are equal. The average scores of pleasure for people who visit the shop with different companion varies, where the segments who comes for shopping with family have more pleasure compared to others

4.2.45 Table showing the mean and std. Deviation of companion against arousal

Arousal	Descriptive		
	N	Mean	Std. Deviation
Alone	40	4.70	2.221
Family	116	4.43	2.447
Friends	240	5.22	2.513
Total	396	4.93	2.486

4.2.46 Table showing the one way anova result for companion against arousal

ANOVA					
Arousal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	50.711	2	25.356	4.170	.016
Within Groups	2389.582	393	6.080		
Total	2440.293	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of arousal for people who visit the shop with different companion are equal. The average scores of arousal for people who visit the shop with different companion varies , where the segments who comes for shopping with family have more pleasure compared to others

55

4.2.47 Table showing the mean and std. Deviation of companion against dominance

Dominance		Descriptive	
	N	Mean	Std. Deviation
Alone	40	5.25	2.351
Family	116	5.53	2.368
Friends	240	5.41	2.425
Total	396	5.43	2.397

4.2.48 Table showing the one way anova result for companion against dominance

ANOVA					
Dominance					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.675	2	1.337	.232	.793
Within Groups	2266.345	393	5.767		
Total	2269.020	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of dominance for people who visit the shop with different companion are equal. The average scores of dominance for people who visit the shop with different companion are the same.

4.2.49 Table showing the mean and std. Deviation of consumer behavior against pleasure

Pleasure	Descriptive		
	N	Mean	Std. Deviation
That shopping trip was truly a joy, I continued to shop, not because I had to, but because I wanted to	302	2.23	1.312
I accomplished just what I wanted during that shopping trip, I was disappointed to have to go to another store to finish my shopping	94	3.32	1.856
Total	396	2.49	1.529

4.2.50 Table showing the one way anova result of consumer behavior against pleasure

ANOVA					
Pleasure					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	84.759	1	84.759	39.841	.000
Within Groups	838.200	394	2.127		
Total	922.960	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of pleasure for people whose shopping behavior is utilitarian and hedonic are equal. The average scores of pleasure for people whose shopping behavior is utilitarian and hedonic are different with hedonic having high pleasure compared to other

4.2.51 Table showing the mean and std. Deviation of consumer behavior against arousal

Arousal	Descriptive		
	N	Mean	Std. Deviation
That shopping trip was truly a joy, I continued to shop, not because I had to, but because I wanted to	302	4.77	2.535
I accomplished just what I wanted during that shopping trip, I was disappointed to have to go to another store to finish my shopping	94	5.47	2.251
Total	396	4.93	2.486

4.2.52 Table showing the one way anova result of consumer behavior against arousal

ANOVA					
Arousal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	35.114	1	35.114	5.752	.017
Within Groups	2405.179	394	6.105		
Total	2440.293	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of arousal for people whose shopping behavior is utilitarian and hedonic are equal. The average scores of arousal for people whose shopping behavior is utilitarian and hedonic are different with hedonic having high arousal compared to other

4.2.53 Table showing the mean and std. Deviation of consumer behavior against dominance

Dominance	Descriptive		
	N	Mean	Std. Deviation
That shopping trip was truly a joy, I continued to shop, not because I had to, but because I wanted to	302	5.30	2.370
I accomplished just what I wanted during that shopping trip, I was disappointed to have to go to another store to finish my shopping	94	5.85	2.445
Total	396	5.43	2.397

4.2.54 Table showing the one way anova result of consumer behavior against arousal

ANOVA					
Dominance					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.927	1	21.927	3.845	.051
Within Groups	2247.094	394	5.703		
Total	2269.020	395			

Inference:

A one way Anova was performed to test the hypothesis that the average score of dominance for people whose shopping behavior is utilitarian and hedonic are equal. The average scores of arousal for people whose shopping behavior is utilitarian and hedonic are found to be same

4.3 Cronbach's Alpha Reliability test

Cronbach's alpha determines the internal consistency or average correlation of items in a survey instrument to gauge its reliability. **Cronbach's α(alpha)** is a coefficient of reliability.

4.3.1 Table showing Cronbachs Alpha Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.913	28

Inference:

The cronbachs reliability test was conducted to measure the reliability for set of measures that determines the customer experience. The alpha value is .913 which is excellent and shows the measures have high reliability.

4.4 Factor Analysis

The main applications of factor analytic techniques are:

(1)To reduce the number of variables and

(2)To detect structure in the relationships between variables, that is to classify variables. Therefore, factor analysis is applied as a data reduction or structure detection method.

4.4.1 Table showing the KMO and Bartlett's Test output

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.869
Bartlett's Test of Sphericity	Approx. Chi-Square	4.490E3
	df	378
	Sig.	.000

Inference:

The KMO and Bartlett's test have value greater than .5 and significance is less than 0.05 so we can apply factor analysis for this set of data.

4.4.2 Table showing the factor analysis result for different attribute that forms customer experience in retail store

Attributes	1	2	3	4	5	6	7
Respect and importance	.548						
Color scheme and theme	.491						
Interior design	.643						
Leading brands	.690						
Variety of products	.693						
Cleanliness and hygiene	.622						
After sales service		.673					
Exchange return facility		.752					
Attending customer complaint		.676					
Discounts and offers		.691					
Convenient Parking		.474					

Knowledgeable staff			.560				
Direction marks			.655				
Store Image			.581				
Technology for faster billing			.448				
Value added service			.658				
Refreshment Facility			.594				
Waiting & sitting place				.571			
In store entertainment				.794			
Surprise elements				.688			
Visual Display					.552		
Product display					.480		
Background music					.614		
Attractive entrance					.559		
Pleasant quality of air						.614	
Store Fragrance						.644	
Adequate lighting							.778
Sufficient open space							.499
% of variance	31.50	5.87	5.68	5.25	4.40	3.79	3.58
Cumulative % of variance	31.50	37.37	43.06	48.30	52.70	56.49	60.07

Inference:

The above mention 28 items were able to measure 60 % of customer experience in a new format retail store. These 28 items can be clubbed together to form seven constructs as given below,

Construct 1 - In store Experience

Construct 2 - Customer Service

Construct 3 - Purchase Experience

Construct 4 - Customer Delight

Construct 5 - Store layout

Construct 6 - Store Atmosphere

Construct 7 - Ambience

4.5 Correlation Analysis

A statistic that is often used to measure the strength of linear association between two variables is the correlation coefficient. The correlation coefficient is always between -1 and +1. A correlation coefficient close to +1(or -1) indicates a strong linear relationship but if it is nearer to 0 the relationship is weaker.

4.5.1 Table showing the correlation output of Emotions against in store experience

	Mean	Std. Deviation	N		In store Experience
Pleasure	2.49	1.529	396	Pearson Correlation	.079
				Sig. (2-tailed)	.117
				N	396
Arousal	4.93	2.486	396	Pearson Correlation	-.125
				Sig. (2-tailed)	.013
				N	396
Dominance	5.43	2.397	396	Pearson Correlation	-.280
				Sig. (2-tailed)	.000
				N	396

Inference:

An evaluation of the linear relationship between emotions – pleasure, dominance and arousal with in store experience was measured using Pearson's correlation, the results of Pearson's coefficient indicates that there was significant linear relationship between arousal with in store experience as well as dominance with in store experience both linear relationship are negatively correlated.

4.5.2 Table showing the correlation output of Emotions against Customer service

	Mean	Std. Deviation	N		Customer Service
Pleasure	2.49	1.529	396	Pearson Correlation	-.015
				Sig. (2-tailed)	.760
				N	396
Arousal	4.93	2.486	396	Pearson Correlation	-.182
				Sig. (2-tailed)	.000
				N	396
Dominance	5.43	2.397	396	Pearson Correlation	-.225
				Sig. (2-tailed)	.000
				N	396

Inference:

An evaluation of the linear relationship between emotions – pleasure, dominance and arousal with customer service was measured using Pearson's correlation, the results of Pearson's coefficient indicates that there was significant linear relationship between arousal with customer service as well as dominance with customer service both linear relationship are negatively correlated.

4.5.3 Table showing the correlation output of Emotions against purchase experience

	Mean	Std. Deviation	N		Purchase Experience
Pleasure	2.49	1.529	396	Pearson Correlation	.030
				Sig. (2-tailed)	.554
				N	396
Arousal	4.93	2.486	396	Pearson Correlation	-.139
				Sig. (2-tailed)	.006
				N	396
Dominance	5.43	2.397	396	Pearson Correlation	-.227
				Sig. (2-tailed)	.000
				N	396

Inference:

An evaluation of the linear relationship between emotions – pleasure, dominance and arousal with purchase experience was measured using Pearson's correlation, the results of Pearson's coefficient indicates that there was significant linear relationship between arousal with purchase experience as well as dominance with purchase experience both linear relationship are negatively correlated

4.5.4 Table showing the correlation output of Emotions against customer delight

	Mean	Std. Deviation	N		Customer Delight
Pleasure	2.49	1.529	396	Pearson Correlation	.042
				Sig. (2-tailed)	.399
				N	396
Arousal	4.93	2.486	396	Pearson Correlation	.024
				Sig. (2-tailed)	.637
				N	396
Dominance	5.43	2.397	396	Pearson Correlation	.027
				Sig. (2-tailed)	.595
				N	396

Inference:

An evaluation of the linear relationship between emotions – pleasure, dominance and arousal with customer delight was measured using Pearson's correlation, the results of Pearson's coefficient indicates that there was no significant linear relationship between emotions and customer delight

4.5.5 Table showing the correlation output of Emotions against store layout

	Mean	Std. Deviation	N		Store Layout
Pleasure	2.49	1.529	396	Pearson Correlation	.091
				Sig. (2-tailed)	.072
				N	396
Arousal	4.93	2.486	396	Pearson Correlation	-.072
				Sig. (2-tailed)	.152
				N	396
Dominance	5.43	2.397	396	Pearson Correlation	-.169
				Sig. (2-tailed)	.001
				N	396

Inference:

An evaluation of the linear relationship between emotions – pleasure, dominance and arousal with store layout was measured using Pearson's correlation, the results of Pearson's coefficient indicates that there was significant linear relationship between dominance and store layout and the relationship is negatively correlated

4.5.6 Table showing the correlation output of Emotions against store atmosphere

	Mean	Std. Deviation	N		Store Atmosphere
Pleasure	2.49	1.529	396	Pearson Correlation	.104
				Sig. (2-tailed)	.038
				N	396
Arousal	4.93	2.486	396	Pearson Correlation	-.120
				Sig. (2-tailed)	.017
				N	396
Dominance	5.43	2.397	396	Pearson Correlation	-.102
				Sig. (2-tailed)	.042
				N	396

Inference:

An evaluation of the linear relationship between emotions – pleasure, dominance and arousal with store atmosphere was measured using Pearson's correlation, the results of Pearson's coefficient indicates that there was significant linear relationship between all three emotions and store atmosphere and the relationship is positively correlated in case of pleasure and negatively correlated in case of arousal and dominance.

4.5.7 Table showing the correlation output of Emotions against ambience

	Mean	Std. Deviation	N		Ambience
Pleasure	2.49	1.529	396	Pearson Correlation	-.066
				Sig. (2-tailed)	.190
				N	396
Arousal	4.93	2.486	396	Pearson Correlation	-.089
				Sig. (2-tailed)	.076
				N	396
Dominance	5.43	2.397	396	Pearson Correlation	-.227**
				Sig. (2-tailed)	.000
				N	396

Inference:

An evaluation of the linear relationship between emotions – pleasure, dominance and arousal with ambience was measured using Pearson's correlation, the results of Pearson's coefficient indicates that there was significant linear relationship between dominance and ambience and the relationship is negatively correlated in case of dominance.

4.5.8 Table showing the correlation output of Emotions against consumer behavior

	Mean	Std. Deviation	N		Consumer Behavior
Pleasure	2.49	1.529	396	Pearson Correlation	.303
				Sig. (2-tailed)	.000
				N	396
Arousal	4.93	2.486	396	Pearson Correlation	.120
				Sig. (2-tailed)	.017
				N	396
Dominance	5.43	2.397	396	Pearson Correlation	.098
				Sig. (2-tailed)	.051
				N	396

Inference:

An evaluation of the linear relationship between emotions – pleasure, dominance and arousal with consumer behavior was measured using Pearson's correlation, the results of Pearson's coefficient indicates that there was significant linear relationship between pleasure and arousal with the consumer behavior where both pleasure and arousal are positively correlated.

4.5.9 Table showing the correlation of consumer behavior against various constructs of shopping experience

	Mean	Std. Deviation		Consumer Behavior
Instore Experience	2.02	.863	Pearson Correlation	-.010
			Sig. (2-tailed)	.846
			N	396
Customer Service	2.05	1.054	Pearson Correlation	.007
			Sig. (2-tailed)	.889
			N	396
Purchase Experience	2.24	.996	Pearson Correlation	-.026
			Sig. (2-tailed)	.610
			N	396
Customer Delight	2.65	1.154	Pearson Correlation	-.089
			Sig. (2-tailed)	.078
			N	396
Store Layout	2.14	.797	Pearson Correlation	-.066
			Sig. (2-tailed)	.191
			N	396
Store Atmosphere	2.16	.917	Pearson Correlation	.034
			Sig. (2-tailed)	.497
			N	396
Ambience	2.00	.753	Pearson Correlation	-.016
			Sig. (2-tailed)	.754
			N	396

Inference:

An evaluation of the linear relationship between constructs that determine shopping experience and consumer behavior was measured using Pearson's correlation, the results of Pearson's coefficient indicates that there was no significant linear relationship between constructs that determine shopping experience and consumer behavior.

FINDINGS, SUGGESTIONS AND CONCLUSION

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

❖ 2/3rd of customers who walk-in to the store was male customer and only 1/3rd was female customer. So we can associate lifestyle store brand as a brand that has more male customer base than the female customers

❖ Young, dynamic and enthusiastic customers form the backbone for lifestyle customer base. More than 90% of their customers were in the age group of 18-32 years and majority of them are bachelors

❖ Students have a very good reputation about the store and out of 4 customers who visit the shop 3 were students. Those who work in private sectors and those who run their own business were also the elite customers of lifestyle

❖ When it comes to the spending power of the customer base, the average amount varies from 1500 to 3000 rupees per visit. So whenever a customer shops he/she spends something from 1500-3000 rupees.

❖ Most of the customers of lifestyle visit the shop at least once in 45 days and their customers have a monthly income of 50,000 on average. They are spending nearly 4% of their income in lifestyle store to buy apparels and accessories.

❖ The customers who visit the shop were accompanied by their friends mostly so this allows lifestyle to diversify their customer base and most of them have a hedonic type of shopping behavior, i.e. they consider shopping as an entertainment rather as object oriented approach. Nearly 50% use two wheelers to reach the store and 30% use four wheelers

❖ Nearly 75% of customers who visit lifestyle shop have a hedonic shopping behavior (i.e.) they consider shopping as entertainment and experience.

- Talking about experience study measured the emotional experience when the customers were inside the store using self assessment manikin. The emotions are split up into pleasure, arousal and dominance

- Comparisons of products or services on pleasure-displeasure were fundamental for understanding consumer preferences and/or satisfaction. The result shows that customers were at level 3 when it comes to pleasure. Store can improve their experience so that it can be moved 2 more levels and bring them to delight stage which was level 1.

- Arousal-no arousal show how products or services might differ in terms of how much alertness and/or physical activity they elicit from consumers. The results show that the customer arousal currently is in level 5. The reference level for arousal is too high and it has to be looked in as a problem area and store have to induce excitement when customer comes inside the store and bring them to level 1 state.

- Dominance-submissiveness reactions of consumers to services could shed light on the quality of consumer experience. Importantly, dominance may be the desired consumer reaction for some, whereas submissiveness may be the preferred reaction in other, service or product situations. In Lifestyle the customer emotion in this dimension was at level 4, which can be reduced to level 2 by proper guidance by sales persons.

- The service quality items are clubbed together to form seven dimensions or constructs that measure and determines the customer experience in the new format retail store

- The seven determinants are ambience, in store experience, customer service, store layout, store atmosphere, purchase experience and customer delight.

- Ambience is the first determinant of customer experience; it includes good lighting facilities and sufficient open spaces. Next is in store experience includes the variety of brands and products, interior designs, color schemes and themes, cleanliness and hygiene and respecting the customers.

❖ The customer service was next determinant of the experience, it includes the after sales services, exchange return facility and attending customer complaints in time, giving discounts with convenient parking facility. Store layout forms next determinant that includes attractive entrance, visual & product displays with background music.

❖ Store atmosphere forms the next determinant it includes the items good quality air and store fragrance. The next determinant is purchase experience which include items like faster billing, knowledgeable staffs, direction marks, store image, value added and refreshment facilities

❖ The final construct was the customer delight, the ultimate shopping experience was obtaining a delightful experience, this includes good waiting place, in store entertainment and surprise elements offered by store.

❖ The female customers have better experience of pleasure when compared to male customers. So there was a scope for improvement to give a pleasurable experience for male customers by strategizing some policy uniquely for male customers.

❖ Similar to pleasure experience the female also have high arousal when compared to male customers. In dominance experience men have a better dominance compared to females. But store have to improve the PAD experience for male customers since lifestyle store brand is mostly associated to male customers.

❖ The study shows that the customers of different occupation have different arousal and dominance experience so store can adopt different strategies to attract customers of different occupations since they are heterogeneous in nature.

❖ Similarly the pleasure experience varies for customer groups according to different income levels. Currently customers of income more than 75,000 have high pleasure compared to other groups, this shows that products are not at affordable price for other customers.

❖ Dominance experience also varied for different customer segment on basis of their income. So store can strategies different methods to enhance experience of different customer groups on basis of income levels.

❖ There was difference in feeling of arousal between customers on comparison with their spending powers, similarly those who shops with family have a better feeling of pleasure and arousal when compared to other segments

❖ The customers who have hedonic shopping behavior have better experience of pleasure and arousal when compared to utilitarian behavior customers. Stores can strategies policy for utilitarian customers so that their experience will be enhanced.

❖ There was significant linear relationship between arousal and dominance with in store experience and it is negatively correlated. So to enhance customer experience store can enhance either service quality or the emotions concerned in the relationship.

❖ There was significant linear relationship between arousal and dominance with customer service and it is negatively correlated. So to enhance customer experience store can enhance either service quality or the emotions concerned in the relationship.

❖ There was significant linear relationship between arousal and dominance with purchase experience and it is negatively correlated. So to enhance customer experience store can enhance either service quality or the emotions concerned in the relationship.

❖ There was significant linear relationship between dominance with store layout and it is negatively correlated. So to enhance customer experience store can enhance either service quality or the emotions concerned in the relationship.

❖ There was significant linear relationship between all three emotions with store atmosphere and it is positively correlated. So to enhance customer experience store can enhance either service quality or the emotions concerned in the relationship.

❖ There was significant linear relationship between dominance with ambience and it is negatively correlated. So to enhance customer experience store can enhance either service quality or the emotions concerned in the relationship.

❖ That there was significant linear relationship between pleasure and arousal with the consumer behavior and it is positively correlated. So to enhance customer experience store can enhance either service quality or the emotions concerned in the relationship.

❖ The cronbachs reliability test was conducted to measure the reliability for set of measures that determines the customer experience. The alpha value is .913 which is excellent and shows the measures have high reliability.

5.2 Suggestions

Customer experience had assumed important status in modern retailing. As far as Lifestyle retail outlet was considered the following suggestions can be looked in for enhancing customer experience.

❖ Since the emotional experience varies for customers with different incomes level and spending powers, the store can consider different merchandise, pricing strategies to attract the different segment of customers instead of targeting only the elite customers.

❖ Lifestyle caters the need of segments, male and female but the female customers were less attracted towards the store when compared to male. So lifestyle should create better shopping experience to female through merchandise and other aspects

❖ Most of the customers visits the shop once in 45 days, so to enhance the customers experience and feelings lifestyle has to change their theme least once in 45 days, so

that the customers feel excited to see new merchandise and themes which will enhance their experience

❖ Lifestyle can provide free parking facility to their regular customers since it's a value added service exclusively given to their loyal customers, this can increase the customer's loyalty and they get better experience of shopping inside the store.

❖ In this modern era internet facility is becoming inevitable, so if lifestyle acts as a WI-FI to hub their customers, it may create a feeling of delightfulness and possibility of customers staying inside store increase as well as their experience is improved.

❖ Lifestyle can make tie ups with corporate companies and they can provide their products through EMI schemes backed by the corporate company's security. This can help in expanding their customer base as well as provide convenience shopping facility to customers

❖ For products like blazers and other elite products of lifestyle can provide maintenance facility like dry cleaning free of cost for first two times. This shows that lifestyle value their customers value even after they purchase their product.

❖ There should be proper entertainment facility and good seating arrangements inside the store which will create a positive impact in customer's experience.

❖ Some surprise events like treasure hunt using different brands can be used as a good customer relationship activity, so that it can create a pleasurable experience and also let the customers know the different brands and products the store offers.

❖ A good Customer Relationship Management had to be installed which can send text message to their customers reminding of new offers or discounts. This would create a positive feeling even before customer enters the shop.

❖ Since the study shows that a customer's average turn out time as 45 days, lifestyle can offer discounts if customer comes back to store and purchase within 45 days previous purchase. Providing discount will automatically create a better shopping experience

and by this scheme the company also gets benefited since the customer's visits the store more often than the normal period.

❖ Since the service quality variables were related to emotions we can play with either one to enhance the shopping experience of customers according the needs of the store.

5.3 Conclusion

Customer experience has become main competitive edge in the modern retailing. Driven by the winds of change, hedonic value in terms of pleasurable moments of truth has been reported to be the major driving force influencing choice of retail outlets, spending behavior, satisfaction and store loyalty. The results have reconfirmed the role of environmental clues including people, product, processes and technology in bringing out a pleasurable response. An analysis of customers' expectations clearly gives an understanding of important determinants of customer experience in new format retail stores. The emotion coupled with the service quality elements provides customer experience in the new format retail store.

5.4 Scope for further research
The future scopes are

✓ Analyzing the hedonic and utilitarian aspects in detail manner to create the customer experience in that dimension.

✓ Can extend this research to compare customer experience in single branded, traditional and multi branded retail stores.

✓ Analyze customer experience in different time periods of the year, during end of seasons, festival occasions, etc.

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APPENDIX

APPENDIX
The Self-Assessment Manikin

The Self-Assessment Manikin (SAM) is a non-verbal pictorial assessment technique that directly measures the pleasure, arousal, and dominance associated with a person's affective reaction to a wide variety of stimuli. In this experiment, we compare reports of affective experience obtained using SAM, which requires only three simple judgments, to the Semantic Differential scale devised by Mehrabian and Russell (An approach to environmental psychology, 1974) which requires 18 different ratings. Subjective reports were measured to a series of pictures that varied in both affective valence and intensity. Correlations across the two rating methods were high both for reports of experienced pleasure and felt arousal. Differences obtained in the dominance dimension of the two instruments suggest that SAM may better track the personal response to an affective stimulus. SAM is an inexpensive, easy method for quickly assessing reports of affective response in many contexts.
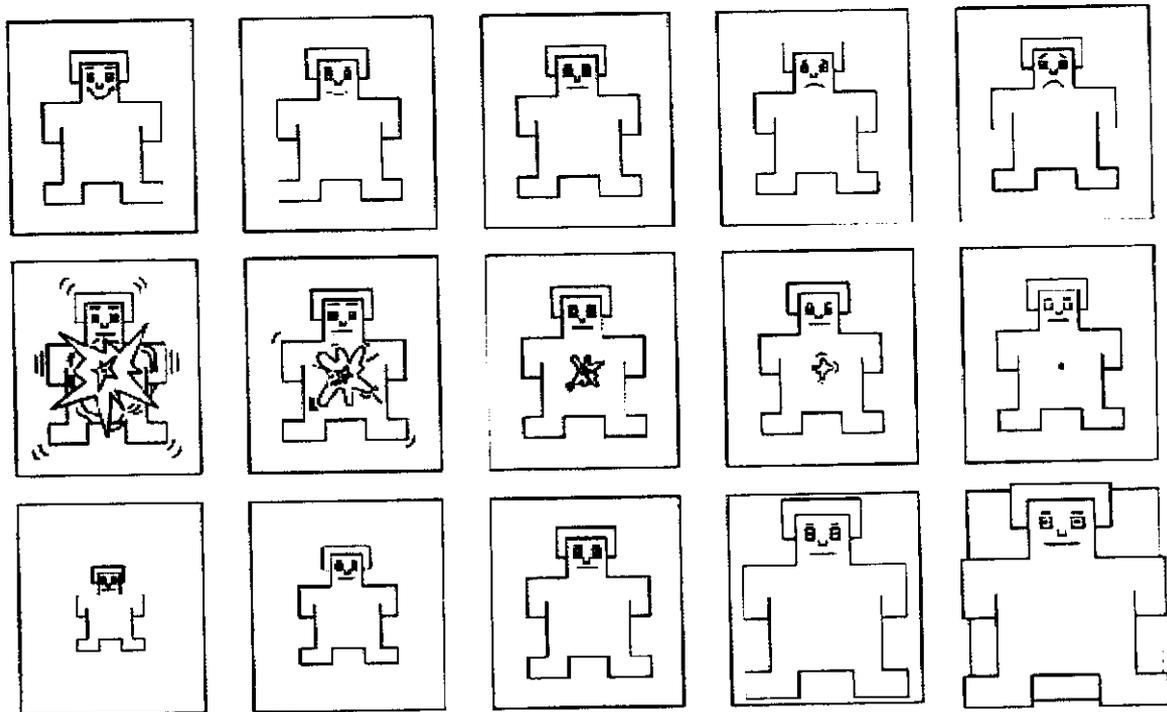
QUESTIONNAIRE

Dear respondent, this is a study carried out to understand the customer experience in the new format retail store against traditional stores. Hence, I request your honest assessment for questions below which is extremely valuable for my research and study

---

1. Name :

2. Gender : Male ☐   Female ☐   Other ☐

3. Age : Below 18 years ☐   18 to 25 years ☐   26 to 32 years ☐

33 to 39 years ☐   40 to 46 years ☐   Above 46 years ☐

4. Marital Status : Single ☐   Married ☐   **if married No. of children_____**

5. Occupation : Student ☐   Public Sector ☐   Business/Agri/Self employed ☐

Private Sector ☐   Professional ☐   Others (Pls Specify)_____

6. Monthly Income : Less than ₹25,000 ☐   ₹25,000-50,000 ☐   ₹50,001-75,000 ☐

₹75,001-1,00,000 ☐   ₹Above 1,00,000 ☐

7. Frequency of visits : Fortnightly ☐   Once a Month ☐   Once in Two months ☐

Seasons/In Occasions ☐   Off seasons/End of season sale ☐

8. Average amount spent during each visit: Less than ₹1,500 ☐   ₹1,500 – 3000 ☐

₹3001- 4500 ☐   ₹4501-6000 ☐   Above ₹6,000 ☐

9. With whom you go to shopping mostly: Alone ☐   Family ☐

Friends ☐   Others (Pls specify) _____

10. Mode of transport used to reach store: Two wheeler ☐   Four wheeler ☐   Bus/Walking ☐

Auto/Call Taxi ☐   Others (Pls Specify)_____

11. Please tick either one of these sentence that best suits you behavior
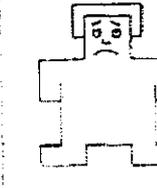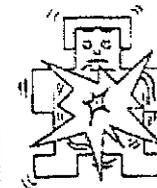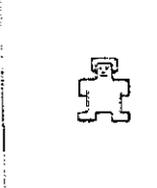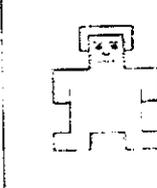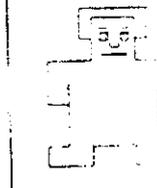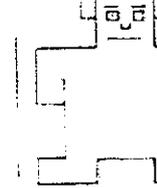
☐ "That shopping trip was truly a joy,
I continued to shop, not because I had to, but because I wanted to".

☐ "I accomplished just what I wanted during that shopping trip,
I was disappointed to have to go to another store to finish my shopping"

12. What kind of feeling you have when you are inside the store?

(Please put only one '✔' for each row on the numerals that matches with your emotions in store)

| Happy
Pleased
Satisfied
Contended
Hopeful
Relaxed | | | | | | Unhappy
Annoyed
Unsatisfied
Melancholic
Despairing
Bored |
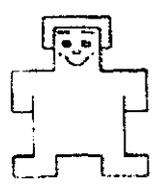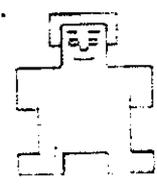
1   2   3   4   5   6   7   8   9

| Stimulated
Excited
Frenzied
Jittery
Wide awake
Aroused | | | | | | Relaxed
Calm
Sluggish
Dull
Sleepy
Unaroused |
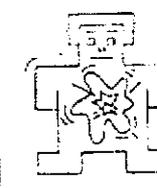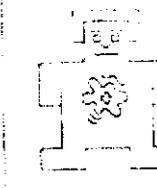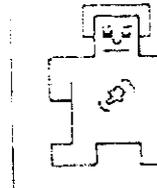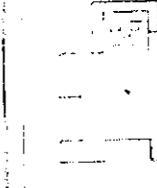
1   2   3   4   5   6   7   8   9

| Controlled
Influenced
Cared for
Awed
Submissive
Guided | | | | | | Controlling
Influential
In control
Important
Dominant
Autonomous |

1   2   3   4   5   6   7   8   9

3. Please put a single tick mark '✔'for each attribute in the respective column

"I require these attributes to be present in a retail store"	Strongly Agree	Agree	Agree some what	Undecided	Disagree some what	Disagree	Strongly Disagree
Adequate lighting							
Pleasant quality of air							
Attractive entrance							
Sufficient open space							
Respect and importance							
Color scheme and theme							
Interior design							
Store Fragrance							
After sales service							
Exchange return facility							
Attending customer complaint							
Knowledgeable staff							
Direction marks							
Store Image							
Visual Display							
Waiting & sitting place							
In store entertainment							
Surprise elements							
Leading brands							
Variety of products							
Technology for faster billing							
Discounts and offers							
Product display							
Background music							
Convenient Parking							
Cleanliness and hygiene							
Value added service							
Refreshment Facility							

Thank you...