



## RESEARCH ARTICLE

# A STUDY ON PREFERENCE OF ENHANCED SHOPPING EXPERIENCE FACTORS OF CUSTOMERS ON ORGANISED RETAILERS

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### ARTICLE INFO

#### Article History

Received 14<sup>th</sup> November, 2023  
Received in revised form  
20<sup>th</sup> December, 2023  
Accepted 19<sup>th</sup> January, 2024  
Published online 29<sup>th</sup> February, 2024

#### Keywords

Consumers, Merchants, Structured Retail Environment, Engaging, Tactics.

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### ABSTRACT

The retail environment has developed into a sophisticated network of connections and experiences, moving beyond simple transactions. In this vast space, consumers and merchants are always looking for the magic that turns everyday shopping into an amazing journey. The purpose of this study is to sort through the complex factors that go into creating a memorable shopping experience in structured retail environments. Customer loyalty and pleasure are essential components of organized retail, which entails building engaging environments that go beyond simple product sales. This study aims to examine the combination of environment, offerings, and services that make up a premium shopping experience. Retailers can adjust their tactics to match changing client demands by understanding these small details. Essentially, the goal of this research is to examine the criteria for better shopping experiences in organized retail environments. The goal is to give companies a manual on how to create spaces that draw customers in, promote engagement, and improve their overall shopping experience. There are 1200 customers are contacted for this study and Henry Garratts Ranking method is applied for the analysis.

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Citation: A.V.V.S. Prasad and Dr. V. Tulasi Das. 2024. "A study on Preference of Enhanced Shopping Experience factors of Customers on Organised Retailers", International Journal of Recent Advances in Multidisciplinary Research, 11, (02), 9590-9592.

## INTRODUCTION

Shopping has developed into more than just making purchases; it's become a complex network of connections, sensations, and feelings. Within the vast realm of retail, both customers and retailers are continuously trying to figure out the magic that turns a routine shopping trip into an amazing adventure. The goal of this study is to unravel these complex webs that, when combined, create a memorable shopping experience in the context of organized retail. Customer loyalty and satisfaction are the constant pulses at the centre of organized retail. It involves more than just stocking shelves; it involves establishing a hypnotic, immersive environment that draws customers in. This investigation aims to analyse the details that make up an elevated shopping experience, a mixture of atmosphere, service, and products. By revealing these insights, merchants can customize their tactics and become well-equipped to meet the changing needs and desires of their customers. However, the retail scenario is dynamic, constantly changing due to the ups and downs of customer behaviour, evolving trends, and diversity of shifting preferences. The objective of this research is to shed light on the complex dance that underlies the retail experience by highlighting the dynamic interaction between customers and businesses. In essence, we want to map out the parameters of improved shopping experiences in the structured retail space.

With this endeavour, we hope to arm businesses with a knowledge base, a manual for creating environments that captivate shoppers, encourage interaction, and enhance the buying experience.

## REVIEW OF LITERATURE

Chen *et al.* (2021) revealed that through their cross-cultural study that shows how consumer happiness and repurchase intention are highly influenced by the store environment and product variety. Higher customer satisfaction and repeat business are correlated with positive retail settings and a wide product selection. Garcia & Martinez (2020) addressed the value of developing immersive retail spaces that appeal to consumers through atmosphere, superior customer service, and a wide selection of products. Draw the conclusion that more brand engagement, customer satisfaction, and brand loyalty can result from immersive experiences. Johnson & Smith (2020) described a case study of a prosperous retail chain that consistently modifies its experiences and products to accommodate shifting consumer demands. Emphasize how crucial it is to be customer-focused and flexible in order to succeed in the retail industry. Sharma & Patel (2019) constructed a conceptual model that illustrates the ways in which a personalized and engaging retail environment focused on the needs of the customer can enhance brand loyalty.

Johnson *et al.* (2018) provided a structure for creating emotional connections with customers through immersive retail experiences that transcend product offerings. Stress the value of developing memorable, immersive, and engaging experiences. Brown & Jackson (2017) demonstrated that after doing a meta-analysis of the literature on retail store environments, it is determined that layout, design, and ambiance all have a big influence on how satisfied customers are and how likely they are to make a purchase. A favourable setting increases likelihood of purchase and satisfaction. Lemon & Verhoef (2016) explained and summarized the idea of the customer journey, emphasizing how crucial it is to comprehend the client's experience at every touchpoint. They concluded that customers are more satisfied and loyal when they have consistent, positive experiences throughout the trip. Liu & Wang (2016) investigated and proved that the layout, ambiance, and design of a store have a big impact on how customers feel about their shopping experiences. More pleasurable and memorable shopping experiences are the result of positive and stimulating environments. Babin & Harris (2012) claimed that sensory aspects in store environments, such as music, lighting, and aroma, affect consumer behaviour and feelings. Draw the conclusion that well-designed sensory environments have the power to affect consumers' attention, involvement, and purchasing decisions. Payne *et al.* (2008) developed a thorough framework that highlights the significance of delivering unique and captivating client experiences while designing and managing services for value. Finally, draw the conclusion that satisfied customers are more likely to be loyal to a brand and to recommend it.

Van der Merwe & Steenkamp (2005) described and define the term "customer involvement in product experiences." Draw the conclusion that greater levels of participation result in happier and more memorable experiences, which in turn affect consumer choices and brand relationships. Mathwick & Malhotra (2001) examined the relationship between consumer emotions and retail store atmospheres. Draw the conclusion that well thought-out sensory components can arouse good feelings like enthusiasm, calmness, and engagement, which will influence more positive consumer behaviour. Bitner *et al.*, (2000) emphasized that factors other than product qualities and price that have a big impact on consumer choice include customer experience. Experiences that are enjoyable and stimulating might raise preference and chance of purchase.

### Objectives of the Study

- To know the preference of enhanced shopping experience elements of customers on organised retail outlets.

## RESEARCH METHODOLOGY

**Data Collection:** The proposed study consists of both primary and secondary data. Secondary data were collected through various books, journals and research reports. Primary data or the empirical data were collected through well designed questionnaire from organised retail

## RESEARCH FINDINGS

Table 1. Ranks of the Respondents on the Variable Factors

Factor	1	2	3	4	5	6	7	8	9	10	11	Total
F1	217	224	503	15	25	2	11	15	161	6	21	1200
F2	310	525	202	2	6	16	102	13	17	7	0	1200
F3	381	361	316	13	57	8	13	3	44	2	2	1200
F4	125	55	166	56	268	81	191	85	142	14	17	1200
F5	58	4	5	50	397	184	176	84	190	25	27	1200
F6	25	12	0	21	110	294	199	300	126	76	37	1200
F7	31	6	3	38	98	169	329	220	218	67	21	1200
F8	15	4	3	45	87	166	112	199	111	383	75	1200
F9	20	3	2	205	72	103	39	101	132	154	369	1200
F10	9	3	0	157	43	39	18	149	38	294	450	1200
F11	9	3	0	598	37	138	10	31	21	172	181	1200
Total	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	

Table 2. Mean scores of factors

Factor	1	2	3	4	5	6	7	8	9	10	11	Total	Avg
F1	18011	16128	32695	900	1375	100	506	615	5796	174	378	76678	63.90
F2	25730	37800	13130	120	330	800	4692	533	612	203	0	83950	69.96
F3	31623	25992	20540	780	3135	400	598	123	1584	58	36	84869	70.72
F4	10375	3960	10790	3360	14740	4050	8786	3485	5112	406	306	65370	54.48
F5	4814	288	325	3000	21835	9200	8096	3444	6840	725	486	59053	49.21
F6	2075	864	0	1260	6050	14700	9154	12300	4536	2204	666	53809	44.84
F7	2573	432	195	2280	5390	8450	15134	9020	7848	1943	378	53643	44.70
F8	1245	288	195	2700	4785	6806	5152	8159	3996	11107	1350	45783	38.15
F9	1660	216	130	12300	3960	5150	1794	4141	4752	4466	6642	45211	37.68
F10	747	216	0	9420	2365	1950	828	6109	1368	8526	8100	39629	33.02
F11	747	216	0	35880	2035	6900	460	1271	756	4988	3258	56511	47.09

Table 3. The final rankings of factors

Factors	Mean score	Rank	Factor
F1	63.90	III	Extensive Product Range
F2	69.96	II	Product Quality Assurance
F3	70.72	I	Shopping Convenience
F4	54.48	IV	Affordable Pricing
F5	49.21	V	Streamlined Checkout Experience
F6	44.84	VII	Customer Support Excellence
F7	44.70	VIII	Hygienic and Organized Setting
F8	38.15	IX	Special Promotions and Discounts
F9	37.68	X	Fresh and High-Quality Produce
F10	33.02	XI	Cutting-Edge Technological Features
F11	47.09	VI	Convenient delivery services

outlets from Vijayanagaram, Visakhapatnam, East Godavari, West Godavari, Krishna and Guntur Districts of Andhra Pradesh State.

**Research Design:** The survey method was deployed to collect the data and convenience sampling method was used to select the sample respondents. The sample size consists of 1200 respondents. Henry Garrett's ranking technique was used for ranking the variables. Variables considered for the ranking are Extensive Product Range, Product Quality Assurance, Shopping Convenience, Affordable Pricing, Streamlined Checkout Experience, Customer Support Excellence, Hygienic and Organized Setting, Special Promotions and Discounts, Fresh and High-Quality Produce, Cutting-Edge Technological Features, Convenient delivery services.



Fig. 1. The means scores of factors

## CONCLUSION

According to the analysis, respondents have a strong preference on shopping convenience followed by product quality assurance, extensive product range, affordable pricing, special promotions and discounts, streamlined checkout experience, convenient delivery services, customer support excellence, hygienic and organized setting, fresh and high-quality produce, cutting-edge technological features. The evidence indicates to a shift in consumer behaviour toward online shopping, motivated by the need for quick and effective delivery. Although cost is important, customers may place a higher priority on value, demonstrating that they prefer quality at a fair price. The emphasis on discounts, promotions, and easy checkout processes shows how much customers value engagement and highlights the significance of smooth transactions and promotional tactics for retaining customers. A proficient in technology consumer seeking cutting-edge retail experiences is implied by interest in cutting-edge technology, underscoring the relevance of technology in raising customer satisfaction. Preferences for clean environments and premium products show concern for sustainability and health, indicating a deliberate decision to choose healthy and ecologically friendly solutions.

Acknowledgment of service excellence highlights how important great service is in influencing consumer decisions and highlights how important the entire customer experience is. Customers' choice for a wide range of products demonstrates how important variety is to them and highlights the significance of having a variety of options to meet their varying demands and tastes.

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