Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 5 | May 2025 -Peer-Reviewed Journal

A STUDY ON EXPERIENCE ATTITUDE AND SATISFACTION AMONG THE CONSUMER OF ORGANIZED RETAIL SECTOR

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ABSTRACT
This study examines the relationship between consumer experience, attitude, and satisfaction in the organized retail sector. As the organized retail market continues to expand, understanding how consumer experiences shape their attitudes and overall satisfaction has become crucial for retailers looking to enhance customer engagement and loyalty. The research investigates key factors influencing the consumer experience, including store atmosphere, product variety, pricing, customer service, and store layout. The results indicate that a positive consumer experience, particularly in terms of service quality and store environment, plays a significant role in shaping favorable attitudes and higher satisfaction. This research provides valuable insights for retail managers to refine their strategies and improve the overall consumer experience, ultimately fostering long-term customer loyalty.
KEYWORDS: *Consumer Experience, Consumer Attitude, Customer Satisfaction, Organized Retail Sector, Customer Loyalty.*

I.INTRODUCTION

The distribution of consumer products begins with the producer and ends at the ultimate consumer. Between the producer and the consumer there is a middleman---the retailer, who links the producers and the ultimate consumers. Retailing is defined as a conclusive set of activities or steps used to sell a product or a service to consumers for their personal or family use. It is responsible for matching individual demands of the consumer with supplies of all the manufacturers. The word 'retail' is derived from the French work retailer, meaning 'to cut a piece off or 'to break bulk. A retailer is a person, agent, agency, company, or organization which is instrumental in reaching the goods, merchandise, or services to the ultimate consumer. Retailers perform specific activities such as anticipating customer's wants, developing assortments of products, acquiring market information, and financing.

II. REVIEW OF LITERATURE

1. **Shweta Mathur and Dr. Shiv Kumar Shrivastava [2016]**, the aim of the study is to know consumers' satisfaction in organized retail sector. Organized retailing is the process of sailing different goods under one roof in a fixed location. The objective of the study is to known customer satisfaction in organized retail sector and to know the factors that influence selection of organized and unorganized retail sector by customers along with the profile of customers of organized retail sector. The study suggests that the organized retail sector must capture customers with lower income groups and these stores must e placed at convenient locations where every customer can reach easily and prices must be economic for every grade of customer.
2. **M. Banurekha (2022)**, Retailing entails direct contact with customers and the coordination of company activities from beginning to end. Many countries have benefited from the business, and it is without a doubt one of the most rapidly changing and dynamic industries in the world today. Hence there is a need to analyze customer satisfaction towards the organized and unorganized retail sectors.
3. **Jiyeon Kang and Lars Fend (2021)**, Delivering a superior retail customer experience is one of the main business goals for retailers. When retailers orchestrate various elements of the retail customer experience, provoking desirable customer emotions and cognition, it leads to higher purchase intention and customer engagement. This paper aims to provide an overview, to categorize and understand the different elements of

retail customer experience from an extensive literature review of the last 40 years and it suggests four dimensions by combining previous academic knowledge with recent studies.

4. **Kabu Khadka & Soniya Maharjan (2017)**, The report emphasized the role and the importance of customer satisfaction and loyalty. Customers are the link to a business success. This thesis was implemented to an analyzing the relationship between customer satisfaction and customer relationship. The objective of this research is to study the concept of customer satisfaction, customer loyalty and its relationship.
5. **Tung-Ju Wu (2020)**, With the rapid development of online shopping and traditional physical store shopping interweaving to form different shopping situations, customer experience has gradually become the main source of retailers' sustainable competitive advantage through differentiation. The study aims to examine what kind of shopping situations will influence customer experience and customer satisfaction.
6. **Anuradha Agarwal and Maithili R.P. Singh (2018)**, This research paper explored the attributes of retail experience and customer satisfaction and established the relationship between retail experience, customer satisfaction and behavior intention of organized retail stores consumers. The study showed five factors: customer shopping motivation, sales associates, retail convenience, product assortment pricing decisions and retail ambience had a significant impact on the retail experience of organized retail shoppers. Though, only product assortment had a significant positive influence on customer satisfaction.
7. **Khan, F., & Sharma, S. (2015)**, conducted a study to analyze the consumer behavior towards organized and unorganized retailing in Delhi region of NCR. The survey was conducted on the randomly selected 100 respondents from the Delhi region. Results of this study revealed that location and offers are the most important criteria to choose an outlet irrespective to any retail stores. In the phase of fast changing lifestyle (taste and preferences) of the consumer, both the organized and unorganized retailers need to be more innovative in order to survive, attract and retain the consumers.

III. RESEARCH OBJECTIVE

- To identify the factors that impact customer experience in organized retail sector
- To study on the consumer attitude towards retail shopping
- To study the factors leading to customer satisfaction

IV. SCOPE OF RESEARCH

The study focuses on the retail experience and customer satisfaction of the shoppers of organized retail formats within the limits of Pollachi. The retail sector is divided into two parts one is organized and another one is unorganized. The industry is going through tough competition, busy designing various kinds of strategies in order to retain and finding the prospect customers. Due to this market pressure, retailers are required to provide customers with greater perceived value in comparison to their competitors. The study is vital in understanding various factors that influences retail experience and customer satisfaction.

V. HYPOTHESIS

- There exists no association between gender of the respondents and satisfaction towards individual attention provided in the store.
- There exists no association between gender of the respondents and attractive window display impact on customer experience.
- There exists no association between residence of the respondents and their attitude towards their purchasing speed.

VI. RESEARCH METHODOLOGY

Type Of Data Collection:

a) Primary Data: Data which are collected fresh and for the first time and thus happens to be original in character. Primary data are gathered for specific purpose.

b) Secondary Data: Data that collected from primary data i.e., they are already exit somewhere. For the purpose of the study, I collected both the data.

Sample Size: 110 (customer)

Analysis Technique

Data Analysis Tools: Data is collected through structured questionnaire by way of circulating the questionnaire to the consumers.

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Statistical Techniques:

The data collected was further taken for analysis. The following tools were used to draw inference of the study.

- **Percentage Analysis**
- **Chi-Square Test**

Sample Unit

Since the population of Pollachi is infinite, the size of the sample was restricted to 110 consumers of organized retail sector. A pilot study was done with 20 samples to refine the questionnaire.

VII. DATA ANALYSIS AND INTERPRETATION

1. Gender of the Respondents and Satisfaction towards Individual Attention

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.386	3	.061
Likelihood Ratio	7.520	3	.057
Linear-by-Linear Association	1.165	1	.280
N of Valid Cases	110		

H_0: There exists no association between gender of the respondents and satisfaction towards individual attention provided in the store. Calculated $\chi 2$ Value: 7.386, Degree of freedom: 3, Signification level: .061

2. Gender of the Respondents and impact of window display on customer experience

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.224	3	.156
Likelihood Ratio	5.264	3	.153
Linear-by-Linear Association	1.403	1	.236
N of Valid Cases	110		

H_0: There exists no association between gender of the respondents and attractive window display impact on customer experience. Calculated $\chi 2$ Value: 5.224, Degree of freedom: 3, Signification level: .156

3. Respondents place of residence and speed of purchase in the store

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.535	4	.049
Likelihood Ratio	10.456	4	.033
Linear-by-Linear Association	7.886	1	.005
N of Valid Cases	110		

H_0: There exists no association between residence of the respondents and their attitude towards their purchasing speed. Calculated $\chi 2$ Value: 9.535, Degree of freedom: 4, Signification level: .049

VIII. FINDINGS

- It found that the calculated $\chi 2$ value (7.386) is not significant (.061) at five percent level, there exist no association between gender of the respondents and satisfaction towards individual attention provided in the store. Hence the null hypothesis is accepted.
- The study shows that the calculated $\chi 2$ value (5.224) is not significant (.156) at five percent level, there exist no association between gender of the respondents and attractive window display impact on customer experience. Hence the null hypothesis is accepted.
- The study reveals that the calculated $\chi 2$ value (9.535) is significant (.049) at five percent level, there exist an association between residence of the respondents and their attitude towards their purchasing speed. Hence the null hypothesis is rejected.

IX. SUGGESTIONS AND RECOMMENDATIONS

- Importance to be given for the four dimensions of retail customer experience which includes emotional or sensory, functional or cognitive, social or relational and technological or digital dimensions. These factors have to be experienced by a consumer while shopping in a retail store which will highly influence their shopping experience.

- From the study it has found that there are consumers who have a neutral opinion about the facilities provided in a retail store. Facilities like washroom, change room, feeding rooms, etc., highly influences consumer experience. Sweeping and mopping should be done on a daily basis. When the facilities meet the expectation of the consumers, their attitude towards the retail shop will be positive and make them loyal customers.
- Appearance of the sales people is a kind of attribute which influence consumers while they enter the retail store to make purchase. There should be uniform dress code and logo of the store may be printed on the uniform which will enhance the professional look among the staff.
- The attitude of consumers regarding the way they need to be treated inside the store also influence their level of satisfaction. It must be noted that, who ever may be the customer, what ever may the size of their purchase, each and every customer has to be treated equally which will give them a positive shopping experience in the store leading to complete satisfaction.
- Although latest technology is adopted at the big organized retail outlets, efforts should be made to stop the system of bill checking at the exits as it may sometimes hurt the ego of certain customers.
- Regular customers details should be fed in the proper manner so that they are informed at priority whenever discounts are to be offered or when fresh stock arrives. Valet parking should be made available as most of the women find it difficult to park and re-park cars in a narrow street.
- Retail stores can use automatic fragrance dispenser in their store, which will spread fragrance inside on a pre decided intervals as psychologically customers feels good in store which smells good, but it must be pleasing and attractive to all customer segments visiting the store.
- A display in window is the first thing which gives idea to the customers about the latest trends and merchandise carried by the store. Therefore, they should regular update and make required changes in the window and in store display according to changing fashion; latest trends etc. so that customers will not become bored by seeing the same display always.

X. CONCLUSION

The whole concept of shopping in India has revolutionized with the change in retail formats and consumer buying behavior. The Indian retail industry has become a competitive ground where the retail sector is struggling for their survival and growth. In such a situation, there is a need to provide complete retail experience to the shoppes for retaining and building long term relationship with them. Consumer experience has been an essential element in every industry and retail sector in not an exception. Involves studying the customer's experience and satisfaction with in the organized retail store, with the ambiance, with the brands and service provided and for this it is necessary to understand in what way the consumer experience has an impact on the attitude and satisfaction of consumers towards retail store. Satisfied customers are the assets of the business concerns and customer satisfaction is the key factor in the formation of the consumers future purchase intentions. To attain loyalty of the customer and make sure customer have a positive attitude, it is necessary to satisfy and facilitate customers not only with good quality products but also with good experience.

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