Chapter 7

Conclusion

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Conclusion

This thesis provides an empirically supported model of customer experience with its antecedents and outcomes in lifestyle retail and this model can be extended to a range of service sectors and contexts. In order to get the best possible perspectives of customers on the issue, first-hand accounts of customer experience were studied. This thesis has important implications for both academicians and practitioners. Retail organisations can use the findings of this thesis to understand and develop new ways to enhance customer experience for having a satisfied lot of customers and for building loyalty.

7.1. Implications to Researchers:

This research proposal is the first step of an effort to embark on a comprehensive study on in-store customer experience in lifestyle retail. This research contributes significantly to the literature on customer experience by clarifying the concept of customer experience, as well as specifying its antecedents and consequences in an organised retail set-up. The research involves the examination of customer experience construct within the lifestyle retail context. The research involves development and testing of a research model that explains the relationships between the construct of customer experience, its antecedents and its consequences in a new context (lifestyle retail).
7.2. Implications to Practitioners:

In order to provide a great customer experience, retailers need to make sure that they provide superior service in a favourable retail atmosphere. Customer experience has a positive and significant effect on loyalty, customer satisfaction and revisits. This contribution of research will help brand managers to understand and appreciate the important role of customer experience and its consequences.

This research shall facilitate in generating greater awareness on the importance of having a proper and practical customer experience framework as a vehicle to improving loyalty, repeat purchases, customer satisfaction and revisits.

There are various anticipated benefits of this research study like better understanding of the factors affecting the buying behavior of customers while they shop in-store and will lead to better retail returns, save retailer’s time and money by the use of the proposed model of study and gives the customers point-of-view of the whole experience of post-purchase.
7.3. **Limitation of Research:**

The research is limited to the fields of lifestyle retailing and similar formats of retailing as the data collected is mainly from retailers selling lifestyle goods. However, this model can be applied and extended to all retail types wherein customers are more experience-centered and lay more emphasis on the quality and type of retail experience while shopping for goods/services. The concept of customer experience is hard to measure in quantitative terms, although a near measure has been devised, yet it is not an absolute or the perfect one. According to Palmer (2010) “the standard questionnaire approach, even one using multiple item scales for measuring underlying constructs, may be inadequate to effectively measure the affective components of customer experience over time.”