Chapter – IV

Conceptual Frame Work
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4.0 CONCEPTUAL FRAME WORK

INTRODUCTION

The aim of this chapter is to present a structure upon which the entire study is carried out. The frame work reflect the finding and suggestion presented in the literature review. This provides the basis for effective methodological design and analysis. This study and structure helps in identifying a new model. That would satisfy the Indian markets.

The major work that indicates this study was on customer experience and management in retailing developed by Dhrurv Grewal (2009) on how micro factors as firm controllable and uncontrollable works in creating and delivering superior customer experience. On stores location by Piyali Goash, Vibhuti tirupathi & Anil Kumar (2010) the literature emphasis on two major area of atmosphere, convenience and cost effectiveness. Modern retailing in India is at cross road, packed with competition, increasing investment in infrastructure and environment customer expect low price, innovative products, better quality and improved assortments. Indian Customers have travelled a long way from product oriented market to customer oriented market making the operators learn the expectation of consumers.

Today all operators should develop a model that suits their expectation of the customers. Understanding and enhancing the customer expectation is the most important priorities of top management today.
4.1 CONSUMER EXPECTATION AND PATRONAGE MOTIVES

Retailers around the world has entranced the concept of customer experience management, where providing superior customer experience as the most central objectives in today retail environment. Venh of (2009), customer experience originates from a set of interaction between a customer and a product. The customer experience is strictly personal and impulses the customer involvement at different levels. The pattern explains that in order for organization to compete by providing customer with satisfied experience they must concentrate on all the clues that people detect in the buying process, Berry, capture and Haeckel (2002),

Hence an important research opportunity is to develop a scaled formats that satisfies, create and offer superior customer experience the dominant concept in customer experience as purchase decision with channels attributes, features. These factors are the attributes in developing the current study and work.

4.2 A MODEL OF CUSTOMER EXPERIENCE MANAGEMENT
Research Peter C Venhoef (2009) addressed the customer experience by factors on western models and have to work on developing nations and satisfy customer experience. Gentiole, Spioller and oie(2007), Pete cVenhoef(2007)Berry, Cabone and hacckel (2002), Halbrook Morris (1982), worked on store choice decision, criteria and store choice decision and store patronage decision.

Where customer experience is all about perception and judgment of how they affect stores patronage decision. It's studied that customer experience is the criteria for sustaining in the retail field hence an through study incorporating all is needed.

### 4.3 CHART SHOWING CONCEPTUAL MODEL OF CUSTOMER EXPECTATION PATTERN

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Fig 4.2 Customer Expectation Pattern of SEM Mode
The model deals with cause that lead and what could be the expectation of shoppers in response to modern retail outlets. The decision making of the cause factors as mediating variables and result in effort which leads to customer retention.

The cause factor are classified as five important dimension as to design of the store, loyalty towards store, assortment inside the stores, merchandising and operating features of the stores.

Design of the store, deals with design on walls and architecture in am store, the wall painting and store with sufficient lighting, flower decorated with carpets and flooring furniture used and specially baby area which form the basic status symbol.

The people expectation from the modern retail store is that, baby area in a shopping center, influence store choice decision, which is unaffordable in unorganized reality.

Loyalty towards stores, the conceptual model clearly explain that developing and retailing a customer more important, which is possible only by satisfaction and making them fell comfortable, where accessing and flow inside the store is very easy. Today shoppers expect to have a convenient rest room with membership card which create a relationship and durability of the product purchased. All these factors make the shoppers full convenient and influence towards loyalty inside the stores.

Assortment inside the store. This is extremely risky and capital intensive for traditional operation to and only possible to modern retail outlets good music, lighting, fragrance and ambient humidity inside the store which create a mode for the shoppers to spend some extra time and feel comfortable while shopping.

Merchandising the store which has all this should make a effective blend for effective deal which attracts an shoppers inside the stores. Where everybody expect
to have a excellent collection of goods, all needed information should be provided with adequate and effective in store advertising with value for money and an outstanding features of excellent store environment which attracts and retain all segments of shoppers.

Operating features of the store, these operating features will add more efficiency to merchandising activities as the deals more with pricing fast and accurate in billing, delivery time, parking space and payment mode which facilitates all who come for shopping. Hence all these factors are more important for shoppers store decision making.

**Mediating Factors:**

Based on the above factors shoppers decide on store selection, where store selection is dependent on the level through which the operators take keen effort in satisfying the expectation of shoppers and level of customer service offered, these factors are result of the above five variables which form the cause of the study.

The cause and mediating factors links and attempt to satisfy the shoppers and leading to retention of the shoppers.
Factor 1

DESIGN OF THE STORE

The outlet exterior signs on walls and architecture give it an attractive character

The walls and paints are attractive

The store has sufficient lighting

The floor carpet and furniture are attractive

Baby area

Factor 2

LOYALTY TOWARDS STORES

Assessing inside the store is very easy

Flow between department is very easy

Availability of adequate rest room

The overall arrangement makes shopping joy full

Membership cards are attractive

Durability

Factor 3

ASSESSMENT INSIDE THE STORES

The music played inside the store is good

The store has sufficient lighting

Scent, fragrance inside the store is well maintained

The temperature inside the stores is good.
Factor 4

MERCHANDISE

The store has an excellent collection of goods
All needed information regarding products are given
Pop and in store advertising are good
The store maintains an excellent entertainment
Value for money

Factor 5

OPERATING FEATURES OF THE STORES

The price charged is reasonable
The store is fast and accurate in billing
The store maintains its delivery time
Ample parking apace is given
The store is easy accessible
All payment modes

Customer today is filled with choice and availability of brands they develop their expectation and expect it to be satisfied making this as prime focus agenda with expectation and keeping in turn with competition, we have developed a new model. The model is developed in considering social determinations of customer experience. They include atmosphere influences, Value, Store image and patronage motives.
Drawing from previous research, Piyali Vibuti & Kumar (2010), Ishwar (2010), Gentell Spiller & Noui (2007), Gillian, Julia Baker (2007) on the customer side, this model points that they are shaped by all factors of customer experience is moderate by consumer aim for shopping trips. There aim are shaped by design of the store, loyalty towards stores, assortment inside the store, merchandise and operating features of the stores. The fundamental elements that bridge the gap between retail outlets and store patronage as to customer expectation and satisfaction is differentiated.

L. Affairs, big stores and small town in the Hindu Metro Plus stressed that Madurai a tiny dot on the mall map of India, but few ubiquitous shopping Mecca’s are redefining the shopping experience as to retaining and consumer spending is sole ability of promoters in maintaining the premises in atrium activities. Purita Chatterjee stressed that consumers create pressure and retailers to create new formats. We have to constantly create preserve and then destroy the formats if it doesn’t work.

4.4 STORE SELECTION FACTORS

Consumers today are fully occupied with pre-planned activities and work to be done, where they expect convenience and comfort in all their work and doings. Retail store selecting and attracting factors are the key drivers of profit and widely accepted by many researchers as important. Peter T.L. Popkowski Leszeg Hary (2001) worked on how they plan their daily shopping trips times and expect low price, however Rajagopal (2010) worked on the problem between organized and unorganized sector and identified that traditional shops around the malls is cheaper when compared to regular malls is cheaper when compared to regular malls and concluded that mall managers

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71 Purita Chatterjee, Retailers test new stores formats for over crowded urban markets, Business Line, Feb 2012.
should ensure that malls communicate the appropriate images. Julie Baker A. Parasuraman, Dhuru Grewal (2002) have worked on design cues have stronger and more pervasive influence on customer perception of the various store choice criteria. Susan Spiggle and Murphy A. Jewwall (1987) worked on choice set model of retail selection, Kent B. Monroe and Joseph P. Guillina (1975) have studied that store choice is done with four variables as to general opinion, budgeting, store attributes and perception of stores.

Where store selection is the key area and prime most important factor in success of modern retail outlets. The stores manager should select and design an location in such a way that it attracts and retains customers.

4.5 CUSTOMER EXPECTATION FROM MODERN RETAILING

Customer expectation is critical to recognize that a customer experience is not limited to the customer interaction in the store by combination of experience which evolves over times including search expectation and satisfaction. Understanding customer experience, encompasses all aspects of a company offering, Hallbrook, (1982), Study conducted by Julie Baker. A Parasuraman (2002) argues that store environment cues influences consumer store choice and decision criteria. Diana Haytko, Julie Baker (2004) worked on young girls malls experience considering all mall atmosphere and shopping motives Antony D. Cox Ronald (2005) worked on pleasure of the store shopping and factors influencing them.
4.6 KEY DRIVERS OF CUSTOMER SATISFACTION

Satisfaction is a result of differentiation and new offering, our retailers have taken all efforts to satisfy the customers by superior customer service and offering loyalty programmer and develop a sustainable competitive advantage by providing all above.

Wolf gang, weitze and Robert (2010), highlighted an relationship between store image, shopping value and how it’s important for customer satisfaction and store loyalty, M. joseph sirgy, dhruv grewal (2002) worked on self congruity and retail patronage, where enhancing store self congruity and attract these shoppers leading to enhance profitability, Dhruv grewali, Julie baker Voss (2003) on waiting and environmental psychology and influences customer make in crowded situation in influencing store patronage decision, Mark j Arnold And Ronald has stressed on consumer delight is of good interest to create loyalty. Mickel a Jones, Kristy E Ronald (2008) studied the complex interrelationship between satisfaction with the retailers hedonic and utilitarian shopping values and its outcomes.

4.7 HYPOTHESIS OF RESEARCH

The study hypothesis regarding monthly income and age, occupation and family type attempts to explain how income, age and family type has its role in store choice and level of expectation in modern retail outlets.

The hypothesis regarding a source of information and age, qualification also proves an vital study to know the information needed since the quality of information needed will have an significant impact in their expectation.
The ANOVA’s attempts to signify the individual shopping experience and its impact on overall shopping experience.

4.8 CONCEPTUAL MODEL IN RESEARCH

The SEM model is constructed to determine impact and relationship between the customer expectation dimensions, where as expectation dimension act as mediating variable leads to greater influence positive or negative effect on Overall satisfaction. With the help of indices value from the output of AMOS software, we will determine whether the proposed conceptual model will be fit or not. RMSA (Root Mean Square Approximate) value will infer that the proposed model will be close fit or not. This model is designed with a mediating.

4.9 CONCLUSION

The study attempts to provide a platform for development and working of customer expectation, changing lifestyle and respondents attitudes towards retail outlet. The research leads to develop a conceptual model based on the extensive study of literature and the model is developed for further process in the research.