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POST PURCHASE BEHAVIOUR INTENTIONS: AN EMPIRICAL STUDY AMONG CUSTOMERS OF RETAIL ESTABLISHMENTS IN AIZAWL CITY

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ABSTRACT

Post purchase behavior is the behavior of a consumer after a commitment is made to the product and originates from the experiences with the use of the product and indicated in terms of satisfaction, dissonance or dissatisfaction. This paper attempts to identify the motivators of repeat purchase of the customers of retail establishments and levels of satisfaction different experiences provided by such establishments. The study also attempts to find problems faced by customers and their modes of expression of dissatisfaction. Data is collected from 500 customers using a structured questionnaire and presented in the form of Likert scale and statistical tools such as Weighted Mean and Score. The findings reveal that there are certain aspects of satisfaction and dissatisfaction among the customers. The study also identifies the problems faced by the customers and provide suggestions to the retail businesses to increase satisfaction and ensure satisfaction in the future as well.

KEYWORDS: Consumer Behaviour, Shopping Experiences, Service Experiences, Satisfaction, Dissatisfaction

1. INTRODUCTION

According to Gilbert (2021), "Retail is any business that directs the marketing efforts towards the satisfaction of final consumers based upon the organization of selling goods and services as a means of distribution". In the opinion of Kumar and Meenakshi (2021), retailing makes products available to the customers when they want to purchase them. It consists of a set of activities relating to the sale of products or services to the ultimate customer.

Post purchase behavior is the behavior of a consumer after a commitment has been made to the product and originates from the experiences with the use of the product and is indicated in terms of satisfaction, dissonance or dissatisfaction (Schiffman, et al, 2019). In the opinion of Krishnamurthy (2016), the post purchase behavior is reflected in either repeat purchase or refrain from further purchase.



According to Batra and Kazmi (2010), a consumer's post purchase decision is impacted by the purchase process itself, the post purchase dissonance and the use of the product in addition to the disposal of the product or package.

In the opinion of Reddi (2013), understanding of behavior after a sale is the most crucial part of the transaction. Understanding the post purchase behavior identifies the probability of repeat purchase which implies sustenance of the business long term. According to Malhotra and Dash (2019), if a customer is satisfied with the purchase and after the purchase, it would not only lead to repeat purchase but would lead to the recommendation to other people leading to increase in sales and promotion of the particular brand without the need for further marketing to a significant extend.

2. RETAILING IN MIZORAM

Mizoram is one of the smallest states in India, it ranks 15th in India based on the per-capita Income (2020-2021). During 2020 to 2021, the per capita income (NSDP) of Mizoram was Rs.2,04,018 at current prices and Rs.1,48,663 at constant prices. This implies that the purchasing power of the people of Mizoram have increased to a state where there is more disposable income by the people. More disposable income implies the opportunities for more businesses to be set up along with the growth and development of already existing businesses. This also implies that there exists a buyer's market with growing competition. Mizoram is one of the only states in India to have a buyer's market due to the lack of industries to produce goods and services. It can be said that majority of the business operating in Mizoram are retail-based businesses where entrepreneurs acquire goods from outside the state as well as outside the country.

Retail have paved the way for almost all major business in Mizoram especially in the Aizawl city where majority of the retail and wholesale businesses are located. The growth of Mizoram retailing has been brought on with the increase and growth in transportation services in terms of road, rail and air where businessmen can easily avail goods and services from outside the state and outside the country as well. Almost all goods available in the other corners of the world are now available for the people of Mizoram as well. Non-branded retail dominates the retail market at present where majority of goods are acquired from Asian countries such as China, Thailand, and Korea to name a few. However, the past few years have seen the launching of reputed brands and retail stores for all types of consumer goods as well.

3. REVIEW OF LITERATURE

Woodruff and Jenkins (1995) studied the process of customer satisfaction where pre-purchase perception and post purchase perceptions are analyzed. They suggested that confirmation and disconfirmation paradigms go both ways. The findings revealed that the expectations were replaced



to compare the performance of brands to act as a mediator between positive and negative confirmation. Verma and Gupta (2006) studied the relationship between brand image and consumer perception of the quality of consumer durables, semi-durables and non-durables. The study showed that consumers rely on the image of the brand which has a significant influence on their quality perception. The study also revealed that most consumers pay attention towards price and features of the good when it comes to durable goods like television and refrigerator and are also convinced that less known brands are risky to invest their money in.

Wishah, et al (2019) studied the role of positive word of mouth on the success of convenience loyalty store programs and found that one of the best ways of retaining customers is through building of said such loyalty programs. The study found that customer satisfaction and contentment gradually lead to an increase in referral by existing customers. The study concluded that positive word of mouth is the key element for building loyalty.

Thakkar, et al (2022), studied the various factors that influence consumer behaviour in online retail market and found that the most significant influencers of purchase is social media. The study focused on the relationship between demography and purchase behaviour. They study also revealed that most consumers between the ages of 18 – 50 frequent online retail shops and only 10% of the respondents do not use online apps for shopping in retail stores.

Vidhya and Jagadeeshwaran (2022) explored the shopping satisfaction of consumers towards retail shops in Coimbatore city. The study focused on whether there exist different satisfaction levels depending on the age groups, gender, education and occupation. The study revealed that there were no significant differences in satisfaction levels when analyzed through different demographic aspects. They concluded that irrespective of demography, satisfaction and dissatisfaction depends on the products offered and the services provided by the retailers.

4. OBJECTIVES

- a. To identify the experiences motivating repeat purchase.
- b. To study the satisfaction of shopping and service experiences provided by retail establishments.
- c. To identify the problems faced with retail establishments and measures of redressal of such problems.

5. METHODOLOGY AND DATA COLLECTION

The study is an Exploratory Research to understand the post purchase behaviour of the customers of retail establishments in Aizawl City. For the purpose of the study, the customers of five retail establishments are focused in detail viz. Apparel, Food and Grocery, Household Appliances, Mobile



Phones and Cosmetics.

The study depends mostly on primary data sources. Primary data is collected through structured questionnaire. Secondary data is collected from Government reports, analysis of previous researches based on retail and wholesale markets in Mizoram and other states of India as well as at a global level, academic journals, trade associations and magazines. The study covers the customers of the aforementioned retail establishments of Aizawl City. The sample size is 500 customers and the sample distribution is as follows:

Table 1: Sample Size of Customers of Retail Establishments

Customer Survey	No. of Customers
Aizawl North Zone	150
Aizawl South Zone	150
Aizawl East Zone	120
Aizawl West Zone	80
Total	500

Statistical tools such the simple percentage, mean value, mode, weighted score and maximum possible score (MPS) are applied using SPSS. Likert Scale is also used to highlight the levels of satisfaction of the customers under the study.

6. RESULTS AND DISCUSSION

Demographic Profile of Respondents

The demography of the customers of the retail establishments in the present study is presented in categories of age, gender, educational qualification, occupation, size of family and annual income in Table 2.

Table 2: Demography of Customers

Age (in years)	Criteria	Frequency
	Below 20	43 (8.6)
	21-30	113 (22.6)
	31-40	84 (16.8)
	41-50	176 (35.2)
	51-60	68 (13.6)
	Above 60	16 (3.2)
	Total	500
Gender	Criteria	Frequency
	Male	172 (34.4)
	Female	328 (65.6)
	Total	500 (100)
Education	Criteria	Frequency
	Primary	23 (4.6)
	Secondary	210 (42.0)
	Graduate	186 (37.2)
	Post Graduate	61 (12.2)
	Above Post Graduate	20 (4.0)
	Total	500 (100)
Occupation	Criteria	Frequency
	Student	62 (12.4)
	Non-Employed	98 (19.6)
	Self-Employed	112 (22.4)
	Government Employee	64 (12.8)
	Private Employee	135 (27.0)
	Others	29 (5.8)
	Total	500 (100)
Family Size	Criteria	Frequency
	2	12 (2.4)
	3-5	231(46.2)
	6-8	205 (41.0)
	9 and above	49 (9.8)
	Total	500 (100)
Annual Family Income (Rs)	Criteria	Frequency
	Below 3 lakhs	123 (24.6)
	3 lakhs – 6 lakhs	171 (34.2)
	6 lakhs – 9 lakhs	91 (18.2)
	9 lakhs – 12 lakhs	56 (11.2)
	12 lakhs – 15 lakhs	36 (7.2)
	Above 15 lakhs	23 (4.6)
	Total	500 (100)

Source: Primary Data

Figures in the parenthesis indicates percentages

With regards to the customers under the study, the middle-aged people (31-40 years of age) play an

active role in purchasing their family requirements, followed by the younger generation (20-30 years). Gender-wise, nearly two-third of the respondents are women. 35% of the respondents are men. Regarding educational qualification, more than half of them are graduates and above and almost 45% of them had secondary and primary level education. None of them are illiterates which is justifiable due to the high literacy rate of Mizoram at 91.58% (2021). Taking into account the occupation of respondents, only 12.4 % were students. More than one-fourth of them were self-employed. 22% of the respondents were private employees. Only 12.8% of the respondents were govt. employees. The family size of the respondents varied from 2 to 9 and above. Nearly half (46%) of the respondents had a family size of 3 - 5. 41% of the respondents belonged to a family of 6 - 8. Regards the income of the family, 34.2% of the respondents earn between Rs.3 - 6 lakhs per annum. Nearly one-fourth of them earn an annual income of below Rs.3 lakhs. 18.2% of the respondents earn an income of between Rs.6-9 lakhs. Interestingly, less than 20% of the respondents earn an income of above Rs.9 lakhs implying that most of the respondents are middle income customers.

Motivational Factors for Repeat Purchase

Providing the best customer experiences enable retail businesses to gain loyal customers as well as new potential customers. Loyal customers are the backbone of any retail industry and enables them to survive in the long run (Panchanathan and Guru, 2005). An attempt is made to understand what experiences provide motivation to the customers for preferring repeat purchases from the same retail establishment. Such experiences include Shopping experience, buying experience, Service experience, Relationship experience and Quality experience as shown in Table 3.

Table 3: Experiences that motivate the preference of Retail Stores (Score)

Experience	Weighted Score	Weighted Mean	% to MPS	Rank
Shopping experience	2509	2.01	67.07	3
Buying experience	3575	2.16	72.07	1
Service experience	2393	2.02	67.27	4
Relationship experience	1003	1.77	60.40	5
Quality experience	2855	2.05	68.47	2

Source: Primary Data

The most significant experiences that motivate the customers for repeat purchase from the retail shops under the study is the 'Buying experience' with weighted score of 3575 at 72.07% to MPS (mean value=2.16). The second most significant motivator is the 'Quality experience' with weighted score of 2855 at 68.47% to MPS (mean value=2.05). The third most significant motivator for repeat



purchase from the retail shops is the ‘Shopping experience’ with weighted score of 2509 at 67.07% to MPS (mean value=67.07). The findings reveal that the ‘Relationship experience’ as the least significant experience motivating repeat purchases.

By and large, the majority of the customers under the study are motivated by ‘Buying experience’ in choosing to repeat the purchases from the retail shop. Buying experience provided by the retailers also serve as the key to customer retention and loyalty. According to Kotler et al (2021), marketers should act as stimuli and tap the consciousness and a set of psychological processes and combine them with the characteristics of the customer which will enrich the buying experience and ultimately lead to purchase. Quality experience also plays a very important role implying that standard products are preferred by the customers when it comes to the five select retail shops. The findings further reveals that most customers do not give much priority to ‘Relationship experience’ implying that customers shop for the goods being sold and do not focus much on the maintenance of relationship with the retail shops. In the opinion of Thorpe and Rentz (2006), quality products cater to maintain customer satisfaction and loyalty thereby reducing the risk and cost of replacing or returning faulty goods.

Satisfaction of Shopping and Service Experience

An attempt is made to know the satisfaction of the customers based on the shopping and Service experience provided by the retailers under the study. Based on literature (e.g. Barone, 2014), five dimensions of shopping experiences were identified: Availability of sufficient product choices, Supply of adequate information, Information access, Assistance from salesmen and Availability of salesmen for redressal. The details of satisfaction of customers in respect of certain dimensions of shopping experiences and service experiences provided by the retail establishments are shown in Table 4.

Table 4: Satisfaction of Shopping Experience

Shopping Experience	Strongly Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Strongly Dissatisfied (1)	Total	Mode
Availability of sufficient product choices	90 (18)	229 (45.8)	120 (24)	53 (10.6)	8 (1.6)	500	(4)
Supply of adequate information	54 (10.8)	181 (36.2)	202 (40.4)	58 (11.6)	5 (1)	500	(4)
Assistance from sales persons	76 (15.2)	245 (49)	116 (23.2)	50 (10)	13 (2.6)	500	(4)
Availability of Sales persons for redressal	27 (5.4)	195 (39)	218 (43.6)	43 (8.6)	17 (3.4)	500	(3)

Source: Primary Data

Figures in the parenthesis indicates percentages

In the opinion of the customers under the study, 63.18% are satisfied with the ‘Availability of the product choices’ in the retail stores under the study. Only 12.2% of the customers are dissatisfied with the availability of the product choices. This implies that most retailers under the study provide an adequate range of products availed to them. The retail market in Mizoram has grown to a considerable extent where almost all types of products required and desired by the consuming public are available. This is a very positive finding for the emerging retail sector in the remote state of Mizoram.

Over 45% of the customers are satisfied with the ‘Supply of adequate information’ that they can access from the retail shops under the study. Interestingly, 40.4% of the respondents are neither satisfied nor dissatisfied implying that the information is supplied to them but not to an extent that leads them to be satisfied or dissatisfied. This further implies that the availability of information from the retailers requires more room for improvement and the retailers should provide all the necessary information to the customers. This would ultimately lead to the satisfaction of the overall shopping experience that they provide.

64.2% of the customers under the study are satisfied with the assistance they receive from the salesmen in the retail shops. However, 12.6% of the customers are dissatisfied with the assistance they receive from the salesmen. The findings reveal that majority of the retailers are well equipped with efficient



salesmen who are able to assist the customers to enhance their shopping experience to a huge extent. However, there is room for improvement since 23% of the customers are of no opinion regarding the satisfaction or dissatisfaction of the assistance they receive from the salesmen.

The overall shopping and service experience takes into account not only assisting of the customers by the sales people but also their actions regarding the redressal of problems that customers may have during the buying process. From the table, almost 45% of the customers under the study are satisfied with the availability of sales people for redressal during their shopping process. The table also shows that more than 40% of the respondents are neither satisfied nor dissatisfied. The findings imply that although redressal measures are taken by the retailers, not enough is being done by them to assist the customers when problem arises. There exists a significant scope for improvement to help and assist customers when certain problems arise during the shopping process.

Although less than 13% of the respondents are dissatisfied with the shopping and service experiences provided by the retailers under the study, the retailers should address such dissatisfaction. Remedial measures should be taken so that each and every customer is satisfied with shopping experience provided to them in terms of Availability of sufficient product choices, Supply of adequate information, Information access, Assistance from sales people and Availability of sales people for redressal.

Problems Faced with Retail Establishments and Mode of Expression of Dissatisfaction

Consumers engage in the constant process of evaluation of the products that they purchase and such evaluation may lead them to experience dissonance as a result of doubts and problems that may develop with the purchase and the shops that they purchase from (Batra and Kazmi, 2017). In the opinion of Chaturvedi (2012), if severe problems faced are by the customers, it becomes an increasingly unpleasant experience where customers are likely to take actions to avoid or reduce such problems.

Based on literature (e.g. Bloemar, et al, 2012), seven important problems that can prevail within the retail businesses studied are identified. Such problems are: High prices, Discriminatory process, False information, Pressure selling, Limited product range, Poor quality, and Adulteration. The Table 5 shows the details regarding the problems faced by the customers of retailers.

Table 5: Main Problems faced with Retailers (Score)

Problems	Weighted Score	Weighted Mean	% to MPS	Rank
High prices	1923	2.34	77.89	1
Discriminatory prices	1810	2.27	75.63	2
False information	1194	1.70	56.73	4
Pressure selling	1760	2.14	70.47	3
Limited product range	1338	1.67	55.78	5
Poor quality	1156	1.48	52.67	7
Adulteration	1164	1.54	54.67	6

Source: Primary Data

‘High prices’ is the main problem faced by the customers from the retailers with weighted score of 1923 at 77.89% to MPS (mean value=2.34). The second most prevalent problem faced by the customers is ‘Discriminatory prices’ with weighted score of 1810 at 75.63% to MPS (mean value=2.27). The third most prevalent problem faced by the customers is ‘Pressure selling’ with weighted score of 1760 at 70.47% to MPS (mean value=2.14). The least prevalent problems faced by the customers are: Poor quality (weighted score=1156) and Adulteration (weighted score=1164).

The findings reveal that majority of the customers under the study face the problem of high pricing. This implies that although the retailers aim to price their goods at fair and affordable prices, the customers are facing problems regarding their pricing. High pricing of goods may ward off existing customers and potential customers. Therefore, it is advisable that the retailers under the study review their prices and avail the goods at more affordable prices for the customers. However, this does not infer all retail businesses under the study since goods of certain retail business such as Mobile phones, Food and grocery and Household appliances, reduction of prices may not be a viable solution if the goods are supplied to them for sale at MRP.

Another prevalent problem faced by the customers is ‘Discriminatory prices. This is a very prevalent practice in the Mizoram retail market since goods are taken from different suppliers from different places and hence, pricing of such goods may differ from seller to seller especially in the Apparel and Cosmetic retail businesses where goods are seldom labelled with MRP and prices are fixed according to the profit requirements and strategy of the retailers, place and price of acquisition. Practices such as charging of an individual customer the maximum price they are willing to pay is still a prevalent practice which should be changed but rather avail them at affordable prices so as to decrease such kind of dissatisfaction and complaints than can occur based on discriminatory prices.

Another prevalent problem faced by the customers from the retail businesses under the study is 'Pressure selling'. This can be due to the fact that a significant number of retailers under the study i.e. 36% (Table 4.2.5) evaluate the performance of their sales personnel through their sales analysis. This can bring about immense pressure among the sales personnel which in turn result in pressuring the customers to buy the products offered by them.

Limited product range and adulteration are the least significant problems faced by the customers under the study. Under the five retail businesses under the study, adulteration is possible only in the Food and grocery segment and hence this may be the reason why it is the least significant among the problems faced by the retailers. Limited product range is also the least significant problem faced by the customers under the study.

The different modes of expression of complaints and dissatisfaction by the customers to the retailers under the study are shown in Table 6.

Table 6: Mode of Expression of Complaint and Dissatisfaction (Score)

Particulars	Weighted Score	Weighted Mean	% to MPS	Rank
Oral complaints	1933	2.20	73.05	1
Written complaints	1236	2.03	67.82	3
Filing a case with consumer court	332	0.56	24.68	5
Negative word of mouth	466	0.97	38.73	4
Discontinuing purchase	1938	2.15	71.71	2

Source: Primary Data

The customers under the study reveal that the main mode of expression of their complaints and dissatisfaction is through 'Oral complaints' with weighted score of 1922 at 73.05% to MPS (mean value=2.20). The second most significant mode used for expression of complaint and dissatisfaction is 'Discontinuing purchase' with weighted score of 1938 at 71.71% to MPS (mean value=2.15). The third most significant mode of expression is through 'Written complaints' with weighted score of 1236 at 67.82% to MPS. The least significant modes of expression of complaints and dissatisfaction are: Filing a case with consumer court, and Negative word of mouth.

The findings reveal that the most significant mode of expression of complaints is through oral complaints. This implies that the majority of the customers are straight forward and tell the retailers in person. Although, this is a dissatisfaction, it is a very positive finding since it implies that customers



are voicing their opinions directly to the retailers. In this way, the retailers can also take necessary actions based on the complaints and make amends with the customers.

Another significant mode of expression of dissatisfaction is by discontinuing purchase. Discontinued purchase implies that the retailers are losing their potential loyal customers. Hence, it is the top most priority for the retailers under the study to make the customers happy through the different in-store experiences so that discontinued purchase does not happen to any of the customers that walk inside their shops and buy their products.

Mizoram is a close-knit society where cultural norms and societal practices of peace is inculcated within the values of the people. Therefore, taking actions through the court of law is less prevalent in any type of dissatisfaction especially when it comes to purchase of goods and services. Lack of knowledge of rights is also still a prevalent force in the society. Thus, this is reflected in the findings where less significance exists when it comes to taking actions through consumer courts as a mode of communicating dissatisfaction.

Word of mouth is one of the most powerful marketing tools for businesses that directly implies free marketing for businesses. As such, a negative word of mouth can have a snowball effect and lead to decline in sales and decline in the value of the business at a significant rate. However, the findings reveal that negative word of mouth is one of the least significant modes of communicating dissatisfaction which implies that the retailers as doing right by the customers in redressal of their complaints.

7. CONCLUSION AND RECOMMENDATIONS

Regarding the motivation of customers for repeat purchases, majority of the customers focus the 'Buying experience' in choosing the retail shop. Buying experiences provided by the retailers also serve as the key to customer retention and loyalty. 'Quality experience' also plays a very important role implying that standard products are preferred by the customers when it comes to the five select retail businesses. The customers do not give much priority to 'Relationship experience' implying that customers shop for the goods being sold and do not focus much on the maintenance of relationship with the retail shops.

With regards to the satisfaction of shopping and service experiences, the retail establishments provide adequate product choices. In terms of supply of adequate information among the customers, almost half of the customers are neither satisfied nor dissatisfied implying that the information is supplied to them but not to an extent to have a valid confirmation. This is a grey area and there is scope for improvement of performance on the part of retail business. Over half of the customers are satisfied



with the assistance they receive from the salesmen. This shows that majority of the retailers are well equipped with efficient salesmen who are able to assist the customers to enhance their shopping experience to a huge extent.

Regarding the problems faced by the customers, majority of them perceived high pricing as the most important problem faced by them. High pricing of goods may ward off existing customers and potential customers. Therefore, it is advisable that the retailers under the study review their pricing practices so as to improve the customers' perception in this regard. However, this does not infer all retail businesses since products of certain retail business such as Mobile phones, Food and grocery and Household appliances, reduction of prices may not be a viable solution as they are sold at MRP. Discriminatory prices is the second most important problem as perceived by the customers. This is a very prevalent practice in the Mizoram retail market since goods are taken from different suppliers from different places and hence, pricing of such goods may differ from seller to seller especially in the Apparel and Cosmetic retail businesses where goods are seldom labelled with MRP and prices are fixed according to the profit requirements and strategy of the retailers, place and price of acquisition. Regarding mode of expression of complaints and dissatisfaction, the most significant mode of expression of complaints is through oral complaints. This implies that the majority of the customers are straight forward and tell the retailers in person. In fact, it is a very positive finding since it implies that customers are voicing their opinions directly to the retailers. The retailers get an opportunity to improve. The second most preferred mode of dissatisfaction is to discontinue purchase from the retail shop. Discontinued purchase implies that the retailers are losing their potential loyal customers once for all. Therefore, the retailers should give the top most priority to make the aggrieved customer to speak up.

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