

Role of Customers' Perception of Retail Formats in the Formation of Customer Satisfaction: An Empirical Study of Supermarkets in Delhi NCR.

Dr. Diksha Dubey¹, Dr. Dhruv Gupta², Deepak Mishra³

¹ Assistant Professor, Galgotias University, Greater Noida, Uttar Pradesh, India.

Email: dikshadubey0402@gmail.com

ORCID: 0009-0009-5752-6349

² Assistant Professor, School of Media Management, Symbiosis Skills and Professional University, Pune, Maharashtra, India.

Email: dhruvguptarke@gmail.com

ORCID: 0009-0009-7762-2688

³ Assistant Professor, Apex Institute of Management, Chandigarh University, Mohali, Punjab, India.

Email: Deepak.e19897@cumail.in

ORCID: 0009-0009-8695-7543

Corresponding Author:

Dr. Diksha Dubey

Email: dikshadubey0402@gmail.com

ABSTRACT

Due to the uncertainty of retail format borders being perceived by customers, this research presents a paradigm for analyzing the establishment of retail patronage. To assess the moderating effect, data from supermarket shoppers is utilized. The research employed quantitative methodologies, questionnaire i.e. self-administered was utilized as the primary tool for data gathering. This study used the sample of 384 respondents, Factor Analysis was employed to assess the constructs and identify the model fitness. An analysis using SPSS 25.0 and PLS-SEM was carried. The study found that products, prices, services, environment, and convenience are robust factors influencing customer satisfaction. Customers' perception of retail formats considerably moderates the association between services and the customer satisfaction. However, factors such as nation, location, and survey's intended audience might affect the outcomes. This research has generalizable consequences for emerging economies seeking to build and maintain their enterprises. Theoretically, this suggests that it might require to take into account the notion of retail format that consumers develop afterward; and practically, it suggests that retail practitioners should control customers' perceptions of retail format..

Keywords: retail format; customer satisfaction; customers' perception; store attributes; retail patronage....

INTRODUCTION:

Traditional store concept with additional added value urban retail marketplaces are beginning to partly integrate the core of conventional retail forms. The urban market has a high store density and a huge number of customers with a variety of purchasing habits, allowing for local variation in retail store kinds and layouts. A certain set of retail chains in the Indian retail sector have started an innovative food supermarket chain with a more convenient location and physical environment created for fast buying. Shorter inter-store distances are implied by high store density, which encourages customer overlying (Stassen et al., 1999). 75% of supermarket customers visit numerous locations on a weekly basis, and the majority of them (83%) continue to do so (Gijbsbrechts et al., 2008). This distinctive consumer behaviour have a tendency to push established retail formats to provide more importance and distinguish themselves from rivals. The

phrase "store patronage" denotes to the rate at which a customer visits a particular retail location. It has been shown that a store's ability to attract and retain customers is directly correlated to its proportion of customers' consumption expenditure (Pan and Zinkhan, 2006a, b; Hu and Jasper, 2006; Theodoridis and Chatzipanagiotou, 2009). Many businesses continue to focus on developing strong relationships with their customers in order to make them into "patrons," since doing so results in sustained sales and revenues (Hogreve et al. 2017).

Consumers' have a selection of physical store formats to choose from while purchasing food (Gauri et al. 2021). The market shares that store-based retailing methods represent have evolved throughout the course of the previous several decades (Bronnenberg and Ellickson, 2015). Customers change shops based on the qualities they want and particular needs in the product offers (Rhee and Bell, 2002), and they make choices regarding retail formats based on the specific occasions and circumstances

surrounding their shopping visits (Reutterer and Teller, 2009). Aforementioned researches indicate that customers employ varying standards to evaluate store attributes, contingent upon the nature of the service they expect to receive, when engaging in conventional retail models that introduce novel benefits. The importance of this prediction is reinforced by studies indicating that the factors influencing consumer contentment within the given context of grocery shopping vary across diverse types of retail establishments (Goi'c et al., 2021). Many theoretical frameworks have been anticipated to clarify the emergence of retail patronage, and a number of moderating and mediating elements have been discovered (Blut et al., 2018). A customer's opinion of a store may affect their word-of-mouth marketing, store loyalty, store preference, and overall happiness with the level of service. Some supermarkets have limited product selections available for purchase, an unpleasant store design or layout, unresponsive personnel, difficult payment options, and poor shopping convenience, yet they don't appear to care. This research is being conducted to see how this would affect their performance in terms of customer satisfaction. Our focus is on the analysis of the impact of a customer's perception of a retail format on their level of satisfaction. We aimed to show that the kind of retail format the customer chooses will affect the association between stores attributes assessment and customers' satisfaction.

This present research endeavours to demonstrate that, contrary to previous research on retail patronage, retail formats could occasionally be best understood as a posteriori concept somewhat than an a priori authenticity. This could potentially aid individuals working in the retail industry effectively strategizing their communication plans to ensure alignment between their value propositions and customer perceptions. Consequently, a conceptual framework was developed wherein the perceptions of customers regarding a particular retail format have a significant effect on the antecedents and patronage of the retail. We tested the theories after coming up with them. We concluded by summarizing the theoretical and practical contributions and their consequences, outlining their limits and potential future paths.

1. LITERATURE

1.1. Store Attributes

The characteristics of a retail establishment exert a substantial impact on the overall satisfaction of its customers'. Finn (2004) identified eight shop characteristics that contributed to shaping customers' opinions of a seller's marketing efforts. Location, displays, parking, ambience, and other characteristics of the retail marketing combination, various factors contribute to determining customers' perceptions of a store's quality (Jinfeng & Zhilong, 2009; Chen & Hu, 2010). Beneke, Cumming & Jolly (2013) discovered that the way in which a customer perceives the value of a store's offerings has a direct impact on whether or not the customer returns to that store, a critical component of retail attribute that influences customer retention (Hartman & Spiro, 2005). The research showed that retail

characteristics are crucial for enhancing customers' perceptions of value (Nikhashemi et al., 2016). Customer perceptions of a store's image may be shaped by its attributes (Ghosh et al., 2010). Design, logos and shades, marketing, and salespeople were the four shop features listed by Martineau (1958). From 35 shop qualities that were derived from 21 prior research, Lindquist (1974) created nine categories of store attributes, including goods, institutional aspects, customer, physical infrastructure, services, convenience, advertising, store physical environment, and post-transaction satisfaction. Some of these dimensions, such as preferred attitudes and concrete benefits (De Wulf et al., 2001), security, and leisure (Wang & Ha, 2011), are results of arising retailing scenarios, some phenomena are attributed to statistical procedures resulting from grouping and are designated by distinct nomenclature (El Hedhli et al., 2013). Customer experience is most significantly influenced by store environment, followed by reward schemes and products (S Mohd-Ramly et al., 2017). Consumers who are more conscious of their privacy and how others perceive them are more likely to feel dissatisfied with their shopping experience at traditional stores, which can negatively impact their satisfaction and likelihood of returning (Sangwan & Maity, 2025). In the study by Senchai & Julagasigorn (2024), the stimulus-organism-response (S-O-R) framework was utilized to propose a prior conceptual framework, which was then applied to explore the relationship between three key components: the influence of retail mix instruments (S) on consumer value perception (O) and customer engagement (R). This framework provided structured approach to understanding how retail strategies affect consumer perceptions and their subsequent engagement with the store. Following store attributes (environment, promotions, convenience, facilities, goods, store staff contact, and services) have an impact on F&G store selection choices. Furthermore, significant variations exist in the manner in which respondents perceive the variants of store attributes, contingent upon their age (Nair et al., 2020).

1.2. Retail Patronage

The investigators or scholars have worked to ascertain the shopping preferences of customers, encompassing the types of stores frequented, features, and locations, within the academic literature, there exists a body of research pertaining to the patronage of retail stores (e.g. Verhoef et al., 2009, Badrinarayanan & Becerra, 2019; Ramanathan & Sonia, 2018; Blut et al., 2018). Customer satisfaction at sportswear speciality shops was positively impacted by the sales staff and store environment, this subsequently resulted in direct bearing on WOM and future patronage intentions (Chang et al., 2015). To create a really attractive atmosphere for patronage, it is crucial to take into account the synergistic contributions of retail atmospheric measurements, customers' sociodemographic, and various elements (Gilboa and Rafaeli, 2003). Retail patronage is believed to be influenced by three key variables, namely product relevant factors, market relevant factors, and personal attributes (Pan & Zinkhan, 2006). However, Baltas, Skarmas, & Argouslidis, (2010) address a broader perspective on retail patronage and provide further aspects

that show a robust linking between customers and store. According to marketing studies, sociodemographic factors including age, education, gender, and annual income also affect customers' retail patronage behaviours. The patronage of a retail shop can be inferred from various factors such as the retail atmosphere, and customer demographics & perceived service quality (Huddleston, 2011). However, retail store patronage might not be totally fulfilled in circumstances when the environment is appealing but the perceived quality of the service is substandard. (Dokcen et al., 2021).

It is still unclear if social capital influences retail shop patronage in an urban context more so than non-social elements like product quality and business location. There are several connected areas in many big cities that represent strong identities and have the ability to foster the similar experiencing of community spirit (Grimm et al., 2008). Additionally, variables influencing shop or neighborhood loyalty have been researched (Runyan and Droge, 2008; Tripathi and Dave, 2013). As a result, this study addresses the urgent requirement for enhanced understanding of customer patronage intention in retail outlets located in a metropolitan area.

2. RESEARCH FRAMEWORK AND HYPOTHESES DEVELOPMENT

2.1. Theoretical underpinnings

The integrated theory of patronage choices developed by Sheth (1983) suggests many groupings of elements that come together to produce retail patronage. It focuses on the ways in which individuals interpret in addition to perceive a variety of stimuli, like as market, company, and product-related aspects, that have an effect on their attitudes. These theories are often implemented at the level of a retail business, with the purpose of gaining an understanding of the elements that impact customers' views of the store and their degree of patronage (Mazursky and Jacoby 1986). According to this interpretation of the idea, customers would shop at the establishment that offers the most value in comparison to its prices (Wallenius et al. 2008). After making a purchase, customers evaluate the performance of the retailer in comparison with their original expectations of store, which has the impact on customer contentment and the probability of the customer providing referrals to the retailer's acquaintances and relatives (Oliver 1980). This study aimed to inspect the effect of customers' perception of various retail formats on the establishment of retail patronage intention, with a focus on moderating effect. We may explain how the customers' impression of the retail format operates as the frame of reference by referring to the process model of framing that was developed by Scheufele (1999). There may be a moderated association between retail patronage and store attributes if customers' perceptions of the format are taken into account. The model is appropriate for this research, as the retailers of grocery store sell wide varieties of products thus needs to interconnect with consumers who make purchases through physical retail outlets.

2.2. Research framework

Attributes of stores, such as those mentioned by Zainal et

al. (2022), Hunneman et al. (2017, 2021), Thelen and Woodside (1997), and Leszczyc and Timmermans (2001), may affect customer satisfaction and retail patronage. Store image and qualities have been shown to have a little but significant impact on customer behavior, although this idea has been given little attention by researchers like Martineau (1958) & Lindquist (1974-1975) (quoted in Visser et al., 2006). Consequently, numerous scholars have investigated the impact of store attributes on purchases and customer behaviour (Mazursky & Jacoby, 1986; Kunkel and Berry, 1968). Previous studies have indicated that evaluating store attributes can aid in the analysis of post-purchase conduct, such as the level of customer satisfaction and patronage intention (Nair, 2018a; Goswami & Mishra, 2009; Huddleston et al., 2009; and Baker et al., 2002). This is in contrast to the claim that store attributes impact store choice decisions (Birtwistle et al., 1998). Consequently, the aforementioned research demonstrates how consumers' perceptions of the cognitive, emotive, and physical factors influence their buying behaviour in many ways.

We used Products, Prices, Service, Environment, and Convenience at a Store as Input Variables. The research focused on the dependent variable of CS (customer satisfaction) as a measure of RPI (retail patronage intention). The outcome variables related to retail patronage encompass store selection, product purchase frequency, and store contentment (Reutterer and Teller, 2009). Numerous studies have been conducted, however many of them have only focused on the behavioural components of patronage, such as the frequency of visits or the selection of stores (Pan & Zinkhan, 2006) (Howell & Rogers, 1981). The investigation of customers' satisfaction (Babin et al., 1994), purchase intention & WOM has been the subject of numerous scholarly inquiries (Lacey et al., 2007). Blut and colleagues (2018) suggest the inclusion of the proportion of expenditures and visits as relative outcome variables in their meta-analysis. The focal variable of research on retail patronage intention is customer satisfaction, which is the sole subject of our investigation.

The satisfaction of customers' is impacted by customer's perception of the retail format. The composition of a store's customer base is influenced by various factors like shopping situations (Miller & Ginter, 1979), the occurrence of purchasing and consuming goods (Benoit et al., 2019), and the presence of a hard-discounter in the market (Blut et al., 2018). (Hunneman et al., 2021) while these researches add to our understanding of how consumers choose which stores to regular, they make the mistake of assuming the retail format while doing so. Therefore, in the study design phase, we accounted for these moderators and established the perception of retail format as a moderator in the formation of customer satisfaction.

2.3. Hypotheses

2.3.1. Major effect

Products. The observed effect of a variety of products on customer satisfaction has been examined (Anselmsson, 2006). When the supermarket setting is the main emphasis, the product is the retailer's primary offering

(Theodoridis & Chatzipanagiotou, 2009). Due to the significant quality fluctuations in these product categories, consumers who purchase groceries are used to check the freshness and quality at the point of sale (Kerin, Jain, and Howard 1992). Given that the association between product varieties and the volume of retail patronage was examined in the meta-analyses (Blut et al., 2018), this association is quite general.

H1.1. Customers' evaluation of the products has a significant influence on customer satisfaction.

Prices. Customers' willingness to pay certain amount for a product is one measure of its worth to them. Fairness, rationale, and customer acceptability are all factors that should go into setting the pricing (Cakici et al., 2019; Dabija & Băbut, 2019). Low pricing may draw more people into the store and boost sales of the category via promotions or even just in general (Pan and Zinkhan, 2006). The impact of pricing on customer satisfaction in supermarkets was investigated by Helgesen and Nasset (2010) & Huddleston et al. (2009) in their respective studies.

H1.2. Customers' evaluation of the prices has a significant influence on customer satisfaction.

Services. Customers discover details about the store's expertise and motivations through experiences, as shown by Kumar, George, and Pancras (2008). They clarify that these interactions motivate customers to engage with the sales staff and try out new shop offerings, which results in more purchases. According to prior research, consumer satisfaction with grocery shopping is often favourably impacted by in-store service ratings. (e.g., Huddleston et al., 2009).

H1.3. Customers' evaluation of the services has a significant influence on customer satisfaction.

Environment/ Atmosphere. Stores with a pleasant environment are likely to boost consumers' satisfaction, their positive shopping experiences, and their perceptions of the quality of the goods (Oh, Fiorito, Cho, and Hofacker, 2008; Koo, 2003; Orth & Green, 2009). The success of a store might be affected by its environment (Hussain & Ali, 2015). Research on impulsive buying behaviour highlights the significant importance of the store environment as a stimulant for the expenditures of customers'. The chance of impulsive purchases is increased by enticing sounds and fragrant aromas (Mattila and Wirtz 2001). Several studies, such those carried out by Gallon et al. (2008) and Teller and Elms (2010), have shown that environment of the grocery store has an influence on the level of desire experienced by customers.

H1.4. Customers' evaluation of the environment/ atmosphere has a significant influence on customer satisfaction.

Convenience. Accessibility of any kind, including automobiles, buses, and the like, should have access to the retail outlets (Nilsson et al., 2015), and there should be convenient parking and safety (Evangelista et al., 2019). Additionally, the proximity of similar stores can provide benefits because it can willingly fascinate consumers who share the similar interests (Nair & Shams, 2021).

Convenience views among customers have a favourable impact on customer satisfaction (Berry, Seiders & Grewal, 2002).

H1.5. Customers' evaluation of the convenience has a significant influence on customer satisfaction.

2.3.2. Moderating effect

Customers' perceptions on a store's format play a large role in determining how satisfied they are with their shopping experience. Customers who find supermarkets as shops that are located next to convenience stores are more likely to prioritize store characteristics that are characteristic of convenience stores when assessing retailers. Supermarket shoppers rate their shopping experiences in relation to the supermarket's retail format (including factors like the quality and variety of its product selection, the competitiveness of its pricing, and the convenience of its locations). Supermarkets specialize in merchandising and in-store services, whereas convenience shops excel at offering customers a quick and easy purchase.

Expectancy Disconfirmation Paradigm (EDP) by Oliver (1980), explains how customer's past expectations play a part in a cognitive process where satisfaction judgements are molded based on experiences (Morgeson, 2012). EDP is the most general customer (dis)satisfaction model in marketing literature (Hossain, 2019). Expectancy Disconfirmation Paradigm pertains to consumers' perception, which makes it pertinent to this research. We thus propose that the creation of customers' satisfaction is moderated by customers' perception of the retail format. Study assumes that consumers have two types of behavior, depending on their demographics (Piacentini et al., 2001): those who buy in retail formats adjacent their residence or work place, and those who travel long distances to buy, individuals are drawn towards external stimuli like price discounts. Filipe et al. (2017) also note that numerous customers prefer convenience businesses' personalized service over huge retailers. Because perception is essential customers' perception of the retail format must be investigated. In Yokoyama et al. (2022), consumers' retail format perception moderates the association between these characteristics and customers' satisfaction. Based on these prior studies, we developed the following hypotheses:

H2. 1. Retail format perception of customers emerges out as the significant moderator in relationship between Products and customer satisfaction.

H2. 2. Customers' perception of the retail format moderates significantly on customer satisfaction between Prices with customers.

H2. 3. Retail format perception of the customers significantly moderates between Services and customer satisfaction.

H2. 4. The moderating role of customers' retail format perception is significant for the relationship between environment/ atmosphere and the customer satisfaction.

H2. 5. The customers' retail format perception substantially moderates the link between convenience and customer satisfaction.

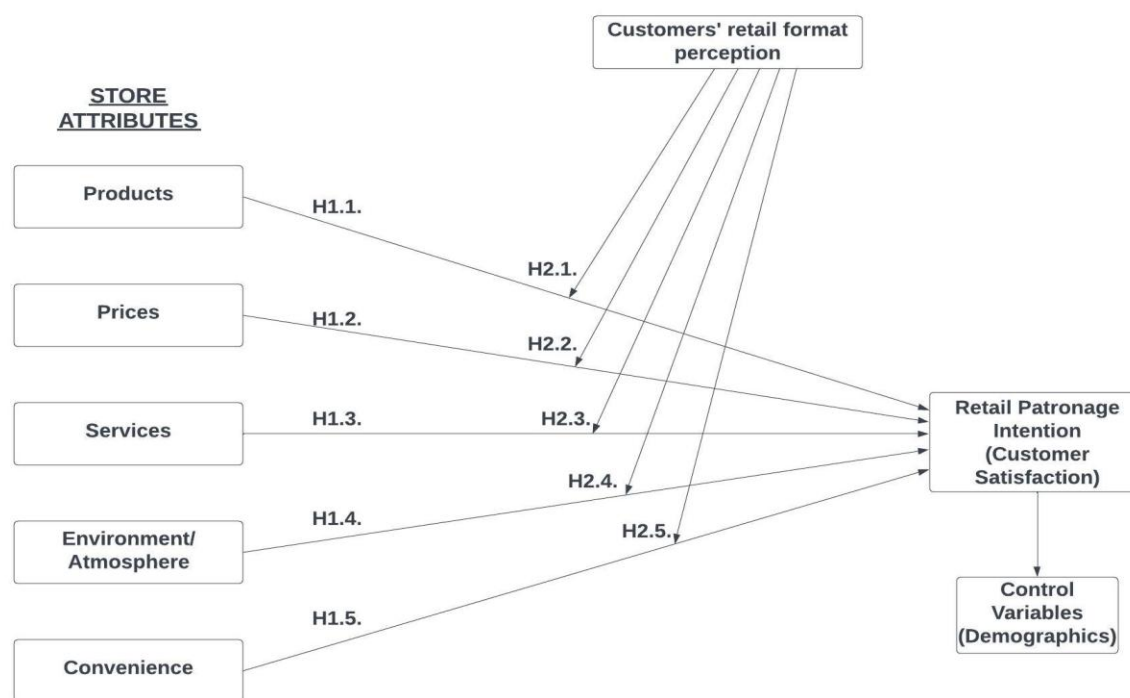


Fig. 1. Research Framework

3. COLLECTION OF DATA & METHODOLOGY

This study used the sample which ranged from 20 year old to above 60 years living in Delhi NCR, especially focussing on those who has experiences or used Reliance Fresh stores particularly. A total number of 384 data was collected. These data were collected from October 2025 to January 2026. The data were collected from various stores of Reliance Fresh through survey. Participants were taken who are already using this Store for a time being so that further analysis can be done. The total number of final sample was taken 384 from the actual respondent.

Section A of the questionnaire included respondents' demographics, whereas Section B covered measuring elements. The research uses PLS-SEM to discover, investigate, and analyze several aspects. Hair et al. (2011) recommends PLS-SEM for identifying or exploring constructs as major drivers.

From the point of view of the size of the sample, PLS-SEM is capable to function well with a wide variety of sample sizes. Smaller sample sizes are one of the benefits of adopting PLS-SEM (Kock & Hadaya, 2018). The research sample size was sufficient. PLS-SEM should be used for samples under 100 (Hair et al., 2017), Hair et al. (2011) recommend a sample size of "ten times the largest number of structural paths directed at a particular latent construct in the structural model". The study demonstrates that the application of PLS-SEM is also evident in the construction of predictive models, particularly in instances where the sample size is limited and the data is quasi-uniform (Lin et al., 2020).

3.1 Measures

The research employed quantitative methodologies, questionnaire i.e. self- administered was utilized as the

primary tool for data gathering. The proposed conceptual model comprised of Products measures using two items adapted from (Washburn & Plank, 2002), while Prices consisted of two measurement items adapted from (Yokoyama et al., 2022). Services consisted of three measurement items adapted from (Severi & Ling, 2013; Yokoyama et al., 2022), Environment/ Atmosphere included three measurement items modified from (Dokcen et al., 2021), and Convenience included four measurement items adapted from (Nair, 2021; Yokoyama et al., 2022). CS had three measurement items modified from (Yokoyama et al., 2022; Martin et al., 2015). Meanwhile, Customers Retail Format Perception was conducted through the utilization of three items that were modified from (Seopela et al., 2022). The measurement of the items was conducted through the implementation of 5-point Likert scale, values from 1 denoting "strongly disagree" to 5 indicating "strongly agree".

4. ANALYSIS AND RESULTS

4.1 Demographic profile of respondents

The initial section of the questionnaire involved the collection of data pertaining to the demographic profile and characteristics of the participants. The variables under consideration were gender, marital status, age, and level of educational attainment. This constitutes a brief overview. For a comprehensive analysis, please refer to Table 2. The survey results indicate that the male respondents constituted the majority, accounting for 58.50% of the total, while the female respondents accounted for 41.50%. The age group with the highest representation was individuals aged 20-29 years, accounting for 57% of the sample. This was followed by those aged 30-39 years, comprising 23% of the sample. The age group with the third highest representation was individuals aged 40-49 years, accounting for 20% of the

sample. The preponderance of the respondents were unmarried, comprising 57% of the sample. The study found that a significant proportion of the participants held postgraduate degrees from universities (49.50%), while

36.50% held undergraduate degrees. A smaller percentage of participants held diplomas or other qualifications (10%), intermediate qualifications (3%), and high school education (1%).

Table 2. Respondent Profile

Demographic Characteristics	Percentage (%)	Demographic Characteristics	Percentage (%)
Gender		Marital Status	
Female	41.50	Unmarried	57.00
Male	58.50	Married	43.00
Age		Education Level	
20-29 years	57.00	High School	1.00
30-39 years	23.00	Intermediate	3.00
40-49 years	20.00	Graduate	36.50
50-59- years	0.00	PG	49.50
Above 60 years	0.00	Others	10.00

4.2. Outer Model Assessment

Convergent validity of items were examined. Subsequently, we assessed the accuracy by approximating the Average Variance Extracted (AVE) of the frameworks. In order to determine the reliability, the composite reliability (CR) of every construct was calculated. Additionally, the internal consistency of the constructs was assessed using Cronbach's alpha (α). The findings are presented in Table 3, and it is evident that these values are within the acceptable range. This is because the minimum acceptable values for AVE is 0.50 (Hair et al., 2017), while the minimum acceptable value for the loading factor is 0.70 (Chin, 2009). Regarding Price (PR) with cronbach's alpha 0.60 may be treated as acceptable to reflect internal consistency reliability (Hair, Ringle, & Sarstedt, 2011). In order to show discriminant validity, the HTMT value, the suggested threshold values differ in methodology. Voorhees et al. (2016) and Henseler et al. (2015) recommend using a cautious benchmark of 0.85. In contrast, Franke and Sarstedt (2019) and Henseler et al. (2015) suggest a higher threshold of 0.9 or higher (Table 4).

Table 3. Measurement model assesment

Variables and Loading Items	Cronbach' α	CCR	AVE
Convenience (C)			
C1 0.717	0.820	0.881	0.651
C2 0.850			
C3 0.817			
C4 0.836			
Environment (E)			
E1 0.756	0.705	0.830	0.620
E2 0.774			
E3 0.830			
Services (S)			
S1 0.837	0.813	0.889	0.728
S2 0.844			
S3 0.879			
Products (P)			
P1 0.901	0.714	0.874	0.777
P2 0.861			
Prices (PR)			
PR1 0.882	0.601	0.832	0.713
PR2 0.804			
Retail Format Perception of Customers (RFP)			
RFP1 0.705	0.717	0.837	0.632
RFP2 0.844			
RFP3 0.829			
Retail Patronage Intention [Customer Satisfaction (CS)]			
CS1 0.842	0.787	0.876	0.702
CS2 0.873			
CS3 0.797			

Note: C= Convenience, E= Environment, S= Services, P= Products, PR= Prices, RFP= Retail Format Perception of Customers, CS= Retail Patronage Intention [Customer Satisfaction].

Table 4. Discriminant Validity

	C	CS	E	P	PR	RFP	S	RFP x E	RFP x S	RFP x PR	RFP x C	RFP x P
C												
CS	0.681											
E	0.545	0.703										
P	0.431	0.373	0.717									
PR	0.431	0.695	0.898	0.703								
RFP	0.406	0.396	0.743	0.845	0.826							
S	0.627	0.707	0.864	0.816	0.600	0.870						
RFP x E	0.254	0.105	0.255	0.144	0.143	0.089	0.073					
RFP x S	0.181	0.386	0.131	0.253	0.030	0.232	0.182	0.655				
RFP x PR	0.118	0.166	0.144	0.179	0.304	0.218	0.221	0.602	0.377			
RFP x C	0.297	0.409	0.206	0.202	0.121	0.288	0.094	0.167	0.424	0.239		
RFP x P	0.212	0.232	0.095	0.480	0.189	0.350	0.245	0.528	0.787	0.497	0.316	

Note: C= Convenience, E= Environment, S= Services, P= Products, PR= Prices, RFP= Retail Format Perception of Customers, CS= Retail Patronage Intention [Customer Satisfaction].

4.3. Hypothesis Testing

Table 5. Hypotheses test result

H		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
H1.1	P → CS	0.059	0.058	0.020	2.929	0.003	Supported
H1.2	PR → CS	0.261	0.260	0.018	14.799	0.000	Supported
H1.3	S → CS	0.509	0.508	0.014	35.799	0.000	Supported
H1.4	E → CS	-0.145	-0.144	0.026	5.607	0.000	Supported
H1.5	C → CS	0.304	0.305	0.026	11.893	0.000	Supported
H2.1	RFP x P → CS	0.288	0.286	0.025	11.338	0.000	Supported
H2.2	RFP x PR → CS	-0.196	-0.195	0.012	15.787	0.000	Supported
H2.3	RFP x S → CS	0.248	0.250	0.030	8.142	0.000	Supported
H2.4	RFP x E → CS	-0.208	-0.210	0.028	7.426	0.000	Supported
H2.5	RFP x C → CS	0.088	0.087	0.020	4.524	0.000	Supported

Note: C= Convenience, E= Environment, S= Services, P= Products, PR= Prices, RFP= Retail Format Perception of Customers, CS= Retail Patronage Intention [Customer Satisfaction].

The Smart PLS4 software was used to do a bootstrapping analysis. This analysis provides the regression weights (β), t-statistics, and significant P level for the direct correlations and moderating influences. Table 5 presents the results of our evaluation, which included a total of ten hypotheses, consisting of five direct hypotheses and five moderating effects.

The results, shown in Figure 2 and summarised in Table 5, indicate that product has a significant and positive impact on customer satisfaction ($\beta = 0.059$, $t = 2.929$, and $p = 0.003$), price ($\beta = 0.261$, $t = 14.799$, and $p = 0.000$), services ($\beta = 0.509$, $t = 35.799$, and $p = 0.000$), environment ($\beta = -0.145$, $t = 5.607$, and $p = 0.000$), and customer satisfaction ($\beta = 0.304$, $t = 11.893$, and $p = 0.000$). Therefore, we can confirm hypotheses H1.1, H1.2, H1.3, H1.4, and H1.5.

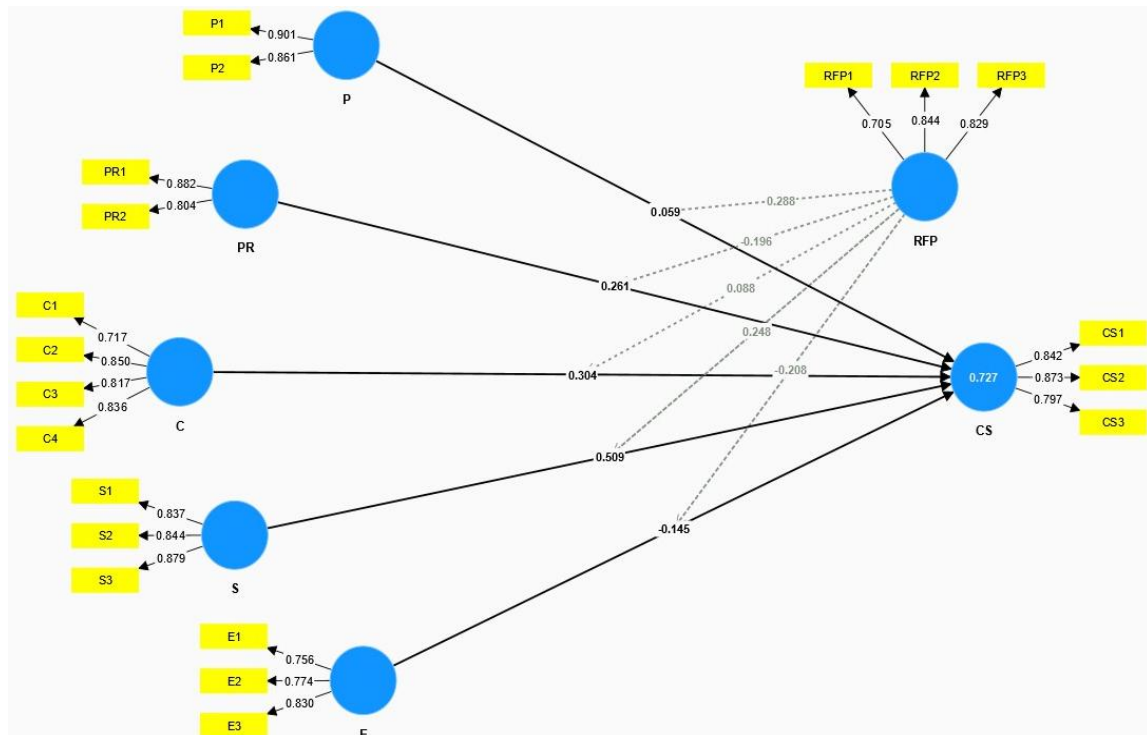
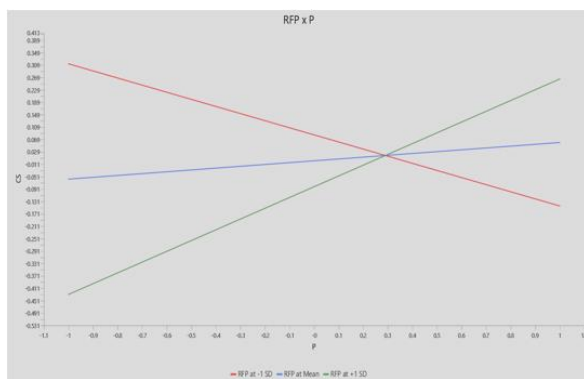
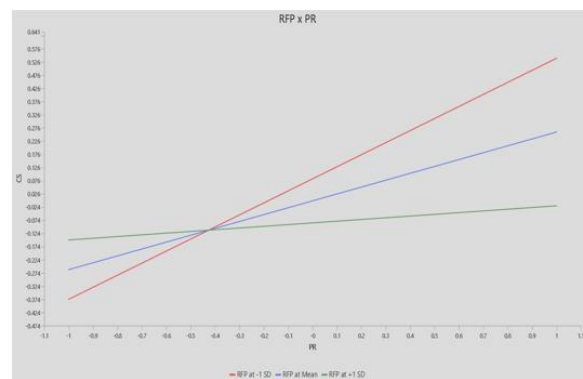


Figure 2. Inner & Outer model

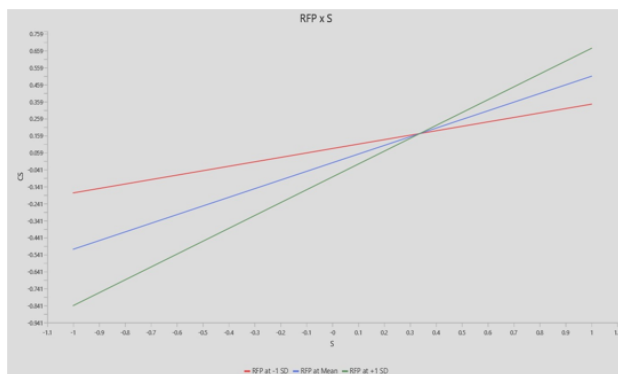
The slope analysis, depicted in Figure 3, confirmed the moderating effects of retail format perception on the tested relationship while performing the moderating evaluation. The PLS findings demonstrated that retail format perception moderates the relationship between product and customer satisfaction ($\beta = 0.288$, $t = 11.338$, and $p = 0.000$), which means that the result support H2.1. Similarly, retail format perception moderates relationship between price ($\beta = -0.196$, $t = 15.787$, and $p = 0.000$), services ($\beta = 0.248$, $t = 8.142$, and $p = 0.000$), environment ($\beta = -0.208$, $t = 7.426$, and $p = 0.000$), and convenience ($\beta = 0.088$, $t = 4.524$, and $p = 0.000$). Thus, hypothesis H2.2, H2.3, H2.4, and H2.5 supported.



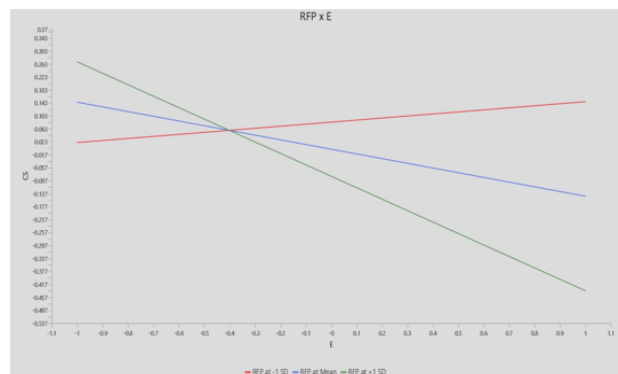
a) Retail Format Perception $\times$ Product



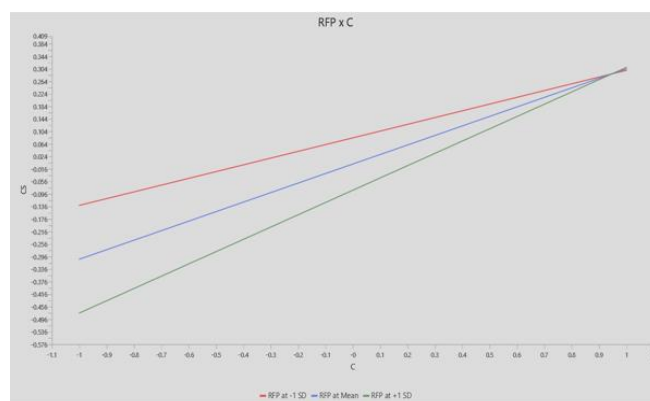
b) Retail Format Perception $\times$ Price



c) Retail Format Perception $\times$ Services



d) Retail Format Perception $\times$ Environment



e) Retail Format Perception $\times$ Convenience

Figure 3. Simple slope analysis for moderating effect.

5. DISCUSSION & CONCLUSION

Aim of the research was to examine the correlation between store attributes & the level of customer satisfaction. Additionally, moderating impact of consumers' perception of retail formats on the development of RPI (customer satisfaction) was explored. First, the study found that the five variables that were incorporated into the proposed model were products, prices, services, environment/atmosphere, and convenience as well as the underlying factor. The aforementioned variables, in conjunction with the fundamental factor, exert a significant impact on the stage of confirmation (CS). This study was framed by the Expectancy Disconfirmation Theory as its theoretical framework. Second, customers' perception of retail formats considerably moderates the association between products, prices, services, environment/atmosphere, and convenience on customer satisfaction. Third, Retail practitioners have the responsibility of managing the views of their target consumers about the retail model. Among utilitarian expert customers', retail format perception influences the link between store attributes and RPI (customer satisfaction). Because the customers' view of the retail format acts as a moderator in some way in the link between customers' satisfaction and store qualities, regulating the customers' perception of the retail format is a logical alternative for growing consumers. A decrease in total costs is made possible by the elimination of mismatches between the shop attributes that retail managers deem desirable and those customers find useful.

Lastly, we found that supermarkets customers' had higher level of satisfaction in terms of products, prices, services, environment/atmosphere and convenience as compared to those who are using other convenience stores. Although corporations cannot influence socio-demographics like age, this discovery may guide new shop openings and advertising methods. In a competitive retail market, formats and customer overlap are crucial.

6. LIMITATIONS AND FUTURE RESEARCH SCOPE

We recommend that upcoming studies expand on the following areas where the present one falls short. To begin, we limited our analysis to the highly specialized utilitarian shoppers that frequent Reliance Fresh stores in the Delhi NCR area, where a high degree of consumer

overlap exists. Also, one needs to be careful not to does one need caution that the findings apply wide afield (i.e. for non-expert/non-utilitarian clients). The store attributes that customers perceived were analyzed for products, prices, services and the environment/atmosphere as well as convenience. However, factors such as nation, location, and survey's intended audience might affect the outcomes.

Second, although customers' satisfaction is a suitable outcome indicator for the purposes of the study, it is insufficient for analyzing retail patronage intention. Customers' satisfaction affects store choice and purchasing behaviour and is an attitudinal result described by antecedents in retail patronage literature. As a result, the importance of customers' perceptions of various store layouts within the context of the model used to predict how people would choose where to shop is worthy of investigation.

Despite these caveats, we reach the following conclusion about retailers' patronage: it is essential to take into account consumers' perception of retail format, especially when a shop contains elements of numerous retail forms. The existing literature does not provide any evidence of retail patronage formation when the perception of the target shop's retail format is unknown prior to the customer's visit. We filled this void by suggesting a model that shows how consumers choose between different retail models based on their perceived value..

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