

**DETERMINING FACTORS AND CONSUMER STORE LOYALTY – A STUDY AT RELIANCE DIGITAL**

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**Abstract**

*Customer store loyalty is considered as one of the major factor in success of any business. Customer becomes loyal to the organisation when they are satisfied with overall aspects of product and services. This research articles focuses on the impact of determining factors on store loyalty. The sample size selected for this study is 100 with the help of convenience sampling technique and the data has been analysed with the help of SPSS software, the statistical tool used for the study is anova and the research has been carried out in Mysore city. The results shows that all the dimensions considered for the study are having positive relationship with customer store loyalty.*

*Keywords –customer store loyalty, Reliance digital, Anova, Mysore city*

**Introduction**

In the globe, all form of business firms want to make their consumer remain loyal in order to earn profit and expand the market share. The idea of customer store loyalty has been originated from the concept of brand loyalty which means the propensity to purchase again and again from the same brand. At store level, it refers to the propensity to repeat purchase a product and services from the same store. In the current competitive market scenario the customer loyalty aspect has become the major factor. If the customers are loyal towards the store then the store can easily build the competitive advantage. Customer store loyalty helps the organisation to expand its customer base and the organisation can enter in to different segment of market and target the new as well as existing customers. There are many factors which are considered by the customer while making the purchase from the store the factors need to be managed properly by the organisation in order to attract and retain the customer.

**Literature Review**

Bloemer and Ruyter (1998) in their study on store loyalty has given the explanation relating to loyalty which is related to customer behavioural response to visit the same store again and again, which is a purpose of decision making psychologically and evaluative the decision which leads towards the brand commitment and loyalty .

East, Hogg and Lomax (1995) have argued in their research article that store loyalty is a tendency to make use of the store . Tendency can be determined as the customer's perception towards store or it might be the customer's intention to visit the store repeatedly when the time permit. Knox and

Denison (2000) have given a clear explanation relating to store loyalty as a customer's leaning to support exact store otherwise store sequence over time (Doherty, 2008) in his article specifies that Store loyalty is the association of consumer attitudes, purchase intentions and actual purchasing behaviour.

Anic (2006) in his research has found that most of the studies has determined that store loyalty is a multidimensional aspect which includes various factor relating to behaviour and attitude. Attitudinal faithfulness is customer's emotional attitude towards the particular store.

Yavas (2009) loyalty is having a relationship with customer behaviour: precedent support in the same store might possibility lead towards more purchase in coming days. In have a clear understanding of customer long term relationships of customers there are two important thing namely attitudinal loyalty and behavioral loyalty. Store loyalty can be further separated into long – term and short – run loyalty.

Tsai, Tsai and Chang (2010) identify that the customers who are of Short – term loyal are likely to switch over to other store if the services and product assortment are better provided than the customer who retain with the existing store for a long period of time

Reichheld and Teal, (1996) Loyal customers are important for business firm but it is less price sensitive . Furthermore, these clients are expected to make purchase more frequently, and the firms try to attract the new customer form its competitor. These customers play a key role in the firm's achievement, productivity and profitability

### **Objective of the study**

1. To study the impact of determining factors on customer store loyalty.

### **Hypotheses**

1. Ho- There is no significant association between appearance and customer store loyalty
2. Ho- There is no significant relationship between convenience and customer store loyalty
3. Ho- There is no positive relationship between merchandising and customer store loyalty
4. Ho- There is no positive relationship between promotion and customer store loyalty

### **Methodology**

The required data for the research has been collected with the help of convenience sampling technique and the sample size is 100, the data was collected with the help of questionnaire and it has been analysed with SPSS software. The technique which was used for analysing the data is Anova/

### **Scope of the study-**

The study has been confined to only reliance digital store in Mysore city

**Data Analysis and Interpretation****Table 1.1 ANOVA- APPEARANCE AND CUSTOMER STORE LOYALTY**

Appearance and Environment		Sum of Squares	Df	Mean Square	F	Sig.
It is easy to move in the store	Between Groups	7.089	2	3.544	4.529	.013
	Within Groups	75.911	97	.783		
	Total	83.000	99			
The products shelf is organized and clearly defined.	Between Groups	5.037	2	2.519	3.533	.033
	Within Groups	69.153	97	.713		
	Total	74.190	99			
The ventilation, appearance and lighting facilities are comfortable.	Between Groups	7.807	2	3.904	5.292	.007
	Within Groups	71.553	97	.738		
	Total	79.360	99			
This store has modern-looking equipment and fixtures.	Between Groups	6.200	2	3.100	3.915	.023
	Within Groups	76.800	97	.792		
	Total	83.000	99			
This store has clean, attractive, and convenient public areas	Between Groups	4.196	2	2.098	3.492	.048
	Within Groups	81.644	97	.842		
	Total	85.840	99			

The above figures show the relationship between appearances, environment towards customer store loyalty. This dimension consists of five parameters and all the parameters are having the significant value less than .05. The parameters are, it is easy to move in the store have p value .013, the products shelf is organized and clearly defined have p value .033, The ventilation, appearance and lighting facilities are comfortable have the significant value of .007, this store has modern-looking equipment and fixtures have calculated value of .023 and this store has clean, attractive, and convenient public areas has a p value of .048. All the parameters are having positive relationship the null hypothesis is rejected.

**Table 1.2 ANOVA- CONVENIENCE AND CUSTOMER STORE LOYALTY**

Convenience		Sum of Squares	df	Mean Square	F	Sig.
The store offers home-delivery service on time.	Between Groups	5.899	2	2.949	4.006	.021
	Within Groups	71.411	97	.736		
	Total	77.310	99			
The store is near to my home or place of work	Between Groups	5.224	2	2.612	3.534	.033
	Within Groups	71.686	97	.739		
	Total	76.910	99			
The store has sufficient employees to meet customers' requirements.	Between Groups	6.649	2	3.324	4.316	.016
	Within Groups	74.711	97	.770		
	Total	81.360	99			
This store accepts multiple payment options	Between Groups	6.089	2	3.044	3.890	.024
	Within Groups	75.911	97	.783		
	Total	82.000	99			
This store provides convenient parking facilities for customers.	Between Groups	5.181	2	2.590	3.599	.031
	Within Groups	69.819	97	.720		
	Total	75.000	99			
This store allows the placement of orders by phone.	Between Groups	5.782	2	2.891	3.740	.027
	Within Groups	74.978	97	.773		
	Total	80.760	99			

From the above figures we can observe the association between convenience and customer store loyalty. The numbers of parameters considered in this dimension are six and all the parameters are having the p value less than .05. The parameters are the store offers home-delivery service on time have p value .021, The store is near to my home or place of work have p value .033, The store has sufficient employees to meet customers' requirements have the significant value of .016, This store accepts multiple payment options have calculated value of .024, this store provides convenient parking facilities for customers have a p value of .031 and this store allows the placement of orders by phone has a p value of .027. All the parameters are having positive relationship the null hypothesis is rejected.

**Table 1.3 ANOVA- MERCHANDISING AND CUSTOMER STORE LOYALTY**

Merchandising		Sum of Squares	df	Mean Square	F	Sig.
The store offers high quality merchandising.	Between Groups	4.929	2	2.464	3.100	.050
	Within Groups	77.111	97	.795		
	Total	82.040	99			
This store offers a good assortment of electronic items	Between Groups	5.772	2	2.886	3.545	.033
	Within Groups	78.978	97	.814		
	Total	84.750	99			
This store offers a wide range of electronic items.	Between Groups	5.757	2	2.878	3.833	.025
	Within Groups	72.833	97	.751		
	Total	78.590	99			
This store offers new products introduced in the market	Between Groups	10.874	2	5.437	7.861	.001
	Within Groups	67.086	97	.692		
	Total	77.960	99			

The above figures show the relationship between Merchandising and customer store loyalty. Merchandising dimension consists of four parameters. The significant value of the parameters are .050 for the store offers high quality merchandising, This store offers a good assortment of electronic items p value .033, Significant value of .025 for this store offers a wide range of electronic items and this store has modern-looking equipment and fixtures have calculated value of .023 and this store offers new products introduced in the market has a p value of .001. All the parameters are having positive relationship the alternative hypothesis is accepted

**Table 1.4 ANOVA- PROMOTION AND CUSTOMER STORE LOYALTY**

Promotions		Sum of Squares	df	Mean Square	F	Sig.
The store offers discounts on a large number of products.	Between Groups	5.249	2	2.624	3.371	.038
	Within Groups	75.511	97	.778		
	Total	80.760	99			
The store carries out promotions on regular basis.	Between Groups	5.249	2	2.624	3.371	.038
	Within Groups	75.511	97	.778		
	Total	80.760	99			
This store offers attractive promotional loyalty programs.	Between Groups	7.089	2	3.544	4.529	.013
	Within Groups	75.911	97	.783		
	Total	83.000	99			
I often get benefit from the reward offered by the loyalty programs of this store.	Between Groups	5.782	2	2.891	3.740	.027
	Within Groups	74.978	97	.773		
	Total	80.760	99			

The above figures show the relationship between promotion and customer store loyalty. The parameters in promotion dimension are, The store offers discounts on a large number of products have p value .038, The store carries out promotions on regular basis have p value .038, This store offers attractive promotional loyalty programs have the significant value of .013, I often get benefit from the reward offered by the loyalty programs of this store have calculated value of .023. All the parameters are having positive relationship the null hypothesis is rejected.

### Conclusion

The customer store loyalty and its determining factors was considered as the major objective in this research the results which has been obtained in this research shows that all the parameter which are considered in all the dimensions namely appearance, merchandising, promotion and convenience are having the significant association with customer store loyalty.

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