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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A STUDY OF IMPORTANCE OF ETIQUETTES FOR A PROFESSIONAL <i>DR. G. SUNITHA & A. K. NEERAJA RANI</i>	1
2.	COPYRIGHT PROTECTION FOR RGB WATERMARK IMAGE USING IN LSB <i>RAJNI VERMA & ARCHNA TIWARI</i>	4
3.	HOW LEADERSHIP AFFECTS ORGANIZATIONAL CHANGE PROCESS <i>RAJA MUHAMMAD YASIR & DR. HUMAYOUN NAEEM</i>	10
4.	FACTORS INFLUENCING CUSTOMERS' LOYALTY IN ONLINE SHOPPING <i>TUSHAR BHAVSAR & DR. RAJESH M. PATEL</i>	13
5.	A STUDY ON THE ROLE OF EMOTIONAL SATISFACTION IN RETAIL OUTLETS <i>T. KALAKUMARI & DR. M. SEKAR</i>	16
6.	STAFF ATTITUDES TO SHELVING AND SHELF READING IN PUBLIC LIBRARIES IN NIGERIA <i>JOHN MUYIWA ADENIYI CLN</i>	20
7.	A ROAD MAP TOWARDS SECURE CYBER WORLD <i>SANDEEP YADAV</i>	22
8.	FDI IN RETAIL: BOON OR BANE <i>ANNU AGGARWAL</i>	25
9.	WORKING CAPITAL MANAGEMENT AND ITS IMPACT ON PROFITABILITY: A CASE STUDY OF DR. REDDY'S LABORATORIES LTD. <i>NIRMAL CHAKRABORTY</i>	33
10.	QUALITATIVE ANALYSIS OF FDI IN INDIAN RETAIL INDUSTRY <i>PALLAVI MANIK & RENU SINGLA</i>	38
11.	e-COMMERCE IN PUBLIC SECTOR BANKS <i>IYER SEETHALAKSHMI BALAKRISHNAN</i>	42
12.	CREATING COMPETITIVE ADVANTAGE THROUGH SUPPLY CHAIN MANAGEMENT (ROLE OF INFORMATION & COMMUNICATION TECHNOLOGY IN SUPPLY CHAIN MANAGEMENT TO CREATE COMPETITIVE ADVANTAGE: A LITERATURE BASE STUDY) <i>SAIF MAQBOOL, MUHAMMAD RAFIQ, MUHAMMAD IMRAN, ABDUL QADEER & TAJAMMAL ABBAS</i>	47
13.	ADOPTION OF INFORMATION TECHNOLOGY AND BANKS PERFORMANCE: A SURVEY OF SELECTED BANKS IN NIGERIA <i>SAMSON YIMKA ALALADE, KEMI OMONIYI & BOLANLE O. AMUSA</i>	53
14.	A STUDY OF UNDERGRADUATE COLLEGE STUDENT'S STUDY HABITS IN RELATION TO THEIR ACADEMIC ACHIEVEMENT <i>ISHRAT NAAZ</i>	60
15.	PACKAGING DESIGN AS NEW INNOVATIVE PROMOTIONAL TOOL <i>SHRUTI CHAUDHARY</i>	65
	REQUEST FOR FEEDBACK & DISCLAIMER	69

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REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

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A STUDY ON THE ROLE OF EMOTIONAL SATISFACTION IN RETAIL OUTLETS

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ABSTRACT

This study empirically examined the role of emotional satisfaction in service encounters. Specifically, this study seeks to investigate the relationship between emotional satisfaction and key concepts such as service quality, customer loyalty and relationship quality and clarify the role of emotional satisfaction in predicting customer loyalty and relationship quality. In doing so, this study used the relationship between emotional satisfaction, service quality, customer loyalty and the relationship quality as a context, as well as data from a sample survey of Coimbatore retail customers concerning their evaluation of their shopping experiences to address this issue. The result shows that service quality is positively associated with both customer loyalties, while feelings of happiness serve as the best predictor of relationship quality. The findings imply the need for a service firm to strategically leverage on the key antecedents of customer loyalty and relationship quality in its pursuit of customer retention and long term profitability. In its contest, research is been done to find out the role of emotional satisfaction in service encounters.

KEYWORDS

Customer relations, Customer loyalty, Customer emotional satisfaction, Service quality.

INTRODUCTION

The behaviors of frontline service employees are critical to customer evaluations of the service encounter. Unexpectedly, organizations can create a distinct and sustainable competitive edge by providing an excellent service in delivery process. A service involves frequent or extended person-to-person encounters between the contact employee and the consumer. In such instances, the service provided is inseparable from the contact employee; hence the contact employee plays an important role in the delivery of service quality as well as in providing the customer satisfaction. The degree of satisfaction, in turn, influences customers' behavioral responses in the form of customer loyalty. The role of emotion is gaining attention as a central element in service quality management.

There have been some studies of the effects of emotions on satisfaction with service quality. Recent studies suggest that emotion is a fundamental attribute in satisfaction and that customer satisfaction should include a separate emotional component. Indeed, Stauss and Neuhaus contend that most satisfaction studies have focused mainly on the cognitive component of emotion, while seemingly important affective component has been largely ignored. Further, Liljander and Strandvik argue that customer satisfaction includes both affective and cognitive components. The authors found that negative emotions have a stronger effect on satisfaction with quality than positive emotions. Despite the above, consumer behavior scholars have limited information about the nature of emotions in the consumption environment, and no conclusive guidance for management has yet been found. Consequently, it is integral to understand the role of emotion in service encounters. First, a brief synthesis of the extant literature on key conceptual issues concerning the role of emotion in service encounters is presented. The retailing consists of the sale of goods and merchandise from a fixed location, such as departmental store in small or individual lots for direct consumption by the purchaser. Some retailing business sells combination of goods and services. For example, an automobile dealer that sells automobile (goods) may also be providing automobile repairs (services). Since the last decade, the field of retailing has experienced significant changes. Specialty and discount stores have been edging in departmental stores turf, with cost conscious and breadth of selection strategies.

FIGURE 1: ELEMENTS OF EMOTIONAL SATISFACTION



The marketers at both department stores and hypermarkets have to face seriously, the multi faceted challenge of delivering tangible goods, intangible services and ideas for the purpose of satisfying consumers' needs. Due to the nature of the service offered, purchasing decisions, consumption experience and post purchase evaluation of services is often problematic to service consumers. When consumers patronize a store, they first encounter the physical environment or service scope; then, they engage in personal interaction with the sales people; finally, the store processes and finishes the transaction. During this transaction, the consumers' emotional response and perceived monetary value will be impacted by the service scope, service people, and service context or core service.

Supermarkets are considered to be the major form of retailing all over the world. Moreover services quality has being long regarded to be a critical element in enhancing the perception of overall merchandise quality in supermarkets. Services quality excellence has been shown to assist in both the retention and expansion of the existing customer base. But only few studies have attempted to identify key dimensions of services quality as well as to investigate the prevailing services quality in the supermarket industry, thus this study attempts to fill this gap by examining the key dimensions of retail service quality across the supermarket industry in Sri Lanka as well as to test the most commonly used scale to measure retail service quality.

REVIEW OF LITERATURE

Parasuraman et al., (1980) conducted an exploratory investigation in the attempt to define service quality and develop a model of service quality. The results showed that regardless of the type of service, consumers used basically the similar criteria in evaluating service quality. They labeled those criteria as "service quality determinants". Since then, service quality was defined through 10 dimensions: Access, Communication, Competence, Courtesy, Credibility, Reliability, Responsiveness, Security, Tangibles and Understanding the customer. Later they simplified into five dimensions such as Tangibles, Reliability, Responsiveness, Assurance and Empathy.

Izard et al., (1980) suggested the consumption emotions have been conceptualized as distinct categories of emotional experience and expressions, such as joy, anger, fear; or as a limited number of dimensions underlying emotional categories, such as pleasantness/unpleasantness, relaxation/action, or calmness/excitement.

Kotler et al., (1981) suggested customer loyalty constitutes an underlying objective for strategic marketing and management planning. Kotler et al., (1984) represents an important basis for developing a sustainable competitive advantage.

Groenroos et al., (1984) define service quality as a perceived judgment, resulting from an evaluation process where customers compare their expectations with the service they perceive to have received.

Shostack et al., (1985) suggested that a service encounter is defined as "a period of time during which a customer directly interacts with a service". This definition includes discrete, separate, and distinct events and behavior, as well as a customer's interaction with all the dimensions of a service, such as the physical surroundings and the service contact employees (Bitner, 1990). Subsequently, this study seeks to:

- (1) Investigate the relationship between emotional satisfaction and key concepts, such as service quality, customer loyalty, and relationship quality; and
- (2) Clarify the role of emotional satisfaction in predicting customer loyalty and relationship quality.

Levitt et al., (1986) concluded the marketing literature as relationship quality has been discussed as a bundle of intangible values which augments products or services and results in an expected interchange between buyers and sellers.

STATEMENT OF THE PROBLEM

This research is prepared to find the emotional satisfaction of the customers. The service provided to the customers by the retail outlet should be satisfied by the customers emotionally. On this base, the customer's opinion and the emotional satisfaction can be found out in this research. By this base, the influence of the retail outlet can be found by the customer's. The friendliness of the member of staff, politeness and the advice provided to the customers are noted. The customer rating of importance of several attributes associated with supermarket shopping.

OBJECTIVES OF THE STUDY

- To investigate the relationship between emotional satisfaction and service quality, customer loyalty, and relationship quality.
- To determine the influential factors of service quality of shopping in retail outlets.
- To determine the relationship between age and emotional satisfaction of shopping in retail outlets.

HYPOTHESIS

H₀ 1- There is no significant relationship between age of the respondents and shopping in retail.

H₀ 2- There is no significant relationship between emotional satisfaction and service quality.

RESEARCH METHODOLOGY

The research problem is the preparation of the design of the research project, popularly known as the "research design". "A research design is the arrangement of conditions for collection and analysis data in a manner that aims to combine relevance to the researcher purpose with economy in procedure". First hand information i.e. primary data was used for this research and it was collected using questionnaire. Being primary data, the data collected is believed to be original in its characteristics. Secondary data are collected from internet and through book references.

RESULTS AND DISCUSSION

ANALYSIS USING CHI- SQUARE TEST

TABLE NO. 1: DIFFERENCE BETWEEN AGE AND EMOTIONAL SATISFACTION OF SHOPPING IN RETAIL OUTLETS

Age	Retail Store		Total
	1	2	
Below 30	67	11	78
31-40	30	15	45
41-50	17	4	21
Above 50	3	3	6
Total	117	33	150

Age * Retail Store Cross tabulation

CHI-SQUARE TESTS

	Value	df
Pearson Chi-Square	9.051(a)	3

Source: *compiled from primary data

Calculated value= 9.051

Degrees of freedom= (r-1) (c-1) =3

Table value= 7.815

INTERPRETATION

The calculated value 9.051 is greater than the table value 7.815, hence we reject the hypothesis. So we conclude that there is a significant relationship between age of the respondents and shopping in retail.

TABLE NO.2: ANALYSIS OF VARIANCE BETWEEN RESPONDENT OPINION AND SERVICE QUALITY OF SHOPPING IN RETAIL OUTLETS

OPINION	SERVICE QUALITY				TOTAL
	A	B	C	D	
REPLACING	16	49	17	68	150
DELIVERY	102	48	0	0	150
PROPER TIME	49	93	1	7	150
AVAILABILITY	83	66	1	0	150
ALL TYPES OF OPINION	250	256	19	75	600

In order to simplify the calculations, we code the data by subtracting 16 from each figure.

OPINION	SERVICE QUALITY				TOTAL
	A	B	C	D	
REPLACING	0	33	1	52	86
DELIVERY	86	32	-16	-16	86
PROPER TIME	33	77	-15	-9	86
AVAILABILITY	67	50	-15	-16	86
ALL TYPES OF OPINION	186	192	-45	11	344

$$\text{Correlation Factor} = \frac{T^2}{N}$$

$$= 7396$$

Source of variation	Sum of squares	Degree of freedom	Mean square	F
Between column (service)	11005.5	3	3668.5	3.86
Between row (opinion)	0	3	0	3.86
Residual	6520.5	9	724.5	

COMPARISON OF THE SERVICE VARIANCE AND THE RESIDUAL VARIANCE

$$F = \frac{3668.5}{724.5}$$

$$F = 5.06$$

$$V1 = 3 \quad V2 = 9 \quad @5\% \text{ level of significant}$$

$$F_{0.05} = 3.86$$

INTERPRETATION

The calculated value (5.06) is more than the table value (3.86). So we conclude that the service from various customer differ significantly.

COMPARISON OF THE OPINION VARIANCE AND THE RESIDUAL VARIANCE

$$F = \frac{0}{724.5}$$

$$F = 0$$

$$V1 = 3 \quad V2 = 9 \quad @5\% \text{ level of significant}$$

$$F_{0.05} = 3.86$$

INTERPRETATION

The calculated value (0) is less than the table value (3.86). So we conclude that the opinion from various customer do not differ significantly.

TABLE NO. 3: FACTORS DETERMINING SERVICE QUALITY (RANK ANALYSIS)

S.NO	ITEM	4	3	2	1	WEIGHTAGE	RANK
1.	Price	32	30	33	36	0.98	IV
2.	Quantity	45	18	24	44	1.00	II
3.	Quality	13	14	56	48	1.01	I
4.	Availability	30	50	25	26	0.99	III

INTERPRETATION

The study include an analysis of user preference to the retail outlets for convenient, four character are identified as indicator for the preference to the retail outlets. Four point scales is used in ranking the order of attributes as is found in the tale. This reveals the following findings of all the attributes. Quality ranks first which reveals that users are quality conscious. It suggests that the retail outlets are to pay serious thought for quality to get regular customer. Next to quantity and availability follows. Users are quantity conscious in deciding a particular product. It is followed by price. Price has only fewer roles to play. The analysis reveals that the users give more importance to the quality and less number of importance to quantity, availability, and price.

FINDINGS

The service attitude provided by the retail outlets are much satisfied to the customers. First comparison is with the service variance and the residual variance in that the calculated value (3.98) is more than the table value (3.86). So we conclude that the service from various customer differ significantly. Second comparison is with the opinion variance with the residual variance in that the calculated value (0) is less than the table value (3.86). So we conclude that the opinion from various customer do not differ significantly. The quality provided by the retail outlets are given first rank, while the quantity and the availability of goods provided in the retail store are given second rank. The price rates of the goods are given fourth rank by the retail store.

SUGGESTIONS

The service provided by the retail outlet should be enhanced in a better way that they would not purchase from other retail shops. Replacing the damaged goods should be made satisfactory by the retail outlet to the customers. The retail outlet should provide the overall shopping environment to the customer in a better way. The customers with huge family do not prefer the retail outlet as their expenses is more. Customers prefer the quality to be the best and the quantity and availability to be in the second rank, while price is given last rank.

CONCLUSION

The purpose of this research is to examine the role of retail characteristics on shoppers' attitudes, and to examine the mediating role of retail-specific emotions in the store characteristic-store attitude relationship. The results clearly show that store characteristics induce shoppers' in-store emotions. Specifically, the store characteristics examined here to find the emotions, and each of these store characteristics attracts the customers emotionally. When shoppers perceive that the store offers a wide product assortment and that the products offer good value, they feel positive emotions like pleasure, excitement, contentment, pride, and satisfaction. Most of the customers prefer retail outlets than other retail shops. Based on their income and the nature of the family, they prefer the retail outlets. With the income and the times of purchase in retail outlets is positive and favorable. While on the bases of the nature of the family and the shopping in retail outlets are negative and unfavorable. Also there is a significant relationship between age and shopping in retail, income and spend in retail store etc.

LIMITATIONS OF THE STUDY

- Time is not sufficient to collect details from various customer situated in various place.
- Only particular area is been covered to collect the primary data. Area coverage is not possible.
- As sample size is 150, it is not necessary that it truly represents the population/universe.

SCOPE FOR FURTHER STUDY

Emotional satisfaction is one of the important factor in an organization due to increasing competition. This topic is an ever ending one as it plays a vital role in the development of the organization. Thus there is a lot of scope to carry out further research on this topic. Few variables have been taken into consideration to carry out the analysis on service quality prevailing in the manufacturing concern. Further research can be done by taking other variable in a particular sector and also which have direct/indirect impact on emotional satisfaction in retail sectors.

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