Factors Determining Retail Customer Perception: A Study Of Organized Retail Outlets (Hyper Market, Super Market, Department Store & Specialty Chain) In Odisha

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Abstract
This study investigates the factors influencing retail customer perception in the context of organized retail outlets in Odisha, focusing on hypermarkets, supermarkets, department stores, and specialty chains. By examining various elements such as store layout, product assortment, pricing strategies, customer service quality, and brand image, this research aims to provide insights into the key determinants that shape customer perception in the retail environment. Data collection involves surveys and interviews with customers visiting these retail outlets across different regions of Odisha. The findings of this study will contribute to a better understanding of retail customer behaviour and assist retailers in enhancing their strategies to meet customer expectations and preferences effectively.

Keywords: Customer Perception, Organized Retail Outlets, Hypermarkets, Supermarkets, Department Stores and Specialty Chains

1. Introduction

The retail industry is undergoing rapid transformation globally, driven by changing consumer preferences, technological advancements, and evolving market dynamics. In this dynamic landscape, understanding retail customer perception has become paramount for retailers to remain competitive and sustain growth. Customer perception encompasses the beliefs, attitudes, and opinions that consumers hold about a retail outlet, influencing their purchase decisions, loyalty, and overall satisfaction.

Organized retail outlets, including hypermarkets, supermarkets, department stores, and specialty chains, play a significant role in shaping the retail landscape of Odisha, a state located in the eastern part of India. These retail formats offer a wide range of products, convenience, and shopping experiences tailored to meet the diverse needs of consumers in urban and semi-urban areas. However, the success of organized retail outlets hinges on their ability to understand and cater to the preferences and expectations of customers effectively.

Despite the growing importance of customer perception in the retail industry, there is a dearth of comprehensive studies focusing on the factors influencing retail customer perception in the context of organized retail outlets in Odisha. Therefore, this study aims to fill this gap by examining the key determinants that shape customer perception in hypermarkets, supermarkets, department stores, and specialty chains across Odisha. The factors under investigation include store layout, product assortment, pricing strategies, customer service quality, and brand image, which are known to significantly impact customer perception in the retail environment. By analysing these factors, this study seeks to provide valuable insights into the preferences, expectations, and perceptions of retail customers in Odisha.

Understanding the factors influencing retail customer perception in Odisha is particularly relevant for retailers operating in this region, as it can help them tailor their strategies to better meet the needs and preferences of local consumers. Moreover, the findings of this study can serve as a guide for retailers to optimize their retail offerings, enhance customer experiences, and ultimately improve their competitiveness in the marketplace.

2. Literature Review

The significance of retail customer perception has become increasingly apparent in both academic discourse and practical retail operations, given its pivotal role in steering consumer behaviour, shaping purchase decisions, and ultimately dictating the triumph of retail establishments. This literature review amalgamates critical insights gleaned from contemporary research endeavours to elucidate the determinants of retail customer perception, particularly within the domain of organized retail outlets encompassing hypermarkets, supermarkets, department stores, and specialty chains in the Odisha region.

Scholarly contributions underscore the pivotal influence of store layout and design on customer perception and behaviour. Baker et al. (2014) emphasizes that a meticulously organized and visually captivating layout can amplify customer experiences, prolong engagement, and positively sway purchase inclinations. Similarly, Lee and Lee (2022) accentuate the transformative power of innovative store layouts and aesthetically pleasing designs in augmenting customer satisfaction and driving favourable purchasing decisions. Moreover, Gupta et al. (2021) shed light on the integration of

digital technologies and interactive elements into store layouts as catalysts for customer engagement and immersive shopping environments.

The depth and breadth of product assortments play a pivotal role in shaping retail customer perception. Kim and Kim (2016) highlight that a diverse and thoughtfully curated product range not only satiates varied customer needs but also amplifies perceived value and store allure. Echoing this sentiment, Kim and Park (2021) emphasize the importance of product variety and exclusivity in attracting and retaining customers, underscoring their positive influence on perceptions of assortment quality and store attractiveness. Additionally, Gupta and Mishra (2020) advocate for personalized product recommendations tailored to individual preferences as enhancers of perceived value and satisfaction.

The impact of pricing strategies on retail customer perception and purchasing decisions is substantial. Martinez-Lopez et al. (2019) posit that perceived price fairness, discounts, and promotional offers significantly influence perceptions of value and affordability. Similarly, Li and Wang (2023) explore the ramifications of dynamic pricing strategies, suggesting that transparent and personalized pricing mechanisms mitigate perceptions of price unfairness and foster trust. Moreover, Zhang et al. (2022) underscore the significance of aligning pricing with perceived product quality to cultivate positive customer perceptions and attitudes.

Customer service quality and brand image emerge as critical determinants of retail customer perception and loyalty. Parasuraman et al. (2015) stress the importance of responsive, reliable, and empathetic customer service in nurturing positive perceptions and forging enduring customer relationships. Simultaneously, studies by Wang et al. (2020) and Jiang and Huang (2021) accentuate the role of omnichannel experiences and AI-driven solutions in enhancing customer satisfaction and service efficiency. Moreover, Keller (2013) and Aaker (2012) underscore the potency of brand associations, personality, and reputation in sculpting customer perceptions of trust, credibility, and emotional attachment. Huang and Wang (2023) and Chen et al. (2020) further delve into the influence of authentic brand storytelling and corporate social responsibility initiatives on fostering positive perceptions and brand loyalty.

The reviewed literature delineates the multifaceted nature of factors underpinning retail customer perception within organized retail outlets. Store layout and design, product assortment, pricing strategies, customer service quality, and brand image collectively meld customer perceptions, attitudes, and behaviours. Comprehending these factors is indispensable for retailers navigating the Odisha retail landscape, as strategic management of retail offerings is paramount to enhancing customer experiences and sustaining competitiveness. However, further empirical validation and exploration of additional factors within the Odisha context are warranted to enrich the understanding of retail customer perception dynamics.

3. Literature Gap

Despite the extensive literature on retail customer perception globally, there is a notable gap concerning its investigation within the specific context of organized retail outlets in Odisha. Existing studies often focus on broader geographical regions or specific retail formats, overlooking the nuances and dynamics unique to the Odisha retail market. Moreover, while some studies touch upon individual factors such as store layout or pricing strategies, there is a scarcity of comprehensive research that integrates multiple factors and examines their collective impact on retail customer perception within the Odisha context. Closing this gap will provide valuable insights for retailers operating in Odisha.

4. Research Objectives

1. To identify the most influential factors shaping retail customer perception in organized retail outlets, including hypermarkets, supermarkets, department stores, and specialty chains, within the Odisha region.
2. To analyse the relative importance of store layout, product assortment, and pricing strategies in influencing retail customer perception across different types of organized retail outlets in Odisha.
3. To assess the impact of customer service quality and brand image on retail customer perception and loyalty within hypermarkets, supermarkets, department stores, and specialty chains operating in Odisha.

5. Research Design & Methodology

This study employs a mixed-methods approach to investigate the factors determining retail customer perception in organized retail outlets, specifically hypermarkets, supermarkets, department stores, and specialty chains, within the Odisha region. The research design integrates both quantitative and qualitative techniques to comprehensively explore the multifaceted nature of retail customer perception.

Sampling and Data Collection: The sampling frame will consist of customers visiting organized retail outlets across different locations in Odisha. A stratified random sampling technique will be employed to ensure representation from various demographic segments, including age, gender, income level, and geographic location. Data collection will involve a combination of surveys and in-depth interviews. Surveys will be administered to a large sample of retail customers to gather quantitative data on their perceptions, preferences, and behaviours. In-depth interviews will be conducted with a subset of participants to obtain qualitative insights and explore underlying motivations and attitudes.

Measurement Instruments: The survey instrument will include Likert-scale items and structured questions adapted from validated scales and previous research studies. Constructs such as store layout, product assortment, pricing strategies,

customer service quality, and brand image will be assessed using multiple-item scales to ensure reliability and validity. Qualitative interview protocols will be developed to guide semi-structured interviews, allowing for open-ended exploration of participants' experiences and perceptions.

Data Analysis: Quantitative data collected through surveys will be analyzed using statistical techniques such as descriptive analysis, correlation analysis, and regression analysis to identify patterns, relationships, and predictors of retail customer perception.

6. Analysis

6.1. Hyper Market- Analysis

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.803	11

Table 2: Descriptive Statistics

SL No	Variables	N	Mean	Std. Deviation	Variance
1	The retail store features contemporary fixtures and equipment, along with physically appealing amenities.	500	3.4880	1.05645	1.116
2	The retailer houses tidy, lovely, and practical physical amenities, including rest rooms and fitting rooms.	500	3.1720	1.11396	1.241
3	The retail store ensures timely fulfilment of customer's after-sale service commitments.	500	3.2840	1.26750	1.607
4	The retailer prioritizes excellent customer service, offers online services, and ensures flawless transactions.	500	3.3140	1.26436	1.599
5	The retail store's knowledgeable staff instils customer confidence through their ability to respond to inquiries.	500	3.2680	1.22277	1.495
6	Customers receive timely and precise service, as the store's employees are always available and attentive to their needs.	500	3.1460	1.23926	1.536
7	Customers receive individualized and polite service from the retail shop, where the store's employees consistently treat clients with respect and provide polite answers.	500	3.3880	1.17653	1.384
8	The retail store willingly handles returns and exchanges, demonstrating a genuine commitment to resolving any consumer issues.	500	3.2200	1.19769	1.434
9	Store employees handle customers' complaints directly and promptly, always ensuring that they are available to serve consumers without any instances of being too busy.	500	3.2720	1.27800	1.633
10	The retailer sells high-quality goods, offers ample and convenient parking for customers, and maintains convenient operating hours to cater to all patrons.	500	3.3140	1.26910	1.611
11	The retail shop accepts all popular credit cards and offers its own payment cards.	500	3.2700	1.21987	1.488
	Valid N (listwise)	500			

The reliability analysis in table 1, as indicated by Cronbach's Alpha of 0.803, suggests good internal consistency among the items measuring retail customer perception. This indicates that the scale used to measure customer perception is reliable and consistent. The descriptive statistics in table 2 provide insight into the mean scores and variability of each item measuring different aspects of retail customer perception. Overall, customers perceive the retail store positively across various dimensions, such as store appearance, customer service quality, convenience, and payment options. However, there is some variability in responses, indicated by standard deviations and variances, suggesting that perceptions may vary among customers. The analysis indicates that the retail store performs well in terms of contemporary fixtures, tidy amenities, timely service commitments, excellent customer service, knowledgeable staff, individualized service, handling returns and exchanges, offering high-quality goods, convenient parking, and payment options. These findings suggest that the retail store effectively meets customers' expectations and contributes positively to their perception of the shopping experience.

Factor Analysis

Table 3: KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.846
Bartlett's Test of Sphericity	Approx. Chi-Square	7193.530
	df	55
	Sig.	.000
a. Based on correlations		

Table 4: Total Variance Explained

Component	Initial Eigenvalues[a]			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.609	47.135	47.135	5.243	47.661	47.661	5.204	47.308	47.308
2	4.432	27.456	74.591	2.815	25.593	73.254	2.852	25.923	73.231
3	2.622	16.240	90.831	1.860	16.910	90.164	1.863	16.933	90.164
4	.471	2.919	93.750						
5	.228	1.414	95.165						
6	.195	1.210	96.374						
7	.173	1.073	97.447						
8	.154	.957	98.404						
9	.101	.627	99.031						
10	.085	.526	99.557						
11	.071	.443	100.000						

Extraction Method: Principal Component Analysis.
a. When analysing a covariance matrix, the initial eigenvalues are the same across the raw and rescaled solution.

Table 5: Rotated Component Matrix[a]

SL No		Component		
		1	2	3
1	The retail store features contemporary fixtures and equipment, along with physically appealing amenities.	.829		
2	The retailer houses tidy, lovely, and practical physical amenities, including rest rooms and fitting rooms.	.913		
3	The retail store ensures timely fulfilment of customer's after-sale service commitments.	.958		
4	The retailer prioritizes excellent customer service, offers online services, and ensures flawless transactions.	.968		
5	The retail store's knowledgeable staff instils customer confidence through their ability to respond to inquiries.	.971		
6	Customers receive timely and precise service, as the store's employees are always available and attentive to their needs.	.938		
9	Store employees handle customers' complaints directly and promptly, always ensuring that they are available to serve consumers without any instances of being too busy.		.966	
10	The retailer sells high-quality goods, offers ample and convenient parking for customers, and maintains convenient operating hours to cater to all patrons.		.978	
11	The retail shop accepts all popular credit cards and offers its own payment cards.		.974	
7	Customers receive individualized and polite service from the retail shop, where the store's employees consistently treat clients with respect and provide polite answers.			.964
8	The retail store willingly handles returns and exchanges, demonstrating a genuine commitment to resolving any consumer issues.			.966

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (0.846) and Bartlett's Test of Sphericity (Chi-Square = 7193.530, df = 55, Sig. = 0.000) indicate that the data is suitable for factor analysis, suggesting a strong relationship between variables. The Total Variance Explained table 4 reveals that the initial eigenvalues show the presence of multiple factors. The first three factors have eigenvalues greater than 1, explaining 47.135%, 27.456%, and 16.240% of the variance, respectively. Together, these three factors account for 90.831% of the total variance, indicating that they are significant in explaining the underlying structure of the data. The Rotated Component Matrix in table 5 displays the factor loadings after rotation, revealing the relationship between variables and factors. The variables load heavily onto the three factors, with loadings ranging from 0.829 to 0.978. Factor 1 is associated with features such as contemporary fixtures, timely after-sale service, and excellent customer service. Factor 2 is linked to factors like tidy amenities, knowledgeable staff, and high-quality goods. Factor 3 appears to represent factors related to customer-oriented services and convenience, including individualized service, handling returns, and offering multiple payment options. The factor analysis identifies three underlying dimensions influencing retail customer perception: store features and service quality, amenities and staff competence, and customer-oriented services and convenience. These dimensions provide a structured understanding of the factors driving customer perception in organized retail outlets in Odisha, aiding retailers in optimizing their strategies to meet customer expectations effectively.

6.2. Super Market -Analysis

Table 6: Reliability Statistics	
Cronbach's Alpha	N of Items
.603	11

Table 7: Descriptive Statistics

SL No	Variables	N	Mean	Std. Deviation	Variance
1	The retail store features contemporary fixtures and equipment, along with physically appealing amenities.	500	3.1440	1.24030	1.538
2	The retailer houses tidy, lovely, and practical physical amenities, including rest rooms and fitting rooms.	500	3.3800	1.16547	1.358
3	The retail store ensures timely fulfilment of customer's after-sale service commitments.	500	3.2220	1.18639	1.408
4	The retailer prioritizes excellent customer service, offers online services, and ensures flawless transactions.	500	3.2560	1.22043	1.489
5	The retail store's knowledgeable staff instils customer confidence through their ability to respond to inquiries.	500	3.1500	1.22577	1.503
6	Customers receive timely and precise service, as the store's employees are always available and attentive to their needs.	500	3.3240	1.22066	1.490
7	Customers receive individualized and polite service from the retail shop, where the store's employees consistently treat clients with respect and provide polite answers.	500	3.2040	1.20386	1.449
8	The retail store willingly handles returns and exchanges, demonstrating a genuine commitment to resolving any consumer issues.	500	3.2240	1.11728	1.248
9	Store employees handle customers' complaints directly and promptly, always ensuring that they are available to serve consumers without any instances of being too busy.	500	3.3860	1.01935	1.039
10	The retailer sells high-quality goods, offers ample and convenient parking for customers, and maintains convenient operating hours to cater to all patrons.	500	3.4320	1.07503	1.156
11	The retail shop accepts all popular credit cards and offers its own payment cards.	500	3.1720	1.13534	1.289
	Valid N (listwise)	500			

The reliability analysis, as indicated by Cronbach's Alpha of 0.603, suggests moderate internal consistency among the items measuring retail customer perception. While this value falls below the commonly recommended threshold of 0.7, it still indicates an acceptable level of reliability for exploratory research purposes. The descriptive statistics provide insight into the mean scores and variability of each item measuring different aspects of retail customer perception. Overall, customers perceive the retail store moderately positively across various dimensions, such as store appearance, customer service quality, convenience, and payment options. However, there is notable variability in responses, indicated by standard deviations and variances, suggesting that perceptions vary among customers to a significant degree.

Despite the moderate level of internal consistency, the descriptive statistics reveal that customers generally hold positive perceptions of the retail store across various dimensions. This suggests that while there may be some variability in individual responses, the overall perception of the retail store remains favorable. Further analysis may be warranted to explore the underlying factors contributing to this variability and to identify areas for improvement in enhancing customer perception.

Factor Analysis

Table 8: KMO and Bartlett's Testᵃ		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.628
Bartlett's Test of Sphericity	Approx. Chi-Square	3861.835
	df	55
	Sig.	.000
a. Based on correlations		

Table 9: Total Variance Explained

Component	Initial Eigenvaluesᵃ			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.870	25.858	25.858	3.198	29.073	29.073	3.179	28.903	28.903
2	3.011	20.116	45.973	2.082	18.926	47.999	1.933	17.569	46.472

3	2.665	17.805	63.778	1.884	17.131	65.130	1.868	16.984	63.456
4	2.411	16.109	79.887	1.672	15.196	80.326	1.850	16.818	80.274
5	1.529	10.214	90.101	.996	9.053	89.379	1.002	9.105	89.379
6	.528	3.530	93.631						
7	.306	2.044	95.675						
8	.220	1.472	97.146						
9	.174	1.165	98.311						
10	.143	.957	99.268						
11	.109	.732	100.000						

Extraction Method: Principal Component Analysis.

a. When analysing a covariance matrix, the initial eigenvalues are the same across the raw and rescaled solution.

Table 10: Rotated Component Matrixᵃ

SL No		Component				
		1	2	3	4	5
8	The retail store willingly handles returns and exchanges, demonstrating a genuine commitment to resolving any consumer issues.	.831				
9	Store employees handle customers' complaints directly and promptly, always ensuring that they are available to serve consumers without any instances of being too busy.	.906				
10	The retailer sells high-quality goods, offers ample and convenient parking for customers, and maintains convenient operating hours to cater to all patrons.	.907				
11	The retail shop accepts all popular credit cards and offers its own payment cards.	.914				
4	The retailer prioritizes excellent customer service, offers online services, and ensures flawless transactions.		.977			
5	The retail store's knowledgeable staff instils customer confidence through their ability to respond to inquiries.		.980			
2	The retailer houses tidy, lovely, and practical physical amenities, including rest rooms and fitting rooms.			.964		
3	The retail store ensures timely fulfilment of customer's after-sale service commitments.			.968		
6	Customers receive timely and precise service, as the store's employees are always available and attentive to their needs.				.959	
7	Customers receive individualized and polite service from the retail shop, where the store's employees consistently treat clients with respect and provide polite answers.				.960	
1	The retail store features contemporary fixtures and equipment, along with physically appealing amenities.					.999

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (0.628) and Bartlett's Test of Sphericity (Chi-Square = 3861.835, df = 55, Sig. = 0.000) indicate that the data is suitable for factor analysis, suggesting a moderate relationship between variables. The Total Variance Explained table reveals that the initial eigenvalues show the presence of multiple factors. The first four factors have eigenvalues greater than 1, explaining 25.858%, 20.116%, 17.805%, and 16.109% of the variance, respectively. Together, these four factors account for 79.887% of the total variance, indicating that they are significant in explaining the underlying structure of the data.

The Rotated Component Matrix displays the factor loadings after rotation, revealing the relationship between variables and factors. The variables load heavily onto the four factors, with loadings ranging from 0.831 to 0.999. Factor 1 is associated with factors related to customer service quality and amenities. Factor 2 appears to represent factors related to store policies and convenience, including returns, parking, and payment options. Factor 3 is linked to factors such as after-sale service commitments and timely service. Factor 4 represents aspects related to customer-facing interactions and staff behaviour. Overall, the factor analysis identifies four underlying dimensions influencing retail customer perception: customer service quality and amenities, store policies and convenience, after-sale service commitments, and customer-facing interactions. These dimensions provide a structured understanding of the factors driving customer perception in organized retail outlets in Odisha, aiding retailers in optimizing their strategies to meet customer expectations effectively.

6.3. Department Store-Analysis

Table 11: Reliability Statistics

Cronbach's Alpha	N of Items
.761	11

Table 12: Descriptive Statistics

SL No	Variables	N	Mean	Std. Deviation	Variance

1	The retail store features contemporary fixtures and equipment, along with physically appealing amenities.	500	3.4780	1.21345	1.472
2	The retailer houses tidy, lovely, and practical physical amenities, including rest rooms and fitting rooms.	500	3.4880	1.19529	1.429
3	The retail store ensures timely fulfilment of customer's after-sale service commitments.	500	3.5160	1.14384	1.308
4	The retailer prioritizes excellent customer service, offers online services, and ensures flawless transactions.	500	3.4500	1.19262	1.422
5	The retail store's knowledgeable staff instils customer confidence through their ability to respond to inquiries.	500	3.5560	1.13023	1.277
6	Customers receive timely and precise service, as the store's employees are always available and attentive to their needs.	500	3.3680	1.08579	1.179
7	Customers receive individualized and polite service from the retail shop, where the store's employees consistently treat clients with respect and provide polite answers.	500	3.3340	1.20055	1.441
8	The retail store willingly handles returns and exchanges, demonstrating a genuine commitment to resolving any consumer issues.	500	3.2360	1.19631	1.431
9	Store employees handle customers' complaints directly and promptly, always ensuring that they are available to serve consumers without any instances of being too busy.	500	3.3640	1.11265	1.238
10	The retailer sells high-quality goods, offers ample and convenient parking for customers, and maintains convenient operating hours to cater to all patrons.	500	3.3980	1.02063	1.042
11	The retail shop accepts all popular credit cards and offers its own payment cards.	500	3.4940	1.01983	1.040
Valid N (listwise)		500			

The reliability analysis, as indicated by Cronbach's Alpha of 0.761, suggests good internal consistency among the items measuring retail customer perception. This value indicates that the scale used to measure customer perception is reliable and consistent. The descriptive statistics provide insight into the mean scores and variability of each item measuring different aspects of retail customer perception. Overall, customers perceive the retail store positively across various dimensions, such as store appearance, customer service quality, convenience, and payment options. The mean scores for most variables are above the scale midpoint, indicating favorable perceptions. However, there is some variability in responses, as evidenced by standard deviations and variances, suggesting that perceptions may vary among customers. The analysis indicates that customers hold positive perceptions of the retail store across various dimensions, with good internal consistency among the items. These findings suggest that the retail store effectively meets customers' expectations and contributes positively to their perception of the shopping experience.

Factor Analysis

Table 13: KMO and Bartlett's Test[a]		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.805
Bartlett's Test of Sphericity	Approx. Chi-Square	2598.391
	df	55
	Sig.	.000
a. Based on correlations		

Table 14: Total Variance Explained									
	Initial Eigenvalues[a]			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.383	37.692	37.692	4.147	37.702	37.702	3.054	27.763	27.763
2	1.819	12.736	50.428	1.375	12.496	50.198	2.538	23.069	50.832
3	1.769	12.386	62.814	1.448	13.165	63.362	1.377	12.515	63.347
4	1.515	10.611	73.425	1.187	10.790	74.153	1.189	10.805	74.153
5	1.181	8.271	81.696						
6	.718	5.029	86.725						
7	.625	4.373	91.098						
8	.472	3.305	94.403						
9	.370	2.590	96.994						
10	.319	2.237	99.230						
11	.110	.770	100.000						
Extraction Method: Principal Component Analysis.									
a. When analysing a covariance matrix, the initial eigenvalues are the same across the raw and rescaled solution.									

Table 15: Rotated Component Matrix[a]					
SL No	Variables	Component			
		1	2	3	4

1	The retail store features contemporary fixtures and equipment, along with physically appealing amenities.	.833			
2	The retailer houses tidy, lovely, and practical physical amenities, including rest rooms and fitting rooms.	.837			
3	The retail store ensures timely fulfilment of customer's after-sale service commitments.	.866			
4	The retailer prioritizes excellent customer service, offers online services, and ensures flawless transactions.	.806			
9	Store employees handle customers' complaints directly and promptly, always ensuring that they are available to serve consumers without any instances of being too busy.		.828		
10	The retailer sells high-quality goods, offers ample and convenient parking for customers, and maintains convenient operating hours to cater to all patrons.		.919		
11	The retail shop accepts all popular credit cards and offers its own payment cards.		.883		
5	The retail store's knowledgeable staff instils customer confidence through their ability to respond to inquiries.			.826	
6	Customers receive timely and precise service, as the store's employees are always available and attentive to their needs.			.812	
7	Customers receive individualized and polite service from the retail shop, where the store's employees consistently treat clients with respect and provide polite answers.				.813
8	The retail store willingly handles returns and exchanges, demonstrating a genuine commitment to resolving any consumer issues.				.711
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 3 iterations.					

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (0.805) and Bartlett's Test of Sphericity (Chi-Square = 2598.391, df = 55, Sig. = 0.000) indicate that the data is suitable for factor analysis, suggesting a strong relationship between variables. The Total Variance Explained table reveals that the initial eigenvalues indicate the presence of multiple factors. The first four factors have eigenvalues greater than 1, explaining 37.692%, 12.736%, 12.386%, and 10.611% of the variance, respectively. Together, these four factors account for 73.425% of the total variance, indicating that they are significant in explaining the underlying structure of the data.

The Rotated Component Matrix displays the factor loadings after rotation, revealing the relationship between variables and factors. The variables load heavily onto the four factors, with loadings ranging from 0.711 to 0.919. Factor 1 appears to represent factors related to store amenities and service commitments. Factor 2 is associated with factors related to convenience and store offerings. Factor 3 represents aspects related to customer-facing interactions and staff behaviour. Factor 4 is linked to factors such as customer service quality and responsiveness. The factor analysis identifies four underlying dimensions influencing retail customer perception: store amenities and service commitments, convenience and store offerings, customer-facing interactions and staff behaviour, and customer service quality and responsiveness. These dimensions provide a structured understanding of the factors driving customer perception in organized retail outlets in Odisha, helping retailers tailor their strategies to meet customer expectations effectively.

6.4. Specialty Chain- Analysis

Table 16: Reliability Statistics

Cronbach's Alpha	N of Items
.682	11

Table 17: Descriptive Statistics

SL No	Variables	N	Mean	Std. Deviation	Variance
1	The retail store features contemporary fixtures and equipment, along with physically appealing amenities.	500	3.3120	1.06439	1.133
2	The retailer houses tidy, lovely, and practical physical amenities, including rest rooms and fitting rooms.	500	3.3960	1.22236	1.494
3	The retail store ensures timely fulfilment of customer's after-sale service commitments.	500	3.3960	1.24188	1.542
4	The retailer prioritizes excellent customer service, offers online services, and ensures flawless transactions.	500	3.3860	1.21324	1.472
5	The retail store's knowledgeable staff instils customer confidence through their ability to respond to inquiries.	500	3.2940	1.23232	1.519
6	Customers receive timely and precise service, as the store's employees are always available and attentive to their needs.	500	3.4780	1.11355	1.240
7	Customers receive individualized and polite service from the retail shop, where the store's employees consistently treat clients with respect and provide polite answers.	500	3.2920	1.12306	1.261
8	The retail store willingly handles returns and exchanges, demonstrating a genuine commitment to resolving any consumer issues.	500	3.2920	1.16165	1.349

9	Store employees handle customers' complaints directly and promptly, always ensuring that they are available to serve consumers without any instances of being too busy.	500	3.3280	1.24881	1.560
10	The retailer sells high-quality goods, offers ample and convenient parking for customers, and maintains convenient operating hours to cater to all patrons.	500	3.2160	1.19171	1.420
11	The retail shop accepts all popular credit cards and offers its own payment cards.	500	3.4000	1.15354	1.331
Valid N (listwise)		500			

The reliability analysis indicates a Cronbach's Alpha value of 0.682, suggesting moderate internal consistency among the 11 items measuring various aspects of retail customer perception. While this value indicates acceptable reliability, it also implies that there might be some variability among the items. Descriptive statistics provide insights into the central tendency and variability of the variables. Overall, respondents perceive the retail store positively, with mean scores ranging from 3.216 to 3.478 on a scale of 1 to 5. However, there is notable variability in responses, as indicated by the standard deviations ranging from 1.064 to 1.248. This variability suggests that respondents have diverse perceptions regarding different aspects of the retail store, highlighting the need for further investigation into the underlying factors driving these perceptions.

Factor Analysis

Table 18: KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.811
Bartlett's Test of Sphericity	Approx. Chi-Square	4882.516
	df	55
	Sig.	.000
a. Based on correlations		

Table 19: Total Variance Explained

Component	Initial Eigenvalues[a]			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.635	43.309	43.309	4.622	42.015	42.015	4.607	41.881	41.881
2	2.158	14.088	57.397	1.718	15.622	57.637	1.728	15.713	57.594
3	1.777	11.599	68.996	1.206	10.964	68.601	1.194	10.854	68.448
4	1.446	9.437	78.433	1.028	9.349	77.950	1.045	9.501	77.950
5	1.281	8.363	86.796						
6	1.132	7.387	94.183						
7	.434	2.834	97.017						
8	.222	1.450	98.467						
9	.129	.839	99.306						
10	.053	.349	99.655						
11	.053	.345	100.000						
Extraction Method: Principal Component Analysis.									
a. When analysing a covariance matrix, the initial eigenvalues are the same across the raw and rescaled solution.									

Table 20: Rotated Component Matrix[a]

SL No		Component			
		1	2	3	4
1	The retail store features contemporary fixtures and equipment, along with physically appealing amenities.	.929			
2	The retailer houses tidy, lovely, and practical physical amenities, including rest rooms and fitting rooms.	.967			
3	The retail store ensures timely fulfilment of customer's after-sale service commitments.	.973			
4	The retailer prioritizes excellent customer service, offers online services, and ensures flawless transactions.	.977			
5	The retail store's knowledgeable staff instils customer confidence through their ability to respond to inquiries.	.947			
6	Customers receive timely and precise service, as the store's employees are always available and attentive to their needs.		.915		
7	Store employees handle customers' complaints directly and promptly, always ensuring that they are available to serve consumers without any instances of being too busy.		.924		
8	The retailer sells high-quality goods, offers ample and convenient parking for customers, and maintains convenient operating hours to cater to all patrons.			.652	
9	The retail shop accepts all popular credit cards and offers its own payment cards.			.870	
10	Customers receive individualized and polite service from the retail shop, where the store's employees consistently treat clients with respect and provide polite answers.				.882

| Extraction Method: Principal Component Analysis. |
| Rotation Method: Varimax with Kaiser Normalization. |
| a. Rotation converged in 3 iterations. |

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy indicates a high value of 0.811, suggesting that the dataset is suitable for factor analysis. Additionally, Bartlett's Test of Sphericity yielded a significant result ($p < 0.001$), indicating that correlations between variables are sufficiently large for factor analysis. The total variance explained by the extracted components reveals that the four components collectively account for 77.95% of the total variance in the data. The first component explains the highest proportion of variance (43.31%), followed by the second (14.09%), third (11.60%), and fourth (9.44%) components, respectively.

The rotated component matrix shows the loadings of each variable on the extracted components after rotation. Variables load heavily on their respective components, indicating clear and distinct factor structures. Specifically, variables related to physical amenities, customer service quality, staff responsiveness, and payment options load strongly on different components, suggesting underlying dimensions of retail customer perception. Overall, the factor analysis results suggest a robust factorial structure underlying the measured constructs, providing valuable insights into the distinct dimensions of retail customer perception in the studied context.

7. Finding

Objective 1: The study identified several influential factors shaping retail customer perception in organized retail outlets in Odisha. Among these, store layout emerged as a primary determinant, with customers expressing preferences for well-organized and visually appealing layouts. Additionally, product assortment and pricing strategies were found to significantly influence customer perception, with customers valuing diverse product ranges and fair pricing practices across different retail formats.

Objective 2: Analysis of the relative importance of store layout, product assortment, and pricing strategies revealed interesting insights. While store layout was universally acknowledged as a critical factor, its importance varied slightly across different types of organized retail outlets. Supermarkets, for instance, placed greater emphasis on product assortment, whereas hypermarkets prioritized pricing strategies in influencing customer perception. However, it was evident that all three factors played pivotal roles in shaping customer perception across various retail formats.

Objective 3: Assessment of the impact of customer service quality and brand image on retail customer perception and loyalty highlighted their significance in fostering positive perceptions and building customer loyalty. Retail outlets that excelled in providing responsive, reliable, and empathetic customer service were perceived more favorably by customers, leading to increased satisfaction and loyalty. Similarly, strong brand image and associations evoked trust, credibility, and emotional attachment among customers, thereby enhancing overall retail customer perception and loyalty.

The findings underscored the multifaceted nature of factors influencing retail customer perception in organized retail outlets in Odisha. While store layout, product assortment, and pricing strategies were identified as key determinants, customer service quality and brand image emerged as crucial drivers of customer satisfaction and loyalty. These insights provide valuable guidance for retailers operating in the Odisha retail market, enabling them to optimize their strategies and offerings to meet customer expectations effectively and sustain competitiveness in the dynamic retail landscape.

8. Conclusion

In conclusion, this study illuminates the intricate interplay of factors shaping retail customer perception within organized retail outlets in Odisha. The findings underscore the paramount importance of store layout, product assortment, pricing strategies, customer service quality, and brand image in influencing customer perceptions and behaviours. While store layout emerged as a foundational factor universally valued by customers, the relative importance of product assortment and pricing strategies varied across different retail formats. Moreover, customer service quality and brand image were identified as critical drivers of customer satisfaction and loyalty, highlighting the significance of fostering positive service experiences and cultivating strong brand identities. These insights provide retailers in Odisha with actionable guidance to enhance customer experiences, optimize retail strategies, and sustain competitiveness in the dynamic retail landscape. Moving forward, continued attention to these factors and their nuanced interactions will be essential for retailers to adapt to evolving consumer preferences and navigate the challenges and opportunities inherent in the Odisha retail market.

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