



## ASSESSING CUSTOMER DELIGHT TOWARDS SEASON PREFERRED FOR SHOPPING IN RETAIL SECTOR

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### **Abstract**

Direct competition exists where organizations produce similar products that appeal to the same group of consumers. Growths of Businesses are strongly affected by competition. That is why many research and study are being conduct for their continuous growth. Customer's Delight is one factor that can help to many organizations. If they gain their trust, that will be mean a long relationship with them. To be successful, organizations must look into the needs and wants of their customers. This paper focused towards on assessing the customer delight for an organization. And provide a suitable suggestion on how to satisfy the high-level needs and wants of the customer during different seasons in garments retail sector.

**Keywords:** Customer satisfaction, Consumer behavior and Customer Delight.

### **Introduction**

Business industry today is complex. There are big competitions in every business. That is why many research and study are being conduct for their continuous growth. Customer's Delight is one factor that can help to many organizations. If they gain their trust, that will be mean a long relationship with them. To be successful, organizations must look into the needs and wants of their customers.

**Andy Hanselman,(2003)**Customer delight occurs when customers' needs and desires are not only met, but met in such a way that exceeds customers' expectations. Not to be confused with customer service or customer satisfaction, customer delight involves a business going above and beyond normal customer relations in order to provide an experience that will leave a marked impression on the customer. Customers who experience delight in dealing with a business are more likely to return to the business, and also more likely to recommend the business to those they know. For that reason, many businesses are focusing their attention on how they can generate delight in their customers.

### **Objective of the Study**

1. To understand the essentials of customer services in an organisation
2. To understand the difference between customer satisfaction and customer delight.
3. To measure the season preferred for shopping towards customer delight.

### **Literature Review**

According to Oliver, Rust, and Varki (1997) service practitioners believe that in order to retain customers they must go beyond satisfaction to delight. Indeed, they see delight/disgust as different concepts than satisfaction/dissatisfaction. The practitioners, then, define delight as a strong, positive, emotional reaction to a product or service. And though delight is dependent on emotion in the consumer's response to consumption, the type of emotion is not clear ...

**Oliver (1997)**Manufacturers realize that their real purpose is serving customers, and the physical product is just one part of the overall service. In fact, it can easily be argued that all organizations provide service, although most organizations do not provide a physical product. This concern for service and its delivery has led to the development of service quality measures. Customer delight is a strong, positive, emotional reaction to a product or service. The key word is emotion. It is dependent on emotion in the consumer's response to consumption and begs the question of what emotions are necessary for delight to occur.

Customer delight is the reaction of customers when they receive a service or product that not only satisfies, but provides unexpected value or unanticipated satisfaction.

According to **Mittal (1998)**, the relationship between the attribute-level performance, overall satisfaction and repurchase intentions is of critical importance to managers and generally had been conceptualized as linear and symmetric. The authors investigated the asymmetric and nonlinear nature of the relationships among these constructs.

Kumar and Iyer (2001) The authors assume that customer delight is an extreme level of satisfaction but they propose to determine those factors that discriminate between the two. Customers expect a level of performance from a retail service



experience, but the expectations may be different prior to the event than after because the experience will affect the post expectations. Perhaps post-experience expectations will involve the interpersonal behavior of the service provider whereas characteristics of the service itself make up the pre-experience expectations. Kumar and Iyer propose, therefore, that interpersonal behavior attributes better discriminate between satisfaction and delight than characteristics of the service itself. More specifically, they hypothesize that the latter will lead to customer satisfaction and the former to delight.

Schneider and Bowen suggest that when human resource managers satisfy their employees' needs the effort will transfer from employees to customers. Companies that build positive relationships with customers by treating them as people first and customers second will generate retention and profitability. However, the authors do not empirically test either met-expectations or needs-based model.

### **How does Customer Delight differ from Satisfaction?**

According to the dictionary, satisfaction is defined as, the contentment one feels when one has fulfilled a desire, need, or expectation. Delight is, to take great pleasure or joy. Loyalty is having the feelings of allegiance. These three simple words have a slightly different meaning, but all have a significant impact on the attitudes and behaviors of customers.

Companies need to go beyond simple satisfaction to retain customers and attract new ones. To do that, he developed a methodology that focuses on creating raving fans, which focuses in the area "decide, discover and deliver plus one percent. Berman (2005- How to Delight your Customers) was focused on taking satisfied customers to a state of delight. He concluded that satisfaction is based on fulfilling the expected while delight occurs from the unexpected. His belief was to link an emotional experience with the customer to create an emotionally positive and memorable experience. Berman's study found a critical difference between satisfied vs. delighted. A customer that was delighted was eighty-six percent more likely to buy again as compared to twenty-nine percent that were only satisfied. Delighting customers is a win for the customers, provides a competitive advantage and results in increased sales and profit for the company.

There is a significant difference between satisfied and delighted customers. Delighted customers will be more loyal and a business can create create customers for life. The key for businesses is determine the right customer experience for the right return.

### **Importance of Customer satisfaction**

One would contend however that the vital point missing here is that contemporary services industries also live in a world of mass competition, where customers are now more informed about their experiences with a service. This is highlighted by Zairi (2000), stating that:

customers have started to take a keen interest in how we go about providing services to them and they compare us with others furthermore, they will be curious of our systems, procedures and processes in rendering services to them and of course, in the service industry ,everything is transparent and customers would observe the anomalies and shortcoming almost immediately.

### **Methodology Participants and Settings**

Participants of the study are customers of various retail shops. The sample size selected for this research purpose constituted of 950 customers though structured questionnaire in the natural environment. Only 930 usable responses were received and the response rate was 97%. In this research, we used non-probability sampling by using its category of convenience sampling. The reason behind selecting convenience sampling was that because in this, the most easily accessible customers were chosen as subjects of research and it was the quickest, convenient and less expensive technique used. Data Collection: Data was collected from the respondents through self-administered questionnaire with minimal interface in noncontrived work settings by considering individuals as unit of analysis. Data was collected by selecting age group (0-25, 26-30, 31-35, 36-40, 41-45 & above) and gender (male, female) as nominal scale.

### **Finding and Discussion**

In Indiaseasonal factors like climatic changes and festivities greatly influences the clothing and apparel buying behaviour. The following table portrays the seasonal buying behaviour.

**Table: 1,Customers’ Opinion Oon Seasons Preferred For Shopping**

Sl. No	Seasons	No. of the Respondents N=930	Proportionate Percentage
1.	Festivals	254	52.92
2.	Birthdays	136	28.33
3.	Weddings	129	26.88
4.	Discount Sales	158	32.92
5.	Specials Occasions	253	52.71

Source: Primary Data

**Table: 2,Chi Square Test Retail Outlet Selection Vs Seasons’ Preferred for Purchase**

Seasons	Chi-Square	DF	Table Value	Remark
Festivals	0.077	1	3.841	Accepted
Birthdays	10.503	1	3.841	Rejected
Weddings	11.543	1	3.841	Rejected
Discount Sales	2.631	1	3.841	Accepted
Specials Occasions	15.671	1	3.841	Rejected

Level of Significance: 5 per cent

The above empirical data analysis indicates that the calculated chi-square are more than the table value of 3.841 at 5 per cent level of significance. The potential customers prefer to purchase only during festivals and discount sales at convenience store.. Hence it has been inferred that there exists no association between retail showroom selection and seasons preferred buying at convenience store.

**Table: 3,Customer Delight and Season Preferred for Shopping**

SEASONS PREFERRED FOR SHOPPING		Customer Delight					Total
		Highly Dissatisfied	Dissatisfied	Satisfied	Highly Satisfied	Delighted	
Festivals	Count	0	0	12	143	99	254
	%	0.0%	0.0%	4.7%	<b>56.3%</b>	39.0%	
Birthdays	Count	2	0	3	84	47	136
	%	1.5%	0.0%	2.2%	<b>61.8%</b>	<b>34.6%</b>	
Weddings	Count	0	0	0	51	78	129
	%	0.0%	0.0%	.0%	39.5%	<b>60.5%</b>	
Discount Sales	Count	0	0	2	61	95	158
	%	0.0%	0.0%	1.3%	38.6%	<b>60.1%</b>	
Special Occasions	Count	0	2	11	120	120	253
	%	0.0%	0.8%	4.3%	47.4%	47.4%	
Total	Count	2	2	28	459	439	930

Percentages and totals are based on responses.

a. Dichotomy group tabulated at value 1.

Table 3 shows that depend on the season preferred for buying garments their satisfaction and delightfulness vary. During Wedding and Discount sales 60 percentage of respondents are delighted. On the other hand Birthday and festival purchaser are not delighted more, only 34 and 39 percentage of respondent delighted. 62 percent of the respondents are highly satisfied in their purchase for birth day function.



## Conclusion

Managing customer delight as a key performance indicator is paramount to any contemporary services business. If customer expectations and perceptions of service delivery are not properly understood and strategically managed using robust performance measurement systems, then a negative disconfirmation of customer satisfaction often occurs and promptly results in a change in service provider to the next best competitor. From this research paper it clearly confirmed that the seasons played important towards customer delight of retail sector must consistently be considered in harmony with financial, business processes and learning and growth indicators.

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