

Customer satisfaction: impact of hedonic shopping in Delhi and National Capital Region

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Abstract

With the Indian retail industry in a boom phase, it is anticipated that the Indian retail market will increase by approximately 60% and be at USD1.1 trillion by 2020. Interestingly, along with the changing environment in the retail space, customer preferences and expectations have also been changing at a very fast pace. In the past researchers explained two dimensions of customers on the basis of their purchase intent - hedonic, who relate to the feelings of sensation and utilitarian whose primary intent is to fulfil the task or requirement (Batra, 1990; Voss et al., 2003). The present research seeks to study the impact of atmospheric factors, i.e., layout of the store, its physical structure and ambience, lighting, profile, i.e., crowd and staff profile, as well as the location on the dependent variable, customer satisfaction for retail store operations in Delhi and National Capital Region (NCR).

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