

## **An analysis of shopping experience of customers in society silk saree retail shop in Kancheepuram.**

**KATHIRVEL BABU. C**

Ph. D. Research Scholler,  
PG & Research Department of Commerce  
A.V.C. College (Autonomous), Mannampandal, Mayiladuthurai  
kathirvel.kcc@gmail.com  
Mobile No. 7418604026

**Dr. R. RAJAN BABU**

Associate Professor  
PG & Research Department of Commerce  
A.V.C. College (Autonomous), Mannampandal, Mayiladuthurai  
[dr rajanbabucom@gmail.com](mailto:dr rajanbabucom@gmail.com)  
Mobile No. 9486402850

### **Abstract**

Kanchipuram is destination for temple tourist and silk saree shopping. There are two types of customers are entering into the silk saree retail shop. One is tourist who comes for visit temple and another one mainly silk saree shoppers. Retailers are facing various profile of the customers and facing competition among them. This study purpose is to analyse the shopping experience of the customer of silk saree in Kancheepuram, Tamil Nadu, Indian. Research design is descriptive research with the sample size of 147 judgement sampling technique. Statistical tool of Hierarchical and K-Means cluster analysis is utilised. The result shows that the three segments of customers shaped on the basis of customer shopping experience.

**Keywords:** shopping experience, Hierarchical and K-Means cluster analysis, Kanchipuram

### **Introduction**

Kanchipuram is destination for temple tourist and silk saree shopping. There are two types of customers are entering into the silk saree retail shop. One is tourist who comes for visit temple and another one particularly silk saree customers. Priyanka Singh and Harmeem Soch (2015)<sup>1</sup> says the shopping experience is the sum total of intellectual, emotional, sensorial and behavioural responses that a customer faces at each point of interaction in a buying process in retail environment. This shopping experience is classified into two on positive shopping experience and negative shopping experience. A positive shopping knowledge leads to a higher level of satisfaction, which in turn generates loyalty, greater word-of-mouth, repeated purchases, increased wallet shares and impulsive buying behaviour. Negative shopping experience generate the dissatisfaction, non-loyal customers, reduces the footfall into the store.

### Review of the literature

Suhaily Mohd-Ramly and Nor Asiah Omar (2017)<sup>2</sup> finding shows store atmosphere as the most important precursor to customer experience, followed by loyalty agendas and merchandise. Amalia and George Siomkos (2017)<sup>3</sup> conclude shopping experience should also satisfy consumers' informational needs since many customers visit stores in order to learn about new trends and new products. Shoppers learn from their shopping experiences when they positively evaluate the quality of the products they encounter. Thus, the higher the store's product quality, the greater the knowledge features of store experiences. In addition, soft background music in conjunction with pleasant aroma can lead to increased learning involvement. However, attention should be paid to the store's product variety in order not to confuse shoppers and negate their learning experience since it was found that a wide product range is detrimental. Thus, retailers need to recognize the optimum section of their product range so as to reduce the level of consumer confusion due to the complexity associated with a large merchandise variety (Huffman and Kahn, 1998) and to ease the learning processes of consumers. Sana Khan (2018)<sup>4</sup> suggest to the shops to provide newer service sizes so they can build dissimilar kinds of shopping experiences for consumers. Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros and Schlesinger (2009)<sup>5</sup> were conclude that the customer experience organization is also approached from a strategic perspective by focusing on issues such as how and to what degree an experience-based business can make growth. Raghava Rao Gundala (2010)<sup>6</sup> concludes the customers must continue to notice that the store really possesses these promised attributes built on their actual experiences with the store. Teena Bhardwaj and Suresh (2014)<sup>7</sup> demonstrates that in order to enhance the consumer's professed value, gratification and loyalty, the overall shopping experience of the customers has to be made memorable. Wang, Chen, Chan and Zheng (2000)<sup>8</sup> says that the One of the qualities used to measure it is a retail attribute. Retail attribute is defined as the amount of all the existing attributes of a retail, as it has been knowledgeable by the buyers finished their shop visiting. Mehrabian and Russell (1974)<sup>9</sup> explain the Purchaser behaviour research is divided into three perspectives, namely the executive perspective, the experience perspective, and behavioural-influence perspective. The behavioural-influence perspective attentions on the customer behaviour and possible environment which affects it. Agung Yuniarinto, Armanu Thoyib and Solimun Andi Sularso (2017)<sup>10</sup> Says that the physical setting may create the shopping experience for customers which in turn will affect consumer's sentiments regardless optimistic response or a negative response.

**Statement of Problem**

Shopping experience leads in both angles, either in positive or in negative way. Based on the review of literature, the researcher has bordered the statement of the problem. Kancheepuram is an India's one of the greatest temple tourist spot. International level and intra states level various cultural civilians are visiting the Kancheepuram. So, Silk saree retailers has a struggle to fulfil the shopper's expectations. The researcher has hope that this research article helps the retailer to overwhelmed the stated problems.

**Research Objective**

To predict the customer segment on the basis of shopping experience in Kancheepuram silk saree shop.

**Methodology**

Descriptive research design adapted with the sample size of 148. Judgement sample technique has been utilised. Secondary data were collected from varies research articles for the purpose of framing research problem and defining the research objective. Primary data were collected through structured questionnaire with 22 items. Shopping experience measured with the 5.1 likert scale. Statistical tool of Hierarchical and K-Means cluster analysis is utilised.

**Scope of the study**

This research helps the retailers of silk saree shoppers in Kancheepuram about the improvement of the customers positive shopping experience. It leads increasing footfall of the customer, generate customer satisfaction, trust and loyalty.

**Limitation of the study**

The researcher concentrates only in silk saree retail shop and other geographical region never covered in the study. statistical tool of one-way ANOVA, Hierarchical and K-Means cluster analysis were utilised. Limited time duration also one of the restriction for the study.

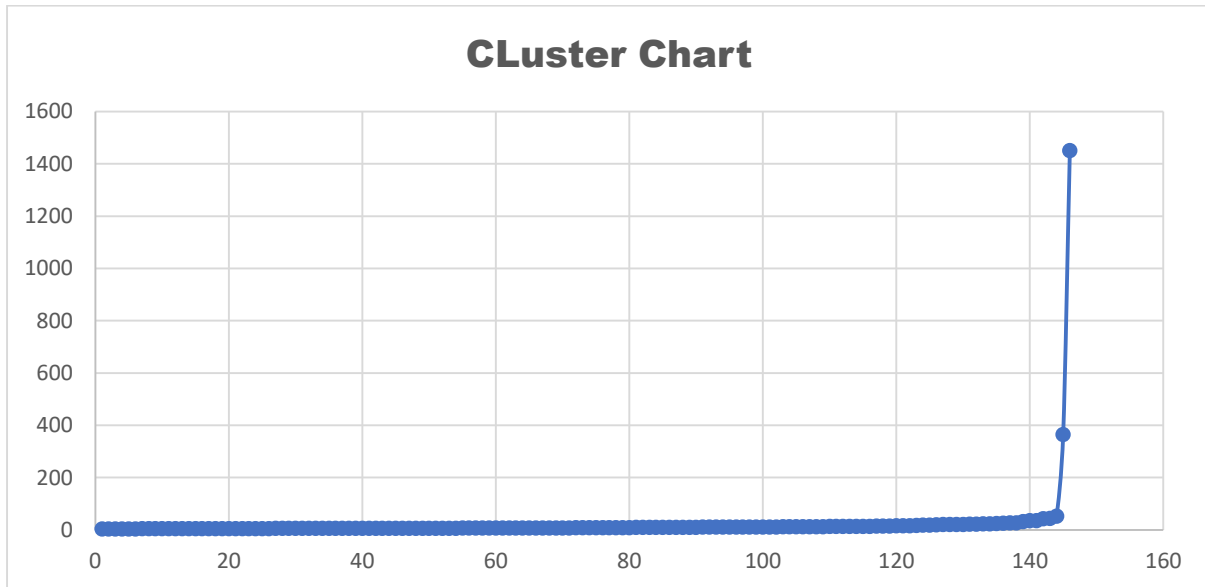
**Analysis and Interpretation****Table 1 Agglomeration Schedule**

Agglomeration Schedule							
Stage	Cluster Combined		Coefficients		Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2			Cluster 1	Cluster 2	
1	45	46	3.000	3.500	0	0	55
2	111	147	6.500	4.000	0	0	10
3	4	143	10.500	4.000	0	0	74
4	25	82	14.500	4.000	0	0	89
5	76	78	18.500	4.000	0	0	101
6	44	77	22.500	4.000	0	0	68
135	25	52	1215.323	23.650	116	125	140
136	1	2	1238.973	24.865	133	100	146
137	26	29	1263.838	26.283	124	131	145
138	101	104	1290.121	26.764	119	123	143
139	32	39	1316.886	31.865	120	111	140
140	25	32	1348.751	34.776	135	139	142
141	4	106	1383.527	35.737	134	121	143
142	22	25	1419.264	42.650	132	140	144
143	4	101	1461.914	44.430	141	138	146
144	22	24	<b>1506.344</b>	<b>52.134</b>	142	129	145
145	22	26	<b>1558.478</b>	<b>364.450</b>	144	137	147
146	1	4	<b>1922.928</b>	<b>1450.241</b>	136	143	147

**Source:** Primary Data

For this cluster analysis, research has taken 22 items purpose is group the items into number of clusters. 147 samples were divided in to different clusters with respect to 22 items. From the table no. 1 shows that the first column as a stage. It is the number of respondents consider as 146 clusters. The fourth column is a coefficient of the 146 stage or clusters. In stage

number 144, the coefficient value is 1506.344 and in stage number 145, the coefficient value is 1558.478. the difference between the 144<sup>th</sup> and 145<sup>th</sup> stage's coefficient value is 52.134. The researcher moves from 146<sup>th</sup> and 145<sup>th</sup> stage's coefficient value is 1450.241. both values are highlighted in above table. The researcher found that the major difference is happening between the stage 144 and 145. Major Coefficient difference start from the stage 144.



**Source:** Primary Data

The above chart explains that the major difference between the coefficient of the stage. X axis indicate stages and Y axis indicate coefficient value. The curve formed at the stage 144 and one more curve formed at 145. From this 145<sup>th</sup> stage the slop is very deep.

**Formation of Clusters**

[A] Total number of cases or sample = 147

[B] The stage number where the huge coefficient differed = 144

Number of clusters = [A] – [B]

Number of clusters = 147 – 144 = 3

The researcher predict the 3 clusters are formed with respect to the 22 items of store attributes.

Iteration History <sup>a</sup>			
Iteration	Change in Cluster Centers		
	1	2	3
1	3.601	3.444	3.858

2	.000	.154	.071
3	.000	.000	.000
a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is .000. The current iteration is 3. The minimum distance between initial centers is 7.810.			

**Source:** Primary Data

The above table shows that the total data is divided in to the three clusters.

Number of Cases in each Cluster		
Cluster	1	21.000
	2	48.000
	3	79.000
Valid		148.000
Missing		.000

**Source:** Primary Data

From the above table 21 respondents are come under the cluster 1. Next to that 48 respondents are appear in the cluster 2 and 79 respondents are appear in the third cluster. Further more take steps forward for the research, the researcher creates one more variable with cluster for find the differences between the clusters with the 22 items. This cluster is consider as nominal for the one-way ANOVA.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Retailers have attractive pricing policies	Between Groups	115.676	2	57.838	119.119	.000
	Within Groups	70.405	145	.486		
	Total	186.081	147			
Prices of the products in store are Reasonable.	Between Groups	85.511	2	42.756	81.833	.000
	Within Groups	75.759	145	.522		
	Total	161.270	147			
Price of the product Trustworthy.	Between Groups	85.308	2	42.654	107.520	.000
	Within Groups	57.523	145	.397		

	Total	142.831	147			
Shop keeper offers high purity of silk saree	Between Groups	104.138	2	52.069	114.587	.000
	Within Groups	65.889	145	.454		
	Total	170.027	147			
Variety of silk quality saree are available	Between Groups	61.264	2	30.632	57.059	.000
	Within Groups	77.844	145	.537		
	Total	139.108	147			
Every silk saree has Silk mark	Between Groups	96.081	2	48.041	91.146	.000
	Within Groups	76.426	145	.527		
	Total	172.507	147			
Trending Silk saree available	Between Groups	74.401	2	37.201	64.093	.000
	Within Groups	84.160	145	.580		
	Total	158.561	147			
Same design various Colour of saree are available	Between Groups	81.567	2	40.784	88.773	.000
	Within Groups	66.615	145	.459		
	Total	148.182	147			
More numbers of design saree are available	Between Groups	84.211	2	42.106	108.856	.000
	Within Groups	56.086	145	.387		
	Total	140.297	147			
Varieties of Colour combination saree are available	Between Groups	81.261	2	40.630	87.707	.000
	Within Groups	67.172	145	.463		
	Total	148.432	147			
Employee of the store interaction with me politeness	Between Groups	67.338	2	33.669	65.846	.000
	Within Groups	74.142	145	.511		
	Total	141.480	147			
Employee code of conduct	Between Groups	74.094	2	37.047	77.141	.000
	Within Groups	69.636	145	.480		
	Total	143.730	147			
	Between Groups	71.337	2	35.668	75.301	.000

Employee gives a freedom to look around for a product.	Within Groups	68.684	145	.474		
	Total	140.020	147			
I was attracted by the advertisements.	Between Groups	66.476	2	33.238	62.759	.000
	Within Groups	76.794	145	.530		
	Total	143.270	147			
I was attracted by the display	Between Groups	90.778	2	45.389	114.96 2	.000
	Within Groups	57.249	145	.395		
	Total	148.027	147			
I am informed about latest and forthcoming offers about products.	Between Groups	107.454	2	53.727	114.52 2	.000
	Within Groups	68.026	145	.469		
	Total	175.480	147			
I am satisfied with variety of products available	Between Groups	76.956	2	38.478	76.532	.000
	Within Groups	72.902	145	.503		
	Total	149.858	147			
I am satisfied with quality saree available in the store	Between Groups	75.706	2	37.853	79.333	.000
	Within Groups	69.186	145	.477		
	Total	144.892	147			
Benefits of the product are satisfied me	Between Groups	77.434	2	38.717	77.342	.000
	Within Groups	72.586	145	.501		
	Total	150.020	147			
The promotional offers from the retailer provide a good value for money	Between Groups	62.654	2	31.327	52.673	.000
	Within Groups	86.238	145	.595		
	Total	148.892	147			
I will probably save more money buying Products	Between Groups	87.989	2	43.995	98.793	.000
	Within Groups	64.571	145	.445		
	Total	152.561	147			
I feel shopping with retail shop is a memorable experience	Between Groups	93.423	2	46.711	91.259	.000
	Within Groups	74.219	145	.512		
	Total	167.642	147			



**Source: Primary Data**

From the ANOVA table all the 22 items were significant in differentiating the clusters. Between and within the items also the 3 clusters have significant differences.

**Findings**

The researcher find that the all the 22 items have differentiate the clusters. These 22 items were measured the shopping experience of the 147 respondents. These 147 respondents are classified into three clusters with respect to their shopping experience. This shopping experience are namely positive shopping experience, neither positive or negative shopping experience and negative shopping experience.

**Suggestions**

Every silk saree retailer must concentrate on their customers shopping experience. Other wise footfall will automatically reduced day by day. Only the positive shopping experience creates the more footfall in to the shop. To managing the good retail store attributes, create a good relationship between the retailers and shoppers.

**Conclusion**

From the outcome of the research study, it is concluded that there is significant difference between the items of price, quality, range, employee, promotion, satisfaction and value for money. Among the clusters of respondents, cluster 3 is generated with 79, by which the researcher found that heterogeneity is observed among the items.

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