

Exploring Effective Customer Retention Tactics in Supermarkets: An Investigation in the Regions of Hassan and Mangalore

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Abstract

This research examines strategies for retaining customers in the grocery sector with a particular emphasis on the areas of Hassan and Mangalore. The retail industry is becoming more competitive, and keeping customers is critical to long-term survival. This study attempts to pinpoint the key elements influencing consumer loyalty in supermarkets using both qualitative and quantitative approaches. Through an analysis of factors including customer satisfaction, loyalty programmer, service quality, and pricing methods, this research aims to provide valuable insights into the best customer retention techniques in these particular locations. The investigation's conclusions can offer marketers and supermarket managers insightful advice on how to improve client retention tactics and, eventually, promote long-term economic success. Supermarkets in Hassan and Mangalore are expanding rapidly these days, despite the size and potential of the Hassan and Mangalore market, which makes it difficult for them to turn a profit. Retaining current customers is one of the marketing techniques, as it is three times more profitable than seeking for new ones. In this study, we look at the variables that affect consumers' intentions to keep making purchases from Hassan and Mangalore supermarkets. The findings demonstrate that both the perceived value of the customer and the loyalty benefits offered by the supermarkets are significant predictors of the intention of the customer to stick with them.

Keywords: Customer Retention, Tactics, Supermarkets, Hassan and Mangalore

1. INTRODUCTION

Supermarkets are essential for meeting a wide range of consumer needs in the ever-changing retail industry. Supermarkets constantly struggle to hold onto their clientele in the face of changing consumer tastes, altering shopping habits, and the entry of new competitors as the industry gets more and more competitive. Supermarkets need to implement efficient client retention tactics in order to continue growing, cultivate consumer loyalty, and stay ahead of the competition. The investigation of these tactics is done in this study in the particular settings of Hassan and Mangalore, two areas with distinct socioeconomic dynamics and consumer preferences. It is impossible to exaggerate how important customer retention is to retail success. Not only is it more economical to keep current customers than to attract new ones, but keeping current ones also shows that the store can reliably satisfy needs and provide value. Supermarkets need to build stronger bonds with their patrons in order to encourage loyalty and increase recurring business, given the abundance of options accessible to consumers.

The southern Indian cities of Hassan and Mangalore are examples of thriving markets with different customer demographics and tastes. Supermarkets operating in these countries must comprehend the subtleties of these marketplaces in order to properly customize their client retention strategies. The effectiveness of supermarkets' customer retention efforts can be influenced by various factors, including economic situations, urbanization levels, and cultural influences. These factors can have a substantial impact on consumer behaviors and preferences. This study aims to close a gap in the literature by concentrating on the customer retention strategies used by supermarkets in the Hassan and Mangalore regions. This study tries to discover the key factors of consumer loyalty in various markets through a thorough analysis that incorporates both qualitative and quantitative research approaches. Important information about the variables influencing consumers' choices to stick with a specific supermarket will be obtained through surveys, interviews, and observational studies.

Additionally, this research will look at a variety of customer retention measures used by supermarkets, such as price plans, personalized marketing campaigns, loyalty programmer, and improved service quality. Through assessing these strategies' efficacy in the context of Hassan and Mangalore, this research aims to offer practical suggestions for marketers and supermarket managers looking to maximiser their customer retention campaigns. In the end,

this study's conclusions have consequences for Hassan and Mangalore stores as well as for merchants in other regions facing comparable difficulties with client retention. This research aims to add to the body of knowledge surrounding retail management by clarifying the best practices for fostering customer loyalty in supermarkets and equipping industry practitioners to effectively and confidently navigate the complexities of the contemporary marketplace.

2. REVIEW OF LITERATURE

Alsulami's (2021) study, which focuses on shops in Jeddah City, offers a useful framework for improving consumer loyalty within the retail industry. The author employs a case study methodology to discern the principal determinants of consumer loyalty and suggests tactics to enhance loyalty levels. Through the application of both qualitative and quantitative methodologies, the research provides useful understandings of the dynamics of consumer loyalty within a particular geographic setting. Nevertheless, the results' applicability outside of Jeddah City might be restricted, necessitating additional study to substantiate the suggested framework in various retail environments.

Cuesta-Valino et al.(2021) Examines the strategic approach to digitalization as a way to improve supermarket loyalty in an omnichannel environment. The authors examine the effects of digital initiatives on consumer loyalty by examining data from multiple supermarkets. They also provide a strategy framework for supermarkets who want to successfully use digitization. By emphasizing the value of utilising digital technology to promote consumer loyalty—especially in a time when multichannel retail experiences are becoming more and more common—the study adds to the body of literature. However, more research into particular digital methods and how well they work for various market sectors would be beneficial to the study.

Dam and Dam's (2021) Within the retail industry, research looks on the relationships between customer pleasure, brand image, loyalty, and service quality. The authors investigate the causal connections between these constructs and offer insights into the elements influencing consumer loyalty through an empirical investigation. According to the study, consumer views are shaped by service quality and brand image, which in turn affects customers' loyalty to a retail outlet. Nonetheless, the study's main focus is the conceptual framework, and in order to support its conclusions and increase their relevance in actual retail environments, it could be helpful to conduct empirical validation using primary data collection techniques.

Datta's (2018) The impact of relationship marketing tactics on customer retention in Bangladesh's food retailing industry is examined in this study. The author investigates how relationship marketing strategies help to build long-term client relationships and increase customer loyalty by using qualitative research methodologies, such as case studies and interviews. The study clarifies Bangladesh's distinct socioeconomic setting and how relationship marketing strategies in the food retailing sector are affected by it. To give a more thorough knowledge of the connection between relationship marketing techniques and customer retention outcomes, the study might benefit from including quantitative analysis.

Faraoni et al.'s(2019) With a particular focus on Italian food retailers, research examines the preconditions of e-loyalty in the context of business-to-consumer (B2C) e-commerce. The authors highlight important aspects impacting e-loyalty through empirical investigation, such as perceived value, contentment, trust, and website quality. The study gives retailers looking to improve consumer loyalty in the digital sphere useful insights into the particular dynamics of e-commerce within the food retail sector. Its primary focus on the Italian market, however, restricts the study's applicability to other geographic situations. Future studies could investigate cultural variations in the antecedents of e-loyalty to improve our comprehension of the dynamics of global e-commerce.

3. RESEARCH METHODOLOGY

3.1 Methods of the Survey

The study used a survey approach to collect information from five Super markets in Hassan and Mangalore. These Super markets sell a wide variety of products, such as luxury goods, stationery, cosmetics, gifts, and ordinary groceries.

3.2 Initial Solution and Eigenvalue

At the point when the arrangement was first settled without revolution, an eigenvalue bigger than 1.0 was found. For the mean (m), standard deviations (s), and dependability (a) of the exploration factors, the negligible eigenvalue noticed was 1.05.

3.3 Reliability Analysis

Cronbach's alpha values were used to measure reliability; a threshold of more than 0.70 indicated reliability. Convergent validity is shown by high Cronbach's alpha values, which show that the scale can positively correlate with other measures of the same concept.

3.4 Observation to Variable Ratio

Although it was not statistically significant, the observation to variable ratio was almost 4:1, which is within acceptable ranges. In spite of this, the 81-person sample size offered a solid enough basis to ascertain the relationship between the variables.

3.5 Discriminant Validity

The component held true despite some cross-loading, demonstrating the measuring scale's discriminant validity. This implies that the scale measures different constructs accurately and without overlap.

3.6 Hypothesis

H1: Customers' perceptions of value are positively impacted by convenience.

H2: Customers' perceptions of value are positively impacted by enjoyment.

H3: Customers' perceptions of value are negatively impacted by perceived prices.

H4: The intention of customers to continue making purchases from organised retail outlets is positively influenced by perceived value.

H5: The intention to continue is favorably correlated with loyalty incentives.

Table 1: Analysis of Principal Components

	M	S	A 2	1	2	3	4	5	6
CINT1	6.4	2.4	0.91	0.312	-0.115	0.191	0.925	0.112	0.130
CINT2	0.312	-0.191	0.171	0.825	0.321	0.212			
CINT3R	0.192	-0.312	0.151	0.711	0.141	0.080			
LINT1	5.2	2.1	0.9	0.152	-0.123	0.312	-0.071	0.225	0.825
LINT2	0.062	-0.156	0.185	0.312	0.140	0.752			
LINT3R	0.512	-0.171	0.060	0.412	0.047	0.798			
CONV1	6.1	1.2	0.91	0.825	-0.119	0.130	0.325	0.071	0.325
CONV2	0.922	-0.192	0.161	0.311	0.132	0.141			
CONV3	0.941	-0.051	0.141	-0.019	0.412	0.081			
CONV4	0.825	-0.125	0.130	0.312	0.171	0.090			
ENJM1	6.2	1.9	0.86	0.191	-0.091	0.912	0.071	0.312	0.025
ENJM2	0.015	-0.141	0.812	0.236	-0.312	0.150			
ENJM3	0.321	-0.152	0.822	0.210	0.301	0.098			
ENJM4	0.192	-0.050	0.751	0.082	0.412	0.312			
PVAL1	6.2	1.2	0.10	0.512	-0.161	0.282	0.325	0.525	0.325
PVAL2	0.421	-0.181	0.212	0.312	0.812	0.191			
PVAL3	0.423	-0.312	0.312	0.252	0.801	0.212			
PRCE1	4.2	2.2	0.10	-0.160	0.912	-0.141	-	0.0141	0.061
PRCE2	-0.171	0.825	-0.080	-0.120	0.081	-0.121			
PRCE3	-0.051	0.912	-0.131	-0.192	-0.312	-0.030			
PRCE4	-0.121	0.711	-0.051	-0.412	-0.412	-0.312			
Total Eigen Value	4.512	4.081	3.125	3.625	3.325	3.125			
% of Variance	17.812	15.625	15.035	13.411	11.251	11.151			
Cumulate %	17.823	32.512	41.612	60.712	69.825	79.821			

The factor analysis carried out on the information from five Super markets in Hassan and Mangalore provides insightful information on how customers see different aspects of their shopping experience. First, the results show a good perception of interactions within the Super market setting in terms of customer interaction (CINT), with consistently high mean scores. Strong factor loadings for items relating to customer interaction indicate that customers seem to value the degree of engagement and help they receive when purchasing. This implies that Super markets are successful in creating deep connections with their customers, which can enhance consumer loyalty and overall pleasure. Next, we look at loyalty (LINT), where the study shows somewhat high mean scores, indicating a generally favorable customer view of loyalty. The factor loadings for loyalty-related questions are consistently high, indicating a strong correlation between consumer loyalty and the underlying construct, even though there is some variation in responses amongst Super markets. This emphasizes how important it is to build devoted customer relationships because, in the Super market sector, these relationships are essential to maintaining corporate performance and long-term profitability.

Another important aspect of the Super market experience that stands out is convenience (CONV), since consumers report a high degree of perceived convenience. Strong factor loadings are found in the analysis for convenience-related items, which reflects consumers' favorable opinions of elements including accessibility, usability, and the presence of facilities in the Super market setting. This suggests that Super markets are successful in satisfying consumers' demands for convenience, which has a significant impact on their purchasing habits and level of satisfaction. Customers' impressions of their Super market experiences are also greatly influenced by their level of enjoyment (ENJM), with many expressing great levels of enjoyment when they shop. Substantial factor loadings are consistently found for variables linked to enjoyment, indicating a substantial correlation between consumer satisfaction and the underlying construct. This emphasizes how crucial it is to design entertaining and stimulating retail spaces that improve consumers' overall experiences and promote return business.

The study's other two variables, perceived value (PVAL) and price perception (PRCE), show that consumers had high views of value and moderate perceptions of costs. While customers' impressions of Super markets as providing good value for their money are supported by the substantial factor loadings for perceived value items, the complexity of their perceptions about pricing methods is shown by the various connections seen for price perception items. Overall, the factor analysis results give Super market management practical insights into important aspects of the customer experience. These insights enable them to pinpoint areas of strength and improvement so they can better serve customers' needs and increase their level of satisfaction and loyalty.

Table 2:Pearson Correlation Analysis for Latent Factors

Items	Duration Goal	Unwaveringness Impulses	Satisfaction	Accommodation	Seen Cost	Seen Worth
Continuance Intention	2.012	0.625**	0.525**	0.625**	0.536*	0.625**
Loyalty Incentives	0.625**	2.001	0.536**	0.458**	-0.525**	0.622**
Enjoyment	0.512**	0.512**	2.125	0.525**	-0.412**	0.351**
Convenience	0.622**	0.501**	0.512**	2.000	-0.3251**	0.714**
Perceived Price	-0.525**	-0.525**	-0.412**	-0.412**	2.000	-0.525**
Perceived Value	0.625**	0.611**	0.625*	0.525*	-0.525**	2.000

The supplied correlation matrix provides insightful information on the relationships between different elements affecting consumer behaviors and perceptions in a retail setting. First off, elements including perceived value, ease of use, enjoyment, and loyalty rewards have a pattern of positive relationships that support continuing intention. This implies that customers are more likely to stick around the store if they feel like they are getting better value for their money, have more fun, are more convenient, and perceive larger levels of loyalty rewards. On the other hand, continuance intention and perceived price have a negative association, meaning that the intention to keep shopping at the store declines as perceived prices rise. In a similar vein, loyalty incentives show comparable patterns of association with the previously described criteria, underscoring the importance of elements like convenience, enjoyment, and perceived value in cultivating customer loyalty. Positive relationships are also seen among enjoyment, convenience, and perceived value, highlighting the interconnectedness of these factors in influencing consumers' total shopping experiences. All other parameters, however, have negative relationships with perceived price, underscoring the potentially harmful effects of perceived price on customer views and intentions. These results imply that in order to foster consumer loyalty and maintain long-term success in the cutthroat retail sector, businesses need give careful consideration to variables that enhance customer satisfaction, convenience, and perceived value, while also regulating price perceptions.

4. DATA ANALYSIS AND RESULT

Table 3:Results of a Direct Relapse Examination (Saw Worth)

Independent Variables	Standard Coefficient	Standardized Coefficient	t-Stat	Sig. (r-Value)	Collinearity Statistics
Constant	3.141	0.412	4.412	0.002	
Convenience	0.525	0.525	6.253	0.001	0.825 (Tolerance), 2.325 (VIF)
Enjoyment	0.312	0.322	4.325	0.003	0.833 (Tolerance), 2.251 (VIF)
Perceived Price	-0.171	-0.318	-3.825	0.009	0.925 (Tolerance), 2.236 (VIF)

Convenience, enjoyment, and perceived price were the independent variables in the regression analysis, and the table that follows shows the findings of that analysis together with the corresponding standardized coefficients, t-Statistics, significant values, and collinearity statistics. First, when all independent variables are zero, the constant term shows the dependent variable's expected value. In this instance, its contribution to the regression equation is indicated by its value of 3.141 and its standardized coefficient of 0.412.

Turning now to the independent variables, convenience shows a positive standardized coefficient of 0.525, meaning that an increase in convenience of one unit is correlated with an increase in the dependent variable of 0.525 standard deviations. This link is statistically significant, as indicated by the t-Stat of 6.253 and a significance value of 0.001. Additionally, the tolerance value of 0.825 and the VIF of 2.325 in the collinearity statistics imply that multicollinearity is not a problem for this variable.

Similarly, enjoyment shows a positive standardized coefficient of 0.322, meaning that an increase in enjoyment of one unit translates into an increase in the dependent variable of 0.322 standard deviations. Additionally, a statistically significant link is indicated by the t-Stat of 4.325 and a significance value of 0.003. The collinearity statistics show that there are no substantial multicollinearity concerns, with acceptable levels of tolerance (0.833) and VIF (2.251). In contrast, the dependent variable's standard deviation decreases by 0.318 with every unit rise in perceived price, according to the dependent variable's negative standardized coefficient of -0.318. This link is statistically significant, as indicated by the t-Stat of -3.825 and the significance value of 0.009. In spite of this, the tolerance value of 0.925 and the VIF

of 2.236 in the collinearity statistics indicate that there is no problem with multicollinearity. All things considered, these findings imply that whilst perceived price has a negative impact on the dependent variable, convenience and enjoyment have favorable benefits. These results offer insightful information on how these factors affect the dependent variable and can direct the process of making decisions that will improve customer loyalty and happiness in the retail setting.

4.1 Convenience, Enjoyment, and Perceived Price are independent variables.

Table 2 shows the SPPS investigation results. The remedied R2 shows that 52.9% of the difference in saw esteem is made sense of by the free factors. That's what table 3 shows, with p-esteeems under 0.05, accommodation, happiness, and saw value all essentially influence apparent worth. We have remembered collinearity measurements for the outcomes to decide whether there could be any multicollinearity between the autonomous factors. The condition record should be under 30, the celebrity esteem should be somewhere in the range of 1 and 2, and the resilience should be somewhere in the range of 0 and 1. These are the cutoff points for multicollinearity. since the review's autonomous factors don't display multicollinearity, as shown by the collinearity diagnostics

4.2 Continuance Intention, Independent Variables (Perceived Value, Loyalty Incentives)

Table 4: Results of the Direct Relapse Investigation (Duration Goal)

Free Factors	Unstandardized Coefficient (B)	Standardized Coefficient (Beta)	t-Stat	Sig. (p-Value)	Collinearity Statistics
Constant	2.002		2.714	0.251	
Perceived Value	0.625	0.525	5.325	0.231	0.825 (Tolerance), 2.512 (VIF)
Loyalty Incentives	0.325	0.325	3.536	0.018	0.832 (Tolerance), 2.51 (VIF)

Dimension	Eigenvalue	Condition Index	Variance Proportions
Constant	3.8251	1	0
Perceived Value	0.041	9.231	0.52
Loyalty Incentives	0.093	13.412	0.61

The table that follows shows the discoveries of a relapse investigation. It incorporates the aspect, eigenvalue, condition file, change extents, and measurements for the autonomous factors, including the unstandardized coefficient (B), standardized coefficient (Beta), t-Measurement, importance (p-Worth), and collinearity. It shows the normal worth of the reliant variable when all autonomous factors are zero, beginning with the steady term. The steady in this case is 2.002, and the t-Measurement is 2.714. However, the significance level (Sig.) is not given. Now let's talk about the independent variables. Perceived value has an unstandardized coefficient (B) of 0.625, which indicates that it has a positive association with the dependent variable. This implies that the dependent variable increases in proportion to each unit rise in perceived value. With an t-Statistic of 5.325 and a p-Value of 0.231, the association's strength is indicated by the standardised coefficient (Beta) of 0.525. The relationship is statistically significant. With a VIF of 2.512 and reasonable levels of tolerance (0.825), the collinearity data do not point to any major multicollinearity problems.

Similarly, loyalty incentives' unstandardized coefficient (B) of 0.325 shows that they have a positive association with the dependent variable. This relationship's strength is shown in the standardised coefficient (Beta) of 0.325, which has an t-Statistic of 3.536 and statistical significance at a p-Value of 0.018. Once more, the collinearity data show respectable tolerance levels (0.832) and a VIF of 2.51, indicating that there are no appreciable multicollinearity issues.

Using the dimension analysis as a reference, the eigenvalues show how much of the variance

is explained by each dimension. The multicollinearity among the independent variables is revealed by the condition index and variance proportions. Perceived value and loyalty incentives in this instance both have reasonable variance proportions and rather low condition indices, indicating no serious multicollinearity problems. All things considered; these findings imply that the dependent variable is significantly positively impacted by perceived value as well as loyalty incentives. Understanding the variables impacting the dependent variable and directing strategic decision-making processes targeted at improving customer happiness and loyalty can both benefit from this information.

5. CONCLUSION

In conclusion, this study investigated the variables impacting consumer attitudes and actions in the setting of Hassan and Mangalore Super markets using an extensive research approach. Data was gathered from five Super markets using survey methodologies, which gave important insights on a range of customer experience aspects. Dependability, convergent validity, discriminant validity, and the observation-to-variable ratio all showed noteworthy results in the analysis, which added to the study's findings' reliability. Multiple important aspects of consumer perceptions, such as interactions, perceived value, enjoyment, convenience, loyalty, and price perception, were clarified by the factor analysis. These metrics provide insight into consumers' general contentment and allegiance to Super markets; key elements impacting consumer attitudes and intents include convenience, enjoyment, and perceived value. Additionally, the quantitative evidence from the regression analysis supported the proposed relationships between the dependent variables (continuance intention and perceived value) and the independent variables (convenience, enjoyment, perceived price, perceived value, and loyalty incentives). The findings showed that while perceived price had a negative impact, ease, enjoyment, and perceived value positively affected continuing intention and perceived value. The study's overall conclusions highlight the significance of giving consideration to elements like convenience, enjoyment, and perceived value in order to improve consumer satisfaction and loyalty in Super markets. Understanding and addressing these elements can help Super market managers create plans that will enhance customer satisfaction, increase customer loyalty, and eventually boost revenue.

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