

Determinants of Customer Experience in New Format Retail Stores

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Customer Experience is a major tool for achieving competitive advantage in all industries. Customer interactions with the environmental stimuli result into pleasurable or unpleasurable response. Positive customer experience leads to enhanced marketing productivity. The purpose of this research is to review the concept of Customer Experience and identify its major determinants in context of new format retail stores by analyzing customer expectations. The study explores, major dimensions of pre purchase, purchase and post purchase customer interactions and provides an insight into major utilitarian and emotional factors considered by consumers while describing their expectations about retail experience.