Effect of Age and Occupation on Customer Delight: An Empirical Study With Respect To Departmental Store

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Abstract - **Delighting customer means exceeding the expectations of the customer. Since departmental stores provides homogenous products and services to its customers there must unique attributes that not exactly meet but also surpass the customer's needs and expectation and gratify them. Customer delight is one of the major factors that play a significant role in deciding on whether to do a business with a certain bank or not. Customer delight is giving customers the direct experience. The main aim of the article is to measure the Customer Delight in Departmental Stores.**
Keywords: **Customer Delight, Departmental Stores, Factors, Expectations**

I. INTRODUCTION

Delight is the ultimate objectives of a company's achievement, so that there are some efforts made to establish the delight. One of which is by improving the justice, esteem and finishing touch. There are has a very important role because it distinguishes a company or services with the others.

Schiffman and Kanuk, (2004) has been defined as "the individual's perception of the performance of the product or service in relation to his or her expectations". Ekini *et al.,* (2008) have been identified a highly individualized process based on the customers' demands and needs Patterson, (1997) explained the experience goes away satisfaction, with pleasurable, Experience is involved, and fulfilling expectations for the customer, that's called customer delight.

Kumar *et al.,* (2001) said that an emotion composed of joy, exhilaration, thrill, or exuberance are defies as customer delight. This emotional reaction leads to word of mouth. Customer delight has become an important area of study with the realization that satisfaction alone does not necessarily ensure key customer behavior such as loyalty.

A departmental store may be described as a large retail organization having number of departments in the same building under centralized control. Each department deals in particular type of trade and is a complete unit in it. A departmental store is a large retail trading organization. It has several departments, which are classified and organized respectively. Departments are made as per different types of goods to be sold. For example, individual departments are established for selling packed food goods, groceries, garments, stationery, cutlery, cosmetics, medicines, computes, sports, furniture, etc., So that consumers can purchase all basic household requirements under one roof. It provides them maximum shopping convenience and therefore, called as 'one spot shopping'.

The departmental stores originated in the European countries during the 19th century. The first departmental store known as BON MARCHE was established in France in the year 1852. Two more departmental stores viz; the LOUVRE and the PRINTEMPS were established in 1855 and 1856 respectively.

Gradually the departmental stores started getting immense popularity. In England, departmental stores came into existence in 1840 and in the U.S.A. in the middle of nineteenth century.

II. STATEMENT OF PROBLEM

Customers are the most important for all departmental stores. The existing customers retain their challenge; it is important for customers to understand what they want to maintaining and retain customers. New customers are not about the intention of attracting departmental stores are important for profit success, maintaining customers loyalty is a key factor in deciding whether a business can do the customer's happiness. Customers are happy with the new experience and bring happiness back to customers. Customers will be loyal if they are happy. Efforts have been made to measure the customer happiness of to-day's fast-paced and competitive world.

III. REVIEW OF LITERATURE

Evans and Burns (2007) identified findings from research methods used to study customer delight during product evaluation. The results are framed in terms of existing models, highlighting in adequacies in the assumptions these models make.

Adam Finn (2014) explained the value of merely satisfying customers and instead focused attention on the importance of customer delight. Then it takes advantage of a larger sample and additional measures to address construct

measurement issues and to determine whether customer delight is something more than a nonlinear effect of satisfaction on intention.

Gokul Kumar *et al.,* (2018) investigated relationship between the customer delight variables and overall satisfaction of the departmental stores and also the factor influencing the customer satisfaction. Customer delight is one of the major factors that play a significant role in deciding whether to do a business with the certain departmental stores or not. Hence an attempt has been made to measure the customer delight of departmental stores.

Saquib Raheem (2011) initiated with exploratory inquiry through personal interviews to identify the elements that create delight in the mind of customers. Departmental stores can be delighted not just by their but by reaching beyond the expectations. The findings revealed that all variables are very necessary in delighting the customers.

IV. OBJECTIVE OF THE STUDY

1. To identified the major factors influencing the customer delight in departmental stores.
2. To explore the relationship between Demographic characteristics and customer delight.
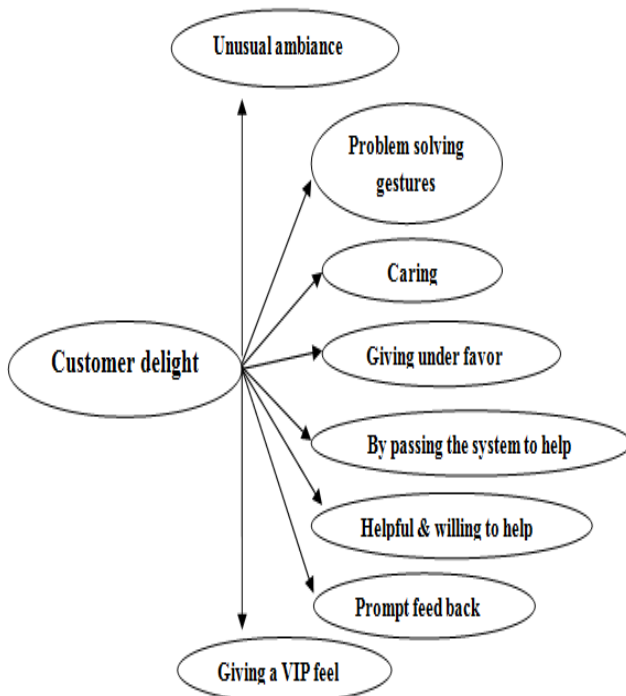

Fig. 1 Factors influencing consumer delight

V. METHODOLOGY

It consists of 50 respondents. Both primary and secondary data were used in the study questionnaire. Primary data are collected from the respondents through questionnaire method. Secondary data are collected from books,

magazines, journals and internet. One way ANOVA, Chi-square test and t-test have been used for analysis.

TABLE I CONTINUE PURCHASE IN WITH THE DEPARTMENTAL STORES IN FUTURE

Opinion	No. of Respondents (n=50)	Percentage (100%)
Yes	35	70
No	15	30
Total	50	100

With the above table I show that 70% of the respondents will continue their purchase with the departmental stores in future and 30% of the respondents are not willing to continue their purchase with the departmental stores in the future.

TABLE II FACTORS INFLUENCING CUSTOMER DELIGHT

Opinion	Low	High	S.D	Mean
Unusual ambiance	16	34	3.553	15.22
Problem solving gestures	28	22	10497	8.38
Caring	24	26	2.061	12.28
Giving under favor	29	21	2.035	12.32
By passing the system to help	27	26	2.086	6.66
Helpful & willing to help	16	34	1.557	7.84
Prompt feed back	22	28	2.144	12.12
Giving a VIP feel	22	28	3.559	16.50
Overall Customer delight	17	33	14.543	91.32

Above table II indicates that the most important factor influencing customer delight is "giving a VIP feel" (mean=16.50) followed by "unusual ambiance" (mean = 15.22), and "giving undue favor" (mean=12.32). The least important factor influencing customer delight is "by passing the system to help" (mean=6.66).

From the table III reveals that there is no significant association between age of the respondents and their overall customer delights. Hence, the calculated value greater than table value ($p>0.05$).

Table also explains that the factor unusual ambiance is high for the age group of between 31-40 years (86.7%) and overall customer delight is high for the same age group (86.7%). 'Problem solving' gestures is low for the respondents below 20 years (75%). 'Caring' is low the respondents above 40 years.' Giving undue favor' is low for the respondents above 40 years (8.3%).

'By passing the system' is high for the respondents above 40 years (83.3%). 'Helpful and willing' to help is high for the respondents below 20 years (100%). 'Prompt feedback' is low for the respondents above 40 years (83.3%). Giving a VIP feel' is low for the respondents below 20 years (75%).

TABLE III ASSOCIATION BETWEEN AGE AND OVERALL CUSTOMER DELIGHTS

Various dimensions customer delights	Age	Statistical inference				
	Z0 yrs (n =4)	21 to 30 yrs (n=25)	31 to 40 yrs (n=15)	Above 40 yrs (n=6)	Total (n=50)	
Unusual ambiance						
Low	5	8	3	2	18	X2=4.890 Df=3 .180>0.05 Not Significant
High	3	12	15	2	32	
Problem solving gestures						
Low	5	13	7	2	27	X2=2.322 Df=3 .508>0.05 Not Significant
High	2	9	8	4	23	
Caring						
Low	4	16	4	4	28	X2=5.695 Df=3 .127 > 0.05 Not Significant
High	2	9	9	2	22	
Giving undue favor						
Low	2	14	5	6	27	X2=4.012 Df=3 .260>0.05 Not Significant
High	3	10	8	2	23	
Bypassing the system to help						
Low	2	13	6	3	24	X2=4.020 Df=3 .259>0.05 Not Significant
High	4	10	8	4	26	
Helpful & willing to help						
Low	1	8	2	2	13	X2=7.415 Df=3 .060>0.05 Not Significant
High	5	15	13	4	37	
Prompt feedback						
Low	4	12	7	4	27	X2=4.012 Df=3 .260>0.05 Not Significant
High	2	10	8	3	23	
Giving a VIP feel						
Low	4	12	5	3	24	X2=4.901 Df=3 .179>0.05 Not Significant
High	2	11	10	3	26	
Overall customer delights						
Low	3	11	3	2	19	X2=5.546 Df=3 .136>0.05 Not Significant
High	3	12	14	2		

Table IV reveals that there is no significant difference between occupation of the respondents and their overall customer delights. Hence, the calculated value greater than table value (p>0.05). Table also shows that the factors 'Unusual ambiance' (Mean = 15.95), 'Problem solving gestures (Mean 8.68), 'Caring' (Mean = 12.84), 'Giving undue favor' (Mean = 12.68), Bypassing the system to help (Mean = 7.32), 'Helpful and willing to help (Mean = 8.26), 'Prompt Feedback' (Mean = 17.00), 'Giving a VIP feel' (Mean = 95.16.50).

But 'Prompt feedback' (Mean = 12.50) is given to respondents doing business.

TABLE IV ONE WAY ANOVA BETWEEN OCCUPATION AND OVERALL CUSTOMER DELIGHT

Occupation	Mean	S.D	SS	Df	MS	Statistical inference
Unusual ambiance						
Between Groups			31.515	3	10.505	F=.82 3 .488>0.05 Not Significant
Students (n =7)	15.41	3.890				
House wife (n=4)	14.00	2.708				
Employed (n=19)	15.95	3.135				
Business (n=10)	14.00	4.028				
Within Groups			587.065	46	12.762	
Problem solving gestures						
Between Groups			8.957	3	2.986	F=1.362
Students (n =7)	8.59	1.502				
House wife (n=4)	7.80	2.517				
Employed (n=19)	8.68	1.250				
Business (n=10)	7.80	1.398				
Within Groups			100.823	46	2.192	
Caring						
Between Groups			15.389	3	5.130	F=1.225 .312>0.05 Not Significant
Students (n =7)	11.88	1.996				
House wife (n=4)	11.00	2.582				
Employed (n=19)	12.84	2.007				
Business (n=10)	12.40	2.011				
Within Groups			192.691	46	4.186	
Giving undue favour						
Between Groups			9.625	3	3.208	F=.764 .520>0.05 Not Significant
Students (n =7)	12.00	2.622				
House wife (n=4)	11.25	2.500				
Employed (n=19)	12.68	1.734				
Business (n=10)	12.60	1.075				
Within Groups			193.255	46	4.201	
Bypassing the system to help						
Between Groups			24.406	3	8.135	F=1.982 .130>0.05 Not Significant
Students (n =7)	5.76	2.107				
House wife (n=4)	6.25	2.062				
Employed (n=19)	7.32	2.056				
Business (n=10)	7.10	1.792				
Within Groups			188.814	46	4.105	
Helpful & willing to help						
Between Groups			7.503	3	2.501	F=1.034 .386>0.05 Not Significant
Students (n =7)	7.35	1.766				
House wife (n=4)	7.75	1.258				
Employed (n=19)	8.26	1.327				
Business (n=10)	7.90	1.663				
Within Groups			111.217	46	2.418	
Prompt feedback						
Between Groups			9.163	3	3.054	F=.650 .587>0.05 Not Significant
Students (n =7)	11.53	2.961				
House wife (n=4)	12.25	2.062				

Employed (n=19)	12.42	1.742				
Business (n=10)	12.50	.972				
Within Groups			216.117	46	4.698	

Giving a VIP feel

Between Groups			18.659	3	6.220	F=.475 .701>0.05 Not Significant
Students (n =7)	16.06	4.220				
House wife (n=4)	15.00	5.033				
Employed (n=19)	17.00	2.867				
Business (n=10)	16.90	3.213				
Within Groups			601.841	46	13.084	

Overall customer delights

Between Groups			566.636	3	188.879	F=.887 .455>0.05 Not Significant
Students (n =7)	88.59	16.356				
House wife (n=4)	85.00	19.305				
Employed (n=19)	95.16	13.368				
Business (n=10)	91.20	11.458				
Within Groups			9796.244	46	212.962	

TABLE V ASSOCIATION BETWEEN DIMENSIONS OF CUSTOMER DELIGHT AND OVERALL CUSTOMER DELIGHT

Various dimensions of customer delights	Overall customer delights			Statistical inference
	Low	High	Total	
	(n = 18)	(n = 32)	(n = 50)	
Unusual ambiance				
Low	17	0	17	X^2=45.888 Df=1 .000<0.05 Significant
High	1	32	33	
Problem solving gestures				
Low	18	9	27	X^2=26.105 Df=1 .000<0.05 Significant
High	0	23	23	
Caring				
Low	16	12	28	X^2=24.078 Df=1 .000<0.05 Significant
High	2	20	22	
Giving undue favor				
Low	17	10	27	X^2=26.105 Df=1 .000<0.05 Significant
High	1	22	23	
Bypassing the system to help				
Low	11	13	24	X^2=.263 Df=1 .608>0.05 Not Significant
High	7	19	26	
Helpful & willing to help				
Low	9	4	13	X^2=11.297 Df=1 .001<0.05 Significant
High	9	28	37	
Prompt feedback				
Low	17	10	27	X^2=26.105 Df=1 .000<0.05 Significant
High	1	22	23	
Giving a VIP feel				
Low	16	8	24	X^2=33.199 Df=1 .000<0.05 Significant
High	2	24	26	

The table V reveals that there is no significant association between bypassing the system to help of the respondents and their overall customer delights, as the calculated value is greater than table value ($p>0.05$). The table also reveals that there is a significant association between unusual ambiance, problem solving gestures, caring, giving undue favor, helpful & willing to help, prompt feedback and giving a VIP feel of the respondents and their overall customer delights, because the calculated value is less than table value ($p<0.05$).

VI. SUGGESTION

To take care of customers from customers should improve the principles and practices to solve the bulk of the problems. In to-day'sworld, the people who are illiterate people are looking forward to becoming the shopper's customers. The main task of the departmental store is to help the customer get the help of the customer. Positive impact should be for customer problems. So the skill of the members of the departmental store should be reassuring customers and bringing them back again and again.

VII. CONCLUSION

It was concluded that the services of departmental stores of the most important factor influencing customer delight is "giving a VIP feel" (mean=16.50) followed by "unusual ambiance" (mean = 15.22), "giving undue favour" (mean=12.32) and the least important factor influencing customer delight is "by passing the system to help" (mean=6.66). There is a significant association between all the factors contributing to customer delight and overall customer delight except for the factor 'Bypassing the system to help'.

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