MEASURING THE EFFECTIVENESS OF SERVICE CONVENIENCE FOR RETAIL STORES OF ELECTRONIC GOODS IN AHMEDABAD CITY

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❖ SCENARIO OF RETAIL MALLS IN INDIA

As organized retail grows, we expect the market to be more competitive by providing more choices to consumers and retailers. At this point, developers will have to work harder to create a differentiation for their product. We believe consumers

The internal factor: effective mall management as a growing phenomenon in the Indian retail industry today. The prime objective of landlords as well as of investors is to attract shoppers and persuade them to purchase goods and services. This will in turn boost retailers' turnover and benefit their bottom line. Efficient mall management can help landlords achieve this goal.

❖ SERVICE CONVENIENCE:

The concept of convenience first appeared in the marketing literature in relation to categories of products. Classification of consumer products included *convenience goods:* **intensively distributed products that require minimal time and physical and mental effort to purchase.**

₪ Conceptual framework

Service convenience: a multidimensional conceptualization Service convenience, as conceptualized by *Berry et al. (2002, p. 4),* is defined as the "consumers' time and effort perceptions related to buying or using a service." Consumers experience an increase in time deficiency when conducting tasks related to the acquisition and consumption of a service

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(*Zeithaml and Bitner, 2000*). Thus, service convenience can be thought of as a means of adding value to consumers, by decreasing the amount of time and effort a consumer must expend on the service. *Berry et al. (2002)* argue, however, that service convenience is a multidimensional construct, and that convenience, vis-a`-vis consumer time and effort, must be understood within the context of the activities that consumers undergo in the process of purchasing and using a service. Given the basic acceptance that consumer buying processes might include problem recognition, information search, alternative evaluation, purchase and post-purchase stages (Engel and Blackwell, 1982), they conceptualize five dimensions of service convenience that reflect the potential for convenience at each stage of the consumer buying process.

These five dimensions include:

1 decision convenience;

2 access convenience;

3 transaction convenience;

4 benefit convenience; and

5 post-benefit convenience.

Decision convenience

Consumers who have recognized the need for a product or service are immediately faced with the decision of which supplier and offering to choose. For example, a consumer recognizes the need to have a personal cellular phone service. Faced with a plethora of cellular service providers and service plan configurations to choose from, the consumer must expend time and effort in making the decision. Decision convenience is therefore defined as the "consumers' perceived time and effort expenditure to make service purchase or use decisions" *(Berry et al., 2002, p. 6)*.

Access convenience

Access convenience is defined as the "consumers' perceived time and effort expenditures to initiate service delivery*" (Berry et al., 2002, p. 7)*. To carry on with our previous example, once the consumer has decided on a service provider and service package, initiating access to that service requires personal or technological interaction. For example, a consumer may choose to use the service provider's automated telephone service to have the service "initiated" *(Berry et al., 2002; Bitner et al. 2000).* This type of interaction is often seen in services such as credit cards sent by mail and cellular telephones or internet services purchased through retail suppliers.
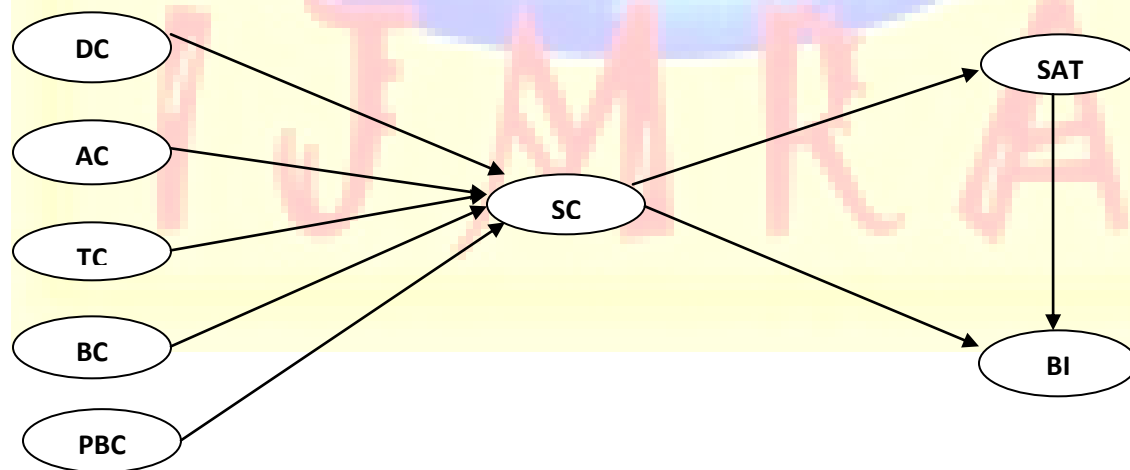
Transaction convenience

To complete the purchase transaction of the service, a consumer must again invest time and energy. As such, transaction convenience is defined as "consumers' perceived expenditures of time and effort to effect a transaction" *(Berry et al., 2002, p. 7)*. In essence, providing convenience during the transaction stage enables the consumer to efficiently assume possession of the acquired service.

Benefit convenience

Once a consumer has accessed and purchased a service, consumption of the service begins *(Peter and Olson, 1999)*. Along with consumption comes the confirmation (or disconfirmation) of the benefits of the service (*Churchill and Surprenant, 1982*). Thus, benefit convenience is defined as "consumers' perceived time and effort expenditures to experience the service's core benefits" *(Berry et al., 2002, p. 7)*. Using our example, the cellular telephone service customer now obtains benefits in relation to the time and effort to receive them, such as the benefit of security afforded to them to now more easily call their service agent after their automobile fails to start.

Post-benefit convenience

Post-benefit convenience is defined as "consumers' perceived time and effort expenditures when reinitiating contact with a firm after the benefit stage of the service" *(Berry et al., 2002, p. 7)*. This effort might involve the need to contact the provider after the sale is complete to initiate service complaints or failures, request maintenance or upgrades, or for general service support *(Gwinner et al., 1998; Zeithaml and Bitner, 2000)*. The notion of service convenience, therefore, provides a mechanism by which to involuntarily reduce a consumer's perceived time and effort expended on service acquisition and consumption *(Berry et al., 2002)*. By creating additional convenience to the consumer, the nonmonetary value of the service offer is increased.

DC: Decision Convenience

AC: Access Convenience

SC: Service Convenience

TC: Transaction Convenience

Sat: Satisfaction

BC: Benefit Convenience

BI: Behavioral Intentions

PBC: Post Benefit Convenience

Satisfaction an outcome of service convenience

Consumers develop perceptions of service encounters based on monetary and non-monetary components of a service. As such, outcomes of a service encounter might include increases in perceived quality, reliability, fairness, and overall satisfaction *(Olsen and Johnson, 2003).* The satisfaction literature often incorporates responses such as reliability and fairness as evaluations of satisfaction *(Johnson et al., 1995).* A considerable amount of literature exists on consumer satisfaction, with its conceptualization falling into two general categories: transaction specific satisfaction and cumulative satisfaction *(Johnson et al., 1995).* A transaction specific conceptualization attempts to understand a consumer's satisfaction evaluation of a specific product or service encounter *(Olsen and Johnson, 2003),* whereas a cumulative conceptualization is more concerned with overall satisfaction evaluations of a product or service *(Johnson et al., 1995; Olsen and Johnson, 2003).*

For the purpose of testing the multidimensional service convenience scale, we have chosen to focus on overall satisfaction for two reasons.

First, expectation-disconfirmation theory suggests that when consumers' expectations are met, they are more likely to evaluate the service as being satisfactory.

Second, a significant amount of research has found that, in general, satisfaction is positively related to perception of service quality and to monetary and non-monetary cost considerations *(Keaveney, 1995; Zeithaml and Bitner, 2000).*

Drawing on *Johnson et al. (1995)*, we define satisfaction as a cumulative evaluation of a consumer's total experience with a product or service. A cumulative view encapsulates both recent experience through consumers' performance expectations and past experience through consumers' expectations, providing a more holistic service evaluation *(Crosby and Stephens, 1987; Winsted, 1997).* Consistent with previous empirical studies *(Crosby and Stephens, 1987)*, it is suggested that service convenience provides the means for decreasing time and effort costs in the acquisition and employment of a service, which in turn enhances satisfaction evaluation.

Behavioral Intentions an outcome of Service Convenience

On the basis of analysis across four contrasting industries, computer manufacturer, retail chain, automobile insurer and life insurance, *Zeithaml, Berry and Parasuraman (1996)* proposed a comprehensive, multi-dimensional framework of customer behavioral intentions for use within a service industry. The framework incorporates 13-items across five-dimensions: loyalty to company (loyalty) propensity to switch (switch), willingness to pay more (pay more), external

responses to a problem (external responses) and internal responses to a problem (internal responses). *Bloemer, de Ruyter and Wetzels (1999)* raised a number of conceptual and empirical criticisms of the Behavioral-Intentions Battery.

Their conceptual criticism focused on inter-dimensional overlap (e.g., various expressions of customer complaining behavior or response to a dissatisfactory service encounter are distributed over two factors, "external response to a problem" and "internal response to a problem"; pricing-related loyalty intentions are placed under two factors, "propensity to switch" and "willingness to pay more).

Empirically, they claimed that the use of a single-item measure, "internal response to a problem", should be avoided. Furthermore, they argued that the five-factor solution did not appear to provide an unambiguous and consistent factor pattern and that this impacts the reliability of the measure. On the basis of analysis across four service industries: entertainment, fast food, supermarkets and health care, they concluded that service loyalty is a multi-dimensional construct consisting of the following four dimensions:

Word-of-mouth, Purchase intentions, Price sensitivity, and Complaining behavior. As suggested by *Bloemer, de Ruyter and Wetzels (1999)*, in order to achieve better reliability measure, the original five dimensions battery of 13 items construct got modified into four dimensions by adding the last 13th single item from the fifth dimension along with the fourth dimension items of *Parasuramans'* Multidimensional behavioral intention Model.

Behavior intention can be grouped into two categories *(Smith, Bolton and Wagner, 1999)*; economic behavior intentions such as repeat purchase behavior *(Anderson and Mittal, 2000)*, willingness to pay more and switching behavior *(Zeithaml, Berry and Parasuraman, 1996)*, and social behavior intentions such as complaint behavior *(Nyer, 1999)* and word of mouth communication *(Szymanski and Heanrd, 2001)*. Numbers of researchers have emphasized the importance of measuring the customer behavioral intentions to assess their potential to remain with or leave the organization.

It has been earlier proved that customer feel obligated to increase their future intentions when the retailers invests and value in the relationship *(Kang and Ridgway, 1996)*. For instance, *Parasuraman et.al (1988)* suggest that customers' favorable behavioral intentions associated with the service provider's ability to get them to remain loyal and loyalty strongly affects company profit *(Verhoef, 2005)*.

Hence, firms nowadays are becoming focus on creating and delivering the value to the potential customers and also realize the important roles of perceived value *(Hansen et al., 2008)*, customer satisfaction *(Lee et. al. 2007)*, and relationship commitment *(Verhoef. 2003)* in explaining the customer behavior intention. Therefore, to be able to understand the customer behavior intentions, it is necessary to look into every construct that directly or indirectly relate to the behavior intention.

Interrelationship between satisfaction and behavioral intentions:

A wide variety of studies has been done to support the link between customer satisfaction and behavioral intentions *(Patterson and Spreng, 1997)*. *Bearden and Teel (1983, p. 21)* argue that 'customer satisfaction is important to the marketer because it is generally assumed to be a significant determinant of repeat sales, positive word of mouth, and customer loyalty'. Similarly, *Anderson and Sullivan (1993)* have also argued that the more satisfied the customers are, the greater is their retention.

This view is also supported by *Ranaweera and Prabhu (2003)* study that the effects of customer satisfaction on customer retention are found to be significant and positive. Specifically, the levels of customer satisfaction will influence the level of repurchase intentions and this is supported by past research in a wide variety of studies.

Both service convenience and customer satisfaction have been widely recognized as antecedents of repurchase intentions. However, it is believed that restaurant owners would like to know which of these variables exerts the strongest influence on re-patronage intentions. A recent study reveals that customer satisfaction is a better predictor of intentions to repurchase than service quality. Evidence is provided by *Cronin and Taylor (1992)* who found a much stronger relationship between customer satisfactions and repurchase intentions than the relationship between service quality and repurchase intentions. Academically, from a practitioner's point of view, customer satisfaction is deemed to be more influential on repurchase intentions. *Parasuraman, Zeithaml and Berry (1994)* also revealed in their analyses that customer satisfaction is likely to achieve a greater level of statistical significance when both service quality and customer satisfaction have a significant effect on repurchase intentions.

A review of the literature indicates that many studies have examined the relationship between satisfaction and behavioral intentions in service contexts *(Athanassopoulos, Gounaris and*

Stathakopoulos, 2001; Soderlund and Ohman, 2003; White and Yu, 2005). Although prior research has shown customer satisfaction to influence behavioural intentions (e.g., *Lijander and Strandvik, 1997; Jayanti, 1996)*, it appears that research in the context of collective hedonic services has not investigated this relationship in detail.

Many researchers provided empirical evidence of a positive relationship between customer satisfaction and behavioral intentions. For instance, in their empirical investigation of the link between dining satisfaction and post-dining behavioral intentions, *Kivela, Inbakaran, and Reece (1999)* found that dining satisfaction significantly influences behavioral intentions. These findings all support the significant link between customer satisfaction and behavioral intentions in the retail industry.

While perceived value has been acknowledged as a stable construct to predict the behavior satisfaction is also considered a leading factor in determining loyalty. Later it was suggested that both satisfaction and perceived value are direct antecedents of behavioral intentions *(Petrick and Backman, 2002)*.

However, has challenged that perceived value reveals a larger effect than overall satisfaction on behavioral intentions. It is interesting to note that even satisfied customers defect and the relationship between satisfaction and loyalty is not straightforward *(Anderson and Mittal, 2000).* Soon after, the relationship commitment was introduced as a better predictor to behavior intention *(Fullerton, 2005; Evanschitzky, Iyer, Plassmann, Niessing and Meffert, 2006).* However, there is little uniformity concerning which of the predictors direct influence on behavior *(Cronin, Brady and Hult, 2000).*

Researchers agree that customer value is dynamic construct and thus must be considered as multi dimensional. Only then, it will be able to understand on the relative importance of each dimension of customer value in improving the customer behavior

In response to that, investigate indirect influence of functional value (personnel, service, and price) on behavior intention through satisfaction and direct influence of emotional & social value on behavior intention.

Besides, also discovered that convenience, monetary and social value direct influence on behavior intention and emotional value indirect influence on behavior intention through relationship commitment. Due to the continuous debate on the factors related to behavior intention, further research is needed to explore on direct predictors of behavior intention and also look into the prominent indirect effect, such as commitment, and satisfaction; on relationship between value and behavior intention

❖ RESEARCH OBJECTIVES:

- Present a comprehensive conceptualization of service convenience as a second-order construct composed of five independent dimensions, salient at different stages of the purchase decision process and involving different types of effort;
- Build on service convenience conceptualization within effects for each dimension.
- Examining the five dimensions of service convenience, namely decision; access; transaction; benefit and post benefit convenience.
- Investigating their impact of various dimensions of service convenience on attitudinal outcomes such as customer satisfaction and behavioral outcomes.

❖ RESEARCH DESIGN

DESCRIPTIVE RESEARCH

Descriptive research (statistical research), describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, where, when and how….Although the data description is factual, accurate and systematic, the research cannot describe what caused a situation. Thus, Descriptive research cannot be used to create a causal relationship, where one variable affects

another. In other words, descriptive research can be said to have a low requirement for internal validity.

POPULATION:

The target population of these project conducted will be the people residing in city Ahmedabad. Ahmedabad is the seventh largest metropolitan city in India, with a population of approximately 5.2 million Located on the banks of the River Sabarmati, the city is the administrative centre of Ahmedabad district. Ahmedabad is divided into two parts western region and eastern region by Sabarmati river. Ahmedabad is termed as the commercial hub of Gujarat state and shares 20% turnover of India's stock exchange.

❖ SAMPLING DETAILS:

1) SAMPLING UNIT:

From the vast population of Ahmedabad City respondents were selected, having age more than 18 years and using the services of the retail malls for their transactions or the purchase respectively

2) SAMPLING DESIGN:

NON PROPORTIONAL QUOTA SAMPLING.

With **non proportional quota sampling** we specify the minimum number of subjects we want in each subgroup, and then we just keep gathering data until you have at least that many in each subgroup. In this research we had taken samples in the different regions of Ahmedabad.

SAMPLE SIZE:

The sample size for this project was 300 respondents. There were 160 male respondents and 140 female respondents in the survey conducted.

❖ METHODS OF DATA COLLECTION:

1) SECONDARY DATA:

The secondary data was collected from the organizational files, official records, news papers, magazines, management books, different journals and websites.

2) PRIMARY DATA:

All the respondents were personally visited and interviewed. They were the main source of Primary data. The method of collection of primary data was direct personal interview through a structured questionnaire. Questionnaire is containing the main aspects of service convenience such as decision, benefit; post benefit, behavioral outcomes

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dimensions and the response were scaled on the likert scale (i.e attitudinal scale which measures the response based on the liking of the respondent ranging from completely disagree to completely agree).

❖ DATA ANALYSIS

REGRESSION ANALYSIS– 1 (α= 0.05)

Service Convenience-→ Customer Satisfaction

₪ **Service Convenience include following components**

1) Decision Convenience(DC)
2) Access Convenience (AC)
3) Transaction Convenience (TC)
4) Benefit Convenience (BC)
5) Post Benefit Convenience (PBC)

Hypothesis:

$H_{(DC)0}$:There is no significant impact of Decision Convenience on Customer Satisfaction for Retail Stores of Electronic goods.

$H_{(DC)1}$:There is significant impact of Decision Convenience on Customer Satisfaction for Retail Stores of Electronic goods.

$H_{(AC)0}$: There is no significant impact of Access Convenience on Customer Satisfaction for Retail Stores of Electronic goods.

$H_{(AC)1}$: There is significant impact of Access Convenience on Customer Satisfaction for Retail Stores of Electronic goods

$H_{(TC)0}$: There is no significant impact of Transaction Convenience on Customer Satisfaction for Retail Stores of Electronic goods.

$H_{(TC)1}$: There is significant impact of Transaction Convenience on Customer Satisfaction for Retail Stores of Electronic goods.

$H_{(BC)0}$: There is no significant impact of Benefit Convenience on Customer Satisfaction for Retail Stores of Electronic goods.

$H_{(BC)1}$: There is significant impact of Benefit Convenience on Customer Satisfaction for Retail Stores of Electronic goods**.**

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H(PBC)0: There is no significant impact of Post Benefit Convenience on Customer Satisfaction for Retail Stores of Electronic goods.

H(PBC)1: There is significant impact of Post Benefit Convenience on Customer Satisfaction for Retail Stores of Electronic goods

1.1 The regression co-efficient of the independent variables with their respective direction, values and significance level are given in the table 1.1 below:

Table 1.1
Regression coefficients

	Regression Co efficient		t-value	Significant Value
	Direction	**Value**		
Constant	+	0.662	3.079	0.002
DC	+	0.172	3.226	0.001
AC	+	0.098	1.767	0.078
BC	+	0.189	3.315	0.001
TC	+	0.207	3.905	0.000
PBC	+	0.208	4.013	0.000

Dependent Variable: Satisfaction R^2 = 0.377
Independent Variables: DC, AC, BC, TC, PBC   N = 300

Table 1.2
Variance Analysis

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	44.276	5	8.855	35.578	0.000
Residual	73.176	294	0.249		
Total	117.452	299			

Table 1.3
Descriptive Statistics

	Minimum	Maximum	Mean	Std. Deviation
DC	1.25	4.75	3.4	0.63
AC	1.2	4.8	3.3178	0.674
BC	1.6	5	3.3633	0.6093
TC	1.33	5	3.354	0.727
PBC	1	5	3.1258	0.76
Satisfaction	1	5	3.439	0.656

❖ REGRESSION ANALYSIS- 2 (α= 0.05)

Service Convenience-➔ Behavioral Intentions
Hypothesis:

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H(DC)0: There is no significant impact of Decision Convenience on Behavioral Intentions for Retail Stores of Electronic goods.

H(DC)1: There is significant impact of Decision Convenience on Behavioral Intentions for Retail Stores of Electronic goods.

H(AC)0: There is no significant impact of Access Convenience on Behavioral Intentions for Retail Stores of Electronic goods.

H(AC)1: There is significant impact of Access Convenience on Behavioral Intentions for Retail Stores of Electronic goods

H(TC)0: There is no significant impact of Transaction Convenience on Behavioral Intentions for Retail Stores of Electronic goods.

H(TC)1: There is significant impact of Transaction Convenience on Behavioral Intentions for Retail Stores of Electronic goods.

H(BC)0: There is no significant impact of Benefit Convenience on Behavioral Intentions for Retail Stores of Electronic goods.

H(BC)1: There is significant impact of Benefit Convenience on Behavioral Intentions for Retail Stores of Electronic goods**.**

H(PBC)0: There is no significant impact of Post Benefit Convenience on Behavioral Intentions for Retail Stores of Electronic goods.

H(PBC)1: There is significant impact of Post Benefit Convenience on Behavioral Intentions for Retail Stores of Electronic goods

2.1 The regression co-efficient of the independent variables with their respective direction, values and significance level are given in the table 2.1 below:

Table 2.1
Regression coefficients

	Regression Co efficient		t-value	Significant Value
	Direction	**Value**		
Constant	+	0.269	1.075	0.283
DC	+	0.113	2.113	0.035
AC	+	0.176	3.178	0.002
BC	+	0.174	3.062	0.002
TC	+	0.22	4.169	0.000
PBC	+	0.191	3.704	0.000

Dependent Variable: Behavioral Intentions R^2= 0.379

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Independent Variables: DC, AC, BC, TC, PBC   **N** = 300 numbers

Table 2.2
Variance Analysis

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	60.647	5	12.129	35.943	0.000
Residual	99.212	294	0.337		
Total	159.859	299			

Table 2.4
Descriptive Statistics

	Minimum	Maximum	Mean	Std. Deviation
DC	1.25	4.75	3.4	0.63
AC	1.2	4.8	3.3178	0.674
BC	1.6	5	3.3633	0.6093
TC	1.33	5	3.354	0.727
PBC	1	5	3.1258	0.76
BI	1.33	5	3.49	0.757

❖ REGRESSION ANALYSIS- 3 (α= 0.05)

Customer Satisfaction→ Behavioral Intentions

Hypothesis:

H(SAT)0: There is no significant impact of Customer Satisfaction on Behavioral Intentions for Retail Stores of Electronic goods.

H(SAT)1: There is significant impact of Customer Satisfaction on Behavioral Intentions for Retail Stores of Electronic goods.

3.1 The regression co-efficient of the independent variables with their respective direction, values and significance level are given in the table 3.1 below:

Table 3.1
Regression coefficients

	Regression Co efficient		t-value	Significant Value
	Direction	Value		
Constant	+	0.854	4.795	0.000
Satisfaction	+	0.657	15.044	0.000

Dependent Variable: Behavioral Intentions R^2= 0.432

Independent Variables: Customer Satisfaction   N = 300

Table 3.2
Variance Analysis

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	69.004	1	69.004	226.329	0.000
Residual	90.855	298	0.305		
Total	159.859	299			

Table 3.4
Descriptive Statistics

	Minimum	Maximum	Mean	Std. Deviation
Satisfaction	1	5	3.4392	0.62675
BI	1.33	5	3.49	0.73119

❖ REGRESSION ANALYSIS- 4 (α= 0.05)

Service Convenience → Customer Satisfaction

Hypothesis:

H(SC)0: There is no significant impact of Service Convenience on Customer Satisfaction for Retail Stores of Electronic goods.

H(SC)1: There is significant impact of Service Convenience on Customer Satisfaction for Retail Stores of Electronic goods.

4.1 The regression co-efficient of the independent variables with their respective direction, values and significance level are given in the table 4.1 below:

Table 4.1
Regression coefficients

	Regression Co efficient		t-value	Significant Value
	Direction	Value		
Constant	+	0.695	3.357	
SC	+	0.612	13.373	0.000

Dependent Variable: Satisfaction $R^2 = 0.373$

Independent Variables: Service Convenience   N = 300 numbers

Table 4.2
Variance Analysis

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	44.048	1	43.769	178.824	0.000
Residual	73.404	298	0.247		
Total	117.452	299			

Table 4.4
Descriptive Statistics

	Minimum	Maximum	Mean	Std. Deviation
SC	1.33	4.49	3.31	0.50
Satisfaction	1	5	3.439	0.656

❖ REGRESSION ANALYSIS- 5 (α= 0.05)

Service Convenience →Behavioral Intentions

Hypothesis:

H(SC)0: There is no significant impact of Service Convenience on Behavioral Intention for Retail Stores of Electronic goods.

H(SC)1: There is significant impact of Service Convenience on Behavioral Intention for Retail Stores of Electronic goods.

5.1 The regression co-efficient of the independent variables with their respective direction, values and significance level are given in the table 5.1 below:

Table 5.1
Regression coefficients

	Regression Co efficient		t-value	Significant Value
	Direction	Value		
Constant	+	0.352	1.442	
SC	+	0.600	12.956	0.000

Dependent Variable: Behavioral Intention $\quad\quad$ R^2= 0.358

Independent Variables: SC $\quad\quad\quad\quad\quad\quad$ N = 300 numbers

Table 5.2
Variance Analysis

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	57.601	1	57.601	167.863	0.000
Residual	102.257	298	0.343		
Total	159.859	299			

Table 5.4
Descriptive Statistics

	Minimum	Maximum	Mean	Std. Deviation
SC	1.33	4.49	3.31	0.50
Behavioural Intention	1.33	5	3.488	0.77

❖ Discussion

(1) Present a comprehensive conceptualization of service convenience as a second-order construct composed of five independent dimensions, salient at different stages of the purchase decision process and involving different types of effort;

(2) Build on service convenience conceptualization within effects for each dimension. Our tests clearly reveal different antecedent and consequent effects for the five services convenience dimensions and offer additional verification of our proposition that consumers perceive each dimension independently.

- In research, we predict that all five service convenience dimensions will be positively related to customer satisfaction. The results offer support for four of our five predictions. Specifically, decision, benefit, transaction, and post benefit convenience have significantly positive coefficients, whereas the coefficient for access convenience is not significant.

- In research, we predict that all five service convenience dimensions will be positively related to behavioral intentions. The results offer support for five of our five predictions. In organized retail sector service convenience play vital role to retain customer and opted for revisit to the store.

- From the research it found that customer satisfaction is positively relate to the behavioral intentions. The customers who are highly satisfied with the store that also significantly relates to build positive attitude towards the store.

- Overall service convenience is also affect positively related to the customer satisfaction and behavioral intentions.

❖ ANOVA Analysis: (α = 0.05)

Variable	No. of Samples	Overall Mean	DC	AC	BC	TC	PBC	SC	Sat	BI	Overall
Income											
Upto 4 lakhs	134	3.2	F = 3.712 0.026*	F = 3.170 0.043*	F = 0.209 0.811	F = 2.734 0.067	F = 0.464 0.629	F = 2.401 0.092	F = 5.329 0.005*	F = 3.812 0.023*	F = 3.872 0.022*
4 - 6 lakhs	111	3.45									
6 Above	55	3.37									
Total	**300**	**3.34**									
Age											
18 to 25	62	3.34	F = 3.625 0.028*	F = 2.816 0.061	F = 1.422 0.243	F = 0.932 0.395	F = 0.326 0.722	F = 2.499 0.084	F = 3.557 0.030*	F = 3.669 0.027*	F = 3.598 0.029*
25 to 35	140	3.21									
35 and Above	98	3.47									
Total	**300**	**3.34**									
Education											
Below Graduate	68	3.34	F = 0.290 0.749	F = 0.095 0.909	F = 0.236 0.790	F = 0.815 0.444	F = 1.557 0.212	F = 0.435 0.648	F = 0.420 0.658	F = 0.441 0.644	F = 0.523 0.593
Graduate	141	3.35									
Post graduate	91	3.35									
Total	**300**	**3.35**									
Occupation											
Business	72	3.34	F = 1.257 0.286	F = 0.443 0.642	F = 0.177 0.838	F = 0.73 0.483	F = 0.239 0.788	F = 0.174 0.841	F = 0.034 0.966	F = 0.003 0.997	F = 0.098 0.907
Job	141	3.35									
Student/others	87	3.35									
Total	**300**	**3.35**									

❖ MAJOR FINDINGS

- In research, we predict that all five service convenience dimensions will be positively related to customer satisfaction. The results offer support for four of our five predictions. Specifically, decision, benefit, transaction, and post benefit convenience have significantly positive coefficients, whereas the coefficient for access convenience is not significant.

- In research, we predict that all five service convenience dimensions will be positively related to behavioral intentions. The results offer support for five of our five predictions.

- From the research it found that customer satisfaction is positively relate to the behavioral intentions.

- Overall service convenience is also affect positively related to the customer satisfaction and behavioral intentions.

- Change in the age of the customer will also affect differently to the response to the expectation of convenience at retail store.

- Difference in income spending is also response differently as income group have significant impact on overall customer satisfaction and behavioral intentions.

❖ RECOMMENDATIONS

- In Today's market scenario there are many huge players in organized retail sector and many more in verge of enter into the market. At this situation there is very much important to acquire and retain the customers and increase their repurchase visit to the store. For the goods like electronic goods where there is large amount of money is involve.

- There are few recommendations to the electronic retail store on the basis of our study

- Retail store of electronic goods are majorly depends on the brand or image of the store. So store can go for the brand building exercise because at the time of making decision for where to shop the image of the store first came to the mind. So provide customer convenience in decision making will help to increase repurchase visit or customer satisfaction.

- For purchasing the electronic goods people and willing to travel a long distance as well so there is not much important to provide access convenience.

- Store should keep the loyal customer database for offer them discounts because in case of electronic goods the major advertisement about the store is word of mouth publicity and if store provide added value to the customer that leads to positive behavior about the store.

- Retail store of electronic goods should major focus on the after sale query and benefit provided to the customer. In case of electronic goods convenience provided after sale is create good impression to behavioral outcomes.

- When customer once satisfy with the service of the store for purchasing the electronic goods many customer prefer to choose that store again so more service convenience in retail store of electronic product more customer satisfy that more customer retention.

❖ IMPLICATIONS OF RESEARCH

MANAGERIAL IMPLICATIONS

- Managers are well aware of the positive implications of convenience to consumer value and loyalty. While the purpose of this paper was primarily to begin the process of service convenience scale development, and thus potentially of more interest to researchers than managers, our results would suggest three specific actions that managers could implement to increase the convenience of their offer to customers.

- First, our results suggest that consumers positively related overall service convenience to satisfaction. It may be prudent, therefore, for managers to consider how they can improve customer satisfaction through increasing the convenience of their service. In homogeneous markets, where service offerings are similar and therefore not key competitive differentiators, providing greater convenience may enable a competitive advantage.

- Second, our results suggest that consumers' satisfaction increases when providers make decision making more convenient and ensure that the customer can easily take advantage of the benefits of the service they seek. As such, ensuring that personal and non-personal support (e.g.salespeople and catalogues) is clear and understandable from the consumers' perspective is an important part of making decisions easier for consumers. Furthermore, when developing Specific attributes for new or existing service offerings, managers should consider how easily these attributes can be used by the customer. In short, when customers can conveniently make decisions about a service purchase and then conveniently experience the benefits of the service, they are more likely to be satisfied.

- Third, our results suggest that providing convenient post purchase support to consumers is vital to enhancing their satisfaction with the service. Making post-purchase contact convenient for consumers increases their satisfaction by providing more satisfying methods of resolving any issues they may have. Furthermore, unresolved or unreported complaints generally result in decreased repurchase behavior.

ACADEMICIANS IMPLICATION

- Research is also needed to explicate the role that variables such as price and quality play in the service convenience to satisfaction relationship. For example, it is known that consumers explicitly or implicitly consider the price and quality of a product or service when evaluating its overall value. Thus, varying degrees of perceived value influence the convenience to satisfaction relationship. Furthermore, given the potential that certain products or services may, by their nature, require varying degrees of consumer tolerance with regards to wait times, the effect of this inconvenience cost may not be captured in the service convenience construct.

- Research should consider replicating and extending this research across cultures and industries to provide for a more solid understanding of how service convenience influences consumers' evaluation of their services. Replication and extension is also important in order to further develop the scale items. It is possible that in different contexts the factors may not be invariant as they were in this research.

- Therefore, managers should ensure that customer support functions are easily accessible to consumers should they need to contact their service provider for post-purchase activities. Finally, this research provides firms with a relatively simple tool that can be used to measure different aspects of the convenience of their offering. This tool enables managers to further investigate their own customers' needs and wants in relation to the acquisition and consumption of their service.

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