

Managing Customers' Self in Retail

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ABSTRACT

The present study aims at conceptualising customers' self as an important determinant of customer experience in retail. Customers are sensitive to the way they are treated in the store. Their interactions with sales staff at every stage influence their shopping experience, behaviour, and purchase decision. The manner in which a customer is attended to, treated, responded to, advised, and serviced, has a lasting impact on memory, satisfaction, and purchase behaviour. This phenomenon can be largely attributed to customers' self – a characteristic that regulates the customers' response towards retailer's efforts in handling them in the stores. It is a multidimensional construct constituted by the elements of self-esteem, self-image, and self-concept. The present study is based on exploratory research, conceptualising customers' self, and suggests a framework for its management in the retail context. It opens up new areas for research in customer psychology in retail. Retailers can manage the customers' self in an appropriate manner and innovative ways to make their entire shopping experience pleasurable and memorable, through adequately trained employees in terms of their functional skills, social skills, and motivation levels, thereby enhancing sales performance. The study contributes by proposing conceptualisation and management of customers' self in retailing.

Keywords: Customers' Self, Customer Experience, Retail Experience, Shopping Experience, Self-Concept, Employee Behaviour, Store Staff

INTRODUCTION

Shopping is an interactive phenomenon where customers interact with different elements of a retail store, resulting in the formation of their experience, in terms of perception, emotions, and attitudes, leading to purchase behaviour. Customer experience is referred to as a multidimensional construct involving the customer's cognitive, affective, emotional, relational, social, sensory, and behavioural responses to environmental stimuli (Pine & Gilmore, 1998; Schmitt, 1999; Gentile et al., 2007; Verhoef et al., 2009; Bagdare & Jain, 2013; Jain et al., 2017). Customers interact with human and mechanical elements while shopping. Most of the environmental factors are mechanical in nature, whereas human interface occurs during interaction with the store staff. Customer experience in retail is a result of cumulative interactions with all such factors.

Experiences are inherently personal, existing only in the minds of the customer (Pine & Gilmore, 1998, 1999). All retailers aim at satisfying consumer needs, wants, and desires, or fulfil their expectations by delivering purposeful, meaningful experiences. These are described

as internal and subjective responses, co-created through multisensory interactions between the consumer and the organisation. The shift is from "commoditisation" to "personalisation" – personalised co-created consumption experiences (Holbrook & Hirschman, 1982; Pine & Gilmore, 1998; Prahalad & Ramaswamy, 2004). It has been observed that customer experiences resulting in pleasurable memories often lead to many positive outcomes, including better image, purchase decision, satisfaction, and customer loyalty (Bagdare, 2015; Rather, 2018).

Customers are self-expressive and often display their feelings, emotions, and actions during the shopping process. Their behaviour is governed by a range of cultural, social, personal, and psychological determinants, which has been widely studied and theorised in the studies on consumer behaviour.

It has been observed that customers tend to regulate their feelings, emotions, and behaviour through an internal mechanism, which mostly relates to their self-related dimensions. Customers often buy products or brands as a means of satisfying their self-image or self-esteem. It

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has been reported that consumers' decision to buy brands and consumption behaviour is a reflection of their self-concepts (Belk, 1988; Escalas & Bettman, 2005). Troung and McColl (2011) found that intrinsic motivations (personal growth, relatedness, community feeling) and self-esteem govern consumer behaviour towards luxury goods consumption for superior quality and self-directed pleasure. This internal response mechanism, which is largely governed through self-related elements, may be termed as customers' self. It acts as one of the important determinants regulating customers' behaviour in the retail store. Customers' self can be described in terms of self-esteem, self-identity, self-image, self-concept, or a feeling of respect, pride, dignity, and recognition in customer interactions. The study of consumers' self has moved away from seeking to describe, explain, and predict buyer behaviour based on congruence between self-image and product-image, towards a more encompassing view of self as a dynamic construct impacting on all manner of consumption activities (Morgan, 1993). In the shopping process, customers are involved in personal interactions with the store staff during their entire process, ranging from entry, browsing, selection, buying, billing, and payments to check-out. It has been observed that employees' behaviour in dealing with the customers has a significant influence on satisfying the self-related needs of the customers. Puccinelli et al. (2009) opined that customer satisfaction and retail performance can be significantly enhanced through a sound understanding of consumer behaviour and its role in different stages of decision making process. Triantafyllidou and Siomkos (2014) studied the impact of the different aspects of consumption experience on various post-consumption variables (i.e., satisfaction, nostalgia intensity, word-of-mouth (WOM) communication, and behavioural intentions) and found that hedonism positively affects most of the post-consumption variables. In addition, they also reported flow and personal challenge were negative predictors of consumers' evaluations.

The present study aims at conceptualising customers' self and understanding the important elements of its constitution. This paper is based on a qualitative study involving face-to-face interviews with a select group of customers sharing their shopping experiences and expressing their personal views and opinions about their feelings, emotions, and behaviour. This work explores

an area of significant importance from the perspective of customers' self-related dimensions impacting their satisfaction, purchase behaviour, and loyalty.

OBJECTIVES

The concept of 'self' in the context of customers is not yet properly conceptualised and theorised. Therefore, the primary objective of the present study is to conceptualise customers' self as a theoretical construct.

Employee behaviour is found to be one of the major factors governing customers' self. The study also tries to establish the relationship between employee behaviour and customers' self, and the resulting customer responses. Based on their relationships, this study proposes a conceptual framework for management of customers' self, by describing the relationships between employee behaviour as the major force governing customers' self and the customer responses.

LITERATURE REVIEW

Customers' self as a term or concept is new to the research in consumer behaviour. However, the influence of psychological factors is widely studied in marketing, psychology, and sociology. It has been observed that the increasing enthusiasm of retailers to attract and retain shoppers is leading to the adoption of practices aimed at delighting the customers in all possible ways. One such strategy deals with managing customers' self.

Customers' Self

Customers' self-derives its roots from the established theories and constituents of self-esteem, self-concept, and self-image. It integrates the characteristics of the 'self', as explained in these different conceptualisations, and focuses on their verification during personal interactions with employees in the retail outlets. It is an outcome of the evaluation and assessment of environmental stimuli with the customer self-related determinants. Belk (1988), in a major work, offered a new perspective of the self, as the 'extended self', and described it as the "body, internal processes, ideas and experiences, and those persons, places and things to which one feels attached". This extension of the self also provides the rationale for conceptualisation

of customers' self in relation to one's own self, represented through needs and desires and their interactions with the persons, places, and things in retail settings. Morgan (1993) explained the evolution of self in terms of moving away from the established conceptualisation, describing, explaining, and predicting buyer behaviour based on congruence between self-image and product-image, to its emergence as a more dynamic construct which impacts possible dimensions of consumption related activities. In view of established theories and observed consumer behaviour, customer's self can be conceptualised as the manifestation of inner personal needs and desires for respect, importance, courtesy, and responsiveness. It is a multidimensional construct constituted by the elements of self-esteem, self-image, and self-concept. Customers look forward to gratification of 'self' during a complete shopping experience.

Cast and Burke (2002) explained that self-esteem is based on the identity theory, which describes the self as composed of multiple identities in the social context. They further explained self-esteem as "an outcome of, and necessary ingredient in, the self-verification process that occurs within groups, maintaining both the individual and the group". Individuals try to positively enhance self-esteem through self-verification of their competencies or worth in social situations. Citing earlier works, Troung and McColl (2011) explained that self-esteem is generally described as a feeling of self-respect, self-worth, self-liking, self-image, self-acceptance, or an overall evaluation of self-concept, and is an integral part of human ego. Mittal (2015) observed the role of self-esteem in consumption related behaviours and established that self-concept clarity, which relates to cognitive attributes of self-esteem, contributes to consumers' general satisfaction with life, whereas its absence makes consumers susceptible to interpersonal influence, post-purchase doubt, and shopping as an escape.

Self-image is largely one's own assessment of oneself in totality. Bailey (2003) suggested that self-image refers to "one's own mental picture, one's physical appearance, and the integration of one's experiences, desires, and feelings". Individuals like to positively enhance their self-image while interacting in social situations. Hanspal and Devasagayam (2017) suggested that self-image refers to feelings or attitudes towards self, and explained that consumers maintain their identities by creating

a congruence between product/brand image and self-image. Koolivandi and Lotfizadeh (2015) also found the relationship between customer self-image and store image and behavioural responses of shoppers.

Self-concept theory revolves around the individual's own self as an object, as perceived by the person themselves or others. In their works, Rosenberg (1979) and Sirgy (1982) have described self-concept in terms of 3 dimensions – actual-self, describing a person's perception of themselves; ideal-self, describing how a person would like to perceive themselves; and social-self, describing how a person presents themselves to others. Hanspal and Devasagayam (2017) described self-concept as consisting of "totality of thoughts and feelings having reference to him/herself as an object", which they further described in terms of 4 types of self-concept – actual self-concept, ideal self-concept, private self-concept, and social self-concept. Sirgy (1982) further mentions self-image/product-image congruency theory, which explains that consumers' positive self-congruity motivates them to a purchase decision to maintain positive self-image.

Customers' self also relates to the concept of ego, which has different meanings, descriptions, and theorisation in different domains, such as spirituality, philosophy, psychology, psychoanalysis, and sociology. Greenwald (1980) explained that ego serves the functions of observing (perceiving) and recording (remembering) personal experiences. It creates the relevant knowledge for personal use. Bauer and Wayment (2008), after analysing a large number of definitions, explained that ego relates to the affective evaluations of the self, such as self-esteem, self-confidence, self-worth, and self-image. Ego can also be described in relation to others with regard to identifying and bonding with others.

Customers' self not only relates to product or brand congruence, but also encompasses customers' experiences at all the touch points while shopping in a retail store. This may involve customers' interactions during activities ranging from welcome/greetings at the entry point, searching, browsing, inquiring with store staff, advising, trials, selecting, deciding, billing/payments, to exiting from the store. Customers' self, as an aggregate of self-esteem, self-image, and self-concept, governs the behaviour and actions of the customers in purchase situations. It is generally expressed in terms of respect,

importance, attention, recognition, identity, courtesy, appreciation, and related aspects. The gratification of customers' inner personal needs, which happens mostly during personal interaction with employees during the shopping process, serves as the critical stage in the management of customers' self.

METHODOLOGY

As per the nature of the problem, a qualitative research approach was adopted for the present study. A study of this kind required detailed and personal responses about the shopping experiences of individuals. Therefore, it involved face-to-face, semi-structured, in-depth interviews of customers, to understand the factors contributing to their happiness, satisfaction, pleasure, purchase intention, and loyalty based on their overall shopping experience. Considering the nature of the qualitative study and the duration of each in-depth interview (more than 1 hour per interview), it was decided that having a smaller sample size will help gain deeper insights into the customers' self-related dimensions. The sample involved interviews of 50 adult customers, with a combination of 25 female and 25 male customers. Selection of respondents was done through personal references. The respondents were selected on the basis of their past shopping experiences and consent to participate in the interview process. The study was conducted in a cosmopolitan city in central India. The personal in-depth interviews were conducted in face-to-face situations between October 2019 to March 2020 and June 2020 to August 2020. An interview protocol was developed consisting of about 25 open-ended questions. The questions were focused on various factors contributing to their joy of shopping, affecting their purchase decision, their best and worst shopping experiences and reasons thereof, treatment and servicing in the store, interactions and behaviour of store staff, personalisation or privileges offered during shopping, their feelings and emotions during and after shopping, their reactions because of a bad or good shopping experience, and so on. The comments, views, and opinions expressed by the respondents were documented in the form of notes, since audio or video recordings were not allowed by most of the respondents owing to personal or privacy reasons. The respondents included working professionals, doctors, executives, teachers, homemakers, and entrepreneurs. The data was

suitably classified and analysed using key words, common patterns, and themes. Based on the established theories and constituents of self-esteem, self-concept, and self-image, the responses were analysed and grouped into 4 factors – respect, importance, courtesy, and responsiveness.

FINDINGS

During the interviews, customers mentioned many store-related factors, including merchandise, pricing, store environment, payments and billing systems, value added services, and others, as contributing to their overall experience. They further mentioned that their overall treatment in the store, which included cognitive and emotional elements, leading to purchase intentions, satisfaction, and loyalty, was more important to them. This involved how they are received, greeted, responded to, cared for, respected, advised, helped, emotionally supported, and guided. This made a big impact on their self-respect, self-confidence, and self-image. They felt that the retailers must make an effort, including the store elements, human elements, systems, processes, and practices, to ensure that self-related aspects of shoppers are appropriately handled in a positive and pleasant manner. According to them shopping is not just an act of buying a product, but rather, it is a complete experience of engaging and immersing in the surroundings, environment, and the process, browsing various articles of interest in the store, along with the interactions with the store staff, which often ranges from general conversation to specific details about products and advice on its utility, performance, design, appearance, value, and many more dimensions. Shoppers appear to have many personal aspirations in addition to product related expectations while shopping in the retail stores. All the customers were of the opinion that the behaviour, response, and treatment of the store staff made the highest impact on them. This whole phenomenon can be described as fulfilment of customers' self.

The findings suggested that customers' self is one of the most important factors influencing the purchase behaviour of respondents. It revealed that all the customers place a very high importance on the manner in which they are greeted, respected, recognised, treated, or handled in the store by the staff. The customers undergo various feelings of happiness or unhappiness, satisfaction or

dissatisfaction, excitement or dullness, relaxation or irritation, and anger or peace, depending on the way they are handled in the retail store.

Customers are highly concerned about the gratification of their self-related needs – I, me, and mine. For example, some of the views shared by customers include:

- I expect a warm and pleasant welcome in the store.
- I should be greeted in a warm manner in a welcoming tone.
- I should be treated with enthusiasm.
- My respect by the store staff is very important to me.
- I want respect and attention.
- I should be understood properly.
- I hate arguments and ignorance in the store.
- Staff should be courteous, decent, and nice to me.
- My words should be given importance.
- I cannot tolerate disrespect or inattentiveness; it makes me very angry.
- Staff should not argue with me, it hurts me.
- I feel bad and may not visit the store again when staff are not respectful to me.
- Store must make an effort to know about my likings or preferences, and suggest what will be best for me.
- I would love to be offered personal advice on my choices by the store staff.
- Staff should be very friendly to me.
- I should feel good while interacting with the staff.
- The gestures of the staff make me feel good.
- I dislike waiting for the staff to show me the options.
- I should be told everything about the products I am considering.
- Staff should be honest with me in describing the qualities of the product.
- The staff should not be in a hurry in showing or demonstrating the products.

Many customers were annoyed and unhappy about the store experience, in spite of the availability of required products and a good shopping environment. When asked to explain the reasons, they were of the opinion that “there are a few things which matter more than the products that

they buy from the store –their self-respect and attention. Stores must pay special care and attention to maintaining the self-respect of customers, and the store staff must be well trained and behaved to treat customers with dignity and respect”. They further felt that they must be given due attention and importance by store staff at every level and every point of interaction. Any act of inattentiveness reflects disrespect or ignorance to the shoppers, which must be avoided by the retail stores. Such customers reflected their grievances and mentioned that they would not like to visit stores that lowers self-respect or self-esteem of their customers in future. They further said that they would share their negative experience with other customers by word-of-mouth communication or through social media.

An analysis of the responses revealed that the following elements are attributed to influencing customers’ self in the shopping process:

Respectfulness; attention; importance; endorsements, appreciation, recognition; identification; personal touch/ rapport; courtesy, care, greetings, cheerfulness; flexibility for considering special requests; help, advice, suggestions, comments on customer choices; product knowledge and information about other benefits, positive attitude; conversation, choice of words, communication skills, body language; value for customer suggestions/views; handling of queries and objections; does not engage in arguments or conflicting views; politeness; honesty and integrity; responsiveness, timeliness, facilitation, order processing, and promises fulfilment.

Considering the similarity, connectedness, characterisation, the above responses were grouped under the following keywords:

Respect: respectfulness; attention; endorsements, appreciation, recognition; greetings, identification; personal touch/rapport; and promises fulfilment.

Importance: value for customer suggestions/views; does not engage in arguments or conflicting views; flexibility for considering special requests; handling of queries and objections.

Courtesy: courtesy, care, cheerfulness; positive attitude; politeness; honesty and integrity; choice of words, communication skills, body language.

Responsiveness: timeliness, help, advice, suggestions, comments on customer choices; product knowledge and information about other benefits, facilitation, order processing, conversation.

Respondents described their negative experiences and expressed that they felt hurt and would never again visit the stores where they felt insulted, ignored, disrespected, embarrassed, were left alone, were made to wait longer, the staff showed a rigid attitude, cheated, and argued. They explained that they often remembered the store staff who served them well and left a good impression; they also remembered the store staff with whom they were largely upset or dissatisfied. This not only influenced their immediate purchase intentions, but also affected their future purchase decisions.

It emerges from the responses that employee behaviour plays a key role in influencing customers' self and resulting responses, particularly in personal interactions. Homburg et al. (2011) reported that the functional and relational customer orientation of sales people has an impact on customer loyalty. Cachero-Martínez and Vázquez-Casielles (2018) found that shopping experience, expressed in terms of sensory, intellectual, social, pragmatic, and emotional experiences, aims at fulfilling customers' needs and desires, and impacts customer engagement and shopping time. Interaction with the employees has a special relevance in creating engagement with the retailer. Li et al. (2019), in a study on service organisation, found that there is a significant impact of employees' customer orientation behaviour on customer's perceived service quality and customer satisfaction.

Respondents expressed that although customers' self is a global phenomenon, it is likely to be influenced by the type of products/brands and retail outlets. Customers, while in premium stores buying premium/luxury/fashion products or brands, are more likely to give greater importance to their self, compared to shopping at convenience/discount stores or buying economy/convenience products/brands.

DISCUSSION

In light of the customer responses and earlier studies, a framework is proposed to manage customers' self. It

describes the relationship between employee behaviour, customers' self, and customer responses. The elements of employee behaviour are derived from the work of Hennig-Thurau (2004), who described customer orientation of service employees (COSE) in terms of 4 dimensions: technical skills, social skills, motivation, and decision making authority. The elements of customers' self and customer responses are based on research findings.

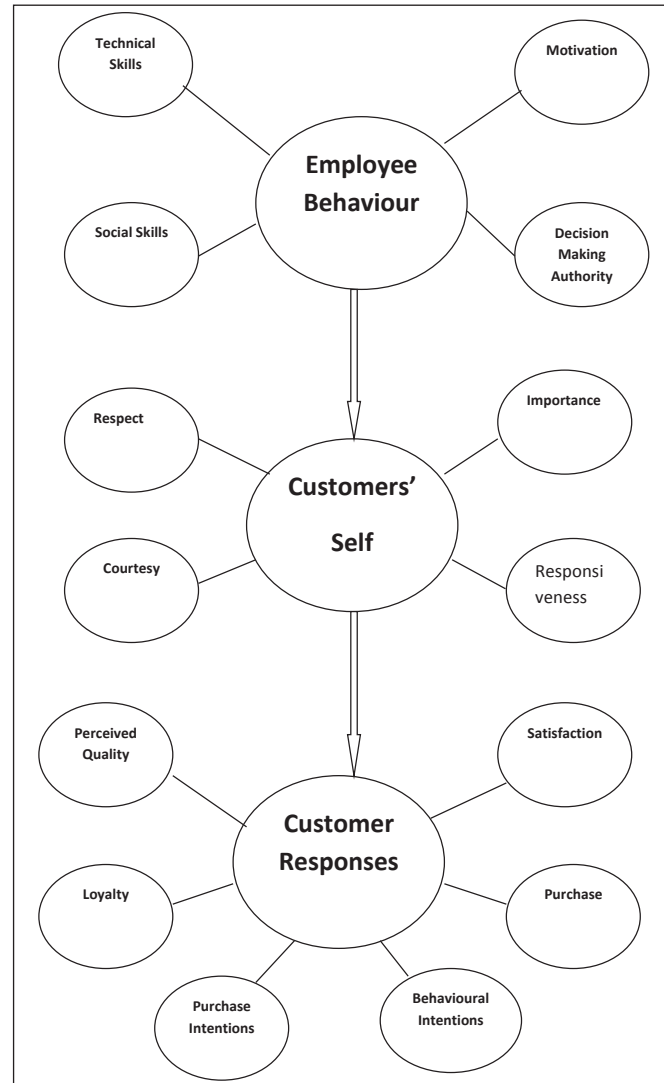


Fig. 1: Framework for Managing Customers' Self

The framework shown in Fig. 1 explains the relationship between employee behaviour, customers' self, and customer responses. Respondents place high importance on employee behaviour; they mentioned that it has a high impact on their moods, feelings, perceptions, attitudes, behaviour, purchase decisions, and satisfaction levels.

Customers' self may be positively or negatively affected. When positively affected, the customer feels an elevation or boost in 'self' and feels happy, which may result in purchase decision, satisfaction, loyalty, and desirable behavioural intentions. Whereas, any kind of negative affect on customers' self may lead to a feeling of hurt or insult and revengeful behaviour, which may result in the withdrawal from present or future purchase activities, dissatisfaction, or negative word-of-mouth publicity.

The employee behaviour-related elements draw their support from the work of Hennig-Thurau (2004), in which the author emphasised the importance of employees' behaviour in service organisations and described customer orientation of service employees (COSE) as the fulfilment of customers' needs during personal interaction with employees. They further described that 4 dimensions of employees' behaviour – technical skills, social skills, motivation, and decision-making authority – are found to have a significant impact on customer satisfaction, emotional commitment, and customer retention. Store staff's knowledge about the products, pricing, store policies, and practices is vital in handling customer queries. The dimensions of respectfulness, importance, friendliness, care, and courtesy, along with the level of energy and enthusiasm to serve the customer, makes a significant impact on their self-related dimensions. It is not only verbal communication, but also the entire body language of the store staff which makes the customer understand and feel that they are valuable to the retail store.

According to the responses received from the customers, customers' self is mainly determined by the elements related to inner personal needs. Most of the responses suggested that these elements are found to be respect, importance, courtesy, and responsiveness. Customers feel a strong desire to be emotionally satisfied through pleasurable and positive moments of truth during the entire journey of their shopping experience. Their self-related motives play a key role in fulfilment of inner desires and expressed behaviour. This is an occasion which often acts as a stimulus to boost their self-respect, self-image, and self-confidence, and for many a customer it is a moment to celebrate and enjoy a part of their life. Shopping, for many customers, does not remain merely a buying phenomenon, but serves as an opportunity for retail therapy.

In a study on Australian retail customers, Wong (2004) found that the customers' emotions (positive or negative) play an important role in retailing, and emotional satisfaction is positively associated to service quality, customer loyalty, and relationship quality. Management of emotions largely depends on the decisions, actions, emotions, and behaviours of store employees. Jayawardhena and Farrell (2010), in their study on retail customers in the Indian context, found that customers' retail service evaluation is significantly influenced by retail employees' behaviour, in terms of their customer orientation and service orientation. It further influences perceived service quality and perceived value, thereby influencing customer satisfaction and behavioural intentions.

Pucinelli et al. (2009) found that affective processing (including moods, feelings, and emotions), along with other factors, influences customers' evaluation, and purchase and post-purchase behaviour in retail stores. It has an influence on all stages of customer decision making process and customer experience.

The above framework describes that the elements of employee behaviour, composed of functional skills, social skills, motivation and decision-making authority, interact with customers during personal interaction in the retail store. This interaction has an influence on elements such as respect, importance, courtesy, and responsiveness, which constitute the customers' self. It also creates pleasant or unpleasant memories. Melese and Weldeyes (2021) reported that the relationship and interactions between the buyer and seller has a significant impact on sales effectiveness. Such service orientation and practices influence and shape customers' perceptions, leading to favourable outcomes (Siddiqi, 2013). Customers, as a result of their interaction with the employees, behave and act positively or negatively, which is expressed in terms of different levels of satisfaction, purchase, perceived quality, purchase intentions, behavioural intentions, and loyalty. This framework is based on the responses received in the qualitative study, which can be further validated in different contexts on large samples.

IMPLICATIONS

The study reflects that retailers may lose customers in spite of good/quality product range, ambience, incentives, visual display, systems and processes, and other elements of retail environment, if the customers are not treated well and their 'self' is not appropriately managed. The ability of the retailers to manage customers' self, which integrates the elements of self-esteem, self-image, and self-concept, has a significant influence on the retail performance. Employees' behaviour plays a key role in managing customers' self, by way of greetings, respect, attention, importance, recognition, appreciation, courtesy, gestures and postures, and other related behavioural dimensions. Customers have expectations regarding their emotional satisfaction, human touch, personalisation, and a lasting positive and pleasurable impact, while shopping in any retail store. For many a customer, shopping is not just the buying of products, but rather, it is a complete shopping experience involving elements of sensorial convenience and comfort, emotional engagement and excitement, filled with fun, enjoyment, and unique pleasurable memorable experiences. Satisfaction of their individual 'self' matters more than the quality of the products they buy.

In spite of the growth of online retailing, physical stores have the sensory attractions to engage the customers and provide an opportunity to satisfy their self-related needs and personal touch. Customers' self has emerged as a much more important factor influencing purchase decisions, satisfaction, and loyalty in modern retailing, owing to growing customer expectations and innovative marketing strategies adopted by competitors. The present study contributes by introducing the concept of customers' self, and provides grounds for future researches and marketing applications.

The present study, being exploratory in nature, has certain limitations in terms of testing and validation of results. Further, in addition to customers' self, many more variables are likely to influence the shopping experience and buying behaviour of customers. Customers' self may be store or product specific, and their degree may vary with gender and the type of customers. Shopping motives/goals of the customers may influence customer expectation levels, such as information seeking; window

shopping; browsing; and actual shopping or buying. There is a need to undertake research for understanding and validating the relationship between customers' self and other factors influencing customers' self, and the possible consequences in terms of their behaviour and actions towards the store.

Retailers can manage the customers' self in an appropriate manner, by personalising the shopping experience through adequately trained employees in terms of their functional skills, social skills, and motivation levels. They should also be given sufficient authority to decide in the interest of the customers. Retailers can evolve innovative ways to make customers happy during personal interactions, and make their entire shopping experience pleasurable and memorable.

The present study has attempted to explore the customers' self-related dimensions, its relevance in shopping experience, and also answer the question of what makes customers happy, along with different elements of a retail store.

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ANNEXURE - 1

Select Narrations of the Customers

Customer 1: When I entered in the store to buy some fashion accessories I was excited about the way I was greeted and received. The store appeared to be very cheerful, trendy and full of new and unique collections. A very smart and professional store staff escorted me. The sales girl asked for my preferences and choice of colours, designs, fabric and other details. She later took me to a few places and displayed the items of my taste and preferences. She explained at length about the texture, design, fabric and other details of the products of my choice. I tried a few of them and with the help of the sales girl I was able to decide about the articles I really liked and looked good on me. Her friendly approach and nice gesture made me feel very confident about my shopping. I felt very good in her company and spent good amount

of time in making my selections. I would love to come to this place again and want the same person to assist me in my next shopping. I would also like to recommend this place to my colleagues and friends. Really a joy to shop from this store.

Customer 2: With a great hope to buy something exciting on my husband's birthday, I entered a recently opened new clothing store. The store appeared to be nice with decent collections. I was not able to decide what to buy or what may be good choice. I asked one of the store staff to assist me exploring various options for gifting purpose. The sales boy was perhaps not so keen in showing too many options. Initially he asked me to wait for some time and later after displaying a few options, he referred me to another sales staff for further display of articles. The other guy was good, but I was feeling bad about the behaviour of the previous sales boy. He spoiled my mood. I was really looking for something very special as this was my husband's birthday and I was very excited about shopping for him. The other sales boy appeared to be a new recruit who did not know much about new arrivals. I thought it's better not to waste any more time here and left the store with a bad mood without buying anything. Later I went to one of my old favourite store and did some shopping there.