

FACTORS AFFECTING STORE LOYALTY OF RETAIL SUPERMARKET STORES: CUSTOMERS

PERSPECTIVE



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Abstract: Retailers are now changing their retail shops into self-selection stores which are similar to supermarket so called retail supermarket stores. The main objective of the study was to examine the factors such as store image, store environment, store convenience, service quality on the creation of store loyalty of retail supermarket stores in the East Coast of Sri Lanka. The questionnaire survey among 389 respondents was used to collect the data. SMART PLS3 was used for analysis. Findings suggest that the structural model containing store image, store convenience, store environment, store attractiveness and service quality influence on the creation of store loyalty. However, store image, store environment, and service quality do not support the hypotheses formulated in this study. Service quality, service environment, and store image attributes also need more focus by the retailers to improve the loyalty and customer stores satisfaction.

Keywords: *store image; retail supermarkets stores; convenience; environment; store loyalty; retailing; store attraction.*

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