



CUSTOMER LOYALTY ANALYSIS: A STUDY OF DEMOGRAPHIC AND BEHAVIORAL FACTORS WITH RESPECT TO SHOPPERS STOP LTD

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RESEARCH ARTICLE



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Abstract

This conceptual paper explores the dimensions and determinants of customer loyalty within the Indian retail sector, with a particular focus on Shoppers Stop Ltd., Vijayawada. By analyzing demographic and behavioral factors influencing loyalty, this paper presents a conceptual framework grounded in established loyalty theories. The aim is to guide future empirical research and provide actionable insights for retail brands seeking long-term customer engagement and retention.

Keywords: *Customer loyalty, Demographic factors, Behavioral factors, Retail marketing, Loyalty programs, Consumer behavior, Shoppers Stop, Conceptual framework, Customer satisfaction, Trust, Perceived value*

Introduction

Customer loyalty is a pivotal component for sustaining growth and competitive advantage in the retail industry. With India's evolving retail landscape and increasing consumer expectations, understanding what drives loyalty becomes essential. Shoppers Stop Ltd., a leading retail chain, offers a diverse portfolio of products and an extensive loyalty program. This study examines how demographic characteristics (age, gender, income, occupation) and behavioral aspects (shopping frequency, product preference, loyalty program engagement) influence customer loyalty at its Vijayawada outlet.

Theoretical Background

- Loyalty-Value Model – Loyalty is determined by the customer's perceived value of product offerings and service quality.
- Expectancy Disconfirmation Theory – Loyalty increases when the shopping experience exceeds customer expectations.
- Social Exchange Theory – Loyalty is built on mutual benefit and trust between retailer and customer.
- Four-Stage Customer Loyalty Model – Explores the journey from cognitive loyalty to affective, conative, and ultimately, action loyalty.

Conceptual Framework: The conceptual framework integrates key variables including customer satisfaction, trust, perceived value, and loyalty program effectiveness. It links input variables (demographics and shopping behavior) with process factors (satisfaction, trust) leading to outcome variables (attitudinal, behavioral, and relational loyalty).

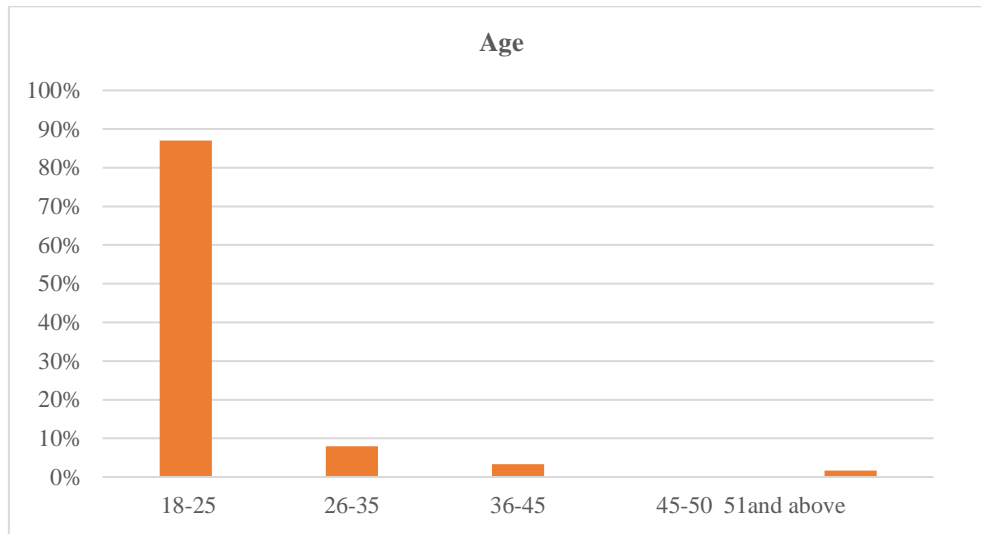
Relevance to Study: This conceptual model offers a foundation for analyzing customer loyalty in a structured way, making it suitable for retail businesses aiming to implement customer-centric strategies. For Shoppers Stop Ltd., Vijayawada, the model can support targeted marketing, personalized service offerings, and loyalty program enhancements.

Data Analysis:

1. Age

Factors	No. of Responses	Percentage
18-25	131	87%
26-35	12	8%

36-45	5	3.3%
45-50	0	0%
51and above	2	1.7%

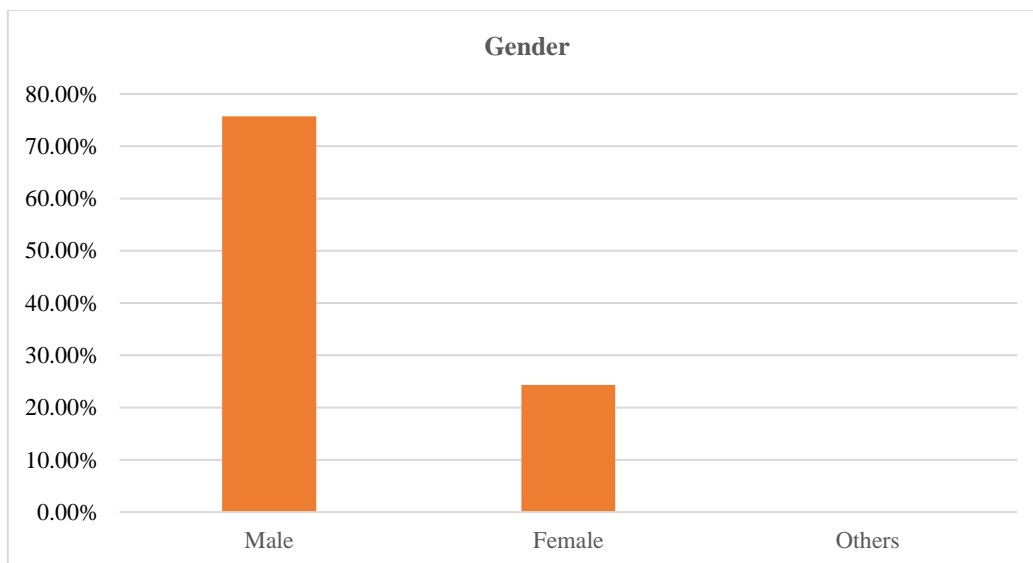


Interpretation:

The majority of respondents (87%) are aged 18-25, indicating strong participation from younger individuals. Engagement declines significantly with age, with only 8% in the 26-35 group, 3.3% in the 36-45 group, and minimal responses (1.7%) from those 51 and above. No responses were recorded from the 45-50 group. This suggests the survey topic or distribution method may have been more relevant or accessible to younger participants.

2. Gender

Factors	No. of Responses	Percentage
Male	112	75.7%
Female	36	24.3%
Others	0	0%

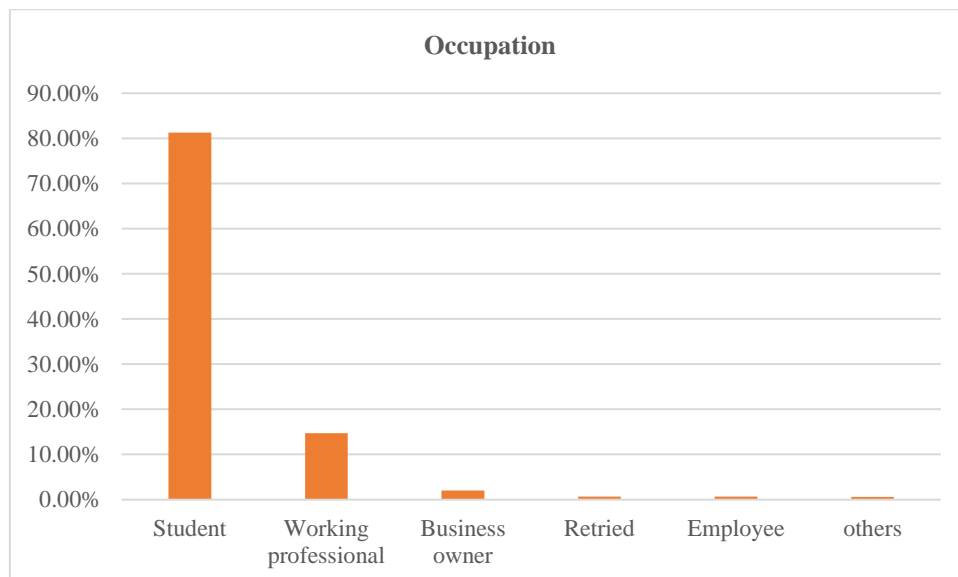


Interpretation:

The majority of respondents are male (75.7%), indicating a significant gender imbalance in participation. Females make up 24.3% of the responses, while no responses were recorded from other gender categories. This suggests that the survey topic or outreach method may have been more appealing or accessible to males.

3. What is your occupation?

Factors	No. of Responses	Percentage
Student	122	81.3%
Working professional	22	14.7%
Business owner	3	2%
Retried	1	0.7%
Employee	1	0.7%
others	1	0.6%



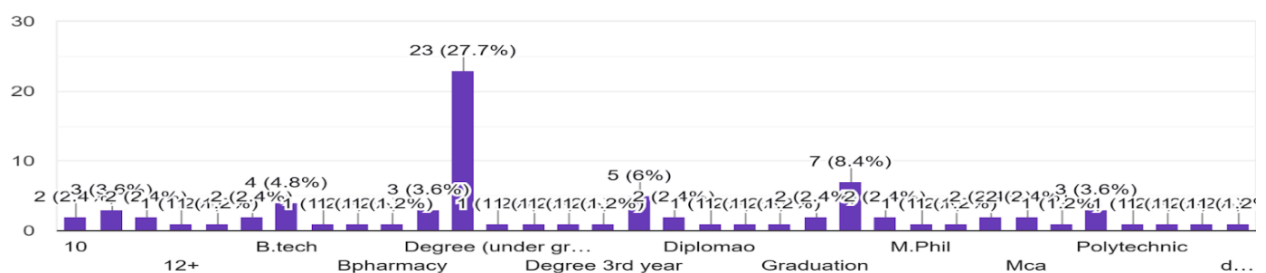
Interpretation:

The majority of respondents (81.3%) are students, suggesting that the survey primarily engaged an academic or younger audience. Working professionals account for 14.7%, while business owners (2%), retired individuals (0.7%), employees (0.7%), and others (0.6%) have minimal representation. This indicates that the survey topic or distribution method was more relevant or accessible to students.

4. What is your highest level of education?

What is your highest level of education?

83 responses



Interpretation:

The survey shows that the majority of respondents (27.7%) hold an undergraduate degree, making it the most common education level. Other significant groups include M. Phil. (8.4%), Graduation (6%), and B. Tech. (4.8%). There is a diverse range of educational backgrounds, but higher education levels dominate, suggesting that most respondents have pursued or are pursuing advanced studies.

5. How many times do you shop in a year frequently?

Factors	No. of Responses	Percentage
Once in a year	74	49.7%
2-3 times	46	30.9%
More than 3 times	29	19.4%

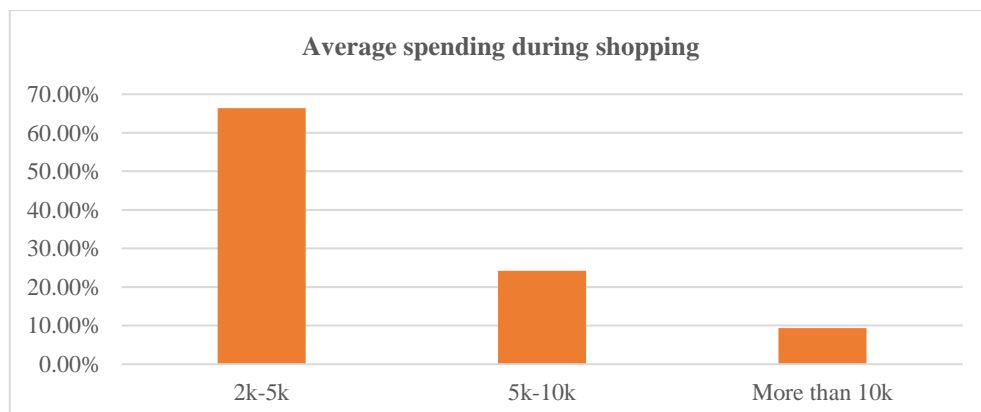


Interpretation:

The data shows that 49.7% of respondents travel once a year, making it the most common travel frequency. 30.9% travel 2-3 times a year, while 19.4% travel more than 3 times. This suggests that the majority prefer occasional travel, with fewer engaging in frequent trips.

6. Your average spending during shopping?

Factors	No. of Responses	Percentage
2k-5k	99	66.4%
5k-10k	36	24.2%
More than 10k	14	9.4%

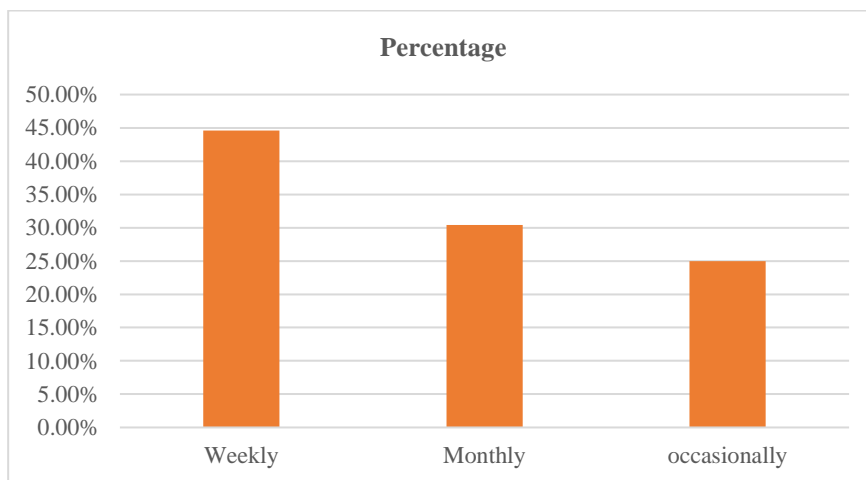


Interpretation:

The majority of respondents (66.4%) spend between 2k-5k, indicating a preference for budget-friendly expenses. 24.2% spend 5k-10k, while only 9.4% spend more than 10k, suggesting that higher spending on this category is less common.

7. How often do you shop at shoppers stop?

Factors	No. of Responses	Percentage
Weekly	66	44.6%
Monthly	45	30.4%
Occasionally	37	25%

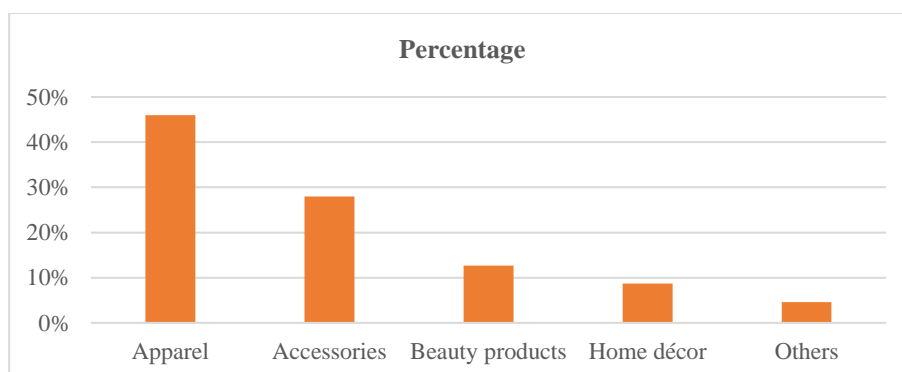


Interpretation:

The data shows that 44.6% of respondents engage in the activity weekly, making it the most frequent pattern. 30.4% do so monthly, while 25% participate occasionally. This indicates that a majority have a regular habit, with weekly engagement being the most common.

8. What type of products do you typically buy at shoppers stop?

Factors	No. of Responses	Percentage
Apparel	69	46%
Accessories	42	28%
Beauty Products	19	12.7%
Home Décor	13	8.7%
Others	6	4.6

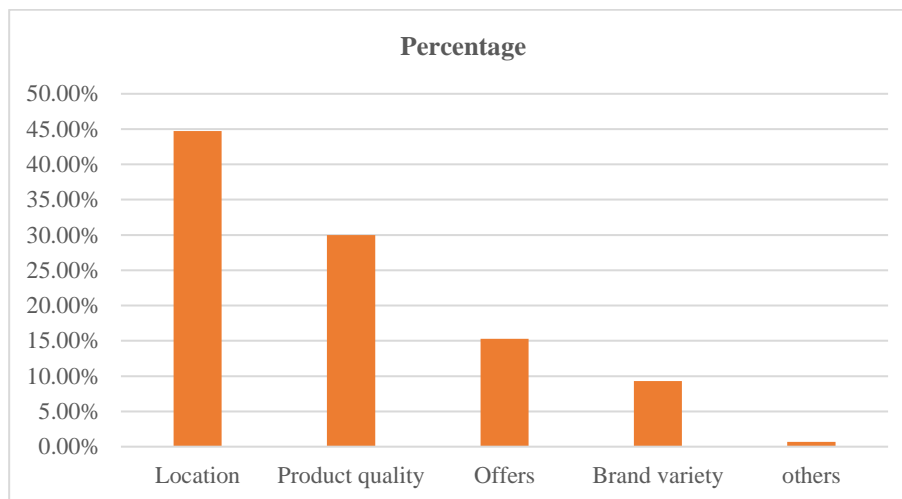


Interpretation:

The majority of respondents (46%) prefer purchasing apparel, followed by accessories (28%). Beauty products (12.7%) and home décor (8.7%) have moderate interest, while others (4.6%) are the least preferred. This indicates a strong consumer focus on fashion-related items.

9. What influences your decision to shop at shoppers stop?

Factors	No. of Responses	Percentage
Location	67	44.7%
Product quality	45	30%
Offers	23	15.3%
Brand variety	14	9.3%
others	1	0.7%

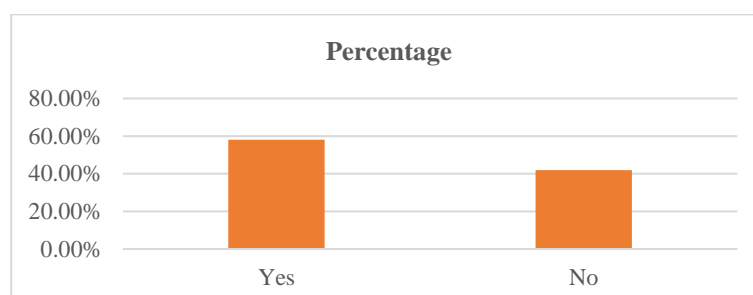


Interpretation:

The most influential factor for respondents is location (44.7%), followed by product quality (30%). Offers (15.3%) and brand variety (9.3%) are less significant, while others (0.7%) have minimal impact. This suggests that convenience and quality are the primary drivers of consumer choice.

10. DO you hold SSL membership?

Factors	No. of Responses	Percentage
Yes	86	58.1%
No	62	41.9%



Interpretation:

The data shows that 58.1% of respondents answered “Yes”, while 41.9% answered “No”. This indicates a majority agreement or positive response, suggesting general favourability or acceptance toward the question or topic asked. However, the relatively high percentage of “No” responses also reflects a notable divide in opinion.

Conclusion

This paper emphasizes the importance of understanding demographic and behavioral drivers of loyalty in Indian retail. With a robust conceptual foundation, researchers and practitioners can derive deeper insights into consumer retention strategies. Future research can validate this model through empirical testing, contributing to more effective loyalty-building initiatives.

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Competing Interest: No

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