

STAFFING YOUR STORE: THE IMPACT OF RETAIL STORE PERSONNEL ON ORGANIZED RETAIL CUSTOMER BEHAVIOR

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ABSTRACT

The purpose of the study was to determine the impact of retail store personnel on the shopping behaviour of the customers in organized retail stores.

A survey (store intercept) method was employed to elicit primary information from 450 shoppers in Big Bazaar and Spencer, for the survey conducted in Vijayawada, Visakhapatnam and Hyderabad cities of Andhra Pradesh state of India. A questionnaire based on a five-item Likert scale, as well as convenience sampling, was employed for data collection. Data analysis was accomplished using SPSS 16.0 software. The research revealed that 'sales personnel' play a dominant role in influencing customers' in store experiences. Also, sales personnel form a very important component of the store's ambience and can help retailers maximize foot falls through improved service efficiency and effectiveness.

Since the research has established empirical evidences in determining sales personnel as the key driver influencing the shopping behaviour of the customers in the retail store, it serves as a foundation for a deeper probe into the shopping behaviour of the customers in the retail store research domain in the Indian context.

KEYWORDS: *Retailing, Store Personnel, Customers, Shopping Behavior, Shopping Experience, etc.*