

# Chapter 4

## Exploring the Success Factors of Customer Experience in Retail: A Thematic Analysis

**Shweta Kaur Khalsa**

 <http://orcid.org/0000-0002-4742-6450>

*Dayananda Sagar University, India*

**Jitendranath Patri**

 <http://orcid.org/0009-0006-3132-7323>

*Dayananda Sagar University, India*

### ABSTRACT

*The Retail industry is facing a transformation driven by digitalization, customer expectations and heightened post-pandemic consciousness revolving around value, ethics and experience. Consumer experience (CX) has been widely researched, but there is limited empirical research which showcases the practitioner perspective on CX success factors in emerging markets like India. This study addresses this gap and adopts a qualitative Braun and Clarke's thematic analysis approach. This approach is based on in-depth interviews (n=15) with professionals from diverse retail backgrounds. The findings of this research reveal four interrelated drivers of CX i.e. excellence, personalization and customer engagement along with technology integration and sustainability. These factors collectively shape consumer trust, loyalty and lead to long term business growth. The novelty of this study lies in integrating practitioner insights into a comprehensive conceptual model which reflects post COVID shifts in omnichannel behavior.*

DOI: 10.4018/979-8-3373-4541-3.ch004

## **INTRODUCTION**

The retail industry and its unprecedented transformation over the past decade has resulted in Customer experience (CX) to emerge as a critical determinant of competitive advantage. It has also impacted how they interact across multiple touch-points (Lemon & Verhoef, 2016; Grewal et al., 2017). Consumers have heightened expectations of tailoring offerings to their preferences, behaviours and context (Klaus, 2013). On the other hand, consumer engagement which is manifested through prominence, foster long term relationships beyond transactional exchanges (Verhoef et al., 2015). This rapid technology adoption has enabled retailers to deliver integrated and responsive experiences at scale (Pantano & Vannucci, 2019). The pandemic fuelled these shifts and compelled retailers to reimagining customer journeys through digital first interactions and contactless services along with hyper -personalized engagement models (Sheth, 2020).

### **Research Gap**

Despite of extensive academic research on CX or customer experience, published studies adopt a consumer-centric or quantitative approach. Also, they are in developed markets and there is a lack of empirical research which captures senior practitioner perspectives on CX success factors withing the Indian system. The combined influence of personalization, engagement, sustainability, and emerging digital technologies has not been sufficiently examined through an integrative qualitative lens.

### **Objectives of the Study**

This study aims to:

1. Identify the key success factors influencing customer experience in the Indian retail sector.
2. Examine how personalization, customer engagement, technology, and sustainability shape CX outcomes.
3. Develop a practitioner-informed conceptual model linking CX drivers with strategic business outcomes.

### **Organization of the Paper**

The paper is organized as -the theoretical background underpinning the study, followed by the research methodology and respondent profile. Subsequent sections

34 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/exploring-the-success-factors-of-customer-experience-in-retail/403687](http://www.igi-global.com/chapter/exploring-the-success-factors-of-customer-experience-in-retail/403687)

## Related Content

---

### Bunker-Room Mnemonics for Second-Language Vocabulary Recall

Alexia Larchen Costuchen, Larkin Cunningham and Juan Carlos Tordera Yllescas (2022). *International Journal of Virtual and Augmented Reality* (pp. 1-13).

[www.irma-international.org/article/bunker-room-mnemonics-for-second-language-vocabulary-recall/304899](http://www.irma-international.org/article/bunker-room-mnemonics-for-second-language-vocabulary-recall/304899)

### Leveraging Virtual Reality for Bullying Sensitization

Samiullah Paracha, Lynne Halland Naqeeb Hussain Shah (2021). *International Journal of Virtual and Augmented Reality* (pp. 43-58).

[www.irma-international.org/article/leveraging-virtual-reality-for-bullying-sensitization/290045](http://www.irma-international.org/article/leveraging-virtual-reality-for-bullying-sensitization/290045)

### Hybrid Knowledge Networks Supporting the Collaborative Multidisciplinary Research

Stanislav Rangelov (2006). *Encyclopedia of Communities of Practice in Information and Knowledge Management* (pp. 204-209).

[www.irma-international.org/chapter/hybrid-knowledge-networks-supporting-collaborative/10491](http://www.irma-international.org/chapter/hybrid-knowledge-networks-supporting-collaborative/10491)

### Teachers' Perceptions of the Use of the Metaverse in Foreign Language Teaching and Learning

Selami Aydin (2023). *Shaping the Future of Online Learning: Education in the Metaverse* (pp. 201-219).

[www.irma-international.org/chapter/teachers-perceptions-of-the-use-of-the-metaverse-in-foreign-language-teaching-and-learning/316449](http://www.irma-international.org/chapter/teachers-perceptions-of-the-use-of-the-metaverse-in-foreign-language-teaching-and-learning/316449)

### Quality Assurance for Online Programs: Roles, Responsibilities, and Leadership Styles of Higher Education Administrators

Yi Yang and Curtis J. Bonk (2012). *Handbook of Research on Practices and Outcomes in Virtual Worlds and Environments* (pp. 307-326).

[www.irma-international.org/chapter/quality-assurance-online-programs/55908](http://www.irma-international.org/chapter/quality-assurance-online-programs/55908)