

## **THE ANTECEDENTS OF CONSUMER LOYALTY IN THE BOOK RETAIL INDUSTRY: A DATA ENVELOPMENT ANALYSIS AND STRUCTURAL EQUATION MODELLING PERSPECTIVE**

*Ruchira Kar<sup>1</sup> & Dr Dipa Mitra<sup>2</sup>*

*<sup>1</sup>PhD Scholar, IISWBM, University of Calcutta*

*<sup>2</sup>Associate Professor, MBA (HRM) Department Former- Head, M.Phil. & Ph.D. Program, IISWBM, Kolkata*

### **ABSTRACT**

*Consumer Loyalty is truly intriguing. The psychological state of a consumer influences their repurchase decision. A consumer who is delighted with his/overall shopping experience is likely to exhibit loyalty to a particular store. This study aims to identify the key antecedents affecting Consumer Loyalty in Book retail industry (physical vs ecommerce shopping formats). To achieve the same a structured questionnaire has been developed and circulated among 130 respondents based out of Kolkata. Based on the responses so received only 103 responses has been deemed fit for the study and the rest has been filtered out. A PCA has been done separately for both the shopping formats and the common factors so obtained has been extracted. The common factors so obtained are Product Quality, Convenience, Customer Care, Customer Delight, Service Dependability, Look. Using these common factors a Structural Equation Modeling has been done to identify the degree of influence the factors on the outcome variable that is Loyalty along with mediation effects of independent variables. Customer Delight is found to have mediating effect on Loyalty. Finally, a DEA analysis has been performed to compare which format of shopping fared better than the other in terms of Product Quality, Convenience, Customer Care, Customer Delight, Service Dependability, Look. Based on the results so obtained conclusions and managerial implications of the study has been discussed.*

**KEYWORDS:** *Consumer Loyalty, Book retail industry, Customer Delight, Structural Equation Modeling, DEA Analysis*

---

### **Article History**

**Received: 25 Apr 2024 | Revised: 04 May 2024 | Accepted: 24 May 2024**

---