

## Service Experience and Customer Satisfaction in Offline and Online Services: A Study on Traditional Apparel Retail in Odisha

Sandeep Kumar Mohanty<sup>1\*</sup> and Ramesh Chandra Das<sup>2</sup>

<sup>1</sup>Assistant Professor, School of Commerce, XIM University, Bhubaneswar, Odisha. E-mail: [sandeep@xim.edu.in](mailto:sandeep@xim.edu.in)

<sup>2</sup>Assistant Professor in Commerce, Bhadrak (Auto) College, Bhadrak, Odisha. E-mail: [rameshchandradas99@gmail.com](mailto:rameshchandradas99@gmail.com)

\*Corresponding Author

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Hybrid shopping experience, Customer satisfaction, Traditional apparel marketing, Customer experience, Structural equation modelling

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**Abstract:** This study reconnoitres the possibilities of any relationship shift in customer service and customer satisfaction within a new space of the young generations' involvement in buying traditional apparel in Odisha. This study addresses the possible inputs for discrepancies while purchasing the traditional dress. It involves the marketing mix elements as the inputs to assess the consumer service and further consumer satisfaction as the outputs. Structural Equation Modelling has been applied to determine consumers' responses to service experience and customer satisfaction within the theoretical inclusion of traditional apparel in Odisha. The study found that service experience does not drive the customers' satisfaction, and the marketing mix elements do not equally affect the service experience. The findings of this study are relevant for future research on a hybrid buying situation where the traditional products are marketed within young generations' expectations and aspirations. The study will guide marketers to revisit the roles of the marketing mix in dealing with overall consumer experience and satisfaction.

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## 1. Introduction

Customer satisfaction is an essential element of marketing (Solimun and Fernandes, 2018). A satisfied customer should be the sole objective of every organisation irrespective of the online or offline business model it follows (Shankar *et al.*, 2003). Customer satisfaction depends on many parameters, and marketers spend more time and effort identifying these customer-focused elements in the marketing excursion (Hamidi and Moradi, 2017). There is not a single study that defines the concept of customer satisfaction as a whole. Organisations have been busy deciding what customers want when satisfaction is the centre stage (Chauhan *et al.*, 2021). So finding the evolving customer satisfaction parameters and comparing customers' responses will be another challenge. Adding to this, today's customers, especially youth, have traditional retailing and online shopping. So these varied shopping experiences and diverse parameters of customer satisfaction make this study more meaningful.

Recently the internet has penetrated as a significant and impactful way to serve the advancement of retail brands (Emanuel *et al.*, 2014). With the infusion of online shopping avenues, the retail market is advancing further and passing through a challenging time. The current web-based models for online shopping are part of an initiative that expects an expansion nobody can imagine (Amatulli *et al.*, 2021). This growth and potential advance can be more challenging. The opportunities will make this market more vibrant to do business and maintain the market quite busy (Herhausen *et al.*, 2015). The advancement of modern technology has provided the customers with many things to consider, and home has become the new place to make decisions (Oh, 2022). The new generation and well-informed customers search for potential information online, find the same in the store, and place order online (Scarpi *et al.*, 2014). This behaviour is normal now and can be classified as web rooming (Arora and Sahney, 2017). The effect of online and offline behaviour influences customer satisfaction and has different behavioural and psychosocial impacts on customers across different regions also (Huang *et al.*, 2020). The problem related to this inconsistent outcome is a significant gap to explore in this phase of omni-channel adoption and customer engagement. In many ways, offline and online retailing are affecting each other. It has a far-reaching impact on customers' considerations and decision making (Yang *et al.*, 2019). Relating this opinion, Zhang *et al.* (2021) has provided the observation of 'buying online and picking up in the store' as a significant customer engagement that affects the service experience and customer satisfaction.

This study tries to identify how having both online and offline shopping experiences and the customers are finding the services experience and customer satisfaction converging or diverging in buying traditional apparel. Moreover, if anything is changing, then what is the direction? Can customers experiencing a phase of web rooming lead to a new phase of marketing theory development?

## **2. Review of Literature**

Online and offline shopping experiences are finding our imagination in many ways. The marketing challenges are different both in online and offline shopping experiences (Sarkar *et al.*, 2021). Tzeng *et al.* (2021) have commented that product related information and price-oriented assistances are the major reasons for customers to select online and offline services. The unfavourable criteria are attributed to degraded product delivery and return issues. Online shopping is a convenient way of making the product visible and approachable thus makes the system quite efficient, keeping various costs under control (Rao, 1999). Consumers find a lot of advantages due to online presence of many brands and these brands focus more on price sensitive marketing (Vaskelainen and Piscitelli, 2018). In a two-decade old study, Zhang *et al.* (2000) have confirmed that services of e-commerce dealing with dress materials are completely different than the other shopping products. The e-visual merchandise is appealing for customers' engagement and purchasing decisions. This customer engagement is a key element of young mass that show keen interest in convenience of order making and order receiving (Tractinsky and Rao, 2001).

As we move to a hybrid mode of transaction, the major concern shifts to beautify presentation and beautification in general. Ratchford *et al.* (2001) have reaffirmed this proposition as a comparative ideological shift in online and offline relationship between market and consumer. For them the overall

game changer is the cost of the product displayed in both points of purchase. Their research further corroborated the product line extension affected majorly with a heavy discounted price tag or a deal. They also referred the product and price related dependency in both online and offline marketing decisions. Online services are website driven, so the technical side of website design, better screen resolution, and hardware related issues are new possibilities for marketers to deal with. The pleasure and soothing side of an online interface is affecting customers' personality and dragging the marketing challenges. In this aspect Zeithaml (2002) has found that the success of e-tailing is a technology adoption and realization of futuristic marketing. This depends on right website creativity, engaging tools for effective engagement, and quick response.

Online and offline buying are becoming more of an adaptive tussle between customers and marketers' ambitions. Kim and Lee (2002) have extended this dilemma to influential marketing elements. They have identified the technology as an enabler and as a designer to bring online influences to meet offline confusions. It is the online store and its pressing limitations move for better website design, innovative products and services. Doolin *et al.* (2005) has pointed out that online transactions make the issue more specific or individualistic. It is also reported that services online are a part of the delivery itself. Rabinovich (2004) & Cao and Zhao (2004) have confirmed that in near future online retailing are finding a collective and valid coexistence with offline. Delone and McLean (2004) have raised the issue of customer engagement and experience that define the mammoth question of customers' real intension in market place. It is found that especially the youth has managed to extract a more positive side of online engagement leaving a space for offline introspection.

Lavie and Tractinsky (2004) have raised the conceptual boldness of beauty in websites marking a move for creative engagement to creative uniqueness. This type of creative expression is the much-needed element for a certain product category. This beautification attracts customers online more than offline. Moran (2020) identified trust as an important element that separates consumers' perception of online and offline services. Bauer *et al.* (2006) equated the services of online retail service vs traditional retail services and highlighted the differences in functional aspect. Adding to this point, Teng *et al.* (2020) propounded that price is the most cherished element that challenge the online and offline service delivery. Yusra *et al.* (2020) recommended that online and offline services are by nature of creation and execution differs in accommodating issues like after-sales service and return policy. Dawn (2011) has found that consumers are progressive people seeking new ways of shopping. Due to internet, customers are difficult entities to predict and satisfy.

Hence a mix of promotion mix tools can bring a balance here. They can be in the form of above the line and below the line activities. Extending this idea, Khan and Sayed (2018) found that effective online and offline marketing must balance quick delivery, reverse flow of goods, and accurateness of delivery of products. Gupta (2013) & Lin *et al.* (2018) have iterated that online and offline marketing confuses with customer driven recommendations also. There are many studies empirically investigate and establish the relationship between e-marketing terms and shoppers' buying behaviour while purchasing traditional apparel both online and offline. There are few more research have been highlighted in the table below.

**Table 1: Research on Both Online and offline Retailing Expectations**

Teng <i>et al.</i> (2020)	product information and monetary benefits, product delivery and return issues	Both online & offline
Rao (1999)	information sharing, cost-efficiency	Both online & offline
Vaskelainen and Piscitelli (2018)	better prices, competition and knowledge on goods and services	Both online & offline
Zhang <i>et al.</i> (2000)	beautification (aesthetic elements)	Both online & offline
Tractinsky and Rao (2001)	easy to use, make no effort to place orders	Both online & offline
Ratchford <i>et al.</i> (2001)	After-sales support and low cost	Both online & offline
Eroglu <i>et al.</i> (2001)	The one-stop shopping experience, brand options	Both online & offline
Zeithaml (2002)	Quick delivery	Both online & offline
Doolin <i>et al.</i> (2005)	specific or individualistic buying experience, review of the product	Both online & offline

*Source:* Authors' Own Compilation

The variables identified in the above table are studied extensively. All the variables are part of marketing mix elements (Borden, 1964). These variables are the core of marketing activities, and they respond positively to better marketing planning and implementation (Dominici, 2009). The impact of these variables needs to be assessed further as they are directly affecting the consumer decision-making process and customer service experiences (Ang and Rusli, 2018). So, an extensive literature review has been conducted to assess these variables' role in apparel buying. This analysis is provided below in Table 2.

**Table 2: Literature Review (Extended Marketing Mix Elements in Apparel Retail)**

<i>Sl No</i>	<i>Variables</i>	<i>Researchers</i>	<i>Interpretations/Findings</i>
1	Latest fashion	Silva <i>et al.</i> (2019)	Customers expect the latest fashion in stores as well as online platforms
2	One-stop shopping	Kumar <i>et al.</i> (2019)	Retailing for apparel needs a one-stop shopping experience
3	Brand options in a product category	Ferreira <i>et al.</i> (2019)	A brand is paramount in fashion retailing to entice customers
4	Wide varieties of products	Sethi <i>et al.</i> (2018)	Variety in the assortment is key to customer satisfaction in fashion retailing
5	Low price	Silva <i>et al.</i> (2020)	Price is the competitive advantage in fashion retail
6	Discount	Ranto <i>et al.</i> (2021)	Discount and deals drive the online, and offline consumer engagement regarding fashion or apparel sells

*Contd. table 2*

<i>Sl No</i>	<i>Variables</i>	<i>Researchers</i>	<i>Interpretations/Findings</i>
7	Purchase frequency	Gandhi and Bhattacharya (2021)	Purchase frequency is part of customer value realisation and service experience
8	Trust factor	Harrigan <i>et al.</i> (2021)	Trust drive the consumer service experience in fashion retail
9	Ease of Payment	Yan <i>et al.</i> (2021) Liao and Yang (2020) Bailey <i>et al.</i> (2020)	Fashion retailing has got better visibility and acceptance both online and offline due to accessible payment gateways and another mechanism available
10	Ease in delivery	Tao and Xu (2020)	Easy delivery has the potential to change the fashion industry in the long run and can create a positive customer experience
11	Customer care	Sirvi <i>et al.</i> (2021)	Customer care and relationship dimensions are crucial to fashion industry growth and customer satisfaction
12	Complaint Solving	Suleman and Zuniarti (2019)	Service experience is positive if there is a system for complaint redress in the apparel business
13	Return Policy	Tao and Xu (2020)	Easy return policy adds to the positive customer service experience
14	24X7 shopping experience	Tao and Xu (2020)	All-time connection is suitable for the fashion sector, and retailers are getting advantage of this
15	Convenience	Lee and Leonas (2021)	Convenience has taken the place of the fashion sector
16	Product information and research	Ladhari <i>et al.</i> (2019)	Consistent in providing product information is key to fashion success
17	Privacy of customer information	Cheah <i>et al.</i> (2020)	Privacy concerns in a hybrid model of buying are affecting retailing
18	After-sales service	Riaz <i>et al.</i> (2022)	After-sale services and time-bound responses are the challenges for retailing in future
19	Customer review of the product	Harrigan <i>et al.</i> (2021)	Online Reviews are an integral part of the apparel shopping experience.

*Source:* Authors' Own Compilation

### **2.1. Service Experience and Customer Satisfaction**

Service Experience is central to marketing activities, and it connects customers with the service provider (Groth *et al.*, 2019). It provides power to consumers as it brings multiple marketing dimensions related to concepts like service delivery, customer engagement, and customer satisfaction (Kabadayi *et al.*, 2019). Service Experience leads to brand building: it connects the emotional and rational aspects, converting customer satisfaction to word-of-mouth communication (Bravo *et al.*, 2019). If Service Experience gets imbalanced, customers feel a decline in service involvement, and this fluctuation affects the customer journey (Sahhar *et al.*, 2021). This connection proves that a positive Service Experience

has a positive coping behaviour. A negative service experience has an adverse customer response and satisfaction (Cai *et al.*, 2018). In the case of online shopping, service experience directly influences the shopping outcome and connects with services cape and retail scope (Kautish and Sharma, 2019). In the case of fashion items, online shopping experience and offline service experience are responsible for varied customer responses and directly affect the degree of loyalty differently (Kautish and Rai, 2019).

Customer Satisfaction has evolved across channels and within different products and demographics (Hult *et al.*, 2019). Customer satisfaction is a diluted concept in the case of the new experience of omni channel presence (Bell *et al.*, 2020). So a study related to the faster evolving Service Experience and Customer Satisfaction can benefit all the marketing stakeholders. This study questions the fundamentals that drive this relationship in a traditional apparel segment and within a young customer base.

## **2.2. Traditional Apparel Retail**

The traditional apparel market has got the imagination of new-age retailers. The recent trends are showing a positive sign for the traditional apparel segment. Tarai and Shailaja (2020) have found that Odisha traditional apparel has a tremendous growth opportunity. The way things are available online and offline will help the sector prove its distinction. Odisha has unique traditional dresses, and the papers are also identified in Indian dress materials (Tarai, 2020). Indian traditional apparel; are distinct, and it has local richness (Shende, 2017). Patra (2019) has identified the unique Odia handloom that has highlighted the inclusive Indian tradition and placed it in our minds. Acharya and Swain (2017) have determined eighteen distinct handloom clusters in Odisha as unique curves and patterns. So traditional apparel has its distinctness, and this study has identified this as a significant market to study.

## **3. Research Gap and the Conceptual Model**

### **3.1. Research Gap**

Service experience is a significant element in creating a competitive advantage in retailing mainly traditional fashion merchandise. Furthermore, the online and offline amalgamation is another challenge to this competitive advantage. Customer satisfaction is definitely challenged in this connection (Tzeng *et al.*, 2021). The literature highlights this challenge of customer satisfaction and service experience in a new phase of marketing involving in the apparel section. There is a question that interrupts the research community connecting the fact that the continuously evolving state of online and offline dependency is least explored in recent times, especially the traditional apparel segment. Slack *et al.* (2020) have also found this gap relating to some humane values missing in online fashion shopping experiences. They were pointing out the concept of empathy and understanding between human transactions. How customers adjust to the new dimensions of service experience and confined to a new state of satisfaction must be assessed. In this case, traditional fashion or apparel customer service experience and satisfaction need a new discussion (Pandey and Chawla, 2018). So, this paper highlights the gap between service experience and customer satisfaction bringing all the marketing mix elements as the input to this new marketing phase.

### 3.2. The Conceptual Model

The conceptual model is tested to assess the state of positive or negative sentiment while using online and offline services. Moon and Armstrong (2020) identified that online service experience affects the confidence and acceptance of a retail service provider. Sharma *et al.* (2020) explored that some factors that affect online and offline service experience are closely connected with marketing mix elements. Tomar *et al.* (2020) also proposed that online and offline can create different after-sales exposures keeping the trust factor closely working in between. Tzeng *et al.* (2021) questioned whether the elements of customer service online and offline create a better customer service experience and further customer satisfaction. This research has been the motivational guiding force for the proposed conceptual model. This conceptual model has included specific inputs (in the form of marketing mix elements) that can affect or influence the service experience and further customer satisfaction.

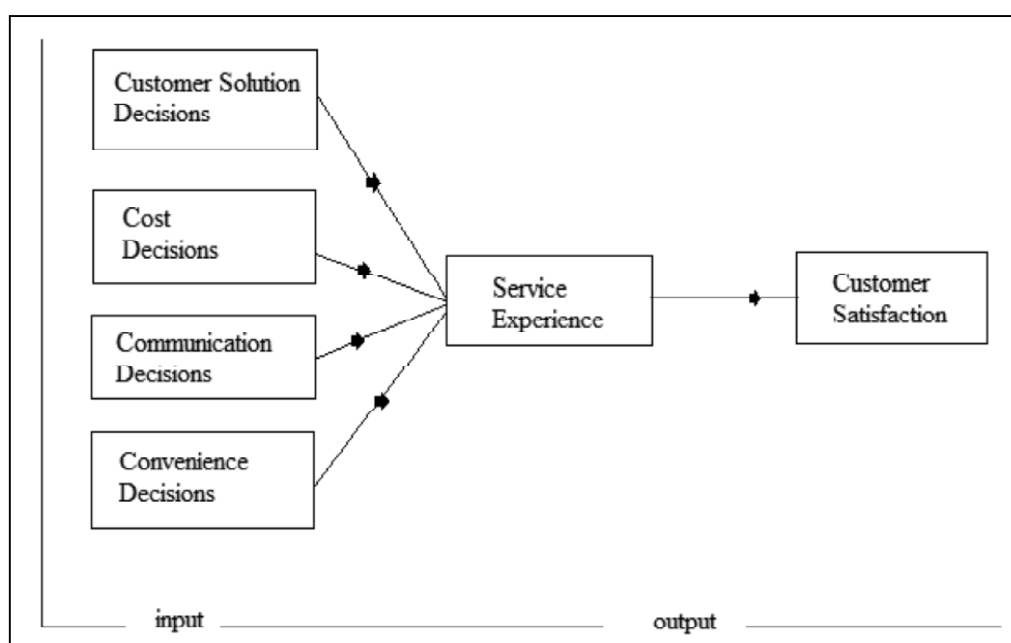


Figure 1: Conceptual Model

Source: Authors' Own Compilation

## 4. Objectives and Hypotheses of the Study

### 4.1. Objectives of the Study

The conceptual model highlights the relationships to be explored by this study. This also clarifies the objective of this study. There are two objectives of the study.

- The first objective of the study is to find out the marketing input factors that affect the overall customer service experience. These factors have been identified by the literature review and there needs to be further limit them for analysis.
- The second objective of the study addresses the relationship between all the inputs and service experience and customer satisfaction. The relationships highlighted in the conceptual model required the two-stage assessment process.

#### **4.2. Hypotheses of the Study**

As it has been identified by the study, the variables are now clearer to proceed with research propositions. The major variables are marketing inputs in the form of communication decisions, convenience decisions, cost decisions, and Customer solution decisions. Yet, these variables are tentative and exhaustive. As we study marketing inputs, these are commonly accepted as the overall factors to study. The first four hypotheses are related to the first phase of the study and are provided below.

H<sub>01</sub>: Communication Decisions positively affect service Experience.

H<sub>02</sub>: Convenience Decisions are positively affected Service Experience.

H<sub>03</sub>: Cost Decisions positively affect Service Experience.

H<sub>04</sub>: Customer Solution Decisions positively affect Service Experience.

Based on the second research objectives of the study, the following hypothesis is formulated:

H<sub>05</sub>: Service Experience positively affects Customer Satisfaction.

#### **5. Research Methodology**

The study has two objectives, and those have been supported and explored further by the relevant research methodology. The first one is related to the exploration and justification of marketing input variables, defined as the marketing mix elements. This is conducted within the scope of exploratory factor analysis. Exploratory factor analysis has been conducted with the help of IBM SPSS-19. Exploratory factor analysis reduces the total number of variables to some limiting factors. This also helps to limit the number of variables to use in the subsequent study and for the conceptual model validation. The major question addressed here is related to the primary customer satisfaction factors in online and offline shopping of traditional apparel. This exploratory research identifies the marketing mix elements.

The second objective of the research has been studied with the help of SEM (PLS-SEM). The hypotheses are studied with a data set that recognizes the relationships among different identified variables. SEM is selected here to evaluate the cause-and-effect relationships among multiple variables. Here the multivariate technique is used to find out the direction of the significant elements that affect service experience and customer satisfaction.

Customers who have experienced online and store outlet shopping experiences of purchasing traditional apparel have been selected for this study. These customers are more diverse and have the expertise of managing various customer touch points during shopping. They are well represented in the sampling frame.



### 5.1. Sampling Frame

Respondents in Bhubaneswar have been considered for this study with online and offline traditional apparel shopping experiences. The sampling unit considered in this study is a youth (18-25 years of age) in Bhubaneswar who has both online and offline shopping experiences. The sample size for this study is 151. The sampling technique is convenience sampling as the respondents are not specific location-wise, and mostly college-going students are available to respond.

**Table 3: Sampling Frame**

<i>Respondents' category</i>	<i>Composition</i>	<i>Gender</i>	<i>Location (number of respondents)</i>
Students	Undergraduate (87)	59% (Male) 41% (Female)	1. Aurelia, Maanyavar Saheed Nagar (39)
	Post Graduates (31)	45% (Male) 55% (Female)	2. Reliance Trends, Patia, (34) 3. Big Bazaar, BIBA, Kharvel Nagar (37)
Job holders	Private Job (23)	54% (Male)	
	Self-employed (10)	46% (Female) 60% (Male) 40% (Female)	4. Fab India, G Nagar (41)
Total	151	55% (Male) 45% (Female)	

*Source:* Authors' Own Calculation

### 5.2. Exploratory Study

An exploratory study was conducted with thirty students of a management institute to find out what they perceive as the significant components of customer satisfaction in online and offline traditional apparel shopping. An unstructured questionnaire was used to gather their responses, and this was further identified as per the literature available. These responses were studied, and variables were identified. The identified variables are provided below.

### 5.3. Exploratory Factor Analysis

EFA was used to establish the marketing mix elements identified by the literature study. The analysis was performed with IBM SPSS 25. The KMO measure of sample adequacy was 0.892, and the Bartlett test statistic is significant. This shows that the sample is suitable for factor analysis. The rotated component matrix is provided below.

The four extracted factors are *Customer Solution Decisions*, *Convenience Decisions*, *Cost Decisions* and *Communication Decisions*. The reliability of these factors was within the acceptable range of Cronbach's alpha coefficient ( $> 0.70$ ) (Raykov, 1998).

**Table 4: Rotated Component Matrix**

Items (Marketing Mix Elements)	1	2	3	4
Item1: Latest Fashion	.925			
Item16: Product info and research	.892			
Item17: Privacy of Customer Info	.891			
Item19: Customer Review	.883			
Item2: One-stop Shopping		.895		
Item7: Purchase Frequency		.885		
Item10: Ease in Delivery		.876		
Item11: Customer Care		.871		
Item5: Low Price			.907	
Item6: Discount			.904	
Item9: Ease of Payment			.890	
Item13: Return Policy			.867	
Item3: Brand Options in a single category				.906
Item4: Displaying Variety				.884
Item8: Communicating Trust				.880
Item18: After Sales Services				.840

Source: Authors' Own Compilation

#### 5.4. Questionnaire Design

As 12 variables could define four marketing mix elements, these variables were considered for the next phase of analysis. The items to measure service experience and customer satisfaction were taken from the existing scale developed by Tzeng *et al.*, (2021). There were five items each of service experience and customer satisfaction were considered for the study. In this process, the final questionnaire had 22 items. The content validity of the questionnaire was done by two faculty colleagues of the marketing and business communication area. As the EFA has already been conducted, it supports the reliability aspect of items presented in the questionnaire.

#### 6. Data Analysis

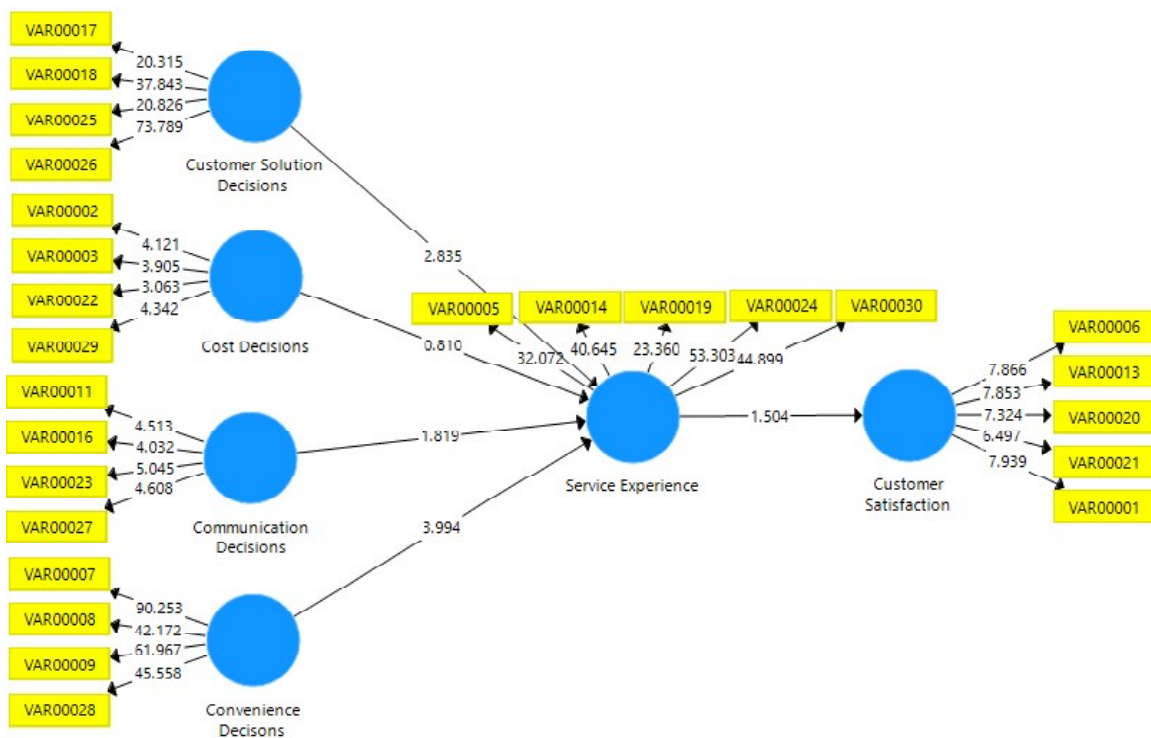
There were 151 respondents whose response was taken for analysis. The target population was customers shopping in Aurelia, Reliance Trends in different places of Bhubaneswar. The primary data source was collected in the form of closed and structured questionnaires. The questionnaire carried 22 questions with options to be selected based on the customer's opinion as convenience sampling is a non-probability sampling that draws a sample from the population close to hand. Further, the second analysis was conducted with the service experience and customer satisfaction outcomes. Customers were asked about their online and offline service experience with the customer satisfaction level. Here the analysis is provided. Smart PLS is used to analyse the data set.

**Table 5: Convergent Validity and Discriminant Validity**

Sl	Constructs	CR	AVE	MSV	ASV	1	2	3	4	5	6
1	Customer solution Decisions	.921	.671	.382	.329	.728					
2	Cost Decisions	.952	.732	.346	.356	.675	.792				
3	Convenience Decisions	.937	.651	.322	.361	.546	.549	.839			
4	Communication Decisions	.931	.668	.318	.342	.612	.548	.611	.829		
5	Service Experience	.910	.602	.374	.369	.452	.573	.563	.542	.892	
6	Customer Satisfaction	.913	.603	.399	.316	.481	.562	.582	.592	.413	.789

Source: Authors' Own Compilation

This is a reflective model as the constructs are expressed within the items specified. All the model fit indices are within the acceptable range. The NFI value is 0.921 for the saturated model and 0.911 for the estimated model. The model estimates are CMIN/DF=2.21, CFI=.915, IFI=.921, TLI=.928, NFI=.907 and RMSEA=0.46. And these are under the specified rules (Xia and Yang, 2019).



**Figure 2: The Measurement Model**

Source: Authors' Own Compilation

The relationship between the four identified factors representing the offline and online service dimensions was checked with service experience and customer satisfaction. Here the indirect effect of customer satisfaction was studied.

In this study, Customer service experience has been used as a mediation variable. Based on the data analysis, presented in Table 6, it is observed that the Communication Decisions and Cost Decisions are not affecting Service Experience. The *P-value* in both cases is significant and thus rejects the null hypotheses. Similarly, the *P-value* for Convenience Decisions and Customer Solution Decisions are not projecting a positive linkage with Service Experiences in both online and offline setups. At the same time, the relationship between Service Experience and Customer Satisfaction is not positive and does not affect positively. There are also no validity concerns in the data set.

The output of the analysis is presented in Table 6.

**Table 6: The Model (Establishment of Relationships)**

<i>Relationship</i>	<i>SD</i>	<i>T Stat</i>	<i>P-Value</i>	<i>Interpretation</i>
Communication Decision→Service Experience	0.090	1.870	0.062	Not Supported
Convenience Decision→Service Experience	0.064	4.015	0.000	Supported
Cost Decision→Service Experience	0.087	0.843	0.399	Not Supported
Customer Solution Decision→Service Experience	0.053	2.766	0.006	Supported
Service Experience→Customer Satisfaction	0.064	1.490	0.136	Not Supported

*Source:* Authors' Own Compilation

## **7. Results and Discussion**

The analysis has a distinct revelation. As the marketing mix elements were studied by connecting with the service experience, it was found that two marketing mix elements- cost decisions and communication decisions are not following the relationship with service experience. This result challenges the work of Silva *et al.* (2020) and Ranto *et al.* (2021), who concluded in low price and discount issues while connecting the service experience. These results corroborate the work of Zhuang *et al.* (2018), who have confirmed the confusion created by pricing related imbalance in online and offline. Furthermore, this study also directly questions the online and offline branding and promotion discrepancies, as highlighted by Ferreira *et al.* (2019); Harrigan *et al.* (2021). The issues like price comparison and promotional inconsistencies majorly affect the service experience.

The study finds that in this phase of a hybrid shopping exposure to buy traditional apparel, price-oriented promotional decisions create unnecessary confusion in the mid of the customer. Customers find store experiences and online experiences are diverse and opposite while comparing prices and finding adequate information about the products. On the other side, convenience and customer solution decisions shape customer service experiences. This supports the work of Silva *et al.* (2019) & Lee and Leonas (2021). The study projects the relationship between service experience and customer satisfaction as unfavourable. This indicates the declining services involvements due to confusion in pricing and

promotion decisions. Furthermore, this supports the research work of Sahhar *et al.* (2021) that make the judgment on positive elements in a customer journey. This study also finds similar results as Cai *et al.* (2018) that project the negative feelings in hybrid buying scenarios. As supported by Hult *et al.* (2019), Customer Satisfaction has been challenged in the case of traditional apparel, and the youth are different in their buying involvement Bhattacharya and Anand (2021). The results respect Bell *et al.* (2020) recent work that projects the diluted customer experiences and satisfaction in the evolving online and offline situation.

## **8. Conclusion and Managerial Implications**

The study has found the customers' satisfaction components, and it has broadly understood the same from the customers' perspective. Online shopping and retailing have been the buzzword today. Any study that highlights the significant elements of both types of shopping experience must be taken positively. Companies are more interested in studying the two different shopping experiences, which is still an evolving area to work. Companies are still trying to define two other business models. They are still not sure how customers in two different shopping experiences accept services and products and react and respond. The study tried to establish the customers' view on overall satisfaction.

This study will help both types of retailers to re-access the customer satisfaction parameters. Services in retail must take both online and offline shopping parameters seriously (Xu *et al.*, 2021). As most young customers prefer an online shopping experience, retailers should improve those parameters where the traditional retail shopping experience lacks good points. The conventional shopping experience should not feel dejected. The study has pointed out how the retail experience can closely work with online retailing to improve the possible parameters like communication and cost decisions (Liu *et al.*, 2020). The study recommends that the managers of both online and traditional shopping experiences have a comparative look at the parameters for strategic developments and decisions as per business growth are concerned. The growth of online and offline retail services depends on identifying similarities and dissimilarities of strategic marketing decisions. The promotion and price decisions need to be converged in both formats.

## **9. Future Scope of Research and Limitations**

The research is conducted in Odisha, and the traditional apparel market covers the entire country. This is a limitation for this paper, yet the research is expected to move from one state to many states. The diverse demographics will add value to future research. The apparel market is posing a serious threat to a price war and false claims. This study can be extended to the possible reasons for cost decisions and communication decision-related discrepancies in different geographic areas. This study can be extended to define a new definition of service experience bringing the favourable marketing mix elements to the equation.

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