

## Impact of Employee Goodwill Gestures on Customer Satisfaction

Dr. Meghna Aggarwal<sup>1</sup>

Tushar Batra<sup>2</sup>

Small, family-run businesses have traditionally dominated the Indian retail market. Retailing has taken some time to change and become more diverse than it is today. These traditional retailers have embraced modern retail principles and are opening up posh showrooms and respectable chains like Shopper's Stop and Pantaloons. Furthermore, the industrial revolution has expanded the availability of a wide range of products and services, leading to intense rivalry in marketplaces, particularly digital ones. The most competitive service providers draw clients in these kinds of marketplaces. This appeal may stem from a number of factors, such as the highest caliber goods, superior customer service, considerate sales tactics, special offers, discounts, etc.

The retail sector in India is growing quickly; it is projected to reach US\$ 1.2 trillion in 2024 and contribute 3% of the country's GDP in 2020. India's retail sector contributes more than 15% of the nation's GDP thanks to government-led policies that have liberalized E-Commerce, retail, and investment (Andreev et al., 2020). Among the thirty developing countries, India is the fifth-largest destination for retail globally (Chawla et al., 2019). In addition, the retail sector in India is the second-largest commerce after agriculture, with a \$180 billion annual turnover. India's retail industry has changed dramatically since the 1970s. India's retail industry is one of the fastest-growing in the country's economy because of the country's expanding disposable income and increasing demand for high-quality goods.

Indian retail has a lot of promise, little economic risk, and moderate political risk, which makes it stand out in the world retail rankings. By 2025, with 400 billion dollars in consumption, India's economy will rank third globally, according to a Oh et al., 2018. The Indian retail sector has experienced significant growth in recent years due to a number of

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<sup>1</sup>Assistant Professor, Department of Commerce and Business Management, Amardeep Singh Shergill Memorial College (A University College of GNDU, Amritsar), Mukandpur. Dist SBS Nagar. 144507.

<sup>2</sup>Research Scholar, University School of Financial Studies, Guru Nanak Dev University, Amritsar.

factors, including favorable demographics, a young and expanding population, rising consumer confidence, psychographic shifts related to India's consumer class, exposure to the global market, the availability of higher-quality retail space, a wider range of products, and brand communication.

Retailers' operational systems are largely dependent on technology, the global economy has changed, consumer demands have altered, supermarkets have expanded the variety of things they sell, and as incomes rise, consumers are demanding convenience, novelty, and excitement. The modern Indian consumer expects more in the way of improved availability and quality, a warm and inviting store, flexible payment options, and clothing samples. This has facilitated the emergence and rapid growth of organized, modern retail formats in recent years.

Since the introduction of digital marketing, there is a great deal more competition and a large number of similar products available. This means that companies now have to work to retain their current customers in order to keep them from moving to another provider. In contemporary marketing, developing a product, deciding on a price, and promoting it are not enough. You also need to set a price that is legally binding, build client trust, and treat them in a way that should motivate them to make further purchases (Rosenberg and Czepiel, 1984). Customers' perceptions of their shopping and consumption experiences in retail and other service venues are greatly influenced by their contact with front-line staff. Consumers are more likely to favor companies where they have good experiences with front-line employees; yet, unfavorable staff interactions might harm a company's standing with customers. Thus, in order to promote repeat business and, eventually, greater financial success, employees must leave a lasting impression on clients (Darroux and Xixiang, 2013).

Although the word "business" is inherently materialistic, business leaders must ensure that their staff members make every effort to satisfy clients by showing goodwill gestures as much as they can, particularly in such a complex atmosphere. In order to make it clear that the act's goal is to foster or strengthen goodwill between the parties. Thus, companies should seek out employees who are strong communicators and listeners, who show empathy, attentiveness, and patience, who can solve problems for clients more swiftly, ingeniously, and successfully. In the minds of current and potential clients, the way that staff members welcome and assist clients in resolving their issues subtly portrays the company as affluent and kind. (Zia, 2020).

## IMPORTANCE OF GOODWILL GESTURES

Numerous studies demonstrate the beneficial relationship between staff behaviour and customer happiness. Customer satisfaction is more significantly impacted by service quality. High quality will result in improved customer satisfaction, which will boost the company's long-term reputation while also helping to retain clients and favourably influence their intentions to make additional purchases (Sullivan, P., & Savitt, R., 1997). Lemmink and Mattsson's (1998) study was another attempt to investigate the connection between customer happiness and the friendliness of staff. They gave an example of the effect that warmth may have on customers and found that when salespeople show warmth to clients during service interactions, the customers respond favourably and in the long run. Customers loyalty, satisfaction and service quality perceptions are strongly and favourably connected to the degree of care, attention, friendly behavior, helping attitude, understanding, responsiveness and warmth delineated by the employees (Burt and Sparks, 2002).

Salespeople are therefore essential to the retail sector. In fact, there was a favourable correlation between the salesperson's dedication and both store mood and repurchase intention. It is so essential that employees feel well, enjoy their jobs, and look forward to coming to work each day. Customers will adopt the same attitude as the staff when they learn that employees at a particular company are just unhappy with their jobs, which will impair their ability to satisfy clients, sell products, handle problems, and even harm the company's reputation. The development of the business and, ultimately, its profitability are strongly impacted by staff attitudes and customer satisfaction. Businesses will be able to develop more favourable relationships with their consumers and experience sustained growth if they show greater concern for their needs. Research findings indicate that the satisfaction of the customer is not only determined by the product evaluation, rather a smart salesperson coupled with a good knowledge about the product together with the ability to assist the customers with their purchase process acts as an antecedent of improving overall customer's satisfaction (Chakrabarty et al., 2010).

The idea of marketing has changed significantly since the industrial revolution, and with it have the market forms and marketing philosophies. The level of competition has increased significantly in this era of technological advancement and market alienation as a result of the

mushroom growth of online marketers, rising aspirations, frequently shifting consumer purchasing behaviour, altered methods of operation, introduction of new formats, shopping platforms, etc. In addition to the declining sales of the last several years, retailers are also under more pressure from stakeholders to improve both customer and financial performance. With the introduction of LPG (Liberalization, Privatization, and Globalization), shifting demographics, the emergence of internet competitors, and rising urbanization—where marketing revolves around the satisfaction of the consumer, which in turn leads to changed lifestyle, consumption pattern and psychology of the consumers. So, the marketers are required to understand the changing pulse of the new age shoppers and should attempt to focus on understanding the dynamic behavior of the consumer, to search out innovative and creative methods and techniques to fascinate the customers, so as to retain them for a longer period of time.

The idea of selling is relied upon assumption that if left alone, the customer would not buy or would buy less. Salesmanship, therefore, involves both persuasion and persuasive skills. Thus, if the customer displays buying inertia, the salesman may have the ability to persuade them. In contrast, if the same concept was practiced more aggressively, the retailer might not only lose sales but he might also lose customers who have been with him a long time, or damage the loyalty of such customers. Therefore, it becomes increasingly important to develop new tools to make the point of sale more attractive, to satisfy customers and to maintain their loyalty. These tools include improving interaction at the point of sale, job efficiency of the employees, consumer facilities, and customer care services and much more. Making the customer to buy for the first time may be simple, but making the customer to buy again is a challenge every marketer faces. Mall visitors are not always prospective customers, as the most of them come just to hang around and indulge in free window shopping in an air-conditioned environment. Additionally, customers are also more inclined to select retail outlets whose benefits include a focus on their needs, and are attentive to their concerns and issues when choosing a retailer. Therefore, the marketer should concentrate on all those efforts with which they attract the customer, persuade them to make purchase and can maintain the long term healthy relationship so as to gain their loyalty. In a cutthroat competition where organizations battle for clients, customer satisfaction is seen as a basic differentiator. Customer satisfaction basically measures how well the needs and expectations of the customers are fulfilled. The success rate of any retail company depends upon how well

it is able to surpass the customer's expectations. Anevidence in academic research suggests that employees' attitude at the store level can create a "climate for Customer service" that will positively enhance their satisfaction level and improve financial metrics (Liao & Chuang, 2007).

In today's competitive retail landscape, customer retention is vital since it is the main link to achieve profitability. Customer retention strategy has become a central aspect of modern marketing that directly and significantly contributes to the growth and profitability of the retail market as retaining a customer is much less costly than obtaining a new one. This quality of customer retention can be attributed to customer satisfaction and loyalty as the research studies indicates that Customers are most likely to remain loyal if they are satisfied.

### Conclusion

Because gesture and speech are tightly related in the creation and understanding of utterances, gesture is fundamental to communication. Additionally, it frequently transmits unique information—particularly on the kinematic and spatial properties of referents—that is lacking from speech signals. Although gesture and voice serve different purposes, they work in concert to improve the language environment. Both speakers and listeners can benefit from gestures. Therefore, in any economic transaction, gestures are crucial to the efficient exchange of information between buyers and sellers. A consumer who has a social relationship with the vendor is more likely to be understanding when a service issue arises. In addition, the study has found a wide range of significant advantages that clients receive from a service connection, including confidence, special treatment, and social benefits. Specifically, special treatment benefits involve economic advantage to a customer by a salesperson, such as greater savings, lower costs, and speedier service; conversely, social advantages include the impressions of friendliness and familiarity. Customer satisfaction with the service provider, good word-of-mouth, loyalty attitudes, and inclinations to return are all completely correlated with customers' views of these advantages.

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