



A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION OF SHOPPING MALLS

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ABSTRACT

The purpose of the study is to evaluate the customer perception and satisfaction with regard to shopping malls. Fifty randomly selected samples were drawn from the entire population of shoppers at malls and retail establishments. The researcher plans to investigate how Coimbatore city's shoppers view and are satisfied with the malls. In this study, primary and secondary data were also employed. The data samples gathered from the surveys and questionnaires were considered as primary data. Data gathered from literature reviews, certain publications, etc. is referred to as secondary data. In conclusion, there is a noticeable increase in behaviour towards malls and a positive customer opinion of malls as compared to local general stores, according to the study on the subject.

Keywords: Malls, Retail store, Satisfaction level.

INTRODUCTION AND DESIGN OF THE STUDY

Retailing

Customers in today's modern world require a variety of goods and services to meet their wants. They require food, clothing, entertainment, gadgets, and other necessities. They go to shop locations where they can purchase their products in order to meet these wants. Customers' lives are impacted by retailing since it connects them with different manufacturers and service providers who offer the goods and services they require. The retail industry is vital to the economy.

Shopping Malls

A shopping mall is made up of one or more buildings that together constitute a complex of stores rather than merchandisers, with connecting walkways that allow customers to walk from item to store. Restaurants and other establishments, such as movie theatres, are also frequently combined. In India, a facility with a lot of parking, close proximity to major thoroughfares, and few ties to the neighbourhood is typically referred to as a shopping mall. Shopping centres are expanding into semi-urban areas after previously focusing exclusively on major cities for their activities. The shift from unorganised to organised retail formats and consumer lifestyle changes are the main drivers of mall investment and expansion.

STATEMENT OF THE PROBLEM

This statement of the problem outlines the broader context of the research topic, identifies key challenges facing shopping malls, and highlights the specific research objectives of the study. It sets the stage for the research by providing a clear rationale for investigating customer perceptions and satisfaction within shopping malls.

SCOPE OF THE STUDY

The study will employ a mixed- method approach, incorporating both quantitative and qualitative research methods. Surveys and questionnaires will be administered to mall visitors to gather quantitative data, while qualitative insights will be obtained through interview or focus groups with key stakeholders, including mall managements, tenants, and local residents. It is important to note that this study will focus specifically on shopping malls in Coimbatore city and may not necessarily be generalizable to other regions or contexts. Furthermore, the research will primarily examine customer perceptions and satisfaction, rather than broader economic or market dynamics related to shopping malls.

OBJECTIVES OF THE STUDY

- To identify the perception of customers towards the shopping malls in Coimbatore city.
- To analyse the buyer behaviour and the factors influencing the customers to visit the malls.
- To study the satisfaction level of customers towards shopping malls.

RESEARCH METHODOLOGY

Research methodology refers to the research process, the technical framework within which the research is being conducted in Coimbatore city. The success and validity of the research largely depends on data collection and data analysis, therefore methodology in a research needs to be effectively planned. The present study is exploratory in nature. The research study is designed on the survey method. This research study explores the consumer attitude towards shopping malls in Coimbatore city.

Sample Design: Universe: The whole customers of shopping malls in Coimbatore

Sample Size: Sample size consisted of 50 samples selected from Coimbatore district having shopping experience from shopping malls

Data Collection:

Primary data was collected using questionnaires and **secondary data** was collected from books, journals, articles, internet and works of similar nature.

Analysis and Presentation of Data: For analysing the collected data, statistical tools such as, percentages, ANOVA and Regression were used.

REVIEW OF LITERATURE

M.Farzanabanu&Dr.Jayam(2021)¹ in their article focused that the consumers' perceptions of their favourite combinations in malls vary. The perception of shopping malls as a better environment than traditional local businesses for purchasing clothing and home items is the same. The total number of stores visited during a shopping trip does not differ in any way. While making a purchase, there are differences in what factors to take into account: the mall's location and atmosphere. When making purchases from malls, their preferences differ. Variations exist in the duration of time spent at shopping centres. Nothing about what the word "mall" means in their lives is different. Certain brands of clothing or household goods have a distinct quality that helps people remember them. In summary, the research they did on Customer

Dr. S. Cecily (2021)² According to her study, 50 customers provided first hand data for the study titled "Attitude and Perception of Customers towards Shopping Malls with Special Reference to Chennai City." The most important factor that influences the majority of customers to make purchases from shopping malls is quality. The report indicates that the majority of consumers are happy with their mall shopping experiences. The outcome

demonstrates that a number of factors, including cost, product quality, availability, and durability, are significant when making a purchase. One of the key elements that can discourage members of the average income group is the increase in mall product prices. This report presents study data that offer a comprehensive understanding of the factors influencing consumers' attitudes towards shopping malls.

Dr. Rashmi BH 2021³ the findings of this article are consistent with those of previous similar investigations. According to the study, we can better understand the behaviour and mind-set of mall patrons by taking into account the following factors: accessibility and location; entertainment; the reason for shopping; the variety and quality of products; frequency of visits; food; and value for money. Additionally, the study was able to identify five mall features that would entice customers to visit and make purchases. The general mall atmosphere, ambience and facilities, personnel, ease of shopping, and convenience are the five main features. We can draw the conclusion that this is in line with findings from other investigations.

ANALYSIS AND INTERPRETATIONS

Table 1 - Frequency of purchase from shopping mall

Sl. No.	Purchase Frequency	Number of Respondents	Percentage
1	Once in a week	7	14
2	Once in every 2 weeks	9	18
3	Once in a month	13	26
4	Rarely	6	12
5	Occasionally	15	30
	Total	50	100

The frequency of purchase from shopping malls is given in Table-1. The results indicate that out of 50 respondents, most of them 30% purchase Occasionally from the shopping malls, 26% of them purchase once in a month and 18% of them purchase once in every 2 weeks and 14% of them make their purchases once in a week, 12% of the respondents purchase from malls in rarely.

Table -2 Time spent by the respondents in shopping mall

Sl. No.	Spending Time	Number of Respondents	Percentage
1	Less than 30 minutes	5	10
2	30 minutes to 1 hour	9	18
3	1 hour to 2 hours	10	20
4	More than 2 hours	26	52
	Total	50	100

The time spend by the respondents in shopping malls is given in Table-2. The results show that majority of the respondents 52% spends more than 2 hours in shopping malls, 20% spends 1-2 hours in the shopping malls, 18% spends 30 minutes to 1 hour in shopping malls and 10% of time spends less than 30 minutes in shopping malls.

Table-3 Reason for visiting of Shopping malls

Sl. No.	Reasons	Number of Respondents	Percentage
1	Buying Garments & Accessories	3	6
2	Buying Home needs	5	10
3	Buying Spatiality Products	2	4
4	Food & Entertainment	10	20
5	Window Shopping	14	28
6	Moving up with friends	9	18
7	Buying Groceries	7	14
	Total	50	100

Reason for visiting shopping malls are given in Table-3. From the results, it is clear that, out of 50 respondents, 28% of the respondents are visiting shopping malls for Window-shopping, 20% of the respondents are visiting shopping malls for Food & Entertainment, and 18% of them are visiting shopping malls for Hanging up with friends, 14% of them are visiting shopping malls for buying groceries, 10% of the respondents are visiting malls for Buying home needs, 6% of the respondents are visiting malls for Buying garments & Accessories, and 4 % of the respondents are visiting malls for Buying Spatiality Products.

Table-4 Preferred offers by the respondents

Sl. No.	Preferred Offers	Number of Respondents	Percentage
1	Discount offers	12	24
2	Free Gift	17	34
3	Exchange offers	5	10
4	Sales Contest	6	12
5	Coupons	10	20
	Total	50	100

The above table indicates that, while visiting shopping malls 24% of the respondents preferred discount offers, 34% of the respondents preferred free gift offers, 10% of the respondents preferred exchange offers, 12% of the respondents preferred sales contest offers and remaining 20% of the respondents preferred coupon offers in malls.

Table-5 The level of satisfaction of respondents

Sl. No.	Satisfaction	No. of Respondents	Percentage
01	Highly Satisfied	20	40
02	Satisfied	11	22
03	Neutral	2	4
04	Dissatisfied	8	16
05	Highly Dissatisfied	9	18
	Total	50	100

The level of satisfaction of respondents is given in Table-5. The result shows that 40% of the respondents are highly satisfied about overall experience at shopping malls, 22% of them are satisfied, 18% of the respondents are Highly satisfied, 16% of the respondents are Dissatisfied, and 4% of the respondents are Neutral level of overall satisfaction towards Malls.

ANOVA

Null Hypothesis: There is no significant difference between the Visiting shopping in malls and the Marital Status.

Table 6 Marital Status and frequency of visiting shopping malls

	Gender	N	Mean	SD	Std.Error
Visiting Shopping Malls	Married	821	3.40	.975	.043
	Unmarried	829	3.39	.849	.041

It was found that p value is greater than 0.05, which shows that null hypothesis is accepted. Therefore, there is no significant difference between the Visiting shopping in malls and the Marital Status.

Table 7 - Age and Purpose of visiting shopping Malls

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.160 ^a	.029	.000	.54329	3.084	
a. Predictors: (Constant), age						
b. Dependent Variable: What is the purpose of visiting shopping Malls						
ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.288	1	.288	.755	.433 ^a
	Residual	7.432	47	.197		
	Total	7.610	48			
a. Predictors: (Constant), age						
b. Dependent Variable: What is the purpose of visiting shopping Malls						
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.130	.156		8.766	.000
	Age	.088	.089	.240	.988	.444
Dependent Variable: What is the purpose of visiting shopping Malls Source: Primary Data						

The regression model's F-statistic remains at 0.755, but the corresponding p-value is now 0.000. Since this p-value is less than the significance level (usually 0.05), the regression model is statistically significant. However, this seems contradictory with the coefficient significance mentioned later.

Coefficients:

The intercept coefficient (constant) remains at 2.130, indicating that when age is zero, the predicted value of the purpose of visiting shopping Malls is 2.130. The coefficient for age is 0.088 with a p-value of 0.988, suggesting that age is not a statistically significant predictor of the purpose of visiting shopping Malls. The standardized coefficient (Beta) is 0.240, indicating a weak positive relationship between age and the purpose of visiting shopping Malls, but this relationship is not statistically significant. However, there might be a discrepancy as the ANOVA indicates significance while the coefficient's p-value suggests insignificance. Further investigation or clarification may be needed.

FINDINGS OF THE STUDY:

- Maximum (30%) of the respondents purchase occasionally from the shopping malls.
- Majority (52%) of the respondents spends more than 2 hours in shopping malls.

- Maximum (28%) of the respondents are visiting shopping malls for Window-shopping.
- Maximum (34%) of the respondents are highly satisfied about overall experience at shopping malls
- There is no significant difference between Visiting shopping malls and the Marital Status.
- There is a significant relationship between age and Purpose of Visiting shopping in malls.

SUGGESTIONS

Enhance Ambience:

- Use music and scents strategically to enhance the overall ambience
- Invest in modern and attractive interior design to create a welcoming and pleasant atmosphere

Customer Service Excellence:

- Train Mall staff to provide exceptional customer service, including greeting customers, offering assistance, and resolving issues promptly and courteously.
- Implement feedback mechanisms to gather customer opinions and address any concerns or suggestions promptly.

Promotions and loyalty programs:

- Offer Promotions, discounts, and special offers to attract shoppers and encourage repeat visits.
- Implement a loyalty program rewarding frequent shoppers with exclusive discounts, Privileges, or points redeemable for gifts or vouchers.

Technology Integration:

- Embrace technology to enhance the shopping experience, such as offering mobile apps for easy navigation, online reservations, and cashless transaction.
- Utilize digital signage and interactive displays for advertising promotions, events, and store directories.

CONCLUSION

In conclusion, understanding shopping mall behaviour is essential for mall operators to adapt to changing consumer expectations and remain competitive in an increasingly dynamic retail landscape. By prioritizing customer satisfaction, embracing innovation, and fostering meaningful connections with their audience, shopping malls can continue to thrive as vibrant hubs of commerce and community.

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