

A Study on Customer Satisfaction With Reference To Shopping Malls in Trichy

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ABSTRACT

Consumer satisfaction is important to the marketer because it is generally assumed to be a significant determinant of repeat sales, positive word-of-mouth, and consumer loyalty. Satisfaction is important to the individual consumer because it reflects a positive outcome from the outlay of scarce resources and the fulfillment of unmet needs. Satisfaction is a post choice evaluative judgment concerning a specific purchase selection. Although attitude like, the concept of satisfaction is distinguished from attitude toward the product or brand, which represents a more generalized evaluation of a class of purchase objects. In fact, satisfaction has been established as a key causal agent responsible for experience based attitude change. The purchase of goods or services includes a number of factors that could affect each decision. Customer satisfaction is more complex and even more important for retailers today than in past. The objectives of this study were to investigate the effects of customer satisfaction in shopping malls of Tiruchirappalli city and to study the variations of satisfaction with service. The sample included 200 active mall shoppers. The study will help the managers of shopping malls to understand the underlying customer satisfaction of the shoppers in the malls and help them to craft their marketing strategies also study will help to understand the factor

KEY WORDS: Shopping mall, Customer Satisfaction, service, product.

INTRODUCTION

Customer satisfaction measures that how products or services supplied by a company meet or surpasses a customer's expectation. In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations. An act of satisfaction is fulfillment; gratification. Definition of Customer satisfaction is the act of just doing enough to be acceptable to a customer. It is simply meeting basic expectations. The satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Measuring customer satisfaction provides an indication of how successful the shopping mall is at providing products and/or services to the customers. The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. The customer is asked to evaluate each statement and in term of their perception and expectation of performance of the shopping mall being measured. Their satisfaction is generally measured on a five-point scale.

REVIEW OF LITERATURE

In this review of studies in the field of customer satisfaction of shopping malls have been given.

LalityaVirSrivastava (2009) indicated the importance of allowing FDI in Retailing. The paper has high lightened the factors for not allowing the FDI in retail sector but at the same time has quoted the example of China which was able to achieve the great result by allowing 100% FDI in the sector.

Rupesh Kumar Tiwari, Anish Abraham (2010) “Understanding the consumer behavior towards shopping malls in Raipur city” the Consumer behavior towards shopping malls, with reference to Raipur city. The paper also examines the Mall developers, managers, marketers and operators with the perfect blend of necessary acumen in terms of various shopping dimensions required to offer the Targeted customers so as to operationalize the mall with utmost productivity and Performance.

Mrs. Sudha Vemaraju (2011) studied in the background of changing retail trends, understanding customer’s perceptions, building relationship and retaining customers have identified as major source of competitive advantage. So the present paper attempts to bring critical areas in retailing: 1. Customers perceptions. 2. CRM 3. Changing waves in retailing.

SangitaMohanty (2012) studied in her paper titled “Drivers of retail shopping: An Exploratory study” consumers attitude towards nearby market, big bazaars and shopping Malls and to analyze the related reasons age wise, education wise and income wise. The Basic purpose is to find out the reasons of patronizing a store gender wise and to unfold the consumer’s preference to shopping malls.

Anil N. Barbole and Varsha Borade (2012) studied the impact of a customer buying attitude on various grocery products in supermarkets. The growing competition among the retailers and the increased customer dissatisfaction among customer are reasons for the grocery retailers strive to know their customers. The different shopping patterns are owing to varied customer tastes and environment.

STATEMENT OF PROBLEM

This study is an attempt to find out the nature of purchasing behavior and the various possibilities of the customer satisfaction in the shopping malls. It is expected that the results and findings of the study would enlighten the shopping malls as to how should make their purchasing decisions.

OBJECTIVES OF THE STUDY

1. To examine the relationship between personal background of customer and services of shopping malls.
2. To measure success for improving customer satisfaction in relation to shopping malls services.

METHODOLOGY

A research design is truly and simply basic frame work on plan for a study that guides collection of data and analysis of the data. In customer surveys we adopted this descriptive research for collecting and analysis of the data.

Customer satisfaction are taken from extensive study of sales literature viz. journals of marketing, international journals of marketing, various business review and marketing management magazines etc.

SELECTION OF THE UNIT

This study is carried out in various selection of units namely, Femina Shopping Mall, Kavery, Reliance.

SAMPLING TECHNIQUE

We have adopted convenience sampling technique in our survey. In this method the sampling units are choose primary in accordance with the investigator is convenience.

SAMPLE SIZE

The sample size is 200 customers. The sample comprised of the respondent above 20 years age & having experienced of shopping from shopping malls.

DATA COLLECTION METHOD

- **PRIMARY DATA**
- **SECONDARY DATA**
- **HYPOTHESIS**

In this study primary data in collected through questionnaire. This method of data collection is quite popular. Researcher collected the data by giving questionnaire to the respondents directly by hand and collects the information immediately .The primary data are collected from 200 customers of different shopping malls, spreading across Tiruchirappalli city and having above 20 yrs age and already have purchased products from any shopping malls.

SECONDARY DATA

Secondary data are collected for some earlier research work and are applicable (or) usable in the study research. Secondary data's are less expensive and can be collected within a short period.

HYPOTHESIS

Hypothesis: 1 There is no relationship between age and satisfaction level on shopping made in mall.

TABLE 1 SHOWING DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.NO	DEMOGRAPHIC PROFILE	NO. OF RESPONDENTS	PERCENTAGE
1	AGE		
	21-30 years	25	13
	31-40 years	16	8
	41-50 years	85	43
	51-60 years	33	16
	Above 60 years	41	20
2	EDUCATIONAL QUALIFICATION		
	S.SL.C	31	15
	Hr.Sec.	57	29
	Degree	62	31
	B.E	50	25
3	OCCUPATION		
	Business	41	21
	Agriculture	26	13
	Private Service	101	50
	Government Service	32	16
4	EXPERIENCE		
	Below 5 Years	27	13
	5-10 Years	37	19
	10-15Years	56	28
	15-20 Years	80	40
5	INCOME		
	Rs.5000	19	10
	Rs.10000	30	15
	Rs.15000	76	38
	Rs.20000	44	22
	Rs.30000	31	15

Source:primary data

INTERPRATION

1. Table’s shows the age group of respondents 43% were 41-50 years age, 20% of the respondents were above 60 years age, 16% of the respondents were 51-60 years age, 13% of the respondents were 21-30 years age and only 8% of the respondents were 31-40 year’s age.
43% of the respondents are in the age of 41-50 years.
2. Table show the education qualification of the respondents 31% were degree holders, 29% of the respondents were higher secondary, 25% of the respondents were B.E degree holder and only 15% of the respondents were SSLC.
31% of the respondents are in the degree holders.
3. Tables shows the occupation of respondents 50% were working in private service, 21% of respondents were holding business, 16% of respondents were from Government services and only 13% of respondents were agriculture workers.
50% of the respondents are in the occupation private services.
4. Table shows the Experience of the respondents , 8% respondents were above 20 years of experience, 13% of the respondents experience were below 5 years , 19% respondents were 5 to 10 years of experience , 28% were 10 to 15 years of experience in business , 32% of the respondents were 15 to 20 years of working experience
32% of the respondents are in the Experience of 15 – 20 Years
5. Table shows the monthly Income of respondents. 10% of the respondents monthly income was Rs. 5000 ,15% of the respondents monthly income was Rs. 10000 and Rs. 30000, 22% of the respondents monthly Income was Rs. 20000 , 38% of the respondents monthly income was Rs. 15000.
38% of the respondents are in the Monthly Income of Rs. 15000.

THE NUMBER OF TIMES VISITED IN THE SHOPPING MALL

MODE	NO. OF RESPONDENTS	PERCENTAGE
Daily	56	28%
Weekly	38	19%
Monthly	72	36%
Fortnightly	34	17%
Total	200	100

Sources: primary data.

- ☉ Table shows the number of times visited shopping 36% of respondents are monthly visited in shopping mall, 28% the respondents are daily visited in shopping and 19% of the respondents are weekly visited in shopping mall and 17% of respondents are fortnightly visited in shopping mall.
- ☉ 36% of the respondents are in the mode of monthly.
- ☉

SHOPPING SATISFACTION

PARTICULAR	STRONGLY DISAGREE	DISAGREE	UNDECIDED	AGREE	STRONGLY AGREE

Shopping satisfaction	21	19	41	84	35
	10%	10%	20%	42%	18%
Adequate variety of goods	26	32	58	51	33
	13%	16%	29%	26%	16%
Respondents price range	26	13	67	35	59
	13%	6%	34%	17%	30%
Hospitality	13	26	77	45	39
	6%	13%	38%	23%	19%
Availability of international quality goods	22	30	70	37	41
	11%	15%	35%	19%	20%

Sources: primary data

☉ Tables shows the shopping satisfaction of the respondents 42% of the respondents are agree for the level of satisfaction of shopping, 38% of the respondents are undecided the hospitality facilitates, 35% of respondents are undecided of international qualities of goods in shopping mall, 34% of the respondents are undecided the reasonable range of goods, 30% of the respondents are highly agree the reasonable range of goods, 30% of the respondents are undecided agree the reasonable range of goods, 29% of the respondents undecided for adequate of variety of goods.

☉ 42% in the respondents are in the opinion of agree.



HYPOTHESIS

Hypothesis: I

There is no relationship between age and satisfaction level on shopping made in mall.

AGE	SATISFACTION LEVEL ON SHOPPING MADE IN MALL				
	STRONGLY DISAGREE	DISAGREE	UNDECIDED	AGREE	STRONGLY AGREE
21-30 years	2	5	7	8	3
31-40 years	3	2	1	6	4
41-50 years	7	7	20	42	9
51-50 years	5	2	6	14	6
Above 60 years	4	3	7	14	13

Pearson Chi-Square value=19.480

Significant value=0.015 (5% level, DF=16)

From the above chi-square analysis, Pearson chi-square value 19.480 (p<0.05, DF=16), we infer that there is a significant association exist between the demographic factor age and satisfaction level of the customer who made shopping in Femina Shopping Mall.

FINDINGS

It is inferred that, most (59%) of the respondents considered the nature of shopping mall at innovated basis.

Most of the respondents (50%) are working in private service.

Majority of the respondents (45%) are dissatisfied variety of brand in the shopping mall.

It is inferred that, sizeable (43%) of the respondents belong to the age group of 41-50 years.

Majority of respondent (42%) are satisfied of sales person in the shopping mall. It is inferred that, majority (31%) of the respondents are the degree holders.

Maximum of the respondents (28%) are satisfied with location of the shopping mall.

SUGGESTION

The following are the various suggestion made on the basis of analysis of organization. There should be immediate important in certain factors like fixation of price, package, infrastructure, information about the shopping mall etc. This area requires immediate attention of the shopping malls. More over there is stalls room for improving services of shopping malls to the extent of 40%.

CONCLUSION

This research study is concerned with examination of consumer satisfaction about the performance of shopping mall in the Trichy city. There are few shopping malls which are considered to be popular functioning in the city. A survey on the perception of consumer how visited often have formed different rankings on various factors. It is notable that maximum satisfaction was only 62% on the suitability of shopping mall for all age groups. Femina Shopping Mall ranks first in the promotional offers and searching facilities when compared to other shopping malls.

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