

A Study of Customer Satisfaction towards Shopping Malls (A Study of Shopping Malls of Ludhiana)

Ratnesh Pal Singh

Assistant Professor, Department of Management Studies, Mata Gujri College, Fatehgarh Sahib, India.

ABSTRACT - Despite being one of the largest employing industries in India and contributing a significant portion to GDP, it still lacks a clear policy which would allow Indian retail players to firmly establish themselves and enable them to face competition on an equal footing. Indian retailing industry has made huge strides over the last 10 years. Business always starts and closes with customers and hence the customers must be treated as the King of the market. All the business enhancements, profit, status, image etc of the organization depends on customers. Hence it is important for all the organizations to meet all the customers' expectations and identify that they are satisfied customer. Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation.

Key words: shopping malls, customer satisfaction, consumer behavior.

I. INTRODUCTION

Customer satisfaction is a part of customer's experience that exposes a supplier's behavior on customer's expectation. It also depends on how efficiently it is managed and how promptly services are provided. This satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc. Customer satisfaction is the overall essence of the impression about the supplier by the customers. This impression which a customer makes regarding supplier is the sum total of all the process he goes through, right from communicating supplier before doing any marketing to post delivery options and services and managing queries or complaints post delivery. During this process the customer comes across working environment of various departments and the type of strategies involved in the organization. This helps the customer to make strong opinion about the supplier which finally results in satisfaction or dissatisfaction. Customer's perception on supplier helps the customer choose among the supplier on basis of money value and how well the delivered products suit all the requirements. The supplier's services never diminishes after the delivery as customer seeks high values post marketing services which could help them use and customize the delivered product more efficiently. If he is satisfied with the post marketing services then there are good chances for supplier to retain the customers to enhance repeated purchases and make good business profits.

CONSUMER BEHAVIOUR

The term consumer behavior is defined as the behavior that consumer display in searching for purchasing, using,

evaluating and disposing of product and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluation on future, and how they dispose of it. In another words, consumer behavior can be define as the behaviour of individuals in regards to acquiring, using, and disposing of products, services, ideas or experiences. Consumer behavior also includes the acquisition and use of information. Thus, communication with consumers and receiving feedback for them is a crucial part of consumer behavior which is of great interest to marketers.

HISTORY OF SHOPPING MALLS

One of the earliest examples of public shopping malls come from Ancient Rome in forums where many shopping markets were located. One of the earliest public shopping centers is Trajan's Market in Rome located in Trajan's Forum. Trajan's Market was probably built around 100-110 AD by Apollodorus of Damascus, and is thought to be the world's oldest shopping center and a forerunner for the shopping mall. Numerous covered shopping arcades, such as the 19th-century Al-Hamidiyah Souq in Damascus, Syria, can be considered precursors to the present-day shopping mall. Isfahan's Grand Bazaar, which is largely covered, dates from the 10th century. The 10 kilometer long covered Tehran's Grand Bazaar also has a long history. The Grand Bazaar of Istanbul was built in the 15th century and is still one of the largest covered markets in the world, with more than 58 streets and 4,000 shops. Gostiny Dvor in St. Petersburg, which opened in 1785, may be regarded as one of the first purposely-built mall-type shopping complexes,

as it consisted of more than 100 shops covering an area of over 53,000 m² (570,000 sq ft). The Marché des Enfants-Rouges in Paris opened in 1628 and still runs today. The Oxford Covered Market in Oxford, England opened in 1774 and still runs today. The Passage du Caire was opened in Paris in 1798. The Burlington Arcade in London was opened in 1819. The Arcade in Providence, Rhode Island introduced the retail arcade concept to the United States in 1828. The Galleria Vittorio Emanuele II in Milan, Italy followed in the 1870s and is closer to large modern malls in spaciousness. Other large cities created arcades and shopping centres in the late 19th century and early 20th century, including the Cleveland Arcade, Dayton Arcade and Moscow's GUM, which opened in 1890. Early shopping centers designed for the automobile include Market Square, Lake Forest, Illinois (1916) and Country Club Plaza, Kansas City, Missouri (1924). An early indoor mall prototype in the United States was the Lake View Store at Morgan Park, Duluth, Minnesota, which was built in 1915 and held its grand opening on July 20, 1916. The architect was Dean and Dean from Chicago and the building contractor was George H. Lounsberry from Duluth. The building is two stories with a full basement, and shops were originally located on all three levels. All of the stores were located within the interior of the mall; some shops were accessible from inside and out. Originally the first of the shopping malls was opened in Paris. Then the trend followed in the other metros over the world, and there was a spree of shopping malls coming up at various places. In this age of mass production and mass consumption, the concepts of shopping malls is most modern method of attracting consumers.

MALLS IN LUDHIANA

Malls which I have covered for the study

- Westend mall
- Ansal Plaza
- MBD Mall
- Flamez Mall

II. REVIEW OF LITERATURE

Sproles (1985) developed a 50-item instrument to profile the decision making styles of consumers. Using data collected from 111 undergraduate women in two classes at the University of Arizona and employing a factor analysis technique, Sproles (1985) found six consumer decision-making style traits He named and described these traits:

- (1) Perfectionism.
- (2) Value Conscious,
- (3) Brand Consciousness,
- (4) Novelty-Fad-Fashion Consciousness,
- (5) Shopping Avoider-Time Saver-Satisfier,
- (6) Confused, Support-Seeking Decision

Kendall (1986) define a consumer decision making (CDM) style as "a mental orientation characterizing a consumer's approach to choices". Broadly speaking, there

are three types of approaches in studying consumer decision-making styles: the psychographic / lifestyle approach, which identifies hundreds of characteristics related to consumer behavior; the consumer typology approach, which classifies consumers into several types; and the consumer characteristics approach, which focuses on different cognitive dimensions of consumer's decision-making in the extent consumer behaviour literature, most studies assume that the shopping approaches of all consumers with certain decision making traits combine to form a consumer's decision-making style. Academicians and researchers have long been interested in identifying these underlying decision styles of shoppers. For example, consumers are identified as economic shoppers, personalizing shoppers, ethical shoppers, apathetic shoppers, store loyal shoppers, recreational shoppers, convenience shoppers, price-oriented shoppers, brand-loyal shoppers, name-conscious shoppers, problem-solving shoppers, fashion shoppers, brand conscious shoppers and impulse shoppers. Using the consumer characteristics approach,

Goff C. Brent, Boles S. James, Bellenger N. Danny & 62 Pacific Business Review International Stojack Carrie (1997), they have mainly examined the one non product related construct on consumer satisfaction with a major retail purchase. Researcher have assumed that the customer satisfaction and their product evaluation not only depend on product performance but the also on the interaction with the sales person's and their efforts, they have also focus on that salesperson is now the basic need of retail sector for getting the customer satisfaction. Finally; they have concluded that, if a firm is to be successful, it must understand what customers expect from sales personnel in their market, and make sure that their employees meet or, better yet, exceed those expectations.

Anselmsson (2006), have developed and validates a conceptualization of shopping mall satisfaction based on field studies in Sweden. He had observed that Customer satisfaction with a shopping centre may be viewed as an individual's emotional reaction to personal evaluation of the total set of experiences encountered at the shopping centre. Also, customer interactions with shopping centre establishments involve a variety of different activities. Researcher had taken 8 factors to find out the customer satisfaction. Furthermore, this study had also investigated whether sources of satisfaction differ in importance with respect to gender and age, generally two important variables for retail segmentation. The result was focused on number of characteristics of shopping malls in comparison of customer satisfaction. Researcher had found that Selection was the most important factor of customer satisfaction.

Kamaladevi B. (2010), they have found the survival of fittest & fastest is the mantra of today's business game. To compete successfully in this business era, the retailer must

focus on the customer's buying experience. To manage a customer's experience, retailers should understand what "customer experience" actually means. Finally; in conclusion there are some fundamental points: Customer Experience Management is not simply an old idea in a new wrapper. The result was that there are now more services and products available than at any time in the past, yet customer satisfaction are on a downward slide.

OBJECTIVES OF THE STUDY

1. To know the variety of products offered by various shops in malls.
2. To know the quality of products offered by various shops in malls.
3. To identify the effect of sales promotion schemes on customer satisfaction with reference to shopping malls.
4. To know the impact of price on customers.
5. To know the customer satisfaction level towards the variety of products provided by shopping malls.

III. RESEARCH METHODOLOGY

Data Sources:

PRIMARY SOURCE- In case of this report I collected the primary data during the course. The data was collected through the survey method where the respondents were required to fill up the questionnaires in the Ludhiana area.

SECONDARY SOURCE- Secondary data means the data already available, which has already been collected and analyzed by someone else. It includes the published data available in the form of:

- Various publications
- Journals
- Books, magazines, Newspapers
- Internet

During my project work I did collected the secondary data from all these sources.

QUESTIONNAIRE METHOD: This method of data collection is quite popular in case of big queries. In this method a questionnaire is presented to a concerned person with a request to give answers of the questions. The general form of questionnaire can be either structured or unstructured. Structured questionnaires are those in which there are definite, concrete and predetermined questions. When these characteristics are not present in the questionnaires, it is termed as unstructured. The questions included can be in the form of closed ended which involves choice of answers or it can be open ended questions which asks for the respondents personal opinions and views.

Sample Size

Sample size 150 is selected in order to conduct this research.

Sample Unit: - It indicates who is to be surveyed. In this project sampling unit is consumer who is consuming from malls at ludhiana. It includes students, businessmen, housewives, employees from private and public sectors of Ludhiana city.

IV. ANALYSIS AND INTERPRETATION

From the data collected and by doing analysis we I came to following results:

1. In this I came to know about the opinion of the consumers that how much times they visit the shopping malls. Most of the respondents said that they go to the malls once in a week 25% people said that they would like to go to malls once in a month or twice a month. very rare people went to malls every day.
2. From the table we came to know that people would like to go to all the shopping malls most of them(25%) would like to go to west end mall 21% people would like to g to ansal plaza very less people prefer to go to Jmd Goverdhan city centre.
3. From the analysis we came to know that most of the people go to the shopping malls because in malls they get more variety and quality 21% people go to malls because they like the location of the malls price is also a factor that affects the consumers.
4. In the above analysis I interpret that people are getting special discount offers 18% people get buy one get one offer 11% people said that they are getting the promotional schemes by the malls.
5. From the analysis we came to know that 58% customers said that they get the warranty offers on the products.22% said that they enjoy the weekly and monthly offers given by the malls and some of the people said that they get the warranty on some special moments.
6. People will go to a particular mall because according to them they get the good range of products their 29% people go to the malls because they are near to their locality.21% people go their because of their good ambience.
7. When a person is going to anywhere they just want to do enjoy so with the survey we will come to know that 41% people are going to the malls for doing fun & entertainment 27% people are going for the purpose of shopping 19% are going for eating & 13% are going for outing.
8. When we are going to the malls we must spend some amount of money 45% of people are spending 1000-5000 in a visit.35% people spend Rs 600-1000 14% are spending more than Rs 5000 & only 6% are spending up to Rs 500.
9. In it we have seen that most of the people are satisfied from the facilities provided by shopping malls 82% people are satisfied & 18% people are not satisfied.

10. From the analysis we come to know that people expectations from malls in future are high. Most of the people (87%) said that they will be satisfied from the malls in future & 13% people said that they will not be satisfied from the malls.

CROSS TABULATION RESULTS SHOWS THAT

1. Hypothesis -males visit to malls more than females.

Hypothesis is accepted because 62% male said that they often go to shopping mall 22% out of them go once in the malls & 57% female said that they go to shopping malls most of them are going once in a month.

2. Hypothesis-mostly “youngsters” prefer to visit west end mall.

Hypothesis is accepted because 30% youngsters like to go to west end mall even the most of the people like to go to west end mall.

3. Hypothesis- Males concentrating more on quality as compare to females.

Hypothesis is accepted because 62% males are more concentrating on quality on the other hand only 38% females are concentrating on quality.

4. Hypothesis -Most of the youngsters go to mall for the purpose of fun & entertainment.

Hypothesis is accepted because 43% youngsters went to malls for the purpose of fun & entertainment.

5. Hypothesis – males are spending money more than females.

Hypothesis are rejected because males are spending more than females 27% males spend 1000-5000 in per visit.

V. RECOMMENDATIONS

Though lucrative opportunities exist across product categories, food and grocery, never the less, presents the most significant potential in the Indian context, as consumer spending is highest on food. Further, ‘wet groceries’ i.e. fresh fruits and vegetables is the most promising segment within food and grocery as very few organized

Retailers have tapped this opportunity inspite of wet groceries being the preferred choice of most Indian households. The next level of opportunities in terms product retail expansion lies in categories such as apparel, jewellery and accessories, consumer durables, catering services and home improvement. These sectors have already witnessed the emergence of organized formats though more players are expected to join the bandwagon. Some of the niche categories like Books, Music and Gifts offer interesting opportunities for the retail players.

Wholesale trading is another area, which has potential for rapid growth. German giant Metro AG and South African Shoprite Holdings have already made headway in this segment by setting up stores selling merchandise on a wholesale basis in Bangalore and Mumbai respectively.

These new-format cash-and-carry stores attract large volumes from a sizeable number of retailers who do not have to maintain relationships with multiple suppliers for all their needs.

Rural Retailing : Of late, India's largely rural population has also caught the eye of retailers looking for new areas of growth. ITC launched the country's first rural mall ‘Chaupal Sagar’, offering a diverse product range from FMCG to electronics appliance to automobiles, attempting to provide farmers a one-stop destination for all of their needs. There has been yet another initiative by the DC Sriram Group called the ‘Hariyali Bazaar’, that has initially started off by providing farm related inputs and services but plans to introduce the complete shopping basket in due course. Other corporate bodies include Escorts, and Tata Chemicals (with Tata Kisan Sansar) setting up agri-stores to provide products/services targeted at the farmer in order to tap the vast rural market.

FDI could indeed do a lot in this sector as entry of international retailers would bring in the required expertise to set the supply chain in place which would result in elimination of wastage, better prices and quality for consumers and higher income for farmers besides of course farm produce retailing getting a facelift.

All this can only spell good news for the Indian consumers who will Project on Retailing be inundated with a flurry of state-of-the-art products and services at reasonable prices – a state they have long craved for.

REFERENCES

- [1] Freeman, Laurie "Corporate Branding Gains B-To-B Momentum," Advertising Age's Business Marketing,
- [2] Keller, Kevin Lane, Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Upper Saddle River, NJ: Prentice-Hall, Inc.
- [3] Kotler, Philip and Alan R. Andreason Strategic Marketing For Nonprofit Organizations, Upper Saddle River, NJ: Prentice Hall, Inc.
- [4] Schiffman Leon G. , Kanuk Leslie Lazar, Consumer Behaviour
- [5] Gupta S.P, Statistical Methods, Sultan Chand and Sons.
- [6] Kellogg: Mastering Marketing.
- [7] Bella Mody, State Consolidation through liberalization of Telecom; Journal of communication.
- [8] Marketing Research C.R. Kothari
- [9] Business India: The Magazine of the Corporate World; February,
- [10] India Today
- [11] Journal of Marketing;
- [12] Retail Survey: A.T. Kearney, Retail Survey: KSA Technopak
- [13] Supermarket Key Attributes and Location Decisions by Daniel Serra