CUSTOMER SATISFACTION AND ORGANIZED BIG SHOPPING MALLS - A STUDY AT BENGALURU

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Abstract
Bengaluru is growing day by day and life styles are undergoing a sea of changes. A favourable demographic profile is existing at present in Bengaluru. Marketing is a very creative, dynamic, challenging and exciting topic and its meaning always changes according to time and environment. A shopping center, shopping mall or shopping plaza is the modern adaption of the historical market place and a mall is a collection of independent retail stores, service and a parking area. (Satnam Kour Ubeja 2014)[1]. Customer satisfaction, a term frequently used in marketing is a measure of how products and services supplied by a retailer meet or surpass customer expectation. Measurement of customer satisfaction indicates how a modern mall provides services. An attempt is made in this paper to measure consumer satisfaction using Likerts Technique. Their satisfaction is measured on a five point scale.

Malls at Bengaluru realized that consumer satisfaction plays a key role in making a business strategy successful. A successful marketer understands the management of dedicated customer satisfaction. The study here relies upon extensive data set of consumer satisfaction and sales performance from 300 respondents.

Keywords: *Consumer Satisfaction, Loyalty, Measuring Satisfaction Shopping Mall Awareness, Promotional Strategies.*

INTRODUCTION
Retailers are one of the biggest industries in India. Of late retailing in Bengaluru through modern malls is witnessing tremendous growth with competitiveness. The demography of Bengaluru region various distinctively and retailers has to design proper strategies to market products appealing to all classes of society. They have to plan well to draw shoppers from roadside hawkers and kirana stores to super and hyper malls. A successful marketer understands well about consumer satisfaction, loyalty and long stay of satisfied customers. Retailing in India expected to grow 25% annually and expected that retail business in India could be worth US$ 175-200 billion by 2016 (Priya Prasad and Harikumar, 2013)[2]. The Indian retail sector is estimated at around Rs. 900000 Crores of which organized sector accounts for a mere 2% indicates the existence of huge potential market opportunity in Bengaluru waiting for the consumer savvy organized retailer.

SIGNIFICANCE OF THE STUDY
The study of customer satisfaction reveals many issues. An unsatisfied customer may not be loyal. This shift or switch over to another retailer causes decrease in stores sales performance in a short period. Further, those who understands linkages between consumer satisfaction drivers and sales performance may be avoiding unsatisfactory experience in the beginning it self. A right decision taken by the retailers leads to reap the advantage of sales payoffs relative to their competitors.

Bengaluru with huge middle class base and its untapped retail base over the two major key attractions for global retail giants planning to enter new market like Bengaluru. The changing lifestyles, strong income growth, double income, favourable democratic patterns, ready to spent personal income are some of the features of Bengaluru consumer which has to be properly enchased by modern retailers. Bengaluru customer's purchasing power is growing and prefers to buy branded merchandise in areas like apparels, cosmetics, shoes, watches, beverages, food, jewellery etc. are becoming lifestyle products that are popularly accepted by urban consumers.

OBJECTIVES OF THE STUDY
1. To study demographic variables, awareness level and frequency of visit of Bengaluru customers regarding recently emerged malls.
2. To study factors influencing customers decision to visit shopping malls at Bengaluru.
3. To study satisfaction level of the customers regarding shipping malls.

HYPOTHESES
1. Demographic variables do not influence customer's perception, level of awareness and frequency of visit to the malls.
2. The stated elements do not influence customer's decision to visit shopping malls.
3. The Bengaluru customers do not possess satisfaction regarding shopping malls.

RESEARCH METHODOLOGY: RESEARCH DESIGN, SAMPLING PLAN AND DATA COLLECTION
Research design reveals a plan of action to be carried out in relating to proposed research work. The study was carried out especially to study the consumer perception regarding the purchase of products from big shopping malls at Bengaluru. Both primary and secondary data had been used in the present study. To collect the primary data a questionnaire was developed and respondents were personally contacted and administered structured, undisguised and unbiased questionnaire. Secondary data collected from the various magazines and internet. 300 samples were thought fit for the present study. All the consumers who do shopping from shopping malls is treated as universe and convenience sampling technic is employed and consumers were requested to supply information and only such customers who buy were considered and an assurance was given to keep the data confidential and also cleared that the present study is academic in nature.

REVIEW OF LITERATURE
Rajul Bhardwaj (2009)[3] stated that consumers satisfaction drivers are known qualitatively and managers believe that satisfaction affects performance and it is necessary to measure explicitly the impact of satisfaction on stores value in order to priorities strategies to manage drivers of satisfaction.

Jin and Jai-Ok (2001)[4] in their research work they have stated all empirical investigations in US as well as internationally addressed the drivers of customer satisfaction but did not address their ultimate impact on stores revenues. Among the drives often identified are perceived value of products relative to their prices, staff friendliness and willingness to help, quality and freshness of products, stores appearance and the degree of customer service.

Cronin, JJ. Jr. Brady and Hult (2000)[5] revealed that there is a strong significant positive relationship between customers satisfaction and customer loyalty / retention.

It is argued that satisfaction includes both cognitive and emotional components. The cognitive component refers to customers evaluation of the perceived performance in terms of its adequacy in comparison to some kind of expectation standards (Wirtz 1993)[6]. The emotional component consists of various emotions such as happiness, surprise and disappointment (Stauss and Neuhaus 1997)[7].

ANALYSIS AND INTERPRETATION OF DATA
Table-1 reveals that all the respondents are visiting the shopping malls and all respondents are aware of shopping malls. Table-2 reveals the data regarding frequency of visiting malls. There are 120 respondents who visits malls thrice in a week and 70 customers thrice in a month. 63 respondents visit once in a week. Table-3 shows the different products purchased by respondents. 290 respondents out of 300 visited malls at Bengaluru to buy consumer durables, 230 out of 300 visited malls to buy clothes, 190 grocery, 180 electronic items, 170 toiletries and 250 visited to buy raw food. The chi-square analysis of data reveals that the calculated value being 252.0686 greater than TV = 14.667 @ 5% of significance fails to accept the null hypotheses. Therefore we may conclude the respondents buy differently and there exists variation in buying.

Table-4 shows the factors influencing purchase of products at malls. 250 respondents out of 300 visited the malls because of trust between buyer and retailers, 260 respondents visit malls since they are influenced by sales person's friendliness. 230 respondents have expressed quality in the driving factor of visiting malls, 220 said location influences visiting a mall. Further, the table reveals that 190 respondents are influenced by rack arrangement, 200 emotional loyalties which are now-a-days becoming a strong influence to visit malls. The chi-square analysis of data reveals that the calculated value being 133.7270 greater than TV = 15.507 @ 5% level of significance with d.f. = 8 rejects the null hypotheses and accepts alternative. Therefore we may conclude that influencing factors of purchase include the respondent differently.

Table-5 reveals factors influencing visiting malls. The data presented on a five point Likerts scale and parameters are defined. Out of 300 respondents 180 strongly agreed that the stated variables influences visiting malls. Out of 180, 32 respondents voted one-roof array, 30 locations, and 28 respondents' choice of mall, 26 problem solving and 24 easy approaches. 80 respondents out of 300 have agreed that the stated factors influences visiting malls. Only 18 have expressed least important ranking about the said variables. The ANOVA analysis reveals clearly the stated factors influences the respondents in visiting malls to make a purchase and rejects the null hypotheses. Table-6 clearly explains satisfactory level of the respondents regarding malls. The option variable varies between stores image to quality of goods. Out of 300 respondents 32 each have said clearly quality of goods and array of products in racks tops the strongly agree list. Further, 29 respondents each have said that interior array and problem solving are the options of consumer satisfaction. The ANOVA table rejects the null hypotheses and accepts the alternative and therefore we may conclude that Bengaluru respondents are satisfied with the malls and their treatment.

Table-7 shows that 43% of the respondents say that promotional tools followed by shopping malls are predatory pricing, 53% killer competition, 50% coupons and everybody says that discounts are offered at shopping malls, and half of the respondents say about buy one and get one free, lucky draw scheme and 25% of the respondents say about gifts provided by shopping malls.

Table-8 shows about prices prevailing and perceivedness of the same by the respondents. 225 respondents or 75% say that ruling prices in malls is highly competitive, 250 respondents opined that prices at malls are less than small retailers and only 120 respondents or 40% said prices at malls are more than small retailers. It is commonly seen at Bengaluru all small retailers have been thrown out of their old shops established long back. Many of the small retailers have become unemployed or shifted their business elsewhere.

CONCLUSION
Retailers play an instrumental role in the distribution system by helping manufacturers to reach out the customers. They also discharge the functions of assembling and distribution of products and also provides valuable information to the customer. The present explorative study made a start with studying customer satisfaction level at Bengaluru organized malls. Before arriving the factors driving consumer satisfaction an informal interview was conducted with different mall managers and a few customers to short list such factors influencing satisfaction. Bengaluru an international acclaimed popular area and fastest growing city in Asia is attracting different manufacturers, software and hardware industrialist and service organizations. It has become a center of all people of the globe and there exists huge potential demand for different products and the trend now-a-days among customers to buy an organized market. A successful retail designs proper strategies tackling all issues in order to stay in the market and face successfully severe competition.

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Table-1, Responses Regarding Shopping and Awareness of Shopping Malls at Bengaluru

Option	Shopping Response	%	Option	Awareness	Response %
Yes	300	100	Yes	300	100
No	0	0	No	0	0

Source: Primary data

Table-2, Frequency of Visit

Options	Responses	Percentage
Once in a week	63	21
Twice in a week	120	40
Thrice in a week	12	4
Once in a month	15	5
Twice in a month	15	5
Thrice in a month	70	23
Any other	5	2
Total	300	100

Source: Primary data

Table-3, Products Purchased at Malls in Bengaluru

Types of products	No. of Respondents buying	Percentage
Consumer durables	290	97
Grocery	190	63
Stationary	40	13
Clothes	230	77
Confectionary / Pickles	100	33
Electronic items	180	60
Toileteries	170	23
Raw food	250	83

Source: Primary data

Hypotheses

H0 : The respondents buying is uniform and here exists no variation in buying products at malls	Reject
H1 : The respondents buy differently and there exists Variations in responses.	Accept

Chi-square Table
Calculated value = 252.0686, d.f. 7 significance level = 5% tv = 14.067

Analysis of chi-square
Calculated value being 252.0686 greater than tv = 14.067 @ 5% level of significance with d.f. = 7 rejects the null hypotheses and accepts alternative. The alternative may be suggested that respondents buy differently and there exists variation in buying.

Table-4, Factors Influencing Purchase of Products at Malls

Influencing factors	Responses	Percentage
Location	220	73
Quality	230	77
Emotional loyalty	200	67
Convenience	75	25
Trust	250	83
Fixed Price	180	60
Rack arrangement	190	63
Home delivery	80	27
Sales persons friendliness	260	87

Source: Primary data

Hypotheses

H0 : Influencing factors of purchase induce the respondents similarly and identically	Reject
H1 : Influencing factors of purchase induce the respondents differently	Accept

Chi-square Table
Calculated value = 133.7270, d.f.=8 significance level = 5%, tv = 15.507

Analysis of chi-square
The calculated F value being 133.7270 greater than the TV = 15.507 @ 5% level of significance with d.f. = 8 fails to accept the null hypotheses. Therefore we may conclude that influencing factors of purchase induce respondents differently.

Table-5, Factors influencing the Visitors to Visit Shopping Malls

Influencing variables	V.I.W.	I.W.	N	N.I.W.	L.I.W.	T
Respondents choice of mall	28	20	2	1	3	54
High infrastructure quality	25	9	1	1	2	38
Parking facility	15	5	1	3	3	27
One roof array	32	18	2	2	2	56
Problem solving approach	26	9	1	1	3	40
Location	30	11	2	2	3	48
Easy approaching	24	08	1	2	2	37
Total	180	80	10	12	18	300

Source: Primary data

Note : VIW = Very Important Weight, I.W = Imp. Weight, N = Neutral, NIW = Not Important Weight, LIW = Least Important, T = Total

Hypotheses

H0 : Factors are not influencing to visit the malls	Reject
H1 : Factors are influencing to visit the malls	Accept

ANOVA Table

Source of Variation	SS	df.	M-S	F-Ratio	5% F-limit (From the F. Table)
Between Sample	3052.5888	(5-1)=4	3052.5888/4= 763.1472	763.1472/ 12.3333 =61.8769	F(4,30) = 2.69
Within sample	370.0013	(35-5)=30	370.0013/30= 12.3333		
Total	3422.5901	(35-1)=34			

Analysis of ANOVA

The above table shows that F, calculated value = 61.879 being greater than TV = 2.69 @ 5% level of significance with d.f. V1 = 4 and V2 = 30 rejects the null hypotheses and accepts the alternative. Therefore we may conclude that factors are influencing the customers to visit malls at Bengaluru.

Table-6, Satisfaction level of the Respondents Requiring Malls

Option	SA	A	N	DA	SDA	T
Stores image	31	9	2	3	1	46
Interior Array	29	8	3	1	2	43
Array of products in racks	32	7	1	1	1	42
Location	28	12	3	2	1	46
Reception	12	13	2	2	2	31
Problem solving nature of sales personnel	29	6	2	2	1	40
Quality of goods	32	15	3	1	1	52
Total	193	70	16	12	9	300

Source: Primary data

Note : SA = Strongly Agree, A = Agree, N = Neutral, DA = Disagree, SDA = Strongly Disagree, T = Total

Hypotheses:

H0 : Bengaluru consumers are not satisfied with the Malls and their treatment	Reject
H1 : Bengaluru customers are satisfied with the Malls and their treatment	Accept

ANOVA Table

Source of Variation	SS	df.	M-S	F-Ratio	5% F-limit (From the F. Table)
Between Sample	3698.36	(5-1)=4	3698.36/4= 924.59	924.59/ 12.4667 =74.1648	F(4,30) = 2.69
Within sample	374.0006	(35-5)=30	374.006/30= 12.4667		
Total	4072.3606	(35-1)=34			

Analysis of ANOVA

The above ANOVA table shows that value of $F = 74.1648$ greater than the $TV = 2.69$ @ 5% level of significance with d.f. = $V1 = 4$ and $V2 = 30$ fails to accept null hypotheses. Therefore we may conclude that Bengaluru customers are satisfied with malls and their treatment.

Table-7, Customer Satisfaction and Promotional Tools followed by Shopping Malls.

Influencing factors	Responses	Percentage
Predatory Pricing (A few days only)	130	43
Killer Competition (Regular)	160	53
Coupons	150	50
Discounts	300	100
Buy one get one	150	50
Free gifts	75	25
Lucky draw	150	50

Source: Primary data

Table-8, Prices of the Products at the Malls at Bengaluru as Noticed by Respondents

Influencing factors	Responses	Percentage
Highly competitive	225	75
More than small retailer	120	40
Less than small retailers	250	83

Source: Primary data