STUDY OF CONSUMER SATISFACTION TOWARDS SHOPPING MALL

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ABSTRACT

India's retailing industry has undergone major changes in the last ten years. The organized retail industry in India is 40% annually on an annual basis and by 2013-2014 the size will be three or four times. Retailing is a little bit of a change in the next explosion industry. The consumer satisfaction process is an unexpected surprise that various components are involved in the purchase of merchandise or service which can affect each choice. Consumer satisfaction is more unpredictable than today, and is significantly more important for retailers. The main objective of this study is to examine the effects of offers, advertisement and quality etc. on consumer satisfaction towards shopping malls in Delhi, India. This sample included 300 respondents who are active in shopping from shopping malls. This study will help in making shopping malls supervisors and their promotional techniques to understand the elements of progress of basic deals on consumer satisfaction, as well as additional studies that will help in understanding those variables.

Keywords : Customer satisfaction, Shopping malls, retail

INTRODUCTION

The retail business in India is one of the business enterprises of its economy and has 14 to 15% of its gross domestic product. The Indian retail market is estimated to be worth 450 billion US dollars and is one of the top five retail markets in the world. India is one of the fastest growing retail markets in the world. India's retailing industry is essentially the owner; small shops are managed for more than 90%. In 2010, large format facilities were responsible for stores and about 4% of the supermarket industry, and they were present only in major urban centers. By 2011, the Indian Central Government denied foreign direct investment (FDI) in multi-brand retail, prohibiting foreign groups from any ownership in the supermarket, convenience store or any retail outlet. Single brand retail was also limited to 51% ownership and a bureaucratic process.

In November 2011, the Central Government of India announced retail reform for both the multi-brand store and single-brand store. These market reforms paved the way for competitive competition with retail innovation and multi-brand retailers such as Wal-Mart, Carrefour and Tesco, along with large-scale single-brand companies like IKEA, Nike and Apple. The statement highlights the acute activism, in support of more protests both in protest. In December 2011, under the pressure of the opposition, until it reached the consensus, the Indian government continued retail reforms. In January 2012, India approved reforms for single brand stores to innovate in the Indian retail market with 100% ownership, but imposed that single brand retailer has 30% of India's own goods. Indian government continues to retail reforms for multi-brand stores.

Indian retail industry is generally divided into organized and unorganized retail sales:

• Organized Retail Sales - Organized Retail Sales refers to the business activities undertaken by licensed retailers who have registered for sales tax, income tax etc. These include corporate-backed hypermarkets and retail chains, and privately-owned big retail businesses. Therefore, retail sector has now been formed, which is now a small part of the total retail sector, growing at 45-50% per year and its share of total retail business has increased to 16% by 2011-12.

• Unorganized retail sales - Unorganized retail sales are related to the traditional forms of low-cost retail sales, for example, local shops, shop owners, general stores, Pan / Beedi shops, convenience stores, hand carts and street vendors etc. Unorganized retail sector has increased from about US $

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309 billion in 2006-07 to about 496 billion US Dollars annually by about 10%

RESEARCH OBJECTIVE

- The primary objective is to study and analyze the factors affecting customer satisfaction in shopping malls.

- Study the reasons behind customer preference towards organized shopping malls

METHODS OF DATA COLLECTION

In this study, data will be collected through primary and secondary sources. Structured questionnaire will be developed for the sales promotion mix of customer satisfaction towards shopping malls. The journals of secondary data marketing will be collected from international journals on customer satisfaction, various business reviews and marketing management magazines etc. Primary data are collected from 300 customers of shopping malls, Ahmedabad spread over the city and are more than 18 years old and already have products purchased from any shopping mall

SAMPLE SIZE

This research will be conducted in Ahmedabad city, Gujarat, which has 300 respondents.

LITERATURE REVIEW

(Kamladevi, 2010), they have found the very best and fastest motive of today's business game. In order to successfully compete in this business era, retailers should focus on customer shopping experience. In order to manage a customer's experience, retailers should understand what exactly "customer experience" is. After all; there are some basic points in the conclusion: Customer Experience Management is not an old idea in a new cover. The result was that now more services and products are available now than at any time in the past, still customer satisfaction slips downward are there.

(Rosenbloom, 2010), in this research, the researcher has found that, customer satisfaction surveys have become a common source of performance feedback for employees and organizations. Researchers have given some new initiatives that at this time the customer satisfaction was a primary factor for making strategic decisions for companies and to find some factors for employees' compensation. In most cases, gender bias of customer satisfaction was met because they primarily engage with people's behavior and performance, which are always related to gender.
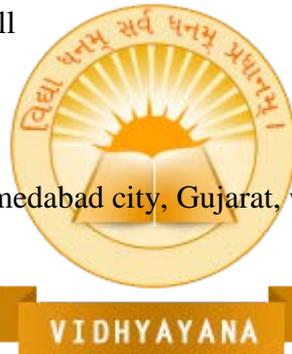
(Kristensen, Jacob, Kai, & Eskildsen, 2008), Customer satisfaction and customer loyalty are becoming increasingly important factors in modern retailing, which is in the market due to a slow development and intense competition. In this letter the researcher has told that European retail sales are changing rapidly, developers were focusing on increasing the size and ownership of the store.c

(Hansemark,, Albinson,, & OC, 2004) "Satisfaction is the difference between a holistic attitude towards a product provider or a customer's expectation and what they really get about a fulfillment of the emotional response".

(Kotler, 2000), (Hoyer & MacInnis, 2001) defines satisfaction as a person's feelings of happiness, excitement, happiness or disappointment, to compare the expectations of the product's expected performance with its expectations.

Satisfaction means the contentment one feels when one has fulfilled a desire, need or expectation. Apart from this, customer satisfaction can be a measure how happy the customers are with a supermarket's services and products. Companies have great benefits to keep customers happy, satisfied customers are more likely to be more loyal, consume more and are more likely to recommend their friends in business. (Siwalina and Dahlgard, 2007) suggest that "customer satisfaction can be defined as the overall evaluation of service performance or use."

Customer satisfaction can also be measured using some questions like, considering all your experience of company X, how are you generally satisfied on the scale, by being completely dissatisfied? Another question may be that what company X needs to do to meet your expectations? On the scale of relatively less than expected? (Ryan, Buzas, & Ramaswamy, 1995). According to (Hoyer & MacInnis, 2001) satisfaction can be associated with feelings of acceptance, relief, excitement and delight.

In addition, (Zairi, 2000) says that many studies have seen the effect of customer satisfaction on the purchase, loyalty and retention, and they have understood the concern of all the people who are satisfied about others there is more chance of sharing your experience with five to six people

DATA ANALYSIS

1. RATE THE FACTOR WHICH AFFECTS YOUR VISIT TO THE MALL

FACTORS	VERY LESS IMPORTANT	LESS IMPORTANT	NO INFLUENCE	IMPORTANT	VERY IMPORTANT
Quality	24	30	48	108	90
Reputation	18	60	66	114	42
Service	6	18	84	132	60
Price	18	48	78	96	60
Occasion	30	42	114	84	30
Nearness	30	78	84	84	24
Time to travel	24	60	90	96	30
Parking Facility	24	42	78	114	42
Ambiance	30	48	156	36	30
Facility for Handicap	48	39	131	58	24

2. RATE THE OBJECTIVE OF VISIT TO THE MALL

FACTORS	LEAST PREFERRED	LESS PREFERRED	NOT DECIDED	PREFERRED	MOST PREFERRED
Seeking variety of Product	36	24	54	108	78
Shopping	18	24	96	84	78
Availability of International Brands	36	36	65	97	66
Playing Games	114	54	102	24	6
Eating food	78	60	108	24	30
Festival week	48	42	84	66	60

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3. RATE THE BEHAVIOUR OF SHOPPING MALL STAFF

FACTORS	HIGHLE SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED
Polite	36	126	96	18	24
Product Knowledge	42	120	96	33	9
Helpfulness	36	90	141	30	3
Quick response	54	96	96	50	4
Behaviour	36	120	120	12	12

4. RATE THE OFFERING OF THE MALL

FACTORS	HIGHLE SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED
Various Brands	78	121	81	14	6
Various SKU	18	90	114	72	6
Product line	48	90	144	6	12
Food zone	24	156	60	36	24
Festival Sale	66	84	96	48	6
Gaming Zone	18	78	120	66	18

5. WHICH FORM OF PROMOTION INFLUENCE YOUR SHOPPING DECISION?

PARTICULARS	PRINT	T. V.	RADIO	OTHER	TOTAL
NO. OF RESPONDENTS	70	146	60	24	300
PERCENTAGE	23%	495	20%	8%	100%

CONCLUSION

- As far as the conclusions are concerned about this topic, most customers are satisfied with the services provided by mail and there are a number of brands retail stores that create a new strategy to attract the customer.

- We have surveyed various services on customer satisfaction, which is a lack which can fill.

- Some findings such as: The decline of students' feet is very high, they do not travel on a specific day, and most of them come for fun

- Surveys also show that customers are more attracted to schemes and discount proposals.

- People generally buy clothes and food from the malls, while shopping in the mall, people feel more secure and comfortable, they can make the choice between different brands and they can decide which product to buy should go.

- People think that the restaurants prevailing in different malls are good, people are appreciated by the convenience of food court available in the mall because the person coming to the mall can eat during or after shopping.

- Most people experience products like physical products, electronic gadgets, mobile, clothes, groceries, accessories etc. in the mall.

- We break during the intervals of the week and are very much at the time of the holiday because people spend more time on shopping and entertainment in the mall.

- Most people come to the mall on weekends, usually interested in recreational activities.

- After the survey we prefer 10 acres of malls, and then ISKCON mega mall, alpha a mall, r3 mall, gallops mall and the least favorite mall is Himalaya Mall.

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