

CUSTOMER BUYING BEHAVIOUR AND SATISFACTION LEVEL TOWARDS MODERN SHOPPING MALLS IN COIMBATORE CITY

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Abstract

Today, shopping is an integral part of life for an every individual. With the change in the living style of the people, they prefer to buy from a place where they can buy everything under one roof. Economic development and the change in consumer culture, shopping malls in India have impressive growth and replaced the traditional departmental store and retail outlet. It has collection of shops and restaurants and entertainment facilities. The present study aims at measuring customer buying behavior and satisfaction level towards modern shopping malls in Coimbatore city. For this purpose primary data was collected from 150 respondents. Data was tabulated and analyzed with the help of statistical tools to achieve the objectives of the study.

Keywords : Customer satisfaction, Buying behavior, Shopping Malls, Service Quality

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Introduction

The Mall culture has become a big business at present. It offered many advantages over the traditional markets. Groceries, clothes, fashion accessories, food courts, cinemas, and entertainment are available in one place. People can spend a whole day at the mall, shop, dine, watch a movie or play games. Families arrive for their weekly shopping, collecting junk and keep the kids entertained at the mall. Consumers not only treat Malls as a place to shop but they treat as a picnic where they can enjoy using the leisure facilities like Cinema, gaming zones and can even go for window shopping. facilities like Spa, Gyms, Restaurants are all found in the Malls. To satisfy the customers, shopping malls provide so many facilities.

Features of Modern Shopping Malls

- Escalator and lift facilities
- Availability of International brands and new brands
- Wi-fi facilities
- Gym and spa facilities
- Food court facilities
- Wide choice of shops
- Entertainment facilities
- Modern Parking facilities
- Home delivery facilities
- Provide special discounts
- Provide quality products

Statement of Problem

Modern life has completely change the way of shopping. The shopping malls are provide all the products that a man desires. Family income are seeing a jump in recent times resulting, consumers spending more amount for shopping. Mall shopping culture has increasing nowadays, customers are expecting more from the shopping malls. This study tries to identify the customer perception and satisfaction towards modern shopping malls.

Objectives of the study

1. To study the customer buying behavior in modern shopping malls
2. To know the factors influencing to buying things in shopping malls
3. To measure the level of customer satisfaction
4. To give suggestion for improvement

Review of Literature

1. **Jenifer(2014)**¹ stated that shopping malls adopt new technologies like self checkout lane, computer gadgets to handle their billing automatically to reduce the rush in billing counters. She concluded that sales person must be well trained to be patient, helpful, informative and courteous in answering to the customers.

2. **Satnam Kour Ubeja(2015)**² conducted a study from 200 sample respondents from Ujjain city. He states that customers are more conscious regarding quality of the product rather than offers. Customers want best services from employees when they are purchasing products from the shopping malls.

3. **Chandra Sekhar (2016)**³ pointed out that shopping malls are replacing kirana stores in India. Special offers, quality, variety and price are important factors to visit shopping malls. He concluded that shopping malls offers variety of products at different prices and different qualities to satisfy the customers.

4. **Elangovan (2017)**⁴ revealed that shopping malls facilitates variety of shops and create pleasant environment for the shoppers. He also pointed out that availability of International brands and new products influence the customers to visit shopping malls.

RESEARCH METHODOLOGY

Primary Source

A well structured Questionnaire was prepared and distributed to the customers of Shopping Malls in Coimbatore city. (Brooke Fields, Fun Malls, Prozone)

Secondary Source

The various secondary information sources used for the present research include the journals and magazines and websites.

Tools used for Data Analysis

The data collected was analysed through Percentages, frequencies, Garrett ranking and Chi-square tests are applied for the analysis of data. Charts are also prepared.

Period of the study

The study was conducted during March 2018 to May 2018

Sampling Design

The study covers only the selected customers (Brooke Fields, Fun Malls, Prozone). In this study convenient random sampling technique has been used and 150 customers were selected on random basis.

Limitations of the study

1. The customers may be hesitant to provide the necessary information
2. Only 150 respondents were selected for sampling
3. Data is collected only from Coimbatore city.

Hypothesis Testing

1. There is no significant relationship between occupational status and amount spent on purchase.
2. There is no significant relationship between family monthly income and amount spent on purchase.

Analysis and findings

Table 1: Demographic profile of the respondents

Demographics		No.of respondents	Percentage (%)
Gender	Male	64	42.67
	Female	86	57.33

Age(in Years)	Below 20	18	12
	20-30	39	26
	31-40	57	38
	41-50	28	18.67
	Above 50	8	5.33
Educational Qualification	School Level	21	14
	Graduate	57	38
	Post Graduate	32	21.33
	Professional	35	23.33
	Others	5	3.34
Occupational Status	Student	30	20
	Employee	46	30.67
	Professional	35	23.33
	Business	28	18.67
	Others	11	7.33
Family Monthly Income	Below Rs.20,000	14	9.33
	Rs.20,000 –Rs.40,000	25	16.67
	Rs.40,001 –Rs.60,000	62	41.33
	Above 60,000	49	32.67

Source: Primary Data

Table 1 clearly states that demographic profile of the Sample respondents. It reveals that Female respondents are higher than male respondents buying things in shopping malls. Majority of respondents buying shopping mall falls in the age group of 31- 40 and graduates are high as compared to other education groups. Majority of the respondents are working as a employee in both private and public sector and majority of the respondents family monthly income fall under Rs.40,001 -60,000.

Table - 2

Monthly Purchase at shopping malls

S.No	Monthly purchase	No.of respondents	Percentage(%)
1	Below 5000	35	23.33

2	5000 – 10,000	54	36.00
3	10,000 -15,000	46	30.67
4	Above 15,000	15	10.00

Source: Primary Data

The table clearly shows that 36 % of the respondents are purchasing Rs.5000 -10,000 per month at shopping malls, 30.67% of them are spent 10,000 -15,000, 23.33% of them are spent below 5000 and 10% of them are spent above 15,000 .

Monthly Purchase

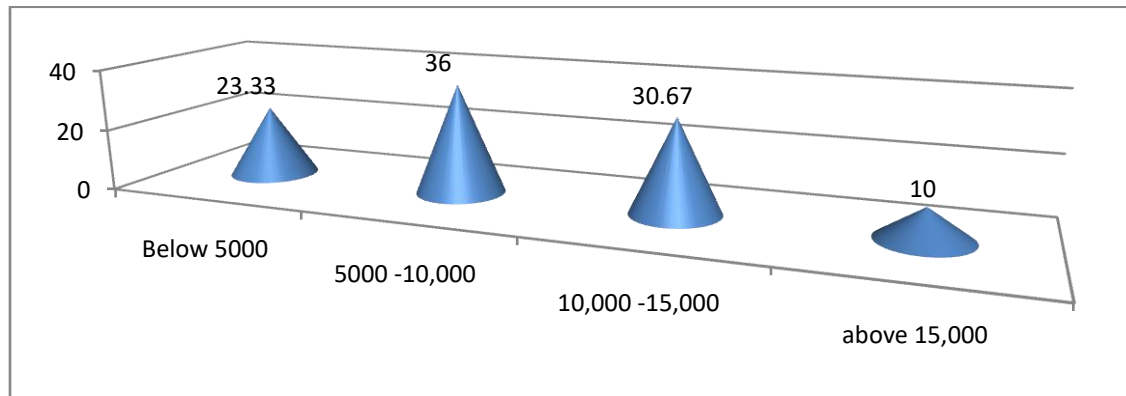


Table - 3

Garrett Ranking for preference of Modern Shopping Malls

S.No	Shopping Malls	Total Score	Mean Score	Rank
1	Brook Fields	3799	25.34	I
2	Fun Mall	3210	21.40	II
3	Prozone	2731	18.21	III

Source: Primary Data

The above table reveals that the ranking for preference of selecting modern shopping malls. Brook fields was ranked first by the selected sample respondents with the total score of 3799 and mean score of 24.34 , Fun mall is ranked second and Prozone ranked third rank.

Table - 4

Factors influencing by the customers

S.No.	Particulars	Extremely Influential	Very Influential	Moderately Influential	Slightly Influential	Not at all Influential
1	Pleasant Ambience	65	49	24	8	4
2	Comfort of shopping	33	74	25	11	7
3	Shopping and watching movies at the same place	43	57	33	12	5
4	Quality of service	50	38	29	18	15
5	Installment facility	25	45	57	17	6
6	Availability of different brands	49	27	42	17	15
7	Gifts and Exchange offer	13	9	33	72	23

Source: Primary Date

The above table clearly states that the various factors influencing by the customers to visiting shopping malls.

Chi-Square test

Null Hypothesis 1

There is no significant relationship between family monthly income of the respondents and average amount spend for shopping.

Chi-square value =24.37

Table value =38.74

Significant level =5%

Result: Thus the χ^2 value is less than table value we accept the hypothesis. Therefore there is no relationship between family monthly income of the respondents and average amount spend.

Null Hypothesis 2

There is no significant relationship between occupational status of the respondents and average amount spend for shopping

Chi-square value = 22.34

Table value = 34.23

Significant level = 5%

Result: Thus the χ^2 value is less than table value we accept the hypothesis. Therefore there is no relationship between occupational status of the respondents and average amount spend

Table - 5

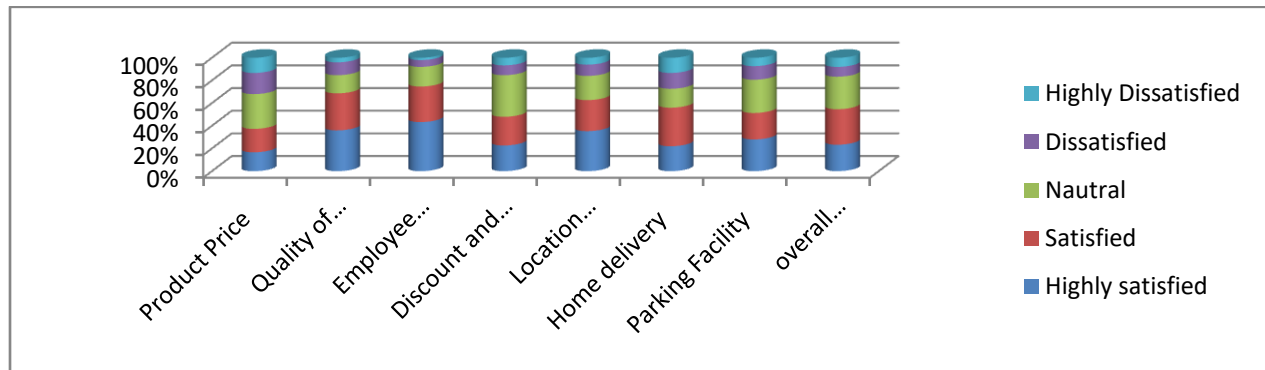
Satisfaction level of Customers

S.No	Particulars	Highly Satisfied	Satisfied	Nautral	Dissatisfied	Highly Dissatisfied
1	Product Price	25	31	46	28	20
2	Quality of product	54	49	24	17	6
3	Employee service	65	47	26	9	3
4	Discount and special offer	34	38	55	13	10
5	Location Accessibility	53	41	32	15	9
6	Free Home Delivery Facilities	33	51	25	21	20
7	Parking Facility	42	35	44	18	11
8	Overall performance	35	47	43	13	12

Source: Primary Data

The above table shows that satisfaction level of respondents. In which 31.33% of the respondents are satisfied the overall performance of modern shopping malls. 28.67% of the respondents are natural, 23.33% of the respondents are highly satisfied, 8.67% of the respondents are dissatisfied and 8% of the respondents are highly dissatisfied with the overall performance.

Satisfaction level of customers



Suggestions

1. Mall shoppers are waiting in long queue in the counters. Hence, it is suggested that they built more number of counters especially in holidays.
2. Some of the respondents are dissatisfied with the free home delivery facilities. So shopping mall authorities can arrange free home delivery facilities to satisfy the customers.
3. Most of the customers are visiting malls only for entertainment purposes. To attract them shoppers may provide more discount and special offers.
4. Mall authorities can display the product in effective manner

Conclusion

The study reveals that most of the customers are happy with overall shopping mall experience. But some of the customers are not satisfied because of low discount offer, lack of guidance, lack of service etc., If the mall authorities follow the above suggestions definitely customer satisfaction level will be very high.

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