

A STUDY ON CUSTOMERS' PREFERENCE AND
SATISFACTION TOWARDS VARIOUS SHOPS IN FUN
REPUBLIC MALL, COIMBATORE CITY

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ABSTRACT

Consumers placed the greatest value on convenience and economic attributes including convenience to home, accessibility, and the presence of services such as banks and restaurants. Others however, emphasized recreational attributes including atmosphere, fissionability, variety of stores and merchandise. The study observed that malls have become the place where senior citizens walk in comfort and security, where parents lead their young to Santa Clauses, where singles court, where teenagers socialize and where everybody consumes.

Keywords: Customers Preference, Entertainment, Window Shopping.

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Introduction

A shopping mall, shopping centre/center, shopping arcade, shopping precinct, or simply just a mall, is one or more buildings forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to walk from unit to unit. Other establishments including movie theatres and restaurants are also often included.

As traders moved into more spacious shops in the early 19th century, high streets developed; but wealthier people (who would afford to travel to city centers for pleasure) started wanting shelter from rain, so shopping arcades were developed. With new innovations like escalators these evolved into shopping centres, and with the rise of the automobile these evolved into shopping malls.

From early on, the design tended to be inward-facing, with malls following theories of how customers could best be enticed in a controlled environment. Similar, the concept of a mall having one or more “anchor stores” or “big box stores” was pioneered early, with individual stores or smaller-scale chain stores intended to benefit from the shoppers attracted by the big stores.

Scope of the study:

- A substantial proportion of all marketing research involves the direct study of the people.
- The kinds of people studied are extremely varied including such individuals are students, housewives, children's, executives of large corporation and managers of small business.
- Coimbatore city has been selected for the study.
- The study also provides suggestion to the shopping mall, which would help them to attract their customers to their shops in the mall.

Objective

1. To know the factors influencing the respondents to purchase in fun republic mall.
2. To know the respondents preference for shopping in fun republic mall.
3. To measure the level of satisfaction towards fun republic mall.

Research methodologies:

Research:

Research means the process which includes the collection of data, analysis of data, formulating procedures and reached the suitable solutions.

Research design:

The research design adopted in the study was descriptive design, which is concerned with the descriptive of a group. In descriptive research in such a way that the respondents is able to understand clearly what the researcher wants and provides distinct information to measure the data.

Area of the study:

The area of the study is in Coimbatore city.

Period of study:

The study is confined to period of 6 months (November 2014 – April 2015).

Sources of data:

The study is based on primary data collection. A systematic questionnaire is supplied to the respondents those who are visiting fun republic mall.

The secondary data was collected from the articles, journals and various websites; it has been used in the review of literature, chapter and profile of the organization.

Sampling design of the study:

The sampling technique in this project is convenient sampling. This sampling is applied for the selection of sample from its universe in Coimbatore city. A sample of 120 respondents was taken into account for finding their preference for the study.

Tools used for analysis:

The following are the tools applied on the responses given by the respondents to analyze and derive the result.

- ✓ Simple percentage analysis
- ✓ Chi-square analysis

Limitations of the study:-

1. The geographical area of this study is confined only to Coimbatore city.
2. Due to time constraint, the number of respondents taken for the study is limited to 120.
3. The trend is changing time to time. Hence the results of the study may not be applicable to future.
4. Some customer could not give clear idea about the fun republic mall because they are new users.

Review of literature

1. Cox and Cooke (1970) determined customer preference for shopping centers and the importance of driving time. The authors concluded that location and attractiveness are important determinants of consumer shopping centre preferences.

2. Rathod and Patel (2008) attempted to know the importance of different criteria for the selection of retail outlets amongst the customers. They found that availability of variety has been given highest importance by customers, second priority has been given to service quality and third most important criteria is convenient location.

Profile of fun republic mall

- ✓ It is promoted by e-city ventures
- ✓ The essel group headed by subhash Chandra owns a sting of media enterprises like zee TV, daily news and analysis (DNA).
- ✓ The group started business in 1976 and a workforce of nearly 8,000 dedicated employees.

- ✓ It across a wide range of business activities including media, entertainment, technology, infrastructure etc.
- ✓ Fun republic runs malls in Mumbai, Lucknow, Chandigarh, Ahmadabad and Coimbatore.
- ✓ Construction began in March 2008 and completed in august 2012.
- ✓ It is located on the arterial avinashi road on a 3.5 acre site.
- ✓ The mall has 6 levels with a total area of 5.25 lakh sq.ft.
- ✓ It comprises shoppers stop, fun cinema, reliance fresh, sree Annapoorna, mc -Donalds, kfc, reliance trends, reliance mart, Chennai mobiles etc.

Analysis and interpretations

a) Simple percentage analysis

Table-1

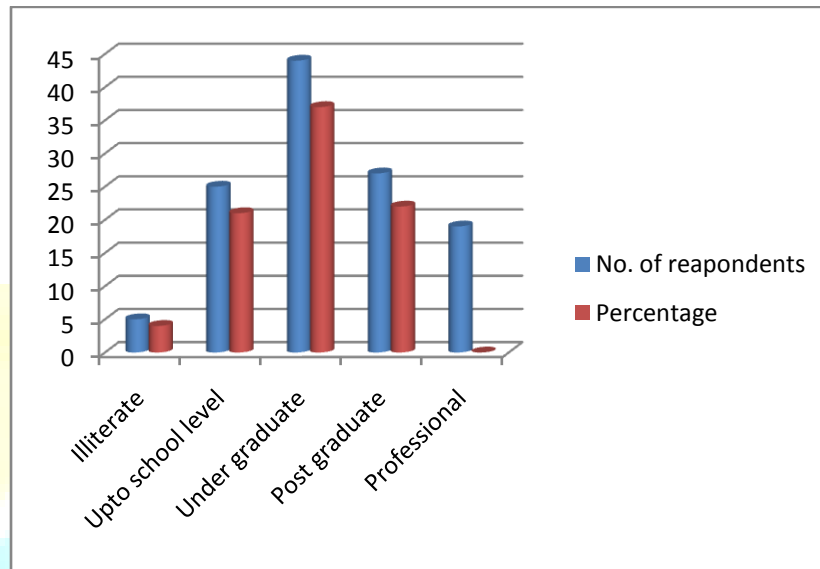
Education qualification of the respondents

S.NO	Educational qualification	No. of respondents	Percentage (%)
1	Illiterate	5	4
2	Upto school level	25	21
3	Under graduate	44	37
4	Post graduate	27	22
5	Professional	19	16
Total		120	100

The above table indicates that 37% of the respondents' educational qualification is under graduate, 22% of the respondents are post graduate, 21% of the respondents are upto school level, 16% of the respondents are professional, and 4% respondents are illiterate.

Majority (37%) of the respondents are under graduate.

Education qualification of the respondents



b) Chi-square analysis

Hypothesis: There is no significant relationship between occupational status and overall satisfaction of the respondents

Table-2

Occupational status and overall satisfaction

Nature of occupation	Highly satisfied	Satisfied	Average	Dissatisfied	Total
Student	16	32	19	3	70
House wife	4	15	6	2	27
Employee	3	7	5	-	15
Business	1	4	3	-	8
Total	24	58	33	5	120

Factor	Calculated value	Degree of freedom	Table value	Remarks
Nature of occupation	4.825	9	16.9	Accepted

Interpretation:

From the above table 2 it is clear, that the calculated value is 4.825 lesser than the table value 16.9. So the hypothesis is accepted and stating that there is a significant relationship between occupational status and overall satisfaction of the shops in fun republic mall.

Findings:

- ✓ Majority of the respondents' education qualification is under graduate.
- ✓ There is a significant relationship between occupational status and overall and satisfaction.

Suggestions:

- ❖ As good number of respondents feels that the service was low so more services should be provided.
- ❖ The price is not suitable for all groups of people.
- ❖ Information regarding offers should be intimated regularly to the customers.

Conclusion:

The fun republic mall is good further they have to face competition from new emerging shopping malls. However, in view of the long standing services of fun republic mall builds up a good image among the customers and it has done a remarkable business for past few years. The researcher had the opportunity to meet the customer groups of people during the period of research work and come across many experiences. The study helped the researcher to know about the position of market potential for services provided by fun republic mall.

References

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