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A Study of Factors Affecting of Shopping Malls to Customer Satisfaction: With Special Reference to Ahmedabad City

Introduction

Retailing as simply defined is the final process of supply chain management where there is a direct link with the final user or the customer. The word “Retail” has its birth or origins in the French verb “Retailer”, which means “to cut up”, and identified as to one of the fundamental or basic retailing activities which is to buy or purchase in larger quantities of the products and sell in smaller quantities products and services.

Retailing activities connected to the direct merchandise from a fixed location, such as store facility for direct consumption of the products by the customers. It can be defined as an activity that decides that customers derive maximum value from the buying process. This involves different activities and step needed to place the merchandise made elsewhere into the hands of final customers or to given services to the final users. Retailing activities involves a direct connection with the customer and the co-ordination of business activities from end to end.

Retail is the largest activity in India and it is the last stage of any economy. According to Philip Kotler, “Retail includes all the activities involved in selling goods or services to the final consumers for personal, non-business use. A retailer or retail store was any business enterprise whose sales volume comes primarily from retailing.

The retailing in India has received world level recognition and builds up good image in the eye of customers. It is one of the emerging sectors of India and many global players are working with Indian market. Global player such as Wal-Mart, Tesco and Metro group but also domestic players working better with Indian market like Reliance, KK Modi, Aditya Birla group and Bharti group. Any business comes directly into the contact of customers, it define as retailing. Therefore, retailing defines as direct marketing too, because all above activities play by retailers in to the retailing activities. There are many kinds of retail stores including grocery stores, department stores, speciality stores, convenience store, chemist stores and fast food outlets, among others. Retailing is the business of purchasing goods in large quantities from manufacturer or a wholesaler and then selling all these products and services to consumers satisfy their family needs or personal needs. A retailer is, in fact the final link in the distribution channel connecting the manufacturer with the consumer.

Development of Retail Sector

Retailing always play important role in the development of Indian economy. Nations with strong retail activity have enjoyed greater economic and social progress. India's retail sector appears quite lucrative with estimates to touch around US\$ 833 billion by 2013 and US\$ 1.3 trillion by 2018, with a 10% compound annual growth rate (CAGR).The Indian consumer market is likely to grow by four times by the year 2025.

Table: 1.1 2014 Global Retail Development Index Country Wise

2014 Rank	Country	Market Attractiveness	Country Risk	Market Saturation	GRDI Score
1	Chile	100.0	100.0	13.2	65.1
2	China	60.9	52.5	44.5	64.4
3	Uruguay	93.4	57.5	70.3	63.4
4	United Arab Emirates	98.5	82.3	17.5	60.5
5	Brazil	99.4	59.8	48.7	60.3
6	Armenia	26.4	35.3	81.5	57.5
7	Georgia	32.4	32.8	79.6	55.9
8	Kuwait	78.8	72.6	32.9	54.0
9	Malaysia	66.7	68.7	32.2	52.8
10	Kazakhstan	45.4	38.5	72.7	52.7
To Consider In Global Retail Development Index					
11	Turkey	83.6	50.2	46.5	52.6
12	Russia	94.0	38.4	30.7	52.4
13	Peru	46.0	43.0	61.9	50.6
14	Panama	56.2	46.9	52.7	49.3
15	Indonesia	46.2	33.4	57.7	49.2
16	Oman	75.1	79.1	27.0	48.1
17	Sri Lanka	6.3	36.7	78.8	47.3
19	Nigeria	39.6	6.6	92.3	46.6
20	India	26.4	39.0	72.3	45.3

History of Indian Retail Sector

Retailing is one of the oldest professions in India that came into existence when people started generating surplus that could be exchanged or traded. It started within the village through barter system and it was the oldest form of trade but over the years expanded in terms of scope, coverage and complexity. Its outlook metamorphosed due to emergence of currency, marketplaces and regulations. The earliest evidence of retailing is seen in the Indus Valley Civilization (Harappa and Mohenjo-Daro), which was a predominantly urban civilization.

This civilization exchanged merchandise with the Babylonian Civilization and also sold it through market place. Over the ages, other platform came into existence for carrying out retailing activities. These include "haats" (rural as well as tribal), on-foot hawkers, push cart vendors, traditional vendors (e.g. maniharins), mobile traders and a variety of shops. Retailing was an integral part of life in ancient and medieval India as

is evident from the book “Arthshastra”, which clearly demarcates locations for retailing of specific products and service within a city.

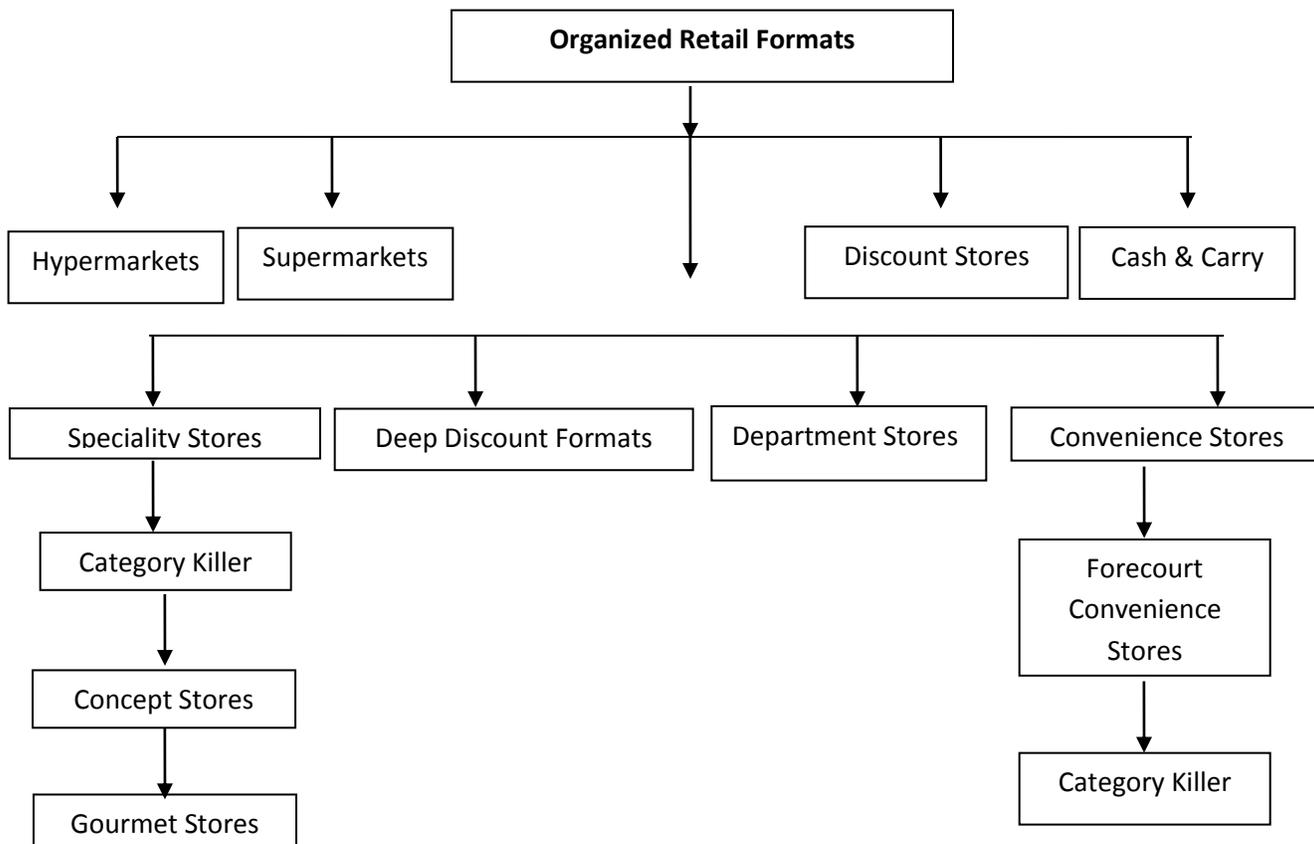
The old city of Delhi (Shahjehanabad) had well planned locations and layout marketplaces. All these changes since the days of the Indus valley Civilization were more of an evolution than a sudden metamorphosis. Haats, Mandis and Melas have always been a part of the Indian landscape. They still continue in the most parts of the country and they are an essential part of the life. According to the research done by Indian Market Research Bureau (IMRB) around 25,000 melas are held in rural India every year and can last from anywhere between one day to 45 days. Gujarat ranks highest in the country in terms of number of fairs conducted every year. There are close to 3500 fairs conducted annually in Gujarat.

Retail outlets such as Foodworld in FMCG, Planet M and Musicworld in Music, Crossword in books entered the market before 1995. Shopping malls emerged in the urban areas giving a world-class experience to the customers. Eventually hypermarkets and supermarkets emerged. The evolution of the sector includes the continuous improvement in the supply chain management, distribution channels, technology, back-end operations, etc. this would finally lead to more of consolidation, mergers and acquisitions and huge investments.

Classification of Retail Formats in India

India is a large marketplace, with diversities in terms of people, culture, cities, region, etc. and various companies work on different models to cater to the diverse needs on people. Likewise, in retail various formats co exist and continue to grow. Today while modern retailing is gaining prominence, traditional retailing also continues to attract consumers given their customised value offering.

Figure: 1.1 Retail formats are classified on the basis of products categories dealt, as indicated below.



Source: Indian Retail Report: 2013

Literature Review

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.

Bromley Rosemary D. F. & Matthews David L (2007), they had researched specially for those wheelchair customers who were unable to discuss earlier about their shopping experience in various shopping malls and super market. So, this paper was again a searching of customer satisfaction but in separate segment or demographic area.

B. Kamaladevi (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.

Cronin et al. (2000) described customer satisfaction to be an evaluation of an emotion, reflecting the degree to which the customer believes the service provider evokes positive feelings.

Baker et al, (2002) parsimonious ambient, design, and social factors capture the exterior, general interior, store layout, interior displays, and human stimulus variables proposed by Turley and Milliman (2000) the ambient, space/function, and signs/symbols/artifacts variables proposed by Bitner (1992).

Objective of the Study

- To analyze key factors affecting customer satisfaction in the shopping malls.
- To understand the customer satisfaction towards shopping malls.

Hypothesis

- There is significant relationship between selected factors and its impact on customer satisfaction.

Research Methodology

The descriptive research design was used for testing the research hypothesis. The primary objective of this study is to find out the key factors influencing to customer satisfaction in the shopping malls of Ahmedabad city. The sample size was 110 and total number of samples was collect by structured questionnaire.

Tools of Data Collection

A structured questionnaire is used as a data collection tool. This study is focused on key factor influencing to customer satisfaction in the shopping malls. This questionnaire comprised two sections. Section (A) deals with the demographic and section (B) deals with six factors. The questions categorized on five point likert scale.

Tools of Data Analysis

The Statistical Package for Social Science (SPSS) has been used to analyze the collected data. Factor analysis and ANOVA test have been applied on the findings to examine the hypothesis.

Result of Factor Analysis

Items	Rotated Factor Loading	Reliability
Factor1: Entertainment Facilities		
Quality of Cinema	.705	.832
Taste of Foods	.626	
Music and Lighting	.650	
Variety of Games	.559	
Scary House	.552	
Factor:2 Product Awareness		.739
Different Brands in the Malls	.734	
Product Availability	.736	
Product Range	.663	
Factor: 3 Employees Services		.731
To aware the customers	.661	
Excellent Feedback	.660	
Presentation by Sales man	.558	
Problem Solving Staff	.520	
Factor: 4 Convenience		.665
Transportation	.622	
Availability of Parking	.551	
Parking area avoid crowding	.550	

Factor: 5 Billing Facilities		
Fast Billing	.770	.711
Sufficient Billing Counter	.665	
Instalment Facilities	.623	
Credit Card Facilities	.661	

Conclusion

From the above table, researcher has identified total five factors for analysis with various statements. The first factor disclosed that people are highly satisfied with the quality of cinema because its factor loading is .705. In the second factor, customers are satisfied with different brands and availability of the different products in the shopping malls. The third factor is “Employee Services”. In this factor, researcher has identified different variables like awareness of the customers, excellent feedback, presentations and problem solving staff. Finally, it found that customers are satisfied with excellent feedback and to make aware the customers.

The fourth factor explained about “Convenience” and it defines three variables. First is transportation, second is availability of parking and the third is parking area avoid crowding. Most of the customers are satisfied with public transportation because they feel that malls are generally located near to residential areas. Finally, the fifth factor is Billing Facilities with another four variables. In this factor, the customers are highly satisfied with fast billing process by shopping malls as well as sufficient billing counters available by malls.

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