



# A STUDY ON REASONS IMPELLING CUSTOMER SATISFACTION IN RETAIL MALLS IN CHENNAI

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## **Abstract**

The mall retailer's area unit operational in an exceedingly extremely competitive retail surroundings which needs effective management so as to satisfy the shoppers and succeed customers' loyalty. The first purpose of this paper to see the satisfaction and loyalty among mall customers concerning the searching malls. Secondly, this study aimed to see whether it is statistically variations exist between the mall customers considering their age teams and gender. A quantitative analysis approach was followed to attain analysis objectives. Self-administered questionnaires were used throughout information assortment and descriptive statistics and constant tests, within the sort of independent samples were conducted. SPSS Version 23 software was used for analysing quantitative information. Internal consistency dependability of the mensuration scales measure mall customers' searching motives were assessed by hard Cronbach's alpha values. The results of the study uncovered that the satisfaction level amongst the mall customers tend to be high. The results additional provided a very important understanding of the link of demographics (age and gender) on customers' satisfaction levels and loyalty at the mall. This study contributes to the present literature and provides valuable info to retailers and mall developers generally, with relation to selling communications and selling ways that aim to draw in mall customers. Suggestions for future analysis area unit provided.

**Keywords:** Customer Satisfaction, Malls, Retail

## **1. Introduction**

The organized marketing sector in India has been growing by leaps and bounds. The increasing disposable incomes plus the booming rates of economic process have provided a much-needed boost to the current comparatively newer business. This development was kick-started once the market freeing happened. As per a report by the CII, in 2010, the whole quantity generated by Indian retail was poised to the touch Rs.300 billion. The share of the organized sector is way lesser however its projected rate of growth has been pegged at nine.5% every year for consecutive 3 years as per the CII Report (2006). As critical the unorganized retail, there has



been associate emergence of contemporary, organized retail format stores. The most important issue, arguably, that has had a sway on this retail revolution, is that the emergence of retail malls. These malls accommodates ninetieth of the specialty stores that have come back up in Asian country, be it the large malls like Shopper's Stop or smaller formats like boutiques. These malls not solely offer a good style of looking product and services however they even have cinemas and restaurants, therefore providing a one-stop-shop for the shoppers. even if organized marketing in Asian country encompasses a ways to travel, sectors like attire and accessories, food and grocery and consumer goods are those that are conducive the lion's share within the annual organized retail turnover (Indian Retail Report, 2005). The indirect effects of this growth is witnessed within the numerous processes and also the connected infrastructure, that successively has provided a serious chance to the assorted corporations that are the suppliers or makers for the product (consumer) additionally as connected merchandise that are employed in the marketing business.

## 2. Review of Literature

Mohrw-Jackson, I. (1991), has dwelled at length on the vital issue of shopper satisfaction, in line with him, "the key to achieving structure goals consists in determinant the requirements and desires of target markets and delivering the required satisfactions a lot of effectively and expeditiously than competitors". Basically, it's assumed that if a client is glad with the giving (product, service, etc) the client might patronize the giving. This highlights the importance of client satisfaction and also the want for the institution to work out the key ingredients of client satisfaction. Client satisfaction has been stubborn by a dialogue that whether or not it ought to be thought to be a processor is it associate outcome (Suh, J. C., & Youjae, Y., 2006). The sooner works in selling tried to produce a model instead of process client satisfaction. This was more combined because it was unclear on whether or not the measures that were being utilized to live satisfaction were so valid or not (Giese, J. L., & Cote, J. A., 2000). In spite of this issue, there square measure numerous definitions of satisfaction within the selling literature. Day outlined it as "the critical response to this consumption event." Tse and Wilson (1988) have outlined satisfaction as "The consumer's response to the analysis of the perceived discrepancy between the previous expectations and also the actual performance." Fornell, C. (1992). referred it to as a "post alternative critical judgment regarding a particular purchase selection". Ho, T. H., Tang, C. S., & Bell, D. R. (1998) tested a replacement model of store alternative supported the belief that a consumer is a lot of seemingly to go to stores wherever the entire looking price is lowest. It had been tried to seem into client segmentation keeping in mind the looking prices. Williams, P., Khan, M. S., & Naumann, E. (2011) applied a study on twenty seven stores in a very market so as to seem into the method households divided grocery looking between stores and as a result, showed that shoppers learned over perennial journeys to economize their time and energy by dividing and arch totally different stores. Eastlick, M. A., & Lotz, S. (1999), deliberated regarding the impact of electronic merchandising on in house



merchandising among potential adoptive parent teams. They pointed out that opinion leadership, originality, and involvements were factors of influence.

## 2.1 The importance of satisfaction

Retailing has undergone a shift. The technologies, the classes of the product offered, the varied formats have reworked over this era. Customers are moving far from ancient stores and moving to retail stores. The retailers still expand their assortments and adding services, there one underlying truth has remained unchanged over these years. A sales outlet, be it of any class or size cannot stay in business while not the patronage of its customers. Customer's square measure the backbone of any business and marketing is not any totally different. Client satisfaction goes to an excellent length to make sure the loyalty of the client. The retail stores aren't any longer places wherever customers come back to easily search. The dynamics have changed; retail malls became centers of recreation, family outings. These stores show a good array of decisions. Specialty stores and boutiques have sprung up, restaurants and moving-picture show theatres square measure currently integral parts of huge malls. It's a really necessary henceforward, for these retail stores to integrate the weather of business attraction within the coming up with methods. There variety of retail choices offered to a client, he/she is not any longer forced for decisions.

To persuade the patronage, a retail outlet should make sure that it's able to maintain client satisfaction, in different words, it becomes indispensable. Expectations of consumers play a really necessary role in determinative the extent of satisfaction. Competition has gone world and social group changes square measure evident. Each sales outlet leverages on its attraction power and on its ability to get pleasure from patronage from its customers. This attraction power of a sales outlet, its ability to draw in, may be a mixture of numerous factors that charm to a client. The knowledge via that the client decides associated carries out an action is influenced by these terribly factors. Previous studies have tried to spot these factors that have an impression on whether or not the client chooses or doesn't prefer to purchase from a selected store. Esbjerg, L., Jensen, B. B., Bech-Larsen, T., de Barcellos, M. D., Boztug, Y., & Grunert, K. G. (2012) dole out associate beta study so as to understand the explanations on why folks search. The results indicated that there have been variety of reasons besides the necessity of the individual that influenced his/her call to buy. Westbrook et al. (1985) projected a theoretical model of the varied looking motivations. The findings Lent any credence to Esbjerg, L., Jensen, B. B., Bech-Larsen, T., de Barcellos, M. D., Boztug, Y., & Grunert, K. G. (2012) and provided another 2 factors additionally to those listed by the latter. Narahari, A. C., & Kuvad, D. (2017) proves that the bonding for Khiranas continues to exist, especially in towns like Bhavnagar with regard to quality of product being offered in malls. Also majority opted for "Proximity of Malls" as one key parameter to choose for shopping, there is always a scope for other retailers to cherish.



### 3. Objective of the Study

To find out the various factors which influence the customer satisfaction in retail stores and shopping mall in the city of Chennai in India.

### 4. Methodology

The study was divided into 2 phases; within the initial stage focus cluster interviews were command. the present literature was examined so as to seek out the variables that had been rumored to be moving client satisfaction in a very retail mall. So as to any ascertain these factors were truly applicable within the Indian context, focus discussion was dole out. The main focus group study consisted of 10 participants every. The samples consisted of individuals United Nations agency are searching frequently at retail stores and had been to retail stores recently. The knowledge obtained from the main focus discussion any helped to establish that the variables that had been set upon by consulting the literature were valid within the Indian context.

The final list of variables that were enclosed within the study is:

- Customer friendliness of the shop
- The convenience of location of the shop
- Spaciousness within the store
- Availability of seating house within the store
- Adequate variety of trial rooms
- Store timings
- Adequate automobile parking space
- Air-conditioning and temperature within the store
- The attractiveness of the show
- Proper labeling of the merchandise details and value tags
- Convenient and arranged arrangement of the displayed merchandise
- Number of mannequins on show
- Quality of the product on show
- Availability of the newest types of clothing/merchandise
- Availability of various designs
- Availability of varied sizes
- Availability of colors within the merchandise to suit decisions
- Availability of product in a very style of value vary
- Appearance and grooming of the employee
- Availability of adequate employee within the store
- Politeness and courtesy of employee



- The ability of the employee to reply to queries
- Helpfulness of the employee
- Waiting time within the queue for the aim of asking
- The accuracy and therefore the simplicity of the asking method
- Courtesy of the cashier at the asking counter
- Adequate variety of asking counters
- The attractiveness of commercial
- Frequency of commercial
- Availability of merchandise among promotions
- Visibility of ad campaigns
- Clarity of message within the numerous promotion advertisements
- Queries addressed by the client care associates just in case of problems/feedback
- Time is taken to deal with queries by the client care associates
- Quality of facilitate provided
- Accuracy of the client care associates in providing the solutions
- The flexibility of exchange policy
- Ease of exchange
- Helpfulness of the employee in obtaining the merchandise changed

## 4.1 Survey Instrument

The survey instrument consisted of 2 half's; the primary part consisted of things measure totally different dimensions of client satisfaction. Most of the variables are antecedently employed in literature and a few of them were changed to suit the Indian context exploitation the inputs from the main focus cluster interviews. The second a part of the form consisted of a number of demographic variables or the respondents.

## 4.2 Form design

The form is meant taking the variables from the literature and also the new variables that were uncovered throughout the main focus cluster discussions.

## 4.3 Data Collection

Primary knowledge for the analysis was collected through a structured form. The responses were gathered via the mall intercept technique from people that had shopped in malls in Chennai. The amount of gathering knowledge was cover four months. The information was collected from 274 respondents comprising of each the genders, age classes, financial gain teams, and legal status. A five-point Likert scale was wont to let the shoppers rank the variables influencing satisfaction levels one to five, five being the best. A pilot take a look at was



conducted with a sample of fifty respondents before conducting the particular knowledge assortment. It helped to make sure that the language of the form and also the ambiguous nature of the language, if present.

## 5. Information Analysis

The data analysis was disbursed in 2 ulterior stages. Within the 1st stage, all the things were tested for responsibleness measures. The Cronbach alpha was vital for the whole set of things.

### 5.1 Cronbach's Alpha

The number of things within the form was thirty five and therefore the Cronbach's Alpha for this stuff was found to be superb. Cronbach's Alpha range of things zero.948 thirty five once winding up the responsibleness measures, all the things bearing on the client satisfaction dimensions were issue analyzed victimization principal element analysis with varimax orthogonal rotation. within the second stage, the issue legion the client satisfaction dimensions obtained from the correlational analysis were used as independent variables in multiple correlation analysis and therefore the overall searching expertise because the variable quantity.

## 6. Discussion and social control Implications

It is ascertained that out of those seven freelance variables, 2 stand out. The impact of client Orientation and atmosphere is far additional vital compared to the opposite factors. The behavior of the sales person comes dead set be a awfully integral part influencing client satisfaction. Thus, adequate sales coaching and information of the functions that are being performed is extremely a lot of necessary. The management of the retail institution ought to think about providing the most effective potential coaching to their employees. Atmosphere of a retail mall is additionally extremely vital. Right from adequate range of trial rooms to the way during which the merchandise is displayed within the store, these are vital components. The most recent merchandise alongside varied varieties and sizes is desired by the shoppers. The standard of the merchandise offered conjointly influences the client satisfaction. The managers of retail stores ought to keep a watch on the manner staff handle customers. Right from the time they create inquiries regarding the merchandise, to providing the requisite info needed and asking. Every and each side of service is very important. This any highlight the importance of the standard of service rendered. The service encounters and therefore the service delivery aspects which require to be explored any.

## 7. Limitations of the study

The study is proscribed to the town of Chennai; therefore the results of this study cannot be generalized. Future studies might look into assembling sample from totally different cities.



Further, the service quality aspects haven't been thought-about during this study. Since they may conjointly play a job, there's a scope for considering it within the future.

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