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An empirical study on satisfaction level of customers in shopping malls with special reference to coimbatore district

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ABSTRACT

Today, supermalls are replacing ‘kirana’ stores all over India. India’s retail infrastructure is slowly undergoing a change with many hi-fi supermalls being constructed and operating in various cities. The mall concept has come to stay for good. The Indian customers seems to be undergoing a shift in terms of personality, buying motives, interests, attitudes, beliefs and values when he or she is making a shift from ‘kirana’ stores towards shopping malls.

The scope of this research is to assess the overall customer’s satisfaction, response of customers with regard to the availability and quality of products and services offered at shopping malls and the comfort level of the respondents towards shopping in the shopping malls in Coimbatore. This study is restricted to 3 shopping malls in Coimbatore.

**I.INTRODUCTION OF THE STUDY:
SHOPPING MALLS:**

The group of retail shops, restaurants, and other businesses with a common interest in soliciting sales. The facility is developed as planned commercial location and typically offers private, off-street parking facilities or areas. A shopping canters generally encompasses no less than 800,000 square feet of shopping space.

Shopping malls contribute to business more significantly than traditional markets which were viewed as simple convergence of supply and demand. Shopping malls attract buyers and sellers, and induce customers providing enough time to make choices as well as a recreational means of shopping. However, competition between malls, congestion of markets and traditional shopping canters has led mall developers and management to consider alternative methods to build excitement with customers. This study examines the impact of growing congestion of shopping mall in urban areas on shopping conveniences and shopping behaviour. The cognitive attributes of the shoppers towards attractiveness of shopping malls and intensity of shopping.

Shopping malls are an emerging trend in the global arena. The first thing that comes in our mind about the shopping malls is that it is a big enclosed building housing a variety of shops or products. According to historical evidences shopping malls came into existence in the Middle Ages, though it was not called so. The concept of departmental stores came up in the 19th century with the Industrial Revolution. Customers wanted a better shopping experience and this demand gave rise to the emergence of shopping malls in India.

II.REVIEW OF LITERATURE:

According to Leo, P.Y and Phillipe, J. (2002), "Retail centres: Location and customers satisfaction", Service Industrial Journal, Vol 22(1), pp 122-147. The shopping mall image is a created from the elements such as retail mix, infrastructure and atmosphere. Therefore, the shopping mall image can be managed to create a shopping destination for its potential shoppers Warnaby and Medway, 2004.

Sinha, P. K. and Banerjee, Arindam. (2004). "Deciding Where to Buy", Indian Management, Vol 44 (6), pp 38-46. Sinha and Banerjee 2004 revealed that shoppers gave prominence to proximity of the store, merchandise and service. While food stores are chosen more on the basis of their proximity and long-term association, with merchandise and service contributing secondarily to enhanced utility, consumer durables stores are chosen based on merchandise and personal referrals, with ambience affecting their choice slightly. Stores dealing in apparel, books and music are chosen purely on ambience.

III.OBJECTIVE OF THE STUDY:

To identify the level of satisfaction among customers with special reference to shopping malls in Coimbatore district.

IV.STATEMENT OF THE PROBLEM:

The lifestyle of the Indian consumer pervades various aspects of his/her life and varies according to the sociologically relevant variables. Family incomes are seeing a jump in recent times resulting in the consumer spending more and a change in the lifestyle of the Indian consumer is of great interest to society at large, manufacturing and consumer companies, advertisers, super - mall owners, economists, census, researchers and so on. This study could also be used in the context of positioning new products, repositioning an

old/existing product, developing new product concepts and creating promotional strategies. The objective of this research is to study the metamorphosis in the life of the Indian consumer after the advent of malls in the country and how the shift in his/her buying behavior has affected sales of consumer products. It will help to analyze the consumer's attitude towards super - malls, attitudes towards various product classes sold in malls, products and services consumed, activities,

S.No	Statements	Mean score	Total score	Rank
1	Lift	612	1224	IV
2	Parking space	586	1758	III
3	Air conditions	546	2184	II
4	Rest rooms	544	2720	I
5	Food court	725	725	V

interests and opinions of different consumers, value systems and personality traits as an increasing number of urban consumers are beginning to see themselves in a more modern context.

V.RESEARCH METHODOLOGY

SAMPLIE DESIGN

Convenient sampling method has been used for the study. The sample size has been 300 customers which have been selected in Coimbatore city and data is collected for solving particular statements through well-structured questionnaire.

VI.TOOLS FOR DATA COLLECTION

1. Henry Garret Ranking Technique:

Garret's ranking technique was adopted to analyse the views of the employees. The order of merit thus given by the employees for each statement under each head was converted into ranks by using the following formula.

$$\text{Per cent Position} = \frac{100 (R_{ij} - 0.50)}{N_j}$$

Where

R_{ij} = Rank given for the i th statement by j th respondent

N_j = Number of statements ranked by j th respondent

The per cent position of each rank thus obtained was converted into scores by referring to the table given by Garrett. Then for each statement, the scores of individual respondent were added together and divided by the total number of respondents. The mean scores for all the statements were arranged in an ascending order, ranks were assigned and the important statements identified.

The level of satisfaction among customers

Findings and suggestions

The level of satisfaction of customers in shopping malls using Henry Garret Ranking Technique

It is interpreted from the above table that statement in Rest room is ranked as a number one, the statement with a total score of 2720 points. Air condition is ranked as a number two, the statement with a total score of 2184 points. Parking space is ranked as a number three, the statement with a total score of 1758 points. Lift is ranked as a number four, the statement with a total score of 1224 points. Food court is ranked as a number five, the statement with a total score of 1758 points.

From the analysis it is evident that the "Statement of the Rest rooms" was ranked as a first statement with a total score of 2720. Air conditions was ranked as second with a total score 2184. The parking space & lift & food court were ranked as III, II and V, with a total score of 1758, 1224 and 725 respectively by the Statement the level of satisfaction on Customers in shopping malls.

VII.CONCLUSION:

Today multi stores shopping malls are a shopaholic's paradise in Coimbatore. These shopping malls accommodate every taste, pocket and style. Also, the city of Coimbatore offers ample shopping opportunities to tourists who come here to spend their vacation. From the study it is revealed that a majority of 'Fun mALL' do prefer to shop at shopping malls as it is a convenient place to buy anything they desire. Most respondents expressed that the shopping malls are just not a place to shop due to its constant availability, but has also created an ideal environment for social interaction for people of all ages.

REFERENCE

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