

A study on customer's perception and preferences towards shopping malls in Coimbatore

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Abstract

Mall shopping is a buzzword for Indian youth. Mall culture is viewed as a significant change in the life style of Indians, as shopping is no longer an activity of buying things but also viewed as a status symbol and a one-stop retail solution. The coimbatoreans are in josh with the advent of two malls and a few more are to come up in the city as they attract them with comfort, entertainment, fashion, food court, window shopping, multibrand portfolio, quality, mall essence, convenience, attractiveness and luxury. This paper focuses on the factors influencing the consumer preference towards malls in Coimbatore. This city is important for its revenue growth, which is nearly twice as much as India's growth, and high frequency of shopping attitude after the advent of malls. The research design is descriptive and primary data were collected using a survey questionnaire. The sample consisted of 100 respondents and the sampling method was simple random sampling. The respondents were potential general public shopping in the malls. The data was analyzed using SPSS 17.

Keywords: Customer satisfaction, shopping malls

Introduction

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 centers 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 behavior. Based on the survey of urban shoppers, the study analyzes the cognitive attributes of the shoppers towards attractiveness of shopping malls and intensity of shopping. The results of the study reveal that ambiance of shopping malls, assortment of stores, sales promotions and comparative economic gains in the mall attract higher customer traffic to the malls.

Review of related literature

(Uniyal and Sinha, 2009) [3]. In another study of format choice it was found that even in case of a planned purchase, customers tend to show both affective and cognitive search based behaviour (Anand and Sinha, 2009). Studies have also indicated that customers tend to prefer specialised stores in case of high involvement purchases. Ranjan (2010) [6] in his research examined the impact of retail outlets and malls on the purchase behaviour of middle class consumers. He comments that the successful organized retail chains and also the malls in the country, today operate at regional segments and are not aiming at the nationwide presence, at least for the time being. Jackson, Stoel and Brantley (2011) [7] in their paper expressed that the customer segments seek out relevant shopping venues based on their shopping wants and needs.

Knowledge of the preferences of distinct consumer groups is useful in the development of marketing communications and promotional strategies. Monika Sharma (2012) the author suggests that the scope of this study can be enhanced in the future by conducting a study at the national/international level, and more consumers from different demographic profile can be involved for future studies. Subburaj (2013) purchasing FMCG products involves many buying behavior patterns, these factors help to identify the consumers perception better understanding of consumer perception towards FMCG products will bring in greater profits for the supermarkets.

Need for the study

The shopping malls has done analyzing of projects to know the consumer expectation, consumer satisfaction level and now the malls has gained good grip on market, but still want to increase the walk-in in malls. So the main need for the study is to know how to increase the walk-in malls in Coimbatore.

Objectives

- To understand the factors which influence customers to visit malls in Coimbatore.
- To study the present promotion activities of malls in Coimbatore.
- To know the customers expectation towards malls in Coimbatore.
- To ascertain the satisfaction level of customers of malls in Coimbatore.

Research methodology

Type of research

The research was Descriptive Research.

Data collection methods

1) Primary data

The primary or the first hand data was collected with the help of handing out the questionnaire to the customers.

2) Secondary data

The major source of secondary or supporting data was internet, library and the books and journals, are the source of information.

Survey method

The related data or information was obtained by personal administration of questionnaire.

Sample size: A sample size of 100

Sampling method: The method for survey was, non-probabilistic convenience sampling method Analysis with the Secondary data. With the data collected from the secondary source we can clearly interoperate that the costumer will prefer to visit malls during offer period. In a time frame of two month there were totally three different offers were executed.

Analysis and Interpretation

Shopping Preference

	Frequency	Percent	Cumulative Percent
Fun republic mall	75	75.0	75.0
Broke filled plaza	6	6.0	81.0
Singapore plaza	9	9.0	90.0
Cheran towers	10	10.0	100.0
Total	100	100.0	

Interpretation

75% of people generally like shopping at Fun republic mall, 6% of people generally like shopping at Broke filled plaza, 9% of people generally like shopping at Singapore plaza, 10% of people generally like shopping at cheran towers. From the above we can make it out that more than half that is 75% of customers prefer visiting fun republic mall for shopping than comparing to other malls.

Offers

	Frequency	Percent	Cumulative Percent
Fun republic mall	63	63.0	63.0
Broke filled plaza	7	7.0	70.0
Singapore plaza	5	5.0	75.0
Cheran towers	25	25.0	80.0
Total	100	100.0	100.0

Interpretation

63% of customers preferred the offers of Fun republic mall for shopping, 7% of customers preferred offers of Broke filled plaza for shopping, 5% of customers preferred offers of Singapore plaza for shopping, 25% of customers preferred offers of Cheran towers for shopping. Most of the customers felt that the offers provided by Fun republic mall are good than compared to the other malls.

Quality

	Frequency	Percent	Cumulative Percent
Fun republic mall	68	68.0	68.0
Broke filled plaza	16	16.0	84.0
Singapore plaza	6	6.0	90.0
Cheran towers	10	10.0	100.0
Total	100	100.0	

Interpretation

68% of customers found good quality products in Fun republic mall, 16% of customers found good quality products in Broke filled plaza, 6% of customers found good quality products in Singapore plaza, 20% of customers found good quality products in Cheran towers. Customers find good quality products at Fun republic mall than the other malls.

Service

	Frequency	Percent	Cumulative Percent
Fun republic mall	65	65.0	65.0
Broke filled plaza	16	16.0	81.0
Singapore plaza	3	3.0	84.0
Cheran towers	16	16.0	81.0
Total	100	100.0	

Factors influence the customer to visit malls.

Factors	Frequency	Percent	Valid Percent	Cumulative Percent
Attracted by adds	23	23	23	23
Word of mouth.	31	31	31	54
Because of family force	1	1	1	55
Shopping experience	7	7	7	62
All product in one roof	21	21	21	83
Offers	9	9	9	92
Low price	3	3	3	95
Bulk purchase	5	5	5	100
Total	100	100	100	

Inference

The factors influence the customer to visit malls. Out 100 respondents 31% of customers visiting because of offers, 23% because of attracted by ads, 21% are visiting because of all

products are available in one roof. It means most influencing factors are offers, advertisements, and all products available in one place.

Service

	Frequency	Percent	Cumulative Percent
Fun republic mall	65	65.0	65.0
Broke filled plaza	16	16.0	81.0
Singapore plaza	3	3.0	84.0
Cheran towers	16	16.0	81.0
Total	100	100.0	

Interpretation

65% of customers found good service provided by Fun republic mall, 16% of customers found good service provided by Broke filled plaza, 3% of customers found good service provided by Singapore plaza, 16% of customers found good service provided by Cheran towers. Most of the customers found the service provided by Fun republic mall is good than compared to other malls.

Would you like to visit malls again?

Statistics

Valid	Frequency	Percent	Valid Percent	Cumulative percentage
definitely	80	80.0	80.0	
not sure	20	20.0	20.0	
Total	100	100.0	100.0	100.0

Analysis

Out of 100 respondents 80% people said that they definitely visit again, 20% people said as not sure.

Interpretation

From the study more people want to visit again to preferring malls.

Findings

The consumer walk-in, in malls is very high during the offer periods, 81% of the customers prefer to visit Fun republic mall due to the availability of the variety of products. 63% of Coimbatore customer thinks that there is always any new offers before visiting fun republic malls. 63% of customers of fun republic mall expect good offers from fun republic mall. 74% consumers are satisfied with the offers from fun republic mall coimbatore. 68% of the customers are satisfied by the quality of the products at fun republic mall. 65% of the customers are satisfied by the service provided at fun republic mall. Most of the customers would definitely visit malls again.

Recommendations

- ❖ Providing awareness about the new offers to the loyal customers
- ❖ Ambience with proper ventilation and sitting arrangements and restaurant.
- ❖ Separate ladies rest room.

Conclusion

I conclude the study stating that the customer of Coimbatore are satisfied with quality, and they still needs good offers in future days. And the different factors which influence customers to visit malls. And the factors which we need focus to improve customer walk-in at malls in Coimbatore. The

consumers preferences are changing & they are moving from Traditional stores to malls. It's the main challenge to the malls to attract the customers towards them from that of others stores. To attract more customers companies have to carry out the promotional activities in unique way.

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