A Study of Key Factor Affecting Customer Relationship Towards Shopping Mall

Ajay Kumar (Research Scholar),

Prof. Yashwant Singh Thakur (Dean & H.O.D)

Department of Business Management,

Dr. Hari Singh Gour Central University Sagar, Madhya Pradesh, India

Abstract

The aim of the study is to identify the factors that affect the shoppers to shopping towards shopping malls. Along with this research efforts have been made to explore various factors which affect the behavior of consumers in a retail outlet. Through literature review various factors are focuses which affects the consumer behaviour towards shopping mall while visiting for shopping. A sample of 100 respondents was taken who are the visitors of shopping malls or their mostly purchases are from shopping malls. The data was collected through the questionnaire on five-point likert- scale. Statistical analysis was done using the software SPSS version 16 which indicated the significant relation by Chi-Square test of data the results of the study.

Keywords:, Factors affecting, Shopping and shopping malls, Consumers behaviour.

Introduction

The shopping mall is a global phenomenon that has its roots in ancient outdoor bazaars. The shopping malls that we know today were birthed in the beginning of the 20th century and have since then grew to cover the major cities of India in a few different organized retail forms such as big bazaar, hypermarkets, supermarkets; retail giant and life styles stores and sizes of shopping centre were thus appeared to fulfill different needs. A shopping mall, shopping Centre, shopping arcade, or simply mall is one or more buildings forming a

complex of shops representing merchandisers, with interconnecting walkways enabling visitors to easily walk from unit to unit, along with a parking area a modern, indoor version of the traditional marketplace. Shopping centre has become the fashionable, dynamic, and bright life centre that fulfils various requirements of customers. The competitions among the shopping centres become violent. However, due to the change of the attitude of customers towards organized retail market segments mainly due to increased income levels, strong economy, behaviour, demand, changing life styles and shopping habits of customers. The shopping centre is now not only a place for shopping, but also for a form of family entertainment, satisfying a social need and cultural hot spot where people of all ages can come to interact.

The various past authentic surveys have found that the performance of the shopping mall depend on maintaining the customer relationship management, shopping mall structure, mall designing, mall management, target market customer, ambiance and mall environment to generate the revenue and advancement. Along with customer satisfaction is the key factor in knowing the success of any retail store or business, therefore it is very important to measure it and to find the factors that affect the customer satisfaction. As the trend has been changed the shopping style so the demand of shopping mall has increase in customer's perception but still there is ambiguity in determining the factors that what attracts the most to the customers towards the Shopping Malls. This occurs when they feel that the goods and services that they buy have been specially produced for them or for people like them.

Literature Review

Mall attributes and customer satisfaction

Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." (Ferris et al., 2010; Tse and Wilton, 1988; Oliver 1999). According to Kim, et al., (2004) customer satisfaction is customer's reaction to the state of satisfaction, and customer's judgment of satisfaction level. Wong et al., (2012) there is a relationship between shopping mall attributes and customer satisfaction. In order to investigate the personality of the retail store, two different Martineau (1958) categories of

retail store attributes i.e. functional and psychological which directly and indirectly to customer satisfaction. The functional category includes attributes like location, assortment of products and store layout. The psychological category represents the feelings generated by the functional elements of the store. While research into store choice by the customers has gained more attention former attributes than the latter. For supporting the review in the study of a grocery store attiributes, customer looked upon the price, product variety, one-stop shopping, quality, location of the store, advertisement, general appearance of the store and convenience (Doyle &Fenwick 1975). Manana, (2009), suggested that Consumers evaluate the malls on the basis of products and different features of mall e.g. location, employees and atmosphere. Retail businesses are spending on getting and sustaining locations appropriate for their products and consumers, as mall location is vital factor of retail business (Hernandez and Bennison, 2000) The factors which are affecting to customer to shopping in selecting the shopping place fall in five groups i.e. Features of price, accessibility, environment, mall image, regarding the consumer buying behavior, convenience and rewards (Wong et al., 2012; Dawar and Parker, 1994;). determined other dimensions of mall selection behavior e.g. decoration, atmosphere, exterior and cleanliness of mall (Newberry et al., 2003). Along with Abu Bashar (2012) found in their study customer claims towards wide range of product choice of product all times, merchandise at lower price with convenience. A research done by Wang & Ha, (2011), nine features of mall make significant the consumer to loyal towards shopping in mall that are mall atmosphere, after sale service, brochures and pamphlets, communication, convenience, quality and assortment of products promotions, expected behaviour and rewards as discounts etc. Isaksson & Suljanovic (2006) during the study of "different factors in retail environment affect customer experience" in IKEA experience suggested that the most apparent reasons for people choosing to shop is cost advantage with their wide variety of products being relating cheap in comparison to others retailer and product assortment is wide and constantly changing. Location is another factor in IKEA which add something extra to their shopping.

another study done by Kumar and Vikkraman (2012) comparing organised and unorganised retail outlets suggested that organised outlets provide price, self service, visual merchandising and essay accessible layout to find out the product. In selection of location, Reardon et al.

(2001) found out in their study that's suitable sites close to home, working place, high traffic places is more preferable to one stop shoppers. Apart from this location, merchandise price, income of the consumers & culture also had some impact on the failure cause of malls Ambale (2013). Differed levels of product assortment affect consumer purchasing behavior more than prices (Fox et al., 2002). Babin and Babin (2001) found that in stores consumer's purchasing intentions and spending can largely depend upon the features of the items, customer self interest, consumer's gauge of evaluating items and the importance they give to their purchasing at a store. Great product assortment is significant in attracting consumers and also to influence them on buying decision while in the mall (Skalledrud et al., 2009; Manana, 2009). Brennan & Lundsten (2000), in their study on the consumer shopping habits identified that consumers shop at discounts for low prices and large variety and stores for the unique items they cannot find elsewhere. Obeja and Bedia (2012) find that customers are conscious about extra facilities & service provided by personal selling in shopping malls. They want hygiene and clean atmosphere in smalls. Young customers are most recreational in their shopping. Female are not conscious about price while shopping in malls.

Number of the studies has been done relating to factor affecting or key factor affecting towards retail store and shopping mall attributes. Based on the literature review this study has made attempts to investigate affecting factors of customer satisfaction towards mall and relationships between customer satisfactions.

Objectives

➢ To identify the various factors that affects the shoppers to shopping towards shopping malls.

➢ To provide managerial implications to improve performance of shopping mall.

Hypotheses

Ho: There is no relationship between safety policy & customers towards shopping malls

H$_A$: There is a significant relationship between safety policy & customers towards shopping malls

Ho: There is no relationship between availability of branded, quality and variety of product and service customers towards shopping mall

H_A: There is significant relationship between branded, quality and variety of product and service customers towards shopping mall

H_0: There is no relationship between lot of alternatives to the product stimulates customer toward shopping malls.

H_A: There is a relationship between lot of alternatives to the product stimulates customer toward shopping malls

Ho: There is no relationship between ease to find the product stimulates customer toward shopping malls.

H_A: There is significance relationship between ease to find the product stimulates customer toward shopping malls.

Ho: There is no relationship between search of new product stimulates customer toward shopping malls.

H_A: There is significance relationship between search of new product stimulates customer toward shopping malls.

Research Methodology

Exploratory research design is used to perform the study. The random sampling method used to collect the primary data from the customers in Sagar city. The sample of 100 respondents was collected. Both primary and secondary data is used to perform the study. A questionnaire was prepared for customer's survey. Introductory question included all multiple choice/ multiple response type of questions. Main body of customer questionnaire included objective of the research study which was drafted in English containing Likert-scaled items scoring from 1(strongly disagree) to 5 (strongly agree) to measure various mall shopping factors. EFA with principal components axis factoring and varimax rotation with screen test criterion and Eigen values used to confirm the no of factors to extract (Hair et al. 1998). The main

purpose of the EFA was to confirm whether items loaded correctly to the corresponding factors as identify by previous research. Through chi-square, hypothesis is tested to find out the relationship between factors affecting towards malls shopping in Sagar city.

Statistical Analysis & Evaluation

Table 1: Statistical analysis data

S. No.	Items	χ^2cal	χ^2tab	DF	P-value
1	Variety of product and services are available at one place	60.84	3.841	1	0.05
2	Availability of branded product	84.56	7.815	3	0.05
3	Availability of quality product	112.80	7.815	3	0.05
4	I go to shopping in mall to see what new product are available	53.44	7.815	3	0.05
5	It is a good place to shop with children and female for shopping	56.60	9.488	4	0.05
6	I feel very secure in the shopping mall	35.29	9.488	4	0.05
7	It is easy to find what i want always	49.50	9.488	4	0.05

Table 2: Testing of Hypotheses

S. No.	Items	Types of Hypotheses	Result
1	There is no relationship between safety policy & customers towards shopping malls	Null	Rejected

2	There is a significant relationship between safety policy & customers towards shopping malls	Alternative	Accepted
3	There is no relationship between availability of branded, quality and variety of product and service customers towards shopping mall	Null	Rejected
4	There is significant relationship between branded, quality and variety of product and service customers towards shopping mall	Alternative	Accepted
5	There is no relationship between lot of alternatives to the product stimulates customer toward shopping malls.	Null	Rejected
6	There is a relationship between lot of alternatives to the product stimulates customer toward shopping malls	Alternative	Accepted
7	There is no relationship between ease to find the product stimulates customer toward shopping malls.	Null	Rejected
8	There is significance relationship between ease to find the product stimulates customer toward shopping malls.	Alternative	Accepted
9	There is no relationship between search of new product stimulates customer toward shopping malls.	Null	Rejected
10	There is significance relationship between search of new product stimulates customer toward shopping malls.	Alternative	Accepted

Conclusion

The study was accomplished to discover the factors that affect the customers towards mall shopping. All the hypothesis has been accepted in the research paper which gives the direction to retailer to improve the performance of the mall by concentrated the factors that affects the shopper to shopping in mall When a consumers to make purchases from mall to buy something, he or she is affected by assorted factors. The main affecting factors towards mall have been identified as availability of branded, quality and variety of product, alternative and

ease of find product. New product is also affecting the customers to shopping towards mall. Another factor is safety and security which affect to customers to shopping in mall with family and children.

Managerial Implications

To apply the concept of this research in shopping mall policy is focus on safety and security factor to gain the renew portion and used cooperation factors as a tool to encourage management performance score. As Indian retail Industries is in boom today and more and more national and international players are interested in the emerging retail market in India, information on consumer relating to factors that affect the shopper may be useful for retailers targeting Indian markets. This study provides more meaningful ways to identify and understand various factors to consumer segments and to target each segment with more focused marketing strategies.

References

Ambavale, R. (2013). A study on factors influencing failure of malls in maor cities of Gujrat state. *Journal of Management & Social Science Research.* 2(5), 46-54.

Basher, A. (2012). Factors affecting conversion of footfalls in retail stores. *International Journal of Management & Strategy , 3* (4).

Bibin, B. J., & Babin, L. (2001). Seeking something different? A model of schema typicall, consumer affect purchase intentions & perceived shopping value. *Journal of Business Research , 54* (2), 89-96.

Brennan, D. P., & Lundsten, L. (2000). Impact of large discount store on small US town: reason for shopping and retailer strategies. *International Journal of Retail and Distribution Management , 28* (4/5), 155-161.

Dawar, N., & Parkaer, P. (1994). Marketing universals consumers' use of brand name, price, physical appearance and retailer reputation as singals of product quality. *Journal of Marketing , 58*, 81-95.

Doyel, P. and Fenwick, I., (1975). How store image affects shopping habits in grocery chains. Journal of Retailing. vol.50 (4),39-52

Farris, P. W., Neil T. B., Phillip, E. P., David, J. R., (2010). *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance.* Upper Saddle River, New Jersey: Pearson Education, Inc.

Fox, E. J., Motgimery, A. L., & Lodish, L. M. (2002). Consumer shopping & spending across retail formate. *Journal of Business , 77*, 25-36.

Hernandez, T., & Bennison, D. (2000). The art and science of retailing location decision. *International Review of Retailing and Distribution Management , 28* (8), 357-367.

Isaksson, R., & Suljanovic, M. (2006). A study on how different factors in the retail envirenment affect custmer experience. Lulea University of Technology.

Kim, M.K., Park, M.C., and Jeong, D.H. (2004). *The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services.* Electronics and Telecommunications Research Institute, School of Business, Information and Communications University, Yusong-gu, Hwaam-dong, Taejon 305-348, South Korea.

Kumar, U. D. & Vikkraman, P. (2012). Customer's satisfaction towards organised retail outlets in Erode city. Journal of Business & Management, 3(4), 34-40.

Manana, Z. (2009). Antecedents of Store Patronage and Cross shopping: The case of increasing grocey spend in Soweto. *Gordon Institute of Business Science* , 1-102.

Martineau, P. (1958). The personlity of the retail store. Harvard Business Review.

Newberry, R., Klemz, B., & Boshoffc, C. (2003). Managerial implecation of predicting purchase behaviour from purchase intention: A retail patronage case study. *Journal of Service Marketing , 17* (6), 609-620.

Obeja, S. K., & Bedia, D. D. (2012). A study of customer satisfaction from organisal retailing (with reference to Indore city). *Pretige International Journal of Management & Research , 4* (2).

Oliver, R.L. (1999). Whence Consumer Loyalty. *The Journal of Marketing, Fundamental Issues and Directions for Marketing.* vol. 63, pp. 33-44

Reardon, J., Kling, N., Amirebayeva, S., & Mc, C. D. (2001). Multidisciplinary approach to Multistep/Multipurpose Shopping Behavior and Retail Location Planning. *The Marketing Management Journal* , 41-49.

Skallerud, K., Korneliussen, T., & Olesen, S. (2009). An Examination of consumers cross-shopping Behaviour. *Journal of Retailing & Consumer Services , 16*, 181-189.

Tse, D. K. and Wilton, P. C.(1988). Model of consumer satisfaction formation. An Extention Journal of Marketing Research. 25(may) 204-212.

Wang, C., & Ha, S. (2011). Strore attrubitions influencing relationship marketing:A study of department stores. *Journal of Fashion Marketing & Management , 15* (3), 326-344.

Wong, C. B., NG, H. C., Wong, K. K., & Wong, M. H. (2012). The relationship between shopping mall attributes, customer satisfaction and positive word of mouth :China visitors in Hong Kong. *Global Journal of Management & Business Research , 12* (3), 48-62.