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A STUDY ON CONSUMER SATISFACTION AND THEIR EXPERIENCE TOWARDS SHOPPING MALLS IN MEGA CITIES OF GUJARAT.

Payal G. Limbachiya

Research Scholar, HNGU, Patan (Gujarat)

Dr. J. K. Patel

Research Guide, Prin. V. R. Patel College of Commerce, Nagalpur (Mehsana)

ABSTRACT:

Consumer plays a major role in the market. Only they have power to decide the present condition of the market. In the growing market consumer becomes more aware about their perception towards goods and services available in the market. As there are many suppliers being available in the market, consumers have a wide range of variety to buy and from whom to buy. Shopping today is substantially more than simply buying-it is an affair itself. As time flows consumers are more likely to buy things from shopping malls then from retail outlets. Consumers have different motives to visit the shopping mall. Shopping malls have seen a great growth in India amid with the previous couple of decades. Vast majority of the shopping mall are with an essential motto of acting like "ONE STOP SHOP" that gives almost all the required products and brands directly from basic need to life products under one roof. This paper inspects the engaging quality elements of shopping malls from the consumer's point of view. There are numerous malls taken over in this examination which speak on behalf of the Mega cities of Gujarat in geographical manner. In this paper we are going to see consumer satisfaction, their experience towards shopping malls and factor affecting buying behaviour of consumer in mega cities of Gujarat.

KEY WORDS: Shopping Malls, Consumer Satisfaction, Consumer Experience, Consumer Behaviour

INTRODUCTION:

In the present competitive market, consumers are Lord. Key to the accomplishment of any business associations lies in the hands of clients. Understanding their requirements, needs and their buying behaviour decides the association achievement. The term consumer buying behaviour is characterized as the investigation of when, where, why and how individuals buy a product. Consumer's product consumption relies upon various traits like Price, Quality, Brand name, Brand devotion and Labeling. Consumer buying behaviour means a willingness to buy certain product or service. Cultural factor, Social factor, Personal factor and Psychological factor are the main four factors which influence the buying behaviour of the consumer. Consumer behaviour is the study of individuals, groups or organizations and the processes they used to choose, consume and dispose of the product or services, including consumer's emotional, mental and behavioural responses. Studying consumer behaviour helps the marketers to decide how to represent their product or service in such a way that it will attract maximum number of customers. Success or failure of the marketers are largely depends on targeted customers. Here the main focus of the researcher is to study the buying behaviour of the consumer towards shopping malls. Consumers prefer shopping malls over other retail formats because of one roof arrangements. Availability of food, shopping and entertainment at one place are the main factors that attract consumers towards shopping malls.

Type of Consumer Behaviour:

- Complex buying behaviour
- Dissonance-reducing buying behaviour
- Habitual buying behaviour
- Variety seeking buying behaviour

Consumer Buying Process:

- Problem Recognition
- Information Search
- Evaluation of Alternatives
- Purchase Decision
- Post Purchase Behaviour

REVIEW OF LITERATURE:

The stream of literature in this field started almost five decades ago. Martineau (1958), the first researcher to investigate specific dimensions of store image, proposed four dimensions of store attributes: layout and architecture, symbols and colors, advertising and sales personal. One of the most important determinants of consumer buying behaviour found by researchers is offering competitively the best service, quality to customers; this idea is supported by Parasuraman, Zeithaml & Berry (1985, 1988).

Swaminathan and Vani (2008) inspected shopper's observation and attitude towards shopping malls and featured 15 factors that had an impact on shopper's attitude. Venkateswarulu and Uniyal (2007) distinguished a lot of factors that depicts consumer's goal to support a shopping mall. Chattopadhyaya and Sengupta (2006) placed that shopping malls with clear and particular situating had higher customer support. Zhang et al. (2011) seen that shopper's observation about the product's esteem are formed by the mall atmospherics, which has an effect on their emotional reaction and behaviour. However, this study focuses on the relationship between consumer satisfactions, their experience towards shopping malls.

OBJECTIVES:

- To study the socio economic status of consumers towards shopping malls in mega cities of Gujarat.
- To find out the level of awareness and perception of consumers towards shopping malls.
- To evaluate the level of shopping experience of consumers towards shopping malls.
- To measure the level of satisfaction experienced by the consumers and their future loyalty towards shopping malls.
- To study the major factors influencing and affecting consumer buying behaviour.
- To know how the marketers of the products or services influence the buying behaviour of the consumers.

METHODOLOGY:

This study is Descriptive in nature. Descriptive study is defined as research method that describes the characteristics of the population. Descriptive study is a fact finding investigation. The present study is dependent on primary and secondary sources of information.

STUDY AREA:

This study is mainly confined to Ahmedabad, Surat, Vadodara, Rajkot, Bhavnagar, Jamnagar, Junagadh, Gandhinagar (8 Mega Cities) of Gujarat. Retailing in modern cities are receiving global recognition and attention and this emerging market is witnessing a significant change in its growth and investment pattern. The Indian retail industry accounts for 10% of GDP and 8% of employment. Shopping malls contribute to business more significantly than traditional market. In these 8 Mega cities we have excellent potential opportunities for upcoming shopping malls.

SAMPLING DESIGN:

The study had opted for convenient cluster based sampling techniques for collecting data from 400 customers in shopping malls in 8 Mega cities of Gujarat. The size of the sample is 340 according to the responses received from the respondents.

DATA SOURCE:

This study is based on both Primary data and Secondary data. Primary data will be collected through well prepared Questionnaire from each individual and Secondary data will be collected from Journals and other published documents.

SCOPE OF THE STUDY:

In Indian retail sector, shopping mall is taking a shape of an industry worth Rs. 17000 cr. In major cities the most favourite place for the shoppers is shopping malls. This study concentrates on analysis of shopper's behaviour towards shopping malls in 8 Mega cities of Gujarat. The main factor of consumer is buying power, which determines their buying behaviour and perception of brands in shopping malls. Shopping malls offers family outing, the fun & entertainment, shopping and food court facility. Different age group consumer visit different malls hence, it largely impacts the buying behaviour of the consumer.

ANALYSIS AND INTERPRITATION:-

Demographic Details (Part 1)

Sr. No.		Frequency	Percentage
1.	Gender		
	Male	142	41.76
	Female	198	58.24
	Total	340	100
2.	Age		
	16-21	38	11.18
	22-25	114	33.52
	26-30	82	24.12
	31-35	60	17.65
	36 and above	46	13.53
	Total	340	100
3.	Qualification		
	Undergraduate	72	21.18
	Graduate	156	45.88
	Post-Graduate	106	31.18
	Doctorate	06	1.76
	Total	340	100
4.	Marital Status		
	Married	136	40
	Unmarried	204	60
	Total	340	100
5.	Monthly Income		
	Bellow 10,000	48	14.12
	10,001-20,000	78	22.94
	20,001-30,000	112	32.94
	30,001-40,000	46	13.53
	Above 40,000	56	16.47
	Total	340	100
6.	Occupation		
	Student	100	29.41
	Business/ Self employed	88	25.88
	Service	106	31.18
	Others	46	13.53
	Total	340	100

Out of 340 respondents, about 272 questionnaires were found completely usable for the purpose of the study. Percentage analyses of the respondents were constructed based on the demographic profile. Table 1 shows that here were 41.76% of male respondents and 25.24% are female respondents. 25.24% respondents found to be of age group of 22-25 years. Majority of the respondents are unmarried and single. Most number of respondents was graduate 45.88% and 21.18% respondents were found to be under graduate. As per as considering monthly income of the respondents 32.94% are from 20,001 to 30,000 income group and 14.12% respondents earn less than 10,000 per month. 16.47% group of the respondents are highly paid group as they earn more than 40,000 per month. While considering the occupation of the respondents 29.41% were students, 25.88% were businessmen and 31.18% were service professionals.

Shopping Behaviour (Part 2)

Sr. No.		Frequency	Percentage
1.	Average Time Spent for Shopping (in Hours)		
	0.5-1	30	08.82
	1.5-2	102	30.00
	2.5-3	80	23.53
	3.5-4	58	17.06
	Above 4	70	20.59
	Total	340	100
2.	Store Visited		
	1-2 stores	32	09.41
	3-4 stores	96	28.24
	5-6 stores	100	29.41
	7-8 stores	36	10.58
	More than 9 stores	76	22.35
	Total	340	100
3.	Frequency of Visit		
	Daily	28	08.24
	Once in Every 7 Days	134	39.41
	Once in Every 14 Days	100	29.41
	Once in Every 30 Days	60	17.65
	Once in 45 Days or More than that	18	05.29
	Total	340	100
4.	Monthly Spending in the Mall		
	Less than 5%	30	15
	6-10 %	64	32
	11-15 %	36	18
	16-20 %	30	15
	More than 20%	40	20
	Total	100	100

Table 2 represents the shopping behaviour of the respondents included in the sample. The table shows that the majority of the respondents spend 1.5 to 2 hours in shopping mall and 8.82% respondents spend only 0.5 to 1 hour at the shopping mall. In the terms of number of stores visited 29.41% respondents visit 5-6 store, 9.41% respondents visit 1-2 stores and only 22.35% of the respondent visits more than 9 stores of the shopping mall. As we consider number of times visiting the shopping mall 39.41% respondents visit shopping mall every week, 5.29% respondents visit shopping mall within 45 days or more than that. Only 8.24% respondent visits shopping mall on daily basis. With regards to the percentage of monthly income spent in the malls 32% respondents spend 6-10% of their income in shopping mall, 15% respondents spend 16-20% of their income in shopping mall, similarly 15% respondents spend less than 5% of their income in shopping mall. Only 20% respondents spend more than 20% of their monthly income in shopping mall.

Reaction towards Shopping Dimensions (Part 3)

(A)		Aesthetics						
1.	The interior design of the mall attracts me	4.35	4.37	3.99	4.16	3.98	4.17	0.013
2.	I notice the interior color usage of the mall	3.31	3.69	3.44	3.71	3.84	3.52	0.174
3.	I notice the texture of the mall's interior	4.60	4.25	4.12	3.89	3.66	4.12	0.018
4.	The lightning and decoration of the mall attracts me	4.54	4.44	4.12	3.80	3.36	4.05	0.02
5.	I fell good whenever I'm in the mall	4.64	4.48	4.14	3.89	3.14	4.06	0.015
(B)	Convenience							
6.	I visit mall because it's very near to my residence/ place of work	3.69	3.75	3.74	3.37	3.28	3.57	0.239
7.	I visit the mall because the parking space of the mall is good	2.55	2.58	3.42	3.53	2.90	3.01	0.308
8.	The mall has convenient store hours	3.54	3.30	3.64	3.64	3.37	3.54	0.254
9.	The mall has everything (Dining, Movies, Shopping etc)	3.94	3.95	3.94	4.25	3.94	3.98	0.634
(C)	Escape							
10.	Whenever I feel bored, I visit the mall	4.39	4.34	3.13	2.16	2.15	3.41	0.067
11.	Whenever I'm lonely, I visit the mall	4.12	4.10	2.15	2.14	2.13	3.01	0.631
12.	Whenever I'm stressed, I visit the mall	4.03	3.98	2.25	2.23	2.12	3.02	0.025
13.	I get the feeling of relaxation when I visit the mall	4.05	4.02	3.14	3.15	2.19	3.47	0.014
14.	I visit the mall to escape from bad weather	3.92	3.78	2.16	2.32	2.35	3.03	0.339
15.	I visit the mall to avoid traffic congestion	3.69	3.42	2.92	2.89	2.36	3.05	0.124
16.	I visit mall to escape from the monotonous job routine	3.65	3.63	3.54	3.01	2.27	3.22	0.245
(D)	Exploration							
17.	Mall is a good place to find out what is new	4.49	4.44	4.28	4.11	4.01	4.28	0.030
18.	It's a good learning experience for me whenever I visit the mal	4.05	4.01	3.74	3.72	3.44	3.79	0.023

The result shows that shoppers visit malls mainly because of its vibrant and attractive interior (4.17). Shopping mall is the place where they get everything they want (3.98). It becomes the good place to hang-out with their friends (3.98). Shoppers like to visit the mall as they sell products/service of their interest and relevance (3.96)
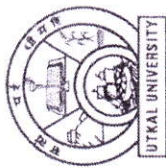
CONCLUSION:

From the above article it becomes clear that various factors affects consumer buying behaviour so, the marketers have to be aware about demands of the consumers in this cut through competition. Mall manager needs to develop new strategies to attract more and more customers. With the adjustment in the living style of the general population of Gujarat it is seen that consumers want to purchase from a spot where the openness is higher and where they can purchase everything under one roof. Consumers not just regard malls as a place to shop but they also see Shopping mall as a place where they can get facilities like multiplexes, gaming zones, food-courts etc. facilities like Spa, Gyms, also found in the malls and it ultimately increase the shopping behaviour of the consumer. This examination has been done in Mega cities of Gujarat which have maximum number of malls in Gujarat.

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Authored By

Dr. J. K. Patel

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Dr. Basanta Kumar Mallik
Professor & Head
Dept of History, Utkal University

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