A Study on Customer Satisfaction in the Malls of Raipur Districts

Dr. R Shridhar
Kalinga University Raipur Chhattisgarh

Abstract

The purpose of this research or study is to inspect the attractiveness factors influencing shoppers' satisfaction, loyalty, and word of mouth in India shopping mall centers. The independent variables were attractiveness factors allocated by these variables namely aesthetic, convenience and accessibility, product variety, entertainment, and service quality. The dependent variables were shopper satisfaction, loyalty and world of youth. A structured questionnaire was distributed to a sample of 150 shopping mall customers, representing all of the shopping malls shoppers in the city of Raipur, India. A purposive sampling technique was employed in this research.

DOI Number: 10.14704/nq.2022.20.13.NQ88309 Neuro Quantology 2022; 20(13):2503-2509

Introduction

Significant expansion is witnessed in the retail sector of Raipur, India within several years. In Raipur there is been establishment of shopping malls that circles around all over the city. Also different trends are seen related to shopping activities and transaction. Due to these factors the change is occurred in people living standard, culture, lifestyle and economic conditions as well. Wakefield and Baker (1998) is discovering that the atmospheric elements are the base to attract the customers. Kaufman (1996) defined and .Arentze et al (2005) concludes that consistently customers prefers on going to shopping on one stop shopping centers. The concept of "branding" is well known in consumer products, Dennis et al (2002) confirms that techniques of brand image capacity can be used for malls and is very helpful towards customer satisfaction and commercial success for shopping malls. Wakefield and Baker (1998) finds out the mall environment influences the desire to stay and re- patronage intentions to the mall. Other studies (Finn and Louviere, 1996; Sit et al, 2003) have points out the importance of the shopping centre image as a critical determinant of consumer patronage decisions. Parasuraman et al (1985, 1991) have finds positive relationship between consumers' perceptions of service quality and their willingness to buy. According to some researcher's like (Cronin and Taylor, 1992) that satisfaction is consider a transaction specific measure, but according to another researcher's like (Anderson et al, 1994) argues on satisfaction as an overall assessment that is based on the total purchase utilization and experience. World of Youth is define as an informal type of communication between private parties concerning the evaluation of goods and services and it considers to be one of the most powerful forces in the market place (Bansal and Voyer, 2000).

The purpose of this was to determine the impact of customer satisfaction an all the attractiveness factors in ashopping mall, shoppers loyalty and their World of Youth.

Literature Review

Wakefield and Baker (1998), studied that consumer are supported at shopping malls through its environment. Physical environment plays role in effecting the shoppers conduct consecutively to make judgment and helps in appraising (Turley and Milliman, 2000; Zeithaml et al, 2006). Shoppers specially focus on the atmospheric conditions also it can be use to study the connection between these factors (Ezeh and Harris, 2007). According to Kwortnik and Ross (2007), "fusing tangible (sensory) and intangible (symbolic) attributes and co-produced by consumer and marketer to create an event that is pleasurable, meaningful, and memorable".A planned physical environment can

be provided for experiential products in order to perform the service (Bitner, 1992; Pullman and Gross, 2004). Bell (1999); Frasquet et al (2001) discovered five environmental factors such as color, ambience, music, décor and layout. Physical environment is of significant to Consumers as they rely on it to differentiate among the malls (Smith and Burns, 1996). Wakefield and Baker (1998), studied that consumer are supported at shopping malls through its environment.

Baker et al, (2002) classifies as regards to exterior surroundings, architecture and community presence its interior design as well about store layout. Turley and Milliman (2000) studied on human incentive and Bitner (1992) proposed on artifacts, space regarding physical environment. There are non structural elements ambiance such as music , scent and lighting, found in retail ambience. Also it is observed that atmospheric factors can cause change, as well as scent have attributes that can help with other cues (Carman, 1990; Cronin and Taylor, 1992; Bone and Ellen, 1999; Pegler, 1999; Lee et al, 2000; Fiore et al, 2000; Mattila and Wirtz, 2001; Baker et al, 2002; Kang and James, 2004; Schifferstein and Blok, 2002; Zeithaml, 2006; Knasko, 1995; Fiore et al, 2000; Mattila and Wirtz, 2001). According to Wakefield and Baker (1998), calculated that Architecture of a mall assist as a tool to increase customer thrill also it enhance their urge to persist the shopping event. Wakefield and Baker (1998) discovered that the atmospheric elements are the roots which arouse the amusement among customer for mall. Yan and Eckman (2009) have found in their study that shoppers to a large extent are attracted towards those malls, which enclose differential aspects in restaurants, entertainment, architecture etc.

Accessibility has two types such as macro-accessibility and micro accessibility. Macro accessibility is about a customer's accessibility and the route of the centre from his home or job place. On other hand micro-accessibility is about the parking and directions comfort provided in malls to customers (Finn and Louviere, 1996; Bell, 1999; Frasquet et al, 2001).Bodkin and Lord (1997) studied that the factors as convenience, services, prices and presence of customer prefer shops attracts customers. Kaufman (1996) defined that to execute the customer entire requirements even hidden one, now is possible due to one stop shopping concept through malls. Arentze et al (2005) concluded that consistently customers prefers on going to shopping on one stop shopping centers. In this period where all the services are available throughout 24 hours have vast impact on customers responsiveness also made time as tool for competition (Richbell and Kite, 2007). Convenience is seen as more powerful characteristic also trading hours so as to escort boost in the customers shopping activities still it is vague that for other shoppers is it of equal crucial point or not (Anselmsson, 2006). Dennis et al, (2005) classified convenience as a require component to incorporate in the retail expenditures. Kim et al (2005), studies that 76 % customers feels more comfortable in outside shopping also they assume that the weather plays part in shaping their shopping activities.

The concept of "branding" is well known in consumer products, Dennis et al (2002) confirmed that techniques of brand image capacity can be used for malls and is very helpful towards customer satisfaction and commercial success for shopping malls (Dennis et al, 2001).Brand extension is defined as a "use of established brand names to enter new product categories or classes" (Keller and Aaker, 1992). According to the American Marketing Association (2008), brand extension also means "a product line extension marketed under the same general brand as a previous item or items". Boatwright and Nunes (2001) suggest that consumer preferences are affected by the perception of variety within a selection, which in turn depends on more than just the number of distinct products on the shelves.

This model can also be viewed as an addition of the earlier economics literature on product variety, free entry, and social efficiency (Mankiw and Whinston, 1986; Kiyono and Suzumura, 1987; Spence, 1976; Dixit and Stiglitz, 1977; and Salop, 1979) in two dimensions. First, those models are "one-sided" in the sense that the number of consumers participating in the market is fixed and only the number of producers is variable. The authors therefore spotlight entirely

on direct competitive (business-stealing) effects on the producer side and abstract from the positive indirect network effects between the consumer side and the producer side, which are vital to this paper. Second, the two-sided platforms scheming market access through membership fees charged to both consumers and producers constitute a narrative form of market organization, which has not been analyzed by the literature on product variety.

Bloch et al, (1994) examined the effect of mall physical environment on consumers' emotional states and found that malls were viewed by consumers as a place for other activities, such as entertainment instead of shopping. In the same line, Nicholls et al (2002) found that today's mall patrons tend to be more leisure driven than shoppers in the early 1990s. Wakefield and Baker (1998) found that the mall environment influences the desire to stay and re-patronage intentions to the mall. Other studies (Finn and Louviere, 1996; Sit et al, 2003) have pointed out the importance of the shopping centre image as a critical determinant of consumer patronage decisions. Frasquest et al, (2001), found that two entertainment items, namely "events, exhibitions, and attractive leisure offer", were associated with the "atmosphere/leisure" attribute. There are two possible explanations for entertainment being connected with different characteristics. First, there could have been a sequential shift in the role of entertainment at a shopping centre, initially from being part of the augmented product (service) to becoming part of the core product (variety/assortment), and to being considered an environmental indication (atmosphere). Second, consumers are not homogeneous, and thus they may perceive a similar entertainment item differently in terms of their meanings and importance. Sit et al, (2003) found that "entertainment is pivotal to shopping centers because it induces an exciting and fun shopping experience, whichin turn could entice consumer patronage" (Sit et al, 2003). In other words, different studies reflect different consumer groups who attribute different meaning to "entertainment".

Previous research has offered some evidence that service quality perceptions have significant influence on purchase intentions. For example, Parasuraman et al (1985, 1991) have found a positive relationship between consumers' perceptions of service quality and their willingness to buy. A study using mall intercepts, by Taylor et al, (1997), investigated the relative roles of quality perceptions in the formation of purchase intentions of Mexican consumers.Taylor et al, (1997) found that service quality perceptions contribute to purchase intentions. Boulding et al, (1993) also uncovered a significant correlation between service quality and behavioral intentions.The functional quality (how) is defined as "how the technical quality is transferred to the customer. It is the way in which a service quality is being delivered to the customer (the functional or process quality dimension" (Gronroos, 1990). The five SERVQUAL dimensions developed by Parasuraman et al, (1985) were customized to measure functional quality. Modification of the instrument for different service settings is encouraged by the original developers of the instrument (Parasuraman et al, 1991) and other researchers (e.g., Carman, 1990; Cronin and Taylor, 1992; Lee et al., 2000; Kang and James, 2004) employed the SERVQUAL as an adequate measure for functional quality.The technical quality dimension is defined as the outcome of the service production process interaction in which the resources are used (the technical or outcome quality of the process) *e.g*., the use of a safe deposit box in a bank. Since there have been few measures developed to assess the technical quality of banking services from managers' perspectives, in-depth interviews with managers were conducted to generate items to assess technical quality. In addition, previous work was also consulted to develop technical quality items (Gronroos, 1984; Kang and James, 2004).

Satisfaction has been considered as one of the most important theoretical as well as practical issue for most marketers and customer researchers . In other words, we may say that satisfaction reflects a post-purchase evaluation of product quality given pre-purchase expectations. According to some researcher's like (Cronin and Taylor, 1992) that satisfaction is considered a transaction specific measure.

But according to another researcher's like (Anderson et al, 1994) argued satisfaction as an overall assessment that is based on the total

purchase utilization and experience . In simple words we can defined that satisfaction is that which fulfilled the needs and requirements of the customers.On one hand, within literature on services marketing, satisfaction has traditionally been defined as a cognitive-based phenomenon (Westbrook, 1987). Cognition has been studied mainly in terms of the expectations /disconfirmation paradigm.which indicate expectation what the level of the performance about the product according to the customer need. Satisfaction has been found to significantly affect consumer's attitude, retention behavior and loyalty to the stores and services. It is a vital outcome of marketing activity that leads to revisiting stores, repeat product purchases, and word-of-mouth promotion to friends (Singh, 1990; Bloemer and Lemmink, 1992; Anderson et al, 1994; Tanner, 1996; Zeithaml et al,1996. On the other hand, other studies (Dube-Rioux, 1990; Homburg et al, 2006) have recognized that the affect experienced during the acquisition and consumption of the product or service can also have a significant influence on satisfaction judgments (Homburg et al, 2006)

The research objectives are:

1) To establish and define the magnetism factors in certain shopping malls in Raipur.
2) To study the effect of attractiveness factors on shoppers' satisfaction.
3) To observe the result of shoppers' satisfaction on outcomes of satisfaction namely loyalty.
4) To examine the result of shoppers' satisfaction on outcomes of satisfaction like world of youth.

Rational For Research: This paper attempts to fill a gap in the subject of attractiveness factors in shopping malls in Xinwa, Siddique Trade Center, Hyperstar, Mall of Raipur, Mall 1 and others. This study devoted to shopping malls magnetism factor and their effect on shoppers' satisfaction, loyalty, in shopping malls of India. The attractiveness factors visual, expediency and ease of access, product variety, entertainment, and service quality, had a positive effect on Raipur shopping mall shoppers'. These shopping malls have greater impact on customers' satisfaction, belief on malls etc. It was established That it has been no previous research had been conducted at India shopping malls, that indicate the relationship between the attractiveness factors and the outcomes of satisfaction namely loyalty and positive world of youth in the India shopping malls.

Research Methodology

Population and Sample: This article research population is consisted upon more than 6 shopping malls functioning in Raipur city of India. The research is performed on shoppers who use to go at these shopping malls. All these malls have participated in the research survey. In University Of Punjab researcher had distributed 150 research questionnaires and gathered all these questionnaires. All questionnaires were completed by the consumers. While giving the questionnaires all the necessary instructions regarding it, were provided to the each shopper by the researcher.

Demographic results have shown that 103(71%) respondents were female and 43 were male (29%). Age groups of respondents were as follows: that 18-20 are 27.3%, where as in 21-23 are 56%, from 24-27 are 11.3% then above 27 are 5.3%. The educational level of respondents was as follows: bachelors were 44.7%, in masters were 34 %, M.Phil was 14.2% and Ph.D was 6.5%. The respondents belonging to departments were as follows: Hailey are 68.7%, as I.B.A is 5.3%, I.E.R of 8%, Law of 2% and other is 16% from University of Punjab. The response for shopping malls were as followed: Xinhua mall of 6.7%, with Mall of Raipur of 18 %, Pace of 9.3%, Siddique trade centre is of 4%, Mall 1 of 2.7%, Hyperstar is of 24.7% and Other is of 34.7%. Results and Discussion

The research occupies attractiveness factors, store loyalty, word of mouth impact on customer satisfaction. In this research multiple regression analysis is used to study the relationship among variables. The adjusted R2 is

0.212 suggests that attractiveness factors, store loyalty, shoppers world of youth is 21% close to the variable satisfaction. The store loyalty, shoppers world of youth, aesthetic factors of attractiveness and service quality have great

impact on satisfaction. Trough this research all variables have shown its degree of impact on satisfaction variable. The results were evaluated for variables through shoppers of these shopping malls of Raipur.

H1: A significant and positive relationship exists between shoppers loyalty and shoppers satisfaction

H2: A significant relationship exists between shoppers positive world of youth and shopper's satisfaction

H3: A significant and positive relationship exists between attractiveness factor as aesthetic and shoppers satisfaction

H4: A significant and positive relationship exists between attractiveness factor as convenience and accessibility and shoppers satisfaction

H5: A significant and positive relationship exists between attractiveness factor as product variety and shoppers satisfaction

H6: A not significant relationship exists between attractiveness factor as entertainment and shoppers satisfaction

H7: A significant and positive relationship exists between attractiveness factor as service quality and shoppers satisfaction

Implications

The hypothetical foundation of this research is based on literature from the attractiveness factors relating to shoppers satisfaction within the shopping malls in Raipur. With the growing number of modern shopping malls in Raipur city in India, it is obvious that competition in this service industry is increasing dramatically. Mall operators should be recognized of the needs and wants of the targeted shoppers' to build and maintain a profitable and confidential relationship. The empirical conclusions drawn from this research are multifaceted and as a result, it is vitally important that shopping mall owners and managers pay attention to the influences of shopper satisfaction and to build their trust level among customers. Researchers are therefore encouraged to place more focus on the impact influences stemming from the attractiveness and motivation factors and its impact on shopper satisfaction within Raipur shopping malls. Researchers develop many strategies for the owner of malls to enhance their businesses In India there is a need to improve or develop mall's interior. Parking facility is available in front of malls but they are less convenient. The parking area is too small. They need to build a huge and proper parking to overcome the crowd. The shopping center must be displayed their products in attractive form for the conveyance of their customer.

Conclusion

From this research, researchers make an original contribution to knowledge by investigating and found that the impact of attractiveness factors on customer satisfaction from which they derived result customer loyalty and positive behavior of the shoppers about the shopping malls industry in India. This research also involved to find the result in services marketing discipline to get outcomes of the attractiveness factors namely(aesthetic, convenience and accessibility ,product variety, entertainment and services, quality) in enhance customers satisfaction, loyalty and positive world of youth. Factors related to aesthetic, convenience and accessibility, product variety, entertainment, and service quality were a highlight of this research as they have an encouragement on shopper satisfaction. The research contributions found will be valuable for both academics and managers in a similar way. With academically point of view, this strength objectives to highlight academic interest upon a much neglected field – the marketing of shopping malls in India. There is at present a distinguishing lack of studies in academia connecting to research in the Gulf countries and Middle East Region.

The shopping malls industry is a vital and energetic sector in India because of many causes one of these reasons is the weather in India is outstanding and its is the great blessing of ALLAH. In start researcher found some difficulties in the circulation of the research questionnaire within the customers of India

shopping malls, possibly leading to some contradictions in the data collection process. For example, a portion of shopping malls opted to distribute the device to defendants themselves, where in other cases the researcher delivered the survey to respondents individually. In addition, this research has been conducted within a single service industry and exclusively in the India shopping malls sector, thus limiting the generalizability of the research results to the foreign or Gulf countries.

Future Recommendations: These research findings should consider broader commands for future research.

- First, the research should be pretend with other region and cities in India or other Gulf countries to further survey the attractiveness factors in the other industry.
- Second, the anticipated model is studied in service sector for examples spa villages or hotels in order to get more validation for the model.

References

- Ahlert, D. (1997): Warenwirtschaftsmanagement und Controlling in der Konsumgüter-

distribution. In: Ahlert, D.; Olbricht, R. (publisher). Integrierte Warenwirtschafts-

systeme und Handelscontrolling. 3rd Edition. Schäffer-Poeschel, Stuttgart, pp. 3-113.

- Becker, J.; Schütte R. (2004): Handelsinformationssysteme. 2nd Edition, Frankfurt am

Main 2004.

- Becker, J.; Uhr, W.; Vering, O.: Retail Information Systems Based on SAP Products.

Berlin et al. 2001.

- Chen, P.P.-S. (1976): The Entity Relationship Model – Toward a Unified View of Data.

In: ACM Transactions on Database-Systems, 1st Issue, Volume 1, pp. 9-36.

- Elmasri, R.; Navathe, S. (1994): Fundamentals of Database Systems. 2nd Edition.

AddisonWesley, 873 pp.

- ESPRIT 1993: ESPRIT Consortium AMICE: CIMOSA: Open System Architecture for

CIM. 2nd edition, Berlin

- Fettke, P.; Loos, P. (2004): Referenzmodelle für den Handel. In: IT-Lösungen für den

Handel, Praxis der Wirtschaftsinformatik HMD 235. dpunkt.verlag, Heidelberg, pp.

15-25

- Lilien, G. L.; Kotler, P.; Moorthy K. S. (1992): Marketing Models. Prentice-Hall,

Englewood Cliffs, NJ.

- Luxem, R. (2000): Digital Commerce – Electronic Commerce mit digitalen Produkten.

Eul, Lothmar, Köln

- Marent, C. (1995): Werkzeuggestützte Referenzmodellierung für den Handel, Diss.

Wien

- Meffert, H. (1998): Marketing. Grundlagen der Absatzpolitik. 8th Edition. Gabler,

Wiesbaden.

- Merrilees, B.; Miller, D. (1996): Retailing Management. A Best Practice Approach.

RMIT Press, Victoria.

- Perridon, L.; Steiner, M. (1995): Finanzwirtschaft in der Unternehmung. 8th Edition.

Vahlen, Munich.

- Remmert, J. (2001): Referenzmodellierung für die Handelslogistik. DUV, Wiesbaden

- Scheer, A.-W. (2000): ARIS - Business Process Modeling. 3rd Edition. Springer, Berlin

et al.

- Scheer, A.-W. (1999): ARIS - Business Process Frameworks. 3rd Edition. Springer,

Berlin et al.

- Schütte, R. (1998): Grundsätze ordnungsmäßiger Referenzmodellierung. Gabler, Wies-

baden

- Stecher, P. (1993): Building business and application systems with the Retail

Application Architecture. IBM Systems Journal, 32 (1993) 2, pp. 278-306

- Vering, O. (2002): Methodische Softwareauswahl im Handel, Ein Referenzmodell zur

Auswahl standardisierter Warenwirtschaftssysteme. Logos, Berlin