The Effects of Store-Loyalty on Determinants of Shopping-Mall Loyalty

Dr. R. Jayanthi
Assistant Professor, Department of Commerce, Swami Dayananda College of Arts and Science, Manjakkudi, TamilNadu, India

Abstract:

By exploring the connection between SL and shopping centre loyalty, this essay hopes to fill the gap between the literature on shops and the research on shopping malls. The article also delves into how customers' perceptions of the stores' value and their experiences with store staff impact their commitment to individual businesses and the shopping centre as a whole. The research suggests that, under some situations, a customer's loyalty to a shopping centre may depend on how far away that centre is from the customer's home. Customers' SL decreased in correlation with the value they assigned to the shop as geographical distance increased, although relationship commitment did not moderate the effect of SL. Academics, businesses, and mall managers may all benefit from this research by learning more about the connections between store loyalty, shopper travel time, and SML. The purpose of this research is to determine whether there is a correlation between shop and mall loyalty at Chennai's Express Avenue Shopping Mall. When looking to boost customer loyalty, shops should prioritise customer happiness, customer loyalty, customer loyalty programmes, and a retail management tool. The customer's loyalty to the mall is the dependent variable being studied here. As part of this descriptive study, a questionnaire would be distributed to 309 mall goers at the Chennai Express Avenue. Specifically, multiple regression analysis will be used to examine the data gathered in this study. Customer loyalty at specific retailers was shown to be substantially linked with mall loyalty among consumers at the Chennai Express Avenue Mall.

Key Words: SML, SL, relationship commitment, customer distance, Perceived value

DOI Number: 10.14704/nq.2022.20.9.NQ44606 **Neuro Quantology 2022; 20(9):5239-5245**

Introduction:

Developers of shopping centres are always on the lookout for new ways to attract more customers and keep them coming back. Both customer acquisition and retention are major concerns for shopping centre developers and managers (Babin and Attaway, 2000). When customers return often, shopping mall developers are able to grow their share of the market and solidify their position as industry leaders (Wright and Sparks, 1999).

In the extant literature on shopping malls, the emphasis is mostly on what draws people back to a certain mall. Chebat, Hedhli, and Sirgy (2009) used shoppers' devotion as their starting point and developed and field-tested a theoretical model of the psychological process that results in shoppers' preference for a particular shopping centre. LeHew et al. (2002) shown that even a seemingly uniform retail mall would have its share of committed and apathetic customers. They discovered that various aspects of shopping centres influenced customers' impressions of such places. Store variety, ambiance, and customer involvement all have a role in determining how long shoppers will spend in a given mall, as stated by Wakefield and Baker (1998). Some consumers' attachment to the mall may be better defined as "store specific loyalty," or loyalty directed towards certain stores inside the mall.

Because store loyalty is higher than mall loyalty. Shopper loyalty to shopping centres is seldom discussed, and it is unclear whether or not store loyalty plays a role. Since these are concerns that

have not been thoroughly explored, this research aims to address them by investigating if and to what degree store loyalty influences mall preference. In order to go to the shopping centres where they know they can get what they're looking for, shoppers are willing to pass through less appealing centres. Given the rising intensity of rivalry among shopping malls as a result of the growing number of malls and similar companies providing same merchandises, shopping malls must choose an ideal store mix as it effects the occupancy rate in shopping malls. However, customers are more inclined to shop at a mall that is conveniently located near their residence (Dennis, Marsland and Cockett, 2000).

Chebat et al. (2009) & Kathiravan et al., (2021) found a positive correlation between shop image and mall loyalty, although the direction in which this causality runs is not evident. Given these factors, our study adds three substantial things to the current literature. To this end, we examine the role that customers' dedication to and valuation of their store's relationship with the mall plays in fostering and maintaining customer loyalty. Second, we look at how customers' proximity to a certain business or mall affects their loyalty to that establishment.

Store-Loyalty Levels:

- Kathiravan et al., (2019) Consumer happiness implies various things to every customer, but there are numerous retail methods you may implement to assist promote brand loyalty at your retail business.
- There is a strong connection between satisfied customers and a successful business. Brand loyalty, on the other hand, is inspired by a company's ideals, reputation, and consumers' prior experiences, as opposed to customer loyalty, which is created via cheap pricing, discounts, and incentives.
- But as author Anders Hjorth writes about customer loyalty programmes, "they can only unlock value that you have previously produced."
- You may improve your customers' shopping experience by rewarding their loyalty if you recognise them from their purchase history in your point-of-sale system or retail management software.

Review of Literature;

More than a quarter of a million people are employed by shopping malls, a statistic that reflects the industry's expanding significance over the last several decades (Teller, 2008). Evidence suggests that established shopping centres are losing ground to newer shopping centres due to the proliferation of shopping centre construction and planning. Many people look forward to their trips to the mall, but there are also some who would prefer spend as little time there as possible. Customers that often purchase at a certain establishment value their time and want to stay in the immediate neighbourhood of that establishment. This propensity makes it difficult for shopping malls to compete with one another, as they all try to lure customers in by providing ever more stimulating experiences. Increasing foot traffic through the mall's stores and restaurants is a top priority for shopping centre management.

Store-Loyalty

It's probable that repeat business from satisfied consumers is the most important thing for business owners to consider. In the retail industry, consumer satisfaction and trust are quantified by a shopper's level of brand loyalty. SL is the customer's biassed behavioural response (i.e., repeat visits) toward one store out of a set of retailers over time, as explained by the psychological process leading to brand commitment. Therefore, store loyalty is a dedicated following for a certain merchant, and it is based on a number of factors, including but not limited to the store's reputation and the mall's overall standing in the community (Sirgy and Samli, 1985).

Perceived value

The idea of value is often described in terms of an exchange between the people involved (Zeithaml, 1988). The advantages of this trade are not limited to monetary ones but rather extend to several other areas of life. A subfield of equity theory known as "perceived value"

argues that customers should be paid fairly if their ratio of outcomes to inputs is comparable to the company's ratio. Comparing the quality of a company's goods or services to those of its competitors is one way to evaluate the company's return on investment (ROI). According to Eggert and Ulaga (2002), perceived value is linked to competitiveness. Offering more value than competitors does help a firm get an advantage in the market. One more time, consumer satisfaction rises when they feel that they received their money's worth (McDougall and Levesque, 2000). We looked at consumer satisfaction with the price they paid in comparison to the prices of equivalent offerings from competitors**.**

Relationship commitment

The desire to preserve a meaningful connection is identical with a commitment to one another. According to Wilson (1995), a relationship commitment is a vow to continue utilising the services of a certain organisation for rational reasons. Relationship commitment may vary from customer to customer, as shown by research by De Wulf, Odekerken-Schröder, and Iacobucci (2001) & C.Kathiravan V. Suresh, (2019). For the sake of this investigation, the term "relationship commitment" will relate to the belief that one should make every effort to maintain a connection with one's exchange partner. In other words, the person making the pledge values the relationship highly enough to make an effort to keep it alive. Based on research by Morgan and Hunt (1994)

Shopping-Mall Loyalty

Customers that consistently return to the same shopping mall are said to have "SML." According to the Oxford English Dictionary, this is "a shopper's attitudinal predisposition consisting of intentions to forever patron the mall in terms of recurring shopping at the mall and desire to promote the mall" (Chebat, Hedhli and Sirgy, 2009). Customers often see shopping centres as somewhere to go for more than simply shopping. The majority of mall leases are percentage-based, thus mall developers use loyalty methods to increase tenant sales, which in turn increases mall owners' profits (LeHew, Burgess and Wesley, 2002). If mall owners want to stay competitive, they should focus on fostering client loyalty.

RESEARCH METHODOLOGY

Research Design:

The study Customers a research design that is guided by the investigation's aims and the outcome's focus. The researcher conducts the investigation using a descriptive research design. A descriptive research study seeks to describe the traits and characteristics of an individual or a group. The research design explains the current state of affairs. The study examines SL and SML among Shopping Customers, with a particular emphasis on Chennai. The study assesses the current condition of SL and SML among Shopping Customers in the Chennai Express Avenue Mall.

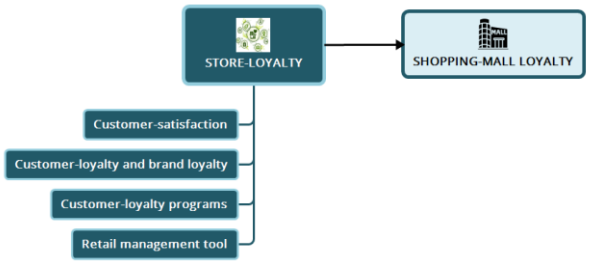

Figure 1: **Framework of the research**

Objectives of the Study:

- To conduct a study on the SL of Shopping Customers in the Chennai Express Avenue Mall.
- To conduct an investigation of the SML of Shopping Customers in the Chennai Express Avenue Mall.
- To ascertain the disparities in attitudes about SL and SML among Shopping Customers in the Chennai Express Avenue Mall.
- Determine the impact of SL on SML.

Hypotheses of the Study:

- There is no statistically significant variation in SL between Shopping Customers in the Chennai Express Avenue Mall based on their demographic profile.
- There is no statistically significant variation in the SML of Shopping Customers in the

Chennai Express Avenue Mall based on their demographic profile.

- There is no substantial difference in viewpoint amongst Shopping Customers in the Chennai Express Avenue Mall about SL and SML.
- SL has impact on SML.

Data Collection:

The researcher collected primary data from Shopping Customers by using a well-structured questionnaire. The questionnaire is broken into three components; the first portion offers a demographic profile of the staff. SL is covered in the second section, while SML is covered in the third section.

Reliability Analysis:

Additionally, Reliability analysis was utilised to establish the dependability of the aforementioned components. To be regarded satisfactory, the dependability range of 0.82 to 0.85, which fulfils Cronbach's alpha, should be at least 0.70.

Table 1: Reliability Analysis

S.No.	Variable	Item	Cronbach's Alpha
I	SL	32	0.85
II	SML	21	0.82

Sampling Technique:

The study customers the sample process probability model. The questionnaire's receiver was chosen using a simple random sample. This data collection procedure is straightforward and affordable. The technique depended on equal opportunity in order to locate Shopping Mall Customers. This inspection procedure was developed expressly for this study to ensure the presence of Customers.

Sample Size:

Totally 331 questionnaires were distributed. 325 questionnaires were received. 11questionnaires were not received. Out of 325 received questionnaires 309 were eligible and the remaining 5 were with flaws. Hence, the sample strength was 309

Data Analysis:

The Regression analysis technique is used to determine the independent variables that affect the dependent variable. SL was used as an independent variable in this analysis. SML is regarded as one of the dependent factors.

REGRESSION ANALYSIS

Table 2: Impact of dimensions of SL on SML

Independent Variable	Dependent Variable	R	R^2	Adj. R^2	F	p
'Customer-satisfaction', 'Customer-loyalty and brand loyalty', 'Customer-loyalty programs' and 'Retail management tool'	SML	0.606	0.367	0.360	57.6	0.001

Source: primary data

Table shows the impact of the factors of SL on the SML among Shopping Mall Customers. This table predicts and lists four powerful factors of SL such as 'CS' and 'CL & BL', 'CLP', 'RMT'. Out of four Shopping Mall Customers SL factors four such as 'CS' and 'CL & BL', 'CLP', 'RMT' are potent and other no one factor is less potent in SML.

The square value of the product moment interactions is named as the coefficient of determination R^2. R^2 rises with the value of R. Adjusted R^2 will always be less than R^2. If the difference between the adjusted R^2 and R^2 is small, it indicates that the model is satisfactory. Therefore, the following hypothesis was formulated to verify this position.

H_0: There is no impact of factors of SL on SML among the Shopping Mall Customers.

The factors of 'CS' and 'CL & BL', 'CLP', 'RMT' show an R value of 0.606 and an R^2 value of 0.367 indicating 36.7 percent prediction of the SML. The adjusted R^2 0.360 is very close to the R^2 value because the difference is only 0.007; I.e. the sample size approaches the population size. The F-value of 57.6 is significant at the p-value 0.001 level of significance. Therefore, the following regression equation was designed.

Table 3: Co-efficient table

S.No.	Model	Un-standardized Coefficients		Standardized Coefficients	t	p
		B	Std. Error	Beta		
	Constant	0.889	0.1895		4.70	0.001
1	Customer satisfaction	0.348	0.0586	0.324	5.95	0.001
2	Customer-loyalty and brand loyalty	-0.598	0.2219	-0.590	-2.70	0.007
3	Customer-loyalty programs	0.953	0.2279	0.927	4.19	0.001
4	Retail management tool	0.308	0.0536	0.284	5.55	0.001

Source: primary data.

SML = (0.889) + Customer satisfaction (0.348) - Customer loyalty and brand loyalty (0.598) + Customer loyalty programs (0.953) + Retail management tool (0.308).

The 'beta' value of Customer satisfaction of SL of 0.324, which represents a 32.4 percent impact on the Customer satisfaction of SL on the SML, falls on the slope of the regression line. The t-value of 5.95 represents that the standardized regression coefficient at a p-value of 0.001 is significant. Therefore, the Customer satisfaction of SL confirms the impact on SML among Shopping Mall Customers.

The 'beta' value of Customer loyalty and brand loyalty of SL of -0.590, which represents a -59.0 percent impact on the Customer loyalty and brand loyalty of SL on the SML, falls on the slope of the regression line. The t-value of -2.70 represents that the standardized regression coefficient at a p-value of 0.007 is significant. Therefore, the Customer loyalty and brand loyalty of SL confirms the impact on SML among Shopping Mall Customers.

The 'beta' value of Customer loyalty programs of SL of 0.927, which represents a 92.7 percent impact on the Customer loyalty programs of SL on the SML, falls on the slope of the regression line. The t-value of 4.19 represents that the standardized regression coefficient at a p-value of 0.001 is significant. Therefore, the Customer loyalty program of SL confirms the impact on SML among Shopping Mall Customers.

The 'beta' value of Retail management tool of SL of 0.287, which represents a 28.7 percent impact on the Retail management tool of SL on the SML, falls on the slope of the regression line. The t-value of 5.55 represents that the standardized regression coefficient at a p-value of 0.001 is significant. Therefore, the Retail management tool of SL confirms the impact on SML among Shopping Mall Customers.

The analysis discovered that there is positive impact of 'CS' and 'CL & BL', 'CLP', 'RMT' on SML. Oliver and DeSarbo, (1988) discovered that no one factor was less frequently exhibited by school leaders. They also identified that collaborative and compromise and styles were frequently observed, followed by forcing and smoothing. Eggert and Ulaga (2002) identified

that only 'CS' and 'CL & BL', 'CLP', 'RMT' mediates the relationship between distributive and procedural justice and SML. The analysis also identified that none of the factors of SL confirms the not impact on SML among Shopping Mall Customers. But, the 'Customer loyalty and brand loyalty' of SL confirms the negative impact on SML among Shopping Mall Customers in Chennai. Bolton and Drew, 1991; Zeithaml, 1988; Salegna and Goodwin, (2005), Parasuraman and Grewal (2000) discovered that there is relationship between SL and SML.

FINDINGS

- The analysis discovered that there is positive impact of 'CS' and 'CL & BL', 'CLP', 'RMT' on SML. Oliver and DeSarbo, (1988) discovered that no one factor was less frequently exhibited by school leaders. They also identified that collaborative and compromise and styles were frequently observed, followed by forcing and smoothing. Eggert and Ulaga (2002) identified that only 'CS' and 'CL & BL', 'CLP', 'RMT' mediates the relationship between distributive and procedural justice and SML. The analysis also identified that none of the factors of SL confirms the not impact on SML among Shopping Mall Customers. But, the 'Customer loyalty and brand loyalty' of SL confirms the negative impact on SML among Shopping Mall Customers in Chennai. Bolton and Drew, 1991; Zeithaml, 1988; Salegna and Goodwin, (2005), Parasuraman and Grewal (2000) discovered that there is relationship between SL and SML.

SUGGESTIONS:

- It has been demonstrated that interventions that make stores more attractive may boost first-SL and retention, and our study suggests that a favorable attitude about a possible store innovation may be a solid criterion for assessing its value. We also emphasize the significance of the shop's relative attitude, emphasizing the need for proprietors to differentiate their establishment in order to succeed
- Recent research have focused on the loyalty notion in both the product and service industries, and they have found that brand loyalty is the emotional choice made by customers to repeatedly buy the same brand. Aside from the store's atmosphere and layout, all other variables were positively associated with brand loyalty.

CONCLUSION:

The findings of this research provide a fresh perspective on a connection that is both obvious and underexplored: the loyalty of consumers to both individual retailers and the Chennai Express Avenue Mall as a whole. According to the research of Yang and Peterson (2004), mall managers may learn a lot from the finding that SL has a significant positive effect on SML. Managers of shopping centres would do well to keep tabs on what keeps customers coming back to their establishments so they can enhance the shopping experience for everyone. Based on the findings of this study, mall managers may be able to boost consumer loyalty by making changes to individual retailers and the mall as a whole. Shopping centre managers should advertise the whole complex, not simply the shops located there.

When stores in a shopping mall have more loyal customers, it benefits the whole mall since shoppers are more likely to visit more stores. This strategy will be very helpful to consumers like us. Managers of shopping centres, for instance, would choose to segment consumers into subsets based on their loyalty to certain stores, and then work with those stores to devise joint marketing and sales strategies to maintain foot traffic. The level of commitment in relationships has a big influence on customer loyalty regardless of location, thus cultivating and maintaining pleasant connections may be the key to winning over customers who are located far away. Managers of retail establishments would be wise to modify their strategies for establishing and maintaining connections with customers based on the proximity or distance of those customers. Retail managers should make an attempt to interact with their long-distance clients on a personal level.

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