

STUDY OF CONSUMER SATISFACTION TOWARDS SHOPPING MALL IN AHMEDABAD

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ABSTRACT

In the previous ten years huge change has been experienced by the retailing industry of India. By 2017-2018, the organised retail industry in India is to grow 40% yearly and would three or four times in size. The direction is bit-by-bit creeping by retailing towards turning into the next blast industry. The procedure of consumer satisfaction is an unpredictable wonder. Various components is incorporated by the buy of merchandise that could influence every choice. For retailers consumer satisfaction is more unpredictable and considerably more vital today than in past. The impacts of offers, advertising, and quality etc is examined by the key objective of this study on consumer satisfaction towards shopping mall in Ahmedabad, India. In shopping from shopping malls the specimen included 100 respondents who are active. To comprehend the variable the basic deals advancement elements on consumer satisfaction will be helped by the supervisors of shopping malls and help them to make their promoting techniques, additionally.

Keywords: Customer satisfaction, Shopping malls, retail

INTRODUCTION

One of the commercial enterprise companies of its financial system is retailing in India and money owed for 14 to 15% of its GDP. Within the global, the Indian retail marketplace is anticipated to be US\$ 450 billion and one of the top 5 retail markets. For greater than 90% India's retailing enterprise is basically proprietor manned small shops account. For about 4% of the industry, large format convenience stores and supermarkets is accounted in 2010, and in large urban facilities those have been presenting simplest. In supermarkets, comfort shops or any shops Indian relevant government denied foreign direct funding (FDI) in multi brand retail, forbidding overseas groups from any possession in 2018. single-brand retail turned into restricted to 51% ownership and a bureaucratic process.

For each multi brand shops and single-emblem shops India's critical authorities announced retail reforms in November 2018. For retail innovation and opposition with multi-emblem shops such as Wal-Mart, Carrefour and Tesco these marketplace reforms paved the manner as properly single brand majors together with IKEA, Nike, and Apple. In opposition and in guide of the reforms the announcement flickers excessive activism. Indian government placed the retail reforms on hold until it reaches a consensus under pressure from the competition in December 2018. To innovate in Indian retail market with one hundred% possession India accepted reforms for single-emblem shops welcoming all and sundry inside the global but imposed the requirement that the single brand store source 30% of its goods from India. For multi-brand shops Indian government continues the hold on retail reforms.

The Indian retail enterprise is commonly divided into prepared and unorganized retailing:

- Unorganized retailing - to the conventional sorts of low-value retailing unorganized retailing refers back as an instance, hand cart and road providers, paan/beedi stores, convenience stores, owner-operated fashionable

stores, local kirana stores, and many others. At approximately 10% in step Tte unorganized retail zone is developing in 2013-14 with annum with income growing from US\$ 309 billion to US\$ 496 billion in 2018-19

- Prepared retailing - the ones who have registered for income tax, profits tax, and so forth organized retailing refers to buying and selling sports undertaken through licensed retailers corporate-backed hypermarkets and retail chains is consisted in it and also privately-owned huge retail corporations. With the aid of 2018-19, a small 4 per cent of overall retail quarter is developing at a miles quicker pace of 45-50% per annum which is constituted by retails and with the aid of 2018-19 quadruples its percentage in total retail trade to 16%.

LITERATURE REVIEW

For employees and organizations customer satisfaction surveys have become a common source of performance feedback found in the result of researchers by (Rosenbloom,, 2010). For the companies this time for strategic decision making researchers had given some new aspects that customer satisfaction was primary factor and to find some factors for compensation of employees. With the behaviour of people and performance customer satisfaction in most of cases were gender biased because this mainly attached with it which is always related to gender wise.

Of today's business game the survival of fittest & fastest is the mantra founded by (Kamaladevi, 2010). The retailer must focus on the customer's buying experience to compete successfully in this business era. Retailers should understand what "customer experience" actually means to manage a customer's experience. In a new wrapper customer Experience Management is not simply an old idea in conclusion if there are some fundamental points. In the past there are now more services and products available than at any time yet customer satisfaction are on a downward slide.

In modern retailing a market characterized by slow growth and intense competition customer satisfaction and customer loyalty were becoming increasingly important factors by (Kristensen, et al., 2008) in modern retailing a market characterized by slow growth and intense competition. On increase in store size and ownership developers were concentrating and European retailing was changing rapidly in this research paper.

In various shopping malls and super market for those wheelchair customers who were unable to discuss earlier about their shopping experience had researched specially by Bromley Rosemary D. F. & Matthews David L (2007). In separate segment or demographic area this paper was again a searching of customer satisfaction.

"As the general appraisal of the services performances or usage consumer satisfaction can be portrayed" by (Ciavolino and Dahlgaard, 2007) "as the general assessment of the service performances or use consumer satisfaction can be characterized" suggested by ."(Ciavolino and Dahlgaard, 2007).

"towards an item supplier or a passionate response satisfaction is a general attitude to the contrast between what they really get with respect to the satisfaction of a need and what clients expect" by (Hansemark, Albinson,, and OC, 2004).

As a man's sentiments of joy, energy, pleasure or dissatisfaction characterize satisfaction is by (Kotler, 2000), (Hoyer and MacInnis, 2001) which comes about because of contrasting an items perceived performance with his or her desires.

The satisfaction one feels when one has satisfied a craving, need or desire is implied by satisfaction. With the services and results of a general store customer fulfilment can be a measure. To organizations keeping clients upbeat is of huge advantage. Fulfilled clients will probably, expend progressively, remain faithful, and will probably prescribe their companions to the business.

RESEARCH OBJECTIVE

1. Identify the factors that influence the selection of shopping mall by customers
2. To study the reasons behind the customers' preference towards organized shopping mall

SAMPLE SIZE

The specimen size is 100 customer.

DATA ANALYSIS

VARIABLE	FREQUENCY	%
AGE		
Below 18 Years	5	5%
18 - 25 Years	30	30%

VARIABLE	FREQUENCY	%
26 - 35 Years	25	25%
36 - 45 Years	25	25%
46 and above	15	15%
TOTAL	100	100%
GENDER		
Male	65	65%
Female	35	35%
TOTAL	100	100%
MARITAL STATUS		
Married	50	50%
Unmarried	25	25%
Divorcee	10	10%
Live in relation	15	15%
TOTAL	100	100%
EDUCATION		
Matriculation	10	10%
Graduate	50	50%
Postgraduate	35	35%
Professional	5	5%
TOTAL	100	100%
MONTHLY INCOME		
Below 30000 Rs	5	5%
30001 to 45000 Rs	20	20%
45001 to 60000 Rs	35	35%
Above 60000 Rs	40	40%
TOTAL	100	100%
OCCUPATION		
Study	5	5%
Government Job	10	10%
Private Job	20	20%
Trading	15	15%
Manufacturer	20	20%
Home maker	10	10%
Freelancer	20	20%
TOTAL	100	100%
FAMILY TYPE		
Joint	5	5%
Nuclear	95	95%
TOTAL	100	100%

INTERPRETATION

From the data analysis it can be seen that 15% of the respondents are between age group of 18 - 25 Years, 30% of the respondents are between age group of 26 - 35 Years, 35% of the respondents are between age group of 36 - 45 Years and 20% of the respondents are above 46 Years

36% of the respondents are male while 35% of the respondents are female

50% of the respondents are married, 25% of the respondents are unmarried, 10% of the respondents are divorcee, while 15% of the respondents are living in live in relationship

10% of the respondents are non-graduate, 50% of the respondents are graduate, 35% of the respondents are postgraduate while 5% of the respondents holds doctorate degree

5% of the respondents' monthly income is below 30000 Rs, 20% of the respondents' monthly income is 30001 to 45000Rs, 35% of the respondents' monthly income is 45001 to 60000Rs while 40% of the respondents' monthly income is above 60000Rs

5% of the respondents are students, 10% of the respondents are housewife, 20% of the respondents have government job, 25% of the respondents doing business, 20% of the respondents are working in private company while 20% of the respondents are freelancer

5% of the respondents are living in joint family whereas 95% of the respondents are living in nuclear family

1. Relation between Age and Satisfaction level

SATISFACTION LEVEL * AGE Crosstabulation

Count

		AGE					Total
		Below 18 Years	18 - 25 Years	26 - 35 Years	36 - 45 Years	46 and above	
SATISFACTION LEVEL	Highly Satisfied	5	15	0	0	0	20
	Satisfied	0	15	25	0	0	40
	Neutral	0	0	0	20	0	20
	Dissatisfied	0	0	0	5	10	15
	Highly Dissatisfied	0	0	0	0	5	5
Total		5	30	25	25	15	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	208.194 ^a	16	.000
Likelihood Ratio	203.225	16	.000
Linear-by-Linear Association	83.592	1	.000
N of Valid Cases	100		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .25.

From the above table it is shown that p value is 0.000 which is smaller than significant value 0.05 so it is concluded that there is relation between Age and Satisfaction level

2. Relation between Gender and Satisfaction level

SATISFACTION LEVEL * GENDER Crosstabulation

Count

		GENDER		Total
		Male	Female	
SATISFACTION LEVEL	Highly Satisfied	20	0	20
	Satisfied	40	0	40
	Neutral	5	15	20
	Dissatisfied	0	15	15
	Highly Dissatisfied	0	5	5
Total		65	35	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	83.516 ^a	4	.000
Likelihood Ratio	106.996	4	.000
Linear-by-Linear Association	68.303	1	.000
N of Valid Cases	100		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.75.

From the above table it is shown that p value is 0.000 which is smaller than significant value 0.05 so it is concluded that there is relation between Gender and Satisfaction level

3. Relation between Marital Status and Satisfaction level

SATISFACTION LEVEL * MARITAL STATUS Crosstabulation

Count

	MARITAL STATUS				Total
	Married	Unmarried	Divorcee	Live in relation	
SATISFACTION LEVEL Highly Satisfied	20	0	0	0	20
Satisfied	30	10	0	0	40
Neutral	0	15	5	0	20
Dissatisfied	0	0	5	10	15
Highly Dissatisfied	0	0	0	5	5
Total	50	25	10	15	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	146.944 ^a	12	.000
Likelihood Ratio	155.019	12	.000
Linear-by-Linear Association	79.961	1	.000
N of Valid Cases	100		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .50.

From the above table it is shown that p value is 0.000 which is smaller than significant value 0.05 so it is concluded that there is relation between Marital Status and Satisfaction level

4. Relation between Education and Satisfaction level

SATISFACTION LEVEL * EDUCATION Crosstabulation

Count

	EDUCATION				Total
	Matriculation	Graduate	Postgraduate	Professional	
SATISFACTION LEVEL Highly Satisfied	10	10	0	0	20
Satisfied	0	40	0	0	40
Neutral	0	0	20	0	20
Dissatisfied	0	0	15	0	15
Highly Dissatisfied	0	0	0	5	5
Total	10	50	35	5	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	240.000 ^a	12	.000
Likelihood Ratio	191.085	12	.000
Linear-by-Linear Association	82.940	1	.000
N of Valid Cases	100		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .25.

From the above table it is shown that p value is 0.000 which is smaller than significant value 0.05 so it is concluded that there is relation between Education and Satisfaction level

5. Relation between Income and Satisfaction level

SATISFACTION LEVEL * INCOME Crosstabulation

Count

		INCOME				
		Below30000 Rs	30001 to 45000 Rs	45001 to 60000 Rs	Above 60000 Rs	Total
SATISFACTION LEVEL	Highly Satisfied	5	15	0	0	20
	Satisfied	0	5	35	0	40
	Neutral	0	0	0	20	20
	Dissatisfied	0	0	0	15	15
	Highly Dissatisfied	0	0	0	5	5
Total		5	20	35	40	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	171.875 ^a	12	.000
Likelihood Ratio	188.491	12	.000
Linear-by-Linear Association	73.434	1	.000
N of Valid Cases	100		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .25.

From the above table it is shown that p value is 0.000 which is smaller than significant value 0.05 so it is concluded that there is relation between Income and Satisfaction level

CONCLUSION

As far as conclusion is concerns regarding to this topic most of the customer are satisfied with the services provided by malls and there are so many brand of retail store which make a new strategies for attracting the customer. We have done the survey on customer satisfaction various services which lack something that can be fill up. Some conclusion like: the foot fall of students is very high, they do not visit on any specific day, most of them are come for the entertainment. Survey also shows that customers are more attracted towards the schemes and discount offers. People generally buys the clothes and food from the mall, people feels more safe and comfortable while they shopping in the mall, they can make the choice between different brand and they can make the decision that which product should be purchased. People feel that the restaurants prevailing in the various mall are good, the food court facility available in the mall are appreciated by the people because the person who visit the mall can eat during or after the shopping. Most of the people come to the mall for physically experience the products, the products like electronic gadgets, mobile, clothes, grocery, accessories, etc. Based on the hypothesis testing it is concluded that

concluded that there is relation between Age and Satisfaction level, it is concluded that there is relation between Gender and Satisfaction level, it is concluded that there is relation between Marital Status and Satisfaction level, it is concluded that there is relation between Education and Satisfaction level, it is concluded that there is relation between Income and Satisfaction level

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