

Factors Drive Satisfaction in Shopping Malls – A Study on Customers' of Udaipur (Rajasthan)

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Abstract

The retail industry in India is experiencing huge changes and improvements in the last few years. The organized retail industry in India is observing a handsome growth at the approximate rate of greater than 20% percent every year and would also observe significant increase or multiple fold increase in the size and business turnover by 2021. In this growth percentage online retailing is fuelling the sector through its sales and handsome discounts over the products which pull the customers to shop with them and the same is followed by shopping malls as well. Retailing industry is crawling towards turning into the one of the biggest revenue industry incorporating employment opportunities as well. In such case working or studying the consumer loyalty or satisfaction is a complex marvel and studying the practices which lead into improving the customer satisfaction is phenomenal. The purchase of any merchandise from any retail point incorporates various factors that could influence purchasers' decision for selection of the product. Assessing consumer satisfaction is increasingly intricate and much more significant for retailers in now days because retaining the customer is far good rather creating new one. Research objectives of this work were to examine the impacts of sales schemes and some other dimensions impact on consumer satisfaction in shopping malls of Udaipur and to examine the factors across different demographic classes of respondents. For the research work 150 active shoppers from different shopping centres or shopping malls were chosen for study. The sales promotion schemes and other issues impact of consumer satisfaction were identified through a structure survey. The examination will help the administrators of shopping malls to comprehend the fundamental factors that lead into client satisfaction in the shopping malls and help them to create their showcasing systems. Profiling clients by their selection criteria and factors that influence them to shop give more important approaches to recognize and comprehend different client segments and to focus with progressively engaged techniques. The study concludes that infrastructure, product and their assortments, leisure activities, space and ambience, schemes and promotions are major driving factors for the customer satisfaction and directly associated with the retention of the customer means lead into ensuring the customer revisit to the shopping mall.

Keywords: Consumer Satisfaction, Shopping Malls, Demographics, Organized Retail

Introduction

The shopping, fundamentally purchasing is one of the non-removable or non-replaceable practice of buyers' daily routine and it is constantly evolving as several new methods of enriching the customer experience at shopping places is followed by retailers, so making the examination and comprehension of this field is significant so that more lovely and comfortable shopping experience and higher clients' satisfaction can be attained by the retailers. The statistical examination of customer behaviour for the shopping and shopping experience is not new but still an area of interest as shopping platforms and process followed by the retailers has been evolved year by year. Shopping malls or houses are not only a place for shopping, clients visit shopping malls not exclusively to make the purchase of some essential or monthly groceries, however they likewise see these shopping malls visits as an amusement movement that gives them fun and joy, and also help them to spend leisure time (Kim, Lee and Kim, 2011). Shopping mall clients or visitors in general took part in different exercises when they visit shopping malls, clients in general buy items and spend some time in shopping malls, which incorporates a mix of shopping and culture, so instead setting off shopping malls for the sole place for buying products would not be a right practice, and more focus should be on making a place to live the way of life at shopping places would be right approach as indicated by Kim et al (2015). In continuation Hunneman et al. (2017) added that buyers in general evaluate store qualities which principally rely on sort of shopping purpose.

A floor with wide product range of all the daily essentials under single roof is shopping mall, is one the most widely accepted authentic commercial marketplace by every class of the society and fundamental reason is one stop shopping and more close experience with products. The shopping mall actually a place with different retail points, services, multiplex, and parking lot, amusement activities which is imagined, developed, and maintained by different management firms as a unit. The ordinary meaning of retail and organized retailing can be depicted as the demonstration of selling of

products and different product from a fixed area. A significant part of the current economic situation in India is the rise of organized and online retail. There has been significant development in organized retailing business especially after 100% FDI in retailing and it is ready for a lot quicker development in coming future with the online retail stores. Major market players and big industries have entered in this business sector and have declared extremely future driven development plans.

Consumer satisfaction and loyalty, a term as often as possibly examinable because it changes time by time according to different market scenarios, as primarily customer satisfaction and loyalty is associated with price and quality, later on it relies on customer oriented services, for some dimension it depends on customer brand understating and other infrastructural variables. For successive growth and competence with the evolving market retail organizations need to sustain their existing clients as well as should also focus on potential clients. Statistically examining customer satisfaction gives an authoritative indication to know the effective the relationship between customer and variables of organizations incorporating product and service dimensions to the commercial retail point i.e shopping mall. Consumer satisfaction is to be estimated at individual level, yet it is quite often detailed at aggregate level. It tends to be, and frequently estimated along different measurements. The standard proportions of consumer satisfaction include a study with a lot of explanations utilizing a Likert scaling. The frequent shoppers of Udaipur at different shopping malls were approached to assess their satisfaction level for different statements representing shopping malls product and service dimensions and in term of their recognition and desire for execution of the association being estimated. Their satisfaction for different dimension is commonly estimated on a five-point scale.

So, distinctively this research work is a systematic effort to answerer has following research objectives based on research questions stated below through the statistical examination of well produced data set encoded from the responses given by the sampled customers of shopping malls of Udaipur:

Research Question 1: Which dimensions of shopping malls ensures customer satisfaction.

Research Question 2: Does demographic variables influences customer satisfaction at shopping malls.

1. Shopping malls dimensions like infrastructure, product assortments and categories, leisure activities, space and ambience, schemes and promotions, and other dimensions has direct relationship with the customer and each dimension has its overall impact on customer satisfaction and
2. Demographic characteristics of customers such as age, marital status, locality, occupation has their effect on customer satisfaction in shopping mall or not.

Previous Studies

Substantial amount of research work in the field of customer satisfaction for shopping malls had already been performed but the geographical scope of few studies was Udaipur and Southern Rajasthan and different dimensions have been covered. So, in contrast with the geographical and operational scope of present research work some significant contributions were identified. Some of the research studies performed in the period of 2015-2020 is presented below:

Adholiya et al. (2019) concluded that dimensions incorporating tangibility and intangibility, and competitive advantages offered by the shopping malls to customers drive customer satisfaction very significantly and also ensure customer revisit. It was recommended by the authors that mall should incessantly improve their services and product varieties to get higher satisfaction and loyalty of customers. Makgopa (2018) discovered that demographic characteristics of customers such as their gender class and age group have no impact on customers' loyalty. Author also confirmed that female shoppers take more pleasure in shopping in comparison to the male shoppers and also carry specific intentions for revisiting the same shopping mall.

Hunneman et al. (2017) in their research work concluded that customer with modern shopping practices not only access the products available in

the store but also access special store characteristics and specialties in order to get higher level of leisure and shopping satisfaction in different way and consider the shopping as a trip or entertainment exercise to the shopping mall. Study confirmed the importance of customer satisfaction for the shopping mall economic health and sustainability and same is noted for the customer loyalty as well.

Anselmsson (2016) in recorded if shopping mall administration want to ensure the customers' continuous and frequent visits in the shopping mall then shopping mall administrators has to offer more customer oriented specific service packages to customers and should also focus on all the identified and potential dimensions of customer satisfaction pertained to shopping mall. Study recommended that in order to get the competitive benefits shopping malls should follow and offer competitive services to their customers, that can lead into higher customer satisfaction and to draw advantages of customer loyalty (frequent visits) loyalty benefits should be offered to customers.

It was noticed by Kim et al. (2015) that shopping malls is not a place of shopping only in present days as customers prefer to spend some time for fun and joy and this is becoming the regular practice of each customer who frequently visits shopping malls. Primary purpose of visiting shopping malls by the customers is shopping but spending some time in other activities such as in fun zone, multiplex comes under leisure activities and this is becoming the shopping culture.

Methodology Followed

The geographical area of the study was Udaipur (Rajasthan), which is famous for its lakes and heritages. The customers of the rural, urban and semi-urban Udaipur were chosen for the study purpose. Customers or frequency shoppers of following shopping malls were chosen:

1. Reliance Hyper Mart – Sector 11
2. Vishal Mega Mart
3. Big Bazar
4. V-Mart

5. Forum Celebration Mall
6. Lake City Mall
7. RK Mall
8. Arvana
9. Mangalam Fun Square
10. Urban Square So, the geographical scope of the present research work was limited for the customers of shopping malls of Udaipur (Rajasthan). Another aspect focusing over the operational variables which participated in the research work were demographic characteristics (age, gender, and occupation) of the customer respondents and product and service dimensions of the shopping mall. Majorly study was intended to determine the effect relationship between the demographic variables of customer and their satisfaction for shopping malls and other objective covering the effect of product and service dimensions effect on customers' satisfaction for shopping malls.

In order to assess the relationship between the variables or effect association between variables primary data was procured from the customers or frequent shoppers of shopping malls through a structured set questionnaire. While distribution of the questionnaire it was under consideration than shopper should be from Udaipur only and should aware of shopping mall products and service dimensions in well form. The nature of the research work is descriptive by nature as research is an effort to describe the relationship between the demographic variables of shopper and product and service dimension of shopping mall. On the basis of aforementioned research question following research objectives and hypotheses would be analytically assessed.

Research Objective 1 : To study the effect of demographic variables on shopping malls' customers' satisfaction.

Research Objective 2 : To study the effect of product and service dimensions of shopping malls on the customers' satisfaction.

H₀: Age as a demographic variable does not affect shopping malls' customers' satisfaction.

H_a: Age as a demographic variable significantly affects shopping malls' customers' satisfaction.

H₀: Marital status as a demographic variable does not affect shopping malls' customers' satisfaction.

H_a: Marital status as a demographic variable significantly affects shopping malls' customers' satisfaction.

H₀: Locality as a demographic variable does not affect shopping malls' customers' satisfaction.

H_a: Locality as a demographic variable significantly affects shopping malls' customers' satisfaction.

H₀: Occupation as a demographic variable does not affect shopping malls' customers' satisfaction.

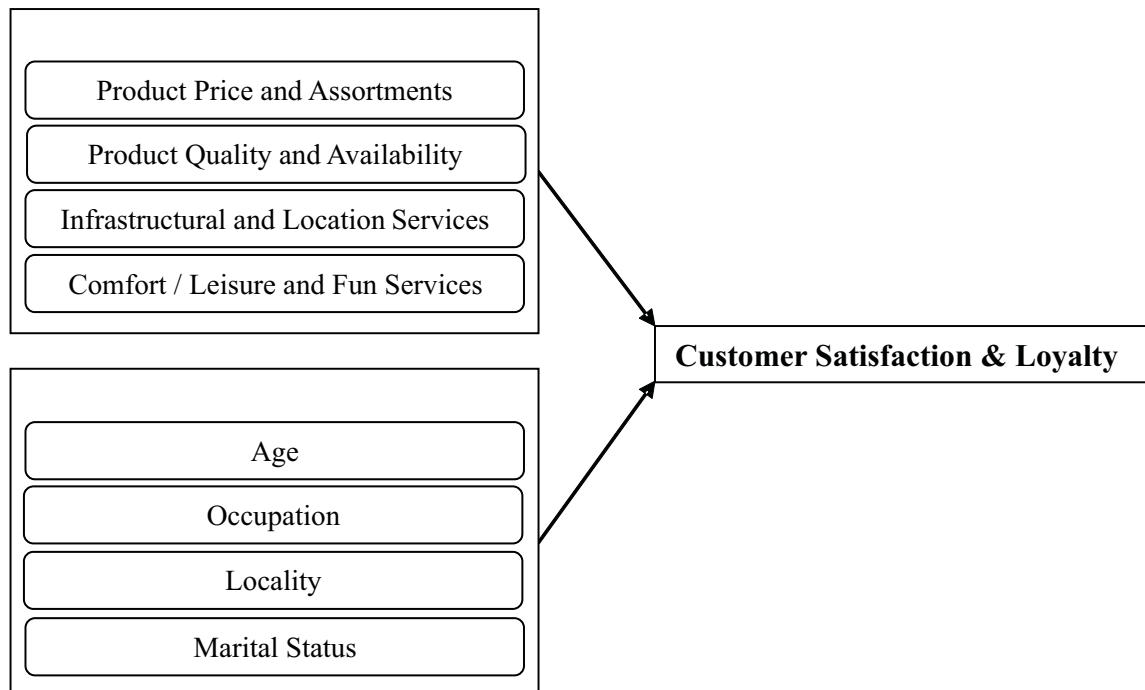
H_a: Occupation as a demographic variable significantly affects shopping malls' customers' satisfaction.

H₀: Product and service dimensions of shopping malls' do not influence customers' satisfaction.

H_a: Product and service dimensions of shopping malls' significantly influence customers' satisfaction.

Research Framework

Research framework is the graphical presentation of relationship between the variables participating in the research. Figure 1 presented below depicted association between the demographic variables of customers, product and service dimension of shopping malls, and customer satisfaction for shopping experience at shopping mall.

Figure 1: Research Framework – Customer Satisfaction for Shopping Mall

Source : Author's Research Figure

Table 1 : Mall wise Number of Respondents

Mall Name	N	S	Mall Name	N	S
Reliance Hyper Mart	33	16	Lake City Mall	34	19
Vishal Mega Mart	21	7	RK Mall	10	5
Big Bazar	40	15	Arvana	20	15
V-Mart	40	14	Mangalam Fun Square	10	5
Forum Celebration Mall	69	32	Urban Square	9	2

Source: Primary Data

In order to approach the customers of shopping mall strata and convenience random sampling method is followed. Strata was based on two criteria, one was customers should be from Udaipur and second one was customers should be frequent shopper of the shopping mall. It was also under consideration that customer from all the demographic backgrounds should be covered. In total more than 270 customers were approached of different shopping malls and 130 duly filled questionnaires were collected and used for further statistical analysis. For statistical analysis IBM SPSS 21.0 was used.

Above table describes the mall wise customers incorporated in the research work as the respondents and their feedbacks were further used for the statistical analysis to make conclusion of research objectives.

Statistical Analysis and Interpretation

Reliability Analysis : Reliability test is as a measurement of data quality and un-biasness lead into presenting statistical value of overall data quality. As for Indian researches a standard α value of 0.70 is recommend to confirm the data quality. Table 3 of Cronbach alpha statistical value is presented below for the dataset procured from the sampled customer respondents.

Table 2 : Reliability Statistics

Shopping Mall Dimensions	α Statistics
Product Dimensions	0.789
Service Dimensions	0.755
Infrastructural and Leisure Dimension	0.726
Customer Satisfaction Dimension	0.779

Source: Statistical Output

The reliability statistics α value of Cronbach test is presented in above table showed that for all the dimension alpha values were ranged in between 0.726 to 0.789 and all are greater than the standard alpha value that is 0.70. This lead into making a conclusion that goodness and reliability of the dataset generated from the responses given by the sampled customer respondents of Udaipur.

Table 3 : Frequency Distribution - Demographic Variables of Customers

Shopping Mall Dimensions		N	%
Age	18-30 Years	26	20.00%
	30-45 Years	53	40.77%
	45-60 years	41	31.54%
	60+ Years	10	7.69%
Occupation	Salaried	62	47.69%
	Business Class	37	28.46%
	Unemployed	15	11.54%
	Free Lancer Self Employed	16	12.31%
Locality	Rural	30	23.08%
	Urban	64	49.23%
	Semi-Urban	36	27.69%
Marital Status	Married	32	24.62%
	Unmarried	98	75.38%

Source: Statistical Output

From the frequency distribution table it was identified that majority of customers were from 30-45 years (53, 40.77%) and 45-60 years (41, 31.54%) age group. This signifies that customers from these age groups majorly visit shopping malls. Among different occupation classes it was noticed that most frequent visits to the shopping malls was done by salaried class people (62, 47.69%). A good mix of customers from different localities of Udaipur that are Urban (64, 49.23%), Semi-urban (36, 27.69%), and Rural (30, 23.08%) was noticed. About the marital status of customer respondents it was noticed that among all the sampled customers most of customers were married (98, 75.38%).

Anova (F - Test) - To study the effect of demographic variables on shopping malls' customers' satisfaction - To compare the effect of between the groups and within the groups ANOVA test was used to know the effect of demographic variables on customers' satisfaction at shopping malls. The results of the test are given below:

Table 4: F-Test Statistics of Demographic Variable Effect on Satisfaction

Demographic Variables	Effect on	F	Sig.
Age		4.365	0.038
Occupation	Customer Satisfaction	5.777	0.029
Locality		2.926	0.056
Marital Status		4.792	0.033

Source: Statistical Output

From the above F-statistics of effect of demographic variables (age, locality, occupation, and marital status) on shopping malls' customers' satisfaction it was noticed that except locality (rural, urban and semi-urban) F test value was 2.926 and its significance value 0.056 was found greater than 0.05. For all the other demographic variables like age (F value = 4.365, Sig. = 0.038), occupation (F value = 5.777, Sig. = 0.029), and marital status (F value = 4.792, Sig. = 0.033) all the

variables' significance values were found lesser to 0.05. So, it could conclude from the statistics that except locality all the other demographic variables (age, occupation and marital status) significantly influence satisfactions of customers in shopping malls. The hypotheses established to know about the effect of participated demographic variables on customer satisfaction concluded with following result:

Table 5 : Hypotheses Conclusions

Hypotheses	F and Sig. Values
Age as a demographic variable significantly affects shopping malls' customers' satisfaction.	4.365, 0.038
Marital status as a demographic variable significantly affects shopping malls' customers' satisfaction.	4.792, 0.033
Locality as a demographic variable does not affect shopping malls' customers' satisfaction.	2.926, 0.056
Occupation as a demographic variable significantly affects shopping malls' customers' satisfaction	5.777, 0.029

Source: Table 4

Principal Component Analysis - Factor Extraction

Table 6 : PCA Test Statistics - Item wise Rotated Factor Loadings

Items	Rotated Factor Loadings			
	1	2	3	4
PPA1	.874			
PPA2	.656			
PPA3	.812			
PPA4	.702			
PQA1		.744		
PQA2		.726		

PQA3		.766		
ILS1			.633	
ILS2			.802	
ILS3			.661	
CLFS1				.577
CLFS1				.616

Source : Primary Data, PCA test - Varimax Rotation (KMO Value = 0.789)

From the statistics given above related to twelve participated items in principal components analysis for factor loading following factors or components were found in aggregation:

1. **Factor / Component 1: Product Price and Assortments**
2. **Factor / Component 2: Product Quality and Availability**
3. **Factor / Component 3: Infrastructural and Location Services**
4. **Factor / Component 4: Comfort/ Leisure and Fun Services**

Availability incorporated remaining product characteristics such as product quality, quality assurance, availability, specificity etc. Factor / Component 3: Infrastructural and Location Services incorporated shopping malls' infrastructural capacities and facilities like green room, escalator, changing room, displays, parking, and others. Factor / Component 4: Comfort/ Leisure and Fun Services incorporated all the fun rooms and leisure activity points available in the mall.

From the regression coefficients values in correspondence to the general or overall satisfaction of customers' of shopping malls it was noted that the relationship between Product Price and Assortments and satisfaction (0.266, <0.01), Product Quality and Availability and satisfaction (0.198, <0.01), Infrastructural and Location Services and satisfaction (0.203, <0.01), and Comfort/ Leisure and Fun Services and satisfaction (0.179, <0.01) is found significant. So, for the established hypothesis to know about the Product and service dimensions effect on shopping malls' customers' satisfaction is was noted that for all the dimensions (Product Price and Assortments, Product Quality and

Table 7 : Regression model for Satisfaction

Factors	Satisfaction	Coefficient	Sig. Level
Product Price and Assortments	General	0.266	<0.01
Product Quality and Availability	General	0.198	<0.01
Infrastructural and Location Services	General	0.203	<0.01
Comfort/ Leisure and Fun Services	General	0.179	<0.01

Source: Primary Data

Factor / Component 1: Product Price and Assortments incorporates all the statements related to products available at shopping malls such as their prices, categories and assortments, arrangements, displays and other dimensions. Factor / Component 2: Product Quality and

Availability, Infrastructural and Location Services, Comfort/ Leisure and Fun Services) customer satisfaction is significantly associated. So, alternative hypothesis is accepted and following conclusion is drawn:

Table 8 : Hypotheses Conclusions

Hypotheses	Status
Product and service dimensions of shopping malls' significantly influence customers' satisfaction.	Accepted

Source : Table 7

Conclusion

The statistical analyses of the research work lead into conclude that customer satisfaction in shopping mall is directly influenced through their demographic variables such as their age, occupation and marital status. It was also identified that satisfaction of customer does not depend on their locality as satisfaction is directly associated with other dimensions. It was noticed that Udaipur customer satisfaction is directly and significantly associated with the Product Price and Assortments, Product Quality and Availability, Infrastructural and Location Services, Comfort/Leisure and Fun Services dimensions of shopping mall. So, it is recommended that shopping mall should focus on aforementioned product and service dimension to ensure their customers' satisfaction as it lead into customer revisit and growth of business of shopping malls.

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