



A STUDY OF CUSTOMER BUYING BEHAVIOUR AND SATISFACTION LEVEL TOWARDS SHOPPING MALLS IN COIMBATORE CITY

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ABSTRACT:

The study aims to find the customer buying behavior and satisfaction level towards shopping malls in Coimbatore city. Coimbatore is the second largest and the most important city in the state of Tamil Nadu the city has considerable metropolitan population and is major commercial center. In today's corporate world shopping is an integral part of an every individual in life they prefer to buy from where they buy everything under one place. Shopping mall is a building or set of building that contain retail stores with interconnecting walkways enabling visitors to easily walk from store to store. In retail sector, India has become the dynamic renovation and rapid growth in the past years. Retail infrastructure in India has become the steady growth in the construction.

INTRODUCTION:

The latest trend in the corporate universe is of the emergence of the shopping malls. **Shopping malls** are an emerging trend in the global area. The first thing that comes in our mind about the shopping malls is that, it is a big enclosed building housing a variety of shops or products. According to historical evidences shopping mall came into existence in the Middle Ages, though it was not called so. The concept of departmental stores came up in the 19th century with the industrial revolution. **Consumers** wanted a better shopping experience and this demand gave rise to the emergence of shopping malls in India.

A comprehensive understand of consumer behavior is essential to long-run success of any marketing program. it is seen as a one of the major component of the marketing concept. Consumer buying behavior embraces the needs and wants, company goals and marketing strategy. The availability of the product/services at the shopping malls acts as a information to the buyer. Shopping malls act as a key source of information of the consumer. Consumers are frequently researched due to the fact that the choices related to their purchases are considerably influenced by their behavioral patterns are unique activities at the market place. Shopping malls act as a bridge between the consumers and the retailers to categories the various assortment and also to target the profitable consumers. The perception of the consumer will form a substantial influence factor will determine the choices of wide ranging products/services offered by the shopping malls.

STATEMENT OF PROBLEM

The problem of study is considered based on the preferences among the mass which includes all categories covering the area of people from the Coimbatore city and both gender with different age groups. As the need of people increases, the number of shopping places was increased. Thus, I am one of the visitors of malls; I need to know the people's expectations and their needs. This gives the idea for motivation to the study of consumers towards malls in the Coimbatore city.

SCOPE OF THE STUDY

Recently, there has been a tremendous increase in the number of shopping malls in Coimbatore city. Normally people prefer a sophisticated environment and a number of shops with so many international brands under one roof. It has created the way of establishment of the shopping malls. The concept of shopping malls in India is largely gaining popularity as it attracts customers by way of excellence ambiance, style and elegance having the potential to make one shop and enjoy the experience as well. Brook Fields, Fun Republic Mall, Prozone are big players today in Coimbatore city. This study focuses mainly the respondent's perception towards the Shopping Malls in the Coimbatore city.

OBJECTIVES

- To know the buying behavior of customers who visit shopping malls.
- To identify gender differences and age differences if any, in terms of buying behavior.
- To measure the level of customers satisfaction towards the services provided by the shopping malls.
- To know the factors that influencing buying decision process.

RESEARCH METHODOLOGY

Sampling designs

The researcher has undertaken a Descriptive type of research. The study covers only the selected customers (Brookfield's, Fun Mall, and Prozone). In this study convenient random sampling technique has been used and 150 customers were selected on random basis.

Data Sources

- ❖ **Primary Data.**
- ❖ **Secondary Data.**

Primary Data

A well-structured questionnaire was prepared and distributed to the customers of shopping malls in Coimbatore city. (Brookfield's, Fun Malls, Prozone)

Secondary Data

The various secondary information sources used for the present research included the journals and magazines and websites.

Area of the study

The area of the study is in Coimbatore city. It is popularly known as Manchester of South India, it is situated in Western part of the State in Tamil Nadu.

Sample size

Total sample size is 150 respondents.

Sampling procedure

Convenient Random Sampling technique is used for the collection of data required for the research study.

Data Collection Instrument

The instrument used for data collection is a structurally planned questionnaire.

Tools used for the study

The data collected was analyzed through

- Weighted average
- Chi-square tests
- Ranking Analysis is applied for the analysis of data. Charts are also prepared

Limitations of the study

- The sample size is restricted only to 150 respondents.
- The respondent's views and opinions may hold good for the time being and may vary in future.

REVIEW OF LITERATURE

For the purpose of this study, many research papers in different journals have been referred to. Some of the most prominent ones are as follows:-

1. **Elangovan (2017)** revealed that shopping malls facilitates variety of shops and create pleasant environment for the shoppers. He also pointed out that availability of international brands and new products influence the customers to visit shopping malls.
2. **Chandra Sekhar (2016)** pointed out that shopping malls are replacing kirana stores in India. Special offers, quality, variety and price are important factors to visit shopping malls. He concluded that shopping malls offers variety of products at different prices and different qualities to satisfy the customers.

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SHOPPING MALL

Shopping malls are an emerging trend in the global area. The first thing that comes in our mind about the shopping malls is that, it is a big enclosed building housing a variety of shops or products. According to historical evidences shopping mall came into existence in the Middle Ages, though it was not

called so. The concept of departmental stores came up in the 19th century with the industrial revolution. **Consumers** wanted a better shopping experience and this demand gave rise to the emergence of shopping malls in India.

The mall culture has become a big business at present. It offered many advantages over the traditional markets. Groceries, Clothes, Fashion accessories, Food courts, Cinemas, and Entertainment are available in one place. People can spend a whole day at the mall, Shop, Dine, Watch a movie or Play games. Families arrive for their weekly shopping, Collecting junk and keep the kids entertained at mall. Consumers not only treat malls as a place to shop but they treat as picnic where they can enjoy using the leisure facilities like Cinema, Gaming Zones and can even go for Window shopping, Facilities like Spa, Gyms, Restaurants are all found in the malls. To satisfy the customers, Shopping malls provide so many facilities.

The top 3 shopping malls in Coimbatore city:-

1. **Brookfield's.**
2. **Fun mall.**
3. And the quite recently opened **prozone.**

1. Brookfield's

Brookfield's mall is the first of its kinds retail project in the city of Coimbatore with several anchor retail outlets leading local, national and multinational brands, hypermarkets, food courts, family entertainment center, multiplex,, parking all under one roof. It is the ultimate shopping and entertainment experience. The mall promises something for everyone with its bewildering range of products spread over an area of about 4,50,000 sq.Ft. its great location and connectivity make it convenient destination for the local and tourist alike. Brookfield's with its great value proposition of shoppers and retailers are all to set to change the retail science of Coimbatore forever.

2. FUN REPUBLICS:

Fun republic mall is the second mall in the Coimbatore city. Mall is located on the arterial Avinashi Road on a 3.5 acre site. The mall has 6 levels with a total area of 3.25 lakh sq. ft. Shoppers Stop is its anchor store and occupier over 79,000 sq. ft.

The mall also features a five screen multiplex operated by Cinopolis theater with a capacity of 1,119 seats, and a McDonalda's reasturent spread over 3,470 sq. ft. on the tow floors in addition to its food court.

3.PROZONE MALL

Prozone Mall-Coimbatore is one of the largest horizontally designed shopping mall in India with Ground +1 structure of over 5 lakh sq. Ft and it launched on July 19 2017 at sivanandapuram, Saravanampatti Road, Coimbatore. The mall has outlets from major clothing, apparel brands and a 9-screen INOX Theater is opened on 20th August,2018, along with a food court serving multi-cuisine dishes. The Mall is located near to Saravanampatti which is one of the fast-growing neighborhoods of Coimbatore, because of invasion of IT companies.

DATA ANALYSIS AND INTERPRETATION

The term analysis refers to the computation of certain measures along with searching for patterns or relationships that exist among data groups. After collection of data, the data has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan. Interpretation refers to the task drawing Interpretations from the collected facts after an analytical and or experimental meaning of research findings. The task of interpretation has two major aspects:

- The effort to establish continuity in research through linking the result of a given study with those of another.
- The establishment of some explanatory concepts.

CHISQUARE ANALYSIS

1.To find the Frequency of going to shopping malls and Satisfied with the exclusive and unique products are available at shopping mall

Hypothesis

H0 = There is no significance difference between Frequency of going to shopping malls and Satisfied with the exclusive and unique products are available at shopping mall

H1=There is significance difference between Frequency of going to shopping malls and Satisfied with the exclusive and unique products are available at shopping mall

FREQUENCY OF GOING TO SHOPPING MALLS * SATISFIED WITH THE EXCLUSIVE AND UNIQUE PRODUCTS ARE AVAILABLE AT SHOPPING MALL

Crosstabulation

| Frequency of going to shopping malls | Satisfied with the exclusive and unique products are available at shopping mall | | | | | Total |
|--------------------------------------|---|-------|---------|----------|-------------------|-------|
| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree | |
| Weekly | 4 | 0 | 4 | 3 | 2 | 13 |
| Monthly | 22 | 12 | 5 | 2 | 4 | 45 |
| Yearly | 14 | 5 | 2 | 1 | 0 | 22 |
| Random | 22 | 11 | 3 | 3 | 1 | 40 |
| Total | 62 | 28 | 14 | 9 | 7 | 120 |

| Chi square | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------|----|-----------------------|
| Pearson Chi-Square | 20.030 | 12 | .067 |
| Likelihood Ratio | 21.388 | 12 | .045 |
| Linear-by-Linear Association | 6.604 | 1 | .010 |
| N of Valid Cases | 120 | | |

Level of Significant =5%

Degree of freedom-(R-1) (C-1)

$$(4-1) (5-1) =12$$

Interpretation

Since the calculated value is 21.388 which are greater than table value 20.030 at 12 degrees of freedom and 5% level of significance, we accept the alternate hypothesis. Hence there is significant association between Frequency of going to shopping malls and Satisfied with the exclusive and unique products are available at shopping mall

To find the Occupation of the respondents and Frequency of going to shopping malls

Hypothesis

H0 = There is no significance difference between Occupation of the respondents and Frequency of going to shopping malls

H1=There is significance difference between Occupation of the respondents and Frequency of going to shopping malls

OCCUPATION OF THE RESPONDENTS * FREQUENCY OF GOING TO SHOPPING MALLS

CROSS TABULATION

| Occupation of the respondents | Frequency of going to shopping malls | | | | Total |
|-------------------------------|--------------------------------------|---------|--------|--------|-------|
| | Weekly | Monthly | Yearly | Random | |
| Service | 4 | 15 | 7 | 13 | 39 |
| Business | 8 | 13 | 11 | 12 | 44 |
| Profession | 1 | 12 | 2 | 6 | 21 |
| Agriculture | 0 | 5 | 2 | 9 | 16 |
| Total | 13 | 45 | 22 | 40 | 120 |

| Chi square | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------|----|-----------------------|
| Pearson Chi-Square | 13.137 | 9 | .157 |
| Likelihood Ratio | 14.177 | 9 | .116 |
| Linear-by-Linear Association | 1.398 | 1 | .237 |
| N of Valid Cases | 120 | | |

Level of Significant =5%

Degree of freedom-(R-1) (C-1)

$$(4-1) (4-1) =9$$

Interpretation

Since the calculated value is 14.177 which are greater than table value 13.137 at 9 degrees of freedom and 5% level of significance, we accept the alternate hypothesis. Hence there is significant association between Occupation of the respondents and Frequency of going to shopping mal

WEIGHTED AVERAGE WITH RANKING METHOD**CUSTOMER'S PREFERENCE OF PRODUCTS IN SHOPPING OUTLET**

| Products | 5 | 4 | 3 | 2 | 1 | Total | Weighted score | Rank |
|-------------------|-----|-----|-----|----|----|-------|----------------|------|
| Clothing/Apparels | 75 | 25 | 10 | 5 | 5 | 520 | 4.33 | I |
| | 375 | 100 | 30 | 10 | 5 | | | |
| Foot wear | 40 | 30 | 15 | 14 | 21 | 414 | 3.45 | II |
| | 200 | 120 | 45 | 28 | 21 | | | |
| General stores | 17 | 18 | 16 | 19 | 49 | 292 | 2.43 | VI |
| | 85 | 72 | 48 | 38 | 49 | | | |
| Home appliances | 20 | 10 | 30 | 40 | 20 | 330 | 2.75 | V |
| | 100 | 40 | 90 | 80 | 20 | | | |
| Mobile stores | 10 | 30 | 40 | 25 | 15 | 355 | 2.95 | IV |
| | 50 | 120 | 120 | 50 | 15 | | | |
| Gaming | 45 | 12 | 14 | 30 | 21 | 396 | 3.28 | III |
| | 225 | 48 | 42 | 60 | 21 | | | |

Interpretation

From the table customers preference according to Clothing/apparels is the first rank with weighted average 4.33, Footwear ranks second with weighted average 3.45, Gaming ranks third with weighted average 3.33, Mobile stores ranks fourth weighted average with 2.95 Home appliances ranks fifth with weighted average 2.75 and General stores ranks sixth with weighted average 2.43

FINDINGS**CHISQUARE TEST ANALYSIS**

- There is significant association between Frequency of going to shopping malls and Satisfied with the exclusive and unique products are available at shopping mall
- There is significant association between Occupation of the respondents and Frequency of going to shopping malls

WEIGHTED AVERAGE ANALYSIS

Customers preference according to Clothing/apparels is the first rank with weighted average 4.33, Footwear ranks second with weighted average 3.45, Gaming ranks third with weighted average 3.33

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