A Study on Consumer Allure Towards Shopping Mall In Coimbatore city

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ABSTRACT

The study aims to find the customer buying behaviour 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. This paper focuses on the factors influencing the consumer preference towards malls in Coimbatore. The city is important for its revenge growth, which is nearly twice as much as India's growth and high frequency of shopping attitude after the advent of malls. With the change in the living style of the people they prefer to buy from a place whom they can buy everything under one roof.

Key words – Consumer satisfaction, shopping malls..

1.Introduction

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 the mall. Consumers not only treat Malls as a place to shop but they treat as a picnic where the 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. Shopping, buying and utilizing are three activities which constitute the consumer behavior in a holistic manner, which have identified various dimensions and concepts of customers buying and consumption behavior. It is also possible, that the motives behind two consumers shopping at the same store could be same or different. Same motives may arise as when the customers look for convenience, shopping experience etc., whereas motives mat vary as a result of compulsion or by free choice.

2.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. In the light of these observations, the following researchable questions could be probed:

1. Why customers prefer to shop at malls ?

2. The major factors influence the shoppers to shop from mall environment.

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3.Objective of study

- To know the buying behaviour of customers who visit shopping malls.
- To know the factors that influence to visit malls.
- To know the spending behavior of the consumer in malls.

4.Research Gap

The above research papers were only about the Consumer loyalty towards shopping mall but this briefly portrays the attracting and exciting towards shopping mall. This Study also differentiated from the others as it takes into consideration only Consumer Preference and loyalty. This study analyses the various factors associated with the Buying behaviour and attraction towards shopping mall

5.Research methodology

Research methodology systematically solve the research problems, why the research has been undertaken, how the research problem has been defined and what data define and what data has been adopted, why particular technique of analysis for data has been used.

5.1 Sampling design

This study is intended to analyze the consumer allure towards shopping malls with reference to Coimbatore City.The study is Descriptive in nature. *5.2*

Sample size

133 Questionnaire were distributed.

5.3 Sample area

The area of the study refers to Coimbatore city.

5.4 Data collection

The data is collected from both primary and secondary data.

5.5 Sampling tool

- Percentage Analysis
- Rank Analysis

6.Review of literature

1.   N. H. Mullick (2014) the study understands the role of image in changing the preferences of customers towards a particular mall. Data for this study were collected from 750 respondents randomly from selected 10 malls in NCR Delhi (India).The review of literature helped in the formulation of a tentative list of attributes which enhances the image of a shopping mall based on retail prices, products, store layout and facilities which in combination constitute the SE factor. The average mean on SE factor recorded in the study conducted in all ten malls of NCR Delhi was 2.84 whereas on P-P-P factor it was 3.10 in five point scale. Finally he concluded from the selected ten malls, Great India Place, Noida recorded the highest mean (3.02) and Ambience Mall recorded the lowest mean (2.68)

2.   Ms. Latha. K, S. Mohanapriya (January 2015) the study identified a shopping mall, shopping centre, shopping arcade, or simply mall was one or more building forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to walk from unit to unit, along with a parking area – a modern, indoor version of the traditional marketplaces. The sample of 150 respondents was chosen for the study. The data collected was analyzed on parallel with the objectives of the study on hand. Conventional tool like percentage analysis was used for the purpose of analysis. The graphs and charts have also been made use of where ever necessary. Finally they had concluded from a managerial perspective, customers, perceived experiential

value can be improved and satisfaction can be enhanced by increasing quality of personal service encounters, attractive rewards and updating the layout and design of service of facilities and environment frequently.

3.   Dr. D. Elangovan, R. Sangeetha (March 2016) the paper focuses on the factors influencing the consumer preference towards malls in Coimbatore. This city is important for its revenue growth, which is nearly twice as much as India's growth, and high frequency of shopping attitude after the advent of malls. The research design was descriptive and primary data were collected using a survey questionnaire. The sample consisted of 100 respondents and the sampling method was simple random sampling. The respondents were potential general public shopping in the malls. The data was analyzed using SPSS 17. They conclude the study stating that the customer of Coimbatore are satisfied with quality, and they still needs good offers in future days. And the different factors which influence customers to visit malls. And the factors which they need focus to improve customer walk in at malls in Coimbatore

4.   Ms. Rashmi B.H, Dr. Suresh Poojary, Mr. Deepak M. R (July 2016) The purpose of this paper is to study customer behavior towards shopping malls with six important dimensions with special reference to Bangalore city using structural equation modeling. The study also attempts to assist stores owners of malls, mall designers, mall management and other stakeholders with proper data, in terms of customer behavior, that help the shopping mall to cater in a better way to customers and thereby increase customer satisfaction and improve its business efficiency. About 500 questionnaires were circulated. Scale, Sub-constructs and Reliability, Data Analysis using Regression Coefficient, Measuring variables using regression weights are used to analyze the data. From the research study an important suggestion was drawn for the malls managers, that strong positioning of the mall was important to ensure shoppers satisfaction. From the path analysis, it was found from the result of the hypothesis that all the observed endogenous variables such as reachability, atmosphere, shopping experience, property management, promotions, and entertainment are having positive association with the latent variable service quality, and the latent variable Shoppers' shopping behavior and Shoppers' satisfaction and loyalty is having positive association with patient satisfaction and Loyalty in the selected malls in Bangalore city.

5.   Dr. M. Amaravathi, Anand Shankar Raja. M (November 2016) Customer loyalty and Customer experience is a vital part of a CRM (Customer Relationship Management) program for any business, where service and hospitality are primary part of the value proposition. The study is empirical in nature based. The study was carried out with 80 respondents. The data have been analyzed with the help of SPSS version 20.0 statistical package and a Structural Equation Model is used with a help of Smart. This research strongly concludes that every business and service provider must try to satisfy each and every individual wants of the customers which will automatically lead to customer loyalty and indirectly contribute towards the success of the business

RESEARCH GAP

The above research papers were only about the Consumer loyalty towards shopping mall but this briefly portrays the attracting and exciting towards shopping mall. This Study also differentiated from the others as it takes into consideration only Consumer Preference and loyalty. This study analyses the various factors associated with the Buying behaviour and attraction towards shopping mall.

6.Analysis and Interpretation

Analysis of data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusion, and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data are collected and analysed to answer question, test hypotheses or disprove theories.

The following tools were used:

  i. Percentage Analysis

  ii. Rank Analysis

6.1 Percentage Analysis

Table No:1

Table showing the respondents who visit malls in the past three months

Visited Malls	No of Respodents	Percentage
Brooke Field	44	33
Fun mall	24	18
Prozone	59	44
None	6	5
Total	133	100

SOURCE : Primary Data

Interpretation :

The above table shows that 33.00% of the respondents visit Brooke fields, 18.00% of the respondents visit Fun mall, 44.00% of the respondents visit Prozone, 5.00% of the respondents visit None
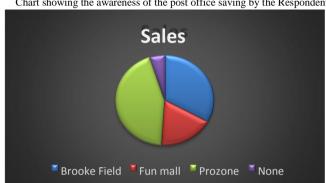
Chart showing the awareness of the post office saving by the Respondents

6.2 RANK ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The rankings themselves are totally ordered. For example, materials are totally pre ordered by hardness, while degrees of hardness are totally ordered. By reducing detailed measures to a sequence of ordinal numbers, rankings make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it finds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see.analysis of data obtained by ranking commonly requires non-parametric statistics.

Table No:1

Table showing the level of satisfaction towards overall experience provided in the shopping mall

Factors	No of Respondents	Total	Rank
Excellent	32	24.10	2
Very Good	67	50.40	1
Good	32	24.10	2
Average	2	1.40	4

Interpretation :

The above exhibit shows supportive and comfortable experience ranking between respondents and their experience level where the majority of the respondents stated their experience level was very good and then followed by good, excellent, and at last ranked as average experience.

7.Findings, Suggestion and Conclusion

7.1 Findings

➢ 44% of the respondents visit prozone mall.

➢ 31.1% of the respondents choose Dress over Malls.

➢ 26.3% of the respondents choose Not Favourable towards Pricing.

➢ 50.40% of the respondents choose Very Good towards Parking Facility

➢ 68.6% of the respondents choose Brand as their Attracting Factor towards Mall.

7.2 Suggestion

➢ Encourage and publish Customer reviews ➢Boost shopping mall Foot Traffic. ➢ Reduce friction in the Buying process ➢ Need more Offers and Discount.

➢ Give importance to Price and Quality of the Product

7.3 Conclusion

The purpose of the research is to analyze the "customer allure towards shopping malls in Coimbatore city, which is found to be positive. Today multi storey shopping malls are Brooke field, fun republic and prozone. These shopping malls accommodate every taste, pocket and style. Also, the city of Coimbatore offers sample shopping opportunities to tourists who come here to spend their vacation. From the study it is revealed that a majority of customers do prefer to food shop at shopping malls as it is a convenient place to buy anything they desire. Most respondents expressed that the shopping malls are just not a place to shop due to its constant availability, but has also created an ideal environment for social interaction for people of all ages. Also shopping malls offer excellent parking facilities, create value for money, credit / debit card facilities, and so on

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