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## Perception and Consumer behaviour in Brookefields Shopping Mall at Coimbatore City

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### ABSTRACT:

The study aims to find the customer buying behavior and satisfaction level towards brookefields 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 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 have retail stores with interconnecting walkways enabling visitors to easily walk from store to store.

**Keywords:** consumer satisfaction, sales, shopping, preference.

### INTRODUCTION:

The latest trend in the corporate universe is of the emergence of the shopping malls. Shopping malls are 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 evidence 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. Consumers wanted a better shopping experience, and this demand gave rise to the emergence of shopping malls in India.

### STATEMENT OF PROBLEM:

The problem of the study is considered based on the shopping malls are supply all the products that are man desires. Family incomes are seeking a jump in the recent times resulting, consumers spending more money on shopping mainly in the malls like brookefields. This study tries to identify the customer perception and satisfaction towards malls.

### OBJECTIVES OF THE STUDY:

- To measure the level of customer satisfaction toward the services provided by the shopping malls.
- To know the opinion from the customers about the shopping in the brook fields mall.
- To know the product and services provided in the brook fields mall.
- To know the factors influencing to buying things in the brook fields mall.
- To study the customer buying behavior to buying things in mall.

### RESEARCH METHODOLOGY:

This chapter describes the methods applied for the study in details. Research methodology is the process or strategies used to find, pick, techniques, and examine statistics about a topic. The data inclusive of measurable and qualitative data as well together from various sources including like various books, research articles, newspapers, websites is used for the purpose of study.

### AREA OF THE STUDY:

The area of the study is about Coimbatore.

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**DATA COLLECTION:**

Data was collected from both primary and secondary data collection methods.

**PRIMARY DATA:**

In this research the primary data that is been used in questionnaire. Structure questionnaire has been framed to collect the data from the respondent.

**SECONDARY DATA:**

It will be checked to add the value between the primary data. This may be used to necessary data and records by different websites, magazines, annual report, journal, reference books and newspaper.

**SAMPLE SIZE:**

100 respondents constituted sample covering Coimbatore.

**PERIOD OF STUDY:**

The period of study is within 2022 - 2023.

**RESEARCH TOOL:**

Three Methods are used as a research tool:

- Simple percentage analysis method.
- Chi square test
- Ranking analysis.

**SCOPE OF THE STUDY:**

Normally people prefer a sophisticated environment and a number of shops with so many international brands under one roof. The concept of brook fields malls in Coimbatore 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 in the brook Fields. This study focuses mainly the respondent's perception on the brook fields Malls in the Coimbatore city.

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**LIMITATIONS:**

- The respondents view and opinions may hold good for the time being and may vary in future.
- Data is collected only from the Coimbatore city.
- The customers may be hesitant to provide the necessary information.

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**REVIEW OF LITERATURE**

**(Bawa et al., 2019)** - As mentioned previously, for most customers, malls take part in a key role in their standard of living. The customer's choice of retailing formats is primarily governed by the variety and services offered.

**Dholakia (2011)** views the rationale for shopping is making physical visits to a shopping site and is considered as a household task as well as a form of recreation, relaxation and entertainment.

**Ana et al. (2000)** conducted an empirical study to find out the factors that influence people of a specific geographic area to shopping centers. They found three benefits that shoppers receive by going to a specific shopping center the image of the shopping center, the time it takes the buyer to get to the shopping center, a new factor called first visit.

**Eric R. Spangenberg et al., (2004)** the researchers elaborated that in the presence of gender-congruent ambient scent, shoppers spent more time in the store bought more items and spent more money on their purchasing and the shopper had intention to visit the store in the future.

**Kang and James, (2004)** found a positive relationship between consumers' perceptions of service quality and their willingness to buy. Service quality perceptions contribute to purchase intentions, also uncovered a significant correlation between service quality and behavioral intentions.

**Jenifer (2014)** said that shopping malls adopt modern technologies like selfcheckout lane, computer gadgets to manage their billing automatically to reduce the rush in billing counters. She concluded that salesperson must be well trained to be patient, helpful, informative and courteous in answering to the customers.

**Satnam Kour Ubeja (2015)** conducted a study from 200-sample respondents from Ujjain city. He says that customers are more conscious about quality of the product rather than offers. Customers want best services from employees when they are buying products from the shopping malls.

**RANKING ANALYSIS:**

Ranking is a relationship between a set of items such that, for any two items, the first is either ranking 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 rating. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness. while degree of hardness is totally ordered. By reducing detailed measures to a sequence of ordinal numbers, ranking make it possible to evaluate complex information according to certain criteria.

OVERALL SATISFAC TION	1	2	3	4	5	6	TOTAL	RANK
CLEANLIN ESS	22	17	17	16	16	12	377	3
VARIETY OF STORES	10	27	26	15	16	6	412	1
VARIETY OF EVENTS	12	12	37	21	12	6	393	2
SAFETY OF THE MALL	16	19	16	29	14	6	268	4
AVAILABI LITY OF PARKING	15	12	11	14	28	20	268	5
VARIETY OF FOOD	18	5	15	8	20	34	204	6

SOURCE: primary data

**INTERPRETATION:**

The above table indicates that overall satisfaction of mall in ranking, variety of stores ranked as (1) , variety of events ranked as(2) , cleanliness ranked as (3) , safety of the mall ranked as (4) , availability of parking ranked as (5) , and variety of food ranked as (6).

**CHI SQUARE ANALYSIS:**

The Chi-Square test is a statistical procedure for determining the difference between observed and expected data. This test can also be used to decide whether it correlates to the categorical variables in our data. It helps to find out whether a difference between two categorical variables is due to chance or a relationship between them.

Formula For Chi-Square Test:

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

- $\chi^2$  = Chi square
- $O_i$  = Observed value (actual value)
- $E_i$  = Expected value.

AVERGE HOUSE HOLDINCOME PER MONTH	AMOUNT SPEND IN MALL			TOTAL
	BELOW 5000	5000 - 7000	7000 - 10000	
BELOW 20000	14	2	0	16
20000 - 40000	23	14	2	39
40000 - 60000	11	18	2	31
ABOVE 60000	2	6	6	14
TOTAL	50	40	10	100

O	E	O-E	(O-E) ^2	(O-E) ^2 / E
14	8	6	36	4.500
23	19.5	3.5	12.25	0.628

11	15.5	-4.5	20.25	1.306
2	7	-5	25	3.571
2	6.4	-4.4	19.36	3.025
14	15.6	-1.6	2.56	0.164
18	12.4	5.6	31.36	2.529
6	5.6	0.4	0.16	0.029
0	1.6	-1.6	2.56	1.600
2	3.9	-1.9	3.61	0.926
2	3.1	-1.1	1.21	0.390
6	1.4	4.6	21.16	15.114
TOTAL	100			33.783

**Chi-Square Value**  $\chi^2 = \sum(O-E)^2 / E$

= 33.783

**Degree of freedom= (row-1) (column-1)**

= (3-1) \* (4-1)

= (2) \* (3)

= 6

Significance Level = 0.05

**Table Value = 12.592**

$X^2$  Calculated Value >  $X^2$  Tabular Value.

#### **HYPOTHESIS:**

H0 – There is no meaningful relationship between amount spend in mall and average household income per month.

H1 – There is meaningful relationship between amount spend in mall and average household income per month.

#### **INTERPRETATION:**

In the above analysis the calculated value (33.783) is greater than the table value (12.592) at the level of 0.05 signification. hence, there is signification relationship between amount spend in mall and average household income per month.

#### **SUGGESTION:**

- The customer's brand preference may vary from one person to another person, Since the customers do not prefer same brands of products, they need a variance. So, different branded outlets can be opened to offer a wider choice to the customers.
- It is found that customers considered the high pricing as the important problems in the purchase. It is suggested to reduce the price and meet the affordability of customers, otherwise it will have varied impact on customers.
- Mall shoppers are waiting in long queue in the counters. Hence, it is suggested that they built a greater number of counters, especially in holidays.
- Some of the respondents are dissatisfied with the free home delivery facilities. So, shopping mall authorities can arrange free home delivery facilities to satisfy the customers.
- Mall authorities can display the product in effective manner.

#### **CONCLUSION:**

The consumers in the study area have the usual practice of visiting the brookefields malls for purchase of their domestic needs. Some of the customers feel that shopping in the brookefields mall or in the organized departmental stores is their prestige issue. That shopping in the mall or in the organized departmental stores is their prestige issue. This attitude is the main reason for development and success of the brookefields malls. The aim of any business

is to earn profit and develop themselves and to supply employment opportunities to the local peoples. there are no of shops in all brookefields malls, All the retailers in the brookefields mall should know the attitudes of the consumers. They should try to satisfy the consumers' needs on all possible ways.

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