



Consumers Outlook towards Shopping Malls in Coimbatore City

KEYWORDS

Shopping Malls, Consumer Opinion, Retail in India, purchase patterns

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ABSTRACT *The retailing sector in India has undergone significant transformation in the past ten years. The organized retail industry in India is to grow 25-30 per cent annually and would triple or four times in size by 2012. Retailing is gradually inching its way towards becoming the next boom industry. The phenomenal growth of retail in India is reflected in the rapid increase in number of supermarkets, departmental stores, hypermarkets and shopping malls in the country. The customer satisfaction process is a complex phenomenon. The purchase of goods or services includes a number of factors that could affect each decision. Customer satisfaction is more complex and even more important for retailers today than in past. The objective of the study is to know the Consumers opinion towards shopping malls in Coimbatore City. Descriptive research design is used in this study and sample was collected from 300 respondents through structured questionnaire. The collected data was tabulated and analyzed using statistical tools like simple percentage method and Chi-square test.*

1. INTRODUCTION:-

THE CHANGING FACE OF THE INDIAN RETAIL INDUSTRY

India is fast becoming the retail destination of the world. According to the international management consultant AT Kearney, India has emerged as the leader in terms of retail opportunities. The retail market in India is anticipated to grow to 427 billion USD by the year 2010.

However, the face of the Indian retail industry is changing. India is passing through a retail boom today. A number of changes have taken place on the Indian retail front such as increasing availability of international brands, increasing number of malls and hypermarkets and easy availability of retail space. With the Indian government having opened up the doors for FDI, the entry of foreign retailers into the country has become easier. India has come a long way from the traditional Kirana stores and is on its way to becoming a 'mall country'. The emphasis has shifted from reasonable pricing to convenience, efficiency and ambience.

The major factors fuelling this change are the increase in disposable income of the people, improving lifestyles, increasing international exposure and increasing awareness among the customers. India has a large middle class as well as youth population, which has contributed greatly to the retail phenomenon. The middle class is considered to be a major potential customer group. The youth are perceived as trend setters and decision makers.

Food and grocery are the two categories in the Indian retail sector which offer the most promising opportunities. Apart from this, the other areas where there are vast possibilities for Indian retailers are jewellery, apparel and consumer durables. Indian retailers are also trying to create a niche for themselves in areas such as books, gifts and music.

The Indian retail industry is going through a period of golden sunshine. The retail surge in India has percolated to Tier II and III cities. An estimate by Knight Frank indicates that 35 per cent of the total retail space being developed in India is located in 50 such cities. In smaller towns organized retail is growing at a rate of 50-60 per cent annually as compared to 35-40 per cent in metros and Tier I cities. Economic prosperity coupled with fewer spending options in these cities is attracting a number of retailers.

2. OBJECTIVES OF THE STUDY

- To find out consumer outlook towards shopping malls in Coimbatore city
- To find out the reasons for purchasing in shopping malls
- To know consumers satisfaction level towards shopping malls

3. RESEARCH METHODOLOGY

1. **Research design:** Descriptive Research design is used for this study. A descriptive study is undertaken in order to ascertain and be able to describe the characteristics of the variables of interest in the situation
2. **Sampling Method:** Convenience sampling method was employed for this study
3. **Sampling Size:** Sample was collected from 300 respondents by using direct interview method.
4. **Sampling Area:** In and around Coimbatore city.

4. DATA ANALYSIS AND INTERPRETATION

TABLE NO: 4.1 THE DEMOGRAPHIC FACTORS OF RESPONDENTS

1. Age group of the Respondents	No. of Respondents	Percentage
Below 20	193	64.33
20-30	75	25
30-40	29	9.67
Above 40	03	1
2. Gender of the Respondents	No. of Respondents	Percentage
Male	204	68
Female	96	32
3. Occupation of the Respondents	No. of Respondents	Percentage
Business	50	17
Self employed	35	12
Govt employee	31	10
Professionals	73	24
Others	111	37
4. Marital Status	No. of Respondents	Percentage

Married	190	63
Unmarried	110	37
5. Family Income of the Respondents	No. of Respondents	Percentage
Below 10000	84	28
10000-20000	84	28
20000-30000	91	30
Above 30000	41	14

INFERENCES:

It is inferred that 64.33% of respondents are comes under the age group of 23-30 Years, 68% of respondents are belongs to male category, 63% of respondents are married, 30% of respondents are earning Rs.20000-30000 as a monthly income.

TABLE NO: 4.3 CONSUMERS OPINION TOWARDS SHOPPING MALLS:

(SA; Strongly Agree, A: Agree; NA (N) DA; Neither Agree nor Disagree; DA; Disagree; SDA; Strongly Disagree)

Sl. No.	Statement	SA	%	A	%	NA N DA	%	DA	%	SDA	%
1.	Standard Price	161	54	98	33	30	10	11	3	0	0
2.	Neat and Tidy	88	30	151	50	40	13	19	6	2	1
3.	Wide Product Range	91	30	118	39	82	28	3	1	6	2
4.	Quality of the product	79	26	131	44	75	25	10	3	5	2
5.	Location of the shopping mall	56	19	139	46	67	22	34	11	4	2
6.	Easy Accessibility of the shop	73	24	125	42	82	27	14	5	6	2
7.	Enough Parking Facility	53	18	121	40	86	29	36	12	4	1
8.	Variety of stores	60	20	137	46	70	23	26	9	7	2
9.	Advanced Billing System	86	29	127	42	66	22	15	5	6	2
10.	Promotional Schemes	77	26	128	43	73	24	16	5	6	2

TABLE NO: 4.4 OPINION ABOUT GOOD PROMOTIONAL SCHEMES

Promotional Schemes	No. of Respondents	Percentage (%)
Strongly Agree	77	26
Agree	128	43
Neutral	73	24
Disagree	16	5
Strongly Disagree	6	2
Total	300	100

TABLE NO: 4.2 THE REASON FOR PREFERRING SHOPPING MALLS WEIGHTED AVERAGE CALCULATION

Reason for Preferring Shopping Malls	Weighted Average	Rank
Quality	22.6	2
Price	21.6	4
Variety	22.0	3
Services	21.3	5
Benefits and Schemes	22.8	1

Weighted Average analysis was done to find out the reason for preferring Shopping Malls. Hence it is clear that the respondents have ranked the special benefits and schemes offered as the reason for preferring Shopping Malls.

Interpretation: The above table state 26% of respondents are strongly agree with Promotional schemes of Department Stores, 43% of respondents are Agree with this point, 24% of respondents are Neither agree nor disagree, 5% of respondents are disagree with this point and 2% of respondent Strongly disagree with Promotional schemes of Department Stores

TABLE NO 4.5 ANALYSIS OF RELATIONSHIP BETWEEN PRICE AND PRODUCT RANGE BY USING CORRELATION

Case Processing Summary		Cases		Total		
		Valid	Missing			
		N	Percent	N	Percent	
Price * productrange		300	100.0%	0	.0%	
Price * product range Cross tabulation						
		productrange				Total
Price	SA	Count	58	71	31	161
		Expected Count	48.8	63.3	44.0	161.0
	A	Count	29	31	38	98
		Expected Count	29.7	38.5	26.8	98.0
	N	Count	3	10	11	30
		Expected Count	9.1	11.8	8.2	30.0
	D	Count	1	5	2	10
		Expected Count	3.0	3.9	2.7	10.0
	SD	Count	0	1	0	1
		Expected Count	.3	.4	.3	1.0
Total		Count	91	118	82	300
		Expected Count	91.0	118.0	82.0	300.0
Symmetric Measures						
			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval		Pearson's R	.312	.059	5.678	.000 ^c
Ordinal by Ordinal		Spearman Correlation	.264	.055	4.720	.000 ^c
N of Valid Cases			300			

Interpretation: Product range will be varying based on price. Because based on price the product will be categorized. It is found that there is positive Correlation (.312) between price and product range

CHAPTER V FINDINGS

Simple percentage Analysis

- Majority of the respondents are Male (68%)
- Most of the respondents are comes under 20-30 Years of

age

- ❖ 54% of the respondents are strongly agree with the standard price of the products
- ❖ 50% of the respondents are agree with Neat and Tidy.
- ❖ 39% of the respondents are agree that wide product range available in Shopping malls.
- ❖ 46% of the respondents are satisfied with the location of Malls.
- ❖ Most of the respondents are satisfied about the easy accessibility of Malls (42%)
- ❖ 40% of respondents are agree that the parking facility is good .
- ❖ 42% of the respondents are satisfied with advance billing system
- ❖ Most of the respondents are feel good about promotional schemes provided by department stores.

Correlation Analysis

- ❖ There is positive relationship between Price and Wide product range

Conclusion

As Indian retail industry is in boom today more and more national and international players are interested in the emerging retail market in India, an understanding of Indian Mall shopper opinion and behaviour is crucial. This study reveals that the shopping malls are getting important place in retail sector. Majority of the respondents preferring shopping malls because of the standard price and some of the respondents purchase in that store because of Neat and tidy, Wide product range etc. The opinion of consumers about shopping malls gives a chance to know the factors which decides the success of the retail sector.

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