



A Study on Customer Preference and Satisfaction Towards Modern Shopping Centres in Coimbatore City

KEYWORDS

Shopping malls, Retail Chain and International Standards

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ABSTRACT *As traders moved into more spacious shops in the early 19th century high streets developed, but wealthier people (who could afford to travel to city centers for pleasure) started wanting shelter from rain, so shopping arcades were developed. With new innovations like escalators these evolved into shopping centers and with the rise of the automobile these evolved into shopping malls.*

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 centre. The concept of shopping malls picked up pace in the last few years. The keen interested showed on the path of developers and retail chains to set up shop in Coimbatore are also encouraging this trend. The Manchester of south Indian Coimbatore offers some of the grandest shopping malls that come with the most exclusive range of indigenous and international brands. The shopping centres of the city can be considered to be the best in terms of international standards. Hence for our convenience we have listed the top and the best shopping malls in Coimbatore.

INTRODUCTION

A shopping mall, shopping centre, shopping arcade, or simply mall is 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.

Nowadays, the modern life completely changes the way we shop. Little, local shops disappear and big shopping centres come instead. The shopping centres are the places that are packed in weekends. The shopping centres of today's world are huge and provide all the products that a man desires as a source of entertainment. The people come with the families for shopping and fun in the shopping centres. They are large in size with hundreds of shops under a roof. It attracts huge youngster crowd towards them. These shopping centres are constructed beautifully to attract more and more customers. So the people prefer modern shopping centres the most.

STATEMENT OF THE PROBLEM

As the background to the changes taking place, there are development trends involving in the renovation of older retail areas as the redevelopment of large to create major new shopping locations in urban and semi urban areas. The changes are continuous and happening in and around the society. There are new economic constraints, rapidly changing attitudes and new business relationships. The future is never clear but we can say, with some uncertainty that the real structure will continue to respond and evolve change will take place in relation to the pressures and trends in the internal and external environment of shopping centres. Retailers will need to ensure that the strategies which will relate to changes in customers demand, social trends, government legislation, improvements in technology and competitors actions.

The future will require innovative ways of structuring and carrying out the core business, hence it will be worth to

study the customer's perception and satisfaction towards modern shopping centres which are an innovative form of retailing.

OBJECTIVES OF THE STUDY

The following are the objectives formulated for the purpose of the study

- 1) To study the level of awareness of customers towards the modern shopping centres in Coimbatore city.
- 2) To study the factors influence the customers towards the modern shopping centres in Coimbatore city.
- 3) To study the customer's ideas, opinion and preference towards the various aspect of modern shopping centres in Coimbatore city.
- 4) To study the level of satisfaction towards the services provided by the modern shopping centres in Coimbatore city.

RESEARCH METHODOLOGY

A research design is the overall plan or programme of research. A research design or model indicates a plan of action to be carried out in connection with a proposed research work. It acts a standard and guidepost.

DATA SOURCES

Both Primary data and Secondary data have been used for the study purpose. The primary data are collected from the customers of shopping mall with the help of structured questionnaire. The questionnaire was prepared in such a way that they are simple and understandable so as to enable the respondents to express their views and opinions freely. The secondary data has been collected by referring to journals, articles and magazines and various relevant websites.

AREA OF THE STUDY

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

SAMPLE SIZE AND SAMPLING METHOD

The sample of 150 respondents was chosen for the study. For purpose of the study, convenient random sampling technique has been adopted.

TOOLS USED IN THE STUDY

The data collected were analyzed on parallel with the objectives of the study on hand. Conventional tool like percentage analysis were used for the purpose of analysis. The graphs and charts have also been made use of where ever necessary.

LIMITATIONS OF THE STUDY

- As the study is confined to the respondents of Coimbatore district, this research is applicable to Coimbatore district only and therefore the findings of this research study cannot be extended to other areas.
- Data have been collected using the questionnaire and therefore study is limited to the data collected.
- Time and cost are the factors which have limited the size of sample as 150.

ANALYSIS AND INTERPRETATION

**TABLE NO-1
TABLE SHOWING THE REASON FOR CHOOSING MODERN SHOPPING CENTRE**

S. No	Reasons	Rank 1		Rank 2		Rank 3		Rank 4		Rank 5		Rank 6	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1	High quality of customer care	18	17.3	20	19.2	16	15.3	19	18.2	6	5.8	25	24.1
2	Adequate parking facility	9	8.7	15	14.4	17	16.3	20	19.3	25	24.1	18	17.3
3	Various shops	23	22.1	10	9.7	18	17.5	21	20.1	13	12.5	19	18.2
4	Entertainment facility for children	11	10.6	25	24.1	20	19.3	18	17.3	19	18.2	11	10.6
5	Credit card/ Debit card facility	26	25	18	17.3	22	21.2	20	19.3	10	9.7	8	7.7
6	Various brands	17	16.3	16	15.3	11	10.6	6	5.8	51	29.7	23	22.1
	Total	104	100	104	100	104	100	104	100	100	100	104	100

The above table interprets that out of the total respondents taken for study, 25% of the respondents assigned first rank to credit card/ debit card facility, 22.1% of the respondents assigned first rank to various shops, 17.3% of the respondents assigned first rank to high quality of customer care, 16.3% of the respondents assigned first rank to various brands, 10.6% of the respondents assigned first rank to entertainment facility for children and 8.7% of the respondents assigned first rank to adequate parking facility.

Majority (25%) of the respondents assigned first rank to credit card/ debit card facility.

**TABLE NO-2
TABLE SHOWING THE SATISFACTION TOWARDS MODERN SHOPPING CENTRE**

S. No	Aspects	VHS		HS		MS		LS		VLS		Total
		No	%	No	%	No	%	No	%	No	%	
1	Availability of different brands	81	54	52	34.7	14	9.3	2	1.3	1	0.7	150(100)
2	Quality	31	20.7	98	65.3	20	13.3	0	0	1	0.7	150(100)
3	Better service	32	21.3	51	34	61	40.7	5	3.3	1	0.7	150(100)
4	Better display of product information	28	18.7	56	37.3	48	32	16	10.7	2	1.3	150(100)
5	Pricing strategies	42	28	89	59.3	26	17.3	22	14.7	6	4	150(100)
6	Special offers and discounts	29	19.3	58	38.7	42	28	15	10	6	4	150(100)
7	Location	45	30	68	45.3	28	18.7	8	5.3	1	0.7	150(100)
8	Door delivery	37	24.7	47	31.3	39	26	21	14	6	4	150(100)
9	Accessibility	22	14.7	55	36.7	54	36	17	11.3	2	1.3	150(100)
10	Ambiance	22	14.7	55	36.7	58	38.6	14	9.3	1	0.7	150(100)
11	Shopping space	35	23.3	54	36	43	28.7	15	10	3	2	150(100)
12	Parking facility	29	19.3	56	37.3	30	20	27	18	8	5.4	150(100)
13	Customer care	31	20.7	41	27.3	44	29.3	26	17.3	8	5.4	150(100)

VHS - Very High Satisfaction, HS - High Satisfaction, MS - Moderate Satisfaction, LS - Low Satisfaction and VLS -

Very Low Satisfaction

Majority (54%) of the respondents are very high satisfaction with availability of different brands, Majority (65.3%) of the respondents are high satisfaction with quality, Majority (40.7) of the respondents are moderate satisfaction with better service, Majority (18%) of the respondents are low satisfaction with parking facility, Majority (5.4%) of the respondents are very low satisfaction with parking facility and customer care.

SUGGESTIONS

The suggestions based on the results of the study and the opinion given by the respondents with during the conduct of the study are presented in the following pages.

I. QUALITY OF CUSTOMER CARE

A shopping mall provides many kinds of services. It's a place for shopping, dining, entertainment, movie seeing & so on. It usually spreads over large area. It's a challenge to satisfy all of the shoppers in a spacious shopping place. In addition to the customer information desk, there are better solutions to increase customer care.

II. PARKING FACILITY

The parking facility is good but the capital that is collected for parking vehicles seems to be more and also the technological wise it can be improved.

III. SPECIAL OFFERS AND DISCOUNTS

The shopping malls were executing only seasonal offers but they are not up to the satisfaction of the customers

IV. BETTER DISPLAY OF PRODUCT

The display of product can be improved better, so that the customers can have well knowledge about the product and their need for the product can be increased.

V. FEEDBACK SYSTEM

Only in some shops the feedback system is followed. It will be well and good. If all other shops do the same, so that they can know the customer satisfaction and can improve the shop better.

CONCLUSION

The malls are also expected to provide customers unforgettable shopping experiences, ensuring high satisfaction level and re-purchase behaviour. 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. Shopping mall management should lead from not only the top but also from the front, by showing front line service staff how to be responsive and energetic in their customer interaction. This presents marvellous opportunities to marketing researchers who can further explore how best to enhance customer satisfaction.

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