



A Study on Customers Satisfaction Towards Facilities Available in Brooke Fields and Fun Republic Malls in Coimbatore District

KEYWORDS

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ABSTRACT *The needs to satisfy customer for success in any commercial enterprise is very obvious. Satisfaction of customer is essential for retention's of customer's and for continuous sales of the products and services of the company to customers. This establishes the needs for and the importance of customer satisfaction. Hence the present study was carried out to study customers' satisfaction towards facilities available in Brooke Fields and Fun Republic Malls in Coimbatore district.*

INTRODUCTION

The needs to satisfy customer for success in any commercial enterprise is very obvious. The income of all commercial enterprise is derived from the payments received for the products and services supplied to its customers. If there is no customer there is no income and there is no business. Then the core activity of any company is to attract and retain customers. It is therefore no surprise that Peter Drucker the renowned management Guru has said "to satisfy the customer is the mission and purpose of every business.

Satisfaction of customer is essential for retention's of customer's and for continuous sales of the products and services of the company to customers. This establishes the needs for and the importance of customer satisfaction. The satisfaction of consumers is different from one to another. Became each consumer has the different behaviour in their life. So, the marketers satisfy the consumer, he must very well know the behaviour of consumer.

STATEMENT OF PROBLEM

The study of the consumer behaviour enable us to analysis one's own decision in buying. The very look of the shopping mall attracts people, the way in which products are visited not only to buy, but also spend sometimes in the cafeteria and to enjoy the atmosphere, the consumer takes a look to choose the product and understands the inferential as well as the external factors. This is done in a clean unpolluted atmosphere in shopping mall. The study focused on consumer preference and satisfaction towards Brooke Fields and Fun Republic malls.

OBJECTIVE OF THE STUDY

- To analyse the socio-economic factors of the customers.
- To ascertain the level of satisfaction of the customers towards the facilities available in Brooke fields and Fun Republic malls.

METHODOLOGY

Sampling: Convenient Sampling Method.

Sample Size: 150 respondents

Period: September 2014 to February 2015

Tools applied: Percentage analysis and Chi-square test

DEMOGRAPHIC VARIABLES OF THE RESPONDENTS

Table No:1 shows that 35.3% of the respondents are in the age group of upto 20 years, 76% of the respondents are female, 70% of the respondents have UG / PG level education, 46% of the respondents are students, 62% of the respondents are unmarried and 49.3% of the respondents have an income of less than 20,000 per month.

Table No:1

Table showing the demographic variables of the respondents

Demographic Variables		No of Respondents	Percentage
Age	Upto 20 years	53	35.3
	21 to 30 years	51	34.0
	31 to 40 years	36	24.0
	Above 40 years	10	6.7
Gender	Male	36	24.0
	Female	114	76.0
Educational Qualification	Upto School level	15	20.0
	UG/PG	105	70.0
	Professional	20	13.3
	Others	10	6.7
Occupational Status	Student	69	46.0
	Homemaker	9	6.0
	Employed	26	17.3
Marital Status	Single	34	22.7
	Married	12	8.0
Monthly Income	Less than Rs.20000	93	62.0
	Rs.20000 – Rs.30000	57	38.0
	Rs.30000 – Rs.40000	74	49.3
	Above Rs.40000	50	33.3
		16	10.7
	10	6.7	

RELATIONSHIP BETWEEN DEMOGRAPHIC VARIABLES AND THE LEVEL OF SATISFACTION IN FACILITIES AVAILABLE IN BROOKE FIELDS AND FUN REPUBLIC MALLS

Table No: 2 shows that all the demographic variables have significant value of less than 0.05, which states that there exists significant relationship between the demographic variables like Age, Gender, Educational Qualification, Oc-

cupational status, Marital status and Monthly Income of the respondents and the level of satisfaction in facilities available in Brooke fields.

Table No: 2
Relationship between demographic variables and the level of satisfaction in facilities available in Brooke fields and Fun Republic Malls

Demographic variables	Value	Df	Assym Sig	Significant or Not Significant
Age	50.257	12	.000	Significant
Gender	23.057	4	.000	Significant
Educational Qualification	31.095	12	.002	Significant
Occupational status	48.858	16	.000	Significant
Marital status	22.205	4	.000	Significant
Monthly Income	61.460	12	.000	Significant

CONCLUSION

Marketing decision maker needs descriptive information about the total potential unit and dollar sales in each segment. Perhaps the Majority important one is that a seller needs to be aware of the relevant objective and need of consumer and how their objectives might best be served by the products. The satisfaction of consumers is different from one to another. So the marketers in order to satisfy the consumer, he must very well know the behaviour of consumer.