



An Analytical Study Common Complaints of Middle Class People of Selected Urban Areas of Anand and Kheda Districts of Gujarat Towards Shopping Malls

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ABSTRACT

The basic objective of any marketer is to satisfy customers. But it is not possible for marketer to satisfy customers every time. In the present era of cut throat competition all the marketers try to attract customers to visit their shop to increase their business. While dealing with customers there may be some issues or problems pertaining product, price, quality, after sales services, promotion scheme etc. This research paper concentrates on an analytical study common complaints of middle class people of selected urban areas of Anand and Kheda districts of Gujarat towards shopping malls.

KEYWORDS

Middle Class People, Retailing, Organised Retailing, Unorganised Retailing, Shopping Malls, Customer Complaints

OBJECTIVE:

The broad objective of this research paper is to get the idea about common complaints of middle class people of selected urban areas of Anand and Kheda districts of Gujarat towards shopping malls .

HYPOTHESIS:

During the data analysis the following hypothesis were tested.

- There is no association between age and frequency of visiting shopping malls.
- Time of shopping is independent of age of customers.
- There is no association between gender of customers and problems while choosing shopping malls.
- Satisfaction about services provided by shopping malls is independent of gender of customers.
- Brand comparison is independent of education of respondents
- View about shopping malls is independent of gender of customers.

RESEARCH METHODOLOGY:

The research methodology of this paper includes the following.

PRIMARY AND SECONDARY DATA COLLECTION:

Primary data are collected through structured questionnaire having close ended answer. Secondary data are collected from the various on-line and off-line sources in the area of consumer behaviour and retailing.

POPULATION:

Researcher has used target population in form of middle class people visiting shopping malls.

GEOGRAPHICAL AREA FOR RESEARCH / SAMPLING AREA:

Selected urban areas like Anand and Vallabh Vidya Nagar and Nadiad and Kheda of Anand and Kheda district of Gujarat state.

RESEARCH INSTRUMENT:

Questionnaire

SAMPLING UNIT:

Middle class people who are engaged in job or they are professional or house wife.

SAMPLE SIZE:

For collecting data for the research work, 730 numbers of respondents were considered. The sample is divided into four different groups for four different cities namely Nadiad, Kheda, Anand and Vallabh Vidya Nagar.

Sr. No	City	Number of Respondents
1	Nadiad	215
2	Kheda	130
3	Anand	175
4	Vallabh Vidya Nagar	210
Total		730

STATISTICAL TOOLS USED FOR DATA ANALYSIS:

The Statistical Package for Social Sciences (SPSS) has been utilized to analyze the data collected through survey work. Chi-square test, Factor Analysis has been used for proper presentation of the findings.

LIMITATIONS OF STUDY:

This study cannot be applied to other area due to difference in demographic, economic and social factors and shopping preference of middle class people. The sampling procedure is non-probability convenience sampling and thus it inherently brings all the limitations of it. Sample size of 730 respondents is acceptable size but for any consumer research like this, using a larger sample size will be preferable and more representative of the whole population of retail customers in this area or elsewhere. The findings of the research cannot be generalized for entire state or nation.

DATA ANALYSIS:

In the data analysis hypothesis were tested and factor analysis was carried out to get the idea about common complaints of middle class people of selected urban areas of Anand and Kheda districts of Gujarat towards shopping malls.

Testing of Hypothesis

(1) Since the calculated chi-square value is 12.052 and P Value is .149 which is greater than 0.05 Therefore, Ho is accepted and it is inferred that there is no association between age and frequency of visiting shopping malls.

(2) Since the calculated chi-square value is 11.473 and P Value is .489 which is greater than 0.05 Therefore Ho is accepted and it is inferred that time of shopping is independent of age of customers.

(3) Since the calculated chi-square value is 3.269 and P Value is .514 which is greater than 0.05 Therefore Ho is accepted and it is inferred that there is no association between gender of customers and problems while choosing shopping malls.

(4) Since the calculated chi-square value is 4.551 and P Value is .208 which is greater than 0.05 Therefore Ho is accepted and it is inferred that satisfaction about services provided by shopping malls is independent of gender of customers.

(5) Since the calculated chi-square value is 15.650 and P Value is .208 which is greater than 0.05 Therefore Ho is accepted and it is inferred that brand comparison is independent of education of respondents

(6) Since the calculated chi-square value is 3.585 and P Value is .465 which is greater than 0.05 Therefore Ho is accepted and it is inferred that view about shopping malls is independent of gender of customers.

(2) FACTOR ANALYSIS OF COMMON COMPLAINTS / PROBLEMS OF CONSUMERS / RESPONDENTS AGAINST SHOPKEEPERS / MARKETERS.

No	Factors
1	Charging more than Maximum Retail Price.
2	Misleading advertisements.
3	MRP not printed on the wrapper of the product.
4	Selling expiry date products under the name of scheme
5	Confusion of Guarantee and Warranty.
6	Not giving the bill after purchasing.
7	Argumentative nature of shopkeeper and salesmen.
8	No response from the shopkeeper about the customer complaints.
9	Cost of fighting against the shopkeepers in the consumer court.
10	Problem of duplicate brand.
11	After Sales Service Problems.

List of Extracted Factors

Factor Extractions				
Factor Number	Factor Designation	Maximum Variance	Eigen Value	Variables Included
F1	Indifferent Attitude of Sales force about Customer Complaints	16.707	1.988	Argumentative nature of shopkeeper and salesmen (Variable 7)
				No response about the customer complaints (Variable 8)
				Problem of duplicate brands (Variable 10)
				After sales service problem (Variable 11)
F2	Cheating to Customers	14.669	1.565	Selling expiry product under schemes (Variable 4)
				Confusion of Guarantee and Warranty (Variable 5)
F3	Corrupt Business Practices	12.233	1.412	Not giving the bill after purchasing (Variable 6)
				Cost of fighting against shopkeeper in court (Variable 9)
F4	Lack of Business Ethics while dealing with customers	10.816	1.022	Charging more than MRP (Variable 1)
				Misleading advertisements (Variable 2)

Factor Loading of Variables

		Factors			
Factors	Variables	F1	F2	F3	F4
F1	V7	.626			
	V8	.627			
	V10	.699			
	V11	.720			
F2	V4		.893		
	V5		-.893		
F3	V6			.555	
	V9			-.706	
F4	V1				.802
	V2				-.580

Analysis and Interpretation

The results of factor analysis expose the following findings about Responses of customers pertaining to common complaints against shopkeepers / Marketers

Parameter 1: Indifferent Attitude of Sales force about customer complaints:

The factor with maximum variance of 16.707 percent of total variance with Eigen value of 1.988 is named as **Indifferent Attitude of Sales force about customer complaints**. Four variables has high factor loading on this factor. First, one is V7: Argumentative nature of shopkeeper and salesmen with highest factor loading of 0.626. This implies that consumers complaint to the shop owner about indifferent attitude of salesman pertaining to customer complaints as they are not handling the issue politely.

The second highest factor loading under this factor is V8: No response from the shopkeeper about the customer complaints with a factor loading of 0.627. It means that consumers feel shopkeepers do not give response about any customer complaint that turn into Customer dissatisfaction.

The variable with third highest factor loading is V10: Problems of Duplicate Brands with a factor loading of 0.699. It means that there are some shopkeepers who sell duplicate brand products to the customers which may be of inferior quality that do not satisfy the needs and wants of customers.

The variable with fourth highest factor loading is V11: After Sales Service Problems with a factor loading of 0.720. It means that shopkeepers do not provide proper after sales services to customers.

Parameter 2: Cheating to Customers:

The factor with maximum variance of 14.669 percent of total variance with Eigen value of 1.565 is named as **Cheating to Customers**. Two variables has high factor loading on this factor. First one is V4: Selling expiry date products under the name of scheme with highest factor loading of 0.893. This implies that consumers complaint to some shop owner that they are selling some expiry date products to the customers.

The second highest factor loading under this factor is V5: Confusion of Guarantee and Warranty with a factor loading of — 0.893. It means that some shopkeepers cheat the customers about by offering them guarantee and warranty of products by not disclosing any hidden terms and conditions applicable.

Parameter 3: Corrupt Business Practices:

The factor with maximum variance of 12.233 percent of total variance with Eigen value of 1.412 is named as **Corrupt Business Practices**. Two variables has high factor loading on this factor. First one is V6: Not giving the bill after purchasing with highest factor loading of 0.555. This implies that consumers complaint to some shop owner as they are not giving the bill after purchasing products.

The second highest factor loading under this factor is V9: Cost of fighting against shopkeeper in the court with a factor loading of — 0.706. Customers feel that there will be cost of fighting against shopkeepers in the court if there is any customer complaint against shopkeeper.

Parameter 4: Lack of Business Ethics while dealing with customers:

The factor with maximum variance of 10.816 percent of total variance with Eigen value of 1.022 is named as '**Lack of Business Ethics while dealing with customers**'. Two variables has high factor loading on this factor. First one is V1: Charging more than Maximum Retail Price with highest factor loading of 0.802. This implies that consumer's complaint to some shop owner that they are charging more than MRP.

The second highest factor loading under this factor is V2: Misleading advertisements with a factor loading of — 0.580. Customers feel that there are some shopkeepers who cheat customers by misleading advertisement about products and services.

FINDINGS:

The following are the major findings of the study.

- All the hypothesis were accepted.
- Common complaints of middle class people towards shopping malls are summarized as under with 4 titles with sub points.

Complaint Head 1: Indifferent Attitude of Sales force about customer complaints:

Under this head following complaints of customers are highlighted.

- (a) Argumentative nature of shopkeeper and salesmen
- (b) No response from the shopkeeper about the customer complaints
- (c) Problems of Duplicate Brands
- (d) After Sales Service Problems

Complaint Head 2: Cheating to Customers:

Under this head following complaints of customers are highlighted.

- (a) Selling expiry date products under the name of scheme
- (b) Confusion of Guarantee and Warranty

Complaint Head 3: Corrupt Business Practices:

Under this head following complaints of customers are highlighted.

- (a) Not giving the bill after purchasing
- (b) Cost of fighting against shopkeeper in the court

Complaint Head 4: Lack of Business Ethics while dealing with customers:

Under this head following complaints of customers are highlighted.

- (a) Charging more than Maximum Retail Price
- (b) Misleading advertisements

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