A Study of Customer Satisfaction in Shopping Malls: An Empirical Study

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Abstract

Retailing is a one of the function of marketing and also it's continues process, in which the retailer purchase the products from different sources and then directly sell to the target customers. India is on the growing stage of organized retailing. The growth is continuously increasing in this field and it has increased up to 40 % annually till 2015. Indian retailing sector is on boom and under this sector selling and buying process of goods and services give so much impact on every decision. Customer satisfaction is the process in which number of customers who have purchased the products and given the feedback to the organization of their satisfaction level. Customer satisfaction is more complex and even more important for retailers today than in past. The objectives of this study were to investigate the effects of sales promotion mix and marketing mix on customer satisfaction in shopping malls of Ujjain city and also study the variation of demographic variable. Study has conducted and visited on different malls and collected the data of sales promotion mix and marketing mix for customer satisfaction in Ujjain city. In the present study 200 samples collected with the help of self made questionnaire of 5 point likert scale in the form of two sections; in the first section got four factors and in the second section got eleven factors, which are related to sales promotion mix and marketing mix. Study will be helpful for retailers to understand the level of satisfaction of the customer before deciding any type of sales promotion mix. With the help of this study they can also make some good marketing and promotional strategies. Also study will be helpful the understand the buyer's choice on the basis of gender.

Keywords: Customer satisfaction, sales promotion mix, shopping malls, organized retailing.

Introduction

Marketing can define in different terms such as it is the process of exchanging goods services and ideas through the set of activities, these facilities of goods and services flow from producer to consumer, therefore we can conclude that marketing is just the process of activity which match with the market demand and it is the transformation flow of ideas from primary to final stage or ultimate consumers, and it is based on ultimate profit, target customers and market segmentation. Promotion is the process in which to attract the people towards products and service, change the mind of the customers in favor of marketer[1]. it has some more functions which are called promotion mix, in which one of the important source of promotion mix is sales promotion mix[2].

Retailing comes from an old tradition and is rooted in the social fabric. Retailing is also an important social institution, because about 30 percent of what we spend goes on products and services that we buy from retailers[3]. Definition of retailing also indicates the way we study retailing to make it more efficient and profitable, and clearly marks its contribution to our society. A shopping center, shopping mall, or shopping plaza, is the modern adaptation of the historical marketplace. The mall is a collection of independent retail stores, services, and a parking area, which is conceived, constructed, and maintained by a separate management firm as a unit.

Customer satisfaction is the process in which the different stages involve to attract and satisfy the customers[4]. Marketer has to target right customers and provide different types of services according to their need satisfy and get feedback and always do continues process[5]. Marketer has major challenge to retain existing customer rather than identify the new customer[6]. It can be, and often is, measured along various dimensions. The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. The customer is asked to evaluate each statement and in term of their perception and expectation of performance of the organization being measured. Their satisfaction is generally measured on a five-point scale**.**

Review of Literature: Anselmsson Johan (2006), he has found the concept and satisfaction of shopping from shopping malls in Sweden. His observation was that customer satisfaction may be personal view and person's own perception and reaction about shopping and shopping malls. Also, customer interactions with shopping centre establishments involve a variety of different activities. They have found the 8 factors of customer satisfaction. Furthermore, this study had also investigated whether sources of satisfaction differ in importance with respect to gender and age, generally two important variables for retail segmentation. The result was focused on number of characteristics of shopping malls in comparison of customer satisfaction. Researcher had found that selection was the most important factor of customer satisfaction[7].

Hiu, A, Siu N, Wang C. and Chang, L.[8], they have found the special services related factors which are provided for handicapped people and kids, with the help of these services they can also experience the shopping from shopping malls[8].

Ha Hong-Youl and Muthaly Siva[9], this study was based on experience sharing of those customers, who have actually affection of shopping with respect to super market. The model was based on traditional business to customer group, related to theoretical work. As the advertising spending of a new service campaign, along with customer orientation, can influence consumers' expectations about service quality and lead to satisfaction.

Hekman David R., Aquino Karl, Owens Bradley P., Mitchell Terence R. and Leavitt Pauline Schilpzand Keith[10], They have concluded that survey was the common method to find the customer feedback and their satisfaction level. So, on the basis of this research they have found some new source, in which customer satisfaction was the primary criteria of the organization for taking any type of decisions. Customer satisfaction in most of cases were gender biased they had found because this mainly attach with the behavior of people and performance which is always related to gender wise.

Erasmus Alet C. and Lebani Kethuswegape[11], They have found the importance of credit card and store card during shopping process. Store card is basically the facility given by store to consumer during purchasing process for better services and protection. This paper was mainly based on to know the main reason to use of store card by consumers and consumer behavior and as well as their satisfaction level. Researcher have found that as credit card facility were increasing from 1995 to 2005 near 75%, because this gives consumer to use money without cash facility, than why customers were using store card? Although a store card is similar to a bank credit card, it is more easily obtained than a bank credit card because customers' financial status is not necessarily reviewed with the same severity during application.

Ellickson, Paul B. and Misra, Sanjog[12], in the modern era customer satisfaction and customer loyalty both are very important factors. With the help of this paper they have found the changing pattern of retailing in European area Store chains were increasingly being branded in order to increase differentiation between chains, subsequently increasing store loyalty. Private labels have obtained a more dominant role within the last few years. Because of this growth market was gaining the competition and try increase customer satisfaction and customer loyalty[12].

Objectives of the Study: i. To identify the factors of sales promotion schemes on satisfaction of the customer with reference to organized retailing. ii. To assess the effects of sales promotion schemes on satisfaction of the customer with respect to gender wise. iii. To identify the items of marketing mix of satisfaction of the customer with reference to organized retailing. iv. To assess the effects of items of marketing mix on satisfaction of the customer with respect to gender wise.

Hypothesis: To know the effects of eighteen sales promotional and forty three factors on customer satisfaction, the following null and alternative hypothesis have framed:

Null Hypothesis H_{01}: There is no significant impact or difference in mean satisfaction level of customers because of various sales promotional factors according to gender wise.

Alternative Hypothesis H_{11} There is significant impact or difference in mean satisfaction level of customers because of various sales promotional factors according to gender wise.

Null Hypothesis H_{02}: There is no significant impact or difference in mean satisfaction level of customers because of various marketing mix according to gender wise.

Alternative Hypothesis H_{12} : There is significant impact or difference in mean satisfaction level of customers because of various marketing mix according to gender wise.

Research Methodology

Data Sources: In the present study, design the structured questionnaire and in which we have taken 18 items of sales promotion and 43 items of marketing mix from various journal, magazine and survey etc. Total data has been collected from 200 customers and all are above 20yrs age from Ujjain city.

Sample and Design: The entire universal has been divided as:

Age: The age group were 20-30, 30-40, 40-50 and 50 and above. This was kept so as to cover maximum percentage of universe, grouping in class interval helped in easy tabulation.

Education: It contained to choices –UG, PG and Others.

Occupation: It contained the choices of – Service, Business, Student and House wife.

Sex: It contained the choices of- Male and Female.

Income: It contained the choices of- 1-2 Lacks, 2-3 Lacks, 3-4 Lacks and 4 Lacks and above.

Tools for Analysis: In the application of statistical tool, cares has been taken and draw a real picture without any manipulation. Factor analysis and ANOVA test applied to minimize the factors to find there effectiveness and variances. The statistical package like SPSS (version 17) used, MS – Excel also used for analysis. The levels of significance were tested of five percent level.

Factor Analysis: The normal varimax solution is not obtained directly from a correlation matrix. It is obtained by rotating other types of factor solutions to the varimax form. In the present study it was considered desirable to use the highest factor loading criterion to select customer satisfaction included in sales promotion mix and all group of factors. This criterion was uniformly used in the factor analyses carried out on the total sample of the study.

ANOVA Test: The generated factors which have got with factor analysis by using SPSS software (17.1) version, with the help of these factors we have applied ANOVA test by using SPSS software (17.1) to measure the variance among different variables. Tukey Karner multiple comparison has been used to get the mean difference and analyzing the results. It has been applied on 5% level of significance, to test the variance between different demographic variables on sales promotion mix and over all customer satisfaction in shopping malls.

Tools for Data Analysis: Data was analyzed using statistical techniques (at 5% level of significance), ANOVA.

Reliability Test: After the testing of questionnaire we have tested reliability of whole data on all factors. Reliability test has been made on whole 100 samples for testing the reliability of customer satisfaction. With the help of Coefficient (Cronbach Alpha); we have tested the reliability of factors. Reliability of 100 samples for customer satisfaction has Cronbach's Alpha (.771) (Table-1)which is excellent, according to different theory of reliability value above 0.6 is appropriate, low value below the 0.5 implies that reliability may not be appropriate. No items have been removed from the questionnaire.

Results and Discussion

With the help of factor analysis we found the factors which are related to sales promotion mix and marketing mix. Result has been summarized on the basis of varimax rotation. For the testing of appropriateness used KMO; which indicates the factor analysis is appropriate or not, values lie between 0.5 to1. In this study, the result of Barteltt's test of sphericity (0.00) and KMO (0.899) and (0.843) indicates that the data are appropriate for factor analysis. We have got 4 factors in first section and 11 factors in second section. All the factors together accounted 78.32% and 75% of total variance (table-2).

Impact of Gender on Customer Satisfaction with respect to Sales Promotion Mix: As discussed above, four sales promotion mix and eleven group of factor**s** have been extracted (Table 2 and 3) with the help of factor analysis and ANOVA was used to study the variation in the sales promotion mix on customer satisfaction across gender. The four factors and eleven factors are summarized in the table 3 and 4.

Factor 1: Lucky offers (Table 2): This factor measures the lucky offers and different schemes; which are available on festival season in Ujjain city. Under this factor customer is very conscious regarding festive offers and different events After only comparison they take the decision to purchase the products from any shopping malls. They even go to more than one store to get best festival offer for the product they buy. Annexure 2 indicates that; the highest loading (0.834) item in this factor is "Annual Festival Scheme". Ubeja S., Bedia D. (2012) [13], have concluded that that in Jabalpur city, people are very conscious regarding sales promotion schemes with special reference to festive season in all types of stores and shopping malls.

Table-2 Lucky offers have significant value of F with respect to gender; its value is less than 0.05. Female customers are more conscious about lucky offers. Female customers do shopping because of offers.

Factor 2: Spot Offers (Table-2): Factor represents on the spot related all the dimensions of sales promotion mix with respect to customer satisfaction in Ujjain city. Customers prefer more this type of offers and they feel high level of satisfaction during the purchasing process in shopping malls. For getting best results they go more options. Customers who score high on this factor perceive the new offers every week and they are willing to make special efforts to choose products with the very best movement offers. Annexure 2 indicates that the highest loading (0.865) item in this factor is "Spot/Movement Offers" . Erasmus Alet C. and Lebani Kethuswegape [12], In the present study researcher have much concentrated on extra facilities provided by store or shopping malls.

Table-2 indicates that the significance value of F for gender is greater than 0.05. So, Ujjain city's customers do not have significant impact on spot offers with respect to gender wise.

Factor 3: Price Sensitivity Offers (Table-2): This study concluded that price or financial benefits are most important factor for this city's customers. Cash consciousness is high in this factor and low risk taking behavior has also measured. Bonus attracts most of the time, they always appreciate and use such type of offers which give extra or cash back facility. For getting these benefits they usually go for window shopping. It indicates that; the highest loading (.871) item in this factor is "Bonus/ Extra".

Table-2 Price sensitivity offers have significant value of F with respect to gender; its value is less than 0.05. Female customers are more conscious about lucky offers. Female customers do shopping because of offers. Ujjain city's female customers are very price sensitive as compare to other offers.

Factor 4: Prize and Exchange Offer (Table-2): This factor measures, how prizes give attraction to the customer for purchasing any type of products. Customers who score high on this factor are very conscious of gift and exchange offers and they can even change their brands or shopping malls for getting gift or exchange offers, they just want gifts or exchange on same

product for getting satisfaction. They always appreciate and use such types of offers which give gifts. Even for getting this type of customer satisfaction they go to more than one store, to get better gifts and exchange offers. It indicates that; the highest loading (.873) item in this factor is "Stock Clearing Sale".

Ubeja S.[14], has found that the sales promotion mix factors are very important for dewas city customers. They are more focused on exchange and gift offers related products, with gifts they feel more satisfaction. It indicate that Ujjain city's customer do not have any impact with respect to prize and exchange offers. The value is greater than 0.05.

Impact of Gender on Customer Satisfaction with respect to Group of Factors: Factor 1: Product Seeking: Table-3 indicates that; with the help of this study we found the concept of product seeking behavior. High score customers are very conscious regarding variety of products with respect to different range, price, quality, fashion etc. They feel satisfaction with only purchasing variety in product. They do not have constant behavior with respect to product and even brand also. The highest loading (.824) item in this factor is "Greater Variety/Product Range".

Table-3 indicates the effects of gender on customer satisfaction. Male customers were very conscious regarding product seeking or variety of products as compare to female. There is significant difference of the value F with respect to gender wise.

Factor 2: Fun with Comfort Seekers: Table 3 indicates that; factor measures that how comfort give pleasure to the customer during the purchasing process. Under this category of factor, customers are very entertainment and fun seekers and they do shopping because they feel enjoyment under this process. They like healthy environment and comfort with fun in purchasing process for getting satisfaction. They always appreciate and visit those shopping malls which depend on totally comfort or related to status symbol or having multiple varieties of entertainment. The highest loading (.761) item in this factor is "Good Environment in the mall".

Table-3 indicates the effects of various demographic variables on customer satisfaction according to Ujjain city. This indicates that the significant value of F for sex is greater than 0.05. So, Ujjain city's customers do not have significant impact on comfort and entertainment consciousness.

Factor-3: Special Service Offers: Table 3 indicates that; this item measures the secondary type service offers; those attract more to the customers and give high level of satisfaction. They need or like credit or debit card facility, also permanent card facility. These extra services give them more satisfaction and inspire more to do shopping from shopping malls. The highest loading (.734) item in this factor is "Permanent card facility".

Table-3 indicates the effects of various demographic variables on customer satisfaction according to Ujjain city. This indicates that the significant value of F for sex is greater than 0.05. So Ujjain city's customers do not have significant impact on extra services consciousness with respect to gender wise.

Factor 4: Store Loyalty and Hygiene Factor: Table-3 indicates that; store loyalty and hygiene consciousness measures under this factor. Customers under this category are very particular regarding layout, parking facility and other secondary type's services. Store loyalty is another one of the most important item in this factor. They only take the decision to purchase products from shopping malls because they provide hygiene related facilities. Even for getting this type of customer satisfaction they go to more than one mall to get better infrastructure of store. The highest loading (.788) item in this factor is "Parking".

Table 3 indicates the effects of gender on customer satisfaction. Female customers were very conscious regarding store loyalty and hygiene factor as compare to male. There is significant difference of the value F with respect to gender wise.

Factor 5: Sensitivity of Pricing: Table 3 indicates that; the prices of any products give more satisfaction to customers of Ujjain city. These types of customers are very price sensitive nature; they get satisfaction only if offer is related to price. Shopping mall is one of the source to get this satisfaction. The highest loading (.732) item in this factor is "sales promotion mix".

Table 3 indicates the effects of gender on customer satisfaction. Female customers were very conscious regarding price strategy as compare to male. There is significant difference of the value F with respect to gender wise.

Factor 6: Billing Comfort: Table-3 indicates that; this factor measures the billing comfort which is provided by shopping malls and because of this facility people have more attraction to do the shopping from shopping malls. Now a day's people are very conscious about payment style, they do not waste the time in billing. They check and compare the billing system from other malls. Even for getting this type of customer satisfaction they go to more than one mall to get services regarding billing. The highest loading (.897) item in this factor is "Fast Billing".

Table 3 indicates the effects of gender on customer satisfaction according to Ujjain city. This indicates that the significant value of F for sex is greater than 0.05. So, Ujjain city's customers do not have significant impact on billing consciousness.

Factor 7: Presence of Sales People: Table-3 indicates that; sales people are playing major part in purchasing process and because of sales people and customer's relationship the sales of shopping malls are growing. Customers of shopping malls are very conscious regarding services which are provided by sale

people during the shopping from shopping malls. They are basically attention seeker by sales people. The highest loading (.863) item in this factor is "Personal Attention".

Table 3 indicates the effects of gender on customer satisfaction. Female customers were very conscious regarding presence of sales people factor as compare to male. Female customers are more interested to take advice or help of sales people. There is significant difference of the value F with respect to gender wise.

Factor-8: Selection of Store: Table-3 indicates that store loyalty is not so important factor; people are conscious regarding services and product but they are very confused over the choice of store. For better satisfaction they always confuse regarding from which store they should purchase products. They never appreciate and visit any shopping mall because they often feel confused to choose the best product from best store; they check and compare product quality, brand availability and the services which have been given by sales people with other malls and also opening and closing hours of shopping malls. The highest loading (.813) item in this factor is "Excellent Services from Other Stores".

Table-3 indicates the effects of various demographic variables on customer satisfaction according to Ujjain city. This indicates that the significant value of F for sex is greater than 0.05. So, Ujjain city's customers do not have significant impact on different store options with respect to gender wise.

Factor-9: Cash Facility: Table 3 indicates that; Indian customers are very conscious regarding the carrying cash during shopping. They always want facility to pay by plastic money. They always appreciate and visit those shopping malls which have card facility; they check and compare the services which are given by other malls in debt and credit cards. The highest loading (.668) item in this factor is "Credit Card Facility".

Table-3 indicates the effects of gender on customer satisfaction according to Ujjain city. This indicates that the significant value of F for sex is greater than 0.05. So, Ujjain city's customers do

not have significant impact on cash consciousness. Therefore in Ujjain city with respect to gender wise, customers are not conscious for any type of credit or debit card facility for getting customer satisfaction in shopping malls.

Factor-10 Staff Facility: Table 3 indicates that factor shows that employee importance related dimensions among customers. In the Ujjain city people are very conscious about personal selling and staff related services, they want best services from employees when they are purchasing products from any shopping malls. They always appreciate and visit those shopping malls which have good staff and cooperative employees; they check and compare the services which have been given by other malls' staff and sales people. The highest loading (.817) item in this factor is "Staff is Helpful".

Table 3 indicates the effects of various demographic variables on customer satisfaction according to Ujjain city. This indicates that the significant value of F for sex is greater than 0.05. So, Ujjain city's customers do not have significant impact on different employee choice with respect to gender wise.

Factor-11: Importance of Taste: Table 3 indicates that this factor measures the aroma or feeling about particular store, when customer entered in the shopping malls and they feel or smell and get comfort and satisfaction. Customers who score high on this factor are very particular about feeling or touch, also very conscious about smell; for those products which they are purchasing from shopping malls to get customer satisfaction. They always appreciate and visit those shopping malls which have good stuff or smooth touchy products; they check and compare the products with taste or touch which they have purchased from different malls. The highest loading (.657) item in this factor is "Aroma of the products".

Table-3 indicates the effects of various demographic variables on customer satisfaction according to Ujjain city. This indicates that the significant value of F for sex is greater than 0.05. So, Ujjain city's customers do not have significant impact on different aroma with respect to gender wise.

Table-1
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.843
Bartlett's Test of Sphericity	Approx. Chi-Square	1.353E3
	Df	153
	Sig.	.000

Reliability Statistics	
Cronbach's Alpha	N of Items
.771	18

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.899
Bartlett's Test of Sphericity	Approx. Chi-Square	3.850E3
	Df	903
	Sig.	.000

Table-2
Result of Factor Analysis

Factors Label and Items	Rotated Factor Loadings	Reliability Coefficient (Cronbach Alpha)
Factor 1: Lucky offers		
Contests	.600	
Scratch Card	.745	.799
Lucky Draw	.550	
Annual Rating point on permanent card	.767	
Anniversary/Festival Schemes	.834	
Factor 2: Spot Offers		
Weekly/Monthly offers	.652	
Spot/ Movement Offers	.865	.769
Product Warranties	.521	
Factor 3 : Price Sensitivity Offers		
Refunds/Cash Back	.524	
Bonus/Extra	.871	.840
Free Gift	.676	
Sampling	.752	
Factor 4: Prize and Exchange Offer		
Buy one Get one free	.732	
Stock clearing Sale	.873	.766
Exchange offers	.669	

Effects of Various Demographic Factors on Customer Satisfaction With Respect to Sales Promotion Mix in Ujjain

Table-3

	Sex	
	F	**Sig**
Factor 1:Lucky offers	.169	**.035***
Factor 2:Spot Offers	2.663	.076
Factor 3:Price Sensitivity Offers	.850	**.021***
Factor 4:Prize and Exchange Offer	1.511	.219

Table-4

Factors Label and Items	Rotated Factor Loadings	Reliability Coefficient (Cronbach Alpha)
Factor1: Product Seeking		
Variety of product under the roof	.745	
availability of the products	.678	
Brand availability of the products	.634	.878
Latest Fashion/Latest products	.765	
Feasibility of the products	.611	
Display of products	.542	
Greater variety/ Product range	.824	
Factor 2: Fun with Comfort Seekers		
Good food court	.657	
Multiplex	.531	.762
Good environment of the mall	.761	
Trolley/Lifts/Escalators	.642	
Factor 3: Special Service Offers		
Free delivery system	.562	
Permanent card facility	.734	.856
Play stations for kids	.515	
Location	.621	
Complaint facility	.667	
Factor 4: Store Loyalty and Hygiene Factor		
Store Design	.621	
Space to move	.532	.887
Parking	.788	
Washroom	.545	
Time saving	.564	
Factor 5: Sensitivity of Pricing		
Price of the Product	.654	
reliability about price	.614	.787
Sales promotion Schemes	.732	
Factor 6: Billing Comfort		
Fast Billing	.897	
Sufficient Billing Counter	.723	.800
Installment Facility	.556	
Factor 7 : Presence of Sales People		
Personal attention	.863	
Excellent suggestions of sales people in buying decision	.657	.667
Presentation by sales person are excellent	.543	
Opening hrs/Days are excellent	.626	
Factor 8: Selection of Store		
Excellent Services from other stores	.813	
Packaging	.638	.729
Factor 9: Cash Facility		
Credit card facility	.668	
Debt card facility	.534	.690
Factor 10: Staff Facility		
Staff is helpful	.817	
Sales People	.690	.698
Factor 11: Importance of Taste		
Aroma of the Product	.657	……….

Table-3

	Sex	
	F	**Sig**
Factor 1: Product Seeking	4.531	.035*
Factor 2: Fun with Comfort Seekers	4.45	.451
Factor 3: Special Service Offers	3,25	.542
Factor 4: Store Loyalty and Hygiene Factor	5.67	.024*

	Sex	
	F	**Sig**
Factor 9: Cash Facility	3.34	.352
Factor 10: Staff Facility	7.43	.451
Factor 11: Importance of Taste	6.21	.743
	Sex	
	F	**Sig**
Factor 5: Sensitivity of Pricing	5.667	.032*
Factor 6: Billing Comfort	5.52	.354
Factor 7: Presence of Sales People	4.43	.034*
Factor 8 Selection of Store	5.31	.612

Conclusion

The objectives of this study were to investigate the customer satisfaction with respect to sales promotion mix and marketing mix in shopping malls and to study variations in the customer satisfaction with respect to sales promotion mix and marketing mix across gender wise.

Following the study of Anselmsson Johan (2006)[7], Ellickson, Paul B. and Misra, Sanjog (2008) [11], Ubeja S. (2012) [13] an attempt was made to profile the customer satisfaction in shopping malls. From this study we have found some factors which are related to sales promotion mix and marketing mix. With the help of factor analysis we have got 4 factors in first section and 11 factors of second section.

Study has found that people of Ujjain city are not so concern about sales promotion mix bur when we differentiate the sample size to gender wise than in some specific area they are concern about sales promotion mix. Female sample sizes are more conscious regarding on the spot events, for this type of offers they decide to do shopping from shopping malls. Customers of this city are more conscious regarding quality of the product rather than offers. They are coming shopping malls for purchasing products but for getting customer satisfaction, they do not attract to any type of sales promotion mix, which is available in shopping malls.

Finally, concluded that Ujjain city's customers are concern to do shopping from shopping malls. They want to take facility from shopping malls during the purchasing process like- store hygiene factor, personal selling etc. Female customers have much attraction towards shopping offers available in shopping malls.

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