

A Study on Customer's Perception and Preferences towards Shopping Malls in Chennai City

Dr. R Sangeetha

Assistant Professor, PG & Research Department of Commerce,
Hindustan College of Arts and Science, Coimbatore, Tamil Nadu, India

ABSTRACT

Shopping malls offered many advantages over the traditional markets. Pleasant ambience, protection from extreme weather conditions, convenience in terms of escalators and lifts, comfort of shopping, eating and watching movies at the same place, wide choice of shops, range of food options through food courts to name a few. However, the rush to be there in the mall boom has not gone well with all the malls. As the number of malls in the same locality was going up, some of the malls started struggling to survive. The study has identified the factors influencing positioning of malls in Chennai.

KEYWORDS: shopping malls, positioning, satisfaction, influencing

How to cite this paper: Dr. R Sangeetha "A Study on Customer's Perception and Preferences towards Shopping Malls in Chennai City" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-6 | Issue-2, February 2022, pp.202-205, URL: www.ijtsrd.com/papers/ijtsrd49189.pdf



Copyright © 2022 by author(s) and International Journal of Trend in Scientific Research and Development Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



1. INTRODUCTION

Shopping in India has witnessed a revolution with the change in consumer behavior and the whole format of shopping is changing. The shopping mall is rocking Indian metros and now even the smaller towns are buzzing with the mall mania. Today consumers look for facilities into the malls. Malls are building up as their Unique Selling Proposition. Shopping malls contribute to business more significantly than traditional markets which were viewed as simple convergence of customers and to make choices as well as a recreational means of centers has led mall developers and management to consider alternative methods to build shopping.

1.1. Review of Literature

1. **TAYLOR AND FRANCIS (2018)**, The author had revealed that the proposed models are strongly rooted in the retail location and store image theories. As a final result the literature is very difficult to compare. The shopping centres have been established in several different urban areas.

2. **POOJA KHANNA and SURESH SETH (2018)**, The researcher found that the shopping mall in India is undergoing a tremendous change. This study attempted to analyses the factors that had an impact on consumers shopping in malls in a tier-II city. The results of regression analysis further revealed that Enjoyment, Promotional Offers, Hedonic Factors, Stress Relieving, and Excitement.

3. **TARUN KUSHWAHA, SATNAM UBEIA, ANINDITA S.CHATTERJEE (2017)**, The researcher has found that the shopping in malls increases customers sophisticated. The objective of this study is to identify the factors affecting selection criterion of consumers with respect with shopping malls. This sample has included 181 active mall shoppers. From these all collected data's we can plan the strategies for shopping malls.

1.2. Objectives of the Study

1. To find out the customers preferences towards the various aspects of shopping malls.

2. To study the level of awareness of customers towards the shopping malls in Chennai.

1.3. Research Methodology

1. Type of Research

The research was Descriptive Research.

2. Data Collection Methods

A. Data Collection Methods

1. Primary Data

The primary or the first – hand data was collected with the help of handling out the questionnaire to the customers.

2. Secondary Data

The major source of secondary or supporting data was internet, library and the books and journals, are the source of information.

3. Survey method

The related data or information was obtained by personal administration of questionnaire.

4. Sample size: A sample size of 100

5. **Sampling method:** The method for survey was, non-probabilistic convenience sampling method Analysis with the Secondary data. With the data collected from the secondary source we can clearly interoperate that the costumer will prefer to visit malls during offer period. In a time frame of two month there were totally three different offers were executed.

TABLE.1

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.721
Bartlett's Test of Sphericity	Approx. Chi-Square	655.372
	Df	105
	Sig.	.000**

** - Significant at 1 % level ($P < 0.01$)

Bartlett's Test of Sphericity is used to test whether the correlation matrix is an identity matrix. i.e., all the diagonal terms in the matrix are 1 and the off diagonal terms in the matrix are 0. In short, it is used to test whether the correlation between all the 15 variables are 0. The test value (655.372) and the significant level ($P < 0.01$) are given above. With the value of test statistics and associated significance level is so small, it appears that the correlation matrix is not an identity, i.e., there exists correlations between the variables.

Another test is Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy. This test is based on the correlations and partial correlations of the variables. If KMO is closer to 0, then the factor analysis is not a good idea for the variables and data. The value of test statistic is given above as 0.721 which means the

factor analysis for the selected variables are found to be more appropriate to the data.

Table 2: Classification of Sample Respondents Based On Gender

Gender	Frequency	Percent
Male	45	45.1
Female	55	54.9
Total	100	100.0

Source: Primary Data

Classification of respondents based on gender. Gender is an important factor to assess the level of consumers shopping awareness, preferences and perceptions. The sample respondents have been classified according to their gender as male and female. It was found that out of the 800 respondents, 45.1 percent of the respondents are male and 54.9 percent are female. This study shows that female customers are visiting shopping malls over than male customers.

Table 3: Classification of Sample Respondents Based On Age

Age	Frequency	Percent
Upto 20 years	18	17.9
21-30 years	17	16.9
31-40 years	25	24.9
41-50 years	22	22.5
Above 50 Years	18	17.9
Total	100	100.0

Source: Primary Data

The age factor is a matter of universal concern. In the present study, the age of the respondents has been divided into five categories range from upto 20 years to above 50 years which has been divided into five age groups such as upto 20 years, 21 to 30 years, 31 to 40 years, 41 to 50 years and above 50 years. The above table shows that 24.9 percent of the respondents fall in the age group of 31-40 years old, 22.5 percent of them are 41-50 years, 17.9 percent of respondents are fall in the age groups of up to 20 years and above 50 years and 16.9 percent of the respondents are in the age group of 21-30 years. This study shows that middle age group people are visiting shopping malls frequently.

Table 4: Classification of Sample Respondents Based On Education Qualification

Education Qualification	Frequency	Percent
School Level	8	7.6
Graduate	20	20.0
Post Graduate	28	28.2
Professional	37	37.1
Others	7	7.0
Total	100	100.0

Source: Primary Data

Educational qualifications also determine the level of consumers shopping awareness, preferences and perceptions. Education has a positive impact on social life and the quality of life and vice versa with illiteracy. The educational status of sample respondents has been classified into five categories i.e., School Level, Graduate, Post Graduate, Professional and Others. In the present study, 37.1 percent of the respondents are Professionals. 28.2 percent are Post Graduates and 20.0 percent are Graduates. 7.6 percent of the respondents are studied up to school level and 7.0 percent of the respondents fall in other educational qualification category like diploma etc. This study shows that majority of the respondents are well educated.

Table 5: Classification of Sample Respondents Based On Marital Status

Marital Status	Frequency	Percent
Married	79	79.0
Single	21	21.0
Total	100	100.0

Source: Primary Data

The above table shows that out of the total sample of 100 respondents surveyed, 79.0 percent are married and 21.0 percent are single. Thus majority of the respondents (79.0 percent) are married.

Table 6: Classification of Sample Respondents Based On Type of the Family

Type of The Family	Frequency	Percent
Nuclear Family	58	58.0
Joint Family	42	42.0
Total	100	100.0

Source: Primary Data

To mention about the type of the family of the respondents, it may be seen from the table that out of 100 sample respondents, the study highlights that majority of the respondents (59.0 percent) belong to the nuclear family whereas rest of them (42.0 percent) follow the joint family system.

1.4. Findings

1. There is no significance difference between reasons for purchasing in shopping malls and personal profile of the Customers (1. Gender 2. Age 3. Education 4. Occupation 5. Monthly Income of the Respondents 6. Number of Members in the Family 7. Earning members in the Family 8. Marital Status and 9. Type of the Family).
2. There is no significant relationship between Perception towards shopping malls and personal profile of the Customers

(1. Gender 2. Age 3. Education 4. Occupation 5. Monthly Income of the Respondents 6. Number of Members in the Family 7. Earning members in the Family 8. Marital Status and 9. Type of the Family).

3. Based on the Factor Analysis for the level of satisfaction in utilities of shopping malls six factors were identified as being maximum percentage accounted. The variables Fun and games, Verities of brand available, Safety to purchase in mall and good entertainment constitute factor one and it accounts for 11.972 percent of total variance. The variables Mode of payment, Customer Service and Affordable price constitute factor two and it accounts for 21.506 percent of total variance. The variables Shopping offers, Quality of products available and Cinemas constitute factor three and it accounts for 29.808 percent of total variance. The variables Refunds & Replacements and Hygienic food condition constitute factor four and it accounts for 37.577 percent of total variance. The variables Post purchase coupons and Home delivery services constitute factor five and it accounts for 45.334 percent of total variance. The variable Customer complaint redressal constitute factor six and it accounts for 52.472 percent of total variance.

1.5. Conclusion

This study discussed about the preferences and perceptions of malls in Chennai. The reasons identified mall facilitates a number of shops and create a pleasant environment, leading the shoppers to visit and stay longer. The affecting factors identified as parking facility, quality of products and variety of products, offers, reasonable prices and entertainments. The influence factor is availability of international brand and new products in the mall. Another factor is safety and security which affect to customers to shopping in malls.

1.6. References

- [1] Taylor & Francis Group (2018), The Charnoly Body.
- [2] Pooja Khanna and Suresh Seth (2018), Impressive discounts and offers in the mall had a magnetic effect on shoppers and they would stay loyal to that mall as long as it offered them impressive discounts.
- [3] Tarun Kushwaha, Satnam Ubela, Anindita S. Chatterjee (2017), Factors Influencing Selection of Shopping Malls: An Exploratory Study of Consumer Perception, First Published July 11, 2017 Research Article.

- [4] Jay D. Lindquist /M.JosephSirgy “Consumer Behavior” (2009), Cengage Learning India Private Limited.
- [5] Leon G.Schiffman, Leslie Lazar Kanuk, “Consumer Behavior” (2009), Pearson Education, Inc.
- [6] Shaphali Gupta (2015),” Effect of Shopping Value on Service Convenience, Satisfaction and Customer Loyalty: A Conceptual Framework”, SAMVAD: SIBM Pune Research Journal, Vol X, pp.78-85.
- [7] Muzzafar Ahmad Bhat and AmitKumar(2016),” Customer Perception and its Implications in Modern Retail Sector: A Case Study of Big Bazaar”, International Journal of Research in IT, Management and Engineering, 6.123, Vol. 06, Issue 07, pp. 55-60.
- [8] Shashikala. R. Mrs., Dr. A. M. Suresh Vishwakarma (2013),” Consumer Perception of Services cape in Shopping Malls”, Vishwakarma Business Review, Volume III, 2, pp.68-75.

