

Customer Perception towards Shopping Malls in Chennai

K. Girija^{1*}, G. Ravi²

¹Dept. of Commerce, Presidency College, University of Madras, Chennai, India

¹Department of Commerce, Presidency College, University of Madras, Chennai, India

*Corresponding Author: bhaskarram2001@yahoo.com, Tel: 044- 26861323

Available online at: www.ijcseonline.org

Abstract-Consumer becomes a customer by a frequency of visits to shopping malls. The main objectives of the study are to identify and examine the perception of customer. Customer perception towards shopping malls in Chennai city is analyzed by the various factors such as ambience of the mall/shop, mall change the life style of consumers, mall enhances the consumer's belief of want satisfaction, the physical facilities are visually appealing, perception way of shopping, identifying merchandise and convenience.

Keywords—Perception, Shopping Malls

I. INTRODUCTION

Today, consumer wants to leads a life full of luxury and comfort. Younger generation are makes them highly fashionable to visit the mall. Due to changes of customer's taste and preferences, they do not mind paying an extra for better facilities and ambience available in malls. Psychological factor of perception of customer may act them in different manner in malls like shopping, movie watching, window-shop, enjoy at food court, relax or socialize with their family /friends. A consumer curiosity or perception influences services provided by malls makes them to be motivated as a customer. A mall is one roof place with satisfying different customer having different nature of purpose of visiting. Perception is the process of the stimuli. Customer perception impact in product, price, brand, stores/shops and the services provided in a shopping mall. Realistic expectations or experience of mall consumer makes them a regular customer. The way in which something is regarded, understood or interpreted by customer is also perception towards malls. Customer perception shapes the new era of shopping malls. The liberalization and globalization of Indian Retail market Shopping Malls are introduced in India.

Interest, involvement, needs and values are the individual response factors of Gestalt Perception will be affected by the mall customer. The three sub dimensions of service environment ambient conditions, facility design and social factors are influencing in factors of perception (Jay D.Lindquist,M.Joseph Sirgy, 2008).

Mall customers are stimuli they “recognize” held in psychological principles of with their personal needs, expectations and experiences in dynamics of perception. Customers are vary with their needs (relevant or irrelevant) or interests (price, appearance or social acceptability) (Leon G.Schiffman, Leslie Lazar Kanuk, 2009).

II. LITERATURE REVIEW

Examined the theoretical and strategic aspects of how consumer's perception of service convenience is influenced by the individual shopping value and the effect on the perception of convenience, satisfaction and loyalty among consumers (Shaphali Gupta 2015).

Study to know the customers perception on the price & quality of products and services, satisfaction at the availability of different brands offered at Big Bazaar and to obtain suggestions to improve services at Big Bazaar (Muzzafar Ahmad Bhat and Amit Kumar 2016).

Study revealed that seven services cape dimensions - ambient factor, aesthetic factor, layout, variety, cleanliness, signs, symbols & artifacts, and social factor are all relevant in shopping mall context and capable of inducing significant variations in consumer loyalty (Shashikala.R., A. M. Suresh 2013).

It is found that to measure shopping centers clients' satisfaction by means of different dimension and the perception of shopping centers image components directly

influences consumer satisfaction with the shopping center (Ioana Nicoleta Abrudan, Dan-Cristian Dabijaa 2014).

A study done to understand the factors influencing customers to visit malls, the present promotion activities of malls, to know the customer's expectation towards malls and to ascertain the satisfaction level of customers of malls in Coimbatore (Elangovan.D., Sangeetha.R 2016).

From the case studies that have been carried out in this thesis research, it was rather obvious that the Context & Design of the shopping malls, Circulation in the shopping malls, Recreational facilities provided in the shopping malls, Parking in the shopping malls affect the comfort of the malls' patrons and workers and also how they relate with the mall (Kamau Erastus Ndungu 2008).

Analyzed the factors influencing the image of the mall and resultant consumer perception and patronage towards the particular mall (Mullick Naushadul Haque).

This research was undertaken applying "stimulus-organism-response" theory with two objectives: to ascertain determinants of window display intertwined with product messages and strategies; to study perception on window display conveying positioning, value, and quality of products creating customer's desire to visit and purchase. Significant findings are for fashionable products to employ a single merchandising approach with large window size; accessories to utilize warm background color and not showing in-store; eyewear, jewelry, and watch products to showcase through images of presenters wearing them; luggage to use accent-lighting to brighten itself. Additionally, the effects of visual stimuli affected consumers' cognitive and affective reactions (Thitipann Kernsom and Nopadon Sahachaisaeree 2011).

A study on the attractiveness dimensions of shopping malls and retail patronage in the Indian context (Neelotpaul Banerjee 2012).

Did an empirical study the role of the attractiveness factors namely (aesthetic, convenience and accessibility, product variety, entertainment, and service quality) in enhancing shopper satisfaction, loyalty, and positive WOM shopping mall centers (Ala'Eddin Mohammad Khalaf Ahmad (2012).

III. GAPS IN THE LITERATURE

The meticulous reviews on consumer perception indicated that several studies argued the factors influencing mall consumer perception alone. But they did not address the issue of demographic background and its subsequent impact on mall consumer's perception. Therefore, the present study completely deals with the consumer perception towards shopping malls in Chennai city.

IV. OBJECTIVES OF THE STUDY

1. To identify details perception of mall customer.
2. To examine the perception of customers towards shopping malls.
3. To study the factors influencing mall perception in the study area.
4. To find out the frequency of visit, variables those affect the customer perception towards shopping malls.

V. METHODOLOGY

This study is based on both primary and secondary data is collected from the mall consumers through a structural questionnaire. The questionnaire consists of optional type questions and statement in Likert's five-point scale. The five-point scale ranges from strongly agree to strongly disagree.

The optional type questions have several options as well as yes or no questions. Demographic details of a customer and followed by the purchase details of customer are the two parts framed in a questionnaire. The customer perception is measured through the psychological opinion of consumers in Likert's five-point scale.

Sample design

The researcher adopted convenience sampling method to collect the respondents from the mall consumers. The researcher supplied the questionnaire in the top 5 popular malls in Chennai city. Totally the researcher circulated 250 questionnaire and able to receive 230 in a usable condition.

Data analysis

After collecting in the responses from the mall consumer the data are systematically tabulate for the analysis purpose. The researcher used the factor analysis and linear multiple regression analysis for analyzing the data to meet the objectives.

VI. ANALYSIS AND DISCUSSIONS

The factor analysis from the principal component method derived seven factors of perception namely ambience of the mall/shop, mall change the life style of consumers, mall enhances the consumer's belief of want satisfaction, the physical facilities are visually appealing, perception way of shopping, identifying merchandise and convenience.

From the Table 1 it is found that the mall consumers strongly agree for physical facilities and having clean, attractive and convenience public areas. They also strongly agree for mall layout and easy accessibility, impressive product displays and ambience of the shop. They also strongly agree neat working personal, good variety of brands and shelf placards/tags of product details. The mall

consumers agree for convenient working hours, soft music in the background and shopkeepers/sales men assist in taking decisions, advices, suggestions and individual attention. The mall consumers also agree for shopping takes a lot of time, wide choice of selection of merchandise and parking facilities provided are good. The mall consumers also agree for ease in identifying the store, reaching all

floors, facilities for disabled persons and the consumer's belief of want satisfaction. The mall consumers also agree for advertisement changes and develop the consumers' attitude, mall change appreciation of modernity, the life style of consumers, communication materials in malls are visually appealing and easy to read and information is useful.

Table 1. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)
1 The physical facilities are visually appealing	618	4.1214	.71327	.02869	39.083	.000
2 The mall has clean, attractive and convenient public areas	618	4.1828	.72055	.02898	40.810	.000
3 The mall layout is easy for customers to move around in the store	618	4.0453	.77515	.03118	33.524	.000
4 The mall layout is easy for consumers to find what they need	618	4.0000	.82112	.03303	30.275	.000
5 Impressive product display	618	4.0550	.77870	.03132	33.681	.000
6 Ambience of the shop	618	4.0307	.79547	.03200	32.212	.000
7 Mall has convenient working hours	618	3.9806	.82679	.03326	29.484	.000
8 Working personnel are well dressed and appear neat working personal	618	4.0049	.79605	.03202	31.380	.000
9 Soft music in the background	618	3.9272	.89635	.03606	25.715	.000
10 Shopkeepers/sales men assist in taking decisions	618	3.8172	.87124	.03505	23.316	.000
11 Shopping takes a lot of time	618	3.8722	.90461	.03639	23.968	.000
12 The mall offers a good variety of brands	618	4.0372	.82126	.03304	31.397	.000
13 Wide choice of selection of merchandise	618	3.9288	.86426	.03477	26.716	.000
14 Parking facilities provided are good	618	3.9061	.90071	.03623	25.010	.000
15 Ease in identifying the store	618	3.9773	2.38570	.09597	10.184	.000
16 Ease of reaching all floors	618	3.8625	.90855	.03655	23.599	.000
17 Shelf placards/tags giving product details	618	4.0437	.81300	.03270	31.913	.000
18 Mall enhances the consumer's belief of want satisfaction	618	3.8495	.83385	.03354	25.327	.000
19 Advertisement changes the consumers attitude	618	3.8269	.86389	.03475	23.794	.000
20 Giving individual attention to customers	618	3.8220	.91310	.03673	22.380	.000
21 Willingness to provide advises and suggestions to guide customers	618	3.6456	1.00839	.04056	15.917	.000
22 Mall change the life style of consumers	618	3.8867	.96290	.03873	22.893	.000
23 Communication materials in malls are visually appealing, easy to read, information is useful	618	3.8851	.93625	.03766	23.502	.000
24 Mall develops favourable attitude of consumer	618	3.8252	.90481	.03640	22.674	.000
25 Appreciation of modernity	618	3.8835	.88899	.03576	24.706	.000
26 Facilities for disabled persons	618	3.6068	.91224	.03670	16.536	.000
27 Location of different sections	618	3.7314	.94536	.03803	19.233	.000

VII. FINDINGS AND CONCLUSIONS

The researcher concludes in their study that the seven main variables of customer perception are identified and directly determined by the factors of mall consumers. The main perception component factors such as ambience of the mall/shop, life style of consumers, belief of want satisfaction the consumers, the physical facilities are visually appealing, perception way of shopping, identifying merchandise and convenience are connected with demographic background of the mall customer.

REFERENCES

- [1] (The mall story 2.0/THE HINDU Business Line/20/09/2017).
- [2] Jay D. Lindquist /M. Joseph Sirgy "Consumer Behavior" 2009/Cengage Learning India Private Limited.
- [3] Leon G. Schiffman, Leslie Lazar Kanuk, "Consumer Behavior" 2009/Pearson Education, Inc.
- [4] 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.
- [5] Muzzafar Ahmad Bhat and Amit Kumar (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.
- [6] Shashikala.R.Mrs., Dr. A. M. Suresh Vishwakarma (2013) "Consumer Perception of Servicescape in Shopping Malls", Vishwakarma Business Review, Volume III, 2, pp.68-75.
- [7] Ioana Nicoleta Abrudan, Dan-Cristian Dabijaa (2014) "Emerging Market Queries in Finance and Business Measuring clients' satisfaction toward shopping centers - Empirical evidences from Romania", Science Direct Procedia Economics and Finance 15, pp. 1243-1252.
- [8] Elangovan. D., Sangeetha. R (2016) "A study on customer's perception and preferences towards shopping malls in Coimbatore", International Journal of Multidisciplinary Research and Development, Vol. 3, Issue 3, pp.296-298.
- [9] Mullick Naushadul Haque, "Enhancing the image & brand equity of a shopping mall", Studies in Business and Economics, pp.72-81.
- [10] Nikam Harshal Dnyandeo (2014) "A Study of Factors Affecting on Buying Decisions & Customer Preference towards Phoenix Market city Pune", International Journal of Advance Research in Computer Science and Management Studies, Volume 2, Issue 12, pp. 60-67.
- [11] Thitipann Kernsom and Nopadon Sahachaisaeree (2011) "Compositional Design as Sale Strategy: Shopping mall window display", Journal of ASIAN Behavioural Studies 1(1), January 2011 (Maiden Issue).
- [12] Neelotpaul Banerjee (2012) "A Study on the attractiveness dimensions of shopping malls- An Indian perspective", International Journal of Business and Social Science, Vol.3 No.2 [Special Issue] 102.
- [13] Ala'Eddin Mohammad Khalaf Ahmad (2012) "Attractiveness Factors Influencing Shoppers' Satisfaction, Loyalty, and Word of Mouth: An Empirical Investigation of Saudi Arabia - Shopping Malls", International Journal of Business Administration Vol. 3, No. 6; pp.101-112.