

A STUDY OF CUSTOMER SATISFACTION OF SHOPPING MALLS IN JABALPUR CITY: COMPARISON BETWEEN MALE AND FEMALE

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ABSTRACT

The retailing sector in India has undergone significant transformation in the past ten years. The organized retail industry in India is to grow 40 per cent annually and would triple or four times in size by 2013-2014. Retailing is gradually inching its way towards becoming the next boom industry. The customer satisfaction process is a complex phenomenon. The purchase of goods or services includes a number of factors that could affect each decision. 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 customer satisfaction in shopping malls of Jabalpur city and to study the variations in these factors across gender wise. Mall intercept survey was conducted to study of sales promotion mix and group of factors on customer satisfaction in shopping malls of Jabalpur city. The sample included 200 active mall shoppers. The sales promotion mix on customer satisfaction were identified by a structure questionnaire and captured in 5 factors of sales promotion mix. The study will help the managers of shopping malls to understand the underlying sales promotion factors on customer satisfaction of the shoppers in the malls and help them to craft their marketing strategies, also study will help to understand the factor. Profiling customers by their choice of sales promotion mix provide more meaningful ways to identify and understand various customer segments and to target each segment with more focused marketing strategies.

KEY WORDS: customer satisfaction, sales promotion mix, shopping malls, organized retailing

INTRODUCTION

Promotion is the process of marketing communication to inform, persuade, remind and influence consumers or users in favor of product or service. Promotion has three specific purposes. It communicates marketing information to consumers, users and resellers. Promotion persuades and convinces the buyer and influences his/her behavior to take the desired action. It is one of the four aspects of promotional mix. Sales promotions are specific efforts that are designed to have an immediate impact on sales. Sales promotion refers to many kinds of incentives and techniques directed towards consumers and traders with the intention to produce immediate or short term sales effects.

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. 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. An important aspect of the current economic scenario in India is the emergence of organized retail. There has been considerable growth in organized retailing business in recent years and it is poised for much faster growth in the future. The everyday definition of retail and organized retailing can be described as the act of selling of goods and merchandise from a fixed location. An important aspect of the current economic scenario in India is the emergence of organized retail. There has been considerable growth in organized retailing business in recent years and it is poised for much faster growth in the future. Major industrial houses have entered this area and have announced very ambitious future expansion plans. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. 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

Bromley Rosemary D. F. & Matthews David L (2007), they had researched specially for those wheelchair customers who were unable to discuss earlier about their shopping experience in various shopping malls and super market. So, this paper was again a searching of customer satisfaction but in separate segment or demographic area.

B. Kamaladevi (2010), they have found the survival of fittest & fastest is the mantra of today's business game. To compete successfully in this business era, the retailer must focus on the customer's buying experience. To manage a customer's experience, retailers should understand what "customer experience" actually means. Finally; in conclusion there are some fundamental points: Customer Experience Management is not simply an old idea in a new wrapper. The result was that there are now more services and products available than at any time in the past, yet customer satisfaction are on a downward slide.

Hekman David R., Aquino Karl, Owens Bradley P., Mitchell Terence R. & Leavitt Pauline Schilpzand Keith (2010), In this research, researcher have found the result that, customer satisfaction surveys have become a common source of performance feedback for employees and organizations. Researchers had given some new aspects that customer satisfaction was primary factor for the companies this time for strategic decision making and to find some factors for compensation of employees. 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.

Kai Kristensen, Hans Jorn Jhul & Ostergaard Peder (2001), Customer satisfaction and customer loyalty were becoming increasingly important factors in modern retailing a market characterized by slow growth and intense competition. In this paper researcher have explained that European retailing was changing rapidly, developers were concentrating on increase in store size and ownership.

Period of the Study

Study was focused only on gender as a Demographic variable.
Study comprised of different shopping malls of Jabalpur city.
Different customers of various shopping malls have been taken as a field.

Objectives of the Study

To identify the factors of sales promotion schemes on customer satisfaction with reference to shopping malls.

To assess the effects of sales promotion schemes on customer satisfaction 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.

Research Methodology

Data Sources

To design the structured questionnaire the 18 items of sales promotion mix of customer satisfaction are taken from extensive study of sales literature viz. journals of marketing, international journals of marketing, various business review and marketing management magazines etc.

The primary data are collected from 200 customers of different shopping malls, spreading across Jabalpur city and having above 20 yrs age and already have purchased products from any shopping malls.

Apart from these 18, gender as a categorical variable are also used to know the effects of all factors on the customer satisfaction. The one Category have selected for the study are as Sex.

Sample and Design

The design of the present study is descriptive as well as empirical in nature. The main purpose of the study is to find the impact of group of factors on customer satisfaction in organized retailing in Jabalpur city. The sample size is 200 customers. The sample comprised of the respondent above 20 years age & having experienced of shopping from shopping malls and also sales promotion mix. The independent variable comprises of sex, it contained the choices of- Male & Female.

Data Collection

The questionnaire is split into three sections. First section deals the demographic factors, Second section related to 18 factors of sales promotion mix. The questionnaire had given five point scales rating Highly Dissatisfied to Highly Satisfied and comparative weights one to five, where five is the highest rank. The data collected from customer of different shopping malls later classified on the basis of gender i.e. 100 female and 100 male customers.

Tools for Analysis

In the application of statistical tool, care has been taken and draw a real picture without any manipulation. Factor analysis and ANOVA test applied to minimize the factors to find their effectiveness & 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 (.852) (**see Annexure 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

Factor analysis was adopted to capture the sales promotion mix on customer satisfaction in shopping malls. (**Annexure 2**) It summaries the results of the factor analysis which was run using the Principal Component Approach with a varimax rotation.

Bartlett's test of sphericity and Kaiser-Olkin (KMO) measure are adopted to determine the appropriateness of data set for factor analysis. High value (between 0.5 to 1) of KMO indicates that the factor analysis is appropriate, low value below the 0.5 implies that factor analysis may

not be appropriate. In this study, the result of Bartlett's test of sphericity (0.00) and KMO (0.866) indicates that the data are appropriate for factor analysis.

In this study, factor analysis was carried out in two stages. In stage one; known as the factor extraction process, objective was to identify how many factors to be extracted from the data. Using principal component analysis, 18 items were extracted by four factors. Only the factors having latent roots or eigen value greater than 1 were considered significant; all factors having eigen value less than 1 were considered insignificant and were discarded. All the five factors together accounted 66% of the total variance.

In the second stage, all the factors were interpreted and labeled. Items having factor loading more than 0.4 were included in the interpretation. More detailed descriptions of the factors are presented in the next section.

Impact of Gender on Customer Satisfaction with respect to Sales Promotion Mix

As discussed above, four sales promotion mix and eleven group of factors have been extracted (**Annexure 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 are summarized in the Annexure 2 and 3.

Factor 1: Lucky by chance offers (Annexure 2)

The factor measures the luck based schemes and festival offers from different sales promotion mix on customer satisfaction of Jabalpur city's customers in our sample. Customers who score high on this factor are very luck conscious. They are very conscious about festival offers and always wait to do shopping for festival schemes for getting benefits for the products they buy. They always check and compare the lucky and bumper offers in festival time before purchasing the products in the shopping malls. They even go to more than one store to get best bumper offer for the product they buy. Annexure 2 indicates that; the highest loading (0.754) item in this factor is "Anniversary and Festival scheme". (**Annexure 2**) It has revealed that the significance values of F for sex has impact on customer satisfaction, its value is less than 0.05. So they do have significant impact on lucky and bumper offers in Jabalpur city. Female (mean 3.5) greater than male (mean 2.9), so female are much interested in anniversary schemes and other festival lucky offers, they just want offers and prizes.

Factor 2: Frequent and Warranty Offers (Annexure 2)

This Factor reflects the frequent offers dimensions of customer satisfaction with respect to sales promotion mix of Jabalpur city's in our sample. Jabalpur customers consider spot movement offers and warranties of the product while purchasing the products in shopping malls. It is very important for them to take best. 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 weekly offers. Annexure 2 indicates that the highest loading (0.821) item in this factor is "Weekly/Monthly Offers" . It (**Annexure 2**) indicates the effects of sex on customer satisfaction according to Jabalpur city. It (**Annexure 2**) indicates that the significance value of F for gender is greater than 0.05. So, Jabalpur city's customers do not have significant impact on frequent and warranty offers with respect to gender wise.

Factor 3: Monetary and Quantity Benefit Offers (Annexure 2)

This factor measures the monetary and quantity benefit offers which gives customer satisfaction to Jabalpur customers in our sample. Customers who score high on this factor are conscious of quantity and cash and do not want to take risk, they just want something extra or refund facility for getting satisfaction. They always appreciate and use such type of offers which give extra or cash back facility. Even for getting this type of customer satisfaction they go to more than one store, to get better cash back or monetary or quantity offers. It indicates that; the highest loading (.861) item in this factor is “Bonus/Extra”. It (**Annexure 2**) indicates the effects of various demographic variables on customer satisfaction in accordance to Jabalpur city. It (**Annexure 2**) indicates that the significant value of F sex has impact on monetary offers in Jabalpur city. In our sample in Jabalpur city female (mean = 2.25) are less conscious in quantity offers than male (mean= 3.1) customers, female who comparatively less use this type of offers.

Factor 4: Gift and Exchange offers (Annexure 2)

This factor measures the Gift and Exchange offers, which gives customer satisfaction to Jabalpur customers in our sample. 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 (.810) item in this factor is “Stock Clearing Sale”.It (**Annexure 2**) indicates the effects of gender on customer satisfaction according to Jabalpur city. It (**Annexure 2**) indicate that the significant value of F for sex, is greater than 0.05. So, in Jabalpur city customers do have significant impact on Gift and exchange offers in shopping malls. . In our sample in Jabalpur city female (mean = 3.05) are more conscious in gift offers than male (mean= 2.91) customers, male who comparatively less use this type of offers. In Jabalpur city’s customers are very gift conscious. They do have behavior to purchase the products because of gifts and exchange offers available in shopping malls.

Conclusion:

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

Following the study of Bromley Rosemary D. F. (2007), B Kamladevi (2010), Goff C. Brent, Boles S. James, Bellenger N. Danny & Stojack Carrie (1997), Sproles and kendall (1986), an attempt was made to profile the customer satisfaction in shopping malls. They all have identified many factors related to sales promotion mix; from which we have selected 18 factors of sales promotion mix and tried to measure the customer satisfaction in shopping malls. With the help of factor analysis we have found four new factors.

In addition, this study shows that the average customer of Jabalpur city in our sample was not very sale promotion conscious, but gender wise they are quite conscious about some types of sales promotion mix factors. It is found that; female, those are dependent or independent are

more conscious about sales promotion which is related to on the lucky and gift offers in shopping malls, male also are some conscious about monetary benefit offers for getting customer satisfaction in Jabalpur city. Shopping is funny activity for them. They are coming shopping malls for purchasing products but for getting customer satisfaction, they do attract to any type of sales promotion mix, which is available in shopping malls.

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Annexure 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.866
Bartlett's Test of Sphericity	Approx. Chi-Square	1.353E3
	Sig.	.000

Reliability Statistics

Cronbach's Alpha	N of Items
.852	18

Annexure 2

Result of Factor Analysis of Sales Promotion Mix

Factors Label and Items	Rotated Factor Loadings	Reliability Coefficient (Cronbach Alpha)
Factor 1: Luck by Chance Offers		
Contests	.621	.819
Scratch Card	.736	
Lucky Draw	.670	
Annual Rating point on permanent card	.700	
Anniversary/Festival Schemes	.754	
Factor 2: Frequent and Warranty Offers		
Weekly/Monthly offers	.821	.754
Spot/ Movement Offers	.756	
Product Warranties	.680	
Factor 3 : Monetary and Quantity Benefit Offers		
Refunds/Cash Back	.767	.870
Bonus/Extra	.861	
Free Gift	.562	
Sampling	.632	
Factor 4: Gift and Discount offers		
Buy one Get one free	.801	.746
Stock clearing Sale	.810	
Exchange offers	.669	

All the five factors together accounted for 66% percent of the total variance.
 Barteltt's test of sphericity = 0.00 Kaiser – Meyer – Olkin KMO= 0.866

Effects of gender wise on Customer Satisfaction With Respect to Sales Promotion Mix in Jabalpur

	Sex	
	F	Sig
Factor 1: Factor 1: Luck by Chance Offers	.169	.013*
Factor 2: Frequent and Warranty Offers	2.663	.064
Factor 3: Monetary and Quantity Benefit Offers	.850	.021*
Factor 4: Gift and Discount offers	1.511	.039