

Study on Attracting Factors for Customers towards Shopping Malls and their Satisfaction Levels

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Abstract – India is one of the developing markets in the global economy. Since advancement, the nation has seen development at exceptional rate. Shopping mall is the quickest course for business extension which offers an astounding plans of action especially for administration associations holding on to stretch out their systems and reach to the consumers. With changes in practically every one of the parts, the nation has seen development in foundation, capital markets, banking, protection, and so forth. Consistently calls upon organization the board to ponder its destinations, methodologies, and strategy. Retail foundation in India has turned into the relentless development in the development and that are worked in the different urban communities as a shopping malls. With development of industry, the work levels have expanded and that has prompted the expansion of extra cash of the normal consumer. This progression has offered ascend to another division in the nation as retail industry. Consumer purchasing conduct has turned into the most significant factor for each segment; Indian consumer has the dynamic change in their conduct, taste, inclination, intentions, identity, mentalities, convictions and values when they are making a buy in the shopping malls. In present study overview on the attracting factors in Shopping Malls and Customer Satisfaction Levels.

Keywords: Shopping Malls, Customer Satisfaction Level, Attracting Factors etc.

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INTRODUCTION

In India Shopping malls has the best open door for the improvement of the business. Shipping malls contains different sorts of stores that have numerous accumulations of products and administrations for the consumers. India the greater part of the shopping malls are furnished with the every single required product for the customer dependent on their desire like value, accessibility of the products, quality of the product, accessibility all things considered, bundling of the product, appearance of the shops and so on., Since the physical perceivability of the products must be great and the customer needs to feel the product which make the key for the buy of product. Mood of the malls must resemble Air Condition facility, Window facility, place for the excitement, nourishment court, theaters, diversion offices and so forth., which influences the customer to feel that they to need to visit the shopping malls over and over. Shopping malls have seen an amazing development in India amid the previous couple of decades. Be that as it may, the malls have not had the option to reliably give a one stop goal to the consumers in Ahmedabad. This paper looks at the attractiveness factors of shopping malls from the shoppers' point of

view dependent on the overview of urban shoppers. There are three malls mulled over in this investigation which speak to the city of Ahmedabad in a geological way. Buying Behavior of the consumer depends on the desire for the products that are accessible as like. Customers used to purchase the products dependent because of their companions, relatives, relatives, neighbors, partners and others. Customers purchase the products that will be not quite the same as one individual to someone else dependent on their attitude, life style, personality, perception about the products and so on. Shopping malls has been picked by the greater part of the customer these days so as to buy every one of the products in a solitary spot, which spares their time, cash and worry of the consumers.

India's retail market is expected to increase by 60 percent to reach US\$ 1.1 trillion by 2020, on the back of factors like rising incomes and lifestyle changes by middle class and increased digital connectivity. Online retail sales are forecasted to grow at the rate of 31 per cent year-on-year to reach US\$ 32.70 billion in 2018.

India is expected to become the world's fastest growing e-commerce market, driven by robust investment in the sector and rapid increase in the number of internet users. Various agencies have high expectations about growth of Indian e-commerce markets.

Luxury market of India is expected to grow to US\$ 30 billion by the end of 2018 from US\$ 23.8 billion 2017 supported by growing exposure of international brands amongst Indian youth and higher purchasing power of the upper class in tier 2 and 3 cities, according to ASSOCHAM [1].

CONSUMER BEHAVIOR

Anyone who picks goods and services burns through money to get them and utilizes to fulfill his or her very own requirements is a consumer. The investigation of consumer behavior has its underlying foundations in inspecting individuals for understanding and going knowledge. Consumers resemble finger prints; no two consumers are same in their behavior. Consumer behavior is the investigation of human reaction to products and services [2]. It is essential to understand "Why" and "How's" of buyers act so producer can complete a superior employment of creating quality of product, charging sensible value, improvement in disseminating product through different channels, and promoting goods and services with different promotion measure for the gathering of consumers. Consumers are formed somewhat by the earth wherein they live they in term influence condition through their behavior. The major objectives of each business are to accomplish full profit potential out of target consumer with different needs and taste there are numerous likenesses additionally among them. Consumer behavior clearly alludes to the behavior of consumers in choosing whether to purchase or not to purchase, regardless of whether to utilize or not to utilize, whether to discard or not to discard the products, which fulfill their necessities [3]. In this manner it ends up important to consider target consumer needs, perception inclinations and buying behavior. Consumer behavior likewise alludes to the utilization of rare asset like time, money and endeavors on utilization things.

ATTRACTING FACTORS

In the retail sector, new players always develop to fulfill consumer demand by putting themselves in better found stores in appealing shopping malls. Retailing systems are driven by aggressive upgrade as consumer demands and wants move with new contributions, and existing firms vanish when they can't adjust to the change [4]. Retailers try to rule an unmistakable order of merchandise and crash the challenge. Retailers in shopping malls draw in redistributed sales reps to advance their brand and prospect new shoppers. It has been seen that pull

impact for the brands upheld by the business advertisers increments at the retail stores as customers accumulate the pre-buying data from deals advertisers. It is seen that retailers in shopping malls create rivalry over business hours and cost. Such methodologies impact consumers' shopping interest and force of shopping, as regularly change in business hours prompts store-exchanging behavior. The bartering intensity of firm's increments with redistributed sales reps that animate the demand for products and add to the improved deals at retail outlets. Retailers show broad product lines and another assortment of products in their stores and keep up differential costs, as retail rivalry proposes that product heterogeneity is basic to retail cost in increasing upper hand over others. Such challenge can't be extended by the retailers past social ideal. It has been additionally prove by another examination that retailers seek market share utilizing both cost and assortment [5]. Nonetheless, retailers in large shopping malls will in general pursue reasonably agreeable technique, and subsequently rivalry among malls and smaller types of shopping focuses has driven mall engineers and the board to think about elective strategies to construct fervor with customers.

CONSUMER SATISFACTION TOWARDS SHOPPING MALLS

Despite the developing significance of arranged, midway oversaw and encased shopping focuses in the retailing sector, the understanding concerning sources and results of customer satisfaction with this sort of shopping malls is constrained. A shopping focus, shopping mall, or shopping plaza, is the cutting edge adjustment of the recorded marketplace. The mall is a gathering of free retail stores, services, and a stopping region, which is considered, built, and kept up by a different administration firm as a unit. Customer satisfaction, a term as often as possible utilized in marketing, is a measure of how products and services provided by an organization meet or outperform customer desire [6]. Associations need to hold existing customers while focusing on non-customers. Customer satisfaction is measured at the individual dimension, yet it is quite often revealed at a total dimension. It tends to be, and regularly is, measured along different measurements. Estimating customer satisfaction gives a sign of how effective the association is at giving products and services to the marketplace.

There are various sorts of shopping malls, to be specific, accommodation shopping mall, neighborhood shopping mall, network shopping mall, regional shopping mall and super-regional shopping mall. In this examination, regional shopping malls were of the essential core interest. Regional shopping mall is characterized by having two or four noteworthy occupant stores in a structure and with the floor territory between

250,000 to 800,000 square feet [7]. This shopping mall offers business products, domestic appliances, an assortment of services and engaging gear. An assessment of the shopping mall should be done that incorporates the administration of shopping mall's administration scape, physical condition, or the administration scape of the shopping mall. These administration scape measurements can distinguish a particular thing or territory that need. The contention of this paper is that an exhaustive, alluring and well-working shopping mall, with an assortment of offices and services is important to fulfill the customer. Satisfaction is a level of gathering the requirements toward the finish of a purchase [8]. A customer satisfaction as an element of pre-deal desires and post-purchase apparent execution. Customers assess their purchase decisions amid the post-purchase stage to examine how much the retailer has lived up to their desires. This examination of desire and execution in post purchase arranges decides the satisfaction dimension of customers [9]. The shopping mall customers' loyalty towards a shopping mall is altogether anticipated by shopping mall customers' positive awareness of the shopping mall properties, for example, the quality of the products and services offered at the shopping mall. The board and upkeep of public offices, for example, rest rooms, shopping mall's neatness, promotional occasions and security services at the shopping mall impact the general shopping mall customers' satisfaction. In the case of shopping mall design directly affects shopping mall customers' perceptions with respect to the shopping mall and a roundabout effect on shopping mall customers' decadent and utilitarian values and satisfaction [10].

CONCLUSION

The malls are a rising marvel in the Indian retail situation and they have been enjoyably acknowledged by individuals from all age bunches crosswise over classes. The mall idea was not straightforward in the brains of the shoppers. It is exceptionally vital for the mall directors to enable the shoppers to separate among malls and other variation arranges in the retail industry. The shopping malls and arcades required clear situating and correspondence as far as their configuration, design and value contributions. The behavior, attitudes and perceptions towards the malls are especially shifted. Individuals comes to shopping malls for acquiring products yet for getting customer satisfaction, they don't pull in to a business promotion blend, which is accessible in shopping malls. So as to provide food for courageous requirements of shopping mall customers and guarantees customer satisfaction, shopping mall supervisors could create promotional projects that would influence customers to see the shopping malls as exceptional and invigorating. They are coming shopping malls for acquiring products yet for getting customer satisfaction; they don't draw in

to a business promotion blend, which is accessible in shopping malls.

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