

# A Comparative Study of Shoppers Satisfaction with Reference to Selective Retail Markets in Bangalore City: An Empirical Study

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**Abstract** - The purpose of this empirical study is to investigate the attractiveness factors influencing shoppers' satisfaction, loyalty, and word of mouth in Bangalore shopping mall centers. The independent variables were attractiveness factors represented by these variables namely aesthetic, convenience and accessibility, product variety, entertainment, and service quality. The dependent variables were shopper satisfaction, loyalty and Word of Mouth. A structured questionnaire was distributed to a sample of 200 shopping mall customers, representing all of the shopping malls shoppers in Bangalore city. A purposive sampling technique was employed for this study. The multiple regression analysis showed the impact of shopping malls attractiveness factors on the shopper satisfaction. The attractiveness factors aesthetic, convenience and accessibility, product variety, entertainment, and service quality, had a positive effect on Shoppers' of these Shopping Malls. The most significant factor was product variety. This research study potentially contributes to shopping malls attractiveness factors and their impact on shoppers' satisfaction in shopping malls of Bangalore.

**Keywords:** Bangalore shopping malls, Attractiveness factors, Shopper satisfaction, Loyalty and Word of Mouth.

## I. INTRODUCTION

The last decade has witnessed an accelerating and significant rise in retail sector. Urban city residents and Tourism can clearly viewer a dramatic growing movement in the establishment of shopping malls all over the India, specifically in the main cities. There are many crucial factors which translated to change in shopping malls patterns from traditional shopping markets to the more modern one stop shopping centers. These factors are increasing the economic wealth, prosperity, shifting lifestyle, cultural differences among the residents and visitors, ethnic mix, and addition to climate. Customer tastes and preferences are changing; the retail markets are also changing time to time.

The most significant factor was product variety. This study potentially contributes to shopping malls attractiveness factors and their impact on shoppers' satisfaction in selective Retail markets ie., shopping Malls in Bangalore city. The other studies have addressed multi facets of the gravitational pull model include: Hise and Muczyk (1977) impact of highways on drive time; McGoldrick and Thompson (1992) time, distance, and accessibility; Barnard and Hensher (1992) and Kitamura et al (1998) travel time;

Dennis et al (2001) transportation mode dimensions; and Gautschi (1981) and Ibrahim (2002) center-related dimensions like assortment, hours of operation and travel-related dimensions, including comfort, cost, and safety concerns. Also many studies have addressed shopping malls behavior from the viewpoint of customer's perception of store image include: Bearden (1977) who examined downtown vs. outlying shopping center patronage characteristics, Wakefield and Baker (1998); Dennis et al (2002); Boatwright and Nunes (2001) who distinguished product variety concept in shopping malls. Finn and Louviere (1996) who studied the impact of anchor stores; and Bone and Ellen, (1999); Yavas (2003); Fiore et al, (2000); Mattila and Wirtz, (2001); Ward et al, (2003) who studied the impact of merchandizing, accessibility, services, and atmospherics on patronage. Talpade and Hayes (1997); Frasquest et al, study (2001); and Sit et al, (2003) who discussed the entertainment in shopping mall and its contribution in customer satisfaction. Zeithaml et al, (2006); Baker et al, (2002); Cronin and Taylor, (1992); Lee et al, (2000); Kang and James, (2004) who studied the impact of service quality on customer satisfaction.

## II. SCOPE OF THE STUDY

This study attempts to fill a gap in the subject of attractiveness factors in shopping malls in Bangalore. The study addressed some of the shortcomings in the literature such as looking at the attractiveness factors from the point of view of aesthetics, convenience and accessibility, product variety, entertainment, and service quality, to investigating the influences attractiveness factors on loyalty and positive WOM in the Bangalore shopping malls. It was established that no previous research had been conducted at Bangalore shopping malls, that investigated the relationship between the attractiveness factors and the outcomes of satisfaction namely loyalty and positive WOM in the Bangalore shopping Malls.

## III. OBJECTIVES OF THE STUDY

Based on the relevant literature of the attractiveness of shopping centers, shoppers' satisfaction, loyalty, and WOM, this empirical study has the following objectives:

1. To establish and define the attractiveness factors of the shopping malls in Bangalore.
2. To examine the effect of attractiveness factors on shoppers' satisfaction.
3. To examine the effect of shoppers' satisfaction on outcomes of satisfaction namely loyalty and Word of mouth.

#### IV. RESEARCH METHODOLOGY

##### *Population and Sample*

The current study population represents all the 10 Major shopping malls that are operating in Bangalore are registered with the (Ministry of Commerce and Industry, 2014; Karnataka Chamber of Commerce and Industry, 2014).

The research study population consisted of all the shoppers who visit at any of these shopping malls. Therefore, all the shopping malls shoppers were called and invited to

participate in the research survey. For this study a small population 200 questionnaires were distributed 150 questionnaires, yielding a response rate of 75% these questionnaires were fully and correctly completed. Respondents typically held purposive sample. Every questionnaire was personally handed and instructions were given to each shopper's before completing the questionnaire. In terms of demographic findings, (65%) of respondents were males, and the remaining (35%) were females. In terms of the age group of respondents, it is interested to note that (27.4%) of them are less than (26) years, whereas (29.1%) fell into the (26-30) age group, whereas (15.1%) fell into the (31-35) age group, whereas (12.3%) fell into the (36-40) age group, whereas (8.4%) fell into the (41-45) age group, only (7.8%) are above this group. As for the educational levels of those customers, around the half (48.9%) were secondary school degree holders, and parallel percentage (45.1%) of these, have bachelor degree, and the rest percentage were represented the postgraduate holders (6%) See table (1).

TABLE I DEMOGRAPHIC DATA

1.1 Age	Characteristics (%)
under 26	27.4
26-30	29.1
31-35	15.1
36-40	12.3
41-45	8.4
over 45	7.8
1.2 Gender	Characteristics (%)
Male	65.0
Female	35.0
1.3 Educational Level	Characteristics (%)
Secondary School	48.9
Bachelor's degree	45.1
Postgraduate	6.0

**Table II Attractiveness factors** aesthetic, convenience and accessibility, product variety, entertainment, and service quality: independent variables.

##### **The statements given by the Shoppers in Questionnaire Aesthetic (independent variable)**

The interior design of the malls usually attracts my attentions; I notice the color of the mall interior, The environment (i.e. lighting and decoration) in the malls attracts my attentions, I am usually in a good mood when I am in mall, It's a fun place to walk around, It's a clean place, It has interesting architectural features

**Convenience and Accessibility (independent variable)** as stated by the Shopper in the study I visit the mall because of its convenient location to my house, I visit the mall because it is easier to find a parking space at economy rate, The mall

store hours are convenient, Mall is a one-stop shopping place, This shopping mall is located near my work, Finding the products I am looking for is easy in this shopping mall, Easy access to product information, All the products and brands you were expecting to buy were available.

##### **Product Variety (independent variable)**

The style of the products in this shopping mall is not latest, The style of the products in this shopping mall is latest, The quality of the products available in this shopping mall is good, I feel good shopping at department stores that carry not only their "private label brands", The mall sell good quality brands, Plurality and variety of restaurants,

Availability of imported stores branches, Existence of large food court, Presence of INOX cinemas in the mall.

**Entertainment (independent variable)**

The mall has playing area suitable for children, The mall has safe entertainment place, Presence of fun and variety entertainment programs , Existence of fun spaces and Games for kids, The mall has entertainment places for youth Service Quality (independent variable)

**Service Quality (independent variable)**

In this shopping mall, the sales people are helpful and polite. the quality of this shopping mall's service is excellent, the staff at the mall was welcoming, I received good advice from the sales people, You were satisfied with the answer to a complaint you had lodged.

TABLE II ATTRACTIVENESS FACTORS: (BASED ON THE STATEMENTS GIVEN BY RESPONDENTS)

Attractiveness Factors	Characteristics (%)
1. Aaesthetic	61%
2. Convenience & Accessibility	74%
3. Product Variety	69%
4. Entertainment	46%
5. Service Quality	81%

**Shoppers' Satisfaction (dependent variable)**

I think that I made the correct decision to use this mall. The experience that I have had with this mall has been satisfactory, In general terms, I am satisfied with the way that this mall has carried out shopping, In general, I am satisfied with the service I have received from the mall.

**Shoppers' Loyalty (dependent variable)**

I have the intention to continue my relationship with this shopping mall, Based on my experience, and likely to continue the relationship with the mall.

**Word Of Mouth (WOM) (dependent variable)**

I will recommend this shopping mall to other shoppers 'and point out the positive aspects of this shopping mall if anybody gives negative reviews.

TABLE III SHOPPER SATISFACTION: (BASED ON THE STATEMENTS GIVEN BY RESPONDENTS)

Shopper Satisfaction	Characteristics (%)
1. Shoppers' Satisfaction	93%
2. Shoppers' Loyalty	85%
3. WOM	59%

TABLE IV RESULTS –ATTRACTIVENESS FACTORS (SHOPPERS' SATISFACTION)

Attractiveness Factors	B	Standardized error	Beta	t-value	Significant
Attractiveness Factors	0.762	0.231	0.563	3.299	0.000
Aesthetic	0.812	0.347	0.309	3.646	0.001
Convenience and Accessibility	0.766	0.321	0.302	3.702	0.001
Product Variety	0.785	0.267	0.288	3.155	0.003
Entertainment	0.542	0.239	0.311	2.876	0.050
Service Quality	0.650	0.402	0.381	2.871	0.012

Note: R.2=0.631; Adjusted R2=0.521, F=17.630; P<0.05

TABLE V RESULTS –SHOPPERS' SATISFACTION (SHOPPERS' LOYALTY)

shoppers' satisfaction	B	Standardized error	Beta	t-value	Significant
Shoppers' loyalty	0.522	0.277	0.322	3.066	0.010

Note: R 2 = 0.481; Adjusted R 2 = 0.421; F =8.710; P < 0.05.

TABLE VI RESULTS –LOYALTY (WOM)

shoppers' satisfaction	B	Standardized error	Beta	t-value	Significant
Shoppers' loyalty (WOM)	0.543	0.281	0.268	3.271	0.001

Note: R 2 = 0.431; Adjusted R 2 = 0.401; F =8.220; P < 0.05

## V. DATA COLLECTION

The research study questionnaire was designed based on previous empirical literature. The questionnaire design was pre-tested and redesigned through personal interviews with shopping malls managers and shops and outlets owners in these shopping malls.

The research study questionnaire was used as primary data collection method as shown in (Table 2, 3). The components of attractiveness factors as independent variables and shoppers satisfaction, loyalty, and WOM as dependent variables items were measured on 5-point Likert- scale ranging from 5 (strongly agree) to 1 (strongly disagree). For the all dimensions, the research respondents were asked to indicate the degree of agreement or disagreement on the attractiveness factors items that shopping malls used and pay attention in order to achieve shoppers' satisfaction. For the outcomes of satisfaction, the respondents were asked to indicate how important they believed of shoppers' satisfaction. Multiple items were used to assess their measurement properties. Consistent with the literature, the scale items selected for the dependent variable were direct measures of shoppers' satisfaction with influences received from attractiveness factors as independent variables. This format has been recommended for marketing surveys.

Both the independent and dependent variable(s) deployed in the research study are explained in Table 2 and 3 according to the proposed hypotheses.

## VI. RESULTS AND DISCUSSION

The basic assumptions of this study are that attractiveness factors namely aesthetic, convenience and accessibility, Product variety, entertainment, and service quality influencing shoppers' satisfaction, loyalty, and word of mouth.

The current study was used a multiple regression modeling approach which proposed as an effective method for studying the relationships between the research variables. As shown in Table 4, the adjusted R<sup>2</sup> is 0.521, suggesting that the five attractiveness factors clarify close to 52 per cent of the variance for the dimension of satisfaction.

Particularly, other tables also take action variables have a statistically significant outcome on satisfaction. Of these significant variables, product variety, aesthetic, and convenience and accessibility come out to have the most influence on satisfaction. Moreover, it expected that the influence of such factors (aesthetic, convenience and accessibility, product variety, entertainment, and service quality) on satisfaction would vary according to the personal variables, which are personal characteristics (in table 4). The results of the multiple regression analysis signal that there is variation in the effect of attractiveness factors on satisfaction and empirical evidence in this research suggests that attractiveness factors have a significant degree of influence on satisfaction and outcomes of satisfaction. This empirical evidence has provided

significant support for the attractiveness factors in shopping malls literature.

The outcomes empirically verify that attractiveness factors play an essential role in the satisfaction among shoppers in Bangalore shopping malls.

The Attractiveness Factors Have a Positive Significant Influence on Shoppers' Satisfaction Practically, the model assumed that attractiveness factors positively influence shopper satisfaction in the Bangalore shopping malls. In addition, it predicted that the influence of such factors on shopper satisfaction would differ according to the personal variable that is gender, age, and education level. Marital status (table 4). The study has used the multiple regression analysis for the results, to show that there is variation in the effect attractiveness factors on shoppers' satisfaction. The current study suggests that attractiveness factors have a significant degree of influence on shoppers' satisfaction. This empirical evidence has provided significant support for the attractiveness and shopping malls literatures, which substantively advocate that attractiveness factors have an influence on shopper satisfaction.

### *Aesthetic Has a Positive Significant Influence on Shoppers' Satisfaction*

Aesthetic is also considered to be one of the influential factors on the satisfaction of shopper in Bangalore shopping malls (Table 4). Prior research has empirically found positive relationship between aesthetic and shopper satisfaction as critical factors on the shopping.

These results are expected as when Bangalore shopping malls owners consider the aesthetic as a competitive tool; this centers. Consequently, the current research able to confirm that aesthetic has a significant influence on shopper satisfaction. These findings are also consistent with other research findings. For example, (Bitner, 1992; Pullman, 2004; Kwortnik and Ross, 2007; Ezech and Harris, 2007) found that aesthetic provides higher degree of enjoyment that facilitates shoppers to shopping in Bangalore shopping malls.

Convenience and Accessibility Have a Positive Significant Influence on Shoppers' Satisfaction Examining data appears that a precondition for increasing the demand and visits of shoppers is that the location, opening hours, and other convenient factors have leading to a win-win situation. Factors such as convenience and accessibility should help to build effective relationships and increase the shopper satisfaction in the current and long run times.

Convenience is important dimension that may affect shopper intention to increase the value of these shopping malls. Convenience and accessibility consider as one of the most influential factor on shopper satisfaction as shown in table (4). These findings are also consistent with other research findings. For example, (Dennis et al, 2005; Kim et al, 2005; Richbell and Kite, 2007). Product Variety Has a Positive Significant Influence on Shoppers' Satisfaction the findings in table (4) provide significant support for the

variety literature which advocates that variety of products have an influence upon Bangalore shopping malls. As a result, the current study is able to validate that variety has a significant influence on shoppers' satisfaction.

Entertainment Has a Positive Significant Influence on Shoppers' Satisfaction Entertainment is also considered to be one of the influential factors on the satisfaction of Bangalore shoppers (Table.4). Previous studies have investigational found positive relationship between entertainment facilities and shopper satisfaction as critical factors on the shopping. These results indicate that the entertainment is an important element to facilitate the shopping activities which is reflects on the shoppers' satisfaction. Other studies have empirically found positive relationship between entertainment and shopper satisfaction as critical factors during shopping.

Service Quality Has a Positive Significant Influence on Shopper Satisfaction An examination of table.4 suggests that service quality is an influential factor on shopper satisfaction in Bangalore shopping malls. The results consequently, verify that service quality has a positive behavior on shopper satisfaction. These findings are also consistent with other research findings. For example, Taylor, 1997; Parasuraman et al, 1991; Lee et al, 2000; Kang and James, 2004 found that service quality provides higher degree of satisfaction that enables shoppers' to trust shopping at all times.

In Short, it can be seen that all attractiveness factors, which aesthetic, convenience and accessibility, product variety, entertainment, and service quality, have proven to positively shopper satisfaction. Examining data in tables (5, 6) it show that shoppers' satisfaction has a positive significant influence on shoppers' loyalty of activating attractiveness factors by Bangalore shopping malls. This result wide spreads on the other research results loyalty on positive WOM and also customer satisfaction on positive WOM. Loyalty and WOM were clarified at an alike level in the proposed model ( $R^2$  loyalty=0.421,  $R^2$  SAT influence WOM=0.411). In general speaking, the current study can conclude that satisfaction is a key mediating factor in the loyalty and positive WOM in the attractiveness factors in Bangalore shopping malls.

## VII. IMPLICATIONS

The hypothetical foundation of this empirical study is based on literature from the attractiveness factors relating to shoppers satisfaction within the shopping malls in Bangalore. With the growing number of modern shopping malls in Bangalore, it is obvious that competition in this service industry is increasing dramatically. Mall operators should be recognized of the needs and wants of the targeted shoppers' to build and maintain a profitable relationship.

The empirical conclusions drawn from this study are multifaceted and as a result, it is vitally important that shopping mall owners and managers pay attention to the influences of shopper satisfaction. Researchers are therefore encouraged to place more focus on the impact influences

stemming from the attractiveness and motivation factors and its impact on shopper satisfaction within Bangalore shopping malls.

## VIII. CONCLUSIONS

This study seeks to make an original contribution to knowledge by investigating the impact of attractiveness factors on shopper satisfaction and outcomes shopper loyalty and shopper positive WOM in the shopping malls industry in Bangalore. This study Paper contributes to the services marketing discipline in finding out 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. Factors related to aesthetic, convenience and accessibility, product variety, entertainment, and service quality were a spotlight of this research as they have an influence on shopper satisfaction. Contributions found will be valuable for both academics and managers in a similar way. Academically, this effort aims to spotlight academic interest upon a much neglected field – the marketing of shopping malls in Bangalore. There is at present a distinctive lack of studies in academia relating to studies of shopping Malls. This is fairly astounding when considering that Bangalore has been at the head of the shopping malls industry in Bangalore.

The shopping malls industry is a vital and energetic sector in Bangalore because of many reasons one of these reasons is the warm weather in the majority of Bangalore cities and the searched Metro city- in particular. Although this study has provided valuable insights into a somewhat scant area of research, it has been subject to some limitations. To begin with, there were some difficulties in the distribution of the research questionnaire within the customers of Bangalore shopping malls, possibly leading to some inconsistencies in the data collection process. For example, a portion of shopping malls opted to distribute the instrument to respondents themselves, where in other cases the researcher delivered the survey to respondents individually. In addition, this research has been conducted within a single service industry and exclusively in the Bangalore shopping malls sector, thus limiting the general views of the study's results to the Indian countries. As noted findings should consider broader directions for future research. First, the further research studies should be simulated with other region and cities in Bangalore or other cities in general to further examine the attractiveness factors in the other industry. Second, studying the proposed model in service sector for examples spa villages, or hotels in order to gain more validation for the model and more generalized findings. Thirdly, Future research studies should also investigate whether the model could be used for different dependent variables e.g. market share or profits. Finally, studying more attractiveness factors normally influence the shopper satisfaction to gather more information on this issue.

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