A DESCRIPTIVE STUDY ON CUSTOMER PREFERENCE TOWARDS SHOPPING IN VR FORUM MALL WITH SPECIAL REFFERENCE TO CHENNAI CITY

NARAYANASAMY P.S
Assistant Professor
School of Management
SA College of Arts &Science
Chennai.

Dr. S PARTHIBAN
Assistant Professor
Department of Management
Gobi Arts and Science College, Karattadipalayam,
Gobichettipalayam-638453

Abstract

The wealth of products and services produced in a country make our economy strong. Almost all the products which are available to buyer, have several alternative supplies I.e., substitute products are available to consumers, who plan to buy products. Therefore, a seller, most of his time, seeks buyers and tries to please them. To be successful seller may concern with who is our customer? What does customer buy? Where does customer buy? How does customer buy? Here a study on customer preference in shopping malls with special reference to LULU Mall in Coimbatore city. The purpose of the study is to know the customer preference awareness in buying process. Here the researcher adopt descriptive research design and convenience sampling has been used to carry out the study of the sample size is taken101 both primary and secondary data were used for the study. The primary data is collected through structured questionnaire. Questionnaire was prepared and calculated customer among after that analysis has been made by using various statistical tools. The researcher used 3 tools namely Simple percentage, Chi-square and ANOVA to know the level of customer preference and after analysis relevant interpretation was given according to base on the result obtained finding, suggestion and conclusion are formed.

Key words: Customer, Preference, Buyers, Sellers

INTRODUCTION OF THE STUDY

Retailing has emerged as one of the most important sectors of Indian economy beyond the 90s. Many retail model retail formats have come in force offering a wide spectrum of merchandise and services retailing as a concept is not new in India. In fact, it dates to the period of hardcore traditional formats of retailing that prevailed in the form of Hats', Weekly Bazaars, and the famous Korana stores or 'Beanie kin Duran'. It is only during recent past that Indian

retail sector is witnessing a process of change and is poised to undergo dynamic transformation. India is now developing into a retail power where both organized and unorganized retail sector compete the hypermarket combines supermarket, discount and warehouse retailing principles. Its product assortment goes beyond routinely purchased goods and includes furniture, large and small appliances, clothing and many items. The basic approach is bulk display and minimum handling by store personnel, with discounts offered to customers who are willing to carry heavy appliances and furniture out of the store. Just a few years back, people had to make a choice among shopping, movies or hanging out on a holiday but thanks to our malls, all these jobs can be performed at the same time, under the same roof and that too with a wonderful experience. And it is basically the experience and not that counts when it comes to malls. The reason why shopping malls are so popular lies in their international appeal.

PROBLEM OF THE STUDY

The changing customer perception because of the availability of variety of products customer preference in shopping malls along with the growing number of competitors had a major impact in the preference of particular brand. The customer decision making process also changes as their buying pattern changes.

OBJECTIVES OF THE STUDY

➢ To analyze customer satisfaction towards shopping malls.

➢ To study marketing strategy of shopping malls.

➢ To study the customer opinion towards shopping malls.

SCOPE OF THE STUDY

• The present study mainly focused on customer preference towards shopping malls.

• This studies the various factors that are to be considered for the influence of customer towards shopping malls.

• This study will help them to understand, how to attract their customer.

• To study here has been limited to analyze strategy of the shopping malls towards the customer and their sales performance.

REVIEW LITERATURE

❖ **Ballenger (1977)** found that some consumers placed the greatest value on convenience and economic attributes including convenience to home, accessibility, and the presence of services such as banks and restaurants. Others however, emphasized recreational attributes including atmosphere, fashion ability, variety of stores and merchandise.

❖ **Vaughn and Hansotia (1977)** opined that merchandise and convenience seem to be the two underlying dimensions which consistently appear every time. Merchandise

quality, merchandise variety, atmosphere of shopping area, availability of sale items and ease of shopping comparisons are all component parts of this underlying dimension.

❖ **McCarthy (1980)** attempted to include transport mode / travel attributes in studying the role of the qualitative characteristics that influence the choice in shopping destination. Using the factor analytical technique, five sets of qualitative generalized attributes were generated. These generalized attributes include trip convenience, trip comfort, trip safety, shopping area attraction and shopping area mobility. He found that these generalized attributes, which were obtained from attitudinal information, are significant in an individual's choice of shopping area.

❖ **Kim and Kang (1997)** identified seven factors influencing the patronage of malls, strip malls, power centers and factory outlets, only lower prices, easy product return and convenience – a factor comprising trading hours – were regarded as important by patrons of all four retail formats.

RESEARCH METHODOLOGY

Define Research:

Research in common parlance refers to search for knowledge. Once can also define a research as a scientific and systematic search for pertinent information on a specific topic

Research and Methodology :

It is a way to scientific and systematic research for pertinent information on a specific topic and for solving the research problem.

Research and Design:

The study is designed as descriptive based research. The descriptive research study is used for defining analyzing the research problem effectively. A descriptive study may help the researcher to describe various characteristics associated with subset of population.

Sampling Technique :

The sampling technique used in the study is simple random sampling

Sample Size:

The total population of the sample size involves 111 respondents.

Research Questionnaire:

Questionnaire contains demographic profiles and set of standard question related to analyze the brand preferences of the employees.

Method of Data Collection:

The study involves both primary and secondary mode of data collectionPrimary Data:

The primary data are those which are collected as fresh and for the first time and thus happen to be original in character. The primary data is collected mainly through questionnaire.

Secondary Data:

The secondary data was collected from periodicals, books and documents of the organization. The secondary data, on the other hand, are those which have already been collected by someone else and which have been passed through statistical process.

Statistical Analysis Method Used:

➢ Percentage analysis

➢ Chi square analysis

➢ ANOVA

Hypothesis

H0: There is no relationship between Time saving and malls availability of product under one roof.

H0: There is no relationship between occupation and Frequency of visit

H0: There is no relationship between regular customer in VR-FORUM Mall and shopping convenience

Table No 1: Showing Relationship Between Times Saving and Malls Availability of Product Under One Roof

Association Between Time Saving and Product Availability			
Pearson Chi-Square	**Value**	**Df**	**Asymp. Sig. (2-sided)**
Chi-Square	12.836[a]	16	.685
Likelihood Ratio	14.308	16	.576
Linear-by-Linear Association	.070	1	.791
N of Valid Cases	105		
SOURCE: PRIMARY DATA			

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .04.

Interpretation:

Chi-square is significance accepts the null hypothesis and shop at malls saves time and a mall provides everything under one roof is independent.

Table No 2: Showing Relationship Between Occupation and Frequency of Visit

Association Between Occupation and Frequency of Visit					
ANOVA	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.009	4	.502	.402	.807
Within Groups	125.038	100	1.250		
Total	127.048	104			
SOURCE: PRIMARY DATA					

Interpretation:

ANOVA is significance accepts the null hypothesis and infers the occupation and visit malls more than once in a week are independent.

Table No 3: Showing Relationship Between Regular Customers in Vr-Forum And Shopping Convivence

Association Between Regular Customer and Shopping Convenance					
ANOVA	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.376	4	.344	1.504	.207
Within Groups	22.871	100	.229		
Total	24.248	105			
SOURCE: PRIMARY DATA					

Interpretation:

ANOVA is significance accepts the null hypothesis regular customer in VR-FORUM and malls are safer than local markets infer they are independent.

Findings Derived from Hypothesis

H1: There is no relationship between Time saving and malls availability of product under one roof.

Here the Chi-square is significance accepts the null hypothesis and shop at malls saves time and a mall provides everything under one roof is independent. (Refer table no: 1)

H2: There is no relationship between occupation and Frequency of visit.

Here the ANOVA is significance accepts the null hypothesis and infers the occupation and visit malls more than once in a week are independent. (Refer table no: 2)

H3: There is no relationship between regular customer in VR-FORUM Mall and shopping convenience.

Here the ANOVA is significance accepts the null hypothesis regular customer in VR-FORUM Mall are safer than local markets infers that are independent. (Refer table no: 3)

SUGGESTIONS

- Customer service offers and discounts are suggested to be improved.
- Advertisements about the dealer should be given frequently in the FM radios and newspaper and television and roads shows and exhibitions to reach the people easily.
- It suggested that the quality of after sales and service can be improved up to expectations of the customer.
- The shopping malls can go for their own exclusive membership cards to encourage the shopping malls.

CONCLUSION

From this study, it is concluded that the most customer preference in shopping malls. Quality environment, convenience, place for celebrations in that order are the factors considered important by the youth. They give least importance to value for money. The mall culture is gaining importance among the youth as it gives them space and at the same time helps them enjoy with their friends and family. Hence, malls have to position themselves as the place for youth and crate confidence among them safety and security of the consumer. The future mall is bright as most youth like to visit these places.

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