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Factors influencing perception and satisfaction level among shoppers and their purchasing outcomes in malls

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Abstract

India's retail infrastructure is slowly undergoing a change with many hi-fi supermalls being constructed and operating in various cities. The mall concept has come to stay for good. The Indian consumer seems to be undergoing a shift in terms of personality, buying motives, interests, attitudes, beliefs and values when he or she is making a shift from 'Kirana' stores towards shopping malls. In this context it assumes significance to study the buying behaviour of consumers in Mumbai especially with changes taking place in India's retail scenario. The scope of this research is to assess the overall customer satisfaction, response of customers with regard to the availability and quality of products and services offered at shopping malls and the comfort level of the respondents towards shopping in the shopping malls in Mumbai. This study is restricted to 5 shopping malls in Mumbai. Factors influencing the customer to shop in the shopping malls of Mumbai such as socio-economic profiles, income, frequency of visit, period of relationship between the respondents and shopping malls, purpose of visit, occasion to visit shopping malls are some of the aspects studied in the present study.

Keywords: Perception, factors, shopping mall, purchasing outcome

Introduction

The growth in the Indian organized retail market is mainly due to the change in the consumer's behavior. This change has come in the consumer due to increased income, changing, lifestyles, and patterns of demography which are favorable. Now the consumer wants to shop at a place where he can get food, entertainment, and shopping all under one roof. This has given Indian organized retail market a major boost. While on the other hand the traditional stores are shops where the various product available are the range of product really required by the customers. They cautiously take care of the choice of the customers and bring the product which is demanded by them. They try to satisfy them with the wide range and at the same time maintain a good relationship to retain them and consequently convert them into their loyal customer. The shopkeepers keeps latest products to their stores and then learn how is it actually affecting the sales of products although there stores have comparatively less product range the selection made is quite relevant. Having looked at the features let us find the loopholes. However good is the ambience and wide is the product range, when it comes the selling price of the various goods, traditional shops are always more efficient than these newly evolved stores. Hence the researcher has made an attempt to study "Factors Influencing Perception and Satisfaction Level among Shoppers and Their Purchasing Outcomes in Malls:

Objectives of the study

1. To study the attributes that influence consumers' preferences towards shopping malls
2. To study the impact of demographic factors on satisfaction level towards purchasing outcome in shopping malls

Methodology

The study is descriptive in nature. Both primary and secondary data were collected systematically. Field survey method was employed to collect the primary data from 620 respondents in Coimbatore City. The respondents were selected by using stratified random

sampling technique. For this purpose a well-structured questionnaire was used for collecting the data. The secondary data namely literature relating to the study were gathered from National and International journals, newspapers, magazines, articles, research reports, EBSCO, Prowess, Emerald, Proquest and various other records.

Tools Used For the Study

Factor analysis is a method used to transform a set of variables into a small number of linear composites, which have maximum correlation with original variables. Factor analysis is used to study the Perception and satisfaction of Shoppers and purchase outcome at Malls in Bangalore City. In order to identify the major characteristics or factors considered important by the respondents. The purpose of factor analysis is to determine the responses to the several numbers of statements are significantly correlated. If the responses to the several statements are significantly correlated, it is believe that the statement measures some factors common to all of them.

Factor analysis can only be applied to continuous variables (or) interval scaled variables. A factor analysis is like regression analysis as it tries to “best fit” factors to a scatter diagram of data in such a way that the factors explain the variance associated with responses to each statement.

Factor analysis was conducted by the researcher in the following stages.

- 1) Desk research
- 2) Formulation of questionnaire
- 3) Collection of data
- 4) Feeding and processing the input
- 5) Analyzing the output
- 6) Identification of factors and naming them
- 7) Conclusion

Analysis and Interpretation

Factors chosen for the analysis

Even though there are 10 dimensions, the researcher selectively opted for two dimensions, i.e. Shoppers’ frame of mind in the existing social surroundings of the mall in Bangalore City was studied by selecting sixteen statements of the shopping perceptions. The main factors chosen for the study are social surroundings which have direct effect on the mood of the shoppers that concludes the shoppers’ frame of mind to enter into a mall for shopping. When considering the social surroundings, the respondents may feel as an

enjoyable experience going along with friends, responsiveness of the sales person, socializing with friends and family members when shopping, taking the family for shopping and enjoying with children, buying more products when accompanies. All these variables have direct effect on the shoppers frame of mind which reflects that the shoppers are excited and feel an air, shoppers find something new and interesting while shopping, not getting bored, keeps the mood fresh and indirectly involving more towards other activities when shopping. These variables lead to conduct a Factor analysis and the detailed analysis and discussion are done at various stages.

Statistics associated with factors analysis

Bartlett’s test of sphericity can be used to test the null hypothesis to conclude that the variables are not correlated with the population. The test of sphericity is based on the Chi-square transformation of the determinant of the correlation matrix. A large value of test statistics will favour the rejection of null hypotheses.

Kaiser-Mayer-Olkin- measure of sampling adequacy

This index compares the magnitude of the observed correlation co-efficient to the magnitude of partial correlation co-efficient. Instances of small values indicate that the correlation between the PAIRS of variable cannot be explained by other variables and hence, factor analysis will not be appropriate.

Eigen-values and communalities

A factor’s Eigen value or latent route is the sum of the squares of its factor loading. It helps us explain how well a given factor fits the data from all respondents on all the statements. Communalities are the sum of squares of a statement’s factor loading, i.e. it explains how much each variable is accounted for by the factors taken together.

Factor Loading

Simple correlation between the variables and the factor were studied with the help of Factor Matrix that contains the factor loading and the factors. The researcher has applied the factor analysis to assess the major attributes that influence the level of satisfaction among the employees. The factors chosen for the study is furnished detail in Table No. 1.

Table 1: Correlation Matrix

	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16
X1	1.000															
X2	.326	1.000														
X3	.351	.053	1.000													
X4	-.056	-.296	.043	1.000												
X5	-.196	-.063	.273	.252	1.000											
X6	-.224	.163	-.079	.096	.284	1.000										
X7	.601	.140	.342	.129	.130	.002	1.000									
X8	.635	.115	.535	.022	-.064	-.141	.415	1.000								
X9	.004	.294	.113	-.089	.071	.360	.030	.306	1.000							
X10	.178	.269	.040	.118	.014	-.043	.000	.166	.212	1.000						
X11	-.058	.232	.008	-.005	.083	.289	.043	.272	.640	.235	1.000					
X12	.385	.104	.220	.108	-.138	-.161	.165	.506	.496	.177	.249	1.000				
X13	.014	.404	.125	.072	.236	-.131	.112	.243	.375	.313	.246	.316	1.000			
X14	-.059	.086	.127	.241	.307	-.118	.017	.092	-.092	.555	.135	-.126	.338	1.000		
X15	.024	-.035	.230	.331	.126	-.027	.295	.347	.360	.010	.268	.370	.400	.225	1.000	
X16	.073	-.165	.204	.195	.007	-.157	.111	.389	.357	-.150	.276	.629	.323	-.129	.613	1.000

Note:

X1	::	Going to the mall is an enjoyable experience when I am with friends
X2	::	The sales person in the mall is more responsive and friendly
X3	::	I like shopping for others because when they feel good I feel good.
X4	::	Shopping with friends and family members is a social occasion
X5	::	I love shopping in the mall in the presence of children.
X6	::	When shopping with companions, I buy more products.
X7	::	The service level of mall determines my decision to shop (friendliness of staff).
X8	::	My companions affect my buying behavior and choice.
X9	::	There is an air of excitement in the mall
X10	::	There is always something new and interesting going on at the mall.
X11	::	I am never bored at the mall.
X12	::	I am usually in a good mood when I am in mall
X13	::	Is a good place for "window shopping".
X14		There is more to do at the mall than just shopping.
X15		I feel comfortable shopping from here
X16		I would buy products in this mall in the future also

This above table shows a correlation matrix constructed based on the ratings. The analytical process is based on a matrix of correlation between the variables. Valuable insights can be gained from an examination of this matrix. If the correlations between all the variables are small, factor analysis may not be appropriate. In this inter correlation matrix the correlation between all the variables are in good fit, and the factor analysis may be appropriate.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.550
Bartlett's Test of Sphericity	Approx. Chi-Square 4971.30
	Degree of Freedom 120
	Significant Level 1%

Table 3: Communalities

	Initial	Extraction
X1	1.000	.859
X2	1.000	.685
X3	1.000	.542
X4	1.000	.526
X5	1.000	.683
X6	1.000	.789
X7	1.000	.662
X8	1.000	.728
X9	1.000	.841
X10	1.000	.696
X11	1.000	.629
X12	1.000	.725
X13	1.000	.588
X14	1.000	.821
X15	1.000	.673
X16	1.000	.843

Extraction Method: Principal Component Analysis.

The above table Bartlett's test of sphericity and Kaiser Meyer Olkin measures of sample adequacy are used to test the appropriateness of the factor model. Bartlett's test is used to test the null hypotheses, that is, to find out that the variables are not correlated. Since the approximate Chi-square value on employee's satisfaction is 4971.30 which

are significant at 1% level, and consequently, the test leads to the rejection of the null-hypotheses. The value KMO statistics (0.55) is also high (greater than 1%). Thus, the factor analysis is considered an appropriate technique for analyzing the correlation matrix.

Table 4: Total Variance Explained

Compo-nent	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.874	24.210	24.210	3.874	24.210	24.210	2.797	17.481	17.481
2	2.195	13.719	37.928	2.195	13.719	37.928	2.490	15.563	33.044
3	1.912	11.948	49.876	1.912	11.948	49.876	2.095	13.093	46.137
4	1.871	11.694	61.570	1.871	11.694	61.570	2.027	12.670	58.807
5	1.440	9.000	70.570	1.440	9.000	70.570	1.882	11.763	70.570
6	.984	6.149	76.719						
7	.850	5.314	82.033						

8	.674	4.213	86.246						
9	.494	3.087	89.332						
10	.401	2.509	91.841						
11	.325	2.034	93.875						
12	.319	1.993	95.867						
13	.232	1.451	97.318						
14	.200	1.250	98.568						
15	.135	.841	99.408						
16	.095	.592	100.000						

Extraction Method: Principal Component Analysis.

It is observed from above table that the labeled Initial Eigen values used. The Eigen value for a factor indicates the total variance attributed to the factor.

Factor one: Shoppers’ frame of mind in the mall varies according to the services rendered by the malls varies according to the situation and surroundings from time to time favors a variance of 3.84 which is 24.210% of the total variance; likewise the second factor: The mood of the shoppers usually tends to be good which have a direct impact on the social surroundings that will enhance the shoppers frame of mind 13.719% and the first two factors combine to account for 37.289% of total variance. Similarly, third factor i.e. the comfort ability of the respondents while shopping shows 1.440, the fourth factor is going to the mall is an enjoyable experience with friends shows 1.871 and the total cumulative variance reaches 61.570%. Finally, from the sixteen variables the fifth factor, service level based on friendliness of staff in the malls determines the respondents

purchase decision represents 1.440 variance and the cumulative variance reaches 70.570. The majority (70.570) is accounted from the five major factors during the initial eigen values and the other factors namely, sixth factor represents 0.984, seventh factor, 0.850, eighth factor, 0.674 and so on and the sixteenth factor reveals 0.95 which concludes the total cumulative variance to 100%. This forms the combination of all sixteen statements of the factors.

Determination of factors based on Eigen values:

In this approach, only the factors with Eigen values greater than 1.0 are retained (Efforts for conducting the performance appraisal in the organization is modified from time to time and the superior rate the performance promptly); the other factors are not included in this model. Since there are 5 components possessing Eigen values which are greater than 1.0. That is sixteen components are set to be extracted from the factors.

Table 5: Component Matrix

	Component				
	1	2	3	4	5
My companions affect my buying behavior and choice#	0.758				
I am usually in a good mood	0.724				
I feel comfortable shopping	0.655				
There is an air of excitement in the mall	0.618	0.411		-0.508	
Is a good place for window	0.588				
I am never bored at the mall	0.501	0.491			
I like shopping for others	0.493				
The service level of mall determines	0.467				0.467
Going to the mall is an enjoyable experience	0.479	-0.674			
I would buy products in this mall	0.629		-0.638		
There is always something new			0.612		
The sales person in the mall			0.605	-0.460	
Shopping with friends				0.626	
There is more to do at the mall		0.406	0.487	0.562	
When shopping with companions		0.511			0.671
I love shopping in the mall		0.457		0.478	0.479

Extraction Method: Principal Component Analysis. 5 components extracted.

The component matrix table above indicates the relationship between the different factors and their individual value. It is clear that the factors have high correlation with the same

component. For a better interpretation, it is taken further to the next step.

Table 6: Rotated Component Matrix

	Component				
	1	2	3	4	5
I would buy products in this mall	0.893				
I am usually in a good mood	0.771				
I feel comfortable shopping	0.680				
Going to the mall is an enjoyable experience		0.839			
The service level of mall determines		0.797			

My companions affect my buying behavior and choice#		0.700			
I like shopping for others		0.682			
There is always something new			0.827		
There is more to do at the mall			0.794		
Is a good place for window			0.612		
When shopping with companions				0.789	
There is an air of excitement in the mall				0.742	
I am never bored at the mall				0.665	
The sales person in the mall				0.449	
I love shopping in the mall					0.729
Shopping with friends					0.676

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 15 iterations.

The above table shows that the results of VARIMAX procedure of factor rotated are presented. Rotation does not affect the percentage of total variance explained. However, the different methods of rotations may result in the

identification of different factors. Interpretation is facilitated by identifying the variables that have large loadings on the same factor. That factor can then be interpreted, in terms of variables that load high on it.

Table 7: Component Transformation Matrix

Component	1	2	3	4	5
1	.699	.550	.350	.289	.054
2	-.021	-.576	.399	.591	.399
3	-.592	.333	.682	.024	-.271
4	-.069	.158	.201	-.529	.806
5	-.395	.479	-.461	.536	.339

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

Shopping Malls influencing the mood of the shoppers

The facilitating factors that influence in deriving the level of satisfaction with the existing social surroundings and the shoppers frame of mind influencing them towards shopping outcome i.e. if the social surroundings are satisfying the shoppers their mood to buy more products from the malls have high co-efficient among the selected variables. Therefore, this component may be labeled as a major influencing factor of the perceived by the respondents when shopping in the malls.

Component II, the respondents usually feel to be a good mood while going for shopping at malls showing high co-efficient among the selected variables.

Component III. The respondents feel comfortable while shopping in the malls where the social surroundings have direct impact on the shoppers frame of mind which also found correlated.

Component IV. Reveals that the going to the mall for shopping prompts the respondents to achieve enjoyable experience which has direct impact on the social surroundings and it is found to be highly correlated.

Component V. shows the service level of staff members based on their friendly behavioral natures in the malls directly determines the shoppers to decide whether to go for shopping in a particular mall which has an impact on both shoppers frame of mind and the existing social surroundings.

It could be observed from the above factor analysis that sixteen different components have been selected and analyzed. Each component offered different outcome focuses on the influence of level of perception of the shoppers to achieve their purchase outcome when shopping. Out of these sixteen factors, only five factors such as the social surroundings, mood perspective, friendly nature of the staff members, are satisfying the shoppers their mood to

buy more products that leads the shoppers frame of mind often visit the malls for shopping.

From the analysis, it is evident that the respondents agreed to the fact that all the sixteen factors are intended to perceive the level of satisfaction among the respondents. The social surroundings and shoppers frame of mind considered to be the determinants of good shopping enhancers and are the keys for achieving the satisfaction level among the respondents during their purchase outcome.

Implication of Factor Analysis

The satisfaction perceived by the respondents towards shopping malls was studied with the help of a multivariate analysis. Factor analysis was chosen, from the multivariate analysis. For this purpose sixteen factors were selected for analysis, Principal component analysis, rotated component matrix and component transformation matrix were used to derive the results. Factor analysis shows that out of sixteen factors only five statements influence more at arriving the satisfaction level among shoppers in malls.

Suggestions and Recommendations

This study is conducted to ascertain the influence of economic, socio, physical and temporal factors, to analyse the impact of task definition, Pricing perception and shopper’s mood on purchase in malls and finally to analyse the common problems faced by the mall users. it is understood that all the dimensions has significant influence towards shoppers’ purchasing outcomes and the study reveals that the respondents who visit the malls frequently were not satisfied much due to monotony and it has been recommended that the mall management should concentrate on giving more fun related activities to attract the mall users. The social surroundings and shoppers frame of mind considered to be the determinants of good shopping

enhancers and are the keys for achieving the satisfaction level among the respondents during their purchase outcome. Situational factors are any factors that contribute to the set of different conditions to which an individual acts or reacts to. The situational effects are widely recognised to understand and predict the consumer behaviour in retailing. A shopping situation is a particular act of buying behaviour occurring at a specific point in space and time. A situation serves as an interface between the person and the stimulus object and all those factors defining that interface constituting situational variables. Situational variables refer to all those factors with respect to time and place of observation which do not follow from knowledge of personal (intra-individual) and stimulus (choice-alternative) attributes. Situational variables include task definition, perceived risk, physical surroundings, temporal aspects, and social surroundings which was specifically taken as dimensions of the study to verify the level of satisfaction of the shoppers from their purchase outcome.

In this connection, the practical value of this study is that the retailers may be better able to explain and predict the effects of situational factors and their changes on consumers' shopping behaviour. Research result indicates that managers need to be sensitive to the fact that companions positively influence purchasing outcomes. Thus, they should design such store environment that would attract a lot of shopping parties, parents with children, and foster discussion among them at the same time. Capture time is a further important factor in determining how much a shopper will buy. Store management initiatives should therefore address this situational variable in order to induce longer visits of their patrons.

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