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A study on consumer preference towards malls in Coimbatore City

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Abstract
This Study aims to find out the Consumer Preferences towards Malls in Coimbatore city. To conduct this study the data was collected by formulating a questionnaire and by interviewing the consumers. The project was conducted to find out the Promotion of malls

Keywords: Consumer, malls, preferences, data

1. Introduction
A shopping mall is a modern, chiefly North American, term for a form of shopping precinct or shopping center, in which one or more buildings form a complex of shops representing merchandisers with interconnecting walkways that enable customers to walk from unit to unit. A shopping arcade is a specific form serving the same purpose. Many early shopping arcades such the Burlington Arcade in London, the Galleria Vittorio Emmanuelle II in Milan and numerous arcades in Paris are famous and still trading. However, many smaller arcades have been demolished, replaced with large centers or "malls", often accessible by vehicle. Technical innovations such as electric lighting and escalators were introduced from the late 19th century. From the late 20th century, entertainment venues such as movie theaters and restaurants began to be added. As a single built structure, early shopping centers were often architecturally significant constructions, enabling wealthier patrons to buy goods in spaces protected from the weather.

2. Statement of the Problem
The problem of study is considered based on the preferences among the mass which includes all categories covering the area of residents from urban category and both gender with different age group. As the need of people increases, the numbers of shopping places were increased. Thus, I am one of visitor of malls; I need to know the people's expectation and their needs. This gives the idea for the innovation to the study of consumers towards malls in the city.

3. Objectives of the study
- To study the factors influencing the customers to purchase house hold articles from Malls.
- To study the needs of the customers at the place of purchase.
- To study the consumer's opinion and ideas about the price, quality and services rendered in malls.
- To study the awareness about malls.
- To suggest, improve in sales and functions in malls based on results.

4. Research Methodology
4.1 Research Design
The study is made with the intension to evaluate and analyze consumer behavior towards Malls in Coimbatore city. The methodology of study includes the area of the study, source of data, sample size and statistical tools.

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4.2 Sampling Design
4.2.1 Sampling size
The sample size of this study consists of 100 respondents.

4.2.2 Sampling method
The simple random sampling method is used for collecting data in this study.

4.3 Data Collection
Both the primary and secondary data is used to collect the details from the respondents.

4.3.1 Primary data
Primary data are collected from 150 sample respondents with the help of well-structured questionnaire, which is pre-tested.

4.3.2 Secondary data
The primary data are supplemented by spat of secondary sources of data. The secondary sources being the published research and articles collected from various journals, books and internet etc.

5. Analytical Frame Work
The primary data collected through the well-structured questionnaire were classified and tabulated for analysis in accordance with outline laid down for the purpose at the time of developing the research design. To analyze the data and to draw inferences the following statistical tools were used to ensure the objectives drawn.

5.1 Data Analysis and Interpretation
5.1.1 Purchase of House Hold Articles from Malls

SI. No	Purchase of House Hold Articles	No. of Respondents	Percentage
A	Variety	39	39%
B	Reliability	29	29%
C	Price factor	23	23%
D	Convenience	8	8%
E	Others…	1	1%
	Total	100	100%

Interpretation
From the above table it is clear that out of the total respondents taken for study, 39% of the respondents purchase house hold articles from malls because of variety of products, 29% of the respondents make purchase due to Reliability, 23% of the respondents opinions on price factor, 8% of the respondent purchase due to convenience and 1% of the respondents were in other category.

5.1.2 Frequency of Visit to Malls

SI. No.	Malls	No. of Respondents	Percentage
A	Daily	28	28%
B	Weekly	11	11%
C	Twice in a month	42	42%
D	Monthly	19	19%
	Total	100	100%

Interpretation
From the above table it is clear that out of the total respondents taken for study, 42% of the respondents visit twice in a month, 28% of the respondents visit malls on daily basis, 19% of the respondents make visit on monthly basis, 11% of the respondents visit malls on monthly basis.

5.1.3 Attitude of employees in Malls

SI. No.	Attitude of employees	No. of Respondents	Percentage
A	Excellent	45	45%
B	Good	35	35%
C	Average	15	15%
D	Poor	5	5%
	Total	100	100%

Interpretation
From the above table it is clear that out of the total respondents taken for study, 45% of the respondents says the employees have a an excellent attitude,35% of the respondents says they are good, 15% of the respondents have an average opinion, 5% of the respondents says the attitude of employees are poor.

5.1.4 Satisfaction Level of Consumers towards Malls

SI. No.	Opinion Level	No. of Respondents	Percentage
A	Highly Satisfied	13	13%
B	Satisfied	23	23%
C	Average	33	33%
D	Dissatisfied	20	20%
E	Highly Dissatisfied	11	11%
	Total	100	100%

Interpretation
From the above table it is clear that out of the total respondents taken for study, 33% of the respondents have average satisfaction, 23% of the respondents are satisfied regarding malls, 20% of the respondents are dissatisfied, 13% of the respondents are highly satisfied and 11% of the respondents are highly dissatisfied.

5.1.5 Opinion regarding Purchase Price

SI. No.	Opinion	No. of Respondents	Percentage
A	Very high	8	19%
B	High	12	28%
C	Neutral	19	44%
D	Low	4	9%
E	Very low	-	-
	Total	43	100%

Interpretation
From the above table it is clear that out of the total respondents taken for study, 44% of the respondents says that the purchase price is neutral, 28% of the respondents says that the purchase price is high,19% of the respondents says that the purchase price is very high and 9% of the respondents says that the purchase price is low.

5.1.6 Parking facilities provided in Malls

SI. No.	Parking Facilities	No. of Respondents	Percentage
A	Highly Satisfied	18	18%
B	Satisfied	26	26%
C	Average	33	33%
D	Dissatisfied	16	16%
E	Highly Dissatisfied	17	17%
	Total	100	100%

Interpretation
From the above table it is clear that out of the total respondents taken for study, 33% of the respondents have an average level of satisfaction, 26% of the respondents are satisfied on parking facility, 18% of the respondents are highly satisfied, 17% of the respondents are highly dissatisfied and 16% of the respondents are dissatisfied on parking facilities provided by malls.

6. Findings
- Majority of the respondents purchase house hold articles from malls because of variety of products.
- Majority of the respondents visit malls twice in a month.
- Majority of the respondents says the employees have an excellent attitude.
- Majority of the respondents have an average satisfaction towards malls.
- Majority of the respondents' opined price is neutral.
- Majority of the respondents have an average level of satisfaction regarding parking facilities provided in malls.

7. Suggestions
- Efforts should be made to reduce the price of certain products.
- Steps should be formulated to make the customers aware of the door delivery system facility provided.
- Offers can be made to purchasers which will increase the sale of products and 24/7 online chat assistants can be provided for the convenience of potential claims.
- Steps should be taken to avoid waiting and arrangements be made to park the customers vehicle without any problem.
- Steps should be formulated to make the customers aware of the door delivery system facility provided.

8. Conclusion
The starting point in evolution of market driven strategies in getting know about what, where, when and how the customers are in need of their wants. The various marketing channels are used to provide consumers with a convenient means of obtaining the products and services they desire one. The features such as product choice, display of good and other services facility provided attract the customers at large. The study reveals that the customers are satisfied with the contributors made malls and they are interested in recommending it to other prospective customers.

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