Vandana Publications
IJEMR

A Study on Customer Priorities towards a Brand in Shopping Mall

Kavitha. R
Department of Commerce, Sri Krishna Arts and Science College, Coimbatore, INDIA

ABSTRACT

Customer's priorities differ from brand to brand in a shopping mall and never cease to vary most of the time. Customers tend to shop at regular intervals and build a healthy relationship with a particular brand. Malls are a relatively new format in today's retail world. A shopping mall is a place for the fun and entertainment, family outing, get together with friends and relatives, shopping and eating. Customers prefer to shop from a particular brand they like because of its value for money and the satisfaction they get from purchasing from the brand. It is evident that most of the respondents buy from the brand because of its great reputation and brand image.

Keywords-- Brand, Customers preference, Shopping mall, Innovation, promotional activities

I.   INTRODUCTION

Customers are the life force of any business to survive in this world. Customer's tastes, preferences, and their buying behavior vary immensely from brand to brand. Each brand targets many customers or a particular group of customers to earn their profit from. Customers tend to shop at regular intervals and build a healthy relationship with a particular brand. Malls are a relatively new format in today's retail world. A shopping mall is a place for the fun and entertainment, family outing, get together with friends and relatives, shopping and eating. In a shopping mall, the age factor is also a dominant factor towards daily footfall.

1.1 Brand

A **brand** is a name, term, design or other feature that distinguishes one seller's product from those of others. Brands are used in business, marketing, and advertising. Initially, livestock branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron. A modern example of a brand is Coca-Cola which belongs to the Coca-Cola Company.

1.2 Shopping Mall

A shopping mall, shopping center/center, shopping arcade, shopping precinct, or simply just a mall, is one or more buildings forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to walk from unit to unit. Other establishments including movie theaters and restaurants are also often included. As traders moved into more spacious shops in the early 19th century, high streets developed; but wealthier people (who could afford to travel to city centers for pleasure) started wanting shelter from rain, so shopping arcades were developed. With new innovations like escalators these evolved into shopping centers, and with the rise of the automobile, these evolved into shopping malls.

1.3 Statement of the Problem

Today's world just keeps getting more and more modernized and innovative. Innovation leads to the birth of new brands as well as leads to the growth and development of existing brands which in turn changes the priorities of customers regardless of their age group. Customer's priorities differ from brand to brand in a shopping mall and never cease to vary most of the time. Today's brands perform various promotional activities and strategies to induce customers to buy from them or pull back their existing customer to keep visiting and shopping from them.

1.4 Objectives

• To study the frequency at which the buyer visits different branded shops in the mall.

• To study the impact of promotional strategies on the consumer buying behavior.

• To study the relationship of a customer with a particular brand.

• To study the customer's shopping experience or satisfaction from shopping at a brand.

1.5 Scope of Study

This study provides us with the information about the various groups of customers and their frequency of visits to a particular brand in shopping malls. The study also helps to reveal which brand in the shopping mall is most preferred by the customers and what motivates them

to shop from the brand. Further, this study reveals about how the brands' promotional activity affects the customer in their choice of brands, what relationship they have with the brand and how satisfied are they from shopping with the brand.

1.6 Limitations of the Study

As there are a vast number of brands springing up in today's world which induces customers to keep changing their priorities towards a brand, there are some probable limitations to the study which are listed below:

- As this study is restrained to within the respondents of Coimbatore district, the project is therefore applicable to the Coimbatore District only and cannot be extended to other areas.

- The study is only conducted with the sample size of 100 respondents, so it is difficult to obtain the exact and accurate perception level.

II.   RESEARCH METHODOLOGY

2.1 Introduction

The word '**Research**' is a systematic inquiry that investigates hypotheses, suggests new interpretations of data or texts, and poses new questions for future research to explore. Defined in simplest terms, research is searching for and gathering information, usually to answer a particular question or problem.

2.2 Methodology
Data Collection

Primary Data: Primary data is collected for the study which is fresh and which is purely done originally for the first time. The questionnaire was prepared in the simplest way to enable the respondents to express their views and opinions with ease.

Secondary Data: Secondary data is collected from the internet from various journals, articles, and relevant websites. This data is purely collected from the internet only for the study.

Questionnaire Design

The data for this study was obtained from a total of 100 random customers who visit the shopping mall with the help of a questionnaire. The project is restricted to within Coimbatore District, Tamil Nadu for the collection of data required for the study. So the structured and simple questionnaire is distributed to the customers who shop from the brands in the shopping mall of Coimbatore city only.

Sample Technique

For this project, the random sampling technique is used to collect the required data necessary for this study.

Sample Size

The sample size is the total number of respondents targeted for this study. In this project, I have taken the sample size of 100 respondents only.

2.3 Tools used in this Study
1. Simple Percentage Analysis

2. Weighted Average Score Analysis
1. Simple Percentage Analysis

Percentage refers to a special kind of ratio. Percentages are used to describe various relationships and the common base is kept at 100 so that the comparisons can be made easy and meaning full.

$$\text{PERCENTAGE} = \frac{\text{Number of respondents}}{\text{Total no.of respondents}} \; x \; 100$$

2. Weighted Average Score Method

Mean in which each item being averaged is multiplied by a number (weight) based on the item's relative importance. The result is summed and the total is divided by the sum of the weights. Weighted averages are used extensively in descriptive statistical analysis such as index numbers also called weighted mean. Based on the consolidated opinion of the respondents, the average score is calculated to determine the degree of the opinion or satisfaction of the respondents.

$$\text{Weighted Average} = \frac{\sum wf}{\sum w}$$

Where W= Weight
F= Frequency

III.   REVIEW OF LITERATURE

1. *Satendra Bhardwaj, Rajeev Sharma and Jyoti Agarwal*
In India there has been a great successful brand both national as well as foreign brands and again it has been realized that brands are sustaining power to stay in the competitions." Customer satisfaction is defined as "measure or determination that a product or services meet a customer's expectation, considering the requirement of both quality and service. "To study of customer perception about shopping malls and suggestedway to improve its market share in sales through customer perception about private labels.

2. *Latha. K, Mohanapriya* As traders moved into more spacious shops in the early 19th century high streets developed, but wealthier people (who could afford to travel to city centers for pleasure) started wanting shelter from rain, so shopping arcades were developed. The Manchester of South Indian Coimbatore offers some of the grandest shopping malls that come with the most exclusive range of indigenous and international brands. Hence for our convenience, we have listed the top and the best shopping malls in Coimbatore.

3. *Chieng Fayrene Y.L., Goi Chai* Lee It has aroused intense interest among business strategists from a wide variety of industries as brand equity is closely related to brand loyalty and brand extensions. However, there is no common viewpoint emerged on the content and measurement of brand equity. The aims of the study are to review the dimensions of customer-based brand equity by drawing together strands from various literature and empirical studies made within the area of customer-based brand equity. A conceptual framework for measuring

customer based brand equity is developed to provide a more integrative conceptualization of brand equity.

(A) Satendra Bhardwaj, Rajeev Sharma And Jyoti Agarwal[1], "Perception Of Consumers Towards Shopping Mall- A Case Study With Reference To Aligarh And Mathura City" - VSRD International Journal Of Business And Management Research, VSRD-IJBMR, Vol. 1(5), (2011).

4. *Dr. Anil Kumar Singh, Prof. Satish Kumar Singh, Dr. Pratyush Tripathi* The current study concentrates on the comparative analysis of consumer buying behavior and brand perception towards shopping malls in Bhopal District. The main factor of the consumer is buying power, which in the result, determines their buying behavior and perception of brands in shopping malls. Shopping Malls offers family outing, the fun & entertainment, shopping and eating junction. Age of the consumer is the most important factor in shopping Malls in daily footfalls. Different age group consumers visit different shopping malls and they impact on the buying behavior.

5. *Shivakumar R. Sharma* In this context it assumes significance to study the buying behavior 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 socioeconomic profiles, income, the frequency of visit, a period of the relationship between the respondents and shopping malls,

thepurpose of visit, anoccasion to visit shopping malls are some of the aspects studied in the present study.

(B) Latha. K, Mohanapriya[2], "A Study On Customer Preference And Satisfaction Towards Modern Shopping Centres In Coimbatore City" - Indian Journal Of Applied Research, Volume: 5, Issue: 1, Jan (2015).

(C) Chieng Fayrene Y.L., Goi Chai Lee[3], "Customer-Based Brand Equity" - International Refereed Research Journal, Vol. – Ii, Issue – 1, January (2011).

(D) Dr. Anil Kumar Singh, Prof. Satish Kumar Singh, Dr. Pratyush Tripathi[4], "Consumer Buying Behavior And Brand Perception In Shopping Malls- A Study Of Db City Mall, Bhopal" - Journal Of Current Trends In Technology And Science Volume: 2, Issue: 2 (2012).

(E) Shivakumar R. Sharma[5], "Customer Attitude Towards Shopping Malls In Mumbai" - International Journal Of Trade And Commerce - IIARTC July-December (2012), Volume 1, No. 2, Pp 269-280.

IV.   ANALYSIS AND INTERPRETATION OF DATA

Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making. The analysis, presentation, and interpretation found in this study are as follows:
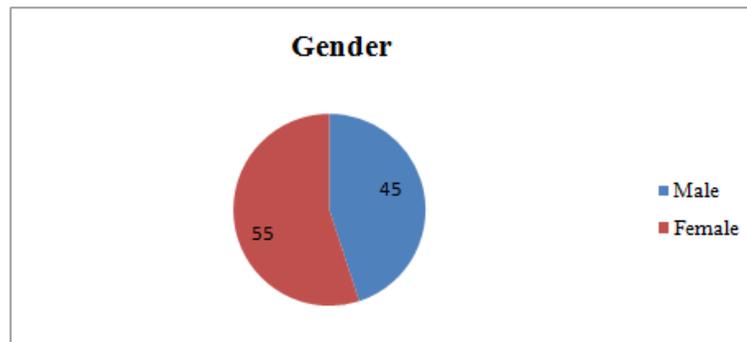
4.1: Percentage Analysis

4.2: Weighted Average Score Analysis

4.1 Percentage Analysis

Table No. 4.1.1: Showing Gender of Respondents

| S. No.	Gender	No. of Respondents	Percentage
1.	Male	45	45%
2.	Female	55	55%
	Total	100	100%

Interpretation
From the above table, it shows that from the total number of respondents taken 45% are Male Respondents and 55% are Female Respondents. The majority of the respondents are Female Respondents.

Table No.4.1.2: Showing Age of the Respondents

| S. No.	Age Group	No. of Respondents	Percentage
1.	15 - 25	75	75%
2.	26 - 35	15	15%
3.	36 - 50	9	9%
4.	Above 50	1	1%
	Total	100	100%
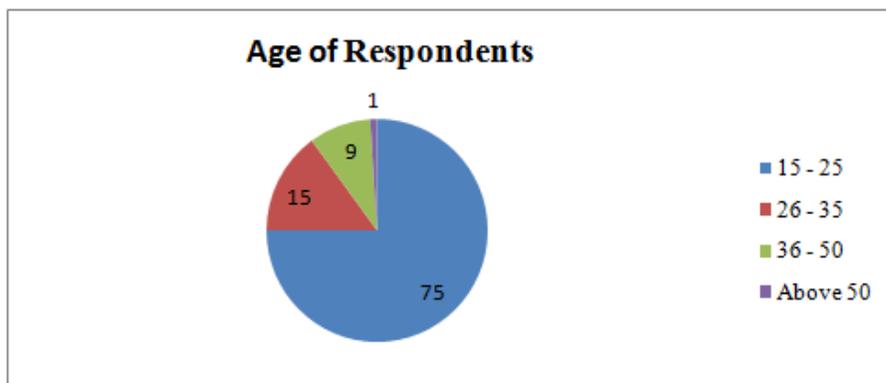
Age of Respondents

Interpretation

From the above table, it shows that 75% of the respondents fall under the age group of 15 - 25 years, 15% of the respondents under the age group of 26 - 35 years, 9% of the respondents fall under the age group of 36 – 50 years and 1% of the respondent is under the age group of above 50 years. The majority of the respondents are from the age group of 15 - 25.

Table No. 4.1.3: Showing Monthly Income of Respondents

| S. No.	Monthly Income	No. of Respondents	Percentage
1.	Rs. 10,000 - Rs. 25000	66	66%
2.	Rs. 25,001 - Rs. 40,000	24	24%
3.	Rs. 40,001 - Rs. 60,000	6	6%
4.	Above Rs. 60,000	4	4%
	Total	100	100%

Monthly Income of Respondents
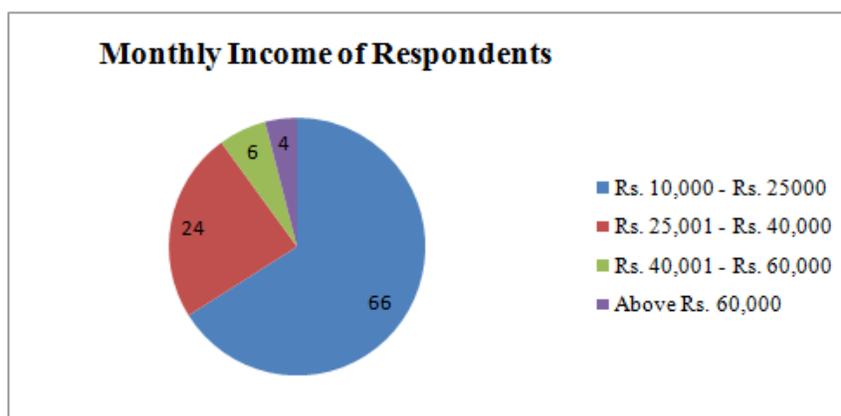
Interpretation

From the above table, it shows that 66% of the respondents earn a monthly income of Rs. 10,000 - Rs. 25,000, 24% of the respondents earn Rs. 25,001- Rs. 40,000, 6% of the respondents earn Rs. 40,001 - Rs. 60,000 and 4% of the respondents earn above Rs. 60,000. Majority of the respondents are under the monthly income category of Rs. 10,000 Rs. - 25,000.

Table No. 4.1.4: Showing Occupation of the Respondents

| S. No.	Occupation	No. of Respondents	Percentage
1	Private Company Employee	28	28%
2	Government Employee	6	6%
3	Business	3	3%
4	Corporate Professional	4	4%
5	Student	36	36%
6	Medical Professional	3	3%
7	Others	20	20%
	Total	100	100%
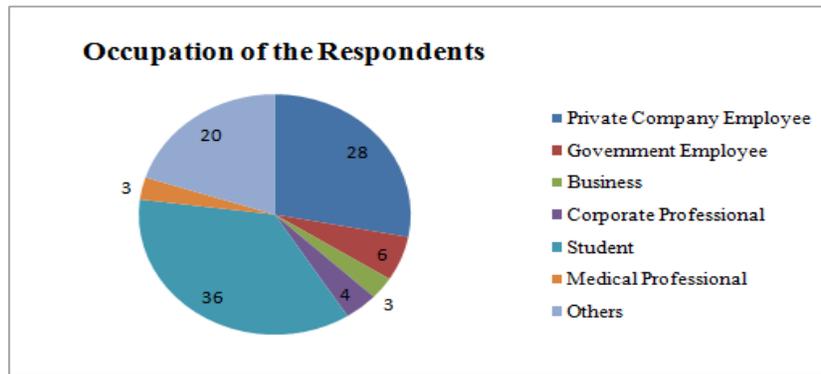
Interpretation

From the above table, it shows the occupation of the respondents of which 28% are Private Company Employees, 6% are Government Employees, 3% are under the Business category, 4% are Corporate Professionals, 36% are Students, 3% are Medical Professionals and 20% belong to other categories. The majority of the respondents are Students.

Table No. 4.1.5: Showing how long the Respondents have been purchasing from this Brand in the Shopping Mall

| S. No.	Span of Purchases from the Brand	No. of Respondents	Percentage
1.	Last 6 Months	28	28%
2.	1 Year	22	22%
3.	1 - 2 Years	24	24%
4.	More Than 2 Years	26	26%
	Total	100	100%
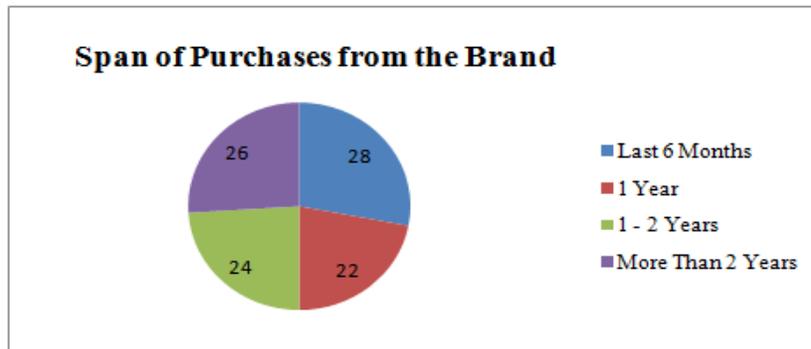
Interpretation

From the above table, it shows that 28% of the respondents have been purchasing from the brand in the shopping mall for the Last Six Months, 22% for 1 Year, 24% for 1 - 2 Years and 26% for more than 2 Years. The majority of the respondents have been shopping from this brand in the shopping mall for the Last Six Months.

Table No. 4.1.6: Showing what the Respondents usually purchase from the Brand in the Shopping Mall

S. No.	Purchases from the Brand	No. of Respondents	Percentage
1.	Apparels / Footwear	73	73%
2.	Watches	6	6%
3.	Accessories	19	19%
4.	Cosmetics	2	2%
	Total	100	100%
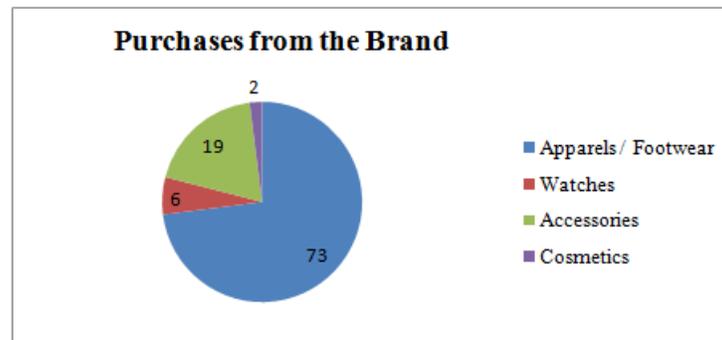
Interpretation

From the above table, it shows the respondent's purchases usually made from the brand in the shopping mall, out of which 73% buy Apparels / Footwear, 6% buy Watches, 19% buy Accessories and 2% buy Cosmetics. The majority of the respondents usually buy Apparels / Footwear from the brand in the shopping mall.

4.2 Weighted Average Score Method

Table No. 4.2.1: Showing the Weighted Analysis of the Respondents' experience and satisfaction from shopping a brand in the shopping mall

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	WA	Rank
You are satisfied with the customer service offered to you	23	13	19	32	13	299	2.99	5
Owning this brands' products have helped you feel good in public	5	24	24	33	14	327	3.27	3

You are willing to suggest this brand to others	8	16	18	32	26	352	3.52	1
You feel more confident and have to build your trust to shop from this brand in the future	9	15	20	28	28	351	3.51	2
This brand has given you the best shopping experience and satisfaction when compared to others	11	26	13	27	23	325	3.25	4

WA = **Weighted Average Weighted Average =** $\frac{\sum wf}{\sum w}$

Interpretation

From the above table, the information shows us that the respondents have given the first priority for willing to suggest this brand to others and shows an average score of 3.52. The respondents have given the second priority for the fact that they feel more confident and have built their trust to shop from this brand in the future and shows an average score of 3.51. The respondents have given the third priority for the fact that owning these brands' products have helped them feel good in public and shows an average score of 3.27. The respondents have given the fourth priority for the reason that the brand has given them the best shopping experience and satisfaction when compared to others and shows an average score of 3.25. Finally, there spondents have given the last priority for the reason that they are satisfied with the customer service offered to them and shows an average score of 2.99. The majority of the respondents have given the first priority towards the factor that they are willing to suggest this product to others.

V.   FINDINGS, SUGGESTIONS, AND CONCLUSION

5.1 Findings

The principal outcomes of a research project, what the project suggested, revealed or indicated. This usually refers to the totality of outcomes, rather than the conclusions or recommendations are drawn from them.

5.1.1 Percentage Analysis
♦   The majority (55%) of the respondents are Female Respondents.
♦   The majority (75%) of the respondents are from the age group of 15 - 25.
♦   The majority(66%) of the respondents are under the monthly income category of Rs. 10,000 Rs. - 25,000.
♦   The majority(36%) of the respondents are Students.

♦   The majority (28%) of the respondents have been shopping from this brand in the shopping mall for the Last Six Months.
♦   The majority (73%) of the respondents usually buy Apparels / Footwear from the brand in the shopping mall.

5.1.2 Weighted Average Score Method
♦   The majority of the respondents have given the first priority towards the factor that they are willing to suggest this product to others.

5.2 Suggestions
♦   Advertisements conveyed by the brand must always be attractive, simple and meaningful to easily connect with the customer.
♦   The brand should always be consistent with its services to the customers in the shopping mall.
♦   The quality of products in the brand should never differ and should always be value for money.

VI.   CONCLUSION

From this study, it is evident that majority of the respondents prefer to shop from a particular brand they like in the shopping mall. Customers prefer to shop from a particular brand they like because of its value for money and the satisfaction they get from purchasing from the brand. It is evident from the study that most of the respondents buy from the brand because of its great reputation and brand image. The study identifies that most of the respondents get to know about the brand from the Internet. Hence, the customers always prefer to shop from the brands in the shopping mall that give them the best customer service and satisfaction among other brands

REFERENCES

[1] URL: http://en.wikipedia.org/wiki/Brand
[2] URL: http://en.wikipedia.org/wiki/Shopping_mall

[3] Satendra Bhardwaj, Rajeev Sharma And Jyoti Agarwal[1], "Perception Of Consumers Towards Shopping Mall - A Case Study With Reference To Aligarh And Mathura City" - VSRD International Journal Of Business And Management Research, VSRD-IJBMR, Vol. 1(5), (2011).

[4] Latha. K, Mohanapriya[2], "A Study On Customer Preference And Satisfaction Towards Modern Shopping Centres In Coimbatore City" - Indian Journal Of Applied Research, Volume: 5, Issue: 1, Jan (2015).

[5] Chieng Fayrene Y.L., Goi Chai Lee[3], "Customer-Based Brand Equity" - International Refereed Research Journal, Vol. – Ii, Issue – 1, January (2011).

[6] Dr. Anil Kumar Singh, Prof. Satish Kumar Singh, Dr. Pratyush Tripathi[4], "Consumer Buying Behavior And Brand Perception In Shopping Malls- A Study Of Db City Mall, Bhopal" - Journal Of Current Trends In Technology And Science Volume: 2, Issue: 2 (2012).

[7] Shivakumar R. Sharma[5], "Customer Attitude Towards Shopping Malls In Mumbai" - International Journal Of Trade And Commerce - IIARTC July-December (2012), Volume 1, No. 2, Pp 269-280.