IMPACT OF SHOPPING MALLS SERVICES ON CUSTOMERS SATISFACTION IN CHENNAI CITY

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ABSTRACT

Shopping is an integral part of life for an every individual. With the change in the living style of the people, they prefer to buy from a place where they can buy everything under one roof. Economic development and the change in consumer culture, shopping malls in India have impressive growth and replaced the traditional departmental store and retail outlet. It has collection of shops and restaurants and entertainment facilities. Satisfaction and loyalty such as perceived value and service quality were not analyzed in this research. The purpose of the study impact of shopping malls services on customers satisfaction. The main objectives of the study the impact factor with level of satisfaction of the customers.The study comprises both primary and secondary data. Primary data collected from customer through the questionnaire method, the sample size is 360. A convenient sampling method was used for the study. The concluded of the study Customer services about children, informative customer services on satisfaction and loyalty, shopping Centre management should not ignore these types of services since they are really important.

1.1 INTRODUCTION

Shopping mall has the double nature of Web-based application system and traditional shopping mall. Online and offline types of internet shopping malls and their relations with the acceptance behaviors of customers **(TonyAhnet., al 2004)**. Customer satisfaction and buyerretaining have gained increasing importance in both online and off-line businesses**(Chun-ChunLinet.,al 2011)**.The shopping mall retailers are working in a highly competitive retail environment which requires effective management in order to satisfy the customers and achieve customers' loyalty. The control the satisfaction and

loyalty among shopping mall customers about the shopping malls (**SS Makgopa 2018**).The growing importance of planned, centrally managed and enclosed shopping centres in the retailing sector, the understanding concerning sources and outcomes of customer satisfaction with this kind of shopping malls (**J Anselmsson2007**).The attraction factors influencing shopper's satisfaction, loyalty, and word of mouth in shopping mall centers (**Mohammad Khalaf Ahmad 2012**).Shopping streets and the rise of shopping malls have been major trends in retailing for decades. The investigate this shift of accumulation format patronage from a marketing perspective, including the consumers' point of view(**Christoph Teller 2007**).Theservice encounters on customer experiential value and subsequently on customer behavioral intentions in a shopping mall. The personal interaction encounters positively influenced perceptions of efficiency and excellence value; physical environment encounters positively affected perceptions of playfulness and aesthetics; and all dimensions of customer experiential value(**Ching-Jui Keng et.al 2007**).The customer satisfaction and future purchase decision, to reveal any differences across China and Taiwan, to fill in a gap in the literature focused on post-purchase logistic activities (**Yingxia Cao 2018**).Social presence with other consumers in influencing consumers' satisfaction evaluations by exploring a question: can non-interactive social presence of other people affect satisfaction with shopping mall(**HyorkjinKwon et.al 2016).**

1.2 REVIEW OF LITERATURE

Shopping centres and retail formats that erode traffic. Shopper ′ emotional processes that trigger changes in spending behaviour in the renovated mall. Makeover has a direct impact on the perception of the mall atmosphere and an indirect one on shoppers′ hedonic and utilitarian values, satisfaction, and spending. Renovation affects shoppers′ spending through the perception of utilitarian shopping benefit (**Jean-CharlesChebatet., al 2014**).Retail sector forms a critical element of a community's economic and social welfare. It provides people with choices and services. These choices were until recently very limited in township areas. The pre-1994 retail landscape was dominated by small, often informal businesses offering basic household necessities to relatively low income earners. This has resulted in township residents' preference to shop outside townships, known as 'out shopping'(**AA Ligthelm 2008**). Malls have been constantly adapting and changing in both style and substance in order to attract increasingly sophisticated and fickle consumers. There are various factors which might affect shoppers' selection of a place to shop (**TarunKushwahaet., al 2017**).Shopping malls contribute to business more significantly than traditional markets which were viewed as simple convergence of supply and demand. Shopping malls attract buyers and sellers, and induce customers providing enough time to make choices as well as a recreational means of shopping.

However, competition between malls, congestion of markets and traditional shopping centers has led mall developers and management to consider alternative methods to build excitement with customers (**Dr. Rajagopal 2008**).Shopping mall that govern customer satisfaction in Southern Gauteng in South Africa. Literature is reviewed, identifying various features in shopping malls such as merchandisers, accessibility, service, amenities, ambiance, entertainment, security and among others (**Dubihlela, Dorah et.,al 2014**).The role played by emotional states in the relationship between entertainment and social interaction with salespeople and shopper satisfaction (**Maher Georges Elmashhara et.,al 2019**).Consumers' response toward the marketing activities offered by a shopping complex and includes sensory, emotional, perceptional, and behavioral experiences. In this study, we examine the impact of mall brand experience and personality on mall satisfaction and loyalty as a key element of differentiation for the continued growth of the shopping complex. We find that the shopping mall experience impacts satisfaction and loyalty, as well as brand personality (**Yong GuSuhet.,al2015**). The growth of the internet, electronic (online) business has become an important trend in the economy. Retailers could enhance their shopping processes and hence help sustain their e-business development(**Jongtae Rhee***et., al 2018*).

1.3 OBJECTIVE OF THE STUDY
- To analyse the impact factor with level of satisfaction of the customers.

1.4 METHODOLOGY
The study comprises both primary and secondary data. Primary data collected from customer through the questionnaire method, the sample size is 360. A convenient sampling method was used for the study. The secondary data were also collected from various standard textbooks, journals, and the internet, which constituted supportive literature to make analysis and suggestions. The data were analyzed and SPSS was used to analyse and interpret the required data.

1.5 DATA AND ANALYSIS
1.5.1 Entertainment Factors and Level of Satisfaction
Entertainment factors are important to influence the customers satisfaction of the shopping malls. Hence, researcher studies the entertainment factors and level of satisfaction of the customers in shopping malls. The relevant factors selected for the study are
EF1:I enjoy shopping for my friends and family
EF2: To me, shopping is a way to relieve stress
EF3:When I am in a down mood, I go shopping to make me feel better
EF4: I enjoy looking for discounts when I shop and
EF5: I enjoy hunting for bargains when I shop

TABLE 5.1
ENTERTAINMENT FACTORS AND LEVEL OF SATISFACTION OF THE
CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						
		Number of Customers						
		Highly Satisfied	Satisfied	Not Satisfied	Dis Satisfied	Highly Dis Satisfied	Total	Total Score
1.	E₁	106 (29.44)	158 (43.89)	86 (23.89)	6 (167)	4 (1.11)	360 (100.00)	1436
2.	E₂	92 (25.56)	164 (45.56)	94 (26.11)	7 (1.94)	3 (0.83)	360 (100.00)	1420
3.	E₃	98 (27.22)	171 (47.50)	82 (22.78)	5 (1.39)	4 (1.11)	360 (100.00)	1434
4.	E₄	108 (30.00)	143 (39.72)	103 (28.61)	4 (11.11)	2 (5.56)	360 (100.00)	1431
5.	E₅	93 (25.83)	189 (52.50)	73 (20.28)	3 (0.83)	2 (0.56)	360 (100.00)	1448
	MeanScore							**3.98**

Source: Survey data.

It is clearly observed from the above table 5.1 that most of the customers are satisfied with "Entrainment Factors" such as, enjoy shopping for my, friends and family (73.33 per cent), shopping is a way to relieve stress (71.12 per cent), shopping to make me feel better (74.72 per cent), enjoy looking for discounts (69.72 per cent) and enjoy hunting for bargains (78.33 per cent) respectively.

Hence, the above analyses of data it may be concluded that majority of the customers are more satisfied with "Environment Factors" in shopping malls and a few customers are not satisfied or dissatisfied with the "Entertainment Factors" in Chennai city. Analysis of the mean score value of the entertainment factors 3.98 in shopping has been positively influenced the customers satisfaction in the study area.

1.5.2 Social Factors and Level of Satisfaction of the Customers
SF1: I go shopping when I want to treat myself to something special
SF2: Shopping makes me feel like I am in my own universe
SF3: I go shopping with my friends or family to socialize
SF4: I enjoy socializing with other when I shop and
SF5: Shopping with other is a bonding experience

TABLE 5.2

SOCIAL FACTORS AND LEVEL OF SATISFACTION OF THE CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						
		Number of Customers						
		Highly Satisfied	Satisfied	Not Satisfied	Dis Satisfied	Highly Dis Satisfied	Total	Total Score
1.	S_1	101 (28.06)	169 (46.94)	60 (16.67)	19 (5.28)	11 (3.05)	360 (100.00)	1410
2.	S_2	96 (26.67)	171 (47.50)	73 (20.28)	11 (3.05)	9 (2.50)	360 (100.00)	2266
3.	S_3	99 (27.50)	173 (48.06)	75 (20.83)	9 (2.50)	4 (1.11)	360 (100.00)	1434
4.	S_4	105 (29.16)	156 (43.33)	88 (24.44)	8 (2.24)	3 (0.83)	360 (100.00)	1434
5.	S_5	100 (27.77)	183 (50.83)	66 (18.34)	6 (1.68)	5 (1.38)	360 (100.00)	1381
	MeanScore	**4.40**						

Source: Survey data.

Table 5.2 indicates that majority of the customers are satisfied with "Social Factors" such as, shopping is something special (75.00 per cent), shipping with my friends or family to socialize (75.56 per cent), shopping makes enjoy socializing (72.49 per cent) and shipping is a bonding experience (78.60 per cent) respectively.

Thus, the above analysis of data it may concluded that maximum of the customers are more satisfied with "Social Factors" towards shopping malls and minimum of the customers are not satisfied or dissatisfied with the "Social factors" in Chennai city.Analysis of the mean score value of the social factors 4.40 in shopping malls has been positively influenced the customer satisfaction in the study area.

1.5.3 Fashionable Factors and Level of Satisfaction

FF1: For the most part, I go shopping when there are sales
FF2: I go to shopping to keep up with the trends
FF3: I go shopping to keep up with the new fashions
FF4: I go shopping to see what new products are available

TABLE 5.3
FASHIONABLE FACTORS AND LEVEL OF SATISFACTION OF THE CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						
		Number of Customers						
		Highly	Satisfied	Not	Dis	Highly	Total	Total

		Satisfied		Satisfied	satisfied	Dis Satisfied		Score
1.	F$_1$	63 (17.50)	163 (45.28)	94 (26.11)	24 (7.66)	16 (4.44)	360 (100.00)	828
2.	F$_2$	69 (19.16)	164 (45.55)	92 (25.55)	21 (7.83)	14 (3.88)	360 (100.00)	1312
3.	F$_3$	78 (21.66)	156 (43.33)	96 (26.66)	19 (7.27)	11 (3.06)	360 (100.00)	1351
4.	F$_4$	117 (32.50)	146 (40.60)	72 (20.00)	16 (4.44)	9 (2.50)	360 (100.00)	1426
	Mean Score							3.42

Source: Survey data.

It is clearly understood from the above table 5.3 that majority of the customers are satisfied with "Fashionable Factors" namely for the most part I go shopping when there sales (62.78 per cent), shopping to keep up with the trends (64.71 per cent), shopping to keep up with the new fashion (64.99 per cent) and shopping to see what new products are available (73.10 per cent) respectively.

Hence, the above analysis of data the researcher may be concluded that maximum of the customers are more satisfied with Fashionable Factors" towards shopping malls and few customers are not satisfied or dissatisfied with the "Fashionable Factors" in Chennai city. Analysis of the mean score value of the fashionable factors 3.41 in shopping malls has been positively influenced the satisfaction of the customers in the study area.

1.5.4 Expectation Factors and Level of Satisfaction

EF1: The mall should have adequate parking facilities
EF2: The layout makes it easy to get to the restrooms
EF3: There should be adequate signage to guide the customers
EF4: The layout makes it easy to get to the stores you want and
EF5: Escalator and full air conditioning

TABLE 5.4
EXPECTATION FACTORS AND LEVEL OF SATISFACTION OF THE CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						
		Number of Customers						
		Highly Satisfied	Satisfied	Not Satisfied	Dis satisfied	Highly Dis Satisfied	Total	Total Score
1.	E$_1$	101 (28.06)	163 (45.28)	79 (21.94)	11 (3.06)	6 (1.67)	360 (100.00)	1422
2.	E$_2$	98 (27.22)	174 (48.33)	73 (20.28)	10 (2.78)	5 (1.39)	360 (100.00)	1430

3.	E_3	103 (28.61)	168 (46.67)	76 (21.11)	9 (2.50)	4 (1.11)	360 (100.00)	1437
4.	E_4	106 (29.44)	164 (45.56)	81 (22.50)	6 (1.67)	3 (0.83)	360 (100.00)	1444
5.	E_5	96 (26.67)	170 (47.22)	84 (23.33)	8 (2.22)	2 (0.56)	360 (100.00)	1430
	MeanScore						**3.98**	

Source: Survey data.

Table 5.4 shows that most of the customers are satisfied with "Expectation Factors" such as, mall should have adequate parking facilities (73.34 per cent), mall layout should makes it easy to get to the restrooms (75.55 per cent), mall should have adequate signage to guide the customers (75.28 per cent), mall layout should makes it easy to get to the stores (75.00 per cent) and mall should have escalator and full air conditioning (73.89 per cent) respectively.

Thus, the above analysis of data it may concluded that maximum of the customers are more satisfied with "Expectation Factors" towards shopping malls and few customers are not satisfied or dissatisfied with "Expectation factors" in Chennai city. Analysis of the mean score value of the expectation factors 3.98 in shopping malls have been positively influenced to the satisfaction of the customers in the study area.

1.5. 5 Ambiance and Infrastructure Factors and Level of Satisfaction

AIF1: Entertainment for children and adult
AIF2: Mall fragrance has to be pleasant
AIF3: Mall has excellent entertainment alternative
AIF4: The mall temperature has to be pleasant and
AIF5: The mall should have adequate lighting

TABLE 5.5
AMBIANCE AND INFRASTRUCTURE FACTORS AND LEVEL OF SATISFACTION OF THE CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						
		Number of Customers					Total	Total Score
		Highly Satisfied	Satisfied	Not Satisfied	Dis satisfied	Highly Dis Satisfied		
1.	AI_1	99 (27.50)	180 (50.00)	64 (17.76)	11 (3.06)	6 (1.67)	360 (100.00)	1435
2.	AI_2	106 (29.44)	158 (43.89)	73 (20.28)	14 (3.89)	9 (2.50)	360 (100.00)	1418
3.	AI_3	111	151	79	13	6	360	1426

Sl. No	Factors							Total Score
		(30.83)	(41.94)	(21.94)	(3.61)	(1.67)	(100.00)	
4.	AI_4	103 (28.61)	160 (44.44)	84 (23.33)	9 (2.50)	4 (1.12)	360 (100.00)	1429
5.	AI_5	106 (29.44)	162 (45)	81 (2.25)	8 (2.22)	3 (0.83)	360 (100.00)	1440
MeanScore		3.97						

Source: Survey data.

It is observed from table 5.5 that maximum of the customers are satisfied with "Ambiance and Infrastructure Factors" such as, entertainment for children and adults (77.50 per cent), mall fragrance has to be pleasant (73.33 per cent), mall has excellent entertainment alternative (72.77 per cent), the mall temperature has to be pleasant (73.05 per cent) and the mall should have adequate lighting (74.44 per cent) respectively.

From the above analysis of data it may be concluded that majority of the customers are satisfied with "Ambiance and Infrastructure Factors" and minimum of the customers are not satisfied or dissatisfied with the "Ambiance and Infrastructure Factors" towards shopping malls in the study area.

It is understood from the above mean score of the ambiance and infrastructure factors 3.97 in shopping malls, which indicates the positive influence to the customer's satisfaction in Chennai city.

1.5.6 Attractive Pricing Factors and level of satisfaction

APF1: Prices are competitive
APF2: Product price suits my income level
APF3: Prices of the products are accurate
APF4: Mall products provide value for money and
APF5: Mall has an excellent discount on prices

TABLE 5.6
ATTRACTIVE PRICING FACTORS AND LEVEL OF SATISFACTION OF THE CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						
		Number of Customers						
		Highly Satisfied	Satisfied	Not Satisfied	Dis satisfied	Highly Dis Satisfied	Total	Total Score
1.	AP_1	93 (25.83)	181 (50.28)	66 (18.33)	13 (3.61)	7 (1.94)	360 (100.00)	1420
2.	AP_2	123 (34.17)	138 (38.33)	84 (23.33)	11 (3.06)	4 (1.11)	360 (100.00)	1445
3.	AP_3	134 (37.22)	117 (32.50)	93 (25.83)	10 (2.78)	6 (1.67)	360 (100.00)	1443
4.	AP_4	126	140	81	8	5	360	1454

		(35.00)	(38.89)	(22.50)	(2.22)	(1.39)	(100.00)	
5.	AP$_5$	131	140	74	9	6	360	1461
		(36.39)	(38.89)	(20.56)	(2.50)	(1.67)	(100.00)	
	MeanScore				4.01			

Source: Survey data.

The above table 5.6 reveals that the majority of the customers are satisfied with "Attractive Pricing Factors" such as, prices are competitive (76.11 per cent), product price suits may income level (72.50 per cent), prices of the products are accurate (69.72 per cent), mall products provide value for money (73.89 per cent) and mall has an excellent discount on prices (75.28 per cent) respectively.

Hence, from the above analysis of data they may be concluded that maximum of the customers are satisfied with "Attractive Pricing Factors" and minimum of the customers are not satisfied or dissatisfied with "Attractive Pricing Factors" towards shopping malls in Chennai city.A look at the mean score value 4.01 shows that the "Attractive Pricing Factors" in the study area.

1.5.7 Product Assortments Factors and Level of Satisfaction

PAF1: The variety of food offered at the mall is excellent

PAF2: The products are of good quality

PAF3: The products are easily accessible

PAF4: Mall has an excellent variety of stores and

PAF5: The packages of good are of right one

TABLE 5.7
PRODUCTS ASSOTMENTS FACTORS AND LEVEL OF SATISFACTION OF THE CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						
		Number of Customers						
		Highly Satisfied	Satisfied	Not Satisfied	Dis Satisfied	Highly Dis Satisfied	Total	Total Score
1.	PA$_1$	94	158	84	13	11	360	1391
		(26.11)	(43.89)	(23.33)	(3.61)	(3.06)	(100.00)	
2.	PA$_2$	104	145	91	11	9	360	1404
		(28.88)	(40.27)	(25.27)	(3.06)	(2.52)	(100.00)	
3.	PA$_3$	131	147	69	9	4	360	1472
		(36.39)	(40.83)	(19.17)	(2.51)	(1.10)	(100.00)	
4.	PA$_4$	101	169	73	12	5	360	1434
		(28.06)	(46.94)	(20.28)	(3.33)	(1.39)	(100.00)	
5.	PA$_5$	91	190	64	9	6	360	1431
		(25.28)	(52.78)	(17.78)	(2.5)	(1.67)	(100.00)	
	MeanScore				3.96			

Source: Survey data.

It is found from table 5.7 that the most of the customers are satisfied with "Products Assortments Factors" namely the variety of food offered at the mall is excellent (70.00 per cent), the products are good quality (69.15 per cent), the products are easily accessible (77.22 per cent), mall has an excellent variety of stores (75.00 per cent) and the packages of good are right one (78.06 per cent) respectively.

Thus, the researcher may be concluded that maximum of the customers are satisfied with "Products Assortments Factors" and minimum number of the customers are not satisfied or dissatisfied with "Products Assortments Factors" towards shopping malls in the study area.

The analysis of mean score value 3.96 of the "Products Assortment Factors" towards shopping malls has positively influenced to the customers satisfaction in the study area.

1.5.8 Purchase Behaviour of Conservative Visitor Factors and Level ofSatisfaction

PBCF1: When I buy a wrong product, I go through financial and psychological confusion

PBCF2: I look for more information and references in case of high price products

PBCF3: When I go shopping I buy thing that I did not intend to purchase

PBCF4: I seek information on the price, alternatives available and after sales service

TABLE 5.8
PURCHASE BEHAVIOUR OF CONSERVATIVE VISITOR FACTORS AND LEVEL OF SATISFACTION OF THE CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						
		Number of Customers						
		Highly Satisfied	Satisfied	Not Satisfied	Dis satisfied	Highly Dis Satisfied	Total	Total Score
1.	PBC$_1$	105 (29.17)	154 (42.78)	89 (24.72)	7 (1.94)	5 (1.39)	360 (100.00)	1427
2.	PBC$_2$	91 (25.28)	182 (50.56)	74 (20.56)	9 (2.5)	4 (1.10)	360 (100.00)	1427
3.	PBC$_3$	75 (22.83)	202 (56.11)	69 (19.17)	11 (3.06)	3 (0.83)	360 (100.00)	1415
4.	PBC$_4$	81 (22.50)	196 (54.44)	71 (19.72)	10 (2.78)	2 (0.56)	360 (100.00)	1424
	Mean Score 3.95							

Source: Survey data.

It is observed from table 5.8 that most of the customers are satisfied with "Purchase Behaviour of Conservative Visitors Factors" such as, when I buy a wrong product, I go through financial and psychological confusion (71.95 per cent), I look for more information and references in case of high price products (75.84 per cent), when I go shopping I buy thing that I did not intend to purchased (76.94 per cent), I seek information on the price, alternatives available and after sales service (76.94 per cent) respectively.

As a whole the researcher may be concluded that the majority of the customers are satisfied with "Purchase Behaviour of Conservative Visitors Factors" and minimum of the customers are not satisfied or dissatisfied with "Purchase Behaviour of Conservative Visitors Factors" towards shopping malls in the study area. Analysis of mean score (3.95) value of the "Purchase Behaviour of Conservative Visitors Factors" has been positively influenced to the customers satisfaction in Chennai city.

1.5.9 Moderate Behaviour Factors and Level of Satisfaction

MBF1: I am more conscious about the quality

MBF2: I prefer quality product

MBF3: I prefer quality service

MBF4: If I do not find something I am looking for I will ask the sales staff out there

MBF5: I would seek information depending on how the merchandise is:

TABLE 5.9
MODERATE BEHAVIOUR FACTORS AND LEVEL OF SATISFACTION OF THE CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						Total Score
		Number of Customers						
		Highly Satisfied	Satisfied	Not Satisfied	Dis satisfied	Highly Dis Satisfied	Total	
1.	MB_1	94 (26.11)	168 (46.67)	81 (22.50)	12 (3.33)	5 (1.39)	360 (100.00)	1414
2.	MB_2	103 (28.61)	169 (46.94)	73 (20.28)	9 (2.50)	6 (1.67)	360 (100.00)	1434
3.	MB_3	106 (29.44)	172 (47.78)	69 (19.17)	8 (2.22)	5 (1.39)	360 (100.00)	1448
4.	MB_4	101 (28.15)	158 (43.89)	86 (23.89)	11 (3.15)	4 (1.11)	360 (100.00)	1421
5.	MB_5	86 (23.89)	169 (46.94)	74 (20.56)	8 (2.22)	3 (0.83)	360 (100.00)	1347
	MeanScore							**3.92**

Source: Survey data.

It is observed from table 5.9 that most of the customers are satisfied with "Purchase Behaviour of Moderate Visitors Factors" namely customers more conscious about the quality (72.78 per cent), customers are prefer quality products (75.55 per cent), customers are prefer quality service (77.22 per cent), if I do not find something i am looking for I will ask the sales staff out there (72.04 per cent) and customers seek information depending on how the merchandise is displayed in the store (70.83 per cent) respectively.

As a whole the researcher may concluded that majority of the customers are satisfied with "Purchase Behaviour of Moderate Visitor Factors" and minimum of the customers are not satisfied or dissatisfied with "Purchase Behaviour of Moderate Visitor Factors" towards shopping malls in the study area. Analysis of the mean score value of the "Purchase Behaviour of Moderate Visitor Factors" 3.92 in shopping malls has been positively influence to the customers satisfaction in Chennai city.

1.5.10 Purchase Behaviour of Lavish Visitors Factors and Level of Satisfaction

PBLVF1: I am ready to pay more for quality product
PBLVF2: I spent more time in mall
PBLVF3: I am a person who makes unplanned purchases
PBLVF4: It is fun to buy spontaneously
PBLVF5: I would spend more money than expected

TABLE 5.10
PURCHASE BEHAVIOUR OF LAVISH VISITORS FACTORS AND LEVEL OF SATISFACTION OF THE CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						
		Number of Customers						
		Highly Satisfied	Satisfied	Not Satisfied	Dis satisfied	Highly Dis Satisfied	Total	Total Score
1.	PBLV$_1$	96 (26.67)	177 (49.17)	73 (20.28)	9 (2.50)	5 (1.39)	360 (100.00)	1430
2.	PBLV$_2$	90 (25.00)	189 (52.50)	64 (17.78)	11 (3.15)	6 (1.65)	360 (100.00)	1426
3.	PBLV$_3$	93 (25.83)	201 (55.83)	54 (15.00)	9 (2.50)	3 (0.83)	360 (100.00)	1362
4.	PBLV$_4$	71 (19.72)	216 (60.00)	63 (17.5)	6 (16.67)	4 (1.11)	360 (100.00)	1424
5.	PBLV$_5$	86 (23.89)	191 (53.16)	75 (20.83)	5 (1.39)	3 (0.83)	360 (100.00)	1432
	MeanScore	**3.93**						

Source: Survey data

It is clearly understood from the above table 5.10 that most of the customers are satisfied with "Lavish Behaviour Factors" such as, customers ready to pay more for quality products (75.84 per cent), customers spent more time in mall (77.50 per cent), some of the customers who makes unplanned purchases (81.66 per cent), it is fun to buy spontaneously (79.72 per cent) and customers would spend money more than expected (77.05 per cent) respectively.

Finally the researcher may be concluded that the majority of the customers are satisfied with "Lavish Behaviour Factors" and minimum of the customers are not satisfied or dissatisfied with "Lavish Behaviour Factors" in the study area. Analysis of the mean score value of the "Lavish Behaviour Factors" 3.93 towards shopping malls has been positively influence to the customer satisfaction in Chennai city.

1.5.11 Post Purchase Behaviour of Mall Visitors Factors and Level of Satisfaction

PBF1: I like to visit the mall again
PBF2: I will suggest the mall to my friends/relatives
PBF3: I will buy products in the mall stores in future

TABLE 5.11
POST PURCHASE BEHAVIOUR FACTORS AND LEVEL OF SATISFACTION OF THE CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						
		Number of Customers						
		Highly Satisfied	Satisfied	Not Satisfied	Dis satisfied	Highly Dis Satisfied	Total	Total Score
1.	PB$_1$	96 (26.67)	179 (49.72)	73 (20.28)	7 (1.94)	5 (1.39)	360 (100.00)	1434
2.	PB$_2$	91 (25.28)	170 (47.22)	84 (23.33)	9 (2.50)	6 (1.67)	360 (100.00)	1411
3.	PB$_3$	94 (26.11)	192 (53.33)	63 (17.5)	7 (1.94)	4 (1.11)	360 (100.00)	1445
	MeanScore				**3.97**			

Source: Survey data.

It is clearly understood from the above table 5.11 that most of the customers are satisfied and highly satisfied with "Post purchase behaviour of Mall Visitors Factors" such as I like to visit the mall again (76.39 per cent), I will suggest the mall to my friends and relatives (72.50 per cent) and I will buy products in the mall stores in future (79.44 per cent0 respectively.

Hence, the above analysis of data it may be concluded that majority of the customers are more satisfied with "Post Purchase Behaviour of Mall Visitors Factors" in shopping malls and a few customers are not satisfied or dissatisfied with "Post Purchase Behaviour of Mall Visitors Factors" in Chennai city. Analysis of the mean score value of the post purchase behaviour of mall visitors factors 3.97 in shopping malls has been positively influenced the customers satisfaction in the study area.

1.5.12 Courteous Service Factors and Level of Satisfaction

Table 5.12 indicates that courteous service is an important factor in influence customer satisfaction of the customers. The relevant factors selected for the study are,

CSER 1: Satisfied with shopping mall working hours
CSER 2: Satisfied with shopping mall services
CSER 3: Satisfied with shopping malls wide range of products
CSER 4: Feeling towards own shopping malls
CSER 5: Employees are courteous

TABLE 5.12
COURTEOUS SERVICE FACTORS AND LEVEL OF SATISFACTION OF THE CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						
		Number of Customers						
		Highly Satisfied	Satisfied	Not Satisfied	Dis satisfied	Highly Dis Satisfied	Total	Total Score
1.	CS_1	117 (32.50)	163 (45.28)	64 (17.78)	11 (3.15)	5 (1.39)	360 (100.00)	1436
2.	CS_2	96 (26.67)	176 (48.89)	71 (19.72)	13 (3.61)	4 (1.11)	360 (100.00)	1427
3.	CS_3	101 (28.15)	186 (51.67)	66 (18.33)	4 (1.11)	3 (0.83)	360 (100.00)	1458
4.	CS_4	84 (23.33)	192 (53.33)	76 (21.11)	6 (1.67)	2 (0.56)	360 (100.00)	1430
5.	CS_5	99 (27.50)	181 (50.28)	71 (19.72)	6 (1.67)	3 (0.83)	360 (100.00)	1447
	MeanScore	**3.99**						

Source: Survey data

It is observed from table 5.12 that the majority of the customers are satisfied with "Courteous Service Factors" such as, satisfied with shopping mall working hours (32.50 per cent and 45.28 per cent), satisfied with shopping mall services (26.67 per cent and 48.89 per cent), satisfied with shopping malls wide range of products (28.15 per cent and 51.67 per cent), feeling towards

own shopping malls (23.33 per cent and (53.33 per cent) and employees are courteous (27.50 per cent and 50.28 per cent) respectively.

Thus, the researcher may conclude that the majority of the customers are satisfied with "Courteous Service Factors" towards shopping malls in the study area. The mean score 3.99 indicates that the "Courteous Service Factors" in shopping malls has been positively influencing to customer satisfaction in Chennai city.

1.5.13 Employee Competence Factors and Level of Satisfaction

Employee competence in shopping malls has become a vital variable to influence the customer satisfaction. The relevant factors selected for the study are,

EC 1: Knowledgeable about the shopping malls and their products and services
EC 2: The employees are very skilled and capable of using modern technology
EC 3: The malls employees are able to provide professional advice to its customers
EC 4: Malls employees know what your needs are and how the malls products satisfy you and
EC 5: Having patience and proper guidance to all services

TABLE 5.13
EMPLOYEE COMPETENCE FACTORS AND LEVEL OF SATISFACTION OF THE CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						
		Number of Customers						
		Highly Satisfied	Satisfied	Not Satisfied	Dis satisfied	Highly Dis Satisfied	Total	Total Score
1.	EC$_1$	96 (26.66)	171 (47.50)	71 (19.72)	13 (3.61)	9 (2.50)	360 (100.00)	1412
2.	EC$_2$	91 (25.27)	188 (52.22)	64 (17.78)	11 (3.15)	6 (1.67)	360 (100.00)	1427
3.	EC$_3$	90 (25.00)	187 (51.94)	74 (20.56)	5 (1.39)	4 (1.11)	360 (100.00)	1434
4.	EC$_4$	93 (25.83)	179 (49.72)	76 (21.11)	7 (1.94)	5 (1.39)	360 (100.00)	1428
5.	EC$_5$	106 (29.44)	172 (47.78)	73 (20.28)	6 (1.67)	3 (0.83)	360 (100.00)	1452
	MeanScore	3.97						

Source: Survey data.

It is observed from table 5.13 that maximum of the customers are satisfied with "Employee Competence Factors" such as, knowledgeable about the shopping mall and their products and services (26.66 per cent and 47.50 per cent), the employee are very skilled and capable of using modern technology

(25.27 per cent and 52.22 per cent), the shopping mall employees are able to provide professional advice to its customers (25.00 per cent and 51.44 per cent), shopping mall employees know what your needs are and how the malls products can satisfy you (25.83 per cent and 49.72 per cent) and having patience and proper guidance to all services (29.44 per cent and 47.78 per cent) respectively.

From the above analysis of data it may be concluded that majority of the customers are satisfied with "Employees Competence Factors" and minimum of the customers are not satisfied or dissatisfied with the "Employee's Competence Factors" towards shopping malls in the study area.

It is understood that the mean score of the "Employees Competence Factors" 3.97 in shopping malls which indicates the positive influence to the consumer's satisfaction in Chennai city.

1.5.14 Responsiveness Factors and Level of Satisfaction

Responsiveness is an important role to influence to customer satisfaction towards shopping malls. The relevant factors selected for the study are,

RES 1: Responds to customer enquires immediately

RES 2:   To help customers and provide prompt services

RES 3: The mall employees adequately communicate information's to their customer

RES 4: Promptness with which employees willing to serve and

RES 5: Resolving problems quickly.

TABLE 5.14
RESPONIVENESS FACTORS AND LEVEL OF SATISFACTION OF THE CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						
		Number of Customers						
		Highly Satisfied	Satisfied	Not Satisfied	Dis satisfied	Highly Dis Satisfied	Total	Total Score
1.	R_1	106 (29.44)	164 (45.56)	73 (20.28)	11 (3.15)	6 (1.67)	360 (100.00)	1433
2.	R_2	96 (26.67)	186 (51.67)	64 (17.78)	9 (2.50)	5 (1.39)	360 (100.00)	1439
3.	R_3	91 (25.28)	183 (50.83)	69 (19.14)	13 (3.61)	4 (1.11)	360 (100.00)	1424
4.	R_4	86 (23.89)	189 (52.50)	71 (19.72)	8 (2.22)	6 (1.67)	360 (100.00)	1421
5.	R_5	71 (19.72)	200 (55.56)	75 (20.83)	10 (2.78)	4 (1.11)	360 (100.00)	1404
	MeanScore	3.96						

Source: Survey data

From the table 5.14 it is inferred that majority of the customers are satisfied with "Responsiveness Factors" such as, responding to consumer enquires immediately (29.44 per cent and 45.56 per cent), to help customers and provideservice(26.67 per cent and 51.67 per cent), the bank staff adequately communicate information to their customers (25.28 per cent and 50.83 per cent), promptness with which employees willing to serve (23.89 per cent and 52.50 per cent) and resolving problems quickly (19.72 per cent and 55.56 per cent) respectively.

Hence, the researcher it may be concluded that maximum of the customers are satisfied with "Responsiveness Factors" and minimum of the customers are not satisfied or dissatisfied with "Responsiveness Factors" shopping malls in Chennai city.

It is clearly observed that the mean score of the "Responsiveness Factors" in shopping malls which indicates the positively influence to customers satisfaction in the study area.

1.5.15 Handling Complaints Factors and Level of Satisfaction

Handling complaints is an important factor to influence the level of satisfaction of the customers in shopping malls. The relevant factors selected for the study are,

HCF 1:   The mall employees listen to your complaints very patiently

HCF 2: The mall employees apologizes if they have committed any mistake

HCF 3: The mall employees' acceptance to correct mistakes

HCF 4: Solving verbal complaints immediately by the managers and

  HCF5: The mall send acknowledgement within 24 hours on receipt of written complaints from the customers.

TABLE 5.15
HANDLING COMPLAINTS FACTORS AND LEVEL OF SATISFACTION OF THE CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						
		Number of Customers						
		Highly Satisfied	Satisfied	Not Satisfied	Dis satisfied	Highly Dis Satisfied	Total	Total Score
1.	HC$_1$	91 (25.28)	176 (48.89)	81 (22.50)	7 (1.94)	5 (1.39)	360 (100.00)	1421
2.	HC$_2$	105 (29.17)	177 (49.17)	63 (17.50)	9 (2.50)	6 (1.67)	360 (100.00)	1446
3.	HC$_3$	103 (28.61)	172 (47.78)	73 (20.28)	8 (2.22)	4 (1.11)	360 (100.00)	1442
4.	HC$_4$	99 (27.50)	159 (44.17)	86 (23.89)	11 (3.15)	5 (1.38)	360 (100.00)	1416
5.	HC$_5$	103	184	66	4	3	360	1460

		(28.61)	(51.11)	(18.33)	(1.11)	(0.83)	(100.00)	
	MeanScore				3.99			

Source: Survey data

It is observed from table 5.15 that the most of the customers are satisfied with "Handling Complaints Factors" such as, the mall employees listens to your complaints very patiently (25.28 per cent and 45.89 per cent), the mall employees apologizes if they have committed any mistake (29.17 per cent and 49.17 per cent), the mall employees acceptance to correct mistake (28.61 per cent and 49.78 per cent), solving verbal complaints immediately by the manager (27.50 per cent and 44.17 per cent) and the mall send acknowledgement within 24 hours on receipt of written complaints from the customers(28.61 per cent and 51.11 per cent) respectively.

Finally the researcher may be concluded that the majority of the customers are satisfied with "Handling complaints Factors" and minimum of the customers are not satisfied or dissatisfied with "Handling complaints Factors" shopping malls in the study area. Analysis of the mean score value of the "Handling Complaints Factors" 3.99 in shopping malls has been positively influence to the customer satisfaction in Chennai city.

1.5.16 Convenience Factors and Level of Satisfaction

Table 5.16 shows the level of satisfaction of the customers under the convenience factors in shopping malls. Convenience in the shipping malls is a vital factor to influence the level of satisfaction of the customers. The relevant factors for the study are,

CF 1: Convenient location
CF 2: Drinking Water and other facilities
CF 3: Reduced processing time
CF 4: Positive atmosphere inside the shopping malls and
CF 5: Wide range of products and service

TABLE 5.16
CONVENIENCE FACTORS AND LEVEL OF SATISFACTION OF THE CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						
		Number of Customers					Total	Total Score
		Highly Satisfied	Satisfied	NotSatisfied	Dissatisfied	Highly DisSatisfied		
1.	CF$_1$	101 (28.06)	170 (47.22)	74 (20.55)	9 (2.50)	6 (1.67)	360 (100.00)	1431
2.	CF$_2$	96	167	81	11	5	360	1418

		(26.66)	(46.38)	(22.50)	(3.07)	(1.39)	(100.00)	
3.	CF₃	93 (25.83)	182 (50.56)	75 (20.83)	6 (1.67)	4 (1.11)	360 (100.00)	1438
4.	CF₄	106 (29.44)	177 (49.17)	69 (19.19)	5 (1.39)	3 (0.83)	360 (100.00)	1449
5.	CF₅	91 (25.28)	188 (52.22)	71 (19.72)	6 (1.67)	4 (1.11)	360 (100.00)	1436
	MeanScore				**7.17**			

Source: Survey data.

It is clearly observed from the table 5.16 that most of the customers are satisfied with "Convenience Factors" such as, convenient location (28.06 per cent and 47.22 per cent), drinking water other facilities (26.66 per cent and 46.38 per cent), reduced processing time (25.83 per cent and 50.56 per cent), positive atmosphere inside the shopping mall (28.44 per cent and 49.17 per cent) and wide range of products services (25.28 per cent and 52.22 per cent) respectively.

Finally the researcher may conclude that the majority of the customers are satisfied while a few customers are not satisfied or dissatisfied with "Convenient Factors" in shopping malls in the study area. A look at the mean score value 7.17. It is observed that the "Convenient Factors" in shopping malls has been positively influenced the customer satisfaction in the study area.

1.5.17 Overall Impact of Computerization Factors and Level of Satisfaction

Overall impact of computerization is vital factor to influence the customer satisfaction of shopping malls. The relevant factors selected for the study are,

ORICF 1: Higher level of computer technology
ORICF 2: Handle the problem in professional manner
ORICF 3: Higher level of product knowledge
ORICF 4: Higher level of privacy
ORICF 5: Better employees attention
ORICF 6: Wide range of products
ORICF 7: Carryout the instruction accurately
ORICF 8: Quick response
ORICF 9: Method of communication and
ORICF 10: Handle the problem efficiently

TABLE 5.17

COMPUTERIZATION FACTORS AND LEVEL OF SATISFACTION OF THE CUSTOMERS IN SHOPPING MALLS OF CHENNAI CITY

Sl. No	Factors	Shopping Malls in Chennai City						
		Number of Customers						
		Highly Satisfied	Satisfied	Not Satisfied	Dis satisfied	Highly Dis Satisfied	Total	Total Score
1.	ORIC$_1$	103 (28.61)	174 (48.33)	73 (20.28)	6 (1.67)	4 (1.11)	360 (100.00)	1446
2.	ORIC$_2$	96 (26.67)	171 (47.50)	81 (22.50)	7 (1.94)	5 (1.39)	360 (100.00)	1426
3.	ORIC$_3$	102 (28.33)	158 (43.89)	92 (25.50)	5 (1.39)	3 (0.83)	360 (100.00)	1431
4.	ORIC$_4$	84 (23.33)	189 (52.50)	75 (20.83)	8 (2.22)	4 (1.11)	360 (100.00)	1421
5.	ORIC$_5$	99 (27.50)	167 (46.39)	86 (23.89)	5 (1.39)	3 (0.83)	360 (100.00)	1434
6.	ORIC$_6$	113 (31.39)	165 (45.83)	76 (21.11)	4 (1.11)	2 (0.56)	360 (100.00)	1493
7.	ORIC$_7$	106 (29.44)	166 (46.11)	79 (21.95)	5 (1.39)	4 (1.11)	360 (100.00)	1445
8.	ORIC$_8$	104 (28.89)	160 (44.44)	83 (23.00)	9 (2.50)	4 (1.11)	360 (100.00)	1431
9.	ORIC$_9$	94 (26.11)	180 (50.00)	73 (20.28)	8 (2.22)	5 (1.39)	360 (100.00)	1430
10.	ORIC$_{10}$	98 (27.22)	163 (45.28)	86 (23.89)	9 (2.50)	4 (1.11)	360 (100.00)	1422
	Mean Score	3.97						

Source: Survey data.

It is clearly observed from the above table 5.17 that the majority of the customers are satisfied with "Overall Impact of Computerization Factors" such as, higher level of computer technology (28.61 per cent and 48.33 per cent), handle the problem in professional manner (26.67 per cent and 47.50 per cent), higher level of product knowledge (28.33 per cent and 43.89 per cent), higher level of privacy (23.33 per cent and 52.50 per cent), better employees attention (27.50 per cent and 46.39 per cent), wide range of products (31.39 per cent and 45.83 per cent), carryout the instruction accurately (29.44 per cent and 46.11 per cent), quick response (28.89 per cent and 44.44 per cent), method of communication (26.11 per cent and 50.00 per cent) and handle the problem efficiently (27.23 per cent and 45.28 per cent) respectively.

As a whole the researcher may be concluded that the most of the customers are satisfied and minimum of the customers are not satisfied or dissatisfied with "Overall Impact of Computerization Factors" in shopping

malls in Chennai city. The mean score value 3.97 observed that the "Overall Impact of Computerization Factors" in shopping malls has positively influenced to the customers satisfaction in the study area.

1.6 CONCLUSION

Customer service is an important tool for creating customer satisfaction and loyalty. Shopping centres in order to gain customer satisfaction and loyalty. Customer services about children, informative customer services on satisfaction and loyalty, shopping Centre management should not ignore these types of services since they are really important in the literature. The retailer type is important when developing customer service; each retailer should define its own customer service level according to its retail mix strategy.

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