

# Customers are the Key Spring of Business- The Retailer Vision

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**Abstract:- Retailing completely focuses on Customer and their satisfaction. Retail industry now moves up from unorganised sector to organised sector with wide uniqueness. The knowledge of retailers in today's growth should not be only towards knowing the product or about customer needs. It has now become the key identity of the reason behind the visit of the purchase place. This study is put forth to identify how the retailers on their knowledge and experience view about the purpose for customers visit to malls. Few tools were used to justify the hypothesis framed. Results of Such must be beneficial both for the customers and developers.**

**Keywords:-** *Retaining, Knowledge, Purchase Point, Visit.*

## I. INTRODUCTION

Customers are the backbone of every business. All business men have to study about the customers in depth and have knowledge of their visit. Retailing business one among them has a very big challenge in converting the visitors to be customers. Studies fund that venue of retail outlet tend to have higher influence in purchase decision. Among the various centres of Retail outlets, Malls hold a higher position of purchase area of Customers and making them have a comfortable shopping. In today scenario shopping malls are considered to hold a higher recreation activity and transform purchasing habits. Hence many investors tend to construct malls and give a happy way of shopping.

On the other hand the retailers who wish to increase their sales from one roof competitors finds very difficult in promoting their products and services. Sales alone cannot be their only motive. What next is a big question? It is the retailer's analysis of finding out the nitty-gritty of the visitors. Findings of studies proved People visitors are do not visit Malls only for a Retailor Product or Service. Creating new strategies in order to reach a new style inside shopping mall is a competent work of a retailer. Research revealed comfort, entertainment, diversity, mall essence, convenience, and luxury were the six mall attractiveness factors from the shoppers' perspective which would entertain their further visit. Retailers have to accept these attracting

factors and develop them to build loyal customers. Consumers may sometimes typically rely on simple strategies, rather than going through a series of steps or processes rationally when they made purchase decisions. They may simply emphasize or analyze some typical dimensions or characteristics that are obvious and being conscious of.

### ➤ *Problem Identification:*

Retailing an upcoming concept of today's management, now a days mostly focus on organised sector, than unorganised sector. It is completely based on the core satisfaction of Consumers. It is important now to know what can be the reasons of customers visit. This research is now carried out what the retailers view the reasons for consumers visit to shopping malls.

### ➤ *Objectives:*

1. *To study the stores operations in Shopping Malls.*
2. *To identify the retailers perception on customers Shopping in mall*
3. *To Identify the facilities available in shopping Malls*

## II. RESEARCH METHODOLOGY

A Descriptive study is carried out where quantitative data has been collected to analyze the Retailers attitude. Primary and secondary source of data is been collected and analysed for better acceptability of the Report. Questionnaires were used to collect primary data. The secondary data is collected through websites and journals. The respondents of the survey are the retail owners in Shopping Malls. Convenient sampling method is used for data collection This study goes in with few limitations like opinion difference, understandable concepts variables selected for identifying the influence, more over the geographical location.

### **Hypothesis:**

*H1: Physical ambience of Malls influence customers in visiting malls*

*H2: Store attributes attract the customers*

*H3: Geographical location stimulates purchase point.*

**III. ANALYSIS AND INTERPRETATION**

**Table No:1**

Particulars		Frequency	Percentage
Age of the Respondent	20-30 yrs	11	36.7
	31-40 yrs	9	30.0
	41-50 yrs	6	20.0
	51-60 yrs	4	13.3
Product Category of Outlet	Food products	6	20.0
	Textile	7	23.3
	Accessories	6	20.0
	Personal care	8	26.7
	Event organiser's	3	10.0
Tenure of Outlet	Less than 1 year	7	23.3
	2- 3 years	12	40.0
	4-5 years	9	30.0
	6 years	2	6.7
Outlet Primary Owner	Self	10	33.3
	Family Member	12	40.0
	Partnership	7	23.3
	Other	1	3.3
Visitors during Weekends	51 to 100	11	36.7
	101 to 150	15	50.0
	151 and above	4	13.3
Visitors during Weekdays	Less than 50	16	53.3
	51 to 100	13	43.3
	101 to 150	1	3.3

The above table displays the information related to the Age of respondent, product category, Tenure of outlet existence, Primary owner of outlet, visitors during weekends and weekdays. These data would help in clear understanding of the study and better analysis of interpretation.

**IV. RESULTS AND DISCUSSIONS**

*H1: Physical ambience of Malls influence customers in visiting malls*

**Table No : 2**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.032 <sup>a</sup>	9	.434
Likelihood Ratio	10.858	9	.286
Linear-by-Linear Association	1.112	1	.292
N of Valid Cases	30		

The above table shows that the asymp significance value (0.434) is greater than the Significance level (0.05) and proves that physical ambience does not influence people visiting malls. It shows that customer needs are for product quality and not on store attribute.

**Table No : 3**

**Mean score for Physical ambience of the Store**

Report		
	Mean	Std. Deviation
A safe and clean environment	3.17	1.147
A pleasant shopping atmosphere	3.27	.944
Convenient benches for resting	3.40	1.221
Adequate and well-designed entrances	3.40	1.102

Based on the above table it is clearly found that convenient benches for resting and adequate & well designed entrance will always have a higher physical ambience importance with a mean score of 3.40 followed by pleasant atmosphere with 3.27 and ends with safe and clean environment with a score of 3.17.

*H2: Geographical location stimulates purchase point.*

**Table No : 4**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Dev
Convenient location/easy access	30	1	5	2.97	1.033
Close distance from home	30	1	4	2.67	.994
Neighbourhood rather than urban location	30	2	5	2.83	.874
Valid N (listwise)	30				

Table no 4, justifies the hypothesis store location stimulating purchase point. The mean score of all attributes are greater than 2.5 and standard deviation is above 0.5. It proves people always tend to choose somewhere near to them to have frequent and convenient shopping.

H3: Store category and opinion on variety in stores varies

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**Table No : 5**

**Correlations**

	Outlet Primary Owner	A wide variety of services
Outlet Primary Owner	1	.171
Pearson Correlation		.365
Sig. (2-tailed)		
N	30	30
A wide variety of services	.171	1
Pearson Correlation		.365
Sig. (2-tailed)		
N	30	30

The above table proves that store category and opinion on importance product variety are positively correlated (0.171).

**V. CONCLUSION**

The retailers often look on to branding towards product. But customers in todays era always wish to have a comfort shopping along with a qualified product. Malls an up growing shopping destination aims at providing such comfort to the shoppers. Mall is concentrated for higher strata that cover large population. It also shows a critical evidence that its contribution for economic growth. The managers are solely important for customer study. The managers have to identify the attractiveness and placate the needs of customers for better profits and growth among multiple retailers.

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