A STUDY OF CUSTOMER SATISFACTION IN SHOPPING MALLS: AN EMPIRICAL STUDY

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ABSTRACT

The retail industry has grown very fast and as a result, many shopping malls have mushroomed all over India that are frequented by customers. Customer satisfaction in today's world is the one factor that distinguishes between success and failure. The study looks at factors that affect customer satisfaction. The important key factor that affect customer satisfaction is mall environment. The study used the results of a consumer survey to understand the factors related to mall environment that attract a customer to the mall and help in ensuring their satisfaction. The utility of this paper lies in the fact that it helps mall management to understand how they can create a mall environment that would positively impact customer satisfaction. They can then work towards improving mall operations to create the environment that can bring in customers to the mall and keep them satisfied.

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Keywords: *Shopping Malls, Customer Satisfaction, Mall Environment.*

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Introduction

Retailing

In today's modern world, customers need different kinds of products and services to satisfy their needs. They need food, clothing, entertainment, electronic products, etc. In order to satisfy these needs, they visit retail outlets where they can buy their products. Retailing impacts the lives of customers as it links them with the various manufacturers/service providers who provide products and services needed by the customers. Retailing has an important role to play in the economy (Cant, 2005). Retailing includes the sale of goods as well as services that are offered to a consumer for his own use or for the use of his household. It includes all sales to the end consumer and range from cars to movie tickets and snacks to groceries. In the process of distribution of a product from the stage of production, retailing represents the end stage, where the product reaches the consumer. (Berman, et al, 2011).

Shopping Malls

Malls originated as the need for people to come together at one place to shop for products and carry out social interaction with each other. It commenced as a community centre. The first modern shopping mall in the world was Southdale Center established in 1956 at Minnesota in the USA (*Harvinder Singh and Srini, 2012).*

The shopping mall usually comprises multiple stores located in one or more than one building, all of which are linked together with walkways for customers to move around. The mall would have a common entrance, a parking place for visitors, and convenience facilities for shoppers. It is essentially an enhanced and modern version of the age-old market place. The International Council of Shopping Centers (*ICSC, 1997*) has defined the shopping mall as a center for shopping that is located in an enclosed building (usually) and has lighting and climate control for the convenience of visitors. The mall building would have stores on one or both sides. The mall would have a parking area and offer amenities to the customer.

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Components of a Modern Mall

Most malls across the world are located in multi-storeyed buildings and have these four components. Food court is usually one of the major attractions of the mall, where a large number of outlets selling food and beverages are located around a centrally located seating area. The food courts generally has the most crowd in malls as almost all those visiting the mall drop in to the food court to eat/drink something.

Hypermarket/Supermarket is a key attraction of malls. Most malls have atleast one major supermarket/hypermarket that offer a wide range and variety of consumer products. The supermarket usually tends to act as an anchor store, which helps to get business for the entire mall. Standalone stores are also known as vanilla stores. These include retail outlets selling apparel, footwear, electronics, toys, etc. These are smaller stores which are spread throughout the mall.

Entertainment has today been associated with shopping experience thanks to malls. Most big malls nowadays have a multiplex theatre where shoppers can watch the latest movies. Other entertainment options include gaming centres, areas where events are conducted by marketers, etc.

Literature Review

Malls have many advantages over other retail formats. A customer visiting a mall has access to shopping, entertainment, restaurants and it thus acts as a refreshing diversion from routine everyday activities. It offers sensory stimulation, social experiences and allows shoppers to physically compare various products across different stores (Lucas et al ,1994). This makes the malls attractive to shoppers. Levy & Weitz (2007) have defined malls as shopping centres where customers drive in, park their vehicles, and walk around visiting the stores in the mall. They also state that malls are enclosed building with common walkways that connect different stores and are located in an air-conditioned environment. Malls have been a major attraction and have been very popular, but their predecessors were the markets which were held during festival times or at some locations, known as 'melas' or 'fairs' (Kuruvilla &Ganguly, 2008) These melas had many shops where visitors could buy a range of products that they needed. It also offered entertainment like games, shows and food.

Malls have been a one stop destination for shoppers, for dining, watching movies, meeting friends and shopping. They have become a place for young people to hang around and socialize. A mall has been seen as a state within a state and is a no-fuss, no-frills, no-fool environment for customers who can't be fooled. (Swamynathan, et al, 2013).

Demographic and socio-economic profile of Customers visiting Shopping Malls

Manohar and Ravilochan (2012)in their study have concluded that those in the age group 20-40 visited malls more and were the major customers for mall stores. Ambience, environment were key factors influencing young shoppers. Madan and Kumari (2012), carried out a study in Delhi and observed the following: Majority of visitors were males; majority were in the less than 30 years age group; majority were in service profession; most of those who visited malls were graduates; majority visitors had a monthly income of less than 30000 INR; majority preferred to shop at a place close to their home.

Dash (2013) in a study carried out on malls in Bhubaneshwar observed the following – Majority of shoppers at malls were in the age group 25-40. Most consumers shopping at mall have a degree and are well-off. Most shoppers visited malls once a month and spent 1-2 hours in the mall. Shopping and entertainment were the main reasons why shoppers visited malls. The study also revealed that the mix or type of tenants in the mall had an important role to play in bringing in customers to the mall.

Mall Environment and Attributes

Kotler (1973) in his work alluded to the environment of a mall by using the word 'atmospherics'. He said that the environment in the mall helped to gain attention from the visitors. It was a medium that helped to send a message to visitors and also created an effect. He has described different variables in the store environment in sensory terms. He has classified the environmental or atmospheric factors as visual (colour, brightness), aural (sound, music, volume), olfactory (sense of smell) and tactile (temperature and softness).

Lather and Kaur (2006) carried out a study where they tried to understand how shoppers behaved and related it to the various features of mall stores. According to them, price is not the main factor that a shopper would consider. A shopper would be attracted to visit a store based on how they present their offerings and the way they display their products. Their paper has highlighted the importance of location for store traffic and sales. The authors have highlighted the importance of overall

experience in the mall for shoppers and that the mall management must create a pleasant shopping environment in the mall. For this the mall needs to use factors such as the mall layout, the lighting, air-conditioning, fragrances used, background music, and other such factors.

Attributes and factors influencing Consumer Satisfaction

A key differentiator between successful organizations and other organizations is customer satisfaction. Oliver (1997) is one of the leading authorities who defined customer satisfaction as the buyer's fulfilment response. He has explained it as the way a customer assesses how a product or service feature, or the product or service itself is able to fulfil the needs or requirements of a shopper. The satisfaction or the contentment of the customer with the product or service is customer satisfaction.

The level of satisfaction of customers not only ensures revenues for the present and the future (Bolton & Drew, 1991), but it also helped to decrease the chance of customers defecting and moving to a competitor (Anderson and Sullivan, 1993). Chi Bo Wong et al (2012) carried out in a survey on malls in Hong Kong. They have listed out five key shopping attributes which impact customer satisfaction. These five factors are rewards, mall environment, convenience, quality of customer services and quality of retailers. They stated in their study that these shopping attributes were the key factors that ensured that customers were satisfied. They also highlighted the importance of positive word of mouth recommendation by satisfied customers. A satisfied customer recommends the products to others, which ensures increased business for the organization.

Luo and Homburg (2007), have studied the relationship between the satisfaction levels of a customer and the company's performance in financial terms. They stated that the relationship between satisfaction levels of the customer and the financial performance of the company is strong. They also stated that customer satisfaction affects the efficiency of advertising and promotion efficiency, and also improves its human capital performance.

Anselmsson (2006) has listed out various factors that are important and play a key role in creating satisfaction among customers.These factors include ambience, convenience, role played by personnel, food, location and various promotional events conducted. Supposing a mall is having good customer footfalls; then they can focus on existing customers and try to satisfy them and thus improve relationships. The mall management can then make use of factors like atmosphere, refreshments, convenience, the performance of the salespeople, etc. to satisfy customers. On the other hand, if the mall is not doing so well and needs to increase footfalls, then the focus should be on conducting more number of promotional activities and trying to make the location aspects attractive.

Manish and Seema (2012) in their study in retail outlets in Delhi tried to determine the factors which impacted customer satisfaction. According to the study, location, variety of products and reasonable prices influenced shoppers to visit malls. The study concluded that the probability of a customer buying products at a store increases when he/she spends more time in the shop. The longer he/she stays, the higher the chance of a sale. Therefore, focusing on product variety and competitive pricing of products would help to ensure that customers are happy and thereby help to satisfy customers.

Kursunluoglo (2014) studied how customer service would ensure customer satisfaction and thus lead to customer loyalty. He stated that services could positively affect satisfaction and loyalty. Customer Services related to the mall environment (ambience, music) influenced the satisfaction of customers, as well as their loyalty.

The Study Area - Bangalore

As per the latest census data of 2011, the population of Bangalore city is 8.5 million. The city is nowat No. 5 in the most populated cities of India. It ranks 18 in the list of cities world-wide with the highest population. Bangalore also has the record of being the fastest-growing Indian metropolis, and has a growth rate of 38% in the decade from 1991 to 2001. It is estimated that, Bangalore has a population of 12.4 million (Source: Census of India, 2011). Bangalore's 993.25 billion economy has ensured that it is one of the prime economic powerhouses of the country. 683.3 billion is contributed by the services sector making it a key player. It has a per capita annual income of 2,02,340. (Karnataka Invest, Government of Karnataka, 2017).

A recent index by Jones Lang Lasalle, known as city momentum index, has ranked cities across the world using 42 different indicators. Bangalore was rated as the number 1 city as the world's dynamic city, beating Silicon Valley and Shanghai. Technology and innovation has led to Bangalore being the top ranked city. (JLL City momentum index, 2017)

Shopping in Bangalore

In Bangalore, shopping mainly used to be concentrated around MG Road and Brigade Road, which were considered as costly shopping areas for luxury goods. The other main shopping centre was Majestic area in the heart of the city where Balepet, Sultanpet, etc offered low cost goods. Commercial Street, Jayanagar, Malleswaram, Gandhibazaar were the other popular areas for shopping. The city of Bangalore is dotted by stores that are located across the city. These stores are frequented by customers who flock to buy products.

The start of the 21st century saw the emergence of malls in Bangalore. Forum mall in Koramangala was the first shopping mall to open in Bangalore in the year 2004. This was followed by Garuda Mall, which stated in 2005. Soon, a large number of malls started all over Bangalore. Mantri Square in Malleswaram was one of the largest malls in Bangalore and in India. Subsequently, Phoenix Market City in Whitefield started, which as on date is the largest mall in Bangalore.

Statement of the Problem

Consumers visit malls frequently to purchase various products and services. Factors such as mall environment, promotional activities, service quality, retailer quality and convenience influences consumer decision on purchases and satisfaction of customer. It is required to understand how shopping mall attractiveness influences customer satisfaction with reference to the Bangalore city.

Research Objectives

- To understand the socio-economic profile of consumers visiting shopping Malls of Bangalore city
- To study mall related attributes that lead to consumer satisfaction.
- The study aims to understand consumer behavior towards malls and understanding the different factors that make customers visit malls.

The survey approach is used to understand mall characteristics.

Research Design

The study carried out in selected large scale shopping malls of Bangalore city. The customers of the selected shopping malls were the respondents for the study. Based on the floor area in square feet of the malls and the number of retail shops in the malls, 3 malls are identified for the study.

Methodology of the Study

The present study was conducted using both primary and secondary data. The respondents provided primary data for the study through a structured questionnaire that was administered for visitors to shopping malls in Bangalore. Questionnaire was prepared having a mixture of open and closed ended questions. There were two phases of this study. The preliminary phase of the study was exploratory in nature, with the aim being to bring out shopper attitude regarding malls. In the second phase, there was a more detailed study carried out based on the findings from the first phase. There were three malls in Bangalore considered as the sample. Stratified sampling was used as the methodology for the study. Different shopper age groups were considered in the study. Data analysis was carried out by using Excel and SPSS.

While preparing the survey questions, a differential scale was used. This made use of adjective pairs that were derived from the work of Dickson & Albaum (1977). There were twenty nine items that measured shopper behavior and attitude using a 7 point scale. The Likert scale was used in some of the questions in this study, with its five point scale.

The reasons for selecting Bangalore as the location for carrying out this study are thecity's cosmopolitan nature, diversity of population, and the status of the city as being one that is growing very fast. The sample of malls for the study were considered keeping in mind geographical location. Mantri Square and Orion Mall from North Bangalore, and UB City mall from Central Bangalore were considered as sample malls for the study.

Thanks to the IT boom, there are a large number of millionaires in India, all of whom contribute to the growth of shopping and malls. Bangalore city is the second metro city in Bangalore that is growing at the fastest rate. The city has seen quick and vast development in terms of infrastructure like roads, flyovers, underpasses, and the metro train network. The retail network in the city is well developed with many shopping mall, department stores, and hypermarkets. There are more than thirty three different malls in the city.

Limitations

The study was carried out in Bangalore and the limitations of this study were:

- The study was done in 3 malls of Bangalore city taking a sample of shoppers from these malls; the results of the sample will be considered to arrive at the conclusions.
- Non-response from shoppers or respondents providing incorrect responses could be a constraint for this study.

Analysis and Results

Hypothesis

H_0: The relationship between the Mall Environment and Customer satisfaction in shopping malls is significant.

H_1: There relationship between the Mall Environment and Customer satisfaction in shopping malls is not significant.

Table 1: Customer Satisfaction toward Mall Environment

Factors	Mall Environment				Conclusion (H_1)
Customer Satisfaction	Mean Value	Correlation Value	P Value	Significance	Accepted
	0.44	0.47	0.00*	0.05	

Source: Survey dataNote: *P<0.05

Customer satisfaction factors are associated with the mall environment factors with the mean value of 0.44. The correlation value of Mall Environment as related to Customer Satisfaction was found to be 0.47 or 47 percent, which is statistically significant at 5 percent level. The relationship between the Mall Environment and Customer satisfaction at the shopping malls is significant. The alternative hypothesis H_1: There is a significant relationship between the Mall Environment and Customer satisfaction at the shopping malls is accepted and the null hypothesis H_0:There is no significant relationship between the Mall Environment and Customer satisfaction at the shopping malls is rejected.

Table 2: Factors Derived with Factor Loading

Factors	Key Attitudes	Factor loading
Location and Accessibility	• Accessibility from Residence • Accessibility from Workplace • Availability of local transport • Stores under one roof • Convenient operational hours	0.631 0.647 0.754 0.618 0.761
Entertainment	• Gaming • Movie • Live Events/Activities	0.657 0.652 0.722
Motive behind Shopping	• Entertainment + Shopping • Food + Shopping • Entertainment + Food • + Shopping • Entertainment + Food • Entertainment + Leisure time	0.808 0.708 0.674 0.692 0.732
Variety and quality of Product	• Branded products • Durability • Reliability • Latest fashion/design	0.652 0.745 0.791 0.820
Frequency of visit	• Weekend • Weekday • Holidays	0.722 0.854 0.748
Food	• Restaurants • Café • Fast food	0.874 0.868 0.764
Value for Money	• Benefits • Quality • Features • Pricing	0.645 0.672 0.795 0.697

Source: Survey data

Table 3: Factors Derived with Factor Loading

Factors	Attributes	Factor loading
Overall attractiveness of Mall Environment	• Selection of Stores • Reputation of the mall • Airconditioning • Layout • Architecture and Designs • Physical condition	0.678 0.694 0.754 0.735 0.684 0.712
Amenities & Ambience	• Elevators/Escalators • Restrooms • Hygiene and Cleanliness • Light Music • Safety &Security	0.654 0.782 0.633 0.686 0.671
Personnel	• Knowledge of Sales person • After sale Service • Personal attention • Loyalty schemes	0.675 0.702 0.748 0.763
Shopping Ease	• Variety of stores • Payment option and checkout • Visual Display of products	0.622 0.734 0.768
Convenience	• Store Space • Seating arrangement in the corridors • Pleasant Atmosphere	0.632 0.677 0.727

Source: Survey data

200 respondents were administered a structured questionnaire. The respondents were chosen from among the visitors to shopping malls of Bangalore city. The administering of the questionnaire and data collection of data took around five months time. There were 175 questionnaires that were considered for the analysis, 25 questionnaires were rejected as they were not complete. Multistage stratified random sampling was the method to obtain this primary data from the respondents.

Internal Consistency

Cronbach alpha and Dillon-Goldstein's rho values were used to check the internal consistency of the constructs. The Cronbach alpha value ranged from 0.71 and 0.90 for all the constructs. As per Nunnally (1978), this meets the requirement of the threshold value being more than 0.7. Composite reliability value was used for determining internal consistency. As the cut off value is 0.70 in this, the values ranged between 0.74 to 0.92, which is very well above the cut off. Hence, we can conclude that, there are no issues relating to internal consistency.

Convergent Validity

Convergent validity was determined by considering the outer loadings score and the AVE. The constructs in this data have no convergent validity issues since some of the variables were deleted which had lesser outer loadings as it affects AVE. The AVE value for the constructs ranged between 0.51 and0.58 that meets the cut-off value of 0.5.(as per the proposition put out by Hair et al. (2014)). The construct validity is thus established with no issues.

Demographic Profile of Shoppers

Socio Economic status of the respondents is obtained from 3 different large Malls (Mantri Square, Orion Mall and UB City) in Bangalore and it is analysed and interpreted below.

Total sample size was 200 out of which male and female respondents were interviewed. 57.3% of the respondents were females, and the remaining 42.7 %were males. Among all the respondents who visited the above listed 3 malls in Bangalore, maximum percentage i.e., 95.1% of them resides in Bangalore and the other 4.9% were tourist respondents from other states of India and also from other Countries across the world.

When visitors were asked regarding their preference days to visit malls, maximum of them expressed that they prefer to visit malls on Holidays (58.4%), whereas lesser group would prefer visiting during festivals (17.9%) and remaining would like to visit on weekends (23.7%). During Holidays maximum visitors were found in Mantri Square Mall (70.8%) and minimum from UB City mall (44.0%). UB City mall (41.0%) had maximum visitors on Weekends whereas Mantri Square mall (16.8%) had minimum percentage. The above report shows that people would not like to visit malls during festivals.

The maximum percentage of visitors was with the income between 20,001 – 50,000/-pm and the least were with income of rupees more than 80,001/-pm. And the highest income category visitors with more than 80,001 /-pm were high in percentage in Orion mall (32.5%).

Among all the respondents from 3 Malls, around 55.8 percent respondents were 25 and below 25 age group, 32.8 %were between the ages of 26 and 35. 11.5 % of the respondents were aged 36 and above. From the above statistics, comparatively young respondents were in maximum percentage and in specific they were from Mantri Square Mall (70.0 percent)

The respondents were found to have different educational qualification and among them 1.0% were illiterates, 6.4% of them had completed their high school, 68.2% were graduates, 22.1% were post graduates and the rest 2.4% were from other technical and diploma courses. Maximum percentages of respondents were all graduates and the least was illiterates. Mantri Square Mall had highest percentage (75.2%) of graduate respondents among all other Malls.

Marital Status of the respondents is as follows, 63.1% were Single, 31.1% of them were married and 5.8% were Widow/Widower. Highest percentage of respondents with marital status single was from Orion Mall (68.7%) and married respondents were from UB City Mall (46.0%).

There were around 4.7% of them who would visit mall alone without any other family member accompanying them. 10.5% used to visit the mall in pairs. 19.3% were in group of three, 46.1% of them used to visit in 4 numbers from the same family and around 19.4% had more than 5 members in their group. Maximum single visitors were from UB City Mall (7.3%) and family with 4 visitors were high in Mantri Square mall (54.5%).

With respect to occupation of mall visitors, 49.6% were students, 7.4% homemakers, 13.6% were self-employed, 27.2% were working for private sector, 1.5% of them were government employees and around 0.7% were retired professionals. The maximum percentage was student visitors and the percentage was quite high in Mantri Square mall (55.7%) in specific. Though the three categories i.e., Students, homemakers and retired professionals would likely fall under the category of no income, but still students were the highest percentage of visitors found in the malls.

For the purpose of Extraction method which is similar related to factor analysis Principal Component Analysis was used. Co-efficient matrix, unrotated matrix and rotated component matrix were the results that were derived from the statements that is clearly allotted to the factors as factor analysis which is incorporated with more specific assumptions with the underlying structure. There were no issues of ambiguity in their belonging factors from the data. Along with that factor analysis is likely to be appropriate as sampling adequacy measured 0.725 which can vary from 0 to 1from the Kaiser-Meyer-Olkin (KMO) statistic as it indicates the degree of each variable is predicted without the errors from the variables.

There are 12 factors in table1 &2 which are capable of explaining the output to 69.52% of variations in the data set. However the six important factors shows the distribution of attitude statement through factor analysis explaining 32.46% of variation in the data set. All these factors attitude belongs from the rotated component matrix.

Observing the data items comprised in table 1 factors were derived from the data items. "Location and Accessibility", which is the first among the factors has five attributes that include Accessibility from Residence, Accessibility from Workplace, Availability of local transport, Stores under one roof, Convenient operational hours. The second factor Entertainment includes three attributes named Gaming facilities, Movie, Live Events/Activities. The third factor is labelled "Motive behind Shopping" and includes Entertainment +Shopping, Food +Shopping, Entertainment + Food + Shopping, Entertainment + Food, Entertainment + Leisure time. The fourth factor is "Variety and quality of Product" consists of Branded products, Durability, Reliability, Latest fashion/design. The fifth factor was "Frequency of visit" that looks at visits during weekends, holidays, and on regular days of the week. Sixth factor is related food which includes Restaurants, Café, Fast food. The final factor "Value for Money" has four attributes related to Benefits, Quality, Features, Pricing.

The semantic differential scale measurement by Dickson and Albaum (1977) was used for the study to suitably modify the retail store image from the original scale which lead to set a broad mall choice drivers. The factor analysis extraction method used was Principal Components Analysis. The outputs from this method included the non rotated component matrix, coefficient matrix and rotated component matrix. There was clarity in the belonging factors without any uncertainty, since the attributes were clearly allotted as "Varimax with Kaiser Normalisation method" was used for orthogonal rotation.

The Kaiser-Meyer-Olkin (KMO) statistic, which can vary from 0 to 1, measured the sampling adequacy. It was measured at 0.84. The high value of this data indicates that the factor analysis can be done using this data, without any adequacy issues. There are 5 factors which are capable of explaining the output to 64.41% of variations in the data set. However the five important factors shows the distribution of attitude statement through factor analysis explaining 56.46% of variances in data since the factor attributes were obtained from rotated component matrix where cross rotations have been removed. The factor loadings which are greater than 0.65 are considered to be part of another factor.

Table 3 shows the various factors and the related statements. The first factor is "Overall attractiveness of Mall Environment" that has six characteristics pertaining tothe selection of stores, reputation of the mall, Air conditioning, Layout, Architecture and Designs, and Physical appearance. The second factor has five attributes that include Elevators/Escalators, restrooms, Hygiene and Cleanliness, Light music and Safety and security therefore it is labelled "Ambience& Facilities". The third factor "personnel" includes Sales person, after sale service, Personal attention and Loyalty schemes. The fourth factor is "shopping ease" consists of Variety of stores, payment option and checkout, Visual display of products. The last factor that we observe is "convenience" that is related to space within the store, seating arrangement in the corridors and the overall atmosphere.

Finally the study clearly reveals that shoppers were satisfied with the location, accessibility, and facilities of the mall. Mall respondents were satisfied with the easy availability of parking space (40%). They also indicated their satisfaction with the hygiene and cleanliness (51.6%) in the malls. The location of the mall and its easy accessibility was another factor that increased their satisfaction (46.7%). This indicated that convenience and facilities were factors that helped in increasing satisfaction levels. Consumers were satisfied with the product available, their variety, quality, brands, and latest designs. Mall respondents have indicated that they were satisfied with the variety of products available in the mall (53.5%), the quality of the products (51%), availability of national and international brands (43.6%) and latest design and fashions (50.9%). These were the product factors which created consumer satisfaction. Consumers faced a problem with the lack of seating arrangements in the lounge/corridors. 35.8% of respondents agreed that there was a problem with the lack of sufficient seating arrangements and relaxing benches in all the floors and corridors for a better shopping experience in the shopping mall. Consumers did not face any problems in the food court in the mall. 36.8% of consumers indicated that there were sufficient food options in the mall and they did not face any problem in this regard. Consumers were happy with the ambience provided in the mall. The ambience and décor of the malls were factors that satisfied customers. 48.9% people surveyed said that the ambience provided satisfied them, 52.8% were satisfied with the architecture and design of the mall, 42.3% were highly satisfied with the air conditioning and 49.8% respondents were satisfied with the visual display of products in the mall.

Conclusion

On completion of this study, we find that its results are in line with that of other such studies carried out in the past. From the study, we understand that the following factors can help us understand the behavior and attitude of those shopping at mall – Accessibility& Location, Entertainment, Motive behind shopping, Variety and quality of Product, Frequency of visit, Food and Value for money. The study has also been able to highlight five characteristics of the mall that would attract a shopper to visit and shop. The five major characteristics are -overall mall environment, Ambience& Facilities, Personnel, Shopping Ease, Convenience. We can conclude that this is consistent with what has been observed in other studies. The various factors that attract a customer to shop at a mall and can help in creating satisfaction have been identified in this paper based on the study.

The study showed that by providing quality products, good service, facilities, and reasonable price, malls could increase consumer customer satisfaction leading to the creation of loyal consumers. It was suggested that they focus more on promotional measures, improvement in service and facilities and develop innovative methods to reward loyal consumers. Organizing more events, having more variety of brands and creating a consumer care division would help malls to easily create loyal consumers.

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