CHAPTER-6
FINDINGS,
SUGGESTIONS,
CONCLUSION
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### FINDINGS, SUGGESTIONS, CONCLUSION

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Detail Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1</td>
<td>Findings</td>
</tr>
<tr>
<td>6.2</td>
<td>Suggestions</td>
</tr>
<tr>
<td>6.3</td>
<td>Conclusion</td>
</tr>
</tbody>
</table>
FINDINGS, SUGGESTIONS, CONCLUSION

This chapter discusses findings, suggestions and conclusion for the present study. They are based on details of data analysis with respect to theoretical concept based on the primary data collected from selected cities of Gujarat based shopping malls.

Findings are nothing else but the summarized interpretation of the data that is collected and analyzed. If one wants to know what a particular research says, one should just go through the findings. That can be reached by analyzing all the data collected viz. primary and secondary.

While discussing with consumers and management of shopping Malls, Consumers and management of shopping malls were interviewed and requested to answer the questionnaire. They were contacted personally to avoid misunderstanding. On the basis of data analysis and interpretation many findings were found, the findings are as follows:
6.1 FINDINGS:

- From Vadodara, “Baroda Centre”, “MORE” and “Seven Seas” malls were selected. “Big Bazaar”, “Himalaya” and “Reliance” malls were selected from Ahmedabad. From Rajkot and Surat cities, “Big Bazaar”, “D-Mart”, “Iscon” and “Reliance” malls were selected for the present study. Almost equal proportions of respondents were taken from each city. The age distribution of respondents was also equally distributed.

- There were about 70% male and 30% female respondents in the study. Majority of the respondents were students and self-employed persons. Among selected respondents majority had average monthly income between Rs. 2501-5000/-. In this study very few respondents were having low level education (SSC or low).

- In this study 45% respondents were unmarried, 38% married and rest were either widow or separated.

- Among selected respondents, 32.1% were higher educated, 25.8% were graduate, 28.7% had passed up to HSC level, 8.3% had passed up to SSC level whereas only 5% were uneducated.

- From selected respondents, about 20% were visiting malls more than five times a week whereas about 10% were visiting once a week and 30% were visiting occasionally. Majority of respondents were visiting malls in the evening. Housewives and students were
visiting malls in either morning or afternoon. More than 70% respondents preferred week-ends to visit a mall.

- As far as time spent in mall is concerned, students and house wives spent more time in malls as compared to service persons or self employed persons. Students got information regarding malls from their friends, advertisements and internet whereas house wives got the details from neighbors, relatives and friends.

- Service people and self employed persons got the details from newspaper, advertisements, internet and colleagues / friends. There were very small group of respondents who said that they got information regarding malls from dealers.

- About 30% respondents take self decision regarding selection of malls whereas rest of all are dependents on others. As per majority of respondents, Store atmosphere, good elevator system, easily accessible billing Nears, Trail rooms and Promotion schemes are very important facilities for every malls. Grocery, Food items and Cosmetics were regularly purchased by respondents.

- The distance of mall from home, high price of items, bad product quality and service, advertisement and few promotional schemes are major problems faced by respondents.

- In Vadodara and Rajkot, distance of malls from home was a major problem. Respondents from Ahmedabad and Surat were more
unsatisfied with the price of items whereas those from Vadodara were quite satisfied with the price.

- As per all respondents, Store atmosphere, good elevator system, Easily accessible billing Nears, Ample parking space are very important for any mall whereas Promotion schemes, Trail rooms, Convenient layout are some essential things which should be in a mall.
- Food, Entertainment, Cosmetics, Grocery items were regularly purchased by respondents from the malls.
- Major problems faced by respondents of Ahmedabad and Surat were high price of items in malls whereas major problem of Rajkot and Vadodara respondents was distance of malls from their home. Some other problems like bad service and product in malls were faced by customers of malls. Overall there is no significant difference in problems faced by respondents from different cities.
- There is significant difference in satisfaction level of respondents from various cities. Respondents from Vadodara city were more satisfied followed by Rajkot, Surat and Ahmedabad. Despite of various services and attractive offers served by malls, more than 30% of respondents were not satisfied with the malls in their cities. Respondents from Ahmedabad were unsatisfied with mall services.
- Among satisfied respondents, majority were customers of Big –
Bazaar, Reliance and Seven – Seas Malls. There is significant difference in dissatisfaction of respondents from various malls.

- A small group (8%) of respondents was not satisfied with mall services and hence they said that they had poor experience with the malls in their cities whereas as per 25% of respondents the experience with the malls was fair. There was a large group of respondents (65%) who said that they had excellent/good experience with the malls. Overall there is no significant difference in experience with malls between respondents from selected cities.

- Majority of respondents from Baroda Central, Himalaya, Reliance and Iscon mall had bad experience whereas Seven Seas, Big Bazaar and D-Mart customers had good experience with the malls. There is significant difference in experience at malls between customers from selected malls.

- About 60% of respondents had good experience in malls. As far as satisfaction is concerned, male respondents were more satisfied than female. But the difference in satisfaction level between male and female respondents was not statistically significant.

- Overall service satisfaction of respondents is very much affected by their income. Respondents having low monthly income were more satisfied as compared to those having higher package of income.
• Satisfaction level of Widow / Separated respondents was lower as compared to married or unmarried respondents. Marital status is significantly affected to overall service satisfaction. Married respondents were more satisfied than unmarried one.

• There is significant role of education on overall service satisfaction level of respondents. Respondents with low / no education were more satisfied as compared to higher educated respondents.

• Respondent’s age significantly affects satisfaction level. Students and 50+ aged respondents were less satisfied as compared to middle aged group.

• Students and house wives were less satisfied as compared to professionals and self employed. Thus occupation had significant role on service satisfaction in malls.

• Expenditure (in the malls) of respondents having age between 25-35 yrs was higher than other respondents. As far as gender is concerned, expenditure capacity of males was higher than females.

• Respondents with young age (specially students) were more frequently visiting malls as compared to others. Male respondents were visiting malls more frequently than females.

• As far as time spent in mall is concerned, Students spent more time in malls followed by respondents aged >35 yrs. There is no
difference in average time spent by male and female respondents in the mall.

- It was found that all shopping malls are interested in providing better services to customers.
- All major services are very important to provide to customers by shopping malls.
- Most of information is supplied to consumers through television, newspaper, hoardings, and their own announcement systems.
- Most of consumers prefer evening and some consumers are interested to visit the mall in morning and afternoon.
- Most of consumers are interested in Sunday and Wednesday for visiting the Malls.
- It was observed that most of consumers (100%) spend more than 30 minutes in the Malls.
- Food is demanded regularly and electronics and home décor are demanded sometimes in the Malls by consumers.
- All shopping malls are thinking towards providing better services to consumers.
- Most of consumers visit the Malls.
- Overall service satisfaction was on an average level in all cities.
6.2 SUGGESTIONS:

On the basis of many findings, there are many suggestions needed to improve the management of Malls, the suggestions are as follows:

- Malls do supply most of information to consumers about offers through newspapers, hoardings.
- Managers of the malls should take some initiatives to get feedback from the customers visiting the mall.
- Management of malls should provide customer-friendly environment in the malls.
- Management of Malls should think towards providing better services to consumer and improving the retail market.
- There should be continuous research and development for the development of the Mall.
- Keeping in the mind the requirements of customers with different age, education and occupation; management should provide all items with an attractive rates / scheme.
- Environment and overall service of the mall should be to the mark of satisfaction for the customers.
- Managers of the mall also think over the area / site for the mall, so that it can be easily accessible and reachable for the customers.
- Management of the mall should provide enough space for parking.
• The sign boards kept on the items for the various scheme and price should be clear and easily accessible for the customers.

• Retailers should keep themselves and the units updated with the latest product in the market to retain their consumers.

• Mass media like television, newspapers etc. are to be extensively used for the purpose of publicity.

• A store should have an inviting appearance that makes the customer feel comfortable and yet eager to buy.

• Innovation in the organization, financing and delivery of community service.

• Greater effort must be spent on merchandise displays that make it easier for the customer to find and purchase the items they want or need.

• Good prices and positive word of mouth advertising is important.

• Special emphasis should be placed on the store’s window displays because they are the information link to the potential customer.

• Selling space is the most important part of a store and therefore, efforts to utilize each square foot will help to maximize sales.

• The main principles of design used in display are balance, emphasis, proportion, rhythm, colour, lighting and harmony.
• An effective way of attracting customers to a store is by having good displays, both exterior and interior.

• The customer has to keep himself always updated with the latest development in the retail industry so that he can reap the maximum benefits offered by the retailers.

• Consumers can restrict their purchases within their budget for provisions.

• Nowadays, various services are provided by retailer, the customer can derive the maximum benefits and comforts from his purchase.

• The customer may check the authenticity in schemes and may calculate real benefit.

• Customers should update themselves regarding various promotion schemes given by the malls.

• Customers should collect all information from various malls in their area / city and compare the price, quality, company/brand and service provided by the malls.

• On the basis of the knowledge taken by comparison of services of malls, last decision on selecting malls for purchasing items should be taken.

• Customers should give their feedback and suggestions to the authorities of the malls for better service.
Finally, customer’s satisfaction regarding quality of items and management’s satisfaction regarding their business progress should be simultaneously served.

6.3 CONCLUSION:

From the present study researcher found that overall experience of the respondents regarding selected malls is good. Though many facilities are provided by Malls to consumers, customer preferred relaxation and enjoyment, more space to move in a good elevator system, convenient layout at the Malls, easily accessible billing counters and easily locatable stairs, prolonged experience.

The major problems faced by respondents were the distance of mall from home and high price of items. Other problems were quality of service and less promotional activities. Respondents from Ahmedabad and Surat were unsatisfied by price of items in the malls. Respondents from Vadodara city were more satisfied followed by Rajkot, Surat and Ahmedabad. Among satisfied respondents, majority were customers of Big – Bazaar, Reliance and Seven – Seas Malls.

Retailing has now become one of the leading industries that is adding a lot to the GDP of our country. This is thereby helping the nation to
develop and has given employment opportunities to many skilled as well as unskilled people. Therefore the government has to provide enough support to all those retail chain stores so that the country would develop further.

Customer satisfaction has now become one of the major key factors for every entrepreneur to carry out his business. Retailing is one such form of business where they target on customer satisfaction by making all possible arrangements for them to come and shop in comfort.