Customer Relationship Management Strategies in Shopping Malls- A Study

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Abstract:- Internet technologies have provided many competitive advantages such as speedy, selectivity, individuality and interactivity. The Internet enables customers to search products and services meeting their needs with less time than before. The digital market place where buyers make orders on Internet and internet has appeared to become a prevalent sales channel. After dot-com bubble burst in 2002, an uncountable number of small-sized shopping malls have been thriving due to many good characteristics of online marketplace, including significantly reduced search costs and menu cost for products or services and easily accessing products or services in the world. While some malls thrive to flourish, many of them even vanished. These days, the revenue curve changes from steep to gentle slope because the owners of the shopping mall are unaware of developing CRM strategies that fit to them.

Therefore, our study aims to deal with couple of research objectives; to understand the CRM strategies that could increase revenue of malls. Secondly, to identify the factors influence shoppers to continue shopping at shopping mall. Convenient sampling method is employed to collect data in the shopping malls in Southern districts of Tamilnadu. Primary data have been collected in the shopping malls from 260 respondents. The above stated research objectives are to be analysed

Key Words: customer relationship, shopping malls, CRM strategies

INTRODUCTION

Fast Moving Consumer Goods (FMCG) can be defined as Customer relationship management (CRM) is a mixture of people, processes and technology that seeks to understand a company's customers. CRM is potentially a useful concept in the marketing and customer services areas of a retail sector. The Indian Retail Industry is the fifth largest in the world. Indian retail industry is one of the fastest growing industries in India, especially over the last few years. CRM involves shopping malls enabled business processes that identify, develop, integrate and focus a business' competencies on forging valuable long-term relationships that deliver superior value to its customers.

Retailing a customer and maintaining good relationship with them is an art; as such the organisation should be in a position to satisfy the requirements of customers and must provide better solutions to his problems. In other words of Ruma Agnes (2009), customer relationship is a difficult job, because customers are smarter, well educated, more informative and have unlimited access to information than it was in the past. Hence, identification of their actual needs and satisfying them is a difficult job. Once this difficulty is overcome, then customers always in touch for life time.

OBJECTIVES OF THE STUDY

The purpose of this study to investigate the satisfaction of the customers on the strategies followed by the shopping

malls for the retention of customers. The following are the research objectives to guide the study.

1) To analysis the important factors and attributes motive of buyer and customer satisfaction.
2) To suggest suitable measures, for effective customer relationship management.

REVIEW OF LITERATURE

According to Kim, et al., (2004) customer satisfaction is customer's reaction to the state of satisfaction, and customer's judgment of satisfaction level. Wong et al., (2012) there is a relationship between shopping mall attributes and customer satisfaction.

Manana, (2009), suggested that Consumers evaluate the malls on the basis of products and different features of mall e.g. location, employees and atmosphere. Retail businesses are spending on getting and sustaining locations appropriate for their products and consumers, as mall location is vital factor of retail business

(Hernandez and Bennison, 2000) The factors which are affecting to customer to shopping in selecting the shopping place fall in five groups i.e. Features of price, accessibility, environment, mall image, regarding the consumer buying

behaviour, convenience and rewards (Wong et al., 2012; Dawar and Parker, 1994;).

HYPOTHESIS

Null Hypotheses: The overall customer satisfaction between gender of respondents will be different.

METHODOLOGY

The instrument used in this study consist of two parts. The first part deals with demographic profile of the respondents such as gender, age, income and occupation etc. Part two deals in the satisfaction of respondents. On a questionnaire prepared on the basis of various factors responsible for customer relationship management and satisfaction level.

DATA COLLECTION

A survey instrument in the form of close ended questionnaire was developed for the purpose of collecting the main data for the study. This study was conducted at various factors such as recreation, socialization, seeking status, branded product, information, variety of products were taken into consideration in selecting the respondents. Using a total of 260 respondents were selected from different backgrounds were selected as a sample for the study.

SAMPLING DESIGN

The type of sampling technique to be adopted in this study is convenience sampling. Respondents were selected from various southern districts of Tamil Nadu. The quantitative data for the study was collected from Thoothukudi, Tirunelveli, Kanyakumari and Ramanthapuram Districts.

DATA ANALYSIS

The primary data collected have been sorted, classified and tabulated in a format and analyses by using statistical packages for social science (SPSS16.0). An appropriate statistical procedure like Kruskal Wallis Test and Chi square of analysis has been used for inference.

RESULTS AND ANALYSIS

PROFILE OF THE RESPONDENTS
It was found that 54.2 percent (141) were female while 45.8 percent (119) were male(Table 1). The table further shows the respondents are female dominated. Out of which 41.2 percent (107) of the respondents are below 25 years of age,

38.1 percent (99) are in the age group of 25-35 years , 14.6 percent (38) are in the age group of 35-45 years and 6.2 percent (16) respondents are Above 45 years of age. With respect to relationship with the shopping mall ,58.8 percent (153) were less than 3 years, 41.2 percent (107) were above 3years. Similarly 40.0 percent (104) were in the income level Rs10000-Rs20000, 29.2 percent (76) were in the income level of Rs20000-Rs30000, 23.1 percent (60) were below to the income level of Less than Rs10000,and the remaining were in the level of 7.7 percent (20) Above Rs40000. An analysis of the respondents in terms of their relationship with shopping mall and income levels reveals that majority of respondents were belongs to less than 3 years category and whose income levels are ranging from Rs10000-Rs20000.

TABLE 1- DEMOGRAPHIC PROFILE OF THE RESPONDENTS

	No.of respondents	percentage
Gender		
Male	119	45.8
Female	141	54.2
Total	260	100
Age		
Lessthan25 years	107	41.2
25-36 years	99	38.1
35-45 years	38	14.6
Above 45years	16	6.2
Total	260	100
Income		
Less than 10000	60	23.1
10000-20000	104	40.0
20000-30000	76	29.2
Above40000	20	7.7
Total	260	100
Relationship with shopping Mall		
Less than 3 years	153	58.8
Above 3 years	107	41.2
Total	260	100

Table -2
Kruskal Wallis Test- Gender and Factors motive to buy

	Gender	N	Mean Rank	Chi Square Value	Sig. Value
parking	Male	119	145.47	9.536	.002
	Female	141	117.87		
	Total	260			
atmosphere	Male	119	131.16	.021	.885
	Female	141	129.94		
	Total	260			
time savings	Male	119	158.13	33.055	.000
	Female	141	107.18		
	Total	260			
cost savings	Male	119	127.64	.341	.559
	Female	141	132.91		
	Total	260			
Variety of stores	Male	119	146.54	12.649	.000
	Female	141	116.96		
	Total	260			
Customer services	Male	119	161.42	43.815	.000
	Female	141	104.40		
	Total	260			

Table 2 shows the Kruskal- Wallis test indicating the attribute motives of customers. As per the rejection of null hypothesis $p<0.05$ the variables of parking, time saving, variety of stores and customer services is influenced by the gender of the respondent. As per the acceptance of null hypotheses($p>0.05$), the variables of atmosphere and cost savings is not influenced by the gender of the respondents.

Table-3
Chi-square Test Gender and Overall Satisfaction

	Value	DF	Sign .of value
Pearson Chi-Square	105.358	13	.000

This table 3 shows the relationship between gender of the respondents and their customer satisfaction level. As per rejection of the null hypothesis ($p<0.05$) the satisfaction level of the respondents is related with gender of the respondents. The gender of the respondents influence the satisfaction of the respondents.

CONCLUSION

The study was accomplished to discover the factors that affect the customers towards mall shopping. Customer

relationship management yields number of benefits to the shopping malls. One of the important benefits is customer retention. It is clear from the study that availability of accuracy and prompt services in the shopping mall, availability of many number of brands and existence of good customer support system occupied the highest priority factors create satisfaction to the customers. As the profitability of the shopping malls entirely depends on customer satisfaction, it is assumed that these factors plays a dominant role in retaining the customers.

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