

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3330 Cities in 172 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	IMPACT OF ADVERTISEMENT ON CONSUMERS' BUYING BEHAVIOR: A STUDY ON FMCG PRODUCTS IN LUCKNOW CITY <i>ANKITA SHRIVASTAVA & DR. VIKRAM BISEN</i>	1
2.	KNOWLEDGE MANAGEMENT: EMERGING PERSPECTIVES <i>DR. P. SUCHITRA</i>	6
3.	SECTORAL PERFORMANCE AND INVESTMENT OPPORTUNITY IN INDIAN EQUITY MARKET: A CASE ANALYSIS OF SIX MAJOR SECTORS <i>DR. SANJAY RASTOGI & R SRINIVASAN</i>	9
4.	CUSTOMER RELATIONSHIP MANAGEMENT AND CUSTOMER LOYALTY IN SERVICE SECTOR <i>MARAJ REHMAN SOFI & DR. IQBAL AHMAD HAKIM</i>	19
5.	AN ANALYSIS OF KEY INDICATORS OF SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA (SIDBI) <i>DR. P. AMIRTHA GOWRI & T. RENUHA</i>	26
6.	MARKETING OF FOOD INDUSTRIES IN ALGERIA: ANALYTIC STUDY ON A SAMPLE OF COMPANIES <i>DR. SULIEMAN IBRAHEEM SHELASH AL-HAWARY & ABDELHAK BENTAFAT</i>	31
7.	A STUDY ON INFLUENCE OF DEMOGRAPHIC FACTORS RELATED TO RISK TOLERANCE OF INVESTORS <i>BHUVAN LAMBA & SALONI RAHEJA</i>	39
8.	WHISTLE BLOWING IN INDIA <i>POONAM & ARUSHI MALHOTRA</i>	42
9.	MANAGEMENT OF FUND SOURCES FOR DEVELOPMENT BANK OF CITIES AND THEIR REFLECTIONS ON THE CREDIT FACILITIES FOR THE LOCAL COMMITTEES (2000-2013) <i>DR. GHAZI ABDUL MAJEED ALRGAIBAT</i>	45
10.	IMPACT OF GLOBAL CRISIS IN INDIAN BUSINESS <i>GIRISHA H.J.</i>	53
11.	EVALUATING THE STOCK SELECTION SKILLS AND MARKET TIMING ABILITIES OF INDIAN MUTUAL FUND MANAGERS <i>DIVYA MEHTA</i>	55
12.	CONSUMERS PERCEPTION & ATTITUDES TOWARDS FOREIGN AUTOMOBILE BRANDS IN INDIA <i>DR. SATYA PRASAD VK</i>	62
13.	AN EMPIRICAL INVESTIGATION OF ORGANISATION BASED SELF-ESTEEM AND IN-ROLE PERFORMANCE ACROSS DIVERSE OCCUPATIONS <i>HAZRIL IZWAR IBRAHIM, ABDUL HADI ZULKAFI & KHAIRUL ANUAR MOHAMMAD SHAH</i>	65
14.	INNOVATIVE HR PRACTICES IN EMPLOYEE ENGAGEMENT <i>M.THAMIZHSELVI</i>	70
15.	CUSTOMER PREFERENCE AND SATISFACTION TOWARDS RETAIL STORES & SHOPPING MALLS IN CHENNAI CITY <i>L.JENIFER</i>	73
	REQUEST FOR FEEDBACK & DISCLAIMER	77

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), GuruGobindSinghI. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VITUniversity, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, MaharshiDayanandUniversity, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

<http://ijrcm.org.in/>

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

CUSTOMER PREFERENCE AND SATISFACTION TOWARDS RETAIL STORES & SHOPPING MALLS IN CHENNAI CITY

L.JENIFER
RESEARCH SCHOLAR
BHARATHIAR UNIVERSITY
COIMBATORE

ABSTRACT

Liberalization of the economy, rise in per capita income and growing consumerism have encouraged larger business houses and manufacturers to set up retail formats; real estate companies and venture capitalist are investing in retail infrastructure. Added to this customer satisfaction, is widely recognized as a key pressure in the formation of consumers' future purchase intentions. Satisfied customers are also likely to tell others of their favorable experiences and thus engage in positive word of mouth advertising. The present study is undertaken to understand the customer preference and satisfaction towards retail stores & shopping malls in Chennai city.

KEYWORDS

Customer preference, retail stores, shopping malls.

INTRODUCTION

Retail store shopping is often categorized as a self-service retail environment. The aim of retailers is primarily to build relationships with their customers, being able to track their levels of satisfaction with the key elements of retail store environment. Secondly the retailer's aim is to minimize the reasons for complaints and dissatisfaction and the cost of a service recovery plan and also to establish direct feedback from customers about their reactions to key elements. Interestingly, for many years retailers have been administering surveys to their customers to measure both their overall levels of satisfaction and their opinion of various details of their store experiences, service and merchandise provided at organized retail outlets but they are not able to retain all their customers by providing solutions to them. Businesses recognize that retaining the existing customers is more profitable than having to win the new ones to replace those lost.

Customer satisfaction is the key factor in knowing the success of any retail store or retail stores & shopping malls ; therefore it is very important to measure it and to find the factors that affect customer satisfaction. Customers will appreciate goods and services they buy, provided if they are made to feel special. This feeling is derived when they feel that the goods and services that they buy have been specially produced for them or for people like them.

REVIEW OF LITERATURE

Today's customers have too little time to spend but more intelligent than ever before. This has boosted the pace of competition for the retail stores to think about innovative and user friendly driven spaces to attract customers and also to retain them. The top tier retail store chains & shopping malls that have increased their size of their store base are highly competing against the low-cost operators to reinvest themselves and to find a sustainable stand in today's market.

Iacobucci et al (1994, 1995) provides precise definitions of service quality versus customer satisfaction. They contend that service quality should not be confused with customer satisfaction but that satisfaction is positive outcome of providing good service. Ittner and Larker (1998) concluded that at the customer business unit and firm-level that various measures of financial performance (including revenue, revenue change, margins, return on sales, market value of equity and current earnings) are positively associated with customer satisfaction and also added – that in the retail industry they found a inverse relationship between satisfaction and profitability due to the benefits from increased satisfaction can be exceeded by the incremental cost in retail.

Clark & Hwang (2000) conducted a study to compare satisfaction between American & Korean discount stores. Twenty items were used to measure customer's satisfaction with retail outlets in each country helpfulness of sales person, friendliness, number of sales people, ease in finding things, politeness, store layout, cleanliness, quality level, merchandise selection, fashionableness, willing to exchange, credit charge account, value of money, special sales advertising, location, other store customer loyalty programs.

Kaul (2005) concluded that consumers satisfied with the stores' service quality tend to remain loyal. Service quality is being increasingly perceived as a tool to increase value for the customer as a means of positioning in a competitive environment to ensure consumer satisfaction, retention and patronage.

Ilter (2006) focused on the expectations, experiences & perceptions of high school girls to see what attracts them to the malls. Six factors were identified. They were merchandising, entertainment, atmosphere, locations and accessibility, security and personal service.

OBJECTIVES OF THE STUDY

1. To identify the attitude and behavior of customer in retail stores & shopping malls.
2. To study the customer awareness and preference towards retail stores & shopping malls.
3. To study the satisfaction level of the respondent's towards retail stores & shopping malls.
4. To study the relationship between price factors on customer satisfaction retail stores & shopping malls.
5. To study the relationship between product characteristics and customer satisfaction retail stores & shopping malls.

SCOPE OF THE STUDY

The focus of this study deals with customer satisfaction towards retail stores & shopping malls . It tries to discover various other problems associated with retaining customers in present retail stores & shopping malls .

RESEARCH METHODOLOGY

Exploratory research is being adopted to find out the customer satisfaction and characteristics of customers in retail stores & shopping malls.

AREA OF THE STUDY

Survey is conducted among three classes of customers namely regular, occasional and frequent customers in the retail stores & shopping malls of Chennai city. Primary data is collected through questionnaire containing open ended and close ended questions.

SAMPLE SIZE

The sample size taken up for this study is 200.

PERIOD OF STUDY

The study was conducted during the period Nov 2013 to Jan 2014.

TYPE OF SAMPLING

Convenience sampling is adopted for this study.

TOOLS USED

Chi-square test, correlation analysis method is used.

ANALYSIS & INTERPRETATION**TABLE 1: GENERAL PROFILE OF THE RESPONDENTS**

PARTICULARS	CLASSIFICATION	NO. OF RESPONDENTS	%
AGE	Below 20 years	65	33
	21 years to 35 years	45	23
	36 years to 45 years	54	27
	Above 45 years	36	18
	TOTAL	200	100
GENDER	Male	98	49
	Female	102	51
	TOTAL	200	100
EDUCATIONAL QUALIFICATION	School Level	10	5
	College Level	90	45
	Doctors	30	15
	Engineers	70	35
	TOTAL	200	100
TOTAL MEMBERS IN FAMILY	Two	54	27
	Three	52	26
	Four	68	34
	Five & Above	26	13
	TOTAL	200	100
MONTHLY INCOME	Below Rs.15,000	22	11
	Rs.15,001 – Rs.20,000	92	46
	Rs.20,001 – Rs.25,000	42	21
	Above Rs.25,000	44	22
	TOTAL	200	100
MONTHLY PURCHASE AT SHOPPING MALLS	Rs.2,000 – Rs.3,000	42	21
	Rs.3,001 – Rs.4,000	82	41
	Rs.4,001 – Rs.5,000	58	29
	Above Rs.5,000	18	9
	TOTAL	200	100

INTERPRETATION

From the above table, it is clear that the general profile of the respondents shows that:

1. 49% of the respondents are male and 51% of the respondents are female.
2. 33% of the respondents are of 20 years, 23% are of 35 years, 27% are of 45 years and 18% are above 45 years.
3. 5% of the respondents are at the school level, 45% of the respondents are at the college level, 15% are Doctors and 35% are Engineers.
4. 27% of the respondents have a total of two members in family, 26% of the respondents have a total of three members, 34% of the respondents have 4 members and 3% of the respondents have a total of 5 members and above.
5. 11% of the respondents have a monthly income of below Rs.15,000, 46% of the respondents between Rs.15,001 to Rs.20,000, 21% of the respondents between Rs.20,001 to Rs.25,000 and 22% of the respondents have a monthly income of above Rs.25,000.
6. 21% of the respondents do a monthly purchase ranging from Rs.2,000 to Rs.3,000, 41% of the respondents do between Rs.3,001 to Rs.4,000, 29% of the respondents do between Rs.4,001 to Rs.5,000 and 9% of the respondents above Rs.5,000.

TABLE 2: RANKING FOR PREFERENCE OF RETAIL STORES

S.NO	NAME OF RETAIL STORE	NO. OF RESPONDENTS	%	RANK
1	More	20	10	V
2	Big Bazaar	20	10	V
3	Reliance Fresh	32	16	III
4	Nilgris	40	20	II
5	Spencers Daily	28	14	IV
6	Ponnu Super Market	60	30	I
	TOTAL	200	100	

INTERPRETATION

From the above table it is clear that Ponnu Super Market occupies I rank, followed by Nilgris in II place, Reliance Fresh in the III place, Spencer's Daily in IV place, More and Big Bazaar in V place in the order of preference of Retail Stores.

TABLE 3: RANKING FOR PREFERENCE OF SHOPPING MALLS

S.NO	NAME OF SHOPPING MALL	NO. OF RESPONDENTS	%	RANK
1	Express Avenue Mall	72	36	I
2	Spencer Mall	58	29	II
3	Phoenix Mall	46	23	III
4	The Grand Mall	24	12	IV
	TOTAL	200	100	

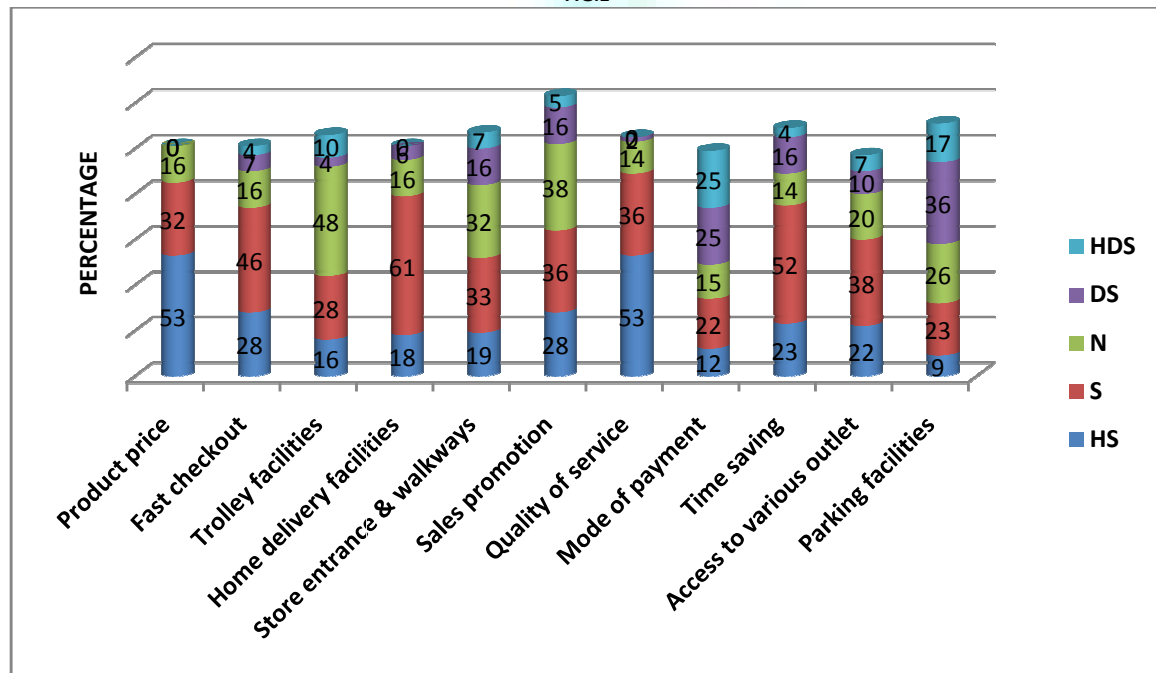
INTERPRETATION

From the above table it is observed that Express Avenue Mall in I place of 36%, Spencer Mall in II place of 29%, Phoenix Mall in III place of 23% and The Grand Mall in IV place of 12% in the order of preference of Shopping Malls.

TABLE 4: SATISFACTION LEVEL TOWARDS SERVICE PROVIDED AT SHOPPING MALLS

PRODUCT	LEVEL OF SATISFACTION %				
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Product Price	53	32	16	0	0
Fast Checkout	28	46	16	7	4
Trolley Facilities	16	28	48	4	10
Home Delivery Facilities	18	61	16	6	0
Store Entrance & Walkways	19	33	32	16	7
Sales Promotion	28	36	38	16	5
Quality of Service	53	36	14	2	0
Modes of payment (variety)	12	22	15	25	25
Time Saving	23	52	14	16	4
Accessibility to various outlets	22	38	20	10	7
Parking Facilities	9	23	26	36	17

FIG.1

**CHI-SQUARE TEST****1. Table showing the relationship between Monthly Income and Average amount spent on purchase**

H_0 : There is no significant relationship between monthly income and average amount spent on purchase.

H_1 : There is significant relationship between monthly income and average amount spent on purchase.

Calculated Chi square Value	Degree of Freedom	Table Value	Conclusion
31.677	9	16.919	Rejected

Since the calculated Chi-square value (31.677) is greater than table value (16.919), Null hypothesis is rejected at 5% level of significance.

INFERENCE

There exists significant relationship between monthly income and average amount spent on purchase.

2. Chi-square analysis for the type of family and Frequency of purchase

Calculated Chi square Value	Degree of Freedom	Table Value	Conclusion
46.239	5	11.070	Rejected

Calculated value of Chi-square (46.239) is greater than table value (11.070).

Null hypothesis is rejected at 5% level of significance.

INFERENCE

There is a significant relationship between type of family and frequency of purchase.

3. Chi-square analysis for age of respondents and buying behavior

Calculated Chi square Value	Degree of Freedom	Table Value	Conclusion
60.59	9	18.2	Rejected

Since the calculated Chi-square value (60.59) is greater than table value (18.2), Null hypothesis is rejected at 5% level of significance.

INFERENCE

There exists a significant relationship between age of the respondents and buying behavior of customers

FINDINGS

1. Majority of respondents prefer Retail Store for purchasing more goods.
2. Majority of respondents prefer Shopping Malls for entertainment and purchase of quality goods.
3. There is no significant relationship between sex and satisfaction level of customers.

4. There is a significant relationship between age group and buying behavior of customers.
5. There is a significant relationship between monthly income and amount of purchase of customers.
6. There is a significant relationship between type of family and frequency of purchase.
7. The variety of products offered in Shopping Malls is the first preference for shopping in Shopping Malls.
8. Majority of the customers visited the Shopping Malls because it was close to their residence & workplace.
9. Majority of the customers were satisfied with the quality of goods, good value for money and trendy products in Shopping Malls.

RECOMMENDATIONS

1. Shopping Malls should adopt new technologies like self checkout lane, Computer gadgets to handle their billing automatically to reduce the rush in billing counter.
2. It should also concentrate on customer loyalty programs and introduce many membership cards for bulk purchases.
3. The sales person must be well trained to be patient, helpful, informative and courteous in answering to the customers which will motivate them to retain in the store to buy more.
4. More a customer spends time in store; the more likely he is to make purchases. So to increase revenue, the retailers should pay more attention towards physical aspects, entertainment, and sell variety of products at reasonable prices.
5. Care should be taken to promote sales activities on week days in order to minimize rush on weekends.

CONCLUSION

Understanding the growing needs, aspirations and global life style is the dictating key factor for success of any retailer. To be a successful retailer and to gain the customer satisfaction level at the maximum, quality, variety of products, sufficient physical ambience, parking facility, fast access & billing system, proper crowd management should be continuously improved at all levels. This will shape or structure the Retail Stores / Malls to blend the expertise of the world to turn into best customer satisfiers in all spheres of their needs.

REFERENCES

1. Anderson S.W., L.S. Baggett and S.K. Widener (2006), "The Impact of Service operations failures on Customer Satisfaction: the role of attributions of Blame". International Management Review, Vol 23, PP No.16-23.
2. Iacobucci D., A. Ostrom and K. Grayson (1995), "Distinguishing Service Quality and Customer Satisfaction: the voice of the consumer, Journal of Consumer Psychology, Vol 4, 277-303.
3. Ilter, Dr. Burcu (2006), "High School Girls' Shopping Mall Experiences, Perceptions and Expectations: A Qualitative Study". Retrieved on Jan 25, 2013 from <http://eab.ege.edu.tr/pdf>.
4. Ittner C.D. and D.F. Larcker (1998) "Are non financial measures leading indicators of financial performances? An analysis of customer satisfaction", Journal of Accounting Research, Vol 36, 1-46.
5. John B., Clark and Hojong, Hwang (2000), "International Comparative analysis of Customer Satisfaction with Discount Stores, Retrieved on June 26, 2013 from <http://www.sba.muohio.edu/abas/2002/cancum>.
6. Kaul, Subashini (2005), "Measuring Retail Service Quality": Examining Applicability of International Research Perspectives in India", Retrieved on Feb 14, 2013 from <http://elmurobbie.files.wordpress.com/2009>.

BOOKS

1. C.R. Kothari, "Research Methodology & Techniques". New Age International (P) Ltd, 2nd Edition.
2. Michael Levy, Boston, Aweitz and Ajay Pundit (2007), "Retail Management", 6th Edition, Tata McGraw Hill.
3. Philip Kotler, "Marketing Management", 13th Edition, Pearson Education Asia Publication.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

