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## FACTORS AFFECTING CUSTOMER SATISFACTION: AN EMPIRICAL STUDY ON RETAIL STORES OF SHOPPING MALL, BHOPAL

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### ABSTRACT

The main objective of this paper is to identify all the important factors that affect the customer satisfaction in shopping mall. This empirical research study focuses on shopping mall of Bhopal (India). The research method will help in examining the various factors those results in satisfaction in retail stores of shopping mall. Factor Analysis has been used for data analysis. In analysis part initially KMO (Kaiser-Meyer-Olkin) and Bartlett's Test was applied for sample adequacy. KMO Measure of Sampling Adequacy test shows the value of .879. The Principal Component Analysis extraction method was used with Varimax Rotation Method, the extracted communalities ranged from 0.659 to 0.892. For clear picture of the factor definitions, factor loadings of greater than 0.4 were considered. The factor analysis yielded 4 factors in all which explaining 77.70 percent of total variance. Implications of this research work will help the retail mall of medium town. Now, they can identify various important factors that can affect their customer's satisfaction most in the present competitive market. They can also use these factors to lead Customer loyalty out of customer satisfaction.

### KEYWORDS

assurance, customer satisfaction, reliability, responsiveness, tangibility.

### INTRODUCTION

In the era of this cutthroat competition, it is fatal for a company to be non-customer-oriented. Indeed, to survive business need to manufacture products and services of very good quality that attracts highly satisfied and loyal customers (Fecikova, 2004). For many years customer satisfaction has been a major goal of business organizations, since it has been deemed to affect customer retention and companies' market share (Hansemark and Albinsson, 2004). During the last four decades, satisfaction has been considered as one of the most important theoretical as well as practical issues for most marketers and customer researchers (Jamal, 2004). Overall "customer satisfaction is a response occurs at a particular time and its result of a series of comparison of product and service performance with expectations" (Saxena A. 2017).

### LITERATURE REVIEW

After extensive review of literature on satisfaction, Giese and Cote (2000, p. 15) said that the wide variation in defining the factors of satisfaction is best reflected in their definition of Satisfaction as "A summary affective response of varying intensity with a time-specific point of determination and limited duration directed toward focal points of product acquisition and consumption." If consumer perceived that they are obtaining additional benefits from their relationship with employees, their satisfaction level will increase with service provider (Beatty et al., 1996). It means relational benefits can be considered as a significant factor for satisfaction with financial services. Therefore, relational benefits which are identified by Gwinner et al. (1998) like special treatment, confidence and social benefits must have a great influence on customer satisfaction level with their habitual establishments. Also, study by (Oliver, 1980; Swan and Trawick, 1980; Tse and Wilton, 1988), shows that customer satisfaction is related to the direction and size of disconfirmation, which is defined as the difference between the post-purchase and post-usage evaluation of the performance of the product and service and the expectations held before purchasing (Sharma and Ojha, 2004). Customer satisfaction will have an effect on repeat purchase intentions and the customers will share their favourable experiences with other consumers.

According to Parasuraman et al. (1988) reliability is the ability of a company to perform the promised service reliably and accurately, customers' past experiences are associated to the reliability of service quality (Ndubisi, 2006). Tangibles mean personal appearance, physical facilities like store interior, exhibit and equipment (Parasuraman et al., 1988). Tangibles are used by companies to communicate their image and signal quality (Zeithaml et al., 2006). Parasuraman et al. (1988) and Zeithaml et al. (2006) said that empathy is the firms' personalized attention for their all customers. This dimension is also more suitable to stores that are trying to make a relationship with customers. Empathy has quite a few ways that can be revealed to customers such as knowing the customer's name, preferences and wants. According to Parasuraman et al. (1988), responsiveness is the employees express readiness to help customers and give speedy service. This dimension is concerned with dealing with the customer's wishes, enquiries and complaints quickly and courteously. According to Parasuraman et al. (1988) assurance is the trained politeness of employees and also the capability to inspire trust and confidence in the mind of customer.

### OBJECTIVE OF THE RESEARCH

The main objective of this paper is to identify all the main factors that influence customer satisfaction in shopping mall.

### RESEARCH METHODOLOGY

In this study an empirical research design has been chosen to explain the determinants of Customer Satisfaction. The research method will help in examining the various factors those results in satisfaction in shopping mall. The universe of the study was all customers of DB Mall Bhopal. To meet the objective a sample of 313 customers were randomly selected. Data was collected with the help of questionnaire as a tool having 15 variables on the basis of which satisfaction of customers was calculated.

### ANALYSIS

Factor Analysis is the statistical tool that has been used for data analysis. In analysis part initially, KMO (Kaiser-Meyer-Olkin) and Bartlett's Test was applied to the collected data. Kaiser-Meyer-Olkin Measure of Sampling Adequacy test shows the value of .879 and has been found significant as shown in Table 1. And it was found out after the test that Factor Analysis can be applied on the data. The KMO Test details are as follows:

TABLE 1: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.879	
Bartlett's Test of Sphericity	Approx. Chi-Square	3085.921
	df	105
	Sig.	.000

The researchers to identify significant and smaller numbers of factors as the respondents were asked for 15 observed variables related to customer satisfaction have used the factor analysis technique. The Principal Component Analysis extraction method was used to analyze the data with Varimax Rotation Method. The extracted communalities ranged from 0.659 to 0.892.

COMMUNALITIES

S. No.	Initial	Extraction
Q1	1.000	.659
Q2	1.000	.788
Q3	1.000	.791
Q4	1.000	.717
Q5	1.000	.765
Q6	1.000	.776
Q7	1.000	.815
Q8	1.000	.769
Q9	1.000	.621
Q10	1.000	.809
Q11	1.000	.892
Q12	1.000	.843
Q13	1.000	.850
Q14	1.000	.764
Q15	1.000	.797

Extraction Method: Principal Component Analysis.

For clarity of the factor definitions, factor loadings of more than 0.400 were considered. The factor analysis yielded 4 factors in all which explaining 77.70 percent of total variance as explained in Table-2. This shows that 77.70 percent of total variance is explained by information contained in the factor matrix. Analysis gives an overview of component matrix and rotated component matrix wherein Principal Component Analysis extracts the four components and the rotation method of Varimax with Kaiser Normalization.

TABLE 2: TOTAL VARIANCE EXPLAINED

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.322	42.144	42.144	6.322	42.144	42.144	3.684	24.559	24.559
2	2.406	16.038	58.181	2.406	16.038	58.181	3.409	22.724	47.283
3	1.622	10.813	68.994	1.622	10.813	68.994	2.990	19.934	67.217
4	1.306	8.706	77.700	1.306	8.706	77.700	1.572	10.483	77.700
5	.557	3.714	81.414						
6	.479	3.191	84.604						
7	.444	2.962	87.566						
8	.343	2.286	89.852						
9	.307	2.047	91.899						
10	.270	1.799	93.698						
11	.245	1.635	95.333						
12	.210	1.397	96.730						
13	.191	1.273	98.003						
14	.175	1.165	99.168						
15	.125	.832	100.000						

Extraction Method: Principal Component Analysis.

TABLE 3 ROTATED COMPONENT MATRIX

Rotated Component Matrix <sup>a</sup>					
	Factor Grouping	Component			
		1	2	3	4
Q3	Responsiveness and Assurance	.857			
Q1		.826			
Q2		.824			
Q4		.806			
Q5		.743			
Q6	Reliability		.902		
Q7			.893		
Q8			.872		
Q9			.830		
Q10	Tangibles			.878	
Q11				.856	
Q12				.819	
Q13				.758	
Q14	Empathy				.884
Q15					.822

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.  
 a. Rotation converged in 5 iterations.

The four factors of Customer Satisfaction in retail mall that are identified by factor analysis are as follows: • Responsiveness and Assurance • Reliability • Tangible • Empathy

For this study, the content validity of the instrument was ensured as the factors dimensions and attributes were included from an extensive review of related literature. The selected attributes were thoroughly reviewed and approved by two professor level academicians and two professionals from the related field. This is fact that major part of customer satisfaction is assumed to be the outcome constructs of the above identified variable.

LIMITATIONS OF THE STUDY

1. Geographical limit is restricted to only Bhopal.

2. Responses could be biased because the research is conducted in mall it's an open place where various variables such as mood, emotion and crowd can affect respondents.

### SUGGESTIONS

Shopping mall can focus on the factors identified in this study to improve customer satisfaction and redesign their approach to reach out to their customer and retain them, when they come to shop in their retail store.

### CONCLUSIONS

This study captures the four main factors that impact customer satisfaction in shopping mall, which can help mall retailers prepare strategies and marketing actions to attract new customers and retain existing customers.

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