

# 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., Google Scholar,

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

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

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 5555 Cities in 190 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.	SERVICE QUALITY OF HOTEL FLATS – EXPERIENCE OF PHILIPINO TOURISTS MAYA MADHAVAN & DR. A.P. GEORGE	1
2.	CHALLENGES AND OPPORTUNITIES OF SELF HELP GROUPS IN MARKETING THEIR PRODUCTS K. LAKSHMI & DR. S. RAMACHANDRAN	6
3.	A STUDY OF COMMERCIAL BANKING SERVICE QUALITY AND CUSTOMER SATISFACTION ABDUL KHALIQUE TALUKDER & DR. AMALESH BHOWAL	10
4.	INFLUENCE OF 'GREEN ATMOSPHERICS' ON ECO – FRIENDLY CONSUMERS – A STUDY WITH REFERENCE TO TAMIL NADU K. SHARIFA NIZARA & DR. I. MOHAMED SHAW ALEM	14
5.	AN EMPIRICAL INVESTIGATION OF RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND JOB PERFORMANCE IN INDIAN MANUFACTURING SECTOR DR. DEVENDER SINGH MUCHHAL & DR. AJAY SOLKHE	18
6.	A STUDY OF CUSTOMER PERCEPTIONS TOWARDS SELECT MALLS IN INDIA GRISHMA PATEL & DR. RAJENDRA JAIN	22
7.	TIME VALUE OF MONEY: ISSUES & CHALLENGES WITH REFERENCE TO E-PAYMENT SERVICES IN PRIVATE BANKING COMPANIES IN BANGALORE DR. MAHESHA KEMPEGOWDA & SUJATHA.S.L	28
8.	THE EFFECT OF REAL EXCHANGE RATE ON INDIA'S TRADE BALANCE DR. AMAL SARKAR	32
9.	TEAM-LEVEL ANALYSIS OF STUDENT TEAMS ON CRUCIAL CHARACTERISTIC FACTORS FOR CREATIVITY YEH, YU-MEI, LI, FENG-CHIA & LIN, HUNG-YUAN	38
10.	A COMPARATIVE STUDY OF PROFITABILITY OF PUBLIC AND PRIVATE SECTOR BANKS POONAM & V.K. GUPTA	41
11.	SURVIVAL OF EARTHEN DOLL PRODUCTS AND THE CONTEMPORARY TRADE - AN ARGUMENT ON POTENCY OF BENGAL POTTERY KANDARPA KANTI HAZRA & DR. ARUP BARMAN	45
12.	CELEBRITY ENDORSEMENT: A REVIEW AND RESEARCH AGENDA AJIT KUMAR NANDA & PUSHPENDRA KHANDLWAL	49
13.	BEHAVIOURAL ACCOUNTING PRACTICES IN STEEL AUTHORITY OF INDIA LIMITED TAJINDER KAUR	55
14.	IMPACT OF ORGANIZATIONAL COMMITMENT ON BURNOUT: A STUDY AMONG THE EMPLOYEES IN RETAIL SECTOR IN INDIA DR. AMAN KHERA	58
15.	TQM AND ECONOMIC PERFORMANCE AT WORKING IRON AND STEEL FIRMS OF HYDERABAD-KARNATAKA REGION K C PRASHANTH	63
16.	THE EMERGING ORGANIZED JEWELRY RETAILERS IN INDIA AND THEIR CHALLENGES: A QUALITATIVE STUDY APPROACH DR. TANU NARANG	69
17.	A STUDY ON THE SCOPE OF SUSTAINABLE ALTERNATIVE EMPLOYMENT GENERATION IN KADMAT ISLAND, LAKSHADWEEP PAZHANISAMY.R	72
18.	PRIORITY SECTOR LENDING BY COMMERCIAL BANKS IN RAJASTHAN DR. POONAM NAGPAL, SHACHI GUPTA & PRACHI GUPTA	78
19.	A STUDY OF IMPACT OF RAW MATERIAL PRICES ON SHARE PRICES WITH SPECIAL REFERENCE TO CRUDE OIL PRICE AND NIFTY ENERGY INDEX SHALINI SAGAR & DR. RAKESH KUMAR	82
20.	EMPIRICAL STUDY ON LABOUR WELFARE PRACTICES IN ORGANISED RETAIL TEXTILE SHOPS IN TIRUCHIRAPPALLI CORPORATION LIMIT DR. A. JOHN PETER & D. ALLEN ROSE SHAMINI	85
21.	IMPACT OF GST ON COMMON MAN PARASURAMAN SUBRAMANI & DR. N. SATHIYA	91
22.	LIQUIDITY & PROFITABILITY ANALYSIS OF THE PHARMACEUTICAL COMPANIES OF INDIA MINTIBAHEN BIJENDRA SINHA & DR. DEEPIKA SINGHVI	97
23.	A STUDY ON FOREIGN INVESTMENT & ITS IMPACT ON GROWTH OF FOOD & AGRICULTURE SECTOR IN INDIA POOJA KUMARI & DR. P.SRI RAM	100
24.	ENUMERATION OF SERVICES AND CATEGORIZATION OF CUSTOMER'S PROBLEM ON MOBILE BANKING: A REVIEW P. SARAVANA GUPTA & DR. K. SUBRAMANIAM	104
25.	CONSUMER PREFERENCE TOWARDS F M RADIO IN NORTH KARNATAKA SHIVASHARANA G B & SURESH ACHARAYA	106
26.	MOTIVATION AND ITS IMPACT ON INDIVIDUAL PERFORMANCE: A COMPARATIVE STUDY BASED ON MCCLELLAND'S THREE NEED MODEL HANSIKA KHURANA & VAISHALI JOSHI	110
27.	RELATIVE IMPORTANCE OF SERVQUAL DIMENSIONS – A STUDY ON RETAIL BANKING SERVICES OF INDIA POST ANINDRA KUMAR HALDAR	117
28.	MODELING THE CAUSES OF STAGNATION OF A MATURED CAPITALIST ECONOMY WITH OPEN ECONOMY SAIKAT BHATTACHARYA	122
29.	CORPORATE SOCIAL RESPONSIBILITY AND THEIR IMPACT ON IT COMPANIES PAYOJ RAJ SINGH	127
30.	A STUDY ON STRESS MANAGEMENT OF EMPLOYEES WITH SPECIAL REFERENCE TO STERLING HOLIDAYS, OOTY K. SINDUJA & S. SUGANYA	130
	REQUEST FOR FEEDBACK & DISCLAIMER	134

**CHIEF PATRON****Prof. (Dr.) 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

**FORMER CO-ORDINATOR****Dr. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

**ADVISOR****Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR****Dr. R. K. SHARMA**

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

**CO-EDITOR****Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**EDITORIAL ADVISORY BOARD****Dr. CHRISTIAN EHIOBUCHÉ**

Professor of Global Business/Management, Larry L Luig School of Business, Berkeley College, USA

**Dr. JOSÉ G. VARGAS-HERNÁNDEZ**

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

**Dr. M. N. SHARMA**

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

**Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

**Dr. M. S. SENAM RAJU**

Professor, School of Management Studies, I.G.N.O.U., New Delhi

**Dr. KAUP MOHAMED**

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

**Dr. ANIL K. SAINI**

Professor, Guru Gobind Singh Indraprastha University, Delhi

**Dr. ARAMIDE OLUFEMI KUNLE**

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

**Dr. SYED TABASSUM SULTANA**

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

**Dr. MIKE AMUHAYA IRAVO**

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

**Dr. NEPOMUCENO TIU**

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

**Dr. ANA ŠTAMBUK**

Head of Department of Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

**Dr. FERIT ÖLÇER**

Professor & Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, Turkey

**Dr. SANJIV MITTAL**

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

**Dr. SHIB SHANKAR ROY**

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

**Dr. NAWAB ALI KHAN**

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

**Dr. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

**Dr. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

**Dr. KEVIN LOW LOCK TENG**

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

**Dr. OKAN VELİ ŞAFAKLI**

Associate Professor, European University of Lefke, Lefke, Cyprus

**Dr. V. SELVAM**

Associate Professor, SSL, VIT University, Vellore

**Dr. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

**Dr. N. SUNDARAM**

Associate Professor, VIT University, Vellore

**Dr. IQBAL THONSE HAWALDAR**

Associate Professor, College of Business Administration, Kingdom University, Bahrain

**Dr. MOHENDER KUMAR GUPTA**

Associate Professor, Government College, Hodal

**Dr. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

**RODRECK CHIRAU**

Associate Professor, Botho University, Francistown, Botswana

**Dr. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

**Dr. DEEPANJANA VARSHNEY**

Associate Professor, Department of Business Administration, King Abdulaziz University, Saudi Arabia

**Dr. BIEMBA MALITI**

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

**Dr. KIARASH JAHANPOUR**

Research Adviser, Farabi Institute of Higher Education, Mehrshahr, Karaj, Alborz Province, Iran

**Dr. SAMBHAVNA**

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

**YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

**Dr. MELAKE TEWOLDE TECLEGHIOGIS**

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

**Dr. SHIVAKUMAR DEENE**

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

**Dr. THAMPOE MANAGALESWARAN**

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

**Dr. JASVEEN KAUR**

Head of the Department/Chairperson, University Business School, Guru Nanak Dev University, Amritsar

**SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

**Dr. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**FORMER TECHNICAL ADVISOR**

**AMITA**

**FINANCIAL ADVISORS**

**DICKEN 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 the 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](mailto: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/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

**DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for likely publication in one of your journals.

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

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

**NAME OF CORRESPONDING AUTHOR**

Designation/Post\*

Institution/College/University with full address & Pin Code

Residential address with Pin Code

Mobile Number (s) with country ISD code

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)

Landline Number (s) with country ISD code

E-mail Address

Alternate E-mail Address

Nationality

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** **The qualification of author is not acceptable for the purpose.**

**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/>

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail**:  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the 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 expected to be below **1000 KB**.
  - e) Only the **Abstract 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 within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
  6. **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 stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**



12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **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.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **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 may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** 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 italic printing. 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 parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point,** which may be placed in number orders before the references.

**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, 19-23

**UNPUBLISHED DISSERTATIONS**

- 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 Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**A STUDY OF CUSTOMER PERCEPTIONS TOWARDS SELECT MALLS IN INDIA****GRISHMA PATEL****RESEARCH SCHOLAR****SHRI VAISHNAV INSTITUTE OF MANAGEMENT  
INDORE****DR. RAJENDRA JAIN****EX-PROFESSOR****SHRI VAISHNAV INSTITUTE OF MANAGEMENT  
INDORE****ABSTRACT**

*India, a fast developing nation. Traditional markets to Mall culture now. Malls familiarizing Indian consumers with an implausible experience while utilizing its services for entertainment and shopping. This study is conducted in the selected four malls of India. The four malls are C-21 mall, DB city mall, Alpha One mall and In orbit mall. The aim of the study is to identify the perception of customers with respect to frequency of visit towards dimension of Service Quality of malls in India. Along with this research effort have been made to identify the Service Quality dimensions of mall to understand customer's view point. This study focuses on the frequency of visits of mall customers to give a clear view about the acceptance of malls in Indian society. It is concluded that Mall respondent's frequency of visit is mostly on monthly basis in the selected four malls in India. This indicates their experience, understanding and maturity on the perceived service quality that mall management offer them and their acceptance of the mall culture in Indian society. The mall management needs to devise the policies to magnetize more number of people to visit malls.*

**KEYWORDS**

shopping malls, Frequency of visits, customer perceptions, service quality.

**INTRODUCTION**

Indian retail is moving towards the modernization. The change of the attitude of customers is seen due to changing life styles and shopping habits of customers. Traditional markets to Mall culture now. It is a need to understand service quality of malls to meet Customers demand.

"A shopping mall or popularly referred simply as a mall, is a building or set of building that contains store and has interconnecting walkways enabling visitors to easily walk from one store to another. The walkways may or may not be enclosed. Malls are also referred as shopping centre or shopping arcade. They have a super market/ hypermarket, a multiplex, stores, play zone, a food-court as well as options for different categories of merchandise."

Mall culture can be seen in metro cities as well as in tier-II cities in India. There has been a considerable development of new retail formats such as malls, hypermarkets, supermarkets and lifestyle stores. This changing pattern establishing a baseline for today and future as development continues specially in India. Hence this study focuses on the frequency of visits of mall customers to give a clear view about the acceptance of malls in Indian society. It is important to understand and view the footfalls fundamentally shifting towards malls. services will vary from one shopping mall to another an excellent Service Quality could be a key for prospering in the competitive environment. The modern architectural designs of the malls attract Indians to explore new cities in the country. This study is conducted among the four malls in India. C-21 mall of Indore, DB city mall of Bhopal, Alpha one mall of Ahmedabad and Inorbit mall of Vadodara.

**REVIEW OF LITERATURE**

Dabholkar, Thorpe and Rentz (1996) developed and empirically validated a scale to measure retail service quality distinctively. The authors highlighted to capture customers' perceptions of service quality for retail stores. In retail setting, especially retail stores where there is a mix of product and service, retailers are likely to have impact on service quality more than on product quality. Their research examines the applicability of the RSQS (Retail Service Quality Scale), a revised SERVQUAL instrument for the Retail sector. Seventeen of the original 22 SERVQUAL items were selected. RSQS consist of five dimensions- physical aspects, reliability, personal interaction, problem solving and policy.

North & Kotze (2004) investigated the perceptions of patrons regarding the attractiveness of shopping centres in Pretoria in South Africa. The results of this study indicate that male and female respondents do not differ significantly in their perceptions of the general atmosphere like lighting, music, use of color and the attractiveness of decor in the centre. It can be argued that the young adults and consumers are more exposed to interior aspects in the centre than older people and regard shopping also as a leisure and social activity.

Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, Schlesinger (2009) examined the creation of a customer experience from a holistic perspective. The authors proposed a conceptual model in which they discussed the determinants of customer experience and importance of the social environment, self-service technologies and the store brand.

The authors are in opinion that retailers around the globe have embraced the concept of customer experience management, by focusing on convenience, value and quality. They argue that prior customer experiences will influence future customer experiences and in practice suggest that experience-based strategies can create growth and would be helpful for big retailers.

Creating superior Customer experience management should be a retailer's strategy in such a way as to create value to both the customer and the firm.

The authors of this paper theorize several determinants of customer experience. These include the social environment, the service interface, the retail atmosphere, the assortment, the price and promotions and Branding. They assert that Self-service technologies are becoming an integral part of shopping, and hence are critical to examine in terms of their impact on customer experience. The manifestation of such technology enabled shopping mode to online retailing, self service, check-out counters. Customer experience management differs from customer relationship management as the focus is on the current experience of the customer, rather than the recorded history of the customer.

UBEJA S.K. AND. BEDIA, D.D (2012) investigated the effects of sales promotion mix on customer satisfaction in shopping malls of Jabalpur and Gwalior city of Madhya Pradesh. They have included sales promotion mix factors like Lucky by chance offers, Frequent and Warranty Offers, Monetary and Quantity Benefit Offers, Gift and Exchange offers. The authors concluded that Jabalpur and Gwalior city's customers are not much aware about sales promotion mix applicable in shopping malls. Customers are most recreational in their shopping but they are not sales promotion conscious. They want variety of products but with quality and good services. They do not attract to any type of sales promotion mix, which is available in shopping malls. The authors noted that Organizations need to retain existing customers while targeting non-customers.

Zia & Ghaswyne (2013) studied in their paper three dimensions on consumer loyalty. They are Execution Related Excellence, Expediting and problem recovery. The data was collected from Delhi NCR region. Their finding shows that expediting has the highest impact on consumer loyalty, which signifies this fact that quick and error free transactions is the one most important factor in organized retail setup which attracts consumers and make them loyal. Further it has been observed

that Shopping experience is an important determinant factor of consumer's loyalty. Thus, moving towards the new shopping environment where quality management, staff attention, new formats available for achieving shopper satisfaction and feeling of enjoyment is on the whole a good shopping experience. The author confirms that Indian consumers familiarizing with Mall culture not only in metro cities but as well as in tier-II cities.

Gudonaviciene, Alijosiene. (2013). develops suggestions of what factors affect the customer's selection of one or another shopping centre most and how to improve the perceptions of shopping centre patrons of the overall centre image. A review of the retailing literature reveals several attributes in shopping centre image studies: merchandising, accessibility, service, facilities, atmosphere, amenities, ambulance, entertainment, security and other.

The main aim of this paper is to identify the main image attributes that determine selection of shopping centre in Lithuania. Their Empirical study revealed the following results that merchandising, Macro accessibility, Entertainment, Micro accessibility, Atmosphere as five most important image attributes that make the highest impact on choosing the shopping centre. They also found in their study a large part of Lithuanian customers intends to visit shopping centres on weekends, once a week and they prefer shopping centres with their favourite shop.

Nagra Gagandeep & Gopal R, (2013) states that the western culture has affected each and every aspect of Indian Society. The online shopping is very common outside India and the authors are in the opinion that On-line shopping will be the future of shopping in the world. The retail strategies to provide services has now moved from advance payment to cash on delivery (COD).

Dnyandeo, N.K. (2014) focused Barter system is known as a first form of retail. With the emergence of mall culture the knowledge of the factors affecting buying behavior such as availability, variety, service, discounts and price, quality of products and promotion will prove to be helpful to the retailers to formulate new strategies and attract more consumers.

By studying out in Phoenix market city pune, Author concludes that Advertisements & offers provided by mall effects on customer buying decisions. The customer considers Location, Product Variety, Product Quality and price criteria while shopping. House women make the major part of the population visits mall, followed by working professionals and students. The author emphasized that malls are providing customer with 3 'V' i.e. value, variety and volume. hence in such a cut throat competition scenario these retailers should learn and understand the buying behavior as well as the preference of the customers.

Kumar Ajay, Thakur Yashwant Singh (2014) in their research article indicated that the shopping mall is a global phenomenon. The shopping malls that we know and have in India today were birthed in the beginning of the 20th century and have since then grew to cover all the major cities of India. safety and security is a factor which affect to customers to shopping in mall with family and children. The main affecting factors towards mall are availability of branded, quality and variety of product, alternative and ease of find product. The authors discussed that the competitions among the shopping centres become violent. Today The shopping centre is now not only a place for shopping, but also for a form of family entertainment, satisfying a social need and cultural hot spot where people of all ages can come to interact.

Aggarwal Manav (2014) studies the importance and growth of online shopping in India. The author strongly believes that the prospect of online marketing is growing in India. The increasing internet literacy, easy availability of internet and wifi facility in India has enlarged this trend. The trend of online shopping has many benefits and is increasing especially in the youth. They prefer their shopping at home and avail discounts benefits, saving of fuel, time and energy and home delivery facility which saves time as well as 24\*7 shopping.

## NEED AND IMPORTANCE OF STUDY

On-line shopping is a recent phenomenon. in the Business. Many malls in North America and other western countries are considered "dead" for the purposes of leasing. Without the pedestrian traffic, decline in sales volumes for almost all stores and hence the untimely payment of rent by store owners and gradually could not sustain the costly maintenance of the malls. The study is vital to understand customer perceptions towards malls service quality with respect to frequency of visits. The mall management needs to plan or make some new marketing strategies especially for bringing more footfalls in the malls. They should devise the policies to magnetize more number of people to visit malls.

## STATEMENT OF THE PROBLEM

Mall development and its maintenance is expensive. Malls and the, stores in the malls need enough revenue to meet its expenditure. Ease of shopping, availability of brands, quality and variety of product and services under one roof and a place where civilians can move in safely is a mall concept. Even in sweltering heat of 40 degree people can enjoy shopping and entertainment. hence it is essential that customers visit malls regularly and frequently.

## OBJECTIVES

1. To know the frequency of visit of customers in select malls in India.
2. To study Demographic variable of frequency of visit on basis of customer perceptions towards service quality dimensions of the selected shopping malls in India.
3. To suggest ways to improve the service quality of shopping malls in India.

## HYPOTHESES

**H01-** There is no significant difference in the perception of customers with respect to frequency of visit towards Aesthetics dimension of Service Quality of malls in India.

**H11-** There is significant difference in the perception of customers with respect to frequency of visit towards Aesthetics dimension of Service Quality of malls in India.

**H02-** There is no significant difference in the perception of customers with respect to frequency of visit towards **Convenience** dimension of Service Quality of malls in India.

**H12-** There is significant difference in the perception of customers with respect to frequency of visit towards **Convenience** dimension of Service Quality of malls in India.

**H03-** There is no significant difference in the perception of customers with respect to frequency of visit towards **Policy** dimension of Service Quality of malls in India.

**H13-** There is significant difference in the perception of customers with respect to frequency of visit towards **Policy** dimension of Service Quality of malls in India.

**H04-** There is no significant difference in the perception of customers with respect to frequency of visit towards **Customer Service** dimension of Service Quality of malls in India.

**H14-** There is significant difference in the perception of customers with respect to frequency of visit towards **Customer Service** dimension of Service Quality of malls in India.

## RESEARCH METHODOLOGY

### THE STUDY

The study is exploratory in nature. Customers were surveyed in mall and interactive conversation was done with the mall visitors of the select Malls in India.

### THE SAMPLE

The sample of the study constituted of 400 respondents of the selected malls in India.

### SAMPLE UNIT

This study is conducted among the four malls in India. C-21 mall of Indore, DB city mall of Bhopal, Alpha one mall of Ahmedabad and Inorbit mall of Vadodara are taken as the sample unit.

**SAMPLING TECHNIQUE**

Simple Random Sampling technique was used for the selection of malls whereas judgmental Sampling Technique was used for selection of respondents from the malls.

**TOOLS FOR DATA COLLECTION**

The primary data were collected by means of a self designed structured questionnaire and interviews with the customers of the selected Malls. Secondary data have been collected from books, magazines, websites and research articles from journals.

**TOOLS FOR DATA ANALYSIS**

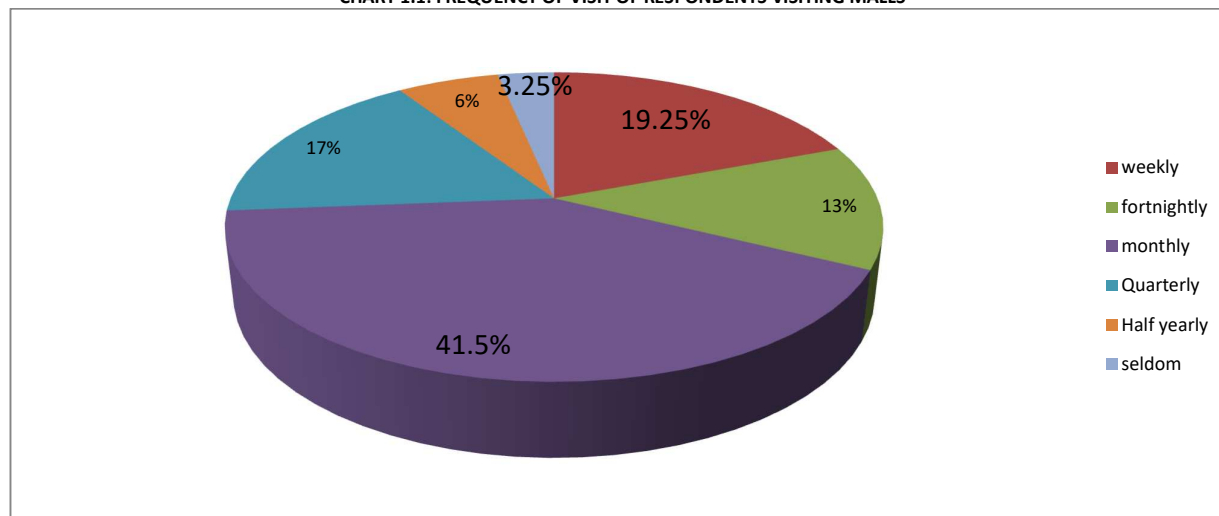
A questionnaire comprising 22 items has been developed to study with respect to customer perceptions of the service quality in select malls in India. The data was collected through the questionnaire on five-point likert- scale. The four dimensions of mall service quality comprise **Aesthetics, Convenience, Policy and Customer Service**. SPSS 20. (Statistical package for Social Science) software used to analyze the primary data. Questionnaire for measuring service quality is quite reliable as the alpha value is 0.852 and as the data values is normally distributed, The One-Way ANOVA (analysis of variance) are used to compute the result. Pie Charts, Bar Charts, are used to represent the results.

**RESULTS & DISCUSSION****TABLE 1: FREQUENCY OF VISIT OF MALL CUSTOMERS**

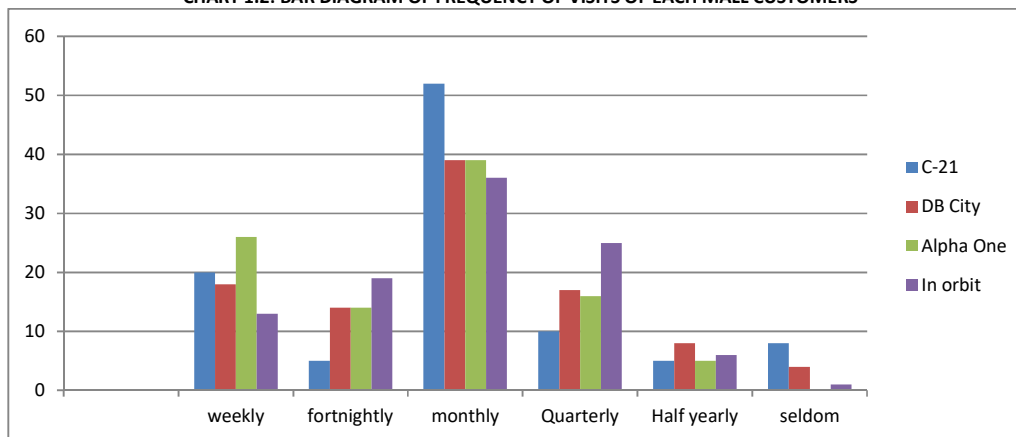
Frequency of visit	C-21	DB City	Alpha One	In orbit	Total	
					Frequency	Percent
weekly	20	18	26	13	77	19.25
fortnightly	5	14	14	19	52	13
monthly	52	39	39	36	166	41.5
Quarterly	10	17	16	25	68	17
Half yearly	5	8	5	6	24	6
seldom	8	4	0	1	13	3.25
Total	100	100	100	100	400	100

Frequency of visits of mall customers is one of the important profile variables of the customers. It shows their level of understanding, experience and maturity on the perceived service quality of Malls. The above table depicts that 166 out of 400 respondents visits malls on monthly basis. i.e. which constitutes 41.5%. 19.25% respondents visits mall weekly, 17% mall respondents visits on quarterly basis and 13% respondents visit fortnightly. The respondents under this study visits half yearly or seldom constitutes 6% and 3.25% respectively. This gives a clear indication that only 41.5% in the survey among 400 respondents visit malls on monthly basis and mall management have to put efforts to increase footfalls in the malls.

The pie chart shows the percentage of each Frequency of visit of respondents visiting malls in India.

**CHART 1.1: FREQUENCY OF VISIT OF RESPONDENTS VISITING MALLS**

The bar diagram below shows the Frequency of visits of respondents visiting malls. it can be explored that respondents of C- 21 mall, DB City mall, Alpha One mall and In orbit mall visit mostly on monthly basis.

**CHART 1.2: BAR DIAGRAM OF FREQUENCY OF VISITS OF EACH MALL CUSTOMERS**

In order to test the hypotheses, One way analysis of variance (ANOVA) is applied to study the Service Quality dimensions (Aesthetics, Convenience, Policy and Customer Service) of malls in India with respect to frequency of visit.

TABLE 2: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Mall Aesthetics	Between Groups	2.879	5	0.576	2.152	0.059
	Within Groups	105.412	394	0.268		
	Total	108.292	399			
Mall Convenience	Between Groups	3.675	5	0.735	1.551	0.173
	Within Groups	186.701	394	0.474		
	Total	190.375	399			
Mall Policy	Between Groups	1.053	5	0.211	0.567	0.726
	Within Groups	146.524	394	0.372		
	Total	147.577	399			
Mall customer Service	Between Groups	0.873	5	0.175	0.487	0.786
	Within Groups	141.315	394	0.359		
	Total	142.188	399			

Above table shows that p value is greater than 0.05 for all service quality dimensions. It represents that p value in service quality dimension of Aesthetics 0.059, Convenience 0.173, Policy 0.726 and Customer Service 0.786. This means that null hypothesis  $H_0$ ,  $H_0$ ,  $H_0$ ,  $H_0$  are accepted at 5% significance level and it can be inferred that There is no significant difference in the perception of customers with respect to Frequency of visits viz., weekly, Fortnightly, monthly, Quarterly, Half yearly and seldom towards services quality dimensions of the malls in India. The alternate hypothesis  $H_1$ ,  $H_1$ ,  $H_1$ ,  $H_1$  stands rejected. Hence, it exhibited that none of the dimensions differed significantly on the basis of Frequency of visits. It concludes that perceptions of customers with respect to Frequency of visits do not significantly differ towards service quality dimensions (Aesthetics, Convenience, Policy and Customer service) of the selected malls in India.

## FINDINGS

This study is conducted in the selected four malls of India. The four malls are C-21 mall, DB city mall, Alpha One mall and in orbit mall. The Demographic factor of frequency of visit of mall respondents does not differ over shopping malls service quality dimensions. It concludes that frequency of visit of mall respondents does not differ significantly towards service quality dimensions of the selected four malls in India. Their attitudes and opinions view almost the same.

## CONCLUSIONS

**Customer perception of service quality is essential in order to attract the customers on a longer basis.** Mall respondents frequency of visit is mostly on monthly basis in the selected four malls in India which indicates their experience, understanding and maturity on the perceived service quality that mall management offer them and their acceptance of the mall culture in Indian society. Mall management has to create and develop strategies and interest to improve more traffic in the malls.

## RECOMMENDATIONS / SUGGESTIONS

Right now in India mall culture is in boom. More national and international real estate group are interested. Malls in the cities involve Architects, government and Indian society. A Lot of employment is generated. Government can help to the mall authorities by making law, policy and control. Employees of malls should be trained to handle customer's complaints effectively. Management should encourage promotions like random lucky draws for entrants and surprise children and a family group to encourage more and frequent footfalls in the malls. Malls should increase social activities and events to develop interests in the people to visit frequently.

## LIMITATIONS & SCOPE FOR FURTHER RESEARCH

Further this study needs to be carried in festive season and long weekend holiday. It would be interesting to understand the mall traffic and frequency of visit of mall customers. To apply the concept of this research in shopping malls focus on all the four service quality dimensions (Aesthetics, Convenience, Policy and Customer service) as a tool to encourage management performance score. This study provides more meaningful ways to identify and explore more focused marketing strategies to increase footfalls in the malls.

## REFERENCES

- Aggarwal Manav (2014), "A Study on Growth of Online Shopping in India," International Journal of in Multidisciplinary and Academic Research, Vol.3, No. 4, pp. 66-72.
- Bearden, William O., Netemeyer, Richard G & Haws Kelly L. (2011) Handbook of Marketing Scales, 3<sup>rd</sup> ed., sage publications, Inc.
- Cronin, J.J. and Taylor, S.A. (1992). Measuring Service Quality: A Re-Examination and Extension, Journal of Marketing, Vol. 56, pp.55-68.
- Dabholkar, P.A., Thorpe, D.I. and Rentz, J.O. (1996). A Measure of Service Quality for Retail Stores: Scale Development and Validation. Journal of the Academy of Marketing Science, Vol. 24, No. 1, pp. 3-16.
- Dnyandeo, N.H. (2014), "A study of factors affecting on buying decisions and customer preference towards Phoenix Market city Pune.," International Journal of Advance Research in Computer Science and Management Studies, Vol. 2, No. 12, pp. 60-67.
- Gudonavičienė, R., & Alijosiene, S. (2013), "Influence of shopping centre image attributes on customer choices," Economics and management, Vol.18, No. 3, pp.545-552.
- Kumar Ajay and Thakur Yashwant Singh (2014). A study of key factor affecting customer relationship towards shopping mall. International journal of business quantitative economics and applied management research, Vol. 1, No.4, pp. 118-127.
- Nagra Gagandeep & Gopal R. (2013), "An study of Factors Affecting on Online Shopping Behavior of Consumers," International Journal of Scientific and Research Publications, Vol. 3, No. 6, pp. 1- 4.
- North, E.J., & Kotze, T. (2004), "Customer perceptions of the attractiveness of shopping centres in Pretoria," Southern African business review, Vol.8, No. 1, pp.30-38.
- Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1988). Servqual: A multiple – item scale for measuring consumer perceptions of service quality. Journal of Retailing Vol.64, pp12-40.
- Ubeja, S.K., & Bedia D.D. (2012). Customer Satisfaction in Shopping Malls: An Empirical Study. Pacific Business Review International, Vol.52, No.1, pp 60-72.
- Verhoef, P.C., Lemon, K.N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L.A. (2009), "Customer experience creation: Determinants, dynamics and management strategies," Journal of Retailing, Vol.85, No. 1, pp.31-41.
- Zia, Adil., & Ghaswyne, Odai. (2013), "Impact of shopping experience on consumer loyalty: An empirical study of organised retailers," International Refereed Research Journal, Vol.4, No. 3-1, pp. 132-138.

## WEBLIOGRAPHY

- <http://pressreleasewatch.blogspot.in/2013/07/inorbit-mall-cyberabad-is-most-sought.html>
- <http://www.dbcity.in/about-us.html>

16. <http://www.nfvzone.com/news/2011/09/30/5818940.htm>
17. [https://en.wikipedia.org/wiki/AlphaOne\\_Mall,\\_Ahmedabad](https://en.wikipedia.org/wiki/AlphaOne_Mall,_Ahmedabad)
18. [www.businessinsider.com/are-malls-really-dying-2016-8](http://www.businessinsider.com/are-malls-really-dying-2016-8)
19. [www.c21malls.co.in](http://www.c21malls.co.in)

**ANNEXURE****ANNEXURE 1****TABLE 3**

Descriptive		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Aesthetics	weekly	77	3.5102	0.6306	0.07186	3.3671	3.6533	1.57	4.86
	fortnightly	52	3.7775	0.43681	0.06058	3.6559	3.8991	2.86	4.86
	monthly	166	3.6407	0.46607	0.03617	3.5693	3.7121	2.14	5
	Quarterly	68	3.6723	0.51777	0.06279	3.5469	3.7976	2	4.71
	Half yearly	24	3.7917	0.60606	0.12371	3.5357	4.0476	2.43	4.71
	seldom	13	3.6374	0.51711	0.14342	3.3249	3.9498	2.43	4.29
Total		400	3.6477	0.52097	0.02605	3.5965	3.6989	1.57	5
Mall Convenience	weekly	77	3.3636	0.67724	0.07718	3.2099	3.5174	1.4	4.4
	fortnightly	52	3.5038	0.71124	0.09863	3.3058	3.7019	2.2	5
	monthly	166	3.2578	0.66899	0.05192	3.1553	3.3604	1.6	5
	Quarterly	68	3.4441	0.72552	0.08798	3.2685	3.6197	2	4.8
	Half yearly	24	3.4583	0.78348	0.15993	3.1275	3.7892	2	5
	seldom	13	3.2462	0.48411	0.13427	2.9536	3.5387	2.4	3.8
Total		400	3.3535	0.69075	0.03454	3.2856	3.4214	1.4	5
Mall Policy	weekly	77	3.4987	0.62713	0.07147	3.3564	3.641	2	4.6
	fortnightly	52	3.55	0.62356	0.08647	3.3764	3.7236	2	4.8
	monthly	166	3.406	0.55505	0.04308	3.321	3.4911	1.4	4.8
	Quarterly	68	3.4324	0.69421	0.08418	3.2643	3.6004	2	4.6
	Half yearly	24	3.4583	0.72106	0.14719	3.1539	3.7628	1.8	4.8
	seldom	13	3.4769	0.37893	0.1051	3.2479	3.7059	2.8	4
Total		400	3.4525	0.60817	0.03041	3.3927	3.5123	1.4	4.8
Mall Customer Service	weekly	77	3.4961	0.73528	0.08379	3.3292	3.663	2	4.6
	fortnightly	52	3.4654	0.5844	0.08104	3.3027	3.6281	2	4.6
	monthly	166	3.3831	0.52173	0.04049	3.3032	3.4631	1.6	4.6
	Quarterly	68	3.45	0.60285	0.07311	3.3041	3.5959	1.8	4.8
	Half yearly	24	3.3917	0.7089	0.1447	3.0923	3.691	2.4	4.8
	seldom	13	3.3692	0.40699	0.11288	3.1233	3.6152	2.6	4
Total		400	3.427	0.59696	0.02985	3.3683	3.4857	1.6	4.8

**ANNEXURE 2****QUESTIONNAIRE**

Below mentioned are the four malls amongst the four different cities. You are requested to select any one mall that you visit. please tick on the appropriate answer:

- € C-21 mall, Indore
- € DB city mall, Bhopal
- € Alphaone mall, Ahmedabad
- € Inorbit mall, Vadodara

**PART-A**

1. Name (Optional): \_\_\_\_\_
2. Age (Years): (i) Below 25 (ii) 26-40 (iii) 41-55 (iv) 56 & above
3. Gender: (i) Male (ii) Female

4. How frequently do you visit this shopping mall ?

(i) Weekly (ii) Fortnightly (iii) Monthly (iv) Quarterly (v) Half yearly (vi) Seldom

PERCEPTION: The following statements relate to your feelings about the Particular Mall that you visit. Please show the extent to which you believe this Mall has the feature described in the statement. Here, we are interested in a number from 1 to 5 that shows your perceptions about the mall. You should rank each statement as follows:

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

<b>Aesthetics</b>	
1.This mall has modern looking equipment and fixtures.	
2.The physical facilities at this mall are visually appealing.	
3.The materials associated with this mall's service (such as Brochures, pamphlets etc) are visually appealing.	
4.The mall ambience, air-ventilation, sound proof etc are comfortable for visitors to spend time.	
5.This mall has clean, attractive and convenient sitting areas and restrooms.	
6.The mall layout at this mall makes it easy for customers to find what they need.	
7.The employees of this mall are decent and neat appearing.	
<b>Mall Convenience</b>	
8. This mall provides plenty of convenient parking for customers.	
9. This mall provides easy accessibility to public transport.	
10. The website of this mall is well organized and simple to use	
11. This mall has operating hours convenient to all its customers.	
12. The mall layout at this mall makes it easy for customers to move around in the mall.	
<b>Mall Policy</b>	
13. This mall offers high quality Indian and International brands.	
14. This mall insists on computerized and well-maintained records.	
15. Special event programmer information is communicated timely and accurately by this mall.	
16. You feel safe and secured in your transactions within this mall.	
17. This mall provides a sense of responsibility in serving society	
<b>Mall Customer Service</b>	
18. The employees of this mall are able to handle customer complaints immediately and efficiently.	
19. Inquires are answered promptly in this mall.	
20. Employees in this mall are always willing and ready to respond to your needs.	
21. Employees in this mall are consistently courteous with customers.	
22. When you have a problem, the mall management shows a sincere interest in solving it.	

## **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](mailto: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](mailto:infoijrcm@gmail.com).

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

Looking forward to 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, neither 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 are 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*

