



A study of customer perception and preference for organized retail stores in Jammu city, Jammu and Kashmir

Prithvi Raj

Assistant Professor, Department of Commerce, Government Degree College Kishtwar, Kishtwar, Jammu & Kashmir, India

Corresponding Author: profraj455@gmail.com

Abstract

A shopping mall is a collection of retail establishments placed under the same roof. Malls have continually changed and evolved in terms of aesthetics and content to attract increasingly affluent and erratic customers. The primary goal of the survey was to determine the customer perception and preference for organized retail stores in Jammu. The 200 active respondents who visited malls were included in the sample. A structured questionnaire was used to identify six characteristics that influence consumer decisions when choosing a shopping center. The findings of the study might help retail marketers and mall owners in recognizing the factors that influence the choices consumers make to purchase at particular malls. They may establish their strategies for malls based on these basic principles.

Keywords: Shopping malls, customer, perception, preference

Introduction

India has undergone various revolutionary changes in recent years as a result of the expansion of organized retailing, and as a result, several new types of retail outlets have emerged. One such type of retail format is shopping mall which is a group of retail stores under one roof. A shopping mall is a group of retail shops that are designed, built, owned, and operated together (Kotler & Armstrong, 2002) [2]. These shopping centers provide clients with convenient access to a selected variety of merchants in a controlled environment, assuring a delightful and secure shopping and recreational experience (LeHew & Fairhurst, 2000) [3].

Retail is India's largest industry, accounting for more than 10% of the country's GDP and over 8% of employment. India's retail sector is at a crossroads. It has developed as one of the most dynamic and fast-paced industries, with multiple companies joining the market. The future seems promising: the market is expanding, government laws are becoming more favorable, and rising technology are making operations easier. Retailing in India is gradually on its way to become the next boom industry. The concept of shopping has changed in terms of format and customer purchasing behavior, ushering in a revolution in shopping. Dalwadi, R.K. (2008) [1]. Several key factors have been contributing extensively to the expansion of India's organized retail industry. These include the growing number of nuclear families, the availability of easy financing choices, the expanding population of financially independent women who want to work, and the introduction of new opportunities in the service industry. As a result, customer preferences shifted significantly towards organized retail, resulting in a steady increase in market penetration. In this context, the current study attempts to evaluate the purchasing habits of shopping mall customers in the city of Jammu, Jammu and Kashmir.

Methodology

The data were acquired using a self-designed questionnaire divided into two parts: the first section gathered information about the respondents' demographic attributes. Gender, age, marital status, educational qualifications, type of family,

occupation, and monthly income are some of the demographic information that was collected. The second section included a variety of characteristics relating to respondents' perceptions and preferences for shopping malls.

The statements were framed on the basis of relevant research papers (Rashmi *et al.*, 2016) [4]. A sample size of 200 was taken for the study. The population for the study included respondents from Jammu city, Jammu and Kashmir. A convenient sampling method was used to collect the primary data.

Objectives of the study

1. To find out the customers perception and preference towards the various aspects of shopping malls in Jammu, Jammu and Kashmir.

Data analysis and findings

1. Demographic analysis of respondents

Gender

Gender is an important factor to assess the level of consumers shopping awareness, preferences and perceptions. The sample respondents have been classified according to their gender as male and female. It was found that out of the total respondents, 42.5% of the respondents are male and 57.5% are female. This study shows that female customers are visiting shopping malls over than male customers.

Table 1: Classification of Respondents Based On Gender

Gender	Frequency	Percentage
male	85	42.5
Female.	115	57.5
Total	200	100

Age

In the present study, the age of the respondents has been divided into five categories range from up-to 20 years to above 50 years which has been divided into five age groups such as up-to 20 years, 21 to 30 years, 31 to 40 years, 41 to 50 years and above 50 years. The above table shows that

24.9 % of the respondents fall in the age group of 31-40 years old, 22.5 % of them are 41-50 years, 17.9 % of respondents are fall in the age groups of up to 20 years and above 50 years and 16.9 % of the respondents are in the age group of 21-30 years. This study shows that middle age group people are visiting shopping malls frequently

Table 2: Classification of Respondents Based On Age

Age	Frequency	Percentage
Below 20 years	30	15
20 to 30 years	35	17.5
31 to 40 years	70	35
41 to 50 years	40	20
51 years & above	25	12.5
Total	200	100

Marital Status

The above table shows that out of the total sample of 100 respondents surveyed, 80% are married and 20 % are single. Thus majority of the respondents (80 %) are married.

Table 3: Classification of Respondents Based On Marital Status

Marital Status	Frequency	Percentage
Married	160	80
Unmarried	40	20
Total	200	100

Educational qualifications

Educational qualifications also determine the level of consumers shopping awareness, preferences and perceptions because it has a positive impact on social life and the quality of life. The educational status of respondents has been classified into 5-categories i.e., School Level, Graduate, Post Graduate, Professional and Others. In the study, 35 % of the respondents are Professionals, 30 % are Post Graduates, 20 % are Graduates, 8 % of the respondents studied up-to school level and 7% of the respondents fall in other educational qualification category like diploma etc. This study shows that majority of the respondents are well educated.

Table 4: Classification of Respondents Based On Education Qualification

Education Qualification	Frequency	Percentage
Metric & below	16	8
Graduate	40	20
Post-Graduate	60	30
Professional	70	35
Other	14	7
Total	200	100

Type of the family

To mention about the type of the family of the respondents, it may be seen from the table that out of 100 sample respondents, the study highlights that majority of the respondents (59.0 %) belong to the nuclear family whereas rest of them (42.0 %) follow the joint family system.

Table 5: Classification of Respondents Based on Type of the family

Type of the Family	Frequency	Percentage
nuclear family	125	62.5
joint family	75	37.5
Total	200	100

Occupation

The Occupation of respondents has been classified into 5-categories i.e., Student, Business, Service, Professional and Others. In the study, 45 % of the respondents are doing Service, 25 % are Businessman, 15 % are Students, 12.5% of the respondents Professionals and 2.5% of the respondents fall in other Occupational category like salesman, driver etc. This study shows that majority of the respondents are are doing Service.

Table 6: Classification of Respondents Based On Occupation

Occupation	Frequency	Percentage
Student	30	15
Business	50	25
Service	90	45
Professional	25	12.5
Other	5	2.5
Total	200	100

Income

The above table shows that 45 % of the respondents fall under the category of Rs. 30,001 to Rs. 45,000- monthly income, 22.5 % of them have Rs. 15,001 to Rs. 30,000 of monthly income, 21.5 % of respondents are fall under the category of Above Rs. 45,000 of monthly income and 11 % of the respondents are in the age group Up to Rs.15,000 monthly income. This study shows that majority of the respondents have well monthly income.

Table 7: Classification of Respondents Based On Income

Monthly Income	Frequency	Percentage
Up to Rs.15,000	22	11
Rs. 15,001 to Rs. 30,000	45	22.5
Rs. 30,001 to Rs. 45,000	90	45
Above Rs. 45,000	43	21.5
Total	200	100

2. Perception and preference of the respondents towards shopping malls

Organised retail store & Preference

72% of people generally like Wave Mall, 6% of people generally like to visit at City Square, 9% of people generally like Palm Island Shopping Mall, 10% of people generally like Vishal Mega Mart and 8% of people generally like Smart City Mall. From the above we can make it out that more than half that is 75% of customers prefer visiting Wave Mall in comparing to other malls.

Table 8: Organised retail store & Preference

Places	Frequency	Percentage	Cumulative Percentage
Wave Mall	144	72	80
City Square	12	6	85
Palm Island Shopping Mall	8	4	82
Smart City Mall	16	8	90
V-Mart	20	10	100
Total	200	100	

Factors influence the customer to visit malls

The factors influence the customer to visit malls. Out 100 respondents 30% of customers visiting because of Product Quality, 21% because of attracted by Offers and Discounts, 18% are visiting because of Ambience & atmosphere, 15%

because of all products available in one place. 10% because of Hygiene and Cleanliness in Mall and 5 % because of Entertainment. It means most influencing factors are Product Quality, Offers and Discounts and all products available in one place.

Table 9: Factors influence the customer to visit malls

Factors	Frequency	Percentage	Cumulative Percentage
Ambience & atmosphere	38	18	45
Hygiene and Cleanliness in Mall	20	10	60
Offers and Discounts	42	21	80
Product Quality	60	30	85
all products available in one place	30	15	100
Entertainment	10	5	80
Total	200	100	

Conclusion

The present attempt was aimed to determine the customer perception and preference for organized retail stores in Jammu. The findings of the revealed that majority of customers prefer visiting Wave Mall in comparing to other malls. It has been also found that Product Quality, Offers and Discounts and all products available in one place are the important factors influence the customer to visit malls. The findings of the study might help retail marketers and mall owners in recognizing the factors that influence the choices consumers make to purchase at particular malls. They may establish their strategies for malls based on these basic principles.

References

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