A Study on Customer Satisfaction Derived By the Mall Visitors in NCR

Abstract

Earlier the retailers knew all their customers personally. They knew their preferences and what was happening in their lives. With this knowledge retailers were able to respond quickly and market to each customer individually. They were able to build friendships interacting with their customers. But with the way of growing chains and building malls and promoting self-service many retailers start losing touch with their customers. Recognizing the value in customer loyalty retailers are now seeking to reclaim personal relationships with their customers by successfully implementing the practices of Customer Relationship Management (CRM).

This paper focuses on the increasingly important topic of Customer Relationship Management (CRM) in retail. Survey data leads to conclude that how CRM is helping malls in NCR to improve customers store experiences for achieving the success.

Keywords: Customer Relationship Management, Customer Satisfaction.

Introduction

CRM (Customer Relationship Management) has emerged as the anywhere anytime solution that can help retailers market and sell more profitably to their customers at every point of sale, in the store, on the web site and through the call centre. It is a business strategy to build loyalty and sales with one's best customers. The aim of a CRM strategy is to maximize profitable relationships with customers by increasing the value of the relationship for both the vendor and the customer.

It is already known that it is far more costly to obtain a new customer than to retain an existing one. In such a situation investing in CRM makes sense for companies The Retail Industry is at boom and it revolves around the Customer more than any other Industry. Thus it becomes imperative td not just interact with the Customer in a better way but also to 'know' the Customer. Such knowledge helps in boosting Profits, increase Market share and build Customer loyalty thus resulting in overall customer satisfaction. Customer relationship management covers all the ways and times that a retailer interacts with a customer and thus helps the organizations to identify the customer's need and refocus its strategy to serve in a better way.

Objective of the Study

1. To Measure the level of Satisfaction of Mall visitors in NCR with reference to customer relationship management.
2. To study the Loyalty of customers towards Malls.

Hypothesis

Mall visitors are satisfied by the Services provided to them by the malls.

Research Methodology

The research study is based on primary data collected through structured questionnaire. Hundred Mall visitors in NCR were selected by using convenient sampling method and a survey was conducted on 50 Male respondents 50 Female respondents. Questions related to customer response, complaint handling and customer loyalty were asked to respondents.

• Value of F is calculated using ANOVA technique, which is compared with its table value at 5% significance level to accept the hypothesis.

Survey Results

Survey Questions for analyzing Customer satisfaction.

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Table 1

S.No	Survey questions	Male	Females
1.	Were the Sales associate's interested in assisting you in findings in-store.	33	43
2.	Did they attend your queries promptly?	42	40
3.	Are you satisfied by the Sales associate's knowledge on products?	34	44
4.	Were sales associates able to understand your needs as a consumer?	42	42
5.	How were the recreational facilities?	43	41
6.	Was the approach and attitude of the service personnel positive?	34	43
7.	Were you able to Get the checkout quickly?	33	41
8.	Were you satisfied by variety of the products shown to you?	42	50
9.	Are you satisfied with the floor spacing of the shops?	34	44
10.	Was the ambience good?	40	50
11.	Do you visit to the same mall everytime?	32	42
12.	Were the employees/personnel of the mall good in dealing .	44	50

Hypothesis Testing

One-way ANOVA technique was used to determine the significance and accept or reject the hypothesis .The analysis is explained in the following sections.

Table 2
The One Way ANOVA Results for Customer Satisfaction

Questions	Males	Females
1	4	3
2	4	4
3	4	3
4	4	4
5	4	4
6	4	3
7	5	4
8	5	4
9	4	3
10	5	4
11	4	4
12	4	3

Table 3

5% F-limit from the Table	Sum Square	DF	MS	F-Ratio	Significance
Between Groups	12	2-1=1	12/1=24	12/. 40=30	F (1,22)=4.30
With in Groups	9	24-2=22	9/22=0.40		

ANOVA Results for Customer Satisfaction

An analysis of Table —3 shows the calculated value of F is 30 which is greater than the table Value of 4.30 at 5% significance level with D.F being V1=1 And V2--22. Therefore this difference is Significant and thus the above hypothesis (Mall visitors are satisfied by the Services provided to them by the malls) is accepted.

Thus the above hypothesis proved that the Mall visitors in NCR are satisfied by the services provided to them during shopping. They are satisfied by the behavior of sales assistants, Product and customer knowledge of sales assistants, Ambience of the Mall, Parking facility, Recreational facilities and various Promotional schemes offered to them at the time of shopping when they visit a Mall.

Conclusion

Customer Relationship Management (CRM) is now a universally accepted concept amongst marketers. Use of CRM in retail is must to get success for malls. Retailers have realized that in this competitive world they need to fortify both in-store and online CRM in order to stay competitive. They have to be customer-centric and practice the virtues of CRM to be successful.

The study revealed that the Mall visitors are satisfied by the services provided to them as far is building and maintaining relationship with customers is concerned. With the increase in lumber of Mall visitors the need for customer satisfaction and customer retention is becoming more and more important. This could be achieved-4)y providing improved quality through more and more value addition to their services. Retailers of malls are delivering the goods and better customer service than traditional stores.

Survey data leads us to conclude that a CRM strategy is successful and thus should be designed to improve customers' store experiences and a framework is proposed to continually achieve this. CRM is potentially a useful concept in the marketing and customer service areas of a retail sector

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