



CUSTOMERS ATTITUDE TOWARDS Mall, SPECIAL REFERENCE TO Prozone in AURANGABAD CITY

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Abstract

The present study aim to find out the “Prozone mall” and make the depth analysis report, know the customer view for visit the Prozone mall, know how they know about prozone mall, know which media is effective for marketing the Prozone mall, know which shop / Brand customer like in Prozone mall, know the satisfaction level of customer about the services provided by Prozone mall, know the what improvement customer want in Prozone mall. The aim of requirement analysis is to understand the exact response of people that what they think Prozone mall? It is the study where we can take care of the customer’s views. There are tow type of data primary and secondary. The secondary data refers to those data, which have been gathered, from the agency & company itself. On other hand primary data can be collected by three methods Observation, Survey, Personal Interview. Main finding in the study that the costumers are giving higher performance to the prozone mall because the prozone mall provide the more facility. Main finding in the study that the costumers are giving higher erformance to the prozone mall because the prozone mall provide the more facility. The costumer are satisfied with the prozone mall because the prozone is fulfill the needs of costumer. The customer visited prozone mall ones in week. The department star bazaar is preferable because star bazaar price are affordable. Customers are like kfc is most for foods. Customers are like shopper stop most for brands.

Introduction

Retailing is one of the largest industries in India and one of the biggest sources of employment in the country. Retail sales in India amount to US\$180 billion and account for 10-11% of gross domestic product. The Indian retail market has around 14 million outlets and has the largest retail outlet possibilities in the world, (Sinha and Uniyal, 2007). The retail industry in India is largely unorganized and predominantly consists of small, independent, self-managed shops. However the retail sector in India is witnessing a huge revamping exercise as the traditional retailers are making way for new formats. These modern retail formats provide a wide variety of products and services to customers and offer an ideal shopping experience with an amalgamation of product, entertainment and service all under a single roof.

The modern Indian consumer is seeking more value in the forms of consistent availability, improved quality, pleasant shopping environment, financing options, trial rooms for clothing products, return and exchange policies and competitive pricing. This has created a rapid growing opportunity for organized, modern retail formats to emerge in recent years and grow at a fast pace. According to Swar (2007), several



demographic indicators show favorable trends for the growth of organized trade in India. These are: i) **Rapid income growth**: consumers have a greater ability to spend, ii) **Increasing Urbanization**: larger urban population that value convenience, coupled with the higher propensity of the urban consumers to spend, iii) **Growing young population**: growth of the post-liberalization maturing population, with the attitude and willingness to spend and iv) **Spend now vs. save earlier**: consumers are willing to borrow for present consumption.

India has witnessed a fast pace of retail development over the last few years. Customer taste and preferences are changing leading to radical transformation in lifestyles and spending patterns which in turn is giving rise to new business opportunities. There is a change being observed in the shopping pattern of customers, which has resulted in the emergence of big retail chains in most metros; mini metros and towns.

The Intervening Factors which could affect the Attitude and thus Resultant Behaviour are

Unforeseen Circumstances or Events

These unforeseen events can also lead to a change in behaviour. For instance, a young teenager may be thinking of purchasing a 'TVS Scooty', when his father may lose his job. Then the teenager may either drop the idea of purchasing the scooty or may postpone purchasing it.

Time Gap

Since attitudes are dynamic. Bigger the time gap i.e. longer the elapsed time between measurement of the attitude and the behaviour one is trying to predict, the less likely there is to be a link between the two.

Extent of Stability

Since the attitudes are dynamic and may change, it is possible that a particular attitude may be unstable in nature, which you keep on changing your mind often. For instance in case of fashion, the youth may keep on changing their taste and preferences. One day they may feel like wearing casual dresses, while the next day the liking may be for a formal wear.

Situational Factors

It may be the situation one finds himself or herself just before his or her purchase action. For instance, a customer may wish to eat at a particular restaurant but when he or she finds the restaurant has temporarily closed down, they may decide against eating out.

Strength of Attitudes

The strength with which an attitude is held can also determine the behaviour of the individual. For instance, if you are accompanying a group of friends for a picnic, since you are a firm believer of not consuming alcoholic drinks, you will not consume the drinks, even though you are a part of the group.

Accuracy of Attitude

Here the reference is to the extent and accuracy with which the attitude is measurable. This in turn will affect the degree to which they are able to predict behaviour.

**Conflict Attitude**

At times, in a particular situation, when there may be more than one attitude involved, the resultant behaviour may not be the actual one but rather a compromised behaviour will be visible. For instance, if a couple go to the ice cream parlour to buy a family pack of ice cream. Both the husband and wife have preference for different flavour. The man may face a situation when he wants to please his wife as well as have his choice of ice cream flavour. The behaviour ultimately displayed by the individual will be a compromise between the two contradictory attitudes. Thus the attitude of the individual plays an important role in interpreting the situation. The response (or behaviour) of the individual will be based or dependent totally on his own attitudes and how he interprets the situation.

Buying Behaviour of Customer

Buying behaviour of customer is the most challenging in marketing deals with understanding why buyers do, what they do / don't do. But such knowledge is critical for marketers since having a strong understanding of buyer behaviour will help shed light on what is important to the customer and also suggest the important influences on customer decision making. Using this information marketers can create marketing programs that they believe will be of interest to customers.

Customers make purchases in order to satisfy needs, some of these needs are basic and must be filled by everyone on the planet. While some are not required for basic survival and vary depending on the person. It probably makes more sense to classify needs that are not a necessity as wants or desires. In fact, in many countries where the standard of living is very high, a large portion of the population income is spent on wants and desires rather than on basic needs.

According to differences in customer needs and wants, they show different shopping patterns are evident, based on the personalities and attitudes of the customers, moreover based on an individual's economic situation, personal taste and environment each customer develops a unique shopping style. Ninth AIMS International Conference on Management January 1-4, 2012.

Exp: Some customers may buy expensive brands or high quality products, while others may buy inexpensive priced non-brand or even low quality products. There are many factors such as brand, quality and price, combine to determine an individual's unique shopping habit.

Objectives of the study

- To study the "Prozone mall" and make the depth analysis report.
- To know the customer view for visiting the Prozone mall.
- To know how they know about Prozone mall.
- To know which media is effective for marketing the Prozone mall.
- To know which shop / Brand customer like in Prozone mall.
- To know the satisfaction level of customer about the services provided by Prozone mall.
- To know what improvement customer want in Prozone mall.



Method

REQUIREMENT ANALYSIS:

The aim of requirement analysis is to understand the exact response of people that what they think Prozone mall? It is the study where we can take care of the customer's views.

There are two types of data:

- 1] Primary
- 2] Secondary

The secondary data refers to those data, which have been gathered, from the agency & company itself. On other hand primary data can be collected by three methods

- 1] Observation
- 2] Survey
- 3] Personal Interview

FIELD WORK

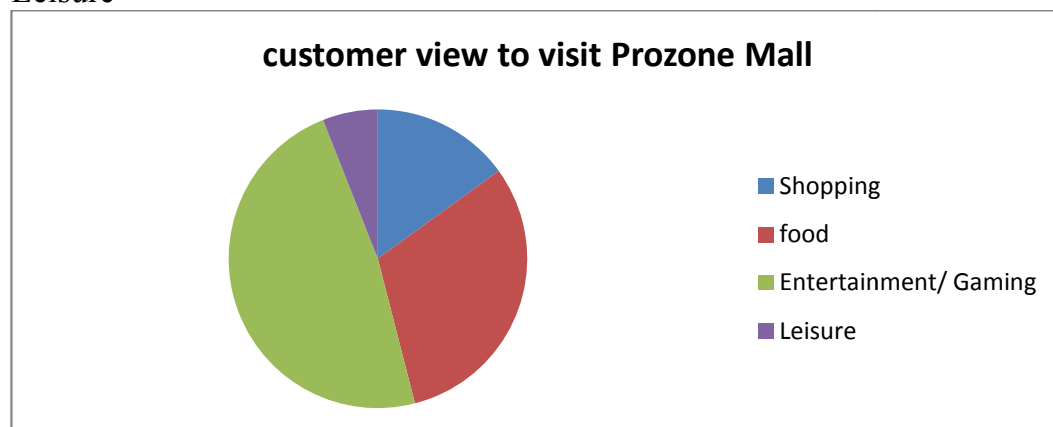
At the end after finishing up the problem definition and research design, researcher conducted the actual data collection procedure. Respondents refuse to cooperate sometimes, unable to give proper time, not interested to meet & the bargaining nature of the people.

Limitation of the Research

- The information provided by the respondents on which all the results were drawn cannot be denied that here was always a possibility of response error.
- The study was conducted within a time frame work of 45 days duration only.
- The respondents feel reluctant about the survey conducted.
- This project is make by getting the feed back form only 100 people.

Customer view to visit Prozone mall for..

- Shopping
- food
- Entertainment/gaming
- Leisure





Reason	customer view to visit Prozone Mall
Shopping	15
Food	31
Entertainment/ Gaming	48
Leisure	6

Satisfaction of the customer about

- Quality of merchandise
- Service of staff
- Staff knowledge
- Value for money

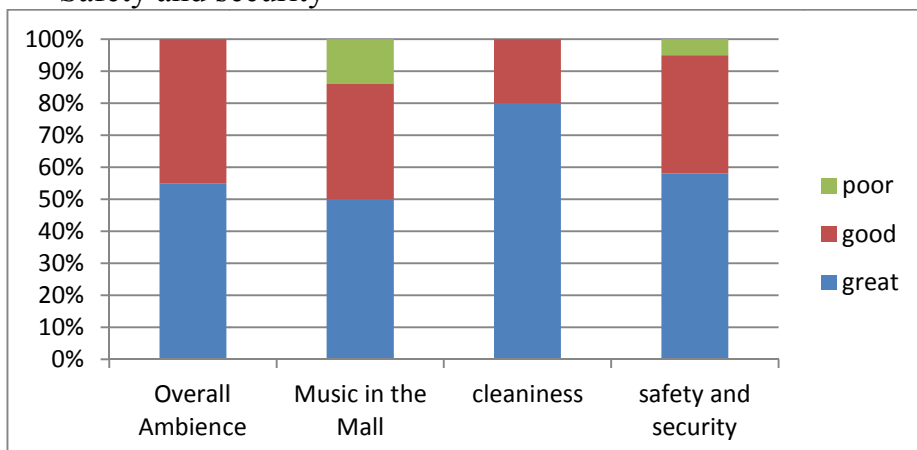


Particulars	great	good	poor
Quality of merchandise	43	55	1
Service of staff	36	60	4
Staff knowledge	25	65	10
Value for money	25	67	8



Satisfaction percentage of the customer about

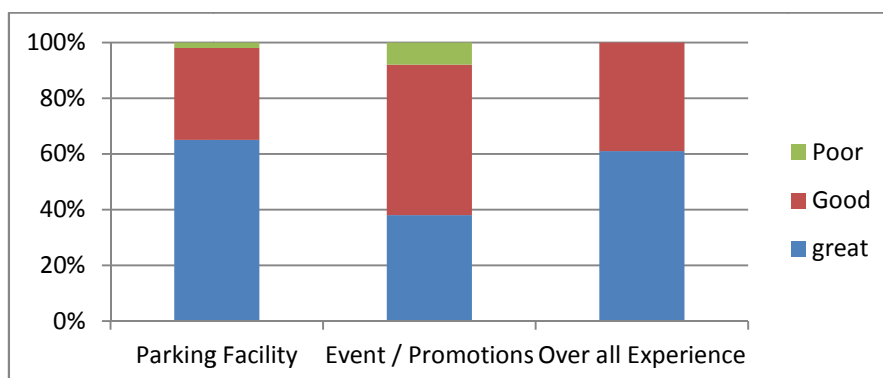
- Overall Ambience
- Music in the mall
- Cleanliness
- Safety and security



Advantage	great	good	poor
Overall Ambience	55	45	0
Music in the Mall	50	36	14
cleaniness	80	20	0
safety and security	58	37	5

Satisfaction percentage of the customer about

- Parking facility
- Event / Promotion
- Over all Experience





Facility	great	Good	Poor
Parking Facility	65	33	2
Event / Promotions	38	54	8
Over all Experience	61	39	0

Findings

- Main finding in the study that the costumer are giving higher performance to the prozone mall because the prozone mall provide the more facility.
- The costumer are satisfied with the prozone mall because the prozone is fulfill the needs of costumer .
- The customer visited prozone mall ones in week .
- The department star bazaar is preferable because star bazaar price are affordable.
- Customer are like kfc is most for food's.
- Customer are like shopper stop most for brand's.