

## Customer Satisfaction in Shopping Malls: An Empirical Study

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The retailing sector in India has undergone significant transformation in the past ten years. The organized retail industry in India is to grow 25-30 per cent annually and would triple or four times in size by 2012. Retailing is gradually inching its way towards becoming the next boom industry. The customer satisfaction process is a complex phenomenon. The purchase of goods or services includes a number of factors that could affect each decision. Customer satisfaction is more complex and even more important for retailers today than in past. The objectives of this study were to investigate the effects of sales promotion mix on customer satisfaction in shopping malls of Jabalpur and Gwalior city and to study the variations in these factors across different demographic variables. Mall intercept survey was conducted to study of sales promotion mix on customer satisfaction in shopping malls of Jabalpur and Gwalior city. The sample included 150 active mall shoppers. The sales promotion mix on customer satisfaction were identified by a structure questionnaire and captured in 5 factors of sales promotion mix. These sales promotion mix factors were Lucky by chance offers, Frequent and Warranty Offers, Monetary and Quantity Benefit Offers, Gift and Exchange offers. The study will help the managers of shopping malls to understand the underlying sales promotion factors on customer satisfaction of the shoppers in the malls and help them to craft their marketing strategies. Profiling customers by their choice of sales promotion mix provide more meaningful ways to identify and understand various customer segments and to target each segment with more focused marketing strategies.

**Keywords:** customer satisfaction, sales promotion mix, shopping malls, organized retailing

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### Introduction

Promotion is the process of marketing communication to inform, persuade, remind and influence consumers or users in favor of product or service. Promotion has three specific purposes. It communicates marketing information to consumers, users and resellers. Promotion persuades and convinces the buyer and influences his/her behavior to take the desired action. In this process the promotional mix includes four ingredients: 1) Advertising; 2) Publicity; 3) Personal Selling; 4) Sales Promotion. The term Promotion - Mix is used to refer to the combination of different kinds of promotional tools used by a firm to advertise and sell

its products. It is one of the four aspects of promotional mix. Sales promotions are specific efforts that are designed to have an immediate impact on sales. Sales promotion refers to many kinds of incentives and techniques directed towards consumers and traders with the intention to produce immediate or short term sales effects. Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes etc.

A shopping center, shopping mall, or shopping plaza, is the modern adaptation of the historical marketplace.

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The mall is a collection of independent retail stores, services, and a parking area, which is conceived, constructed, and maintained by a separate management firm as a unit. The everyday definition of retail and organized retailing can be described as the act of selling of goods and merchandise from a fixed location. An important aspect of the current economic scenario in India is the emergence of organized retail. There has been considerable growth in organized retailing business in recent years and it is poised for much faster growth in the future. Major industrial houses have entered this area and have announced very ambitious future expansion plans.

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Organizations need to retain existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and services to the marketplace. Customer satisfaction is measured at the individual level, but it is almost always reported at an aggregate level. It can be, and often is, measured along various dimensions. The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. The customer is asked to evaluate each statement and in term of their perception and expectation of performance of the organization being measured. Their satisfaction is generally measured on a five-point scale.

### **Review of Literature**

There is substantial volume of empirical work conducted in the field of sales promotion mix, customer satisfaction and shopping malls. Sales promotion is a mega business in today's competitive world for shopping malls. Sales promotion on customer satisfaction is prepared with tremendous amount of research and effort to remain in the subconscious mind for long.

Anselmsson (2006), have developed and validates a conceptualization of shopping mall satisfaction based on field studies in Sweden. He had observed that Customer satisfaction with a shopping centre may be viewed as an individual's emotional reaction to personal evaluation of the total set of experiences encountered at the shopping centre. Also, customer interactions with shopping centre establishments involve a variety of different activities. Researcher had taken 8 factors to find out the customer satisfaction. Furthermore, this study had also investigated whether sources of satisfaction differ in importance with respect to gender and age, generally two important variables for retail segmentation. The result was focused on number of characteristics of shopping malls in comparison of customer satisfaction. Researcher had found that Selection was the most important factor of customer satisfaction.

Bromley Rosemary D. F. & Matthews David L (2007), they had researched specially for those wheelchair customers who were unable to discuss earlier about their shopping experience in various shopping malls and super market. So, this paper was again a searching of customer satisfaction but in separate segment or demographic area.

B. Kamaladevi (2010), they have found the survival of fittest & fastest is the mantra of today's business game. To compete successfully in this business era, the retailer must focus on the customer's buying experience. To manage a customer's experience, retailers should understand what "customer experience" actually means. Finally; in conclusion there are some fundamental points: Customer Experience Management is not simply an old idea in a new wrapper. The result was that there are now more services and products available than at any time in the past, yet customer satisfaction are on a downward slide.

Goff C. Brent, Boles S. James, Bellenger N. Danny &

Stojack Carrie (1997), they have mainly examined the one non product related construct on consumer satisfaction with a major retail purchase. Researcher have assumed that the customer satisfaction and their product evaluation not only depend on product performance but the also on the interaction with the sales person's and their efforts, they have also focus on that salesperson is now the basic need of retail sector for getting the customer satisfaction. Finally; they have concluded that, if a firm is to be successful, it must understand what customers expect from sales personnel in their market, and make sure that their employees meet or, better yet, exceed those expectations.

Goyal B.B. & Aggarwal Meghna (2009), Ghosh Piyali, Tripathi Vibhuti & Kumar Anil (2010) Ha Hong-Youl and Muthaly Siva (2008), Joseph J., KR Cronin, Brady K. JR Michael & Hult M. G. Tomas (2000) and many more researchers have done work on sales promotion mix, shopping malls and customer satisfaction. With the help of these researches we have found some factors of sales promotion mix, which we have used in our research to find out the effects of sales promotion mix on customer satisfaction in Indore city.

### **Period of the Study**

- Period of the study was from Jan 2011 to May 2012.
- Study comprised of different shopping malls of Jabalpur and Gwalior city.
- Different customers of various shopping malls have been taken as a field.

### **Objectives of the Study**

- To identify the factors of sales promotion schemes on customer satisfaction with reference to shopping malls.
- To asses the effects of sales promotion schemes on customer satisfaction with reference to various demographic variables.

### **Hypothesis**

To know the effects of eighteen sales promotional factors on customer satisfaction, the following null and alternative hypothesis have framed:

- Null Hypothesis  $H_0$ : There is no significant impact or difference in mean satisfaction level of customers because of various sales promotional factors according to various demographic variables.
- Alternative Hypothesis  $H_1$  There is significant impact or difference in mean satisfaction level of customers because of various sales promotional factors according to various demographic variables.

### **Research Methodology**

#### **Data Sources**

To design the structured questionnaire the 18 items of customer satisfaction are taken from extensive study of sales literature viz. journals of marketing, international journals of marketing, various business review and marketing management magazines etc.

The primary data was collected from 150 customers of different shopping malls, spreading across Indore city and having above 20 yrs age and already have purchased products from any shopping malls with experienced of any type of sales promotion factors.

#### **Definition of Variables**

After an extensive study of sales literature following sales promotion factors are considered for this study: Buy one Get One Offers, Discounts/ Cash Discount, Free Gifts, Sampling, Bonus/ Extra, Refunds/ Cash Back, Coupons, Exchange offers, Stock Clearing Sale, Lucky Draw, Scratch Cards, Anniversary Schemes/ Festival Schemes, Annual Rating Points on Permanent Cards, Contests, Catalogue, Product Warranties, Weekly/Monthly offers and Spots /Movements offers

Apart from these 18 factors, five categorical variables are also used to know the effects of all 18 sales promotion factors on the customer satisfaction. The

five Categories have selected for the study are as - Age, Sex, Education, Occupation and Income

### Sample and Design

The design of the present study is descriptive as well as empirical in nature. The main purpose of the study is to find the impact of sales promotion mix on customer satisfaction in shopping malls in Jabalpur and Gwalior city. The sample size is 150 customers. The sample comprised of the respondent above 20 years age & having experienced of shopping from shopping malls and also sales promotion mix.

The independent variables comprises of education, age, sex, occupation, income and location. The entire universal has been divided as:

- **Age:** The age group were 20-30, 30-40, 40-50 & 50 and above. This was kept so as to cover maximum percentage of universe, grouping in class interval helped in easy tabulation.
- **Education:** It contained to choices -UG, PG & Others.
- **Occupation:** It contained the choices of - Service, Business, Student and House wife.
- **Sex:** It contained the choices of- Male & Female.
- **Income:** It contained the choices of- 1-2 Lacks, 2-3 Lacks, 3-4 Lacks and 4 Lacks and above.

### Data Collection

The questionnaire is split into three sections. First section deals the demographic factors, Second section related to 18 sales promotion factors. The questionnaire had given five point scales rating Highly Dissatisfied to Highly Satisfied and comparative weights one to five, where five is the highest rank. The data collected from customer of different shopping malls later classified on the basis of age, education, sex, income, Location and occupation.

### Tools for Analysis

Factor analysis and ANOVA test applied to minimize

the factors to find there effectiveness & variances. The statistical package like SPSS (version 17) used, MS - Excel also used for analysis. The levels of significance were tested of five percent level.

### Factor Analysis

The normal varimax solution is not obtained directly from a correlation matrix. It is obtained by rotating other types of factor solutions to the varimax form. In the present study it was considered desirable to use the highest factor loading criterion to select customer satisfaction included in sales promotion mix and all group of factors. This criterion was uniformly used in the factor analyses carried out on the total sample of the study.

### ANOVA Test

The generated factors which have got with factor analysis by using SPSS software (17.1) version, with the help of these factors we have applied ANOVA test by using SPSS software(17.1) to measure the variance among different variables. Tukey Karner multiple comparison has been used to get the mean difference and analyzing the results. It has been applied on 5% level of significance, to test the variance between different demographic variables on sales promotion mix and over all customer satisfaction in shopping malls. (tables on next page)

**Tools for Data Analysis:** Data was analyzed using statistical techniques (at 5% level of significance), ANOVA.

### Reliability Test

After the testing of questionnaire we have tested reliability of whole data on all factors. Reliability test has been made on whole 150 samples for testing the reliability of customer satisfaction. With the help of Coefficient (Cronbach Alpha); we have tested the reliability of factors. Reliability of 150 samples for customer satisfaction has Cronbach's Alpha (.862) (see

Annexure 1) which is excellent, according to different theory of reliability value above 0.6 is appropriate, low value below the 0.5 implies that reliability may not be

appropriate. No items have been removed from the questionnaire.

**Table 1: ANOVA Test Formula**

Source of variation	Sum of Squares	Degree of Freedom	Mean Squares	Computed of value of F	Table value of F
Between samples	SSB	c-1	MSB= SSB/c-1	F=MSB/MSW	
Within samples	SSW	n-c	MSW=SSW/n-c		
Total		n-1			

**Table 2: ANOVA Test Measurement with Computed Value to Table Value**

Case	Interpretation
a) If the computed value of P is less than ?	The difference in the variance is significant and it could not have arisen due to fluctuations of random sampling and hence reject H <sub>0</sub>
b) If the computed value of P is greater than ?	The difference in the variance is not significant and it could not have arisen due to fluctuations of random sampling and hence accept H <sub>0</sub>

**Tools for Data Analysis:** Data was analyzed using statistical techniques (at 5% level of significance), ANOVA.

### Reliability Test

After the testing of questionnaire we have tested reliability of whole data on all factors. Reliability test has been made on whole 150 samples for testing the reliability of customer satisfaction. With the help of Coefficient (Cronbach Alpha); we have tested the reliability of factors. Reliability of 150 samples for customer satisfaction has Cronbach's Alpha (.862) (see Annexure 1) which is excellent, according to different theory of reliability value above 0.6 is appropriate, low value below the 0.5 implies that reliability may not be

appropriate. No items have been removed from the questionnaire.

### Results and Discussion

Factor analysis was adopted to capture the sales promotion mix on customer satisfaction in shopping malls. (Annexure 2) It summaries the results of the factor analysis which was run using the Principal Component Approach with a varimax rotation.

Bartlett's test of sphericity and Kaiser-Olkin (KMO) measure are adopted to determine the appropriateness of data set for factor analysis. High value (between 0.5 to 1) of KMO indicates that the factor analysis is appropriate, low value below the 0.5 implies that factor

analysis may not be appropriate. In this study, the result of Bartlett's test of sphericity (0.00) and KMO (0.763) indicates that the data are appropriate for factor analysis.

In this study, factor analysis was carried out in two stages. In stage one; known as the factor extraction process, objective was to identify how many factors to be extracted from the data. Using principal component analysis, 18 items were extracted by four factors. Only the factors having latent roots or eigen value greater than 1 were considered significant; all factors having eigen value less than 1 were considered insignificant and were discarded. All the five factors together accounted 61.2% of the total variance.

In the second stage, all the factors were interpreted and labeled. Items having factor loading more than 0.5 were included in the interpretation. More detailed descriptions of the factors are presented in the next section.

Impact of Demographic Factors on Customer Satisfaction with respect to Sales Promotion Mix As discussed above, four sales promotion mix have been extracted (Annexure 2) with the help of factor analysis and ANOVA was used to study the variation in the sales promotion mix on customer satisfaction across demographic variables. The four factors are summarized in the Annexure 2.

#### **Factor 1: Lucky by chance offers (Annexure 2)**

The factor measures the luck based schemes and festival offers from different sales promotion mix on customer satisfaction of Jabalpur and Gwalior city's customers in our sample. Customers who score high on this factor are very luck conscious. They are very conscious to try their luck and get best benefits for the products they buy. They always check and compare the lucky and bumper offers before purchasing the products in the shopping malls. They even go to more

than one store to get best bumper offer for the product they buy. Annexure 2 indicates that; the highest loading (0.880) item in this factor is "Scratch Card". Anselmsson Johan (2006), identified the eight factors for customer satisfaction in Sweden, factors were selection, atmosphere, convenience, sales people, refreshments, location, promotional activities and merchandising policy. With the help of these factors, they had found the effects with respect to demographic variables, but the concentration was not on sales promotion mix.

(Annexure 3 and Annexure 4) It has revealed that the significance values of F for sex, age, education, income and occupation all are greater than 0.05. So they do not have significant impact on lucky and bumper offers in Jabalpur and Gwalior city. People are not much interested in lucky or by chance offers, they just want soured offers and prizes.

#### **Factor 2: Frequent and Warranty Offers (Annexure 2)**

This Factor reflects the frequent offers dimensions of customer satisfaction with respect to sales promotion mix of Gwalior and Jabalpur city's in our sample. Indore customers consider spot movement offers and warranties of the product while purchasing the products in shopping malls. It is very important for them to take best. Customers who score high on this factor perceive the new offers every week and they are willing to make special efforts to choose products with the very best weekly offers. Annexure 2 indicates that the highest loading (0.788) item in this factor is "Weekly/Monthly Offers"

Erasmus Alet C. and Lebani Kethuswegape (2008), they have used sales promotion mix but in limited areas like credit card, permanent card, total 15 factors were assumed related to sales promotion mix and have found that store card was much useful for customers in age wise rather than other sales promotion mix. It (Annexure

3 and Annexure 4) indicate the effects of various demographic variables on customer satisfaction according to Jabalpur and Gwalior city. It (Annexure 3) indicates that the significant value of F for age, education, occupation and income all are greater than 0.05 in Jabalpur city. So, Jabalpur city's customers do not have significant impact on frequent and warranty offers with respect to these demographic variables. Only Sex has impact on frequent and warranty offers in Jabalpur city. In our sample in Jabalpur city female (mean = 11.4) are more conscious in frequent offers than male customers, who comparatively less use this type of offers. (Annexure 4) indicates that the significant value of F for age, sex, education, occupation and income all are greater than 0.05 in Gwalior city. So, Gwalior city's customers do not have significant impact on frequent and warranty offers with respect to all variables, they do not trust on warranty or any type of on the spot offers.

#### **Factor 3: Monetary and Quantity Benefit Offers (Annexure 2)**

This factor measures the monetary and quantity benefit offers which gives customer satisfaction to Jabalpur and Gwalior's customers in our sample. Customers who score high on this factor are conscious of quantity and cash and do not want to take risk, they just want something extra or refund facility for getting satisfaction. They always appreciate and use such type of offers which give extra or cash back facility. Even for getting this type of customer satisfaction they go to more than one store, to get better cash back or monetary or quantity offers. Table 3 indicates that; the highest loading (.851) item in this factor is "Refunds/Cash Back".

It (Annexure 2 and Annexure 3) indicates the effects of various demographic variables on customer satisfaction in accordance to Jabalpur and Gwalior city. It (Annexure 3) indicates that the significance value of F for age sex, education, occupation and income all

are greater than 0.05. So, Jabalpur city's customers do not have significant impact on monetary and quantity benefit offers with respect to these demographic variables. (Annexure 4) indicates that the significance value of F for age, education, occupation and income all are greater than 0.05. So, Gwalior city's customers do not have significant impact on monetary and quantity benefit offers with respect to these demographic variables. Only sex has impact on monetary and quantity benefit offers in Gwalior city. In our sample in Gwalior city male (mean=7.6), are more conscious to take monetary or quantity benefits in shopping malls than any female group.

#### **Factor 4: Gift and Exchange offers (Annexure 2)**

This factor measures the Gift and Exchange offers, which gives customer satisfaction to Jabalpur and Gwalior's customers in our sample. Customers who score high on this factor are very conscious of gift and exchange offers and they can even change their brands or shopping malls for getting gift or exchange offers, they just want gifts or exchange on same product for getting satisfaction. They always appreciate and use such types of offers which give gifts. Even for getting this type of customer satisfaction they go to more than one store, to get better gifts and exchange offers. Table 3 indicates that; the highest loading (.820) item in this factor is "Stock Clearing Sale".

Jing Bing, Zhongwen (2008), have recommended only price related sales promotion mix, and identified its impact with respect to demographic variables, found students were price sensitive. It (Annexure 3 and Annexure 4) indicate the effects of various demographic variables on customer satisfaction according to Jabalpur and Gwalior city. It (Annexure 3 and Annexure 4) indicate that the significant value of F for age, sex, education, occupation and income all are greater than 0.05. So, in both the city's customers do not have significant impact on Gift and exchange offers in

shopping malls. In both the city's customers are not gift conscious. They do not have behavior to purchase the products because of gifts and exchange offers available in shopping malls.

### **Conclusion**

The objectives of this study were to investigate the customer satisfaction with respect to sales promotion mix in shopping malls and to study variations in the customer satisfaction with respect to sales promotion mix across different demographic variables.

Following the study of Anselmsson Johan (2006), Bromley Rosemary D. F. & Matthews David L (2007), Goff C. Brent, Boles S. James, Bellenger N. Danny & Stojack Carrie (1997), Sproles and Kendall (1986), an attempt was made to profile the customer satisfaction in shopping malls. They all have identified many factors related to sales promotion mix; from which we have selected 18 factors of sales promotion mix and tried to measure the customer satisfaction in shopping malls. With the help of factor analysis we have found four new factors are luck by chance, frequent and warranty monetary and quantity benefit, gift and finally exchange offers.

In addition, this study shows that the average customer of Jabalpur and Gwalior city in our sample was not very sale promotion conscious, but gender wise they are quite conscious about some types of sales promotion mix factors. It is found that; female, those are dependent or independent are more conscious about sales promotion which is related to on the spot offers in shopping malls for getting customer satisfaction in Jabalpur city. In Gwalior city, males are conscious but only in monetary and quantity benefits. Overall we have found the conclusion that Jabalpur and Gwalior city's customers are not much aware or may be conscious about sales promotion mix, those are applicable in shopping malls. Shopping is funny activity for them. 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 are coming shopping malls for purchasing products but for getting customer satisfaction, they do not attract to any type of sales promotion mix, which is available in shopping malls.

### **Limitations**

There are several limitations that warrant future research. The study has been conducted in Jabalpur and Gwalior city of Madhya Pradesh, India. The result of the same, if conducted in other part of the country may vary. It is because a country like India has geographically, economically, socially and culturally very different in terms of areas. This difference is too significant to be ignored. Good and bad mood of customers or respondents that was experienced during study that would have influenced their responses. Normally all customers were seemed in hurry because of their busy schedule so questionnaire also would have influenced their response.

Results are based on calculation and this calculation was based on data those I have collected, because of different mood and circumstance of the respondents have also influenced the result in calculative way; but, some results which I had felt during collection of data that customers are attracted to the sales promotion mix and shopping malls, whether they are purchasing the products or not because of many reasons like- budget or family pressure etc., those results; I am unable to calculate and define in numerical terms. City atmosphere have also influenced the respondent's response; because of restricted social atmosphere respondents were felt uncomfortable to contact with unknown person and give the response of any type of questionnaire; so that this reason have also influenced the results. The sample consisted of 150 active mall shoppers. The small sample size is also error-prone.

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**Annexures**

**(Annexure 1- for reliability test)**

**Case Processing Summary**

		N	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	0	.0
	Total	150	100.0

- a. **Listwise deletion based on all variables in the procedure.**

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.862	.879	30

(Annexure 2)  
**Result of Factor Analysis**

Factors Label and Items	Rotated Factor Loadings	Reliability Coefficient (Cronbach Alpha)
<b>Factor 1: Luck by Chance Offers</b>		
Contests	.627	.804
Scratch Card	.880	
Lucky Draw	.680	
Annual Rating point on permanent card	.705	
Anniversary/Festival Schemes	.665	
<b>Factor 2: Frequent and Warranty Offers</b>		
Weekly/Monthly offers	.788	.769
Spot/ Movement Offers	.747	
Product Warranties	.766	
<b>Factor 3 : Monetary and Quantity Benefit Offers</b>		
Refunds/Cash Back	.851	.811
Bonus/Extra	.708	
Free Gift	.574	
Sampling	.550	
<b>Factor 4: Gift and Discount offers</b>		
Buy one Get one free	.606	.863
Stock clearing Sale	.820	
Exchange offers	.590	

All the five factors together accounted for 61.2% percent of the total variance.

Bartlett's test of sphericity = 0.00

Kaiser - Meyer - Olkin KMO= 0.763

## (Annexure 3)

**Effects of Various Demographic Factors on Customer Satisfaction With Respect to Sales Promotion Mix in Jabalpur city**

	Age		Sex		Education		Occupation		Income	
	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig
<b>Factor 1: Luck by Chance Offers</b>	1.305	.279	1.777	.187	1.411	.251	2.815	.067	2.453	.054
<b>Factor 2: Frequent and Warranty Offers</b>	2.663	.054	4.731	<b>.033*</b>	.416	.662	.851	.431	.760	.555
<b>Factor 3: Monetary and Quantity Benefit Offers</b>	.850	.471	.024	.877	.422	.657	2.632	.079	.925	.455
<b>Factor 4: Gift and Discount offers</b>	1.511	.219	.434	.512	.910	.407	1.433	.245	1.081	.373

## (Annexure 4)

**Effects of Various Demographic Factors on Customer Satisfaction With Respect to  
Sales Promotion Mix in Gwalior city**

	Age		Sex		Education		Occupation		Income	
	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig
<b>Factor 1: Luck by Chance Offers</b>	.772	.513	2.405	.125	.057	.944	.670	.573	.858	.493
<b>Factor 2: Frequent and Warranty Offers</b>	1.470	.230	1.428	.236	1.147	.323	.670	.573	1.959	.110
<b>Factor 3: Monetary and Quantity Benefit Offers</b>	.434	.729	7.009	<b>.010*</b>	.896	.413	.533	.661	.388	.816
<b>Factor 4: Gift and Discount offers</b>	.873	.460	.341	.561	.894	.413	.847	.473	1.877	.124

