An Empirical Study on Consumer Perception and Satisfaction Towards Promotional Strategies of Retail outlets in shopping mall in Coimbatore City

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ABSTRACT:

In the increasingly competitive retail environment, effective promotional strategies play a pivotal role in attracting and retaining customers. This study aims to examine consumer perception and satisfaction regarding various promotional strategies employed by retail outlets in shopping malls in Coimbatore City. The research is grounded in primary data collected through structured questionnaires distributed to a sample of mall visitors, supplemented by secondary data from relevant literature. Key promotional tools analyzed include discounts, loyalty programs, in-store displays, digital promotions, and seasonal sales. Statistical tools such as descriptive analysis, correlation, and regression were employed to interpret the data. The findings reveal that consumers are highly responsive to price-based promotions and digital engagement strategies, which significantly influence their satisfaction levels and purchase intentions. The study also identifies demographic variations in perception and satisfaction, highlighting the need for targeted promotional approaches. This research provides valuable insights for retail managers and marketers to optimize promotional strategies for enhanced consumer satisfaction and competitive advantage.

INTRODUCTION:

The retail sector has witnessed significant changes in recent years, largely due to the rapid growth of shopping malls and the evolving consumer expectations in urban areas. One of the key factors driving this transformation is the promotional strategies implemented by retail outlets. These strategies, aimed at attracting customers and boosting sales, include discounts, special offers, loyalty programs, and in-store events. As shopping malls become integral parts of city life, particularly in urban centers like Coimbatore, understanding consumer perception and satisfaction towards these promotional tactics has become crucial for retailers seeking to maintain a competitive edge. Coimbatore, known for its growing economy and vibrant retail market, presents a unique setting for studying the effectiveness of these promotional strategies. Retail outlets in shopping malls are continually adopting innovative approaches to attract shoppers, but the success of these efforts largely depends on how consumers perceive and respond to these promotions. This empirical study focuses on understanding the relationship between consumer perception and satisfaction towards the promotional strategies employed by retail outlets in Coimbatore's shopping malls. Through this research, the study aims to provide insights into how various promotional strategies influence consumer buying behavior, and to what extent these strategies impact customer satisfaction and loyalty. By analyzing consumer feedback, preferences, and their level of satisfaction

with different promotional approaches, the study seeks to offer actionable recommendations for retailers to optimize their marketing efforts and enhance the shopping experience. Ultimately, the research hopes to contribute to the broader understanding of consumer behavior in the context of modern retail environments.

SCOPE OF THE STUDY:

The scope of this study is focused on understanding consumer perceptions and satisfaction levels with the promotional strategies of retail outlets within shopping malls in Coimbatore City. The study specifically aims to investigate how different promotional strategies, such as discounts, offers, loyalty programs, and advertisements, affect the consumer shopping experience, decision-making process, and overall satisfaction.

The geographical scope is limited to shopping malls in Coimbatore City, one of the prominent urban centers in Tamil Nadu, where the retail market is growing rapidly due to increasing consumer spending and the popularity of modern shopping malls.

STATEMENT OF PROBLEM:

In the competitive retail environment, shopping malls in Coimbatore have become key destinations for consumers, offering a diverse range of retail outlets. Retailers employ various promotional strategies to attract and retain customers, ranging from discounts, loyalty programs, and product bundling to seasonal sales and advertisements. However, there is limited empirical research on how these promotional strategies influence consumer perception and satisfaction within the context of shopping malls in Coimbatore. The effectiveness of these strategies in shaping consumer attitudes, purchasing behavior, and overall satisfaction remains unclear.

OBJECTIVES:

- To identify the factors that influence consumer to visit shopping mall.
- To exmine how promotion strategies influence consumer perceptions of brand value and image.
- To identify the factors of cosumer satisfaction regarding promotional strategies.
- To identify challenges faced by consumer in utilizing promotional offers in shopping mall

RESEARCH METHODOLOGY:

The study adopts a mixed-methods approach, incorporating both qualitative and quantitative research techniques.

A. Data Collection:

Primary Data: Surveys with structured questions and semi-structured interviews to gather consumer insights.

Secondary Data: Literature review on consumer perception and satisfaction towards promotional strategies of retail outlets in shopping mall

B. Sampling technique:

Convenience Sampling: A sample of 153 respondents from different demographic groups to ensure diversity

C. Data Analysis:

Quantitative: Statistical analysis using tools like SPSS for descriptive and correlation analysis.

Qualitative: Thematic analysis of open-ended responses.

TOOLS FOR ANALYSIS:

- Chi square
- Anova

ANALYSIS AND INTERPRETATION OF THE STUDY:

1.CHI SQUARE TEST:

TABLE SHOWS THE GENDER AND FACTORS INFLUENCING

CONSUMER PURCHASING DECISION

S.No	FACTOR	CALCULATED VALUE	TABLE VALUE	DF	REMARKS
1	Attracted by adds	0.571	9.488	4	Significant at 5% level
2	Word of mouth	0.779	9.488	4	Significant at 5% level
3	Because of family	0.588	9.488	4	Significant at 5% level
4	Shopping experience	0.373	9.488	4	Significant at 5% level
5	All product in one roof	0.600	9.488	4	Significant at 5% level
6	Offers	0.873	9.488	4	Significant at 5% level
7	Low price	0.784	9.488	4	Significant at 5% level
8	Bulk purchase	0.709	9.488	4	Significant at 5% level

INTERPRETATION

From the above analysis that the calculated value of attracted by adds is (0.571) is lesser than the table value (9.488), value of word of mouth is (0.779) is lesser than the table value (9.488) value of reference from family is(0.588) is lesser than the table value (9.488), value of shopping experience is (0.373) is lesser than the table value (9.488), value of all products in roof is (0.600) is lesser than the table value (9.488), value of offers is (0.873) is lesser than the table value (9.488), value of

low price is (0.784) is lesser than the table value (9.488), and the value of bulk purchase is (0.709) is lesser than the table value (9.488), Hence null hypothesis is accepted.

INFERENCE

Hence, there is no significant relationship between Gender and factors influencing customer purchasing decision of the respondents.

2. ANOVA:

TABLE SHOWING THE OCCUPATION AND KEY FACTORS DRIVING CUSTOMER SATISFACTION BY THE RESPONDENTS

Source: primary data, NS- Not significant at 5% level of significant

Factors	Source Of Varience	Sum Of Squares	DF	Mean Square	F Value	Sig Value	H	S/NS
Clarity and Transparency	Between groups	2.390	3	0.797	0.430	0.732	Not accepted	NS
	Within groups	272.656	147	1.855				
	Total	275.046	150					
Ease of Access and Participation	Between groups	1.706	3	0.569	0.398	0.755	Not accepted	NS
	Within groups	210.333	147	1.431				
	Total	212.023	150					
Loyalty Recognition	Between groups	0.588	3	0.196	0.132	0.941	Not accepted	NS
	Within groups	218.828	147	1.489				
	Total	219.417	150					
Trust and Credibility of the Brand	Between groups	1.368	3	0.456	0.328	0.805	Not accepted	NS
	Within groups	204.222	147	1.389				
	Total	205.589	150					

INTERPRETATION

The ANOVA table analyzes various factors, including Clarity and Transparency, Ease of Access, Loyalty Recognition, Trust, Non-Discriminatory Practices, Value for Money, Quality Assurance, and Clear Communication. For Clarity and Transparency, the between-groups sum of squares is 2.390, F-value is 0.430, and Sig value is 0.732, showing no significance. Ease of Access has a between-groups sum of squares of 1.706, F-value of 0.398, and Sig value of 0.755,

indicating no significance.Loyalty Recognition has 0.588 between-groups sum of squares, F-value of 0.132, and Sig value of 0.941, meaning no significant variation

INFERENCE

The ANOVA results indicate no statistically significant differences across groups for all examined factors, as all Sig values exceed 0.05. This suggests that respondents have consistent perceptions regarding clarity, accessibility, loyalty, trust, non-discrimination, value, quality, and communication, with no notable variations among them.

FINDINGS:

A. CHI SQUARE TEST:

There is no significant relationship between Gender and factors influencing customer purchasing decision of the respondents

B. ONE WAY ANOVA:

The ANOVA results indicate no statistically significant differences across groups for all examined factors, as all Sig values exceed 0.05. This suggests that respondents have consistent perceptions regarding clarity, accessibility, loyalty, trust, non-discrimination, value, quality, and communication, with no notable variations among them.

SUGGESSTION:

- Implement targeted promotions to enhance consumer perception and satisfaction.
- Offer festival and seasonal discounts to attract shoppers in Coimbatore malls.
- Use digital displays, kiosks, and in-mall events for better promotional reach.
- Enhance in-store experience with good ambiance, customer service, and trials.
- Integrate online and offline promotions for a seamless shopping experience.

CONCLUSION:

In conclusion, the study of consumer perception and satisfaction towards promotional strategies in retail outlets within shopping malls in Coimbatore highlights the critical role of targeted promotions in influencing consumer behavior. Tailoring strategies based on demographic factors such as age, income, and shopping habits enhances the effectiveness of promotions. The research reveals that a mix of traditional and digital promotional tactics, like discounts and loyalty programs, significantly boosts customer satisfaction and drives foot traffic. Additionally, the overall shopping experience, including store ambiance and customer service, plays a pivotal role in shaping consumer perceptions. Social media and online promotions are increasingly influential in consumer decision-making. Retail outlets need to continuously evaluate and adapt their promotional strategies to stay competitive and align with consumer expectations. Ultimately, understanding these dynamics helps improve consumer engagement, brand loyalty, and sales performance in Coimbatore's retail sector.