

An executive summary of the final report of work done on the Minor Research Project of Ms Mamatha, entitled "A study on customer perception, expectation and satisfaction towards shopping malls in Bangalore and Mangalore", sanctioned by UGC, vide sanction letter No. 1445-MRP/14-15/KAMA002/UGC-SWRO, dated: 4.2. 2015.

EXECUTIVE SUMMARY

Shopping malls represent the latest trend in shopping. Mall culture is considered a major change in the life style of Indians, as shopping is no longer an activity of purchasing goods but also considered a status symbol and one-stop retail solution .The shopping malls are evolving to meet the changing needs and wants of consumers. Customers differ to a large extent in their perception, expectation and satisfaction and are erratic too while selecting a retail shop and products which must be studied and analyzed. Customers are being influenced by many factors that lure them into having a shopping experience at the shopping malls. Customer experience has evolved to include a new set of expectations, and these expectations are forcing retailers to rethink strategies and tune up execution. Several studies have been taken up in the past and these studies have revealed that there is still more to be uncovered in this retail marketing area especially in Mangalore and Bangalore city. The objective of the study titled, “a study on customer perception, expectation and satisfaction towards shopping malls in Bangalore and Mangalore” is to identify the level of customer perception, expectation and satisfaction towards the various dimensions of shopping malls. The paper mainly focuses on 8 dimensions of shopping malls viz location and ambience, product, price, promotion, additional services, facilities, community development services and customer care services based on which customer perception, expectation and satisfaction level is analyzed. The results of the study reveal that factors such as spacious parking facility, prompt customer service, wide variety and availability

of products, quality of products, reasonable price, charity and celebrity events, kids oriented activities, seasonal celebration, discounts and offers, reward points and entertainment in the mall attract more customer traffic to the malls and gives maximum satisfaction to the customers.