

## **A Comparative Study of Consumer Shopping Delight at RMZ Galleria Mall, Yelahanka with Well Established Organised Retail Shops in Bengaluru North**

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### **Abstract**

Bengaluru north largest RMZ Galleria mall, inaugurated on 17 August 2018, by renowned actor Mr. Yash, opened for shopping of best assorted branded textiles, FMCG products, groceries and entertainment to customers. Since it started operating the well established departmental stores, super markets, hyper markets and big organized retail shops operating since many years in and around Yelahanka & Bengaluru north, are facing lot of competition.

Many factors influencing consumer buying behavior such as income, savings, investment, expenditure, demand, attitude, perception, education, lifestyles and standard of living are changing rapidly due to developments in Bengaluru city. Bengaluru city consumers employability, increased earning ability, spending power and changing lifestyles are assisting consumers to take sound shopping decisions and enjoy high shopping delight.

RMZ Galleria mall has become favorite shopping mall in Bengaluru north region by increasing consumer delight in terms of product quality, quantity, best brand, choice, consistency, convenience, deals, offers and services under single roof and thereby reducing money, time, effort and risk of consumers.

Number of customers visiting RMZ Galleria mall for shopping are increasing day by day which is creating lot of competition to nearby well established organized retail shops. The study was conducted to compare and analyze the type of customers, products offered, services rendered and to find out the customer delight while shopping at RMZ Galleria mall with well established organized retail shops in Bengaluru north.

**KEYWORDS:** RMZ Galleria mall, Organized retails, Consumer delight, FMCG products.

#### **IMPORTANCE OF THE STUDY:**

The great Indian mall boom began in the early 2000s, with just three malls in existence in the entire country. Despite many hiccups, including the recession of 2007-08 and the advent of e-commerce businesses, the number of Indian mall started increasing rapidly. By 2017 end there were more than 600 operational malls across the country. Interestingly, more than 30 new shopping malls covering nearly 14 million sq feet of area are expected to come up across top eight cities by 2020.

Bengaluru is considered as one of the best city for shopping in India. There are more than 70 malls operating in Bengaluru. The most popular and largest shopping malls such as forum neighborhood mall- Whitefield, Forum Koramangala mall- Koramangala, UB City mall- Vittal Mallyaraod, Garuda shopping mall- Ashok nager, Inorbit mall-Whitefield, Orion malls are those which are attracting large number of shoppers in Bengaluru. Yelahanka is a suburb of 15 km north of Bengaluru city in the state of Karnataka and one of the zones of BBMP. It is older than the Bengaluru city which has now overgrown engulfing many of its neighboring villages and towns.

As of 2011 of India census, Yelahanka has the population of 3 lakhs. male constituted 54% of the population & female 46%. The literacy rate was 75% higher than the national average of 59.5%, male literacy was 80% and female literacy was 68%.

Rapid urbanization, digitization, employability, literacy rate, increasing disposable incomes and lifestyle changes of the middle class people are leading to major revolution in the development of malls in Bengaluru.

Bengaluru north largest RMZ Galleria mall has best assorted branded textile shops such as Lifestyle, Reliance trends, Max, And, BIBA, Soch, LEVI'S, Allen Solly, LOUIS PHILIPPE, Hush Puppies, Baggit, LAVIE, global desi, pepe jeans and many more.

SPAR hyper market has spacious area to provide groceries, fruits, vegetables and FMCG products with on line shopping facility. Fun city of RMZ Galleria mall with largest play area attracts large number of kids which enhances kid entertainment and delight.

INOX, big screen with 3D experience, large no of seating, sound quality, & picture quality attracts large number of youngsters and family for movies. Orange chimney, Desi street, masala kitchen, Nagas, Berger king, SPAR kitchen etc are the best restaurants / fast food centers with both north and south Indian tastes attract large number of food seekers.

Ample car & two wheeler parking facility with safety & security attracts visitors from all over Bengaluru without any problem in parking their vehicles.

The study was conducted to know the buying behavior, consumer choice & delight, types of products & facilities offered by RMZ Galleria mall and different retailers in Bengaluru north region. This study was conducted for understanding different perception, attitude and behavior of consumers of RMZ Galleria mall with well established organized retail shops.

#### OBJECTIVES OF THE STUDY:

1. To find reason for growth of organized retail shops and mall in Bengaluru city.
2. To analyze the type of products demanded by consumers in different retailers and RMZ Galleria mall.

3. To study the impact of RMZ Galleria mall on well established organized retail shops in Bengaluru north.

4. To identify the competing factors of different retail shops to suggest the suitable remedy to increase sales.

**METHODOLOGY OF DATA COLLECTION:**

The present study is based on primary data as well as secondary data.

Primary data: Primary data has been collected from 100 respondents selected by random sampling method. 50 Consumers visiting RMZ Galleria Mall and 50 Consumers visiting big organized retail shops such as More located at Sahakarnager and Big Bazaar, located at Bhadrappa layout were interviewed to collect the primary data. Data collected through survey and interview were analyzed and presented in tables. For analyzing the data, statistical tools like percentage method is used. The inferences were drawn on the bases of primary data collected.

The secondary data is collected from various newspapers, internet, websites etc.

**LIMITATIONS OF THE STUDY**

1. The study was restricted to comparative analysis of customers of RMZ galleria mall with well established Big bazaar, located in Bhadrappa layout and More, located & operating in Sahakarnager since many years in north Bengaluru.
2. The comparative study could not cover other organized retail shops in yelahanka such as, Reliance fresh, Loyal city, Royal mart, Nilgiris, located in Yelahanka, Reliance digital, footprints & trends and many more located in north Bengaluru attracting large number of customers every day since many years.
3. The study was restricted to visitors of RMZ galleria mall, More and Big Bazaar in the month of april 2018 only.
4. The study was restricted to response collected from 100 customers only.

Comparative analysis of the study: Organized retailing refers to the trading carried out by licensed retailers such as hypermarkets, super markets, specialty chains, departmental stores & malls.

Table no-1: showing the comparative study of RMZ galleria mall and 9 selected organized retailers in Yelahanka and Bengaluru north region in detail:

Organized Retailers	Location	category	Branded stores / dealers in
1. RMZ Galleria mall	Yelahanka, Bengaluru.	Super market (Mall)	Branded textiles, shoes & leather products, FMCG products of best brands, groceries, fruits & vegetables, home furnishings & decorative, kids toys & play area, Inox theaters etc
2. MORE	Kodigenalli,	Hyper market	Electrical and electronics,

	Bengaluru.		branded textiles, shoes & leather products, FMCG products of best brands, groceries, fruits & vegetables, kids toys, home furnishings & decorative etc
3. Big bazar	Bhadrappa layout, Hebbal ring road, Bengaluru.	Departmental store	Electrical and electronics, branded textiles, shoes & leather products, FMCG products of best brands, groceries, fruits & vegetables, kids toys, home furnishings & decorative etc
4. Loyal city	Yelahanka new town, Bengaluru.	Super market	FMCG products of local brands, groceries, fruits & vegetables, small electrical and cooking appliances.
5. Royal mart	Yelahanka new town, Bengaluru.	Super market	FMCG products of local brands, groceries, fruits & vegetables, small electrical and cooking appliances.
6. Nilgiris	Yelahanka new town & judicial layout Bengaluru.	Super market	FMCG products of best brands, groceries, fruits & vegetables.
7. Relience fresh	Yelahanka new town, Bengaluru.	Super market	FMCG/ products of best brands, groceries, fruits & vegetables.
8. More	Yelahanka Upanager Bengaluru.	Super market	FMCG/ products of best brands, groceries, fruits & vegetables.
9. More	Yelahanka old town, Bengaluru.	Super market	FMCG/ products of best brands, groceries, fruits & vegetables.
10. Relience: Digital, Footprints and Trends	Sahakarnager and Bhadrappa layout, Bengaluru.	Super market and retail shop	Electrical and electronics, shoes & leather products. and Branded textiles.

Table no-2: Number of respondents response collected from different retail shops:

Types of Retail sectors	Number of respondents
1. RMZ Galleria mall	50
2. Well established organized retail shops (More and Big Bazaar)	50

Total	100
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Table no-3: Age group of customers visiting RMZ Galleria mall and well established organized retail shops for shopping:

age group	RMZ Galleria mall		Well established organized retail shops	
	Number of respondents	%	Number of respondents	%
18-30 years	15	30	12	24
30-40 years	20	40	18	36
40-50 years	12	24	15	30
50 years and above	3	6	5	10
	50	100	50	100

From the above table it can be analyzed that, the maximum number of respondents visiting RMZ Galleria mall and well established organized retail shops for shopping belongs to 30-40 years of age group. While the minimum number of respondents visiting RMZ Galleria mall and other organized retail shops for shopping belongs to 50 above years and a years of age group.

Table No-4: Type of customers response collected from RMZ Galleria mall and Well established organized retail shops:

Type of customers	RMZ Galleria mall		Well established organized retail shops	
	Number of respondents	%	Number of respondents	%
1. Foreign customers	2	4	0	0
2. National customers	4	8	1	2
3. State customers	6	12	3	6
4. Bengaluru and Bengaluru rural taluk	12	24	5	10
5. Local customers	26	52	41	82
Total	50	100	50	100

From the above table it can be analyzed that, out of 50 respondents, maximum number of respondents that is 52% visiting RMZ Galleria mall & 82% of the respondents visiting well established organized retail are local customers only. People from Bengaluru

& Bengaluru rural constitute 24% and 10% respectively. While very less number of visitors for both are foreign customers.

Table no-5: Showing the income group of respondents:

Income group	RMZ Galleria mall		Well established organized retail shops	
	Number of respondents	%	Number of respondents	%
Below 10000	1	2	4	8
10000-25000	9	18	10	20
25000-50000	15	30	18	36
50000-75000	12	24	7	14
75000-100000	8	16	6	12
100000 & above	5	10	05	10
Total	50	100	50	100

From the above table it can be analyzed that, maximum number of customers visiting both RMZ Galleria mall and well established organized retail shops belongs to 25000-50000 income group and minimum number of customers visiting both RMZ Galleria mall and well established organized retail shops belongs to below 10000 income group.

Table No-6: showing the customers visiting RMZ Galleria mall and well established organized retail shops for shopping different types of products and services:

Types of products/ services	RMZ Galleria mall		Well established organized retail shops	
	Number of respondents	%	Number of respondents	%
1. Groceries, fruits & vegetables	11	22	15	30
2. Textiles/ Garments	8	16	13	26
3. FMCG products	6	12	10	20
4. leather products	2	4	3	6
5. Electrical appliances	1	2	4	8
6. kids toys	3	6	4	8
7. movies/entertainment	5	10	0	0
8. Kids games	7	14	0	0
9. Restaurants	7	14	1	2
Total	50	100	50	100

From the above table it can be analyzed that out of 50 respondents, maximum number of customers are visiting RMZ Galleria mall, for shopping groceries, fruits

&vegetables (at SPAR Super market), textiles/ garments at 22%,for kids play area to play gamesat 16% andto INOX theaters to watch movies at14% each respectively.

However, minimum number of customers are visiting RMZ Galleria mall, for shopping electronic appliances, leather products and to buy kids toys are at 2%, 4% and 6% respectively.

Maximum customers visiting well established organized retail shops are for shopping groceries fruits & vegetables at 30%, textiles/ Garments at 26%, and FMCG products at 20% respectively.

However, minimum number of customers visiting well establishedorganized retail shops,to have snacks at bakery is at 2%, for shoppingleather products at 6%, and electronic appliances and kids toys at 8%.But none of the customers are visiting well established organized retail shops for movies/entertainment and amusements/ games, since these services are not available / provided by them.

Table no 7: showing the consumer delight in products mix offered and services rendered.

Product mix offered / services rendered	RMZ Galleria mall		Well established organized retail shops	
	Number of respondents	%	Number of respondents	%
1. Best quality	32	64	24	48
2. Brand availability	46	92	38	76
3. Product assortment	35	70	42	84
4. Product guarantee and warranty	27	54	25	50
5. Sales after service	12	24	19	38

(Total number of respondents 50 in each division)

From the above table we can analyze that Maximum number of respondents that is 92% were of the opinion that in RMZ Galleria mall there are large verity of best branded product availability and only 24% of the respondents has opinion that sales after service is very less.

While 84% of the respondents were of the opinion that largest product assortments are available in well established organized retail shops and only 38% of the respondents has opinion that sales after service is very less.

Table No8: Showing the customers delight in price & promotion related factors.

Price & promotion related factors	RMZ Galleria mall		Well established organized retail shops	
	Number of respondents	%	Number of respondents	%
1. Price convenience	12	24	23	64
2. Best quality for price	38	76	42	84
3. Discounts & offers	15	30	35	70
4. Advertisement about discounts & offers	8	16	26	52
5. Convenience of payment	47	94	34	68
6. Convenience of mode of payment	48	96	43	86
7. Bargaining possibility	3	6	0	0

(Total number of respondents 50 in each division)

From the above table we can analyze that, majority of the respondents that is more than 90%, were delighted with the Convenience of payment & Convenience of mode of payment in RMZ Galleria mall while making payment. Very less respondents were satisfied with the advertisements on discounts and offers.

However majority of the respondents that is 84%, were delighted with the best quality products for price offered by well established organized retail shops

Table no-9: showing the payment facility provided to customers for easy shopping:

Payment facility	RMZ Galleria mall		Well established organized retail shops	
	Number of respondents	%	Number of respondents	%
1. Cash	8	16	20	40
2. Cheque	0	0	0	0
3. Master card	5	10	3	6
4. Visa card	6	12	3	6
5. Credit card	9	18	6	12
6. Debit card	13	26	11	22
7. Pay tm	5	10	4	8
8. Mobile wallet	4	8	3	6
Total	50	100	50	100

From the above table it can be analyzed that, cash payment and other modes of payments such as cheque, master card, visa card, credit card, debit card, mobile wallet and paytm facility for easy payment were accepted in both RMZ Galleria mall and well established organized retail shops.



Maximum number of customers that is 26% used debit card for shopping RMZ Galleria mall while 40% of the customers in well established organized retail shops, felt convenient to make payment in cash.

None of the respondents used cheque for shopping in neither RMZ Galleria mall and nor in well established organized retail shops.

Findings and suggestions:

1. RMZ Galleria mall is offering world's best brands available to its high income group customers, while established organized retail shops are providing product assortments for its customers is increasing choice and attracting both middle and high income group.
2. Kids play area, and restaurants and theater facility provided by RMZ Galleria mall is attracting large number of entertainment seekers.
3. Clean spacious corridors, hygiene rest rooms, elevators & escalators and ample modern car parking technology, provided by RMZ Galleria mall is attracting large number of visitors.
4. With little advertisements RMZ Galleria mall can still attract large number of customers.

Conclusion:

RMZ Galleria mall, More and Big Bazaar are attracting large number of customers in competition by providing wide variety of customer delight while shopping to residents of north Bengaluru.

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