

Customer Service as A Tool to Trigger Customer Satisfaction and Loyalty at shopping malls in Pakistan

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Abstract

The objective of this research is to investigate the relationship and impact of services offered by shopping malls on customer satisfaction and loyalty towards selection of shopping malls. The research is primary in nature and data is collected from 400 customers using random sampling technique. The research is Quantitative, and explanatory based on selected variables related to services of shopping malls and the customer loyalty is evaluated. This Quantitative research used Basic Customer Services (BCS), Incentive based Customer Services (ICS), Facilitative Customer Services (FCS), Customer Services for Price (CSP), Customer Services for Children (CSC), Customer Services for Atmosphere (CSA), Information Customer services (ISC) as independent variables and Customer Services and Loyalty is dependent variable. The value of Confidence Interval 95% explicates that at probability value less than 0.05 the variables is significant and having significant relationship with customer satisfaction and loyalty. The correlation Analysis shows the direct and positive relationship of selected variables with customer's satisfaction and loyalty and regression analysis also revealed that there is a significant impact of these variables on customer satisfaction and loyalty. The environment, informative, and services of atmosphere and entertainment facilities for children are significant predictors. The research results recommend that shopping malls should establish these facilities to attract customers and increase the sales of brand and popularity of shopping malls.

Keywords: *Customer Satisfaction and Loyalty, Services offered by shopping malls, Shopping-malls in Pakistan.*

Introduction

Customer Satisfaction is very important factors considered by marketers. The shopping malls provide services to customers to increase customer attraction to visit shopping malls. The services provided by malls increase the customer satisfaction and hence increase customer loyalty. Consumers mainly focus on convenience factor but pleasant environment, social gathering, innovation, creativity make them to stay with this environment. So, shopping malls are getting more advantage by growing their sales and increasing profit margins and resultantly businesses grow and chances for the economic growth also increase. Better environment in shopping malls not only increases economic benefit but also the emotional benefits which is enhances customers satisfaction (Williams, 2006).

Shopping Malls are increasing to meet the huge requirement of goods and ever-changing customer preferences. Therefore, as the demand increasing so the shopping malls are also revisiting and working on their strategies to cater more clients and they are applying multiple marketing strategies to make an effective selling. They are trying to cater customer needs as well as working on strategies to gain attention of the customers. They are working on different attributes to create values for the shopping malls like convenience, mall environment, ambiance, presence and most importantly the quality of services (Wong et al., 2012; Singh & Parashar, 2013).

Literature Review

There are many factors which are affecting our life style in which the living standard is one of the most important of them. Living standard means our social status, changing norms and redefined values. Thinking perspective and preferences have changed. Previously, people used to think about their basic need then they started going after their wants. But now a day, needs changed into wants and wants changed into need. Now not only mentality is changed but overall environment has changed. The perception about needs and wants has changed. Modern living standard has completely changed the concept of customers satisfaction. So, according to customers perspective every type of service and product is being changed and modernized.

There are some various essential factors which have changed the mentality of customers. Previously shopping malls were meant to serve the basic buying needs and shops of different natures were available at one spot which satisfied customers' needs by convenience. Now, the concept behind shopping malls has totally changed and traditional shopping malls have

been fully advanced where customers traffic is also increased because of new fashion and availability of latest and modern items. In modern days, the demand of most modern items has become the basic need of every individual and preference is given to the fashionable things. According to the scenario, shopping malls are equipped with advanced facilities providing for extra needs of customers with pleasurable environment.

Take an example of America; In 1920s, there were lots of malls where people used to come for purchasing due to attractive ambiance and environment of social gathering. Peoples come in the mall for purchasing and also for having a social get together. Now a days, most of the time, customer come to spend more time in shopping malls instead of sitting home.

Technology advancement and creativity has changed the mind of the consumers whereas malls become more advanced to cater the criteria of the customer (Brown,1992; El- Adlv, 2007). Due to this situation, we give value to our social, norms, values and status and it becomes our first priority. Each individual wants to have their own status and value. In this perspective, if we do not follow or consider this trend that would affect our generation and it will create generation gap. We are living in the modern world; we have to look after positive aspects as well as negative aspects and although it would be highly expensive if we accept this environment because of low buying power but eventually it would impact on our society. So, if the malls are applying this strategy to explore themselves so they need to have some bumper offers to cater those customers who have low buying power ultimately it would create positive impact in the mind of the consumer.

In Indonesia, where the economy is on peak in Southeast Asia with large number of domestic market and huge population around 250,585,668 but the economy is controlled by the Java Island. Now, if we are looking towards divided rule Jakarta area which is around 16.5% of total economic growth, East Java which is around 15.21% and West Java 14.05%. Within these regions or areas, capital cities are representing the Indonesia Economic Development like Jakarta, Bandung and Surabaya. These areas are well developed due to the support of government capitals, business around districts, some corporate headquarters and most importantly shopping malls.

Changing Customer Preferences and Loyalty

A customer preference has been modified now a day because of change in the environment and living standards with modern experiences. Designing and Fashion has boost up the businesses whereas the retailers are taking advantage from these experiences in terms of large

number of selling products. Hence, shopping malls become more advanced in the technology whereas creativity has risen up the sales in the shopping malls and pleasurable environment make the mind attractive towards the products. Consumer mainly focused on convenience factor and pleasant environment, opportunity of social gathering, innovation and creativity made them to stay with this environment. So, shopping malls are getting more advantage by increasing their sales and high profit margin but alternatively as businesses are growing and chances for the economic growth is also increasing and it is helpful for the economic benefit as well as emotional benefit which is created by the customers (Williams, 2006). Shopping Malls are also increasing day by day to meet the huge requirement of goods and changing customer preferences. Therefore, as the demand increasing so the shopping malls are also working on their strategies to cater much more clients and they are applying multiple marketing strategies to make an effective selling. They are trying to cater customer needs as well as working on strategies to gain attention of the customers. They are working on different attributes to create values for the shopping malls like convenience, mall environment, ambiance, presence and most importantly the quality of services (Wong et al., 2012; Singh & Parashar, 2013).

It is noticed that customer preference will be a place where they find a place for transactional purposes like buying goods or services as well as social gathering with the emotive touch ups and shared experiences (Abaza & Hamwey, 2001). According to the scenario, if the need is to be fulfilled by the shopping malls, the new expectation is being generated on the spot. Competition is on peak position which drives the psyche of the customer and makes them to feel a difference among shopping malls (Kim, Christiansen & Feinberg., 2005). A customer preference has been modified now a day because of change in the environment and living standards with modern experiences. Designing and Fashion has boost up the businesses whereas the retailers are taking advantage from this situation in terms of large number of selling products. Hence, shopping malls become more advanced in the technology whereas creativity boom up the sales in the shopping malls and pleasant environment make the mind attractive towards the products. Consumer mainly focused on convenience factor but pleasant environment, social gathering, innovation, and creativity made them to stay with this environment. So, shopping malls are getting more advantage by gaining their sales and high profit margins (Williams, 2006).

If we are looking towards the attributes, these are driven by the need of the consumers and shopping malls are playing role to creating the image in the mind of the customers. In the

previous studies on shopping malls, it has been observed that the major chunk of customers was attracted through few essential factors like services quality, convenience, physical appearance and most importantly environment in the malls (Wong et al., 2012; Singh & Parashar, 2013). Convenience is one of the most important factors in the case of shopping mall because people always prefer to go for shopping at nearest point where they can buy each and everything at one place. So, the convenience is on high demand, and it can be examined by getting updates of frequent visitors. Strategic location and operating long hours create a convenience factor for customers and regular visitors create positive impact among customers and it proves that it is one of the important factors which attract customers for regular visits (Richbell & Kite, 2007). According to the analysis, there are some other sub-attributes also, like lift and escalators and floor plans which are basically internal attributes of shopping malls especially for the customers which will be easier for them to buy each and everything without any difficulty while visiting the shopping mall. The main objective of the shopping mall is to convert wants into needs where visits to shopping malls are more effective and efficient for customers. Customers prefer their convenient places for purchasing of goods and where the need is to be satisfied and they become regular visitors of a particular mall (Ahmad, 2012). Hence, it is proved that convenience factor is one of the influential factors in terms of consumer satisfaction (Denis et al., Kim et al, 2005).

Factors Affecting Consumer Loyalty

Shopping environment of malls is one the major factor in terms of customer satisfaction because this attribute enhances consumer mind to intact with this environment which gives benefit to the shopping mall by gaining customers' emotional attachment (William, 2006). Meanwhile, emotional factor also contributed at a very large scale in which customer were emotionally attached with pleasurable environment of malls. When we are talking about emotional factor, ambiance is one of the essential parts of emotional variables and shopping malls are getting advantage of this factor by adding more values in it (Yiu & Yu, 2006). Environment is counted as one of competitive tool for the shopping malls because it creates a positive impact to facilitate customers and to enhance their satisfaction level with the increase of visual levels that leads to the customer satisfaction level (Pullman & Gross, 2004; Kworthnik & Ross, 2007). In Pakistan, there are lots of shopping malls which have improved their facilities to increase customer convenience level like Atrium Mall in which there are so many shops are available, even food chain with children play area and cinema for the

entertainment. These kinds of activities attract consumer to visit regular and engage them in entertainment activities.

According to the analysis, there are also some other sub-attributes like lift and escalators and floor plans which are basically internal attributes of shopping malls especially for the customers which will be easier for them to buy each and everything without any difficulty while visiting the shopping mall. Customers prefer their convenient places for purchasing of goods and where their needs are satisfied and they become regular visitors of a particular mall (Ahmad, 2012). Hence, it is proved that convenience factor is one of the influential factors in terms of consumer satisfaction (Denis et al., Kim et al, 2005). There are some environmental issues attached to customer visits like huge crowds with different cross-cultural groups, behavioural issues, nonidentical things are surrounding them and customers have to keep themselves protective. Security also plays major part while customers roam around every corner of the mall to check and find unique items. Due to huge crowd, there is a problem of suffocation availability of light, control of temperature and if the architecture is designed according to prevent all negative aspects. These kinds of protections are being followed by the shopping mall because customer focus is the main priority for each business. So, if the environmental issues are to be solved it would definitely keep positive impact in the mind of customers and they will feel comfortable to remain relaxed in shopping malls. (Waker & Wakefield, 1998). Few malls take advantage by gaining customer intention at any point where others lack on it.

Tenants are also a part of the shopping mall because they are playing major role while interacting with parties or customers. They are showing the presence of the shopping mall (Yilmaz, 2004). Meanwhile, if we are going to analyse the tenant's presence, it can be shown by customer purchasing decision like regular customer of particular products (Brucks et al, 2001). Customer psyche is very much important to understand. It totally depends upon consumer intention towards purchase decision which is based on satisfaction. If the customer is satisfied with brands, then definitely, he or she will purchase again. Trust is the main factor which is derived from the loyalty services. In shopping mall, customers are trying to get those things which are very much reliable or with well-known brands. Brands always attract consumer because of trust and reliability (Ahmad, 2012). Tenant presence basically shows that brand is reliable according to the consumer preferences (Uniyal & Gandhi, 2007).

Many of the customer are visiting shopping mall just for the sake of entertainment and hang out with their families. In Indonesia, most of the families are going towards the shopping mall not for the purpose of shopping but just to have social gathering and interaction because they belong to collectivist culture. In this way, where customer feel comfortable to have spent more time in the mall, it means they are fully satisfied with the quality services which are being provided to them and it is also clear that need and expectations are also fulfilled (Zeithaml et al, 2006). Customer satisfaction can be evaluated by many ways but emotional touch with the brand ensures the intention of the consumer to buy the products and services (Cronin et al., 2000). There are several variables which are easily definable about customer interaction and satisfaction with the brands. Physical appearance of the customer talks about the psyche either he or she will buy products or not (Wong et al, 2012).

Factors Impacting Consumer Loyalty towards shopping malls

The consumer loyalty is derived by many factors like environment, convenience in terms of location, services, and brands. The consumer loyalty is developed when they feel satisfaction from all the services, image, variety and environment of shopping malls. The shopping malls work for customers' attraction to attract them for visits, as customer visits they buy and involve in buying decision for different stores towards the different products. Outlets market their products and brands, but shopping malls also improve their image by adding the various factors such as sales people for guidance, colour and lighting arrangements, general ambience, music, sources of enjoyment and so forth. The consumer loyalty is derived from the environment, convenience, brand diversity, and shoppers' satisfaction and loyalty.

Environment

The atmospherics of a mall are very important due the fact that these features act as environmental signs that consumers use to imply the quality of a shopping mall. These environmental atmospherics can bring change in consumers' attitude and behaviour (Kent, 2007). Colour and lighting on the other hand also play a significant role on the emotional situation of the consumers. Ambience, interior and exterior designs, shops layout, interior displays, space, signs/symbols, and chosen fragrance factors play a key role in attracting the consumers and creating an exclusive environment within a mall (ibid, 2007).

Accessibility and Convenience

Accessibility and convenience are also significant features offered by a mall. Accessibility can be divided into two parts: macro-accessibility and micro-accessibility. Macro-accessibility refers to the proximity of the mall from the consumer's place of residence or work and road conditions leading towards the shopping center. Whereas micro-accessibility refers to the parking facilities and ease of navigation within the shopping malls (Bridson, Evans, and Hickman, 2008).

Services Quality

The service quality is also an important feature of the services offered by shopping malls. The consumer perceptions regarding services quality are different due to variety of factors, that include the people attitude, cleanliness, lighting, temperature as part of services quality. Cronin and Taylor (1992), investigated and found that purchase decisions are made on services quality which is closer to people attitudes, guiding about stores, brands, and services at shopping malls. The decor and layout of shopping malls and stores are very important to affect the customer decisions and deriving forces to evaluate customer services.

Shoppers' Satisfaction

The consumer satisfaction towards the shopping malls is dependent upon various factors which include the purchase decisions, type of customers, and experience of different shopping malls. Furthermore, the satisfaction of customers derived from the services offered by shopping malls include the quality of products, brands variety, location, view of malls, and flexibility in purchasing. Shopping malls create the customer attraction to gain the customer satisfaction and organizational growth.

Dimensions of Shopping Experiences and Consumer Loyalty

For better understanding the shopping experience, the research previously available are clustered into three key dimensions. These three dimensions are (1) execution related excellence, (ii) expediting, and (iii) problem recovery. These and further subdivisions of these dimensions are discussed below.

Execution related excellence. There are certain factors which are related to this dimension. These factors include convenience for shopping, physical structure of the mall and stores inside, staff attention and polite behaviour towards the consumers. Not only then

the adult customers prefer such shopping malls which have the above features, but teenagers also feel delighted to visit these shopping malls where they find friendly and welcomed atmosphere (Wilhelm and Mottner, 2005). The customers wanted such kind of malls which provide them a complete package of services such as entertainment options and attractive shop structures.

Expediting. Expediting refers to the term in which customers are getting the quick services during their shopping process. Retailers are to realize that along with marketing the things, it is also required them to understand that how they are getting the things done (Terblanche and Boshoff, 2006). The face-to-face contact of the retail staff and the consumers is of utmost importance since it significantly impacts the time consumed on shopping process. The staff is required to pay close attention and immediate services to the consumers in order to make customers feel comfortable for being helped during the shopping (Molina and Saura, 2009). Customers revisit the stores time and again where the sales staff is of good manners, and cooperative to the consumers. This add up into the success of the retail shops that further leads to being the success factor for the shopping mall (Ghosh, Tripathi and Kumar, 2010).

Problem recovery. This dimension connotes to help in improving the services, solving the problems, compensating and to make sure that the consumers become satisfied. The policies set by the shops include the extended shopping hours, return or exchange facilities, to deal with complaints, and providing the payment options to the consumers (Dickson and McLachlan, 1990). The key features of a store in organized shopping settings include after sales service, effective system for complaint resolution, and easy product return policy which generate positive attitude in the consumers for that shopping mall (Raut and Das, 2011).

Ambience factor. Ambience is comprised of various factor which affect visitors' senses. These elements include noise, fragrance, lighting, temperature, music, and air quality. Although the mentioned elements are not the primary services of the mall to offer, but their absence can significantly affect the consumers which otherwise make them feel uncomfortable. The retention of customer is challenging task for the marketers. The repetitive visits and buying shows the consumer loyalty towards shopping malls and specific brands. The preferences towards shopping malls are due to marketing efforts and brands recognition. In particular, loyalty may be defined as a customer's intention or predisposition to purchase

from the same organization again (Edwardson et al., 2000). The shopper's loyalty towards shopping malls depends upon image, ambient, facilities, services, environment and social factor are become very important. There is a major impact on the consumer responses with relation to the atmospheric music. Customers react differently to different type of music. Their preference toward music is specific that can influence customers overall satisfaction. It was found in a study that when slow music is played, customers move slowly, and spend more time and money in a supermarket (Milliman, 1982). Under classical music the customers prefer expensive merchandise (Areni and Kim, 1993). The level of background music affects buyer's behaviour and the time they spend in the mall (Herrington, 1996).

Aroma. The customers' perceived value is significantly influenced due to pleasant ambient fragrance. Moreover, the customers also spend more time in the store due to pleasant odor (Kumar, Garg, and Rahman, 2010). Also, in a scented conditions it influences on the emotions of the consumers pleasure, arousal and making them feel that they have spent less time in a store as compared to non-scented environment (Spangenberg, et al., 1996).

Aesthetic factor. The aesthetic factor includes a variety of elements such as the decor, the interior designs, decoration of the ceiling and walls, colour schemes used, plantation and pictures or paintings used and architectural structure. The customer observes these features and evaluate the quality of the servicescape of the mall (Wakefield & Blodgett, 1996). The architectural structure and decor influence customers positively to stay in the shopping mall (Wakefield and Baker, 1998) and spend more. Colour on the other hand is also an important element which influence trust and selection of the store. As compared to green ambient, the blue ambient colour influences trust among the customers, hence colour plays a significant role on consumers' emotional pleasure which leads to decision making (Lee and Rao, 2010).

Signs and symbol. Here it means signage and décor. This is done in order to help the customers to find their desired places (stores, washroom and etc), to inform them about something, or to enhance certain image. There was a positive relationship between the consumer patronage and signs and symbols (Simpeh, Nasiru and Taiwah, 2011). Therefore, the clear signs and symbols result into a positive customer attitude and relatively higher spending (Newman, 2007).

Social factor. Here, in the service setting, by social factor means the interaction between customers and employees. This denotes to the appearance, gender, and the outfits of

the customers and employees. In a study it was found that when any service was failed and the salesperson was not dressed well, it could influence the customer very badly who would make negative perception about the store (Bitner, 1992). Furthermore, the customers perceived higher service quality if they were greeted by the professionally dressed up employees at the entrance of the store (Baker, Grewal, and Parasuraman 1994). Besides, the way of services delivered to the consumers were not only prompting the opinions of those consumers who received it, but also of those consumers who were observing the delivery of these services (Dube, Chebat, and Morin, 1995).

Cleanliness. In retail stores, cleanliness is found to be an integral part which leaves very strong impact on the consumers. At the places like shopping malls where customers spend many hours, cleanliness matters a lot. Besides, customers relate cleanliness with the quality of the services cape of the mall. In the food service industry, the most repeated reason behind the failure of a food chain was related to the problem of cleanliness issues (Hoffman, 2003).

Layout. In terms of malls, the layout refers to the way in which walkways, atriums, aisles, seating arrangements, hallways, and the entrance and exits are designed. The layouts of these features are very important since it affect consumers' comfort. The layout has a direct effect on the consumers' perception, their level of excitement, and indirectly effects on their revisit (Wakefield and Blodgett, 1996).

Variety. By variety means, the shopping mall that facilitates a wide range of brands availability and a variety of products in the stores attract more customers and generate excitement in the shoppers. Variety of the brands available influences on the selection of the mall, frequency of visits, and create shopping mall image among the customers. Moreover, the variety of food chains and entertainment options trigger consumer excitement and make them stay longer in the mall (Wakefield and Baker, 1998). Also, the wide range of products available at the mall also impact on the consumer loyalty (Ahmed, Ghingol, Dahari, 2007).

Research objectives.

- To identify the various factors affects the Customer Satisfaction and loyalty towards shopping malls.
- To analyse the relationship customer services provided by shopping malls includes services regarding environment, atmosphere, payments, children with satisfaction of customers and loyalty.

- To determine the impact of customer services provided by shopping malls includes services regarding environment, atmosphere, payments, children with satisfaction of customers and loyalty.

Research Questions

- What are the factors affecting the Customer Satisfaction and loyalty towards shopping malls?
- What is the relationship of customer services provided by shopping malls includes services regarding environment, atmosphere, payments, children with satisfaction of customers and loyalty?
- What is the impact of customer services provided by shopping malls includes services regarding environment, atmosphere, payments, children with satisfaction of customers and loyalty?

Hypotheses

- H1. There is significant relationship between Basic Customer Services of shopping malls and Customer Satisfaction and Loyalty.
- H2. There is significant relationship between Incentive Customer Services of shopping malls and Customer Satisfaction and Loyalty.
- H3. There is significant relationship between Facilitative Customer Services of ` shopping malls and Customer Satisfaction and Loyalty.
- H4. There is significant relationship between Customer Services about Payments of shopping malls and Customer Satisfaction and Loyalty.
- H5. There is significant relationship between Customer Services about children of shopping malls and Customer Satisfaction and Loyalty.
- H6. There is significant relationship between Customer Services for atmosphere of shopping malls and Customer Satisfaction and Loyalty.
- H7. There is significant relationship between Informative Customer Services of shopping malls and Customer Satisfaction and Loyalty.

Research Methodology

The research Paradigm is Post Positivism as research evaluates the testing of conceptual model based on primary quantitative research (Zikmund, 2011) where few variables are selected, and hypotheses are developed, and testing of hypothesis are performed. This has an

explanatory research design, and researchers explain the relationship between independent and dependent variable.

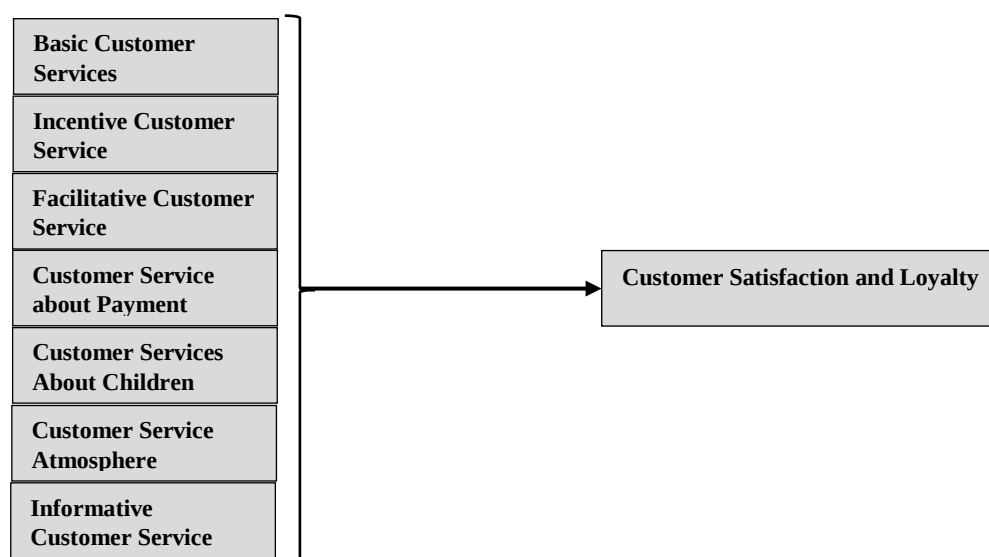
Population and Sampling Technique

The populations of this research are the customers, who visit shopping malls, and prefer various type of services and focus on better services. This research selected four best shopping malls in different locations of the city of Karachi servicing diversified class of customers. These shopping malls include the Hyperstar, Lucky one, Dolmen Mall and Ocean Mall. The Data was collected from a sample 400 customers from various shopping malls (Parker & Rea, 2011). The data sampling strategy is Probability and Simple Random Sampling is used to cover all the population of research.

Theoretical Framework

The research is Quantitative in nature and research is conducted based on the theory of customer Satisfaction (Bloemer and Ruyter 1998), which says that customer satisfaction is based on various components including the Quality and Price of Product. The model is based on constructs chosen by various empirical research available. The customer satisfaction relates with customer loyalty, if customer is satisfied and gets good services the loyalty of customer increases, in this context both the terms satisfaction and loyalty are considered as one variable in this research.

Figure 1: Conceptual Framework



Source: Adapted: (Finn and Louviere, 1996; Sit et al, 2003) and (Bloemer and Ruyter 1998).

Data Analysis and Discussion

The Shopping centres create value for customers in various aspects and increase customer satisfaction and loyalty. The customer satisfaction is based on better environment, facilities and services by shopping malls. There are various shopping malls in Karachi and offering variety of services in terms of products and brands availability, environment of shopping malls, entertainment facilities. The core constructs, the environment of Malls, location and products' availability are the key factors customers consider while visiting the shopping malls. This research conducted to evaluate the satisfaction of customers towards shopping malls is based on various services offered by the shopping malls. The customer services related to environment, payment, and children entertainment services, parking facility, informative services and so forth. The research was conducted by visiting shopping malls and collecting data from customers in person to evaluate various factors related to basic customer services, incentive-based customer services, facilitative customers services, informative customer services, services regarding environment, atmosphere and information for products and services. The data collected was processed through SPSS and analysed including reliability tests, correlation analysis, regression analysis and hypothesis testing. The basic t-statistics in regression analysis and probability value in correlation to evaluate the hypothesis.

Table 1: Demographics of respondents – Gender

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	232	58.0	58.0	58.0
Valid Female	168	42.0	42.0	100.0
Total	400	100.0	100.0	

The data was collected from the people who visit shopping malls. There are 232 males and 168 female participants of this research. The was collected from both gender so that have perspective of both can be considered regarding services offered by shopping malls.

Table 2: Demographics of Respondents - Age

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
16-25	40	10.0	10.0	10.0
Valid 26-35	212	53.0	53.0	63.0
36-45	148	37.0	37.0	100.0
Total	400	100.0	100.0	

Table 3: Level of Education

Education				
	Frequency	Percent	Valid Percent	Cumulative Percent
Undergraduate	8	2.0	2.0	2.0
Valid Graduate	192	48.0	48.0	50.0
Post-Graduate	200	50.0	50.0	100.0
Total	400	100.0	100.0	

The respondents were asked for their education level and it was noticed most of the respondents were either Graduate and Post Graduated degree holders

Table 4: Profession

Profession				
	Frequency	Percent	Valid Percent	Cumulative Percent
Student	38	2.0	2.0	2.0
Valid Business person	162	48.0	48.0	50.0
Private/Gov Job	200	50.0	50.0	100.0
Total	400	100.0	100.0	

Out of the sample, 38 are students, 162 are the people who are doing business and 200 respondents are doing private or government Jobs.

Table 5: Monthly Income

Monthly Income				
	Frequency	Percent	Valid Percent	Cumulative Percent
Below 20K	40	10.0	10.0	10.0
Valid 21K-40K	212	53.0	53.0	63.0
41-60K	148	37.0	37.0	100.0
Total	400	100.0	100.0	

The respondents are having different monthly income, it's also valuable to understand that people from different monthly income group have different purchasing power and habits, and different responses towards the services. 148 responded had a a personal income of more than about PKR 60,000 while 212 respondents had it less than PKR 60,000.

Table 6: Reliability Testing and Analysis

Variables	Items	Cronbach's Alpha
Basic Customer Services (BCS)	4	0.621
Incentive Customer Service (ICS)	4	0.676
Facilitative Customer Service (ICS)	3	0.641
Customer Service about Payment (CSP)	5	0.760
Customer Services About Children (CSC)	3	0.639
Customer Service About Atmosphere (CSA)	5	0.67
Informative Customer Service (ICS)	3	0.659
Customer Satisfaction and Loyalty	4	0.692

The above table shows the results of internal reliability test. Since the value of Cronbach's Alpha is greater than 0.6 shows an internal consistency and reliability of the data.

Significance of Variables through Correlation Matrix

The correlation analysis shows the relationship between the dependent and independent variables. The independent variables are the Basic customer Services (BCS), incentive base customer services (ICS), Facilitative Customer Services (FCS), Customer services for price (CSP), Customer Services for Children, Customer Services for Atmosphere (CSA), Information Customer services (ISC) and Customer Services and Loyalty is dependent variable. The value of Confidence Interval 95% explicates that at probability value less than 0.05, the variables are significant and having significant relationship with customer satisfaction and loyalty. The table analysed that all the services are important, and all independent variables are significant at 0.00 probability value and values are significant and all services have a strong relationship with customer satisfaction and loyalty.

Table 7: Correlation Matrix with Dependent variables

		BCS	ICS	FCS	CSP	CSC	CSA	ISC	CSL
BCS	Pearson Correlation	1	.031	-.163**	.025	.058	.025	.310**	.251**
	Sig. (2-tailed)		.530	.001	.620	.246	.620	.000	.000
ICS	Pearson Correlation	.031	1	.419**	.393**	.556**	.393**	.635**	.588**
	Sig. (2-tailed)	.530		.000	.000	.000	.000	.000	.000
FCS	Pearson Correlation	-.163**	.419**	1	.526**	.570**	.526**	.514**	.561**
	Sig. (2-tailed)	.001	.000		.000	.000	.000	.000	.000
CSP	Pearson Correlation	.025	.393**	.526**	1	.824**	1.000**	.557**	.723**
	Sig. (2-tailed)	.620	.000	.000		.000	.000	.000	.000
CSC	Pearson Correlation	.058	.556**	.570**	.824**	1	.824**	.751**	.886**
	Sig. (2-tailed)	.246	.000	.000	.000		.000	.000	.000
CSA	Pearson Correlation	.025	.393**	.526**	1.000**	.824**	1	.557**	.723**
	Sig. (2-tailed)	.620	.000	.000	.000	.000		.000	.000
ISC	Pearson Correlation	.310**	.635**	.514**	.557**	.751**	.557**	1	.929**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
CSL	N	400	400	400	400	400	400	400	400
	Pearson Correlation	.251**	.588**	.561**	.723**	.886**	.723**	.929**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

Hypothesis Testing (Correlative Hypothesis)

Table 8: Alternative Hypothesis

Alternative Hypothesis	Significant level (Probability value)	Accepted / Rejected
H1: There is a significant relationship between Basic Customer Services of shopping malls and Satisfaction and Loyalty.	.00	Accepted
H2: There is a significant relationship between Basic Customer Services of shopping malls and Satisfaction and Loyalty.	.00	Accepted
H3: There is a significant relationship between Incentive Customer Services of shopping malls and Satisfaction and Loyalty.	.00	Accepted
H4: There is a significant relationship between Customer Services About Payments of shopping malls and Satisfaction and Loyalty.	.00	Accepted
H5: There is a significant relationship between Customer Services about Payments of shopping malls and Satisfaction and Loyalty.	.00	Accepted
H6: There is a significant relationship between Customer Services for Atmosphere of shopping malls and Satisfaction and Loyalty.	.00	Accepted
H7: There is a significant relationship between Informative Customer Services for Atmosphere of shopping malls and Satisfaction and Loyalty	.00	Accepted

The table shows the probability value for all independent variables is less than 0.05, that means they have positive and significant relationship with dependent variable.

Analysing relationship of variables with Multiple Regression

The Regression analysis shows the impact of independent variables on dependent variables. The independent variables are the Basic customer Services (BCS), Incentive base customer services (ICS), Facilitative Customer Services (FCS), Customer services for price (CSP), Customer Services for Children, Customer Services for Atmosphere (CSA), Information Customer services (ISC) and Customer Services and Loyalty is dependent variable. The value of Confidence Interval 95% explicates that at t-statistics for each variables is greater than 1.96 so is and having significant relationship with customer satisfaction and loyalty.

Table 10: Regression Model Summary

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.023	.046		-.500	.617
BCS	.058	.019	.041	3.071	.002
ICS	.047	.014	.051	3.369	.001
FCS	.015	.013	.017	1.156	.248
CSC	.289	.020	.367	14.099	.000
CSA	.076	.018	.088	4.293	.000
ISC	.619	.022	.615	28.570	.000

a. Dependent Variable: CSL

The variables having value greater than 1.96 show the variables are significant and having impact on dependent variable. The Facilitative customer services value of t-statistics is 1.15 which is insignificant and has shown her no impact on customer satisfaction and loyalty in shopping malls. All other independent variables having value of t greater than 1.96 and positive are having positive impact on Customer Satisfaction and loyalty.

Table 11: Regression Model Summary

Model	R	R Square	Adjusted R Square	F Statistics
1	.975 ^a	.951	.950	4.46

a. Predictors: (Constant), ISC, BCS, CSA, FCS, ICS, CSC

The R Square shows the predictability of model and how much the independent variables in this model explain the impact on dependent variable... The F Statistics value is 4.46 which is also significant and probability value is less than 0.00

Acceptance and Rejection Summary

Table 11: Alternative Hypothesis

Alternative Hypothesis	T Statistics	Significant level	Accepted / Rejected
H1: There is a significant relationship between Basic Customer Services of shopping malls and Satisfaction and Loyalty.	3.071	.002	Accepted
H2: There is a significant relationship between Basic Customer Services of shopping malls and Satisfaction and Loyalty.	3.369	.001	Accepted
H3: There is a significant relationship between Incentive Customer Services of shopping malls and Satisfaction and Loyalty.	1.156	.024	Rejected
H4: There is a significant relationship between Customer Services About Payments of shopping malls and Satisfaction and Loyalty.	14.099	.000	Accepted
H5: There is a significant relationship between Customer Services about Payments of shopping malls and Satisfaction and Loyalty.	4.293	.000	Accepted
H6: There is a significant relationship between Customer Services for Atmosphere of shopping malls and Satisfaction and Loyalty.	8.570	.000	Accepted

Tables above show the results of hypothesis testing. All the independent variables have t-statistics value greater than 1.96 and probability value less than 0.05 except the t-statistics value for facilitative customer services (FCS) is 1.15 and probability values also greater than

0.05 so this is only the only hypothesis rejected and shows no impact. Rest all hypothesis are accepted and having significant impact on Customer Satisfaction and Loyalty.

Conclusion, Implications and Recommendations

The research was conducted to evaluate the relationship and impact of services offered by shopping malls in Karachi, the largest city of Pakistan, on Customer Satisfaction and Loyalty. The research was conducted on a sampling and data of 400 customers randomly selected. The constructs are Basic Customer Services (BCS), Incentive-base Customer Services (ICS), Facilitative Customer Services (FCS), Customer Service for Price (CSP), Customer Services for Children (CSC), Customer Services for Atmosphere (CSA), Information Customer services (ISC) and Customer Services and Loyalty is dependent variable. The value of Confidence Interval 95% explicates that at probability value less than 0.05 the variables is significant and is having significant relationship with customer satisfaction and loyalty.

The reliability test was performed to evaluate the consistency of response over the scale and reliability test showed that the constructs' values are greater than 0.6 and so are considerably reliable over the scale and statements and responses are internally valid to conduct the data analysis. The Correlation Analysis shows all the constructs are having significant relationship with Customer Satisfaction and Loyalty. The regression analysis performed to evaluate the impact of in-dependent variables on dependent variable. The R Square shows the predictability of model and how much variables explains the independent variables together. The model R Square is 0.95 variables all together explain the main construct that is dependent variable. The F Statistics value is 4.46 which is also significant model and probability value is less than 0.00

Implications of Research

The research was conducted in the domain of marketing and focused on customer satisfaction. The research is very relevant and useful for the shopping malls to understand the customer needs and to improve customer satisfaction. The research results will be shared with the shopping malls to indicate that these set of services must be made available to attract customers and increase customer visits in shopping malls. The research is also useful for business people who are operating their stores in shopping malls as they must consider the customer preferences while choosing shopping malls so that they can better provide what customers are looking in terms of products and services.

Recommendations

The research scope is limited to shopping malls of Karachi. The research results recommend that business people must work on facilities of shopping malls and create facilities which customers want and prefer like availability of brands, parking facility, security, safety and environment, cleanliness, information counters, salesperson as facilitator these enhance the customer attraction and customer visit those shopping malls. The location of shopping malls is considerable for customer, but customer also prefer and look for better facility they visit like their parking convenience, entertainment facility for children are most considerable factors.

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