

**THE EFFECTIVENESS OF  
CUSTOMER RELATIONSHIP MANAGEMENT (CRM) PRACTICES IN  
ORGANISED RETAIL SHOPPING MALLS**

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**Abstract**

*The objective of this research paper is to identify key barriers to the success of customer relationship management (CRM) practices in organized retailing shopping malls in Bengaluru city. The study analyzes the several best practices of Customer Relationship Management used by retailer of Bengaluru city to attract the customers and to gain their loyalty. The prime objective of the study is to classify and to identify the effectiveness of CRM practices on customer satisfaction. Present study focuses on 555 sample responses and the questionnaire has two parts. Part-I of the questionnaire measures the distribution of participants on the bases of demographic characteristics and part-II questionnaire measures the CRM practices at shopping mall on a five-point liker scale ranging from (1) 'strongly disagree' to (5) 'strongly agree'. It is found that seven best practices of CRM which are important and beneficial to mall retailers are Consumer promotional tool, Customer services, Activities of Mall employees, Customer profiling, Mall presentation, Cross-selling & Up-selling, Customer access through Technology. Customer Relation Management (CRM) practices the retailer tries to identify or find new customer and also find strive hard to understand the psychographics of their customer, keep in touch with them and make all effects to ensure that they get all the needs, wants, and exportation from them and strives to ensure good relation, better interactions with the outlets, in makes, chart out customer relationship which will helps raise their profitability on a continuous basis through building long term relationships with should organized retail mall customer. The hypothesis has been tested by using t-test, regression.*

**Key Words:** *Customer Relationship Management, Customer Services, Customer Satisfaction, Retail shopping malls*

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**Introduction to Retailing in India**

Retailing today occupies a key role in the world economy. It must be concisely and clearly defined; retailing includes all the activities involved in selling goods or services directly to final consumers for personal, non-business use. Consequently, retailing is today one of the largest

industries in the world and even the largest in some countries. Retail sector, worldwide has been zooming at a faster rate than ever before because of globalization of economics, emergence of information technology, increased demand, increased production etc., So, retailing industries evolving into a global, high-tech business

and has come to occupy a prominent position in today's modern society. Retail has entered India as seen in sprawling shopping center, multi-stored malls and huge complexes offer shopping, entertainment and food all under one roof. India's retail market is expected to grow at a Compound Annual Growth Rate (CAGR) of 10 per cent to US\$ 1.6 trillion by 2026 from US\$ 641 billion in 2016. While the overall retail market is expected to grow at 12 per cent per annum, modern trade would expand twice as fast at 20 per cent per annum and traditional trade at 10 per cent#. Indian retail market is divided into "Organized Retail Market" which is valued at \$60 billion which is only 9 per cent of the total sector and "Unorganized Retail Market constitutes the rest 91 per cent of the sector. Today people look for better quality product at cheap rate, better service, better ambience for shopping and better shopping experience organized retail promises to provide all these. A large young working population with median age of 24 years, nuclear families in urban areas, along with increasing working women population and emerging opportunities in the services sector are going to be the key growth drivers of the organized retail sector in India. In India shopping malls are growing much more Shopping mall offers customers the possibility to be anything or anybody they want to be, it gives them opportunity to be free and independent even if it's just for a passing moment. Today, shopping malls have become a part and parcel of daily life of people living in Metros and big cities but also in the Tier II and III towns Shopping mall means much more to people than just spending money and buying new things, it has more to do with the feeling and the "rush" of new experiences you get from the first moment you step into a shopping mall. Shopping malls seem to be rising in the Indian land space, real estate developers create mixed opportunities to build more projects retail, dining environment, and

residential living units will do more and more to wards. Shopping mall offers customers the possibility to be anything or anybody happy and joy they want to be, it gives more opportunity to be free and. shopping mall is a place for everybody, a place where you can dress and act casually. It's a safe place where you know what you are going to get before actually entering the mall. Although most of the people feel that it's more fun to go to a shopping mall when you have enough money and lots of time to spend. Shopping Malls, which are now anchored by large outlets such as Westside and Lifestyle and are resided by a lot of Indian and international brands, are also being seen as image benchmarks for communities and also providing retail Space, good ambience and convenience, quality merchandising, security are beginning to play an important role in drawing customers.

#### **History of Shopping Malls**

Shopping malls, a late 20<sup>th</sup> century development, were created to provide for all of a consumer's needs in a single, self-contained shopping area. The suburban shopping center concept evolved further in the United States after World War II. Bellevue Shopping Square (now known as Bellevue Square) opened in 1946 in Bellevue, Washington, a suburb of Seattle. Town & Country Village also opened in 1946 in California. Shopping malls became a part of daily urban life as multifunctional urban public spaces of modern era. The concept of shopping malls first appeared in 1950s. The credit towards invention of modern mall goes to Australian born architect and American immigrant Victor Green. The first generation of malls was set up in North Gate Mall, US in 1950. Northland Shopping Center was constructed by Victor Green in the US in 1950. Gulf gate Mall in Houston was an open-air shopping center for customers. The largest mall in the world is the New South China Mall in Dongguan,

China with a gross floor area of 892,000 m<sup>2</sup> (9,600,000 sq ft). The world's second-largest shopping mall is the Golden Resources Mall in Beijing, China with a gross floor area of 680,000 m<sup>2</sup> (7,300,000 sq ft).

SM Megamall in the Philippines, is the world's third-largest at 542,980 m<sup>2</sup> (5,844,600 sq ft) of gross floor area. The fourth largest shopping mall in the world is SM City North EDSA in Quezon City, Philippines with a gross floor area of 504,900 m<sup>2</sup> (5,435,000 sq ft) and the fifth Largest shopping mall is Utama in Malaysia at 465,000 m<sup>2</sup> (5,010,000 sq ft) of gross floor area. The first mall to come up in India was Spencer Plaza in Chennai in 1991. It was then a seven-floor building with a mix of retail, office space and entertainment. There was no planning as compared to the present malls. The outside of the mall looked dull; corridors were narrow and no zoning at all. The second mall came into business in Mumbai. An office building of a pharmaceutical company was converted into a mall named as Crossroads. The real boom in malls came after 2003. The mall has a unique architecture and is doing well despite competition from newly developed malls in the area. India can also be considered as malls. Crawford Market of Mumbai, which started in 1869, New Market of Kolkata which existed since 1874 and Connaught Place at Delhi which opened in 1931 with its arcades can be considered as pioneer malls. To the list one can add, Palika Bazaar at Delhi, Mini malls of 1980's in Bangalore. More recently, New Delhi's partially underground Palika Bazaar, the mini-malls of the late 1980s on Bangalore's Brigade Road, and shopping centers built by private developers in 53 Ahmadabad and other cities have all had a role to play in the evolution of organized retail spaces in the country. So, it would be accurate to view the most recent offspring

of a long lineage or organized shopping centers.

### **(Insert Table-1)**

#### **Mall Scenario in India**

Malls are an upcoming trend in Retail market. The concept is based on constructing centrally air-conditioned malls and renting the floor space out to individual shops. Shoppers use the same parking facilities and there is a combined brand pull of all outlets. Malls inspire fashion-based shopping, as distinct from the need-based shopping inspired by super-markets and discount stores. Malls seek to position themselves as destination shopping locations. The concept of Retail as entertainment came to India with the advent of malls. Mall fever has touched every facet of Indian society. Whatever is the income stratum of consumers, malls make no distinction in proffering most-revered national and global brands. In India, malls have transformed shopping from a need driven activity to a leisure time entertainment. The quality mall space which was just one million square feet in 2002 has accomplished new milestones of 40 million square feet and 60 million square feet in 2007 and 2008 respectively<sup>311</sup>. There is a paradigm shift in the mall scenario, from just 3 malls in the year 2000; the country witnessed 220 malls in the year 2006. In India, out of the 12 million sq.ft of Indian shopping centre space planned for opening in 2012, only about 60 percent was expected to be complete (JLLS) because of the huge delay in mall projects in India's biggest cities. There is a stress even in the business model as it is getting a bit expensive. Real estate prices and construction costs are rising, but the retail business is not growing enough to absorb these costs. Retail rents are down by 30 to 40 percent as compared to the peak of 2008 (CRISIL). **(Insert Table-2)**

### **Review of Literature**

Stephan C. Henneberg (2005) in his work study "An Exploratory Analysis of CRM implementation models" throws a light on Customer Relationship Management (CRM) as a concept of both customer – orientation and market-orientation. Comparing need CRM follow-up projects that supplement the initially created CRM capabilities with complementary elements. Kamaladevi B (2009) in her study have reported CRM in Retailing is a new wrapper to find the customer expectation and preferences in minds of customer. This article provides a broad-based overview of the various domains brand, price, promotion, supply chain, management, location, advertising, packaging labeling service mix and atmosphere of the retail customer experience and CRM by stems in retailing are installed without any thought about how they will be used to add value for the customer.

### ***Consumer Promotional Tool***

Syuhaily Osman, Benjamin chan yin Fah, and Yeonsk on Foon (2011) studied the sales promotions play an important role in the marketing and retailers. A large percentage of marketers "Sale are made on promotion. This research demonstrated that consumers buying behavior were motivated by multiple type of factors including socio-demography, promotional tool such as price discounts, coupons\_ free sample and buy on get one free" to promote the product. Dhruv Grewal, Kusuml, Ailaw Adi, Oinesh Gauri, Kcvin Hall, Praveen Kapalle and Jane R. Robertson (2011) accepted promotion provides considerable opportunities to target customers effectively both offline and online retailers also how gained enhanced abilities to measure and improve the effectiveness of their promotion.

### ***Customer Service***

Michael Leuy, Barton A weitz and Ajay Pandit (2008) supported customer service is

the set of activities and programmes undertaken by retailers to make the shopping experience more rewarding for their customers. These activities increase the value customers receive from the mercantile and service they purchase. Customization and standardization are two approaches retailers use to develop a sustainable customer service advantage. Customer services also provides an opportunity for retailers to develop a strategic advantage. Customers evaluate customer service by comparing their perception of the service delivered with their expectation thus to improve service, retailers need to close the gaps between the service delivered and the customers' expectations.

### ***Activities of Shopping Mall Employees***

Rupesh Kumar Tiwari and Anish Abraham (2010) revealed that Mall managers and marketers should develop new strategies in order to attract more and more youth crowd by employing new technologies, vibrant color schemes and futuristic whereas they should also devise ways of attracting older crowd by offering complete family entertainment along with a great shopping experience. The researchers suggest the employment of probabilistic sampling and a large sample frame, for all future works towards this direction in order to maximize the reliability and generalizability of the results. that most of the people prefer to shop at location where employees" behavior towards them are cordial and courteous. Teens (even families) in particular have shown a great tendency of visiting and recreating at shopping malls because of the economic cost of entry.

### ***Mall Presentation***

Shashikala R.and Dr. Suresh A. M (2013) in their paper attempts to explore the possibility of building consumer loyalty through effective use of service scape (physical environment) in a shopping mall to attract and retain serious buyers. Study

revealed that seven service scape dimensions considered i.e., ambient factor, aesthetic factor, layout, variety, cleanliness, signs, symbols & artifacts, and social factor are all relevant in shopping mall context and capable of inducing significant variations in consumer loyalty. Ambient factors (lighting, scent, air quality, temperature, music, and noise), Spatial layout and functionality (the existence and arrangement of machinery, equipment, and furnishings) and Signs, symbols, and artifacts (signage, artwork and decorative items, POP displays) design of a store may translate in to more happier customers, longer stays, higher spending, and faster and efficient service, all of which may have considerable effect on organization's bottom line

### **Cross Selling and Up-selling**

Wagner A. Kamakura (2007) stated that Cross-selling is an old and valuable technique used by salespeople to increase order size and to transform single-product buyers into multi-product ones. More recently, cross-selling has evolved into a strategy for customer relationship management. Cross-selling as a strategy for customer development within the context of CRM, oriented towards increasing the firm's share of the customer wallet, broadening the scope of the relationship with the customer, and increasing customer retention. The analytical tools for cross-selling reviewed in the previous section are only instruments that facilitate the implementation of a cross-selling strategy. Three major technological components of the enterprise must be in place before such strategy can be effectively implemented. First, managers must have already accumulated a comprehensive customer database detailing activity of each customer, so that the tools we discussed earlier can be calibrated and applied for cross-selling purposes.

### **Customer access through Technology**

Mrs. Meenakshi Choudhary (2013) examined there is a hectic activity in the sector in terms of expansion, entry of international brands and retailers as well as focus on technology, operations, infrastructure and processes. All these present a tremendous opportunity in this high growth industry. Indian retail is still growing, and growing at an enviable rate. In the new era of liberalization, there exists immense opportunities for retail business. Progressive policies, economic and political stability, liberal policies on technology, changing consumers profile and demographic character, increasing urbanization, improved infrastructure, increasing number of nuclear families, increasing working women population are new opportunities.

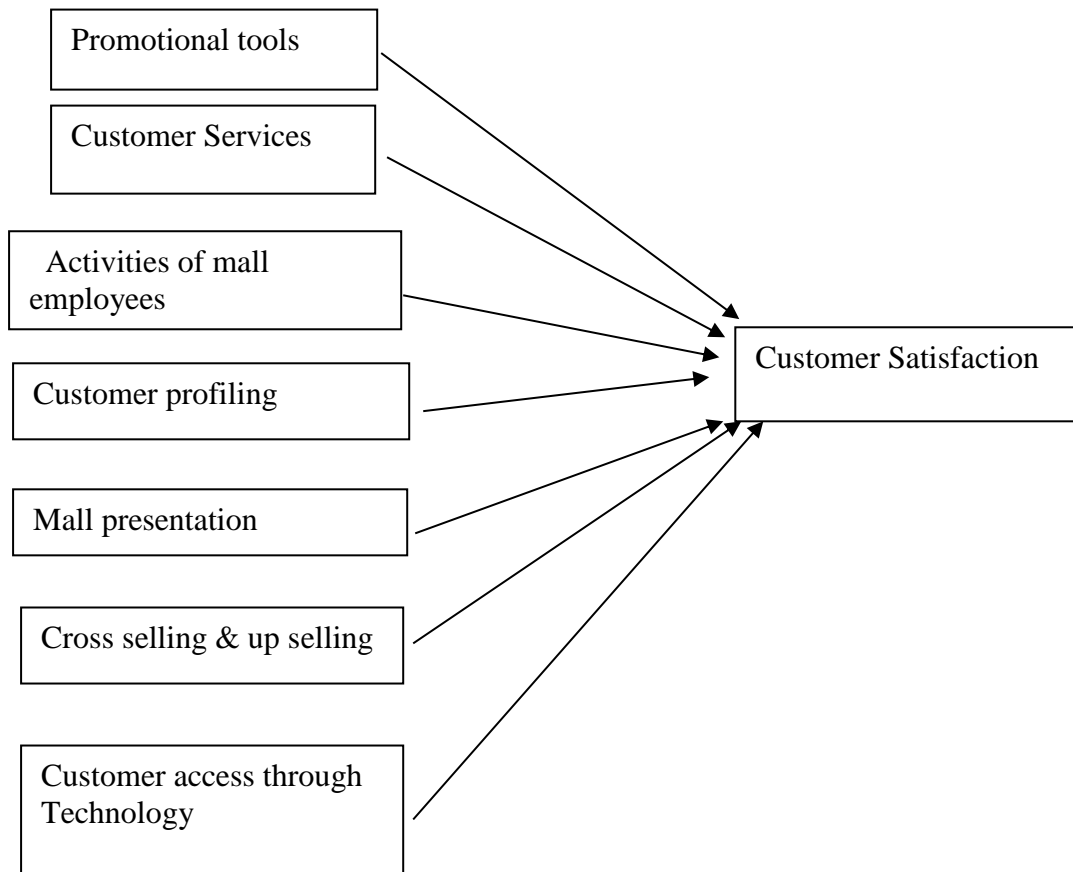
### **Customer Satisfaction**

Ajay Kumar and Prof. Yashwant Singh Thakur (2014) found that Along with customer satisfaction is the key factor in knowing the success of any retail store or business, therefore it is very important to measure it and to find the factors that affect the customer satisfaction. As the trend has been changed the shopping style so the demand of shopping mall has increase in customer's perception but still there is ambiguity in determining the factors that what attracts the most to the customers towards the Shopping Malls. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." Customer satisfaction is customer's reaction to the state of satisfaction, and customer's judgment of satisfaction level.

**Objectives of the Study**

- (1) To examine the fundamental concepts behind customer relationship management (CRM) practices of organized retail shopping malls in Bengaluru.
- (2) To identify the effectiveness of CRM practices on customer satisfaction.

**CRM practices in shopping malls**



**Research Hypothesis**

H01: There is no positive relationship between CRM Practices of customer Promotional tools and Customer Satisfaction.

H02: There is no significant impact on positive relationship between CRM Practices of customer services and Customer satisfaction.

H03: There is no significant impact on positive relationship between CRM Practices of activities of Mall employees and Customer satisfaction.

H04: There is no significant impact on positive relationship between CRM Practices of customer profiling and Customer satisfaction

H05: There is no significant impact on positive relationship between CRM Practices of Mall Presentation and Customer satisfaction.

H06: There is no significant impact on positive relationship between CRM Practices of cross selling and up selling and Customer satisfaction

H07: There is no significant impact on positive relationship between CRM

Practices of customer access through technology and Customer Satisfaction

### Research Methodology

In order to accomplish the objectives of the study, data for this research study have been collected from both primary and secondary sources. Secondary data were collected through the researcher-reviewed articles related to research objective that appeared in the scholarly literature, key journals, reports, magazines and proceeding were systematically scanned for articles related to the research topic. Primary data were collected through an empirical investigation, online survey was conducted, using a structure questionnaire. Present study consists and the questionnaire two parts. Part-I questionnaire measures the distribution of participants on the bases demographic characteristics and part-II questionnaire measures CRM practices at shopping mall on a five-point scale ranging from (i) strongly disagree to (5) “strongly agree” Sample was collected on the basis of non-probabilistic convenience sampling method. Simple size is Central Business District G Corp 1 MG Road, EVA Mall, Garuda Mall, The Collection and Sigma Mall. Areas covered M.G. Road, Brigade Road, Magrath Road, Richmond Road, Lavelle Road, Cunningham Road, Langford T own, Brunton Road and Residency Road. The population in this study comprise of customer who loves shopping malls at Bangalore. It is decided to choose in order to collect the data a through online survey structured questionnaire was farmed Questionnaires were distributed amongst the sample of 700 But received 555 customers respondents of shopping mall in July 2017. The data was collected tying a survey and interpretation through to check the reliability of the data cronbach alpha test was applied in order to find out the most preferable CRM practices shopping malls view point Sample percentage method and one sample t-test,

regression analysis was applied. All the analysis was carried out by SPSS 21.0. **(Insert Table-3)**

A total number 555 respondent participated in the survey the demographic characteristics the respondent (Table) shows that the sample consisted, majority of respondents 56.4 percent of male and 43.6 percent female respectively. The analysis shows that age composition of the sampled respondents has major categories of customers were 29.7 percent of the respondents were between groups 36-45. The respondents were mostly between the ages 27.5 percent of age groups 26-35, this shows the majority of the respondents were in the group of middle age persons shows much more influencing to come for shopping malls at Bangalore city. Education qualification of the consumer is also considered for the analysis, 53.9 percent are Post graduates, and 37.3 percent have consumers have graduation. 8.8 percent have under graduate are reported that education level play more significant dominated to give preferences and exportations to purchase, dine, entertainment in shopping malls. It is observed from the monthly income of the respondents that 27.1percent of the (20,001 – 30,000) income groups, 24.3 percent of the (10,000 – 20,000) income groups and it is followed by 16 percent in the income group of 30,000 – 40,000, 13.5 percent lies in the inform group of (40,001 - 50,000) and 12.1 percent consumer have their income in the group of more than 50,000 is making happy and joy shopping mall an attractive place for shopping malls at Bangalore city. **(Insert Table-4)**

- A) An overwhelming majority of the respondents of 83.4 percent like mall culture and 16.6 percent form a negligible like mall culture.
- B) 67.7percent of customer are frequent visit shopping malls purposely and 32.3percent of customer are in frequent visit shopping malls in Bangalore city.

- C) The results depict that 46percent of the respondents understandably; the preferences were in favour of shop, 23 percent entertainment, 20 percent movies, and 11 percent to dine in the shopping malls.
- D) It is clear from the results that the customer are showing the interest 64.9 percent to visit the shopping malls weekends, 35.1 percent showing the interest normal days. As per customer per highlight that visit shopping mall only weekends.
- E) As per consumer's 28.8 percent 3 – 4 times visit a shopping mall per month, 27.0 percent of the respondents 1 – 2 times to visit a malls, 23.6 percent 2 – 3 times to visit a malls per month.
- F) The study identified the perception towards time you like to visit a mall in a day, they explained that 44 percent shopping is affordable on evening times, 24.9 percent after noon times, 19.3 percent say prefer to (shop, dine, entertainment, movies) on night times (up to closing time of shop malls).
- G) According to this study collected their opinion on approximate time you spend at a malls, customer says, respondents said that 35.7 percent spend a time at a mall 2 –3 hours, 27.2 percent spend a time at a mall 5 above (shop, dine, entertainment, movies) 20.0 percent 4-5 hours respectively.
- H) Respondent rated the mode of payment cash in hand 46 percent, debit card 38 percent, credit card 36 percent, most of the respondent show interest to making cash purchases.
- I) The majority of respondents get sources of awareness of shopping mall through friends 19.6 percent, Newspapers 18.5 percent, T.V 15.5, family 14.9 percent, internet 12.5 , radio 9.5 percent, magazines 28 percent, so that people get more awareness about shopping malls by friends , newspapers, T.V , Internet can play major role. **(Insert Table-5)**
- J) All family members can shop at one roof 46.7 percent, Parking 43.1 percent, Good quality of merchandise 42 percent, product variety 34.5 percent and entertainment 33.6 percent, major reasons to customers prefer shopping malls make for the more attractive through shows malls at Bangalore city. (Multiple responses, total do not add up to 100).
- K) The respondent preference and interest to purchase in malls to buy products like foods and grocery 44.5 percent, fashions/cosmetics 41.7 percent and 34.2 percent Electronics, 21.3 percent mobiles, 20.2 percent footwear items make more influence to purchase easy and more comfortable to shop in the malls.

### Appendix 2 one sample t-test

HO1: There is no positive relationship between CRM Practices of customer Promotional tools and Customer Satisfaction. **(Insert Table-6)**

To test the hypothesis, one sample t-test analysis at 95 % confidence level be said that the significant Value of all variables is less than 0.05. As the hypothesis was derived from these variables and their significant value are less than 0.05, thus null hypothesis is rejected and alternative hypothesis is accepted. So for hypothesis-1 (H01), it can be concluding that is no positive relationship between CRM Practices of customer promotional tools and Customer Satisfaction in organized retailing shopping malls.

Ho2: There is no significant impact on positive relationship between CRM Practices of customer Services and Customer satisfaction. **(Insert Table-7)**

To test the hypothesis, one sample t-test analysis at 95 % confidence level be said that the significant Value of all variables is less than 0.05. As the hypothesis was derived from these variables and their



significant value are less than 0.05, thus null hypothesis is rejected and alternative hypothesis is accepted. So for hypothesis-2 (H02), it can be concluding that is no positive relationship between CRM Practices of customer Services and Customer Satisfaction in organized retailing shopping malls.

H03: There is no significant impact on positive relationship between CRM Practices of activities of Mall employees and Customer satisfaction (**Insert Table-8**)

To test the hypothesis, one sample t-test analysis at 95 % confidence level be said that the significant Value of all variables is less than 0.05. As the hypothesis was derived from these variables and their significant value are less than 0.05, thus null hypothesis is rejected and alternative hypothesis is accepted. So for hypothesis-3 (H03), it can be concluding that is no positive relationship between CRM Practices of activities of Mall employees and Customer Satisfaction in organized retailing shopping malls.

H04: There is no significant impact on positive relationship between CRM Practices of customer profiling and Customer satisfaction (**Insert Table-9**).

To test the hypothesis, one sample t-test analysis at 95 % confidence level be said that the significant Value of all variables is less than 0.05. As the hypothesis was derived from these variables and their significant value are less than 0.05, thus null hypothesis is rejected and alternative hypothesis is accepted. So for hypothesis-4 (H04), it can be concluding that is no positive relationship between CRM Practices of customer profiling and Customer Satisfaction in organized retailing shopping malls.

H05: There is no significant impact on positive relationship between CRM Practices of Mall Presentation and Customer satisfaction (**Insert Table-10**).

To test the hypothesis, one sample t-test analysis at 95 % confidence level be said

that the significant Value of all variables is less than 0.05. As the hypothesis was derived from these variables and their significant value are less than 0.05, thus null hypothesis is rejected and alternative hypothesis is accepted. So for hypothesis-5 (H05), it can be concluding that is no positive relationship between CRM Practices of Mall Presentation and Customer Satisfaction in organized retailing shopping malls.

H06: There is no significant impact on positive relationship between CRM Practices of cross selling and up selling and Customer satisfaction (**Insert Table-11**)

To test the hypothesis, one sample t-test analysis at 95 % confidence level be said that the significant Value of all variables is less than 0.05. As the hypothesis was derived from these variables and their significant value are less than 0.05, thus null hypothesis is rejected and alternative hypothesis is accepted. So for hypothesis-6 (H06), it can be concluding that is no positive relationship between CRM Practices of cross selling and up selling and Customer Satisfaction in organized retailing shopping malls.

H07: There is no significant impact on positive relationship between CRM Practices of customer access through technology and Customer Satisfaction. (**Insert Table-12**)

To test the hypothesis, one sample t-test analysis at 95 % confidence level be said that the significant Value of all variables is less than 0.05. As the hypothesis was derived from these variables and their significant value are less than 0.05, thus null hypothesis is rejected and alternative hypothesis is accepted. So for hypothesis-7 (H07), it can be concluding that is no positive relationship between CRM Practices of customer access through technology and Customer Satisfaction in organized retailing shopping malls.

**Regression : (Insert Table: 13)**

The above results indicate that p value is .000 hence the regression model was fit. The R square is .651 it implies that there is 65 % variance by service quality factor on customer satisfaction. The adjusted R square shows the amount of variance explained by independent variable on dependent variable. From the coefficient table it was revealed that tangible of supermarket is ( $\beta$ -.099 and significance p-.002). Hence there is a significance difference between customers' promotional tools and customer satisfaction. In terms of customer services, the  $\beta$  value is .071 and the p value is .001 it shows that customer services also positively influence overall satisfaction of organized retail malls. The next dimension was the Activities of mall employees  $\beta$  value was .076 and the p value was .007 it shows that have positive influence and overall satisfaction of retail malls. customers profiling the  $\beta$  value .072 and the p value is .000, Mall presentation the  $\beta$  value .318 and the p value is .000, cross selling and up selling the  $\beta$  value .349 and the p value is .000, Customer access through technology the  $\beta$  value .066 and the p value is .000, therefore we reject null hypothesis, we can conclude that have significant relationship with the overall satisfaction CRM practices in retail shopping malls in Bengaluru city.

### Conclusion

Customer Relationship Management (CRM), also referred to as Relationship Marketing, is heralded by some marketing academics and practitioners as the new paradigm of marketing. The measurement of CRM practices has become a significant marketing tool for retail shopping mall the result showed that all the dimensions have the significance effect on the customer satisfaction and the null hypothesis was rejected. The present factors customer promotional, customer Services, activities of Mall employees, customer profiling, Mall Presentation, cross selling and up selling and customer access through

technology is accept significant impact on positive relationship between CRM Practices of Customer satisfaction in organized retail shopping malls in bangaluru city. Customer is preferred to change shopping hobbies to purchase at shopping malls. All come one roof to purchase in shopping malls so customer is like the shopping malls as a great feeling.

### Scope for Future Research

The present study has covered the fundamental aspects of CRM practices in shopping mall; the survey was limited to only Bangalore city in the south India. The future study may conduct the all south regions of India to have a comparative view of CRM practices in organized retail shopping malls. Present the data was collected only in 555 customers of shopping malls Central Business District at Bangalore city. Further studies taken big survey Secondary Business District, Peripheral Business District shopping malls in the Bangalore city. The same study of CRM practices on Customer satisfaction can be undertaken over any other super markets, hypermarket, discount stores, and online shopping malls. Further case study analysis can be taken up by covering some specific shopping mall; it will help to validate the result based on case studies. A comparative study of effectiveness of CRM practices on the non- organized and organized retailing sector towards their customer also arises as a further scope.

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**Table: 1 Top 10 Shopping Malls in the World**

Rank	Shopping Malls	Country
1.	New South China Mall	China
2.	Golden Resources Mall	China
3.	SM Megamall	Philippines
4.	SM City North EDSA	Philippines
5.	Utama	Malaysia
6.	CentralWorld	Thailand
7.	Isfahan City Center	Iran
8.	Persian Gulf Complex	Iran
9.	Mid Valley Megamall	Malaysian
10.	Istanbul Cevahir Shopping and Entertainment Center	European

Source: 1. Luxatic is an online magazine 2016

**Table: 2 Top 10 Shopping Malls in the India**

Rank	Shopping malls in India	Cities	Sq.ft
1	Lulu International Shopping Mall	Kochi	17,00,000
2	Phoenix Market City,	<b>Mumbai</b>	40,50,000
3	Mantri Square	Bangalore (Karnataka)	17,00,000
4	Lotus Mall	Mangalore.	9,00,000
5	Orion Mall	Bangalore	8,50,000
6	DB City Mall	Bhopal & city	13,00,000
7	North Country Mall	Punjab	36000
8	AlphaOne Mall	Ahmedabad	12,00,000
9	Forum Fiza Mall	<b>Bangalore</b>	6,86,892
10	Prozone Mall	Aurangabad	10,00,000

Source: wlive new.com

**Table: 3 Analysis and interpretation Demographic factors - sample method**

Demographics	Number of respondents	Valid Percentage
A) Gender		
Male	313	56.4
Female	242	43.6
B) Age		
17-25	123	22.2
26-35	163	29.4
36-45	165	29.7
46-60	59	10.6
60Above	45	8.1
C) Education		
Undergraduate	49	8.8
Graduate	207	37.3
Postgraduate	299	53.9

<i>D) Income</i>		
Less than 10000	39	7.0
10000 - 20000	135	24.3
20001 - 30000	150	27.0
30001 - 40000	89	16.0
40001 - 50000	75	13.5
More than - 50000	67	12.1
<i>E) Work status</i>		
Employee	229	41.3
Employer	88	15.9
House wife	58	10.5
Student	130	23.4
Retired	19	3.4
Unemployed	31	5.6
<b>Total</b>	<b>555</b>	<b>100.0</b>

Source: Primary data

**Table:4 The customer involvement in Shopping mall**

<i>A) Do you like Mall culture?</i>		
Yes	463	83.4
No	92	16.6
<i>B) Do you like Shopping mall Nature ?</i>		
Frequent	376	67.7
In Frequent	179	32.3
<i>C)What do you prefer in Mall?</i>		
Shop	177	31.9
Dine	119	21.4
Entertainment	131	23.6
Movies	128	23.1
<i>D) Which days you like shopping Malls?</i>		
Normal days	195	35.1
Weekends	360	64.9
<i>E) How many times do you visit a malls in month?</i>		
1-2 Times	150	27.0
2-3Times	131	23.6
3-4Times	160	28.8
4-More	114	20.5
<i>F) What time you like to visit a Malls in a day?</i>		
Morning Times	66	11.9
Afternoon Times	138	24.9
Evening Times	244	44.0
Night Times	107	19.3
<i>G) Approximate time you spend at a Malls</i>		
1 hour	95	17.1
2-3 hour	198	35.7

4-5 hour	111	20.0
5-above	151	27.2
<b>H) Mode of payment</b>		
Cash in hand	199	35.9
Debit card	237	42.7
Credit card	119	21.4
<b>I) sources of Awareness</b>		
friends	109	19.6
family	77	14.9
T.V	86	15.5
radio	53	9.5
Newspapers	103	18.5
internet	69	12.5
magazines	58	10.5

Source: Primary data

**Table: 5 Reasons why Customer Prefer to Malls**

<b>J) Reasons why you prefer malls</b>	<b>Number of respondents</b>	<b>Valid Percentage</b>
Product variety	122	34.2
Closeness to home	73	20.4
Parking	154	43.1
Good quality of merchandise	150	42.0
Entertainment	120	33.6
Discount and offers	98	27.5
Attractiveness of environment	67	18.7
Safe for shopping	126	35.3
Ample of services	88	24.6
All family members can shop at one roof	167	46.7
<b>K) Type of shopping do you interest to purchase in Malls</b>		
Health and Beauty	65	18.2
Gold & Jewelry	34	9.5
Electronics	122	34.2
Home Furniture	59	16.5
Book and stationary	23	6.4
Fashions/cosmetics	149	41.7
Kids wears	62	17.4
Foot wear	72	20.2
Mobiles	76	21.3
Music	47	13.2
Food and grocery	159	44.5
Toys	39	10.9
Sports& outdoors	23	6.4

Source: Multiple responses, Total do not add up to 555

**Table : 6 - One-Sample Test**

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Offers a free amount of product samples	61.549	554	.000	3.245	3.14	3.35
Providing cash refund offers	63.054	554	.000	3.205	3.11	3.31
Allowing for free trials	72.171	554	.000	3.569	3.47	3.67
Promptly giving warranties / guaranties	79.547	554	.000	3.486	3.40	3.57
Tie –in – promotions	77.177	554	.000	3.495	3.41	3.58
Offers and discounts at all the time	81.019	554	.000	3.532	3.45	3.62
Make on saving off price packs	84.379	554	.000	3.499	3.42	3.58
Providing Exchange offers	71.351	554	.000	3.315	3.22	3.41
provides displays and demonstration take place at the point –of- purchase	87.230	554	.000	3.492	3.41	3.57
Buy-one-get-one – free	75.381	554	.000	3.441	3.35	3.53
Bonus pack/discounts for a package	79.054	554	.000	3.523	3.43	3.61
Vouchers and coupons often seen in newspapers and magazines on packs	72.586	554	.000	3.328	3.24	3.42
Properly and timely handles making after –sales-services	65.255	554	.000	3.267	3.17	3.36
Prizes are offering based on contests	69.271	554	.000	3.294	3.20	3.39

**Table : 7 - One-Sample Test**

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Acceptance of credit cards	73.532	554	.000	3.859	3.76	3.96
computerized billing	77.933	554	.000	3.719	3.63	3.81
Attractiveness of packaging	82.215	554	.000	3.674	3.59	3.76
Home Delivery	83.361	554	.000	3.933	3.84	4.03
Availability of dressing rooms	89.841	554	.000	3.710	3.63	3.79
Restrooms	79.107	554	.000	3.472	3.39	3.56
Complaints and Returns handlings	80.379	554	.000	3.533	3.45	3.62
Facilities for shoppers with special needs(like Wheelchaires,translat ors)	87.565	554	.000	3.519	3.44	3.60
Customer care support	63.725	554	.000	3.182	3.08	3.28
Free parking	68.383	554	.000	3.351	3.26	3.45
Online services	82.066	554	.000	3.654	3.57	3.74
Allocate shopping cards	75.021	554	.000	3.661	3.57	3.76
lockersfor bags	68.343	554	.000	3.429	3.33	3.53
WIFI	83.361	554	.000	3.933	3.84	4.03
Trial purchases	70.542	554	.000	3.674	3.57	3.78
Fire fighting and other safety measures	89.470	554	.000	4.162	4.07	4.25
Child care facilities /play areas	79.042	554	.000	3.640	3.55	3.73
Plasma screen T.Vs	77.393	554	.000	3.679	3.59	3.77



**Table : 8 - One-Sample Test**

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The behavior of employees in the store	65.313	554	.000	3.306	3.21	3.41
Friendly attitude						
Assembling of merchandise	84.864	554	.000	3.429	3.35	3.51
Expressing greetings to customers	85.862	554	.000	3.577	3.49	3.66
Employees in the Mall have knowledge to answer the questions and pleasant attitude	79.216	554	.000	3.436	3.35	3.52
Personal assistance in selecting of goods/services	75.522	554	.000	3.384	3.30	3.47
Proper demonstrations of merchandise	77.273	554	.000	3.423	3.34	3.51
Employees in the store mall Truthful action to resolve to problems to customers	69.442	554	.000	3.301	3.21	3.39
Professional appearance of employees in malls	98.872	554	.000	3.622	3.55	3.69
Arrangement of facilities for shoppers with special need (like childrencare, wheelchair, translations, fixtures, packageing)	95.787	554	.000	3.724	3.65	3.80
Arrangement of displaying of good/services very close to customers	92.136	554	.000	3.663	3.58	3.74
Employees insists convenience selecting of merchandise	93.770	554	.000	3.665	3.59	3.74
Employees in this store give prompt Delivery of good/services at right time	91.396	554	.000	3.786	3.70	3.87

**Table : 9 - One-Sample Test**

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Collect information like Name,Address,phone number of customers	68.596	554	.000	3.514	3.41	3.61
Sending catalogs to your E-mails/post	65.982	554	.000	3.342	3.24	3.44
Issues feedback forms to customers	81.281	554	.000	3.335	3.25	3.42
Recall through telephone or mail about product/services	71.625	554	.000	3.173	3.09	3.26
Sending greeting to your E-mail/post	67.073	554	.000	3.189	3.10	3.28
Sending any new product/offers catalogs through mail/post	58.076	554	.000	3.171	3.06	3.28
Conducting telephone or mail surveys to customers	60.062	554	.000	3.085	2.98	3.19

**Table: 10 - Table :11 One-Sample Test**

	Test Value = 0					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Malls are modern outlook and equipment	80.373	554	.000	3.715	3.62	3.81
Store makes so it easy for customers to find what	76.443	554	.000	3.659	3.57	3.75
Interior and exterior decorations are beautiful	78.556	554	.000	3.595	3.50	3.68
The navigations and signs boards arranged correctly and easy for customers to move around the store	80.580	554	.000	3.724	3.63	3.82
Attractive space for shopping	75.493	554	.000	3.667	3.57	3.76
Pleasant relaxing ambiance	84.965	554	.000	3.728	3.64	3.81
Stores looks clean and green	77.689	554	.000	3.813	3.72	3.91
Easy checkout system	84.231	554	.000	3.883	3.79	3.97
Lighting and music	85.775	554	.000	3.737	3.65	3.82
Display of windows and fixtures	91.559	554	.000	3.840	3.76	3.92
Arranging proper layaway plans	83.644	554	.000	3.733	3.65	3.82
High quality of centralized air conditioning	83.830	554	.000	3.895	3.80	3.99

**Table: 11 - One-Sample Test**

	Test Value = 0					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Using a videotaped demonstration that agents can access to reinforce best-practice skill and knowledge.	68.371	554	.000	3.191	3.10	3.28
salesperson may offer a more-expensive product, suggests an upgrade or convince to you	93.080	554	.000	3.845	3.76	3.93
Offering the right combination of products and services	69.992	554	.000	3.526	3.43	3.63
Are you happy with the special offers with high end products	90.584	554	.000	3.897	3.81	3.98
Combo offers + special scheme” or exclusive offer	85.193	554	.000	3.737	3.65	3.82
execute campaigns	88.833	554	.000	3.888	3.80	3.97
offering a complementary product	88.640	554	.000	3.879	3.79	3.97
	86.575	554	.000	3.859	3.77	3.95

**Table: 12 -One-Sample Test**

	Test Value = 0					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
E-buying	64.115	554	.000	3.259	3.16	3.36
WIFI signals in smart phones in malls	75.709	554	.000	3.710	3.61	3.81
Telephone calling	53.143	554	.000	2.658	2.56	2.76
Sms alert through mobile phones	65.061	554	.000	3.207	3.11	3.30
Social media networks	63.562	554	.000	3.268	3.17	3.37
Electronic billing	62.363	554	.000	3.292	3.19	3.40
e-information desk	67.963	554	.000	3.427	3.33	3.53
Escalators and lifts	63.086	554	.000	3.297	3.19	3.40
Barcodes and scanners	64.056	554	.000	3.222	3.12	3.32

**Table: 13 - Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.651 <sup>a</sup>	.424	.417	.52384	.424	57.581	7	547	.000

a. Predictors: (Constant), CT, DM, P, cs, ucs, AME, cp

b. Dependent Variable: CR

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.607	7	15.801	57.581	.000 <sup>a</sup>
	Residual	150.103	547	.274		
	Total	260.710	554			

a. Predictors: (Constant), CT, DM, P, cs, ucs, AME, cp

b. Dependent Variable: CR

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.432	.222		1.950	.002
	cp	.111	.044	.099	2.546	.001
	cs	.092	.048	.071	1.905	.007
	AME	.082	.040	.076	2.032	.000
	DM	.059	.027	.072	2.162	.000
	P	.296	.035	.318	8.398	.000
	ucs	.346	.036	.349	9.709	.000
	CT	-.075	.041	-.066	-1.823	.000

a. Dependent Variable: CR