

The Impact of Service Quality and Price on Customer Satisfaction - A Preliminary Study of a Mall and its Customers in Bangalore

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(Received on 05 May 2013 and accepted on 10 June 2013)

Abstract – India's retail and logistics industry, organized and unorganized in combination, employs about 40 million Indians 3.3% of Indian population. The typical Indian retail shops are very small. Over 14 million outlets operate in the country and only 4% of them being larger than 500 sq. ft. in size. India has about 11 shop outlets for every 1000 people. Vast majority of the unorganized retail shops in India employ family members, do not have the scale to procure or transport products at high volume wholesale level, have limited to no quality control or fake-versus-authentic product screening technology and have no training on safe and hygienic storage, packaging or logistics. The unorganized retail shops source their products from a chain of middlemen who mark up the product as it moves from farmer or producer to the consumer. The unorganized retail shops typically offer no after-sales support or service. Finally, most transactions at unorganized retail shops are done with cash, with all sales being final. But there are only few classes of people who go to Mall for their products, to meet the necessity of living in cities. Most of the people in our country occasionally go to the Mall to enjoy ethnic and to show off their life style. The main purpose of this study is to identify some key drivers of customer satisfaction on Mall services. The study covers the opinion of Mall goers in Bangalore city. This Paper is based on the preliminary study. Primarily, we contacted with fifty customers for their valuable opinion regarding Mall services in Bangalore. All the fifty customers gave their spontaneous response in this regard. Chi-square test has been applied for testing hypothesizes by using SPSS software. This study aims to link some factors of service quality and price fairness of Mall

with the customers' satisfaction. This study is to find out that customers of Mall have negative impression about product and service quality fairness, price fairness, staff's service, environment of the Mall, image of the Mall and loyalty of the Mall. The study suggests emphasizing on those critical issues to attract new customers and retain existing customers.

Keywords: Customer Satisfaction, Customer Loyalty, Service Quality

I. INTRODUCTION

Market-oriented industries and organizations live and die with the satisfaction of their customers and thus view customer satisfaction as their life line. In these industries, extensive efforts are made to gauge customer expectations and reactions to services in a continuous effort to improve, build and expand market share. If their customers are unhappy, industries know they are unlikely to survive. If their customers are happy, the use of their products and services According to relative studies, some, customer satisfaction is more important in the current marketplace than ever before. In the past, businesses relied on technology and product innovation for competitive advantage. With global competition, relentless technological advances, and over-consolidated, standardized chains, companies now battle for differentiation through customer service. "Big business attitude must give way to a small business mentality where front-line associates treat customers with dignity." and the likelihood of greater profits increase.

A.Service Quality for Customer Satisfaction

Food being a major driver of retail consumption globally has also seen growth and entry of various global fast food chains into India backed by slowly building weekend spending patterns in the metros as well as acceptance of these food habits in the Indian palette. With a double digit growth rate, marketing companies are setting up shops to provide differentiated services to clients. Service quality determines an organization's success or failure. Companies and organizations that virtually every industry employs customer satisfaction measures for the straight forward reason that satisfied customers are essential for a successful business. Service quality also determines a customer's satisfaction. However, the determinants of service quality are complicated with the dynamic business environment. Therefore, this measurement dimensions depend on the industry itself. Service quality is influenced by expectation, process quality and output quality; in other words, the standards of service are defined by customers who have experienced that service and used their experience and feelings to form a judgment. In order to achieve a quality service organization, commitment from employees and support from all levels of management is necessary. Therefore, it is important for managers who provide goods or services constantly to keep track of information about the company's well being as far as meeting its customers' needs are concerned. Service companies are trying to find ways to improve and provide superior quality service to satisfy their customers. The level of customer satisfaction may be influenced by various attributes from internal and external factors. Customer satisfaction may be identified as internal and external customer satisfaction of an Industry. From the literature review, researchers on external customer satisfaction have been identified. However, there seems to also be dissatisfaction of customer satisfaction from organised retail industry point of view. This is an issue that has raised concern among certain industries who are in customers' welfare. Such dissatisfaction has been identified through opinion surveys conducted in Malls.

These dissatisfactions are based on the facilities provided by the industry for the consumers, such as the retail outlets. We need to run Mall similar to what an outside business or regular Mall would do. Many Mall service providers have

a perception that people only go to Malls for the products. There is an assumption that the primary reason people go to Mall is for the products quality and metropolitan area were better educated and more affluent. The fact that, Bangalore is more cosmopolitan and more multicultural than other Metro cities. Mall outlets were the first to become globally integrated, linking distant cultures of the world. Buying habits undergo continuous change as they adapt to travel, immigration, and the socio-economic environment. However, product preferences, a result of physiological and psychological development and social experience related to the degree of linking a product, play an important role in goods selection because they give an indication of the amount of satisfaction an individual anticipates from buying a product. Other influences of consumer product choices include cultural and lifestyle factors, and style trends. People are increasingly concerned about quality, product safety at a reasonable cost. Marketers face a set of environmental issues that substantially determine customer acceptance of their products. The definition of good quality products, however, may vary depending upon the type of product and the individual's product preference.

Some of the important features of quality include wholesomeness, freshness, nutritional value, texture, colour, fragrance and flavour. It was also found that as raw material quality level rises, these variables increase as well as operating costs decrease. The results indicated that the quality of raw material has a direct correspondence to the quality of the product. To many customers safe products means that there will be no danger from harmful elements such as pathogenic micro-organisms, naturally occurring toxins and other potentially harmful chemicals which appear to be deliberately added to food products in the country. The presence of micro-organisms in food products for the sake of colour, poses the greatest threat to human health compared to all forms of contamination.

II. OBJECTIVES OF THE STUDY

1. To identify the key drivers of customer satisfaction on Mall services.
2. To link the perceptions of service quality and customer satisfaction of Mall goers and empirically demonstrate the influence of service quality and price on satisfaction judgments.

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3. To examine how local customers perceive the quality of food and services in local Malls of Bangalore.
 4. To explore the perceptions of customers on price fairness of products and services of Malls.
 5. To provide some recommendation to improve the service quality of Malls.
5. H_5 = There is no association between the satisfactions of the customers with the satisfaction of the staffs in a Mall.
 6. H_6 = There is no association between the satisfactions of the customers with the satisfaction of the environment in a Mall.
 7. H_7 = Satisfaction with the Mall do not depend on the overall atmosphere of the Mall and the any reasons

III. Hypothesis

1. H_1 = There is no association between the image of the Mall and choice of the Mall, recommend to others as well as loyal to the services of the Mall.
2. H_2 = Product and service quality fairness are not dependent to the products purchased accurately and the dedication of the employees on their services.
3. H_3 = There is no relation between the price of the items and the choice of the Mall.
4. H_4 = There is no association between the customer loyalty to the Mall with the regularly visit the Mall and intend to visit this Mall again.

IV. METHODOLOGY

This preliminary study, which is mainly based on primary data. Data are collected from the Mall goers of Bangalore city. This study had been conducted for four months. Respondents were selected randomly from customers of the particular Mall. Study is directly with fifty customers' face to face survey. A structured questionnaire was designed by using five – point scales ranging from "Strongly Agree" to "Strongly Disagree". Chi-square test is applied to analyze collected data by using SPSS software. Besides, secondary sources, like – journals, thesis, books, were explored to assess past researchers conducted on customer satisfaction in the organized retail business.

V. ANALYSIS AND DISCUSSION

TABLE I IMAGE OF THE MALL : BIG BAZAAR

Sl. No.	Factors	Observed Frequency (O)					
		Strongly Agree	Agree	Impartial	Disagree	Strongly Disagree	Total
1	I use this mall as my first choice compared to other mall	18	10	6	10	6	50
2	I would recommend this mall to others	11	22	4	9	4	50
3	I would not switch to another mall in the next time	8	10	6	6	20	50
	Total	37	42	16	25	30	150

Source : Field Survey

<i>d.f.</i>	Degree of Freedom	8
CV	Calculated Value of Chi-square (χ^2) Test	27.94
LSF	Level of Significance - 5%	0.05
TV	$\chi^2_{0.05}$ for 8 <i>d.f.</i>	15.51

TABLE II PRODUCT & SERVICE QUALITY FAIRNESS

Sl. No.	Factors	Observed Frequency (O)					
		Strongly Agree	Agree	Impartial	Disagree	Strongly Disagree	Total
1	Serving products purchased accurately	12	14	6	12	6	50
2	Employees are dedicated to maintain speed and quality of service	5	10	3	14	18	50
	Total		17	24	9	26	24
							100

Source : Field Survey

d.f.	Degree of Freedom	4
CV	Calculated Value of Chi-square (χ^2) Test	10.70
LSF	Level of Significance - 5%	0.05
TV	$\chi^2_{0.05}$ for 4 d.f.	9.49

The image of the Mall has a positive relation with the choice of the Mall as a first choice compared to other Mall, recommendation to others and switch to another Mall in next time.

Product and service quality fairness has the effect to the satisfaction of the customers. Serving the products

purchased accurately and the dedication of the employees to maintain the speed and quality of service are considered to know the product and service quality fairness. Since $\epsilon^2_c > \epsilon^2_t$, the product and service quality fairness depends on the serving of the products purchased accurately and the dedication of the employees to maintain the speed and quality of service.

TABLE III PRICE FAIRNESS

Sl. No.	Factors	Observed Frequency (O)					
		Strongly Agree	Agree	Impartial	Disagree	Strongly Disagree	Total
1	Price of food items comparatively cheaper	7	28	7	2	6	50
2	All customers are treated equally by the price of the food items	10	20	1	5	14	50
3	The price of products and services is based on cost	8	10	9	16	7	50
4	Products are compared with price	10	12	4	8	16	50
	Total		35	70	21	31	43
							200

Source : Field Survey

d.f.	Degree of Freedom	12
CV	Calculated Value of Chi-square (χ^2) Test	40.36
LSF	Level of Significance - 5%	0.05
TV	$\chi^2_{0.05}$ for 12 d.f.	21.03

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Table II shows that 52% of customers of the study area are agreed that the employees of the Mall do service accurately but 36% of customers of the study area are not agreed that the employees of the Mall serve the products purchased accurately. Only 30% of customers of the study area are agreed that the employees are dedicated to maintain speed and quality of service, but, 64% of customers of the study area are not agreed that the employees are dedicated to maintain speed and quality of service.

Table III shows the customers overall opinion about price fairness of the Mall in the study area. The study

find that 70% of customers are agreed about the price of food items comparatively cheaper, 60% of customers are agreed that the Mall treat all the customers equally by the price of products, only 36% of customers are thinking the price of products and services is based on cost and 44% of customers agreed that the product is compared with price. Since $\epsilon^2_c > \epsilon^2_t$, the satisfaction of the customers depends on the fairness of price of the items in a Mall. Therefore, a few customers are agreed positively about the considered factors. So, there is an option to modify the prices of the products in the Mall of the study area.

TABLE IV CUSTOMER LOYALTY TO THE MALL SERVICE

Sl. No.	Factors	Observed Frequency (O)					
		Strongly Agree	Agree	Impartial	Disagree	Strongly Disagree	Total
1	I regularly visit this mall	8	10	3	19	10	50
2	I intend to visit this mall again	3	5	12	18	12	50
	Total	11	15	15	37	22	100

Source : Field Survey

d.f. Degree of Freedom

4

CV Calculated Value of Chi-square (χ^2) Test

9.54

LSF Level of Significance - 5%

0.05

TV $\chi^2_{0.05}$ for 4 d.f.

9.49

Sustainability and regularity of visiting the Mall by the customers depend on the loyalty of customers to the Mall. The figures in Table IV represents that more than 36% of customers regularly visit the Mall, but 58% of customers do not visit the Mall regularly, 16% of customers have intention to visit this Mall again, but 60% of customers have no intention of visiting the Mall again. In this study $\epsilon^2_c > \epsilon^2_t$, the null hypothesis is rejected. Customer loyalties to the Mall service have an association with the regularity of visiting the Mall and intend to visit the Mall again.

Regular visit to the same Mall almost depends on the satisfaction with the staff's service. To measure the level of satisfaction with the staffs service, the study consider the above four factors to whom customers are satisfied or not. The table shows that only 36% of the customers of study area

are agreed that the service provided by the staff of the mall is within the promised time and more than 52% of customers were not agreed that the service provided by the staff of the mall is within promised time. About 32% of customers were agreed about the immediate correction of mistakes by the staffs of the Mall and more than 58% of customers were not agreed about the immediate correction of mistakes of the staffs of the Mall. Almost 26% of customers were agreed that the staff members of the Mall are neat, clean and well-dressed but more than 54% of customers were not agreed that the staff members of the Mall are neat, clean and well-dressed. Only 44% of customers believed that the staffs are knowledgeable about the products but more than 30% of customers do not believed that the staffs are knowledgeable about the products. Since $\epsilon^2_c > \epsilon^2_t$, the satisfaction of the customers does not depends on the service of the staff members of the Mall and the null hypothesis is rejected.

TABLE V SATISFACTION WITH THE STAFF'S SERVICE

Sl. No.	Factors	Observed Frequency (O)					
		Strongly Agree	Agree	Impartial	Disagree	Strongly Disagree	Total
1	The staff do service in promised time	5	13	6	15	11	50
2	The staff quickly correct the mistakes	9	7	5	20	9	50
3	The staffs are well dressed, neat and clean	4	9	10	15	12	50
4	The staffs are knowledgeable about the products	12	10	13	3	12	50
	Total	30	39	34	53	44	200

Source : Field Survey

d.f. Degree of Freedom

12

CV Calculated Value of Chi-square (χ^2) Test

24.58

LSF Level of Significance - 5%

0.05

TV $\chi^2_{0.05}$ for 12 d.f.

21.03

TABLE VI SATISFACTION WITH THE ENVIRONMENT OF THE MALL

Sl. No.	Factors	Observed Frequency (O)					
		Strongly Agree	Agree	Impartial	Disagree	Strongly Disagree	Total
1	The selling area is frequented	4	14	10	9	13	50
2	It maintains appropriate sound level	5	8	2	20	15	50
3	It has sufficient air conditioning and lighting facility	11	10	9	11	9	50
	Total	20	32	21	40	37	150

Source : Field Survey

d.f. Degree of Freedom

8

CV Calculated Value of Chi-square (χ^2) Test

18.18

LSF Level of Significance - 5%

0.05

TV $\chi^2_{0.05}$ for 8 d.f.

15.51

Basically, the environment of the Mall has impact on the satisfaction of the customer as well as the employees working in a Mall. In this study, it is considered the three areas as a Mall environment such as selling areas, sound level and air conditioning as well as the lighting facility. Since $\chi^2_c > \chi^2_t$, the null hypothesis is rejected. This clearly indicates that there is a relationship between the Mall environment and the three considered factors.

Table VI shows that, 36% of the customers are agreed about the frequent selling areas and 44% of the customers are not agreed about the frequent selling areas. Though, 26% of the customers are agreed about the appropriate sound system of the Mall, more than 70% of the customers are not agreed about the appropriate sound system of the Mall. Only 42% of the customers are agreed about the sufficient air-conditioning and lighting facility of the Mall, and 40% customers are not agreed about the sufficient air conditioning and lighting facility of the Mall.

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TABLE VII OVERALL SATISFACTION WITH THE MALL

Sl. No.	Factors	Observed Frequency (O)					
		Strongly Agree	Agree	Impartial	Disagree	Strongly Disagree	Total
1	I am satisfied with the overall atmosphere	12	14	6	12	6	50
2	There is no reason to complain	5	10	3	14	18	50
Total		17	24	9	26	24	100

Source : Field Survey

d.f. Degree of Freedom

4

CV Calculated Value of Chi-square (χ^2) Test

2.12

LSF Level of Significance - 5%

0.05

TV $\chi^2_{0.05}$ for 4 d.f.

9.49

The above table shows that null hypothesis is accepted. That means there is an association between the satisfaction and atmosphere of the Mall as well as the complaining of the customers. But we find that only 40% customers of the Mall of Bangalore city are agreed regarding the satisfaction with the overall atmosphere of the Mall. Again more than 44% customers have no reason to complain against the Mall of Bangalore.

VI. CONCLUSION AND SUGGESTIONS

- Image of the Mall has positive impact on the satisfaction of the customers. But more than 32% of the customers have negative idea about the image of the Mall in the study area. They do not use the Mall as their first choice compared to other Mall, they would not recommend to others and they may switch to another Mall in next time. For these reasons the authority of the Mall in the study area should take the necessary action to build the image of their Mall.
- Measuring the product and service quality fairness considered how much the employees are doing the service accurately and how much they are dedicated to their duties and responsibilities. But more than 64% customers are not agreed about the level of serving ordered food accurately and the dedication of the employees. So, it can be said that staffs don't have adequate competency and dedication to serve quality

products in right time. Therefore, the authority of the Mall should take care about the necessary skills and motivation to supply products in the right time.

- To know about the price fairness of the food items in the Mall different questions are being asked to the customers. In the table mentioned above, where an average of 37% of the customers do not agree about the price of food items comparatively cheaper, are not treated equally by the price of food items, they do not think that the price of products and services is based on cost and quality of products is compared with price. So, it is an indication that, authority of the Mall should think about redesigning the price of products comparing with the quality of products.
- It is found that customer loyalty to the Mall service has no association with the regular visited customers of the Mall and intended customers to visit the Mall again. They are totally opposed regarding the loyalty of the Mall. That means the customers of the study areas are not loyal to the Mall services. They do not agree about the matter to the respondent. So, they have to develop the strategy to make the loyal of the customer to the Mall.
- Satisfaction with the staff's service is measured by asking questions about promised time to do service, efficiency to rectify the mistakes, well dressed, neat

- and cleanliness and knowledge of the staffs about the products. On an average 49% of customers expressed about their dissatisfaction with the staff's services, 52% of customers are not agreed that they serve the products purchased in promised time and 58% of the customers are told that the staff of the Mall unable to rectify and correct the orrect the mistake quickly. So the authority of the Mall in the study areas should play special attention with regard to improvement of the performance of the staffs in the Mall.
6. The environment of the Mall has a great impact on the satisfaction of the customers. In this study 51% of customers are not satisfied with the environment of the Mall. 44% of customers are not agreed that the selling area is frequented, 70% of customers are not agreed that it maintains appropriate sound level and 40% customers are not agreed that it has sufficient air conditioning and lighting facility. So, authority of Mall should take a special care regarding this issue.
 7. Satisfaction with the Mall means customers overall satisfaction level about the Mall. It is known through the asking question about the overall atmosphere of the Mall and any matter of complains. 56% of customers are not satisfied about the overall atmosphere of the Mall and 52% of customers have any reasons of complains to the Mall in the study area. So, they should find out that reasons and should take corrective measures to solve the problem immediately.
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QUESTIONNAIRE

Sl. No.	Factors	No. of Responses				
		Strongly Agree	Agree	Impartial	Disagree	Strongly Disagree
1	I use this mall as my first choice compared to other mall	18	10	6	10	6
2	I would recommend this mall to others	11	22	4	9	4
3	I would not switch to another mall in the next time	8	10	6	6	20
4	Serving products purchased accurately	12	14	6	12	6
5	Employees are dedicated to maintain speed and quality of service	5	10	3	14	18
6	Price of food items comparatively cheaper	7	28	7	2	6
7	All customers are treated equally by the price of the food items	10	20	1	5	14
8	The price of products and services is based on cost	8	10	9	16	7
9	Products are compared with price	10	12	4	8	16
10	I regularly visit this mall	8	10	3	19	10
11	I intend to visit this mall again	3	5	12	18	12
12	The staff do service in promised time	5	13	6	15	11
13	The staff quickly correct the mistakes	9	7	5	20	9
14	The staffs are well dressed, neat and clean	4	9	10	15	12
15	The staffs are knowledgeable about the products	12	10	13	3	12
16	The selling area is frequented	4	14	10	9	13
17	It maintains appropriate sound level	5	8	2	20	15
18	It has sufficient air conditioning and lighting facility	11	10	9	11	9
19	I am satisfied with the overall atmosphere	12	14	6	12	6
20	There is no reason to complain	5	10	3	14	18