Prifysgol Cymru
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LEVEL 7 ASSESSMENT SPECIFICATION

Student name:	**Chau Alvin Yau Kong**	**Student ID number:**	**1812892**
Programme:	**Doctor of Business Administration**		
Module:	**Quantitative Research Methods**		
Module code:	**SBPD7010**	**Contribution to Overall Module Assessment (%):**	**100%**
Lecturer:	**Dr. Andrew Chan**	**Internal Verifier:**	
Assignment Title:	**Effects of Customer Service, Trade-mix and Promotional Activity on Customer Satisfaction: A study with reference to Island Resort Mall**	**Word count (or equivalent):**	**Reflection: 1,000**
Submission deadline:	**19 April 2019**	**Return date of provisional marks & written feedback:**	**17 May 2019**
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) **Alternative submission method (if applicable):** **Late submission of the assessment will result in a late penalty mark.** Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Introduction

It is a short journey filling of hard time for a part time student studying of Quantitative Research Methods, a subject I am not familiar with. Two hours in-class test forced me to study the main chapters of 6 & 7 and others of the text book. And I got to know more about what the meaning and application of hypothesis, reliability, sampling design, data collection and SPSS are. The study helped me tremendously in preparing the project report of 'Effects of customer Service, trade-mix and promotional activity on customer satisfaction: a study with reference to Island Resort Mall'.

Reason for Study

As an insider, Island Resort Mall was recently transferred to my management portfolio, its hardware and software are substandard under my observation and the mall's occupancy rate is low only 76.21%, it triggered me to take a quantitative study on frequent shoppers' preference and their perception about the services provided in the mall.

Literature Review

I could find tons of literature review in terms of articles and journals relating to customer service but no much about trade-mix (tenant-mix) and promotional activities typically in shopping centre industry. I even read some related Indian business and marketing journals, although the culture is different with Hong Kong, they provided me some insights on project report writing.

Sampling Design

The target population are the residents of Island Resort, they are the anchor shoppers of the mall. My intention to conduct survey with the residents of Island Resort was turned down by the senior management of my company. Due to the population is the occupiers of 3,098 residential units, the management is afraid that once the Pandora's box is opened; service requests, wishes may come with the questionnaire, which need to be attended. I have then worked with peers of property management and Leasing Department and further lobbied the seniors to carry out the survey in order to meet the needs of residents of Island Resort as frequent shoppers and to achieve a high patronage, revenue and rental income for company, it is a win-win situation. The proposal for pilot test was finally supported by the senior management.

I have further coordinated with three teams including Property Management, Leasing department and Promotion to work on the questions for the three constructs in terms of customer service, trade-mix and promotional activity, the task was not smooth as which involved interdepartmental prolonged discussion and approval.

Data Collection

Community shopping centre is usually in a large developed residential estate. The range of the area is 10,000 – 450,000 square feet. Island Resort Mall is categorized as a community shopping centre. Prior to data collection, I have visited Cityplaza in Taikoo Shing, a similar scale of community shopping centre. The purpose of the visit was to benchmark and observe what elements of customer satisfaction could be prepared as one of questionnaire items.

Due to limited time and resources, it is impossible for me to conduct the survey with all 3,098 units of Island Resort so that systematic sampling method was used for the pilot test. In order to save time on waiting for questionnaires to return, I had first tried to collect data through face-to-face interview at a field-base survey through a randomly selection method conducting the survey at the concierge desk area. However, I had found some by-pass shoppers, who were not my target respondents, they only walked through the mall or used the washroom only. After two hours field-base survey, I found the data collected was not reliable enough for analysis. Finally, I decided to proceed with systematic sampling method. There are eight towers of the building with 3,098 units from 7/F to 63/F, six questionnaires were fairly delivered to each tower of selected units. Upon 48 questionnaires distributed. Some residents called and enquired about the reason of only some units to have been selected for survey, requested for explanation.

35 questionnaires were returned, but 2 questionnaires were excluded from analysis due to more than one answer was given to a question, and another questionnaire was written in swear words.

On the other hand, it was my first time to use the statistical package of SPSS to analyse data. I felt an immense gratitude to our lecturer Dr. Andrew Chan, who offered two extra classes out of 30 teaching hours to coach us how to run SPSS.

Submission of Project Reports

I have encountered another problem that I was requested by company on 8 April to go for a business trip to Canada from 12 April to 20 April (I was speechless). The submission deadline for project reports is 19 April, so I have to make it happen to submit both reports earlier than 12 April, it is really unexpected, and I had to work through almost whole night from 8 to 11 April.

Conclusion

This research was conducted in very limited time. The samples in the survey are unable to cover all ages, income level and other characteristics. The content is not comprehensive enough to state the relationship of customer service, trade-mix and promotional activity due to the limited database. However, I have collected valuable data which drives me to proceed with a more comprehensive survey to evaluate the relationship of service quality, customer satisfaction and loyalty as all are becoming increasingly important factors in modern retailing, a market characterized by slow growth and intense competition.

Island Resort Mall is considered suffering from low occupancy rate, I would add open-ended questions such as 'Do you have any suggestion on outlets that you would like to see in Island Resort Mall?' which can help the management to consider what kind of outlets the company should invite to run the business at the mall.

My proposal for a comprehensive survey not just on customer satisfaction but also with other aspects of service quality, and customer loyalty is supported by my seniors.

It is a short journey but filling of happy moments for learning.