

COPY RIGHT



ELSEVIER
SSRN

2023 IJEMR. Personal use of this material is permitted. Permission from IJEMR must be obtained for all other uses, in any current or future media, including reprinting/republishing this material for advertising or promotional purposes, creating new collective works, for resale or redistribution to servers or lists, or reuse of any copyrighted component of this work in other works. No Reprint should be done to this paper, all copy right is authenticated to Paper Authors

IJEMR Transactions, online available on 18th Mar 2023. Link

[:http://www.ijiemr.org/downloads.php?vol=Volume-12&issue=Issue 04](http://www.ijiemr.org/downloads.php?vol=Volume-12&issue=Issue 04)

10.48047/IJEMR/V12/ISSUE 04/153

Title **CUSTOMER BUYING BEHAVIOUR AND SATISFACTION LEVEL TOWARDS PVP SHOPPING MALL IN VIJAYAWADA CITY**

Volume 12, ISSUE 04, Pages: 1193-1204

Paper Authors

Mrs N. Sree Lakshmi, Dr.A Sudhakar



USE THIS BARCODE TO ACCESS YOUR ONLINE PAPER

To Secure Your Paper As Per **UGC Guidelines** We Are Providing A Electronic Bar Code

CUSTOMER BUYING BEHAVIOUR AND SATISFACTION LEVEL TOWARDS PVP SHOPPING MALL IN VIJAYAWADA CITY

Mrs N. Sree Lakshmi

Research Scholar, Department of Commerce, DR B R Ambedkar Open University,
Hyderabad

asreelakshmi5547@gmail.com

Dr.A Sudhakar

Professor (Retd.), Department of Commerce, DR B R Ambedkar Open University, Hyderabad

Abstract

Shopping has become an essential aspect of modern life, with customers seeking a convenient and comprehensive shopping experience. In India, shopping malls have emerged as a popular shopping destination, surpassing traditional retail and departmental stores, due to changes in consumer culture and economic development. These malls offer a wide range of shopping options, dining establishments, and entertainment venues all in one place. This research aims to evaluate the purchasing behavior and level of customer satisfaction towards modern shopping malls in Vijayawada City. The study gathered data from 50 respondents.

Keywords: Customer satisfaction, buying behaviour, Shopping Malls, Service Quality

Introduction

The trend of mall culture is rapidly gaining popularity in modern times, and it presents several benefits over traditional markets. Malls offer a diverse range of shopping options, from groceries to clothing and fashion accessories, as well as dining and entertainment options such as cinemas and gaming zones, all under one roof. Consumers can spend an entire day at the mall, indulging in shopping, eating, watching movies, or engaging in recreational activities. In addition to shopping, customers view malls as a leisure destination, where they can enjoy entertainment such as movie theatres, gaming areas, and even window shopping. Additionally, malls offer amenities like spas, gyms, and restaurants to provide customers with a holistic shopping experience and ensure their satisfaction.

Features of Modern Shopping Malls

Shopping malls are expansive commercial complexes that bring together a diverse range of retail stores, restaurants, entertainment venues, and other amenities, all in one location. The goal of malls is to offer customers a comfortable and enjoyable shopping experience, making them a popular destination for both locals and tourists alike.

Modern shopping malls offer a range of features and amenities to provide a convenient and enjoyable shopping experience for consumers. Some of the common features of modern shopping malls include:

- Escalator and lift facilities
- Availability of International brands and new brands
- Wi-Fi facilities

- Gym and spa facilities
- Food court facilities
- Wide choice of shops
- Entertainment facilities
- Modern Parking facilities
- Home delivery facilities
- Special discounts
- Quality products

PVP Shopping mall in Vijayawada

Shopping malls have become increasingly popular among people of all ages and backgrounds, as they offer a wide range of products and services catering to different preferences and interests. These can include clothing, electronics, home goods, beauty and personal care items, and much more.

Vijayawada, a city in the Indian state of Andhra Pradesh, boasts several shopping malls that cater to the needs of both its residents and visitors. Some of the most popular shopping malls in Vijayawada include PVP, Trendset, LEPL, PVR Mall, and D Address Mall, Reliance Trends, South India shopping mall, Powerone mall etc.

PVP Square mall in Vijayawada, Andhra Pradesh, is a popular shopping destination spanning over 20,000 square feet. It is well-known for its luxury shopping, entertainment and leisure experiences. The mall is centrally air-conditioned and features famous fashion and cosmetic brands such as Van Heusen, Louis Philippe, Fastrack, Pepe Jeans, Calvin Klein, Voylla and Woodland, among others. The mall has a variety of entertainment options, including Cinapolis theaters, known for their high-quality screens, good food options and well-designed heaters for a comfortable movie-watching experience. The food court can accommodate a high influx of people on weekdays and the mall also boasts a three-level parking area with space for up to 500 cars, in addition to extra space for two-wheelers. Overall, PVP Square mall

provides a comprehensive shopping and leisure experience for visitors and residents of Vijayawada.

Review of Literature

Bhavik U. Swadia (2018) The survey shows that customers are more likely to be attracted by discounts and programs offered in malls. Clothing and groceries are the most commonly purchased items in malls, where customers feel safer and more comfortable. The availability of various brands and products allows customers to make informed choices. Restaurants in malls are generally perceived to be of good quality, and the convenience of in-mall dining is appreciated by visitors who can enjoy their meals while shopping. Physical products, such as electronics, cell phones, clothing, groceries, and accessories, are the most commonly experienced items in malls. Most people visit malls on weekends for leisure activities.

Ramesh kumar. N (2018) found that the majority of mall customers are content with their overall shopping experience. However, a small proportion of customers express dissatisfaction due to issues such as lower discounts, inadequate guidance, and subpar service quality. To enhance customer satisfaction, mall authorities should consider implementing the following recommendations: 1. to minimize waiting times at checkout counters, particularly during peak seasons; it is recommended that mall authorities construct additional counters. 2. In response to feedback from customers dissatisfied with the free home delivery service, the mall authorities can offer free home delivery services to address this concern and improve customer satisfaction.

Satnam Kour Ubeja and Bedia D.D (2011) indicated that customers in Indore city are well-informed about organized retail and are particularly attuned to the

additional amenities and services provided by shopping malls. Customers also place a high premium on the cleanliness and hygiene of the mall environment. Among the different customer segments studied, undergraduate students who rely on parental support and those aged between 20-30 were found to be particularly conscious of customer satisfaction factors when shopping in malls. Women shoppers, particularly those in the 20-40 age groups, were found to be less price-sensitive and viewed shopping as an enjoyable activity. Younger customers were found to have an easier time shopping in malls. Overall, the study sheds light on the various factors that contribute to customer satisfaction in the context of mall shopping.

Balagurusamy.A (2021) established that there is no significant correlation between age groups and customer purchase behavior. Similarly, no notable connection was observed between monthly income levels and customer purchases, nor between household type and purchase frequency. Customers favor shopping malls for their diverse product range, making it their go-to destination for shopping. The proximity of shopping malls to customers' residential and workplace locations accounts for their popularity. Overall, customers expressed satisfaction with the quality, affordability, and trendy merchandise available in shopping malls.

Kainth and Joshi (2008) delved into customer and retailer satisfaction in a mall in Jalandhar, Punjab, India, revealed that customers prioritize quality as the most desirable attribute when shopping at a mall. Retailers, on the other hand, have found that offering guaranteed exchanges, discounts, and freebies are the most effective incentives to attract customers to their stores within the mall.

Zameer (2006) found that effective mall management as a differentiating factor that

sets a mall apart from its competitors. Mall management entails optimizing foot traffic, converting visitors into customers, and ensuring tenant and customer satisfaction. The researcher emphasized the importance of retail portfolio planning, tenant selection, leasing management, facility and utility management, parking arrangements, and organizing events and collaborative promotions. These factors were identified as essential components for the success of any mall.

Archana Chanuvai Narahari and Dhiman Kuvad (2017) proved that customers are very satisfied with the overall shopping experience at malls and feel very comfortable as a “one – stop shop” for various products and brands. The value for money they offer in the mall is pretty good. Bhavnagar Mall scores highly for services such as general ambience, air conditioning, cleanliness, parking facilities, staff guidance, hygiene/toilet facilities, etc. However, customer awareness of security measures is very lacking. They don't know what safety measures the mall needs to take. Shopping centre management can focus more on this area by making provisions for such facilities and informing customers of these facilities through appropriate signage and proactive measures.

Girija. K and Ravi.G (2019) concluded that the seven main variables of customer perception are determined and directly determined by shopping mall factors. Major drivers of perceptual components such as mall/store atmosphere, consumer lifestyle, belief in consumer desire satisfaction, visually appealing physical facilities, shopping style perception, item identification and convenience, shopping mall customer demographics related.

Statement of the Problem

While many studies have examined customer satisfaction levels in shopping malls across different cities, none have

explored this topic in Vijayawada city. Therefore, the present study was conducted in PVP shopping mall to address this gap in the literature. With modern life revolutionizing the shopping experience, malls now offer a wide range of products to consumers. Furthermore, increased household income has led to greater spending on groceries. As a result, the popularity of shopping in malls has grown significantly, leading customers to expect more from their mall experiences. This study aimed to explore customer perceptions and satisfaction levels regarding modern shopping malls.

RESEARCH METHODOLOGY

Objectives of the study

1. To study the customer buying behaviour in shopping malls.
2. To measure the level of customer satisfaction towards shopping malls.

Source of Data

Primary Source:

A well-structured Questionnaire was prepared and distributed to the customers of PVP Shopping Mall in Vijayawada city.

Secondary Source:

The various secondary information sources used for the present research include the journals, magazines and websites.

Sampling Design

The sampling technique involved is Convenience sampling.

Sample size

Data were collected from 50 customers in December 2022 from PVP shopping mall.

Scope of the study

The study is confined to PVP shopping mall in Vijayawada city.

Hypothesis Testing

Ho: There is no significance difference between gender, age, marital status and income based on level of satisfaction

Tools used for Data Analysis

The data collected was analysed through Percentages, Mean and standard deviation and tool for hypothesis testing is t-test.

Data Analysis

Demographic profile of respondents

Table: 1 Gender distribution of respondents

Variable	No.of resp.	Percentage
Male	30	60%
Female	20	40%

Source: Primary data

From the above table, it is known that from the total respondents of 50, males were 30 (60%) and females were 20 (40%).

Table: 2 Age wise distribution of respondents

Age	No.of resp.	Percentage
15-25	19	38%
25-35	17	34%
35-45	10	20%
45-55	4	8%

Source: Primary data

From the above table, it is identified that, from the total respondents 50, 15-25 years age group consumers are 19(38%), between 25-35 years are 17 (34%),

between 35-45 years are 10 (20%) and between 45-55 years are 4 (8%).

Table: 3 Marital status wise distribution of respondent

Marital Status	No. of resp.	Percentage
Married	25	50%
Unmarried	25	50%

Source: Primary data

From the above table, it is identified that, from the total respondents 50 the married respondents are 25 (50%) and unmarried respondents are 25 (50%).

Table: 4 House hold income per month wise distribution of respondents

Income(Rs)	No. of resp.	Percentage
Less than 15,000	12	24%
15,001-25,000	14	28%
25,001-50,000	17	34%
Above 50,000	7	14%

Source: Primary data

From the above table, it is identified that, from the total respondents 50 , 12 (24%) respondents have a monthly income of less than 15,000, 14 (28%) respondents have a monthly income of 15,001-25,000, 17(34%) respondents have a monthly income of 25,001-50,000 and 7 (14%) respondents have a monthly income of above 50,000

Level of Satisfaction based on Gender

Ho: There is no significance difference between genders based on level of satisfaction

Table: 5 Level of satisfaction Based on Gender

		Mean	SD	t/F	P-Value	Remark
PRODUCT PRICE	Female	4	5.338539	0.5345	0.607511	Not Significant
	male	6	8.746428			
QUALITY	Female	4	5.338539	0.620174	0.275261	Not Significant
	male	6	7.035624			
AVAILABILITY	Female	4	5.09902	0.603938	0.2865	Not Significant
	male	6	6.123724			
DISCOUNTS	Female	4	5.787918	0.6658	0.2587	Not Significant
	male	6	7.348469			
LOCATION	Female	4	5.612486	0.6735	0.2398	Not Significant

	male	6	7.483315			
PARKING	Female	4	5.522681	0.6854	0.2864	Not Significant
	male	6	6.123724			
VARIETY	Female	4	5.656854	0.71919	0.2469	Not Significant
	male	6	5.700877			
MALL LAYOUT	Female	4	5.87367	0.7543	0.2283	Not Significant
	male	6	7.17635			
SERVICE QUALITY	Female	4	4.636809	0.7264	0.2187	Not Significant
	male	6	6.041523			
INTER. BRANDS	Female	4	5.147815	0.69832	0.2681	Not Significant
	male	6	7.778175			
ENTERTAINMENT	Female	4	5.09902	0.5432	0.2118	Not Significant
	male	6	6.892024			
BEST MULTIPLEX	Female	4	5.87367	0.514	0.2063	Not Significant
	male	6	6.63325			
LOT OF EATERY	Female	4	5.338539	0.4965	0.2018	Not Significant
	male	6	5.43139			
REASONABLE PRICE	Female	4	5.958188	0.5029	0.1986	Not Significant
	male	6	6.041523			

Accept H_0 . There is no significance difference between male and female .Because Table value of t is greater than the calculated value.

Level of Satisfaction based on Age groups

H_0 : There is no significance difference between age groups based on level of satisfaction

Table: 6 Level of satisfaction Based on Age Group

	Age	Mean	SD	F	P-value	Remark
PRODUCT PRICE	15-25	8.5	5.357238	0.463787	0.761485	Not significant
	25-35	8	4.27785			
	35-45	5	3.937004			
	45-55	1.5	0.83666			
QUALITY	15-25	9	0.83666	0.872871	0.494018	Not significant
	25-35	7.5	4.969909			
	35-45	5	3.974921			
	45-55	1.5	0.83666			

AVAILABILITY	15-25	8	4.438468	0.661232	0.626109	Not significant
	25-35	7	3.974921			
	35-45	5	3.082207			
	45-55	1.5	0.83666			
DISCOUNTS	15-25	8	4.086563	0.949896	0.451886	Not significant
	25-35	8	4.27785			
	35-45	5	3.937004			
	45-55	2	1.30384			
LOCATION	15-25	9	4.764452	1.015782	0.41823	Not significant
	25-35	7.5	3.847077			
	35-45	5	3.464102			
	45-55	2	1.788854			
PARKING	15-25	8.5	4.438468	1.18466	0.341717	Not significant
	25-35	7.5	3.974921			
	35-45	5	3.082207			
	45-55	1.5	0.83666			
VARIETY	15-25	8	4.147288	0.9422	0.45596	Not significant
	25-35	7.5	4.560702			
	35-45	5	3.937004			
	45-55	1.5	1.30384			
MALL LAYOUT	15-25	9	4.816638	0.954239	0.4496	Not significant
	25-35	8	4.27785			
	35-45	5	3.937004			
	45-55	1.5	1.30384			
SERVICE QUALITY	15-25	6.5	3.563706	0.667276	0.622155	Not significant
	25-35	8	4.449719			
	35-45	5	3.082207			
	45-55	2	1.788854			
INTER. BRANDS	15-25	9	4.969909	1.04717	0.402962	Not significant
	25-35	8	4.219005			
	35-45	5	3.082207			
	45-55	2	1.30384			
ENTERTAINMENT	15-25	8	3.898718	0.627148	0.648672	Not significant
	25-35	8	4.27785			
	35-45	5	3.464102			

	45-55	1.5	0.83666			
BEST MULTIPLEX	15-25					Not significant
		9	4.969909	1.277812	0.305174	
	25-35	8	4.219005			
	35-45	4.5	2.345208			
	45-55	1.5	0.83666			
LOT OF EATERY	15-25	7	4.658326	0.85422	0.504671	Not significant
	25-35	6.5	3.781534			
	35-45	5	3.937004			
	45-55	2	1.30384			
REASONABLE PRICE	15-25					Not significant
		8.5	4.32435	1.118505	0.370061	
	25-35	6.5	2.966479			
	35-45	5	3.464102			
	45-55	2	1.788854			

Accept H_0 . There is no significant difference between age groups. Because the Table value of F is greater than the calculated value.

Level of Satisfaction based on Marital status

H_0 : there is no significance difference between marital status and level of satisfaction.

Table: 7 Level of satisfaction Based on Marital Status

		Mean	SD	t-value	P-Value	Remark
PRODUCT PRICE	Married	5	7.141428	1.7962	1	Not Significant
	Unmarried	5	6.745369			
QUALITY	Married	5	6.557439	1.812461	0	Significant
	Unmarried	5	5.656854			
AVAILABILITY	Married	5	5.567764	1.7865	0	Significant
	Unmarried	5	5.09902			
DISCOUNTS	Married	5	7.314369	1.6874	1.5432	Not Significant
	Unmarried	5	5.522681			
LOCATION	Married	5	8.544004	1.6582	1.6524	Not Significant
	Unmarried	5	6.244998			
PARKING	Married	5	6.204837	1.7235	1.5421	Not Significant
	Unmarried	5	6.041523			
VARIETY	Married	5	6.442049	1.6447	1.3258	Not Significant
	Unmarried	5	4.795832			

MALL LAYOUT	Married	5	8			
	Unmarried	5	6.557439	0.8536	0.6532	Not Significant
SERVICE QUALITY	Married	5	6.442049			Not Significant
	Unmarried	5	4.636809	0.7754	0.5422	
INTER. BRANDS	Married	5	6.745369	0.4721	0.6487	Not Significant
	Unmarried	5	6.557439			
ENTERTAINMENT	Married	5	6.442049			Not Significant
	Unmarried	5	5.567764	0.2763	0.6521	
BEST MULTIPLEX	Married	5	6			Not Significant
	Unmarried	5	6.244998	0.1983	0.4853	
LOT OF EATERY	Married	5	6.164414			Not Significant
	Unmarried	5	4.636809	0.1873	3654	
REASONABLE PRICE	Married	5	6.892024			Not Significant
	Unmarried	5	6.082763	1.6354	0.13246	

In case of quality of product and availability of product there is a significance difference between marital status and level of satisfaction. Hence null hypothesis is rejected.

Further, it was observed that in all other cases there is no significant difference between marital status and level of satisfaction. Hence null hypothesis is accepted.

Level of Satisfaction based on Income

H₀: There is no significance difference between income level of respondents and level of satisfaction.

Table: 8 Level of satisfaction Based on Income

	Income	Mean	SD	F-Value	P-Value	Remark
PRODUCT PRICE	Less than 15,000	2.4	3.577709	0.185065	0.904993	Not Significant
	15,001-25,000	2.8	3.898718			
	25,001-50000	3.4	5.412947			
	Above 50000	1.6	2.073644			
QUALITY	Less than 15,000	2.4	3.361547	0.244635	0.863913	Not Significant
	15,001-25,000	2.8	3.563706			
	25,001-50000	3.4	4.449719			
	Above 50000	1.6	1.67332			
AVAILABILITY	Less than 15,000	2.4	3.361547	0.299213	0.825466	Not Significant
	15,001-25,000	2.8	3.03315			
	25,001-50000	3.4	3.911521			

	Above 50000	1.6	1.516575			
DISCOUNT	Less than 15,000	2.4	3.781534	0.25635	0.85421	Not Significant
	15,001-25,000	2.8	3.420526			
	25,001-50000	3.4	3.911521			
	Above 50000	1.6	2.607681			
LOCATION	Less than 15,000	2.4	3.361547	0.2165	0.8973	Not Significant
	15,001-25,000	3	3.464102			
	25,001-50000	3.4	4.219005			
	Above 50000	1.6	3.04959			
PARKING	Less than 15,000	2.4	3.361547	0.2633	0.8769	Not Significant
	15,001-25,000	2.8	3.114482			
	25,001-50000	3.4	4.669047			
	Above 50000	1.6	1.516575			
VARIETY	Less than 15,000	2.4	3.04959	0.29365	0.8438	Not Significant
	15,001-25,000	2.8	3.834058			
	25,001-50000	3.4	3.847077			
	Above 50000	1.6	1.140175			
MALL LAYOUT	Less than 15,000	2.4	3.286335	0.27864	0.8367	Not Significant
	15,001-25,000	2.8	4.086563			
	25,001-50000	3.4	4.449719			
	Above 50000	1.6	2.073644			
SERVICE QUALITY	Less than 15,000	2.4	2.607681	0.21638	0.86526	Not Significant
	15,001-25,000	2.8	4.764452			
	25,001-50000	3.4	4.393177			
	Above 50000	1.6	1.516575			
INTERNA. BRANDS	Less than 15,000	2.4	3.361547	0.29836	0.8423	Not Significant
	15,001-25,000	2.8	3.898718			
	25,001-50000	3.4	3.781534			
	Above 50000	1.6	2.19089			
ENTERTAINMENT	Less than 15,000	2.4	3.577709	0.2237	0.8176	Not Significant
	15,001-25,000	2.8	3.898718			
	25,001-50000	3.4	3.577709			
	Above 50000	1.6	1.67332			
BEST MULTIPLEX	Less than 15,000	2.4	3.911521	0.26531	0.7965	Not Significant
	15,001-25,000	2.8	3.898718			
	25,001-50000	3.4	4.09878			
	Above 50000	1.6	1.81659			

	Less than 15,000	2.4	3.781534	0.235887	0.82563	Not Significant
LOT OF EATERY	15,001-25,000	2.8	3.420526			
	25,001-50000	3.4	3.130495			
	Above 50000	1.6	1.516575			
	Less than 15,000	2.4	3.577709	0.933333	0.072351	Not Significant
REASONABLE PRICE	15,001-25,000	2.8	3.563706			
	25,001-50000	3.4	3.646917			
	Above 50000	2.6	3.577709			

There is no significance difference between income level of respondents and level of satisfaction. Hence null hypothesis is accepted.

Findings

The following findings emerged on a closer examination of the results:

1. The greater number of consumers was males 30 (60%).
2. From the sample, the majority number (19) of consumers visiting malls between 15-25 years age group. (38%)
3. The majority numbers (17) of consumers were having monthly income between Rs 25,001 to Rs 50,000 (34%).
4. The respondents 25 (50%) are married and the same proportion unmarried also.
5. There is no significant difference between gender of respondents and level of satisfaction.
6. There is no significant difference between age of respondents and level of satisfaction.
7. There is significant difference between marital status in quality of product and availability of product of respondents and level of satisfaction.
8. There is no significant difference between income of respondents and level of satisfaction.

Conclusion

India's retail landscape is gradually transforming, with the emergence of several upscale supermalls in various cities. The mall culture has become an entrenched feature of the retail sector. As consumers make the transition from traditional stores to shopping malls, their personality traits, purchasing motives, interests, attitudes, beliefs, and values appear to be changing. According to a survey, the majority of shoppers prefer the convenience of shopping malls, which offer a one-stop-shop for all their needs. The research also identified key factors that influence customers' preference for mall shopping, including the availability of branded products, quality merchandise, and a wide variety of options.

References:

1. Bhavik U. Swadia(2018), "Study Of Consumer Satisfaction Towards Shopping Mall" , ISSN 2454-8596 , www.vidhyayanaejournal.org, *An International Multidisciplinary Research e-Journal*
2. RAMESHKUMAR. N, "Customer Buying Behaviour And Satisfaction Level Towards Modern Shopping Malls In Coimbatore City", *International Journal of Research in Social Sciences* Vol. 8 Issue 7, July 2018, ISSN: 2249-2496 Impact Factor: 7.081

3. SatnamKourUbeja and Bedia, D.D. “A Study of Customer Satisfaction from Organized Retailing (With Reference To Indore City)”, *PIJMR*, Vol. 4(2), July 2011 & Vol. 5 (1), January 2012
4. Balagurusamy A “Customer Preference and Satisfaction towards Retail Stores and Shopping Malls in Coimbatore District”, *International Journal of Engineering Research and Modern Education (IJERME)* Impact Factor: 7.018, ISSN (Online): 2455 – 4200, Volume 6, Issue 2, 2021
5. Kainth, G. S. and Joshi D. (2008). “The Perception of Customers and Retailers towards Malls in Jalandhar – A Supply Chain Perspective”, January.
6. Zameer and Asif (2006). “Effective Mall Management – The Critical Success Factor for Malls Today”, *Indian Journal of Marketing*, Vol XXXVI (10), October, pp 26–29
7. Archana Chanuvai Narahari and Dhiman Kuvad, “Customer Behaviour towards Shopping Malls – A Study in Bhavnagar (Gujarat State, India)”, *IJARIE-ISSN (O)-2395-4396*, Vol-3 Issue-2 2017
8. Girija.K and Ravi.G, “Customer Perception towards Shopping Malls in Chennai”, *International Journal of Computer Sciences and Engineering Open Access Review Paper* Vol.7, Special Issue.3, Feb. 2019 E-ISSN: 2347-2693