

## PERCEPTION AND ATTITUDE OF SHOPPERS TOWARDS SHOPPING AT SHOPPING MALLS

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### ABSTRACT

Shopping malls have seen an impressive growth in India during the past few decades. This paper examines the attractiveness factors of shopping malls from the shoppers' perspective based on the survey of urban shoppers. Shopping malls taken into consideration in this study which represent different cities in Tamilnadu. This paper proposes to study the shopping mall attractiveness where in the attempt is to study the behavior and attitude of the shoppers towards malls. Furthermore, the paper also proposes to derive the constituents of an ideal mall from shopper's perspective. This study revealed six attitude factors of the shoppers towards malls: Locality & Convenience, Relaxed Shopping, Prestige Shopping, Product knowledge, Any day visit and Price Parity. The study also arrived at characteristics of a mall that people consider while visiting the mall which are Overall Attractiveness, Amenities & Atmospherics, Personnel, Shopping Ease and Convenience.

**Key words:** Shopping Malls, Attitude, Shoppers

### INTRODUCTION

**Shopping centre**, also called **shopping mall**, or **shopping plaza**, 20th-century adaptation of the historical marketplace, with accommodation made for automobiles. A shopping centre is a collection of independent retail stores, services, and a parking area conceived, constructed, and maintained by a management firm as a unit <sup>[1]</sup>. Shopping centers may also contain restaurants, banks, theatres, professional offices, service stations, and other establishments.

Aspects considered by planners when a shopping centre is to be built include feasibility of the site in terms of the community's ability to support a centre; adequate vehicular access; and size, access, and topography of the site, as well as availability of utilities, zoning laws, and land use in the immediate area<sup>[2]</sup>. Economic conditions of the area, the sociology of the region, and local commercial competition and attitudes determine the size of centre that can be supported and the kind of stores acceptable to a given locale.

Shopping centers are generally of neighborhood, community, or regional scope. The smallest type, the neighborhood centre, usually has a supermarket as a focus, with daily convenience shops such as a drugstore, shoe repair, laundry, and dry cleaner accompanying it. Such a centre can usually serve 2,500 to 40,000 people within a six-minute drive.

The community shopping centre contains all of the above-mentioned services in addition to a medium-sized department store or variety store, which acts, with the supermarket, as a focus. Wearing apparel, appliance sales, and repair stores are also found here <sup>[4]</sup>. This centre will normally serve 40,000 to 150,000 people.

The regional shopping centre provides a full range of shopping services comparable to those found in a small central business district. It is built around at least one full-size department store and often several; specialty shops and boutiques are numerous, and there are usually several restaurants and perhaps a motion-picture theatre. Services for the immediate day-to-day needs are minimized. It will serve as many as 150,000 or even 400,000 or more people. On larger sites motels, medical centers, or office buildings may also be provided.

### **SIGNIFICANCE OF THE STUDY**

Importance of Eco-Friendly products are growing these days; multinational companies don't bother much about these products. But companies like Coca- Cola, Disney are greatly promoting green products as the competition of eco-friendly products are increasing. Consumers are becoming more aware of safeguarding the environment for our future generation. Eco-Friendly products will gradually decrease its price when their demand for it increases. Now there are many companies' social Medias promoting eco- friendly products.

### **OBJECTIVES OF THE STUDY**

- To study the consumer behavior at shopping malls with reference to gender, age, occupation and income.
- To analyse different accessibility, ambience, availability of Product and services, sales personnel and promotional tools in Mall.
- To study consumer's buying tactic, shopping priority during shopping at malls within Tamilnadu
- To find the expectation and perceptions of consumer future needs and wants in mall.

### **SCOPE OF THE STUDY**

Retail shops / outlets are spread across cities within Tamilnadu in high and busy street, neighborhood strips, shopping centers and shopping malls. The present study will help to understand the consumer behavior in shopping mall with special reference to Coimbatore region. It will likewise Endeavour to gauge the attractiveness of shopping centers. The reason for this exploration is to concentrate on the retail shops improvement and network communication in shopping centers.

The Present research on shopping center improvement and redevelopment can all the more extensively address the significance of shopping centers to the networks in which they are found. Extensively, ignored territories of research are the network and monetary commitments of shopping centers. These are basic issues, given the time of shopping centers around the world, the requirement for neighboring territory redevelopment and necessity of substantial open endowments for foundation development.

### **REVIEW OF LITERATURE**

**Lather and Kaur (2006)** in their papers considered different shopping centers and set up the connection between the customers' conduct and different qualities/pointers of stores in shopping centers. They saw that the vast majority of the clients don't take a gander at the evaluating alone. They are searching for a feeling of belongingness, a brand of value and advancement they can trust. Little retailers never again remain the essential hotspot for the fundamental month to month shopping crate. The purchaser typically shows signs of improvement costs, quality choice and comfort for these buys at sorted out retail chains and shopping centers.

Their outcomes additionally recommended that if appropriate window shows and other legitimate strategies for introduction of promoting are done, the retailers can pull in more customers. They built up that in the previous couple of years, there has been a critical move in India from individual retail outlets, possessed independently and oversaw particularly, to expertly oversaw retail locations. Their discoveries additionally bolstered the constructive outcome of area on store traffic and deals.

**Gupta (2000)** in his exploration inspected the degree to which diverse special casings connected customers' observation towards item administration and settled on a positive purchasing choice. His investigation found that critical distinction is found in two gatherings of markdown and non– rebate classification, regular deals and non–occasional deals, coupons and non– coupons, so far as pointers like general attributes and physical qualities. Area comfort is concerned yet no critical distinction is found in two gatherings of participation limits and non– enrolments limits. He has further gone to suggest that store retailers must provide a setting that will allow consumers to shop for their needs and wants in the marketplace and they should find ways to tailor their environments to attract customers and increase patronage.

**Kay M. Palan (1997)** in their outlined gender identity, of consumer behaviour studies in the marketing literatures that have found the gender identity. Based on the literature review, the paper shows whether gender identity research is still warranted, and the specific research questions used for future research. The author is of the view that it is very essential to understand the complex and changeable nature of personality traits associated with gender categories.

**Gupta and Kaur (2016)** in their paper analyzed the degree to which distinctive limited time outlines pulled in customers' observations towards item administration and settled on a positive purchasing choice. They expressed that retail store of a store and the separation that the clients must go to shop is fundamental criteria in their store decision choices. Their investigation expressed that clients consider value limits as a critical special device in the shopping centers. They additionally discovered that occasional deals positively affect both support and spending. Major limited time devices based on which the clients want to visit the stores in the shopping.

**Mehta (2013)** in her examination analyzed the desires for individuals of Ludhiana, India, towards in general shopping background and stimulation towards shopping centers. She found that individuals don't simply purchase an item in a shopping center, they purchase an affair.

On being approached to rank the highlights in the shopping center that would pull in the clients, individuals gave the accompanying positioning in the request of inclination: shopping background, eating joints, amusement, clothing area, gems, music/books segment, sensible costs, enrichment things and excellence cantinas. She gave certain recommendations to make the shopping center all the more speaking to the clients like free stopping for the ordinary clients/overwhelming buyers. Such clients might be issued a stopping card, which guarantees free reserved stopping. Shopping centers with PVR multiplex should offer "end of the week specials" like works of art, motion pictures for youngsters, and so forth.

## RESEARCH METHODOLOGY

**Research Design:** The survey was conducted by using questionnaire across the districts in Tamilnadu.

**Sample Unit:** 120

## ANALYSIS AND FINDING

- Age group from 25-35 years and amount spend per visit at below Rs.500 is 19.8% and Rs.500-Rs. 1000 is 80.2%% and Rs.1000-Rs.2000 is 0% and Above Rs.2000 is 0% and Age group from 36-45 years and amount spend per visit at below Rs.500 is 0% and Rs.500-Rs.1000 is 0% and Rs.1000-Rs.2000 is 87.2% and Above Rs.2000 is 12.8%.
- Compared to Age and Amount spend per visit is high in Rs.500-Rs 1000.
- Asymptotic significance value P is less than 0.05% of 0.00, so null hypothesis is rejected. so, there is significant difference between age and amount spends on the visit.
- Compared to qualification and general purpose of visiting shopping mall is high in Entertainment.
- Asymptotic significance value p is less than 0.05% of 0.02, so null hypothesis is rejected. So, there is significant difference between qualification and general purpose of visiting shopping mall.
- Compared to qualification and discounts and offer is high in both highly dissatisfied and dissatisfied.
- Asymptotic significance value p is less than 0.05% of 0.00, so null hypothesis is rejected. So, there is significant difference between qualification and discounts and offer.
- Compared to annual income and window shopping is high in very frequently.
- Asymptotic significance value p is less than 0.05% of 0.00, so null hypothesis is rejected. So, there is significant difference between annual income and books.

## CONCLUSION

The study has been a rewarding, in the sense that it has assessed the customer's perception and shopping behavior of mall shoppers. Today, shopping is an integral part of life for every individual. Mall retailing is retrievably of recent in India and therefore the result of the present study is very relevant to the present day developments happening in the mall retailing sector. The findings and suggestions have been written after analyzing the customer's perception and behavior of mall shoppers within Tamilnadu. Most of the middleclass peoples are economically growing the next level this is the base for increasing the shopper's behavior. Based on the expectations of the mall shoppers the mall managers can offer various entertainment aspects to their customers. The concept of mall shopping emerged from western countries and it is well established in developing countries. It is the one of the fastest growing sector also helps it boost the economic growth of our country India. In such a situation the retail industry is the next booming industry of the Indian economy. Therefore to achieve more success the retailing companies need to invest more money, they improve infrastructural facilities it should be vigilant of the fluctuations market operations. This study is highly relevant to the mall managers to serve better to frequent mall shoppers, the researcher shall feel that the work has undertaken has not been in vain.

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