Abstract

Many developed and developing countries have already witnessed the noteworthy mall culture which has redefined the word “Retail”. The emergence of malls as an important and significant destination for shopping, recreation and socialization, has turned the face of retail industry in India. Cities like Delhi, Mumbai, and Bangalore etc have received colossal economic and social contributions from these malls and made them one of the most prominent cities not only in India but around the globe as well. Even Ernakulam (Kerala) is now eye witnessing the same phenomenon i.e., the mall culture. However, no researches have been carried out to evaluate the motives for visiting and shopping in malls. Therefore there is clearly a need for research in this field and an attempt is carried out to understand motives for visiting malls and how malls contribute to decision making process.

I. INTRODUCTION

India is known as the nation of shopkeepers with more than 11 million retail outlets in the country. Traditionally the Indian economy is characterized by large number of small unorganized retailers. However, the magic wand of 1991 i.e., Liberalization, Privatization and globalization (LPG) has revolutionized every facet of Indian Economy. Organized retailing also got its refinement with the growth of new retail formats like supermarkets, hypermarkets, departmental stores, shopping malls.

The Indian retail market is witnessing a real revolution in terms of growth and development with the establishment of organized retailing. A.T. Kearney elaborates that
the Indian retailing is in its growth stage. Liberalization of economy, rise in per capita income, improved infrastructure, growing consumerism and effective marketing strategies of the retailers are the significant factors for the development of organized retailing in India. With the entry of large foreign and Indian players into retail industry, consumers are provided with a variety of choice and an ease of shopping. The traditional markets lose their shine, making way for new formats like malls. Malls are coming not just in metros but also in second running cities, introducing the Indian consumers to a shopping experience like never before.

Shopping malls, shopping arcades, shopping centers or simply mall is one or more building forming a complex of shops representing merchandisers, with interconnected walk ways enabling visitors to easily walk from one unit to other along with a parking area. It can be said to be a modern indoor version of traditional market place. Shopping malls emerged with the rise of suburban living in many parts of western world especially the United States after World War II.

Organized retailing is changing the concept of consumer behavior. Shopping today is much more than just buying- it is a pleasurable experience itself. Consumers now value convenience and choice on a par with getting value for their hard earned money. Malls have transformed shopping from a need driven activity to a leisure time entertainment. Consumers now prefer to shop in malls as they provide with variety of choice, improved quality, competitive price, trial rooms, glamorous environment, entertainment, food and beverages, comfort, luxury, recreation etc and there is a drastic change in the spending pattern of the consumers due to rapid increase in income, education, increasing urbanization, growing young population etc. In this dynamic business environment consumer behavior is undergoing sea change.

II. LITERATURE REVIEW

There are seven dimension identified by Bloch.P.H.,(1994) which explains the consumers’ motives for visiting and shopping at malls. They are the following

i.) Aesthetics
ii.) Convenience
iii.) Escape
iv.) Exploration
v.) Flow
vi.) Role enactment
vii.) Social

• Aesthetics dimension

Wakefield and Baker (1998) found out that the architectural design of the mall was the dimension which contributed the most to the mall excitement, while a mall’s interior design had the strong influence on customers’ desire to stay longer in the mall. It was also found that there exists positive relationship between the malls layout and desire to stay. It tell us that customers not only evaluate variety of products offered under one
roof but also do look for the ambience, fragrance, lighting and music, colour schemes etc.

- **Convenience dimension**
  Operating hours and time taken to reach the outlets are one of the main criteria which the consumers look for along with parking space while selecting a shopping mall. (Kaufman 1996). Consumers are more and more inclined towards a “one stop destination” for their complete shopping desire.

- **Escape dimension**
  Malls, because of their exciting, lavish and sophisticated environment create a sense of relief and break to the customers from the same monotonous and routine job and personal work. A trip to shopping malls can provide an individual or family a very economic means of entertainments leisure and recreation with a great deal of effortless planning.

- **Exploration dimension**
  Malls attract shoppers by offering an opportunity to learn new trends. Consumers always look for new and upgraded products and their desire for variety can only be met through the process of exploration.

- **Flow dimension**
  Flow is explained as a blissful state of absorption which is associated with the forgetting about the sense of time. It is said that if the mall experience is good the customers will not mind the time which they have spent inside the mall while shopping or enjoying and may even have a high desire to spend more time inside the mall.

- **Role enactment dimension**
  People behave in manner which is socially accepted or expected. Wakefield and Baker (1998) observed that hedonic shoppers (those who seek pleasure in shopping) were noticed to visit malls more than the utilitarian shoppers (those who fulfill the duty of shopping). In a nutshell we may say that consumers enact their social role by shopping or visiting a mall.

- **Social dimension**
  Shopping offers an individual an opportunity to socialize, it often result in meeting up with friends or new acquaintances. Teens and even families have shown a great tendency of visiting and recreating at shopping malls because of the economic cost of entry.

### III. OBJECTIVES & HYPOTHESIS

The objectives of the study are:

- To find out motives behind visiting and shopping at malls by customers.
- To find out satisfaction level of customers of malls.
- To know about relationship between age of respondent and pleasure of shopping at mall.
Hypothesis
Ho 1: There is no significant relationship between age of the respondents and pleasure of shopping at mall.

IV. SCOPE OF STUDY
Over the last 4-5 years, the Kerala consumer market has seen a significant growth in the number of modern-day shopping centers, popularly known as “Malls”. Rapid advances witnessed by Kerala in areas like education, communication; information technology and transportation have created a sense of freedom in the minds of people. Consumers are seeking convenience at their door step for regular purchases, but are willing to travel to exclusive destination for valuable items. Urban Kerala shoppers are witnessing a rapid change in the shopping options available to them. From “Serviced retailing”, where the costumer approaches the retailer and asked for specific item which the retailer fetches from behind the counter, the consumers are suddenly encountering “Self Service” models of retailing.

Therefore there is a need to study behavior of consumers in large shopping malls which can be helpful in designing appropriate marketing strategy for satisfying consumer needs and wants. A study on consumer behavior based on shopping malls with reference to mall in Ernakulam is conducted to know the consumer behavior among different age group and income group and also to analyze the motive behind visiting the mall and level of satisfaction received by the customers.

V. RESEARCH METHODOLOGY
The study makes use of both primary and secondary data. For primary data collection a self administered questionnaire is used on consumers selected through convenient sampling. Target group is selected from persons who visit mall between 5.30pm and 8.30pm as it is believed that it’s the prime time when most genuine bunch of customers visits the mall. The sample size is 100. Secondary data for the study is collected from various journals and books.

- **Tools of Analysis:** The study is a descriptive one. Statistical tools like percentage and chi – square have used to conduct the study.

VI. ANALYSIS, INTERPRETATION AND FINDINGS
From a total of 100 respondents, the largest set of respondents was found to be of the age group 26-36 years (55), following were the respondents of age group 16-26 years (37) and above 36 years (8).

According to the statistics in terms of monthly income illustrated that major portion of the respondents were earning a monthly income ranging from Rs 20000 – Rs 40000 (78) followed by respondents who earn less than Rs 20000 per month(19) and more than 40000 (5).
Ho 1: There is no significant relationship between age of the respondent and pleasure in shopping at mall.

Table 1: Showing relationship between age of respondent and pleasure in shopping at mall

<table>
<thead>
<tr>
<th>Age of Respondents</th>
<th>Pleasure in Shopping at Mall Cross tabulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Count</td>
</tr>
<tr>
<td>16 - 26</td>
<td></td>
</tr>
<tr>
<td>26 - 36</td>
<td></td>
</tr>
<tr>
<td>Above 36</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>

Table 2: Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>44.524a</td>
<td>4</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>45.376</td>
<td>4</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>100</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 1.20.

From the above results, it transpires that the calculated value of Chi square (44.524) and P Value (.000). Thus the null hypothesis is rejected. There exist relationship between age of the respondents and pleasure of shopping at mall.

VII. MAJOR FINDINGS OF MOTIVES BEHIND VISITING MALL

- In terms of number of time visiting the shopping mall, the result indicates that 41% of respondents visit the mall once in a week, 30% of respondents visit mall once in a month followed by 18% of respondents who rarely visit. And 11% of respondents come to mall every day.
- Among the respondents 59% of them visit with their friends and 28 come to mall along with their family. Mall is considered as a place of hangout by 40% of respondents followed by a 34% of respondents who come only for shopping and 26% respondents for window shopping.
- 48% respondents like to spend their money on clothing and footwear where as 39% of them likes to spend on food followed by a 13% on gadgets.
- Among the total respondents 43% of them are attracted by the interior design of the mall. 33% respondents vote for the lighting arrangements and 24% respondents are attracted by the colour scheme used inside the mall.
- 52% respondents tell that malls are at their best when they offer good parking space followed by 36% of respondents opting for the location of the mall and 12% of respondents for store hours.
41% respondent’s finds shopping mall as a place to socialize with friends, 38% respondents find it as a place to relax and 21% respondents’ likes mall as they get everything they look for.

45% respondents spend more than 4 hours in a mall followed by 35% respondents spend about 2 to 4 hours and 20% respondents in between 1 to 2 hours.

The research shows that 54% respondents agree that the food court serves all kind of food they look for.

55% respondents agree that they are satisfied with the price for which the products are offered.

52% respondents are satisfied with the products they purchased.

66% respondents are satisfied with the customer service offered by the mall.

From the research it has been observed that there exist significant relationship between age of the respondents and pleasure in shopping at mall.

VIII. RECOMMENDATIONS

❖ Malls are fast becoming a place for socializing and recreation (apart from shopping). Customers see malls as a one stop destination for various purposes like dinning, watching movies, hanging out, meeting new/old friends and shopping. Hence, mall managers should understand that malls have become something more than a place to buy products and they should transform the malls that would offer energetic and vibrant stores with attractive product and atmosphere.

❖ The infrastructure facilities provided by the mall have its own impact on the consumers. Customers irrespective of age and income are always looking forward for well structured refreshment rooms, prayer rooms, proper functioning of escalators and easy navigation system to guide them.

❖ Well structured parking facility has always been a challenge for mall in Ernakulam. Suitable parking area both for four wheelers and two wheelers should be provided separately, well supervised by security guards.

❖ Shopping malls should keep the price reasonable and competitive in order to attract low-level income group. The consumer should be convinced that price at the malls are at par with the local retail.

❖ In order to attract more and more new customers, Malls should store adequate quality products and entertainment activities.

❖ To fetch maximum sale variety of promotion schemes like price offer, free gifts, quantity discount.

IX. CONCLUSION

From the study it is clear that other than the products offered there are a lot more factors behind the motive for visiting a shopping mall. Most of the respondents are attracted by the interior design that is, the architectural design of the mall attracts people. Socialization objective is other factor behind visiting mall. The table’s indicates that
majority of them like to come along with their friends and they mainly come to mall to hangout rather than shop. Malls also offer gaming areas, food courts, multiplexes to complete the socialization objective of customers. Malls are also considered as a relaxing place by the respondents. Malls also provide a sense of relief and break to customers from their routine jobs and personal works.

Convenience is another factor that acts as a motive for visiting mall. Respondents look for good parking space followed by other group which focuses on the location of the mall. Malls are also attractive as they offer everything under one roof.

When time spent in mall is looked at the respondents spent more than 4 hours which indicates that they are absorbed into the atmosphere and the respondents enjoy trying out variety of products that are offered by the malls.

X. REFERENCES


AUTHOR’S DETAIL

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