



## **A STUDY ON ATTITUDE AND PERCEPTION OF CUSTOMERS TOWARDS SHOPPING MALLS WITH SPECIAL REFERENCE TO CALICUT TOWN**

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### **Abstract**

*As traders moved into more spacious shops in the early 19th century, high streets developed, but wealthier people (who could afford to travel to city centers for pleasure) started wanting shelters from rain, so shopping arcades were developed. With new innovations like escalators the stress of human kind have reduced and with the rise of automobile these evolved into shopping malls. The aim of the study is to find out the attitude and perception of customers towards the shopping malls. The sample consists of Calicut town peoples. The data has been subjected to descriptive survey through questionnaire. From the study it is clear that most of the customers are stratified with the shopping from malls. The result shows that the price, quality, availability and durability of the products play an important role in the purchasing procedure.*

**Key Words:** *Attitude and perception, Customers, Calicut Town.*

### **Introduction**

Today, the life style of people has been changed a lot. For the present generation of consumers, the meaning of shopping also has changed. They don't like to search for their product throughout the unorganized retail street (Khare et al., 2010). A shopping mall is one or more buildings forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to walk from unit. Other establishments including movie theaters and restaurants are also often included. In India, the term shopping mall is usually applied to enclosed retail structures; facilities usually have large parking lots of major traffic arterials, and have few pedestrian connections to surrounding neighborhoods. The shopping malls, which were earlier concentrated their operation only in metropolitan cities, are extending their reach to the semi urban cities. The investment and growth in malls are primarily driven by the changes in the lifestyle of consumers and transition in retailing from unorganized to organized formats (Abratt et al., 1985).

As mentioned earlier, for most consumers, malls play a major role in their lifestyle. The customer's choice of retailing formats is primarily governed by the variety and services offered (Bawa et al., 2019). According to Dholakia (1999), views the rationale for shopping is making physical visits to a shopping site and is considered as a household task as well as a form of recreation, relaxation and entertainment. In view of Rajgopal, Growing searching malls and behavior of urban shoppers (2010) examines the impact of growing congestion of searching in malls in urban areas on searching convenience and searching behavior. Supported the survey of urban shoppers, the study analyses the psychological feature attributes of the patrons towards attractiveness of searching in malls and intensity of searching. The results of the study reveal that the atmosphere of searching malls, assortment of stores, ads, recreation and comparative economic gains within the malls attract higher client traffic to the shopping malls.

From the ancient period, Calicut was the trade hub of Kerala. The city has a strong mercantile aspect. Persians and the Europeans have created trade connections with Calicut from the earlier period onwards. As time progressed, the city developed a lot and now it is one of the fastest growing cities in Kerala.



These aspects made us to select Calicut town for the study. The study entitled attitude and perception of customers towards shopping mall with special reference to Calicut town and mainly focus on selected people from the Calicut town to understand the attitude and perception of customers towards shopping malls.

### Objectives of the study

1. To know the attitude and perception of customers towards the shopping malls in Calicut town.
2. To understand the factor influencing the mall shopper's buying behavior.
3. To understand the level of customer satisfaction towards shopping malls.

### Methodology

Research methodology is a systematic way to solve the problem. Convenient sampling method is used for this study. Descriptive research is followed. Descriptive research is a fact in finding investigation. The study is conducted by taking 50 people. Mainly primary data is used for the study for this well-structured questionnaire is used. Analysis data are presented using and various tools like: Charts, Column chart, Pie diagram, Line diagram etc.

### Results and discussion

**Table-1. Shopping place of purchase of respondents**

Sl. No.	Place of Purchase	No. of Respondents	Percentage
1	Local area market	14	28
2	Exclusive showrooms	18	36
3	Shopping mall	13	26
4	Others	5	10
<b>Total</b>		<b>50</b>	<b>100</b>

The shopping place of purchase of respondents is given in Table 1. From the results it is clear that, 36% of the respondents makes shopping of clothes and house hold items from exclusive showrooms. 28% of the respondents makes shopping from local area markets and 26% of them are making shopping from shopping malls.

**Table-2. Frequency of purchase from shopping malls**

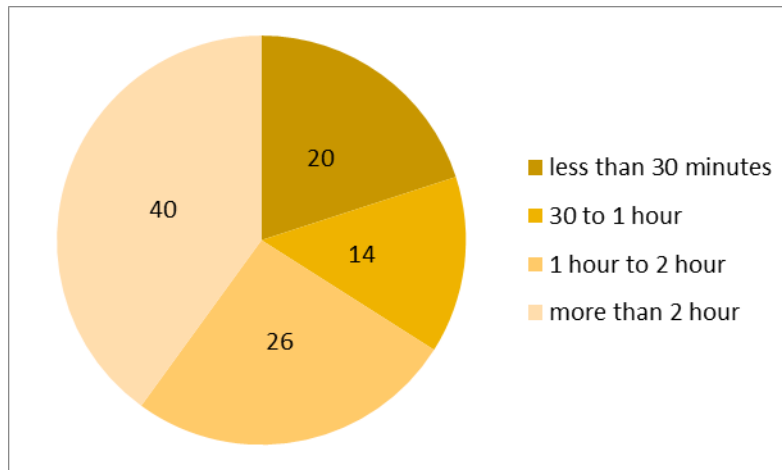
Sl. No.	Purchase Frequency	No. of Respondents	Percentage
1	Once in a week	1	2
2	Once in every 2 weeks	5	10
3	Once in a month	10	20
4	Rarely	34	68
<b>Total</b>		<b>50</b>	<b>100</b>

The frequency of purchase from shopping malls are tabulated in Table-2. The results indicates that, out of 50 respondents, majority of them (68%) purchases rarely from the shopping malls, 20% of them purchases once in a month and 10% of them purchases once in every 2 weeks, and only 2% of them make purchases once in a week.



**Table-3. Time spends by the respondents in shopping malls**

Sl. No.	Time Spending	No. of Respondents	Percentage
1	Less than 30 minutes	10	20
2	30 to 1 hour	7	14
3	1 hour to 2 hours	13	26
4	More than 2 hours	20	40
<b>Total</b>		<b>50</b>	<b>100</b>



**Fig. 3 Percentage of time spends by the respondents in shopping malls**

The time spends by the respondents in shopping malls are given in Table-3. The results show that, majority of respondents (40%) spends more than 2 hours in shopping malls. 26 % of them spends 1-2 hours in the shopping malls. 20% of them spends less than 30 minutes in shopping malls.

**Table-4. Attitude of respondents towards price of mall product**

Sl. No.	Attitude of Price	No. of Respondents	Percentage
1	High price	42	84
2	Less price	0	0
3	Average price	8	16
<b>Total</b>		<b>50</b>	<b>100</b>

The attitude of respondents towards price of mall product tabulated in Table-4. The results indicate that majority of respondents (84%) opinioned that price of mall products is very higher when compared to the local markets and none of them opinioned as mall products are less priced.

**Table-5. The most influencing factors in shopping malls**

Sl. No.	Influencing Factor	No. of Respondents	Percentage
1	Offer	4	8
2	Quality	16	32
3	Durability	10	20
4	Others	20	40
<b>Total</b>		<b>50</b>	<b>100</b>



The most influencing factors in shopping malls is given in Table-5. From the results it is clear that, out of 50 respondents, 30% of them are influenced by quality of mall products. 20% of them are influenced by durability and only 8% they are influenced by the offer elements.

**Table-6. Respondent’s opinion about quality of mall products**

Sl. No.	Quality of Products	No. of Respondents	Percentage
1	Strongly agree	35	70
2	Agree	10	20
3	Disagree	5	10
<b>Total</b>		<b>50</b>	<b>100</b>

Respondent’s opinion about quality of mall products is given in Table 6. The result indicates that 70% respondents strongly agree that superior quality products are available in shopping mall, 20% of them agree, but 10% of them disagree with the quality of the products.

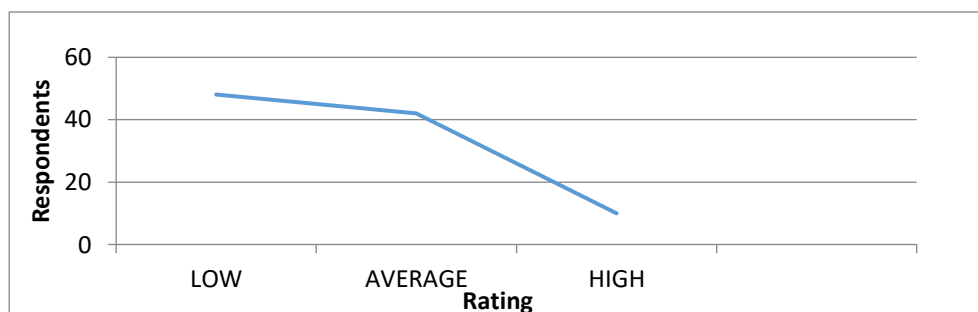
**Table-7. The level of satisfaction of respondents**

Sl. No.	Satisfaction	No. of Respondents	Percentage
1	Highly satisfied	31	62
2	satisfied	10	20
3	Not satisfied	9	18
<b>Total</b>		<b>50</b>	<b>100</b>

The level of satisfaction of respondents is given in Table-7. The results show that, 62% of respondents are satisfied about over all experience and satisfaction at shopping malls, 20% of them are highly satisfied. But 18 % respondents are not satisfied.

**Table-8. Rating of customer’s service**

Sl. No.	Rating	No. of Respondents	Percentage
1	Low	24	48
2	Average	21	42
3	High	5	10
<b>Total</b>		<b>50</b>	<b>100</b>



**Fig.8 Graphical representation of rating of customer’s service**



Rating of customer's service is given Table-8. From the it is clear that, 48% respondents rated very low to service from shopping malls, and 10% of them highly rated to the service. Fig.8 shows the graphical representation of rating of customer's service.

### Findings of the study

1. It is found that most of the respondents are purchase from exclusive showroom. Only 26% of them respondents from shopping malls.
2. Most of the respondents 68% purchases very rarely from shopping malls.
3. 40% of the respondents spend more than 2 hour in a mall.
4. Quality is the most influencing factor, with prompt customer to buy mall products.
5. Most of the respondents (62%) satisfied are with purchasing from shopping malls.
6. 48% of the respondents rated very low for service received from shopping malls.

### Conclusion

The study entitled attitude and perception customers towards shopping mall with special reference to Calicut towns data are collected directly from 50 consumers. Quality is the most influencing factor which prompts maximum customers to purchase from shopping malls. From the study it is clear that most of the customers are satisfied in shopping from malls. The result shows that the price, quality, availability and durability of the products play an important role in the purchasing procedure. The raising of price of mall product is one of the main factors that may pull back an average income group. The research findings presented in this paper can provide in depth understanding about the variables that affect the consumer's attitude towards shopping mall.

### Suggestion for further research

1. While looking Kerala context large number of populations belongs to middle income category, who can't afford the luxurious brands. It should ensure affordability of price.
2. Mall need to provide various offers to attract customers in to mall.
3. Mall need to maintain the facilities provided by them; this will encourage the expectation of customers.
4. The malls need to improve customer services in order to attract the customers.

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