



A STUDY ON FLICKERING CUSTOMERS IN SHOPPING MALL

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INTRODUCTION

Retailing is the largest private industry and the second largest employment provider after agriculture in India. This sector contributes around 10 percent of GDP and 6-7 percent of employment. With above 15 million retail outlets, India has the highest retail outlet density in the world. This sector witnessed significant development in the past decade – from small family-owned retail formats to organized retailing. Liberalization of the economy, rise in per capita income and growing consumerism have encouraged larger business industries and manufacturers to set up retail formats; real estate companies and venture capitalist members are investing in retailing. Many foreign retailers have entered this market through different routes like wholesale cash-and-carry, local manufacturing, franchising, test marketing, etc. With the growth in organized retailing, unorganized retailers are fast changing their business methods and implementing new technologies and modern accounting practices to overcome the heavy competition. Traditionally, Indian retail sector has been characterized by the presence of a large number of small-unorganized retailers. However, in the past decade there has been a magnificent development of organized retailing, which has encouraged large private sector investors to invest in this sector. With high GDP growth, increase in consumerism and liberalization of the manufacturing sector, India is being appreciated as an attractive destination for foreign direct investment (FDI) in retailing. But within the country, there has been mass protest from retailing and trading associations, and other stakeholders against allowing FDI in retailing

EVOLUTION OF RETAIL IN INDIA

The origins of retail are old as historic trade itself. Barter was the oldest form of trade. For centuries, most products were sold in market place or by peddlers. Medieval markets were dependent on local sources for supplies of perishable food because Journey was far. However, customer did travel considerable distance for specialty items. The peddler, who provided people with the basic goods and necessities, was unable to follow the same method for longer decades. Even in prehistoric time, the peddler traveled long distances to bring products to locations which were in short supply. **“They could be termed as early entrepreneurs who saw the opportunity in serving the needs of the consumers at a profit”**. Later peddlers became retailers and opened small shops, stocking them with their produce. As towns and cities grew, these retail stores began stocking a mix of all products, enabling the formation of high-street bazaars that became the hub retail activity in every city.

TRADITIONAL RETAIL FORMAT IN INDIA

It is important that for centuries now, India has been operating within her unique concept of retailing. Retailing in its initial period was witnessed at the weekly Haats or Gathering in a market place where retailers put on displays with their produce. Off course, this practice is still prevalent in most of the towns and cities in India. Then the market saw the emergence of the Local banias and his neighborhood Kirana shop. Infact these were the common local mummy-daddy or multipurpose departmental store located in the residential areas and they had a vision of providing convenience at the door step of the consumer. Retail in India has evolved to support the unique needs of our country, given its size and complexity. Haats, mandis and melas have been a part of Indian landscape. They will continue to be present in most part of the country and form an essential part of life and trade in various cities and towns.

PHASES OF ORGANISED RETAILING IN INDIA

Today, the New Market continues to be a premier shopping area in Kolkata despite a part of it being incinerated in late 1985. Its red-brick Gothic clock-tower bears testimony to the past Grandeur of the first shopping centre in India. Today from linen to cakes and fruits to fishes everything is available at the New Market. The tenant mix of this first shopping centre is unique as it has a large number of 2010 stalls which are organized in an order of merchandize. There are rows of stalls selling one particular line of Goods.

The second phase of development of organized retailing can be traced back to the year 1931 when Bata shoe Co. took lead in opening its chain stores at various cities & towns. Later it was followed by DCM and Raymond's. The earliest seed of the so-called specialty malls can be traced to shopkeepers who stocked goods of the same product category in a particular locality. If one were to go back to the early 80s, it can be said that organized retail, a great extent was visible in the functioning of stores such as 'Akbarally' in Mumbai and 'Nilgiris' and 'Spencers' in Chennai. These stores later evolved into multichain outlet and were the first to bring on the 'onset of organized retail' in India.



EVOLUTION OF SHOPPING MALLS IN INDIA

For many people, organized, retail appeared in India with the launch of the first mall in 1999. The launch of „Ansal“s plaza“ in Delhi and cross roads“ in Mumbai are hailed as the spark that led to the explosion of organized retail in the country and transformed the retail landscape in India. Even highly respected news journals have reported that “only three shopping malls” existed in India at the end of 2002. However, if one were to define shopping centers or malls as enclosed shopping spaces, then Mumbai Crawford market (opened in 1869) and Kolkata’s new market (1874) surely have the pride of place as the pioneering malls in India. Delhi’s Connaught place (opened in 1931) should also definitely be considered, with its covered arcades. More recently, New Delhi’s partially underground palika Bazaar, the mini- malls of the late 1980 on Bangalore’s Brigade Road and shopping centers built by private developers in Ahmadabad and other cities have all had a role to play in the evolution of organized retail spaces in the country. So, it would be accurate to view the most recent off spring of a long lineage or organized shopping centers.

OBJECTIVES

This paper mainly sheds light on the following objectives.

1. What factor influences the customer to purchase a product in the outlet of shopping mall?
2. Does the brand preference of the consumers for brand luxuries are satisfied in shopping mall?
3. How efficient is the use of celebrity endorsement in the creation of brand loyalty?
4. What are the determinants of consumers when choosing between a shopping mall and the unorganized market?

ANALYSIS

Credibility is a construct with three sub-dimensions. They are *attractiveness*, *expertise*, and *trustworthiness*. Recent research has demonstrated the possibility of associating the three sub-dimensions of credibility with different categories of products, depending on whether these latter ones possess specific characteristics that are congruent with one or another sub-dimension. It is argued that consumers perceive the personal relevance and desirability of product attributes in terms of their association with personal consequences of product usage. Similarly, the relevance and desirability of personal consequences are derived from their association with a consumer's personal values. It is predicted and supported that the strength of association between means-end information communicated by an ad will contribute to the explanation of brand persuasion. Support is also obtained for the prediction that the effect on brand persuasion of communicating means-end associations will be stronger for those who are not loyal users of the brand, since those persons have more to learn about the personal relevance and desirability of the means-end information provided by the associations between levels. Results suggest negative celebrity information can be extremely detrimental to an advertising campaign. The source credibility model composed of celebrity trustworthiness, celebrity expertise, and celebrity attractiveness appears to capture the three most influential source effects on purchase intentions, brand attitudes and attitudes towards the advertisement.

The following tabulation is derived from the eight basic traits given by age, gender, marital status, educational qualification, occupational status, family income level, earning members.

RANKING

Source Variable	Label	New Variable	Label
ELEVENPCINT=VEA*	Rank	RELEVENP	Rank of ELEVENPCINT=VEA by ONE TWO THREE FOUR FIVE SIX SEVEN EIG-T
ELEVENPCINT=VEB*	Rank	RAN001	Rank of ELEVENPCINT=VEB by ONE TWO THREE FOUR FIVE SIX SEVEN EIG-T
ELEVENPCINT=VEC*	Rank	RAN002	Rank of ELEVENPCINT=VEC by ONE TWO THREE FOUR FIVE SIX SEVEN EIG-T
ELEVENPCINT=VED*	Rank	RAN003	Rank of ELEVENPCINT=VED by ONE TWO THREE FOUR FIVE SIX SEVEN EIG-T
ELEVENPCINT=VEE*	Rank	RAN004	Rank of ELEVENPCINT=VEE by ONE TWO THREE FOUR FIVE SIX SEVEN EIG-T
ELEVENPCINT=VEF*	Rank	RAN005	Rank of ELEVENPCINT=VEF by ONE TWO THREE FOUR FIVE SIX SEVEN EIG-T



*EIGHTPOINYFIVE **B** – Price
EIGHTPOINYFIVE **C** – Opinion leader
EIGHTPOINYFIVE **A** – Quality
EIGHTPOINYFIVE **E** – Brand name
EIGHTPOINYFIVE **D** – Celebrity Endorser

CHI SQUARE TEST STATISTICS (Celebrities Advertisement)

	ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN
Chi-Square	38.845 ^a	9.496 ^b	8.442 ^b	1.024E2 ^c	69.256 ^c	22.860 ^d	81.884 ^a
df	3	1	1	4	4	5	3
Asymp. Sig.	.000	.002	.004	.000	.000	.000	.000

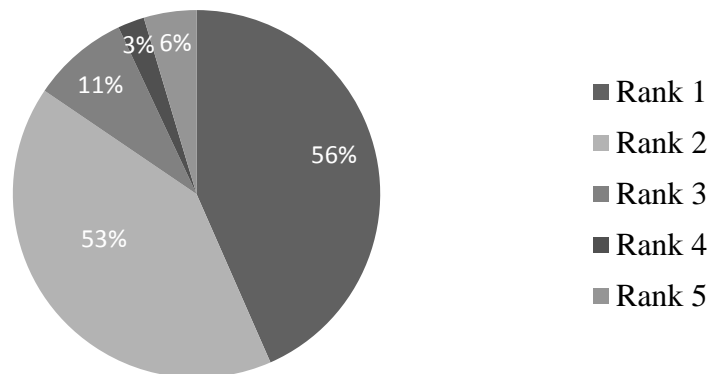
TENPOINTTW OA	TENPOINTTW OB	TENPOINTTW OC	TENPOINTTW OD	TENPOINTTW OE
26.078 ^c	44.760 ^c	81.837 ^d	40.884 ^c	87.705 ^c
4	4	5	4	4
.000	.000	.000	.000	.000

*ONE - Age
TWO - Gender
THREE - Marital Status
FOUR - Educational Qualification
FIVE - Occupational Status
SIX - Family income Level
SEVEN - Earning Members

* TENPOINTTWO **A** – Assure for brand
TENPOINTTWO **B** - Confidence
TENPOINTTWO **C** – Purchase Decision
TENPOINTTWO **D** – Save time in Decision Makin
TENPOINTTWO **E** – Knowledge on Latest trends

The following pie chart describes the amount of price spent by the customers in shopping mall.

Price and





METHODOLOGY

- *Sample selection and Data source*

The study has used primary data and questionnaire method was prepared for the collection of data from respondents. Questionnaire was based on the objectives of the study. And also secondary data were used for supporting the theory part.

- *Factors considered for analysis*

Based on the objectives of the study four parameters and their respective variables were considered for study. These are i) choice behavior ii) cognitive attributes iii) intrinsic and extrinsic motivational factors iv) brand persuasion

- *Data Analysis Techniques*

For analyzing data financial tools such as chi square and ranking are used. More over the following statistical tools were applied in addition to the percentage analysis.

CONCLUSION

In the present busy world the mind of nouveau shoppers is lubricious. The flickering scenario at a shopping mall is analyzed using a prescribed questionnaire. Even the consumer are rational, the current attitude and perceptions are temperamental, as there are number of factors which are available for choosing a particular brand. Apart from that brand images are created through celebrity endorsement they are using the emotional brand essence like excitement, status appeal, luxurious etc., they are not doing matching consumption that is utility and consumption. They are suffering from absolute deprivation, the rising education and information levels, increasing competition, globalization and new technologies, the Internet, connect and empower consumers. Consumers expect to be preferred as individuals rather than market segment members. Rather than being known as “numbers”. They are not making sense to use scents to enhance brand memory. Hence in the shopping malls, brands are utilizing the consumer and taking them granted. Humanistic and phenomenological perspectives conceive the individual consumer as a unified, coherent and rational agent who is the author of his or her own experience and meaning. Hence that can be applied at all time by the consumer to sustain and proof they are the king.

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