



## AN EMPIRICAL ANALYSIS ON CONSUMER BEHAVIOUR TOWARDS SHOPPING MALL WITH REFERENCE TO COIMBATORE DISTRICT IN TAMIL NADU

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### **Abstract**

India is observing the change in life styles, better incomes, the vibrant democracy and demographic variability. Shopping malls are an innovative model in developing nations, and presently marketer lack familiarity in consumer perception context. Further, consumer perception are highly affected by the environment as they are fruitful in sense of building intention, feeling and feelings to buy products offered in malls. Shopping malls despite the fact that provides a setting which attracts large consumer groups and may manipulate consumer buying decision in perspective of Cultural influences, psychological perceptions, Social influence and Environmental factors, etc. Still many times they change the decision about product purchase even if a consumer has loyalty towards certain brand. If decision makers and marketers, understand well of factors based on the environment that influence or build positive or negative perception, they may able to enhance customer experience and increase their malls profitability.

**Key Words:** *Socio Economic Condition, Perception on Shopping Mall, Sales Promotion Mix and Conclusion.*

### **Prelude**

The word "Retail" originates from a French-Italian word retailer which means someone who cuts off or sheds a small piece from something. Retailing is the set of actions that sells goods or services to end users for their personal as well as household use. It is done by categorizing and managing their availability on a large scale and supplying them to consumers on a relatively small scale. Retailer is a person, agency, agent, organization or company who is involved in making the products reach the consumers. India is observing the change in life styles, better incomes, the vibrant democracy and demographic variability. India Retailing has a stretched history. Oldest form of retail trade is Barter system. Indian Retailing has evolved to support the distinctive requirements to our country. Early retailing in India had been weekly markets where sellers used to display their offerings in market. Indian retail market was dominated by Kirana shops traditionally since long-time. Most Indian retail stores are small scale business run by small families with own labour. The only choice left with urban area consumers were corner grocery shops. This was gradually given way to international retailing formats. The conventional grocery and food sector then emerged as convenience shops, supermarket, grocery chains and chain of fast food. In addition, transformation was noticed in early twenty first century with the opening of the many departmental stores, supermarkets, discount shops, chains, Shopping malls and emergence of hypermarkets in the country. Shopping at these formats were enjoyed by the upper middle class and wealthy consumers as they provided the facilities of atmospherics, shopping ambience, one stop shop and ample variety of products. At the present consumers are looking for superior quality product at minimum or competitive price, enhanced service and ambience for shopping and improved experience of shopping. Retail stores have to identify with diverse lifestyles in verge of classes of society. The attraction of other malls appeal to the existing wealthy class and people who desire to be part this class. So, one can presume that the revolution of retailing is emerging parallel to the economic progress of the society.

### **Review of literature**

A shopping experience is a kind of experience inclined by consumer's goals, motivations and expectations of the action. These may create different types of experiences such as sensual, physical, emotional, cognitive and aesthetic (Forlizzi & Battarbee, 2004). Experience is an intangible process of interface between people and the world that exists in human mind and is triggered by new interactions (Davis, 2003). Experiences play a significant function in shopping and consumption contexts. People shop to acquire products, obtain information about products, or for the enjoyment of the shopping activity itself (Tauber, 1972). A shopping experience is affected by the reasons people buy. The study have developed taxonomies of supermarket shoppers in an attempt to conclude shopping motivations from different types of shoppers such as economic or apathetic shopper (Stone, 1954). Shopping experience can be driven towards the maximization of utility and efficiency (e.g. an economic shopping trip, a convenient shopping trip) or towards entertainment (Lewison, 1997; Westbrook & Black, 1985). Over the past years practitioners and researchers have explored to find the factors that negatively affect the shopping experience and create negative emotions for shoppers. Therefore, previous studies exposed that the shopping experience might be affected by related factors which include but not limited to number of store-to ambience (music, scent, temperature, etc. of the malls) (Baker, 1986; Bruner, 1990b; Donovan & Rossiter, 1982; Fried & Berkowitz, 1979; Gorn, 1982), store image (Corstjens & Doyle, 1983; Curhan 1973), service quality (Siu & Cheung, 2001), and situational elements (crowding,



time, and budget availability by the consumers) (Donovan & Rossiter, 1982; Levy & Weitz, 2005). . Shopping is well thought-out as a household task as well as a form of recreation, relaxation, and hobby along with purchasing goods. As per the definition by **Lunt and Livingstone (1992)**, going out to shopping mall is a noticeable instant in spending. Many researchers, who have studied consumer attitude, believed shopping a gendered action. **South and Spitze (1994)** in their study on “Housework in Marital and Non-Marital Households” published in “American Sociological Review”, showed that shopping is a women’s activity and they were accountable for family shopping. Many other consumer studies about shopping attitude showed in consumer research that larger part their respondents as women. **Oakley (1974)** considers shopping as “having the mainly positive attribute of being a free time activity along with work”.

### Statement of Problem

A problem statement is the narrative of an issue presently prevailing which needs to be solved. It provides the context for the research study and generates the questions which the research intends to answer. The statement of the problem is the focal point of any research. A good statement of problem is just one sentence (with quite a few paragraphs of explanation). Shopping malls are an innovative model in developing nations, and presently marketer lack familiarity in consumer Attitude context. Further, consumer Attitude are highly affected by the environment as they are fruitful in sense of building intention, feeling and feelings to buy products offered in malls. Shopping malls despite the fact that provides a setting which attracts large consumer groups and may manipulate consumer buying decision in perspective of Cultural influences, psychological perceptions, Social influence and Environmental factors, etc. Such stores render facilities in the forms of credit, home delivery and replacements. In this juncture, there is a need for examining the consumer attitude the following are to be addressed in this research study. What are the demographic factors influencing towards shopping malls in Coimbatore District? What are the factors influenced by the consumer attitude, preferences towards shopping malls? What is the purchasing budget? What is the purpose of visited? What is the consumer behaviour during the shopping mall? What are the reasons for preference towards malls? What is the level of satisfaction while purchasing from malls like value for money and price, comfort and convenience, feedback and loyalty, Store hygiene and aesthetics, facilities, service and reliability, Staff and personnel service etc. What are the problems faced by the consumer while shopping mall and give suitable suggestion? Hence this study?

### Objectives of the Study

Following are the objectives of the study as follows:

1. To Study the socio and economic condition of the purchasing in Shopping Mall of the Consumers in with reference to Coimbatore District in Tamil Nadu.
2. The analysis the Consumer Perception towards shopping malls in Coimbatore.
3. To find out the suitable suggestion and recommendation.

### Hypothesis

Based on the above objectives, the study has the following specific issues as hypothesis.

1. There are significances differences between the socio-economic characteristics (as age, gender, marital status, family size, family type etc) and consumers behaviour towards shopping mall.
2. There is no significant relation between demographic variable and consumer perception towards shopping mall.

### Research Methodology

Data has obtained from primary and secondary sources. Today, Coimbatore is the second largest city in Tamilnadu. It is one of the fastest growing tier-II cities in India. Coimbatore is a major hub for textiles, commerce, industries, information technology, education, manufacturing and healthcare in Tamil Nadu. Coimbatore has been selected as one of the hundred Indian cities to be developed as a smart city under Prime Minister Narendra Modi's flagship Smart Cities Mission. Coimbatore was rated as the safest city in India for women according to National Crime Records Bureau report in 2015. With the outset the researcher conducted this research to assess the consumer attitude towards shopping malls. Primary and secondary data has been collected by using structured questionnaires. The questionnaire consists the data from consumer who were buying from shopping malls that emphasized exploring consumer attitude towards shopping malls..

**Selection of Respondents:** The study intends to analysis the Shopping mall purchasing behaviour of the consumers. Obviously, the present study samples size of the consumers in Coimbatore city. So far as the proportion of city consumer constituting the sample for the study is concerned, the state average figure related to coverage of consumer respondents' has been considered. It comes to around 75 percent. By adopting disproportionate to size sampling (Quota sampling), snow ball technique is used. As for the selection of consumers, a convenient sampling method was adopted. Two hundred and fifty consumers from each shopping malls such as Brookfields Mall, Big Bazaar, Fun Republic Mall and Sri Lakshmi Complex were identified and interviewed at the time of their purchase from the sales centre with the help of a structured interview



schedule. Thus, 1000 consumers formed the sampling size of the study, for analyzing the shopping mall purchasing behaviour of the consumers. The sample study on socio-economic factor is elaborated on by looking at simple descriptive statistics. Then, statistical concepts were applied to the data in hand to answer. The hypotheses were developed and results would be explained and interpreted. The questionnaire was issued to 1000 respondents in selected sample area who were the decision makers in shopping mall purchase of various products. Only 850 questionnaires were received with full completion. One Hundred and fifty respondents were received with partial completion as they didn't understand the objectives of the research and hence they are rejected. This yields a response rate of 80 percentages of respondents.

**Data analysis and interpretation:** SPSS (*Statistical Package for Social Sciences*) was used for data analysis. Besides, use of simple percentages and averages for interpretation of data, statistical tests such as mean, Standard deviation, test of significance, chi-square, Linear Multiple Regression (LMR) and ANOVA were used for comprehension of the facts and information.

**Period of the study:** Study was pertaining to the period from 2016 to 2017.

**Scope of the Study:** The scope of this research is limited to the Shopping Malls in Coimbatore City. The Study was made by the researcher for the period of the 2016-2017. Therefore scope of the study is restricted to this period and shopping malls in Coimbatore city only. This research is limited only to Coimbatore city. Thus results and conclusions are related and apt only for Coimbatore City. They may or may not be pertinent to other regions of India or any part of the world.

**Limitations of the Study:** The research has been executed for the period from 2016-2017; therefore whatsoever data was available in stated period was made use of for the study. If there are few variations in the data, then the result and conclusions may not be the same. All the conclusions are drawn on the basis of the data and information specified by the respondents of the shopping malls in Coimbatore city. But because of the secrecy 100% correct data was not given by them therefore data is inadequate and incomplete. There is a possibility of deficiencies in the conclusions. However researcher has tried at his level best to conduct accurate and reliable data from the respondents.

**Analysis and Discussion :** Socio-economic characteristic of a population expressed statistically, such as age, sex, income level, marital status, occupation, religion and size of a family. A census is a collection of the demographic factors associated with every member of a population. Demographics are the quantifiable statistics of a given population. Demographics are also used to identify the study of quantifiable subsets within a given population which characterize that population at a specific point of time. The following table analysis the gender wise classification of the respondents.

**Table-1: Gender of the Respondents(Numbers)**

Income	Gender		Total
	Male	Female	
Below 10000	97	33	130
10001 to 20000	30	49	79
20001 to 30000	173	76	249
30001 to 40000	56	65	121
40001 to 50000	52	66	118
50001 to 100000	26	32	58
100001 & above	49	46	95
<b>Total</b>	<b>483</b>	<b>367</b>	<b>850</b>
<b>Mean</b>	3.4348	3.9864	3.6729
<b>Std. Deviation</b>	1.82689	1.79323	1.83189

\*Sources: computed from primary data      \*Figures in parentheses are percentages to column total  
 \* 't' test between Income and Gender of the respondents 68.465 which is significant at 0.005 level



The above table reveals that gender and income were analyzed. Out of 850 respondents, 483 (57%) male respondents comes under male and rest of 367 (43%) are women of which 173 male and 76 women respondents were comes under Rs.20001 to 30000 monthly income category respondents, followed 130 respondents were comes under below Rs.10000 income group, 121 respondents were Rs.30001 to 40000 and only 58 respondents earning of income is Rs.50000 to 100000. The 't' test value analysis indicated that there are significant differences between Income and Gender level of the respondents since the calculated value 68.465 is significant at 0.005 levels. So, it is inferred that the gender of the respondents influence the income of the respondents.

**Table- 2 :Age of the Respondents**

Age Income	Below 25	26 -35	36-45	46-55	56 and above	Total
Below 10000	116	4	3	4	3	130
10001 to 20000	25	29	15	1	9	79
20001 to 30000	128	58	46	7	10	249
30001 to 40000	26	37	34	15	9	121
40001 to 50000	26	33	32	13	14	118
50001 to 100000	12	13	18	8	7	58
100001 & above	9	22	19	10	35	95
<b>Total</b>	<b>342</b>	<b>196</b>	<b>167</b>	<b>58</b>	<b>87</b>	<b>850</b>
<b>Mean</b>	2.6871	3.9871	4.2395	4.6552	5.1034	3.6729
<b>Std. Deviation</b>	1.56719	1.58996	1.54923	1.66018	1.94120	1.83189

\*Sources: computed from primary data, \*Figures in parentheses are percentages to column total

\*Chi-square value between Income level and Age of the respondents 3.110E2 which is significant at 0.005 level

The above table illustrated that, the age group of consumer buying from shopping malls are divided into five categories i.e. below 25, 26-35, 36-45, 46-55, and 56 and above. 40% respondents are below 25 age group followed 24 respondents are from 26-35 age group, 20% respondents belong to 36-45 age group, 7% respondents are from 46-55 age group, 10% of respondents are associated to age 56 and above. The major findings from this table indicted that majority of the respondents belonging below 25 age group and elder age group is least interested in shopping malls. Moreover, the chi-square value analysis indicated that there are significant differences between Income and age level of the respondents since the calculated value 3.110E2 is significant at 0.005 levels. So, it is inferred that the age of the respondents influence the income of the respondents and also the purchasing in the shopping malls.

**Table -3: Education of the Respondents**

Education Income	School	Graduate	Post Graduate	Professional Degree	Others	Total
Below 10000	104	14	6	3	3	130
10001 to 20000	18	31	12	5	13	79
20001 to 30000	110	55	46	9	29	249
30001 to 40000	10	20	49	23	19	121
40001 to 50000	4	25	36	35	18	118
50001 to 100000	7	3	20	20	8	58
100001 & above	9	11	13	22	40	95
<b>Total</b>	<b>262</b>	<b>159</b>	<b>182</b>	<b>117</b>	<b>130</b>	<b>850</b>
<b>Mean</b>	2.4237	3.4025	4.1484	4.9658	4.6923	3.6729
<b>Std. Deviation</b>	1.49068	1.55945	1.44321	1.49673	1.87949	1.83189

\*Sources: computed from primary data, \*Figures in parentheses are percentages to column total

\*Chi-square value between Income level and Education of the respondents 4.159E2 which is significant at 0.005 level

The table-3 depict that the educational qualifications of buying behaviour of the consumers are divided in to five parts like School, Graduate, Post Graduate, Professional Degree and Others. Majority of the respondents (31 percent) have School



education, followed by 17 percent respondents are Graduates, 21percent are Post Graduates, 14 percent have Professional Degree, 15 percent are from other education category ( Diploma, ITI and B.Sc. Agriculture). It is noticed from this table, 69 percent consumers buying from shopping malls are well educated. Moreover, the chi-square value analysis inferred that there are significant differences between Income and Educational Qualification of the respondents since the calculated value 4.159E2 is significant at 0.005 levels.

**Table -4: Occupation of the Respondents**

Occupation Income	Student	Employed	Entrepreneur Business man	Retired	Others	Total
Below 10000	93	27	1	3	6	130
10001 to 20000	12	42	0	6	19	79
20001 to 30000	109	84	15	7	34	249
30001 to 40000	8	59	23	3	28	121
40001 to 50000	7	43	31	7	30	118
50001 to 100000	7	16	20	5	10	58
100001 & above	0	12	22	10	51	95
<b>Total</b>	<b>236</b>	<b>283</b>	<b>112</b>	<b>41</b>	<b>178</b>	<b>850</b>
<b>Mean</b>	2.3432	3.5124	5.0625	4.4634	4.6348	3.6729
<b>Std. Deviation</b>	1.27363	1.50967	1.36416	2.03835	1.87349	1.83189

\*Sources: computed from primary data \*Figures in parentheses are percentages to column total

\*Chi-square value between Income level and Occupation of the respondents 3.952E2 which is significant at 0.005 level

The Occupation of consumers is divided into five parts such as Student, Employed, Entrepreneur / Businessman, Retired and Others. Out of 850 respondents, majority of respondents buying from the shopping malls are employed (283), followed 236 respondents come under students, 112 respondents are entrepreneur and business man, 178 are other category. Further, the chi-square value analysis inferred that there are significant differences between Income and occupation of the respondents since the calculated value 3.952E2 is significant at 0.005 levels.

**Table -5: Family Type of the Respondents**

Family Type Income	Nuclear	Joint	Total
Below 10000	119	11	130
10001 to 20000	64	15	79
20001 to 30000	211	38	249
30001 to 40000	85	36	121
40001 to 50000	73	45	118
50001 to 100000	41	17	58
100001 & above	32	63	95
Total	625	225	850
<b>Mean</b>	3.2880	4.7578	3.6729
<b>Std. Deviation</b>	1.67282	1.83426	1.83189

\*Sources: computed from primary data, Figures in parentheses are percentages to column total

\*Chi-square value between Income level and family type of the respondents 1.341E2 which is significant at 0.005 level

With regard to family type of the respondents is concerned, most of the family under (74 %) are nuclear type and rest of them (26%) are Joint family. Moreover, the chi-square value analysis inferred that there are significant differences between Income and type of family of the respondents since the calculated value 1.341E2 is significant at 0.005 levels





**Table -6: Family Members of the Respondents**

Family Members Income	One	Two	Three	Four	Five	6 & Above	Total
Below 10000	92	4	20	7	4	3	130
10001 to 20000	14	19	18	19	4	5	79
20001 to 30000	102	19	39	62	20	7	249
30001 to 40000	2	14	38	37	20	10	121
40001 to 50000	9	9	36	21	18	25	118
50001 to 100000	3	8	21	7	13	6	58
100001 & above	9	5	11	8	9	53	95
<b>Total</b>	<b>231</b>	<b>78</b>	<b>183</b>	<b>161</b>	<b>88</b>	<b>109</b>	<b>850</b>
<b>Mean</b>	<b>2.4242</b>	<b>3.6282</b>	<b>3.8689</b>	<b>3.6149</b>	<b>4.3523</b>	<b>5.5596</b>	<b>3.6729</b>
<b>Std. Deviation</b>	<b>1.49554</b>	<b>1.63651</b>	<b>1.66880</b>	<b>1.36502</b>	<b>1.56131</b>	<b>1.70745</b>	<b>1.83189</b>

\*Sources: computed from primary data \*Figures in parentheses are percentages to column total

\*Chi-square value between Income level and family members of the respondents 4.715E2 which is significant at 0.005 level

The above table indicates that, the family members of consumers are divided into six parts i.e. One, Two, Three, Four, Five and Six & above. 27 percent respondents are from one member family, 9 percent respondents are from two members family, 22 percent respondents are from three members family, 19 percent respondents are from four members family, 11 percent respondents are from five members family, and 13 percent respondents are from six and above members family. It is inferred that, majority of consumers buying from shopping malls are from one to four members family. Further, the chi-square value analysis inferred that there are significant differences between Income and size of family of the respondents since the calculated value 4.715E2 is significant at 0.005 levels

**Table -7: Earning Family Members of the Respondents**

Earnings Members Income	One	Two	Three	Four & above	Total
Below 10000	63	10	57	0	130
10001 to 20000	48	28	2	1	79
20001 to 30000	93	59	96	1	249
30001 to 40000	47	65	7	2	121
40001 to 50000	40	58	16	4	118
50001 to 100000	19	29	9	1	58
100001 & above	23	37	13	22	95
<b>Total</b>	<b>333</b>	<b>286</b>	<b>200</b>	<b>31</b>	<b>850</b>
<b>Mean</b>	<b>3.3063</b>	<b>4.2867</b>	<b>3.0100</b>	<b>6.2258</b>	<b>3.6729</b>
<b>Std. Deviation</b>	<b>1.74828</b>	<b>1.61624</b>	<b>1.72184</b>	<b>1.38347</b>	<b>1.83189</b>

\*Sources: computed from primary data \*Figures in parentheses are percentages to column total

\*Chi-square value between Income level and earning members of the respondents 2.835E2

Which is significant at 0.005 level

As far as earning members of the family is concerned, the survey exhibits that 39 per cent of the respondents have high level earning members of the one family, followed 34 percent respondents are from two members earning family, 24 percent respondents are from three members earning family, 4 percent respondents are from four & above members earning family. From this data the researcher has noticed that, Majority of consumers buying from shopping malls are from one to two members earning family. The chi-square value analysis indicated that there are significant differences between Income and earning member of the respondents since the calculated value 2.835E2 is significant at 0.005 levels (table No7)

H0: There is no significant difference between consumer attitude towards Shopping Malls and demographic factors such as gender, age, educational qualification, occupation, Income, Family type , Family Size, earning members and children

H1: There is significant difference between consumer attitude towards Shopping Malls and demographic factors such as gender, age, educational qualification, occupation, Income, Family type , Family Size, earning members and children



**Table-8**  
**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	338.302	6	56.384	41.779	.000
	Within Groups	1137.693	843	1.350		
	Total	1475.995	849			
Gender	Between Groups	14.775	6	2.463	10.482	.000
	Within Groups	198.035	843	.235		
	Total	212.811	849			
Education	Between Groups	507.189	6	84.532	58.093	.000
	Within Groups	1226.651	843	1.455		
	Total	1733.840	849			
Occupation	Between Groups	472.516	6	78.753	48.934	.000
	Within Groups	1356.703	843	1.609		
	Total	1829.219	849			
Family type	Between Groups	24.216	6	4.036	23.278	.000
	Within Groups	146.162	843	.173		
	Total	170.378	849			
Family member	Between Groups	688.031	6	114.672	54.008	.000
	Within Groups	1789.880	843	2.123		
	Total	2477.911	849			
Earnings	Between Groups	45.105	6	7.518	10.458	.000
	Within Groups	605.964	843	.719		
	Total	651.069	849			
Children	Between Groups	62.138	6	10.356	10.496	.000
	Within Groups	831.787	843	.987		
	Total	893.925	849			

From the above ANOVA Table-8 , indicated that there was significance difference between the variables age (0.00) gender (0.000), education (0.000), occupation (0.000), type of family (0.000), family size (0.010), earning members (0.000), and children (0.000), of purchased in the shopping mall as the significance level was less at 1 percent level. Hence the null hypothesis (H0) was rejected in the case of age, gender, education, occupation, family size, type of family, earning income and children hence the alternative hypothesis (H1) was accepted.

**Table -9: Purpose of mall visit by the Respondents**

Purpose Income	Shopping	Entertainment	Get together with friends / relatives	To spend time	All of the above	Total
Below 10000	50	43	4	13	20	130
10001 to 20000	21	19	10	4	25	79
20001 to 30000	106	54	26	13	50	249
30001 to 40000	45	10	22	19	25	121
40001 to 50000	26	28	17	16	31	118
50001 to 100000	15	5	4	9	25	58
100001 & above	23	13	25	6	28	95
<b>Total</b>	<b>286</b>	<b>172</b>	<b>108</b>	<b>80</b>	<b>204</b>	<b>850</b>
<b>Mean</b>	3.3951	3.1628	4.3889	3.9000	4.0245	3.6729
<b>Std. Deviation</b>	1.70485	1.81198	1.79216	1.78318	1.87396	1.83189

\*Sources: computed from primary data \*Figures in parentheses are percentages to column total



In the above table, 33.65 percent respondents visit shopping malls for shopping. 20.24 percent respondents visit shopping malls for Entertainment. 12.70 percent respondents visit shopping malls for Get together with friends/relatives. 9.41 percent respondents visit shopping malls to Spend time. 24 percent respondents visit shopping malls for All of the above. The Noticeable outputs from this data are: Majority of respondents visit shopping malls for Shopping. The chi-square value analysis indicated that there are significant differences between Income and purpose of mall visit of the respondents since the calculated value 1.074 is significant at 0.005 levels (table No.9)

**Results of Linear Multiple Regression Analysis – Effect on consumer behaviour and income level of the respondents while shopping mall**

To understand the effect of independent variables on the dependent variable namely consumer behaviour and level of income, Linear Multiple Regression model was employed. Nine independent variables were statistically related to income as dependent variable.

Ho: There is no significant difference between consumer behaviour and income level of the respondents

H1: There are significant differences between consumer behaviour and income level of the respondents

**Table-10**

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.407 <sup>a</sup>	.660	.157	1.68202	.660	18.559	9	840	.000

ANOVA <sup>b</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	472.552	9	52.506	18.559	.000 <sup>a</sup>
	Residual	2376.526	840	2.829		
	Total	2849.078	849			

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.287	.384		3.348	.001
	first time for your shopping	.651	.171	.133	3.811	.000
	Store visited in the mall	.307	.055	.212	5.559	.000
	time spent for shopping	-.045	.062	-.027	-.725	.469
	visiting time to mall	-.200	.073	-.094	-2.742	.006
	occasions to visit shopping	.011	.056	.007	.203	.839
	distance travelled to mall	-.242	.047	-.177	-5.111	.000
	transportation do you use for shopping	.105	.039	.086	2.691	.007
	how did you make the purchase in shopping mall	.322	.058	.188	5.545	.000
suggest mall purchase to other	.187	.078	.080	2.402	.017	

a. Dependent Variable: monthly income

Source: Computed from survey data during 2011-12.





In order, to understand the effect of independent variable on the dependent variable namely consumer behaviour on shopping mall Linear Multiple Regression model was employed first time for your shopping, store visited in the mall, time spend for shopping, visited time to mall, occasions to visit shopping, distance to travel to the mall, transportation during the visit in the shopping mall , Making purchase the shopping mall and suggestion mall purchase to other were statistically related to customer behaviour as dependent variable. As shown in the table-4.45, the model was significant and the  $r^2$  value was 66 percent (i.e.) the effect on the dependent variable has been explained at 66 percent level. The results show that the first time for shopping (0.000), store visited in the mall (0.000), visiting time to the mall (0.006), distance travel to mall (0.00), transportation to use the shopping mall (0.007), purchase the shopping mall (0.00) and suggestion mall purchase to others (0.017) have effected significantly for high realization on consumer in the shopping mall i.e. the standardized coefficient value is 0.212 which is greater than the other variables. Whereas, time spent for shopping (0.469), occasion visit to shopping (0.839), did not have any effect on consumers behaviour on shopping mall.

#### Level of Attraction towards sales promotion mix

Ho: There was no significant difference between consumer behaviour and level of attraction towards sales promotion mix.

H1: There was significant difference between consumer behaviour and level of attraction towards sales promotion mix.

**Table-11**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Scratch card & Lucky draw	Between Groups	17.916	4	4.479	4.615	.001
	Within Groups	820.079	845	.971		
	Total	837.995	849			
Permanent card facility	Between Groups	22.305	4	5.576	5.949	.000
	Within Groups	792.078	845	.937		
	Total	814.382	849			
Schemes & offers	Between Groups	21.879	4	5.470	5.125	.000
	Within Groups	901.779	845	1.067		
	Total	923.658	849			
Refunds/Cash Back	Between Groups	20.745	4	5.186	5.654	.000
	Within Groups	775.138	845	.917		
	Total	795.882	849			
Bonus/Extra	Between Groups	16.760	4	4.190	4.094	.003
	Within Groups	864.817	845	1.023		
	Total	881.578	849			
Free Gifts & Discounts	Between Groups	6.763	4	1.691	1.718	.144
	Within Groups	831.577	845	.984		
	Total	838.340	849			
Buy One Get One Free	Between Groups	12.893	4	3.223	3.214	.012
	Within Groups	847.297	845	1.003		
	Total	860.189	849			
Stock Clearing Sales	Between Groups	13.922	4	3.481	3.160	.014
	Within Groups	930.755	845	1.101		
	Total	944.678	849			
Exchange Offers	Between Groups	21.657	4	5.414	4.617	.001
	Within Groups	990.960	845	1.173		
	Total	1012.618	849			



Contests	Between Groups	26.730	4	6.683	4.921	.001
	Within Groups	1147.375	845	1.358		
	Total	1174.105	849			

From the above ANOVA Table-11, indicated that there was significance difference between the variables Scratch card & Lucky draw (0.001), Permanent card facility (0.000), Schemes & offers (0.000), Refunds/Cash Back (0.000), type of family Bonus/Extra (0.003), buy one and get one free (0.012), stock clearing sales (0.014), Exchange offers (0.001) and Contests (0.001), of purchased in the shopping mall as the significance level was less at 1 percent level. Hence the null hypothesis (H<sub>0</sub>) was rejected in the case of Scratch card & Lucky draw, Permanent card facility, Schemes & offers, Refunds/Cash Back, type of family Bonus/Extra , buy one and get one free , stock clearing sales, Exchange offers and Contests, hence the alternative hypothesis (H<sub>1</sub>) was accepted.

### Conclusion

The study has been a rewarding, in the sense that it has assessed the customer's perception on mall shoppers. Today, shopping is an essential part of life for every person. A Shopping Mall succeeds with its large structure using a catchphrase "all under one roof". The findings and suggestions have been given after analyzing the customer's perception towards Shopping Malls. Most of the peoples are economically growing to the next level which is resulting in increased shopper's attitude. Based on the expectations of the consumers the mall operators can offer various entertainment aspects to their consumers.. Shopping Malls helps it boost our economic growth. In such a state the retail industry is the next flourishing industry of the Indian economy. Therefore to achieve more success the retail players need to invest further, they develop infrastructural facilities. This study is vastly relevant to the Mall operators to serve consumers better.

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