

A Study on Consumer Attitude towards Shopping Malls in Coimbatore City

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Abstract

Today, supermalls are replacing stores all over Coimbatore. The retail infrastructure is slowly undergoing a change with many hi-fi supermalls being constructed and operating in Coimbatore cities. The mall concept has come to stay for good. The Indian consumer seems to be undergoing a shift in terms of personality, buying motives, interests, attitudes, beliefs and values when he or she is making a shift from stores towards shopping malls. In this context it assumes significance to study the buying behaviour of consumers in Coimbatore especially with changes taking place in India's retail scenario.

The scope of this research is to assess the overall customer satisfaction, response of customers with regard to the availability and quality of products and services offered at shopping malls and the comfort level of the respondents towards shopping in the shopping malls in Coimbatore. This study is restricted to 2 shopping malls in Coimbatore. Factors influencing the customer to shop in the shopping malls of Coimbatore such as socio-economic profiles, income, frequency of visit, period of relationship between the respondents and shopping malls, purpose of visit, aesthetic, convenience, exploration, social are some of the aspects studied in the present study.

Key Words: Consumer Attitude, Beliefs, Values

Introduction

Shopping, buying and utilizing are three activities which constitute the consumer behavior in a holistic manner, which have identified various dimensions and concepts of customers' buying and consumption behavior. It is also possible, that the motives behind two consumers shopping at the same store could be same or different. Same motives may arise as when the customers look for convenience, shopping experience etc, whereas motives may vary as a result of compulsion or by free choice.

Compulsion shopping happens when the customer is forced to indulge in shopping and for him/her it could be a great deal of burden, in this case he/she will try to finish of the work in minimum time that too with minimum effort. While for the other customer who see shopping as a mean of enjoyment, may consider shopping as a form of sport, in this case he/she will not mind sparing extra time and effort while searching and evaluating various alternatives available to him.

Brooke field

Brooke fields is the first of its kind retail project in the city of Coimbatore. With several anchor retail outlets, leading local, national and international brands, hyper markets, food court, fine dining, family entertainment centre, multiplex, business centre, health club, hotel and parking - all under one roof, it is the ultimate shopping and entertainment experience! The mall promises something for everyone with its bewildering range of products spread over an area of about 4,50,000 sq. ft. It's great location and connectivity make it a convenient destination for locals and tourists alike. Brookefields is a shopping mall located on Brookebond Road (Krishnasamy Road) in Coimbatore, India. It was opened in 2009. The mall has outlets from major clothing and apparel brands and a six screen multiplex cinema, along with a food court serving multi-cuisine dishes The Mall was constructed by Brookefields Estates Pvt. Ltd., an integrated real estate developer. The Mall was opened in a phased way. When the first shop was opened on one side in 2009, construction was going on the other side. Slowly as the construction was completed, more shops were opened and today all of the retail space is up and running.

Fun Republic

Fun republic is a shopping mall in Peelamedu Coimbatore, India. This shopping mall was inaugurated on 19 August 2012 and Managed by E-city Ventures which is part of the Essel Group. It is located on the arterial Avinashi Road on a 3.5 acre site. The mall has 6 levels with a total area of 5.25 lakh sq.ft. [Shoppers Stop is its anchor store and occupies over 79,000 sq. ft. The mall also features a five screen multiplex operated by Fun Cinemas with a capacity of 1,119 seats, and a McDonalds restaurant spread over 3,470 sq. ft on two floors in addition to its food court. Fun Cinemas is a cinema chain in India based in Mumbai owned by the Essel Group and promoted by E-City Ventures. The

company operates with the brand name Fun Cinemas (the premium brand) and Talkie Town (the value brand) for all theatrical presence and cinema activity and Fun Gaming, for all game-based leisure options. Fun Cinemas currently operates 22 multiplexes with 81 screens across 17 cities in India. The company is now owned by Cinépolis

Literature Review

Aesthetics Dimensions

According to a study conducted by Loudon and Britta (1993), a better Interior design actually helps to elevate the image of the mall over a period of time. Complementing the discussed findings is the study conducted by Lui (1997) which revealed that today's Malls have seen a paradigm shift in the kind of interior which the designers choose for their malls; from a very relaxed environment to architecturally lavish, affluent and sophisticated design. Prior researches suggest that use of light colors exhibits a sense of spaciousness and calmness whereas bright colors impart a sense of excitement among the minds of the consumers; moreover, even the use of serene music along with warm colors helped the mall by increasing the customers' desire to stay (Solomon, 1994; Peter and Olson, 1994). All in all, atmospheric characteristics are basically an extension to the product assortments and could be manipulated positively to enhance buyers' mood and comprehension, hence affecting behavior, and to elevate the mall image. On the basis of the above discussed literatures

Convenience Dimension:

Operating hours and time taken to reach the outlet are one of the main criteria which the consumers look for while selecting a shopping outlet (Kaufman, 1996). As evident from the theory of retail location, Consumers give higher preference to shopping outlet which is nearby their homes. Loudon and Bitta (1993) also discovered that consumers seek high convenience; they despise spending time and effort finding parking space, department or a particular product; they also found that convenience is also an important criterion for customers who are either visiting or making purchase in a mall very infrequently. Also, according to Kaufmann (1996), consumers are getting more and more inclined towards a "one stop destination" for their complete shopping desire, thereby complementing the theory of emergence of the mall culture.

Escape dimension:

Malls, because of their exciting, lavish and sophisticated environments proffer a sense of relief and break to the customers from the same monotonous and routine rituals of job and personal works. Underhill (1999 and 2005) explained that many modern malls have started to offer a myriad level of sensory stimulus. A trip to shopping malls can provide an individual/family a very economic means of entertainment, leisure and housewives and shopping for clothes and other related accessories are done by individuals.

Need For Study:

The study of attitude towards shopping malls helps everybody as all are consumers. It is essential for marketers to understand consumers to survive and succeed in the competitive marketing environment. The following reasons highlight the importance of studying customers as a discipline. Importance in day to day life The purpose of studying a discipline is to help oneself to better appreciate its contributions. The reason to study attitude towards is because of the role it plays in the lives of humans. Most of the free time is spent in the market place, shopping or engaging in other activities. The extra time is usually passed in knowing and thinking about products and services, discussing with friends about them, and watching advertisements related to them. The usage of them significantly reveals our life styles. All these reasons suggest the need for study

Statement of the Problem

The Indian retail industry has changed greatly and it is most dynamic and fast growing industry in India. Several retailers from India and foreign players have entered to bring organized retail format in form of mega malls or hyper market. Even several players entering the retail market they have not able to bring more footfalls. At this juncture the retail player made heavy investments on designing mall environments (exterior and interior) to motivate and bring emotional shopping to the shoppers to shop under sun roof. In the light of these observations, the following researchable questions could be probed:

1. why customers prefer to shop at malls 2. The major factors influence the shoppers to shop from mall environment.

Objectives of the study

Primary objective:

A Study on consumer attitude towards shopping malls in Coimbatore city.

Secondary objective:

1. To assess the socio economic profile of consumers.
2. To examine the shopping habits’ of the consumers.
3. To measure the respondents reaction towards various division of shopping mall which includes aesthetics, convenience, exploration and social.

Methodology

Descriptive study is used here to identify patterns or trends in a situation, but not the casual linkages among its different elements. It helps in generating hypothesis on which further research may be based. Convenient sampling is a statistical method of drawing representative data by selecting people because of the ease of their volunteering or selecting units because of their availability. The primary data has been conducted through the questionnaire from the customers. The questionnaire is designed in a systematic manner covering adequate and relevant questions which is useful to the study. The sample size is 75 respondents. The following tools are used in the study for the purpose of analysis (i) Simple Percentage analysis (ii) Chi-square analysis

Analysis and Interpretation

Table 1: Gender of the respondents

Gender	No. of respondents	Percentage
Male	36	48
Female	39	52
TOTAL	75	100

Indicates that 52% of respondents are female and 48% are male

Table 2: Preference of shopping mall

Malls	No. of respondents	Percentage
Brooke field	47	63
Fun republic	28	37
TOTAL	75	100

Indicates that 63% of the respondents prefer brooke field mall 37% of the respondents prefers fun republic

Table 3: Source of Information about the Malls

Source	No. of respondents	Percentage
Advertisement	14	19
Friends	38	51
Relations	12	16
Others	11	14
TOTAL	75	100

Indicates that 51% of the respondents came to know about the mall through friends, 19% are came to know about the mall through advertisement, 16% of the respondents are came to know about the mall through relations, 14%

of the respondents are came to know about the mall through others

Table 4: Monthly Income and Prefers Shopping Mall for Purchase Observed Frequency

Monthly income	Prefers shopping mall for purchase				TOTAL
	Good service	Branded product	Friendly employees	Offers/ discounts	
Below- 10000	1	3	0	2	6
10000- 30000	7	7	0	0	14
30000- 50000	0	8	6	4	18
Above - 50000	1	4	1	2	8
No income	2	15	2	10	29
TOTAL	11	37	9	18	75

Chi-Square Value as Follows

O	E	(O-E)	(O-E) ²	(O-E) ² /E
1	0.88	0.12	0.0144	0.016364
3	2.96	0.04	0.0016	0.000541
0	0.72	-0.72	0.5184	0.72
2	1.44	0.56	0.3136	0.217778
7	2.05	4.95	24.5025	11.95244

	Calculated Value	DF Table	Value	Significant
Chi-Square	31.02278	12	21.026	Significant

The value of Chi-square statistic is 31.02278.the table value 21.026 is less than 31.02278. hence the null hypothesis is rejected and we have to accept the alternative hypothesis, which states that there is significant relationship between monthly income and prefers shopping mall for purchase .

Hypothesis

Ho-There is no significant association between spending per month for purchase and shopping in mall save time

H1- There is a significant association between spending per month for purchase and shopping in mall save time

Findings, Suggestions

- It is revealed that 52% of the respondents belong to female.
- It is revealed that 51% of the respondents came to know about malls through friends.
- It is identified that 49% of the respondents are spending per month Rs1000-3000.
- There is significant association between spend per month and shopping mall

Conclusion

The purpose of the research is to analyze the “customer attitude towards shopping malls in Coimbatore city, which is found to be positive. Today multi storey shopping malls are Brooke field and fun republic. These shopping malls accommodate every taste, pocket and style. Also, the city of

Coimbatore offers sample shopping opportunities to tourists who come here to spend their vacation. From the study it is revealed that a majority of customers do prefer to shop at shopping malls as it is a convenient place to buy anything they desire. Most respondents expressed that the shopping malls are just not a place to shop due to its constant availability, but has also created an ideal environment for social interaction for people of all ages. Also shopping malls offer excellent parking facilities, create value for money, credit / debit card facilities, and so on

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