

# A STUDY ON ATTITUDE AND PREFERENCES OF CUSTOMERS TOWARDS SHOPPING MALLS (WITH SPECIAL REFERENCE TO COIMBATORE CITY)

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## ABSTRACT

Shopping malls are the most happening places these days where people spend their weekends to relax and shop. With the changing tastes and preferences of customers, shopping malls extend a global impact across metros, cities and towns. In this scenario, it is necessary to understand the preferences of youth, and the factors that govern them to visit shopping malls. The study was conducted on Coimbatore youth and the analysis revealed that shopping malls with their modern culture and environment have become a convenient hangout for the youth.

## KEYWORDS:

Recreation, Entertainment, Merchandise and Attractive.

## INTRODUCTION

Shopping malls are gaining importance as places of recreation, apart from the experience of shopping, for many in metros and cities. They have become one stop solution for various needs of the customers-from entertainment to buying daily groceries. Though they are considered expensive, the recent competition among retailers has lowered the prices of all products, thus making it easier for the common man to shop as well. Shopping malls have become vibrant and attractive places where people end up buying things at random. This kind of shopping has become part and parcel for many due to their busy schedules and ease of buying everything. In other words, a shopping mall is one or more buildings forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to easily walk from unit to unit, along with a parking area-a modern, indoor version of the traditional marketplace.

## OBJECTIVES OF THE STUDY

1. To study the preferences towards the shopping mall among the customers.
2. To find the satisfaction level of customers related to Shopping mall.
3. To know the awareness of shopping mall among the customers.

## STATEMENT OF THE PROBLEM

In Coimbatore city, the numbers of shopping malls are limited, so the low income people were not aware about the purchase consideration in the same place. Whether the customers are satisfied with the quality of the products and also whether they prefer the shopping mall in a regular manner regarding their convenience.

## RESEARCH METHODOLOGY

The study is intended to analyze customer's attitude towards shopping mall. The methodology includes area of study, source of data, sample size and statistical tools used.

### AREA OF THE STUDY

The area of the study refers to Coimbatore city only.

### SOURCES OF DATA

#### Primary data

Primary data is collected from the public by issuing the questionnaire. Their answer was further looked into, in some detail to add value to this research.

#### Secondary data

The type of research adopted is descriptive in nature and the data collected for this study is the secondary data i.e. from newspaper, magazines, journals, various books, articles and internet.

### SAMPLE METHOD

The sampling method chosen is simple convenience sampling which is a type of probability sampling.

### TOOLS USED FOR ANALYSIS

- Simple percentage method

## ANALYSIS AND INTERPRETATION

Table-1

## Consumer's Preference towards Shopping mall

S.No	Particulars	No of Respondents	Percentage
1	Product diversity	10	10
2.	Closeness to home	10	10
3.	Parking lot	5	5
4.	Assistance of the personnel	12	12
5.	Opportunities	5	5
6.	Attractiveness of the environment (illumination, decoration )	22	22
7.	Entertainment opportunities	15	15
8.	Safe for shopping	5	5
9.	Food and beverage options	11	11
10.	Reasonable prices	5	5
<b>TOTAL</b>		<b>100</b>	<b>100</b>

**Source data: Primary data**

Table1 states that the majority of the respondents (22%) preferred the shopping mall considered as the best attractiveness of the environment and (15%) of the respondents preferred the entertainment opportunities in shopping mall.

## Exhibit – 1

## Consumer's Preference towards Shopping Mall

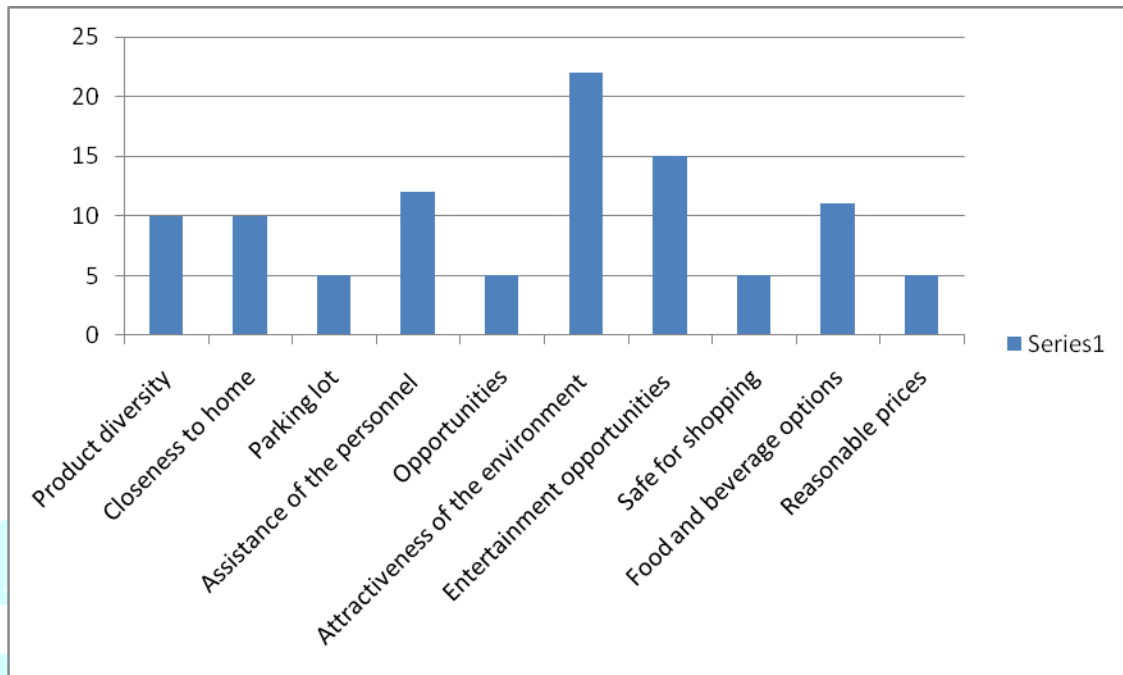


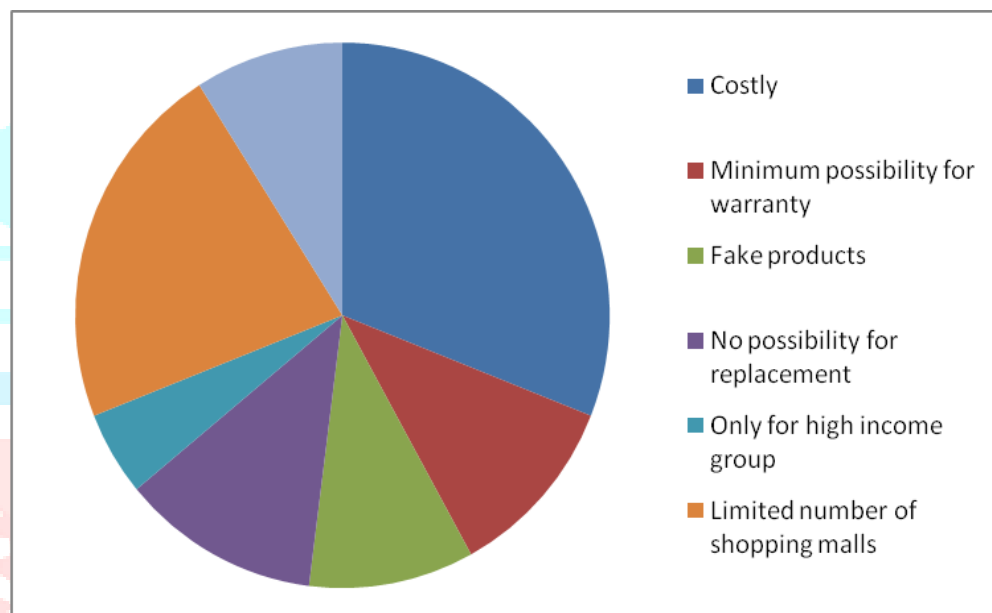
Table -2

## Problems faced by the Customers

S.No	Particulars	No of Respondents	Percentage
1	Costly	31	31
2	Minimum possibility for warranty	11	11
3	Fake products	10	10
4	No possibility for replacement	12	12
5	Only for high income group	5	5
6	Limited number of shopping malls	22	22
7	Always go above the budgeted shopping	9	9
	TOTAL	100	100

**Source data: Primary data**

Table 2 states that the majority of the respondents (31%) problem towards the shopping mall is the products are costly and (22%) of the respondents had faced the problems like limited number of shopping mall is available in our Coimbatore city.

**Exhibit – 2****Problems faced by the Customers****Conclusion**

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. From the study it is revealed that the majority of the people preferred the shopping mall considered as the best attractiveness of the environment. The cost of the product is eventually high for low income people.

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