



CONSUMER ATTITUDE TOWARDS SHOPPING MALLS IN RAJKOT

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ABSTRACT

Purpose:

The main objective of this study is to understand the consumer attitude towards shopping malls in Rajkot.

Design/methodology/approach:

The method used for the data collection was a direct interview, using a structured questionnaire, with closed-ended questions. 1000 respondents participated in the survey, the period of research is between November 2019 & January 2020.

Findings:

The results indicate that demographic factors and other factors influence the consumer's attitude towards shopping malls.

Practical implications:

The shopping mall developers are inventing new strategies in order to reach a new style inside shopping mall. They are adding up restaurants, game zones and cinema halls to attract the different types of consumers having varying preferences and tastes. Hence, the main objective of this study is to provide some understandings about the variables that affect customers' attitude and also the importance of each variable for helping developers to formulate and implement suitable strategies that will be beneficial both for the consumers and developers.

Originality/value:

This study provides valuable insight into consumer behavior regarding shopping malls by examining the factors that influence consumers' attitude towards shopping malls.

Introduction:

Retail Industry is one of the important emerging sectors in India. It contributes remarkable employment opportunity. India holds one of the biggest numbers of retail stores in the world. The retail segment is experiencing exponential growth with retail growth development not in major cities but also in 2-Tier and 3-Tier cities. India's growing Urbanization and population growth supplement organized retail market. Transformation in pattern of consumption and economic growth drives demand for retailing. Survey by Global Retail Development Index revealed India ranked fourth amongst the 30 countries and Survey by Global Apparel Index shows sixth in the 2011.

Gibson (2007) Retail Association of India stated that modern retailing is growing faster than expected. The current growth rate is about 30 % and the sector is projected to grow at 40 to 50 % every year.

Nagesh (2007) stated that Indian retailing segment would change in the near future, driving consumption boom ever seen in other countries in past. A flood of modern retail would be seen from a situation of drought. Hence, Indian retail will move on a stable position of sustained growth from now to years.

According to **Mohanty & Panda (2008)** retailing in India holds significant place in the socio-economic growth strategy of country. India is progressing in retail due to improved purchasing power and increasing urbanization of India's middle class, increasing young population, changing demographic profiles, intense globalization and revolution in technology etc.

Sahu (2010) stated about rise in consumer confidence, improvement in profitability and aggressive expansion plans in the organized retail sector. Analysts believed that retailers could gain foreign investments by spinning off their business entities into separate companies which can give a great opportunity for the sector's development.

According to **FICCI (2012)** report the Retail sector of India accounts for over 20 % of the country's Gross Domestic Product and contributes 8% to total employment. The report furthermore stated that hypermarkets would witness massive growth in the Indian landscape.

Lifestyle Changes are promoting changes in retail sector. Traffic congestion, time constraints and income growth has created a need for new formats retailing. Purchasing the right product in right time at minimum price is an advantage to consumers in retail transformation.

The organised retail sector in India is estimated to be 20 % of the total retail market by 2020. Hypermarket would be the biggest retail segment accounting for 30 % of the total retail space by 2018. (IBEF: January16, 2012)/ www.ibef.org.

In India till 1980 the retail sector sustained in the form of Kirana. In a little while after the retail sector modernization in India many companies started penetrating in the retail industry like Grasim, Bombay Dyeing, etc. The retail sector can be commonly split into the organized and the unorganized sector in India.

Contemporary retail settings have changed to offer complete experiences, generated out of atmospherics and facilities. Shopping malls can augment their attractiveness by formulating a finest mix of aspects such as Convenience, parking conditions, Sales personnel and atmospherics. Amusement emerges as a mall attractiveness aspect but not as a major prospect of shopping experience as the Indian consumers are towards pleasure-seeking but still in basic stage.

Review of Literature

According to **Dholakia (1999)** from the article “Going Shopping: Key Determinants of Shopping Behavior and Motivations”, published in International Journal of Retail and Distribution Management, mentioned; the motivation for shopping is making physical visits to an shopping malls.

A shopping Mall is a cluster of retail stores and commercial establishments that is designed, developed, owned and managed as single possessions, in general with on-site parking facility. The center's magnitude and orientation are commonly determined by the market characteristics of the trade area served by the center (ICSC).

Batra R. and Ahota O.T. (1991) in their article on “Measuring the Hedonic and Utilitarian Sources of Consumer Attitudes” Until consumer make a purchase. The category includes hedonistic shoppers who give meaning to excitement and enjoyment they experience during the shopping trip. These categories of shoppers consider shopping as a leisure activity and derive pleasure from it, along with the purchase of products. Many researchers have also declared that most of shoppers mingle both utilitarian and experiential values during their shopping actions.

Guerrero and Colomer (2000) The most important component in the model predicting behavioural intention was attitude, special offers as well being a significant aspect. Basis of the results obtained, we find that consumers have clear beliefs about store brands, but probably at the supermarket they will behave in ways that do not necessarily correspond with their beliefs.

Sinha (2004), in his work on “Using Transaction Utility Approach for Retail Format Decision”, in IIM Ahmedabad, Research and Publication Department stated, to convince the target audiences and to compete with other players in the market, the retailer needs to represent himself with an suitable retail format. While deciding on the retail formats, the retailers should assess firm factors such as drivers of growth, the consumers profile and their expectations, the

competitors and confronts faced by them. With continued development of the retail industry, newer retail formats are emerging day-by-day.

Sinha and Banerjee (2004) emphasized on, Store preference decision is also driven by other tangible and intangible characteristics provided by the store. They comprise the store size, format, distance from home and store environment. It is known that preference of stores can also be influenced by situational factors such as time restraint and gift versus self shopping, furthermore which can be classified as the competitive setting, the individual's situational set and the shopping time. Yet, if store preference is put to evaluation by the situational factors and these factors need to be studied for each shopping visit of the consumers to the various stores, also looking into the costs involved and the benefits.

Research methodology

Shopping Malls are in growth phase in India. The study intends to analysis the Shopping mall purchasing behaviour of the consumers. Obviously, the present study samples size of the consumers in Rajkot 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 Crystal Mall, Big Bazaar, Reliance Mall and Iscon Prozone Mall 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.

Questionnaire development and instrument:

The data has been collected through a structured questionnaire, which was designed on the basis of the objectives of this paper.

Population and sample:

The target population is defined as follows:

Elements: The population has been identified of the shopping mall purchasers. The survey conducted in shopping malls.

Extent and sample size: The study was carried in Rajkot city. A total of 1000 questionnaires were collected from the respondents.

Data description: The questionnaire consisted of demographic information like age of the consumer, gender, monthly household income etc. The survey was collected from individuals who visited shopping malls.

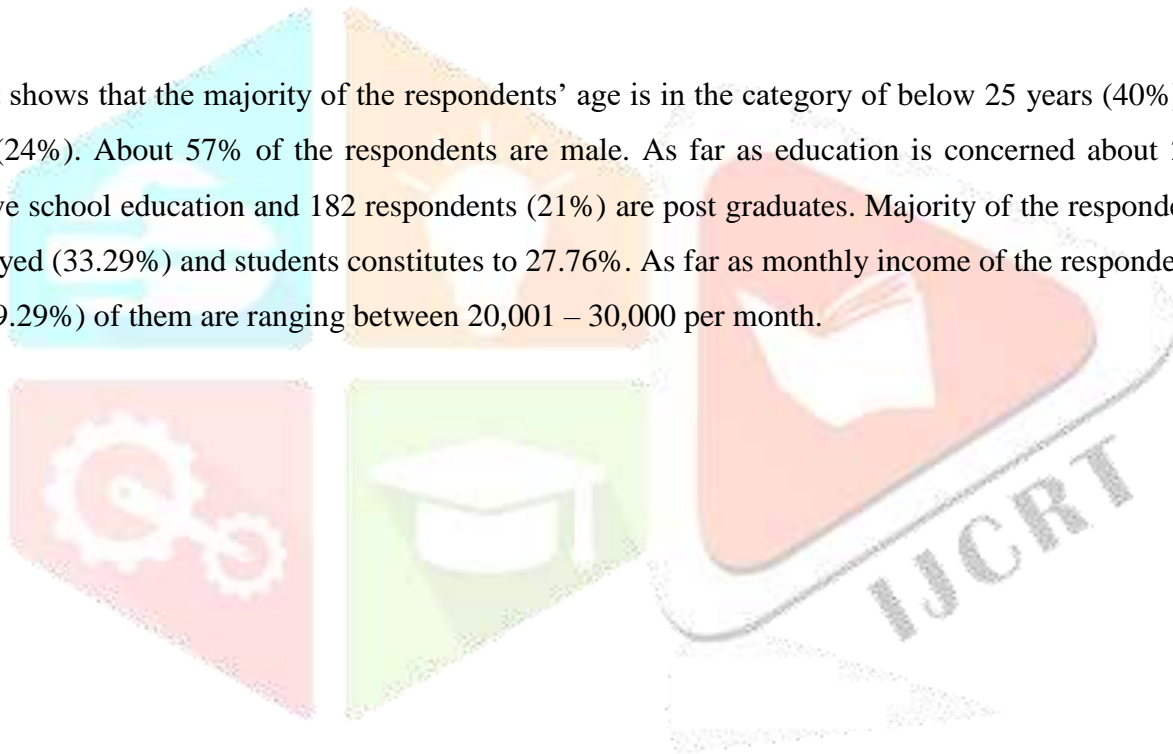
Data collection procedures: Face-to-face interview method was used for the data collection using a structured questionnaire. Questions are closed-ended. Stratified random sampling method was used. 1000 respondents participated in the survey.

Data analysis: The questionnaires were thoroughly checked and edited. The data were analysed using percentage analysis to understand the demographic and behavior oriented questions.

Demographic Distribution of the respondents Variables	Number	Percent
Age (in years)		
Below 25	342	40
26-35	196	24
36-45	167	20
46-55	58	7
56 and above	87	10
Gender		
Male	483	57
Female	367	43
Education		
School	262	31
Graduate	159	17
Post Graduation	182	21
Professional Degree	117	14
Other	130	15
Occupation		
Student	236	27.76
Employed	283	33.29

Entrepreneur / Businessman	112	13.17
Retired	41	4.82
Other	178	20.94
Monthly income (in Rs)		
Below 10,000	130	15.29
10,001 - 20,000	79	9.29
20,001 -30,000	249	29.29
30,001 - 40,000	121	14.23
40,001 – 50,000	118	13.88
50,001 – 1,00,000	58	6.82
100001 and above	95	11.17

The result shows that the majority of the respondents' age is in the category of below 25 years (40%) & between 26-35 years (24%). About 57% of the respondents are male. As far as education is concerned about 262 respondents (31%) have school education and 182 respondents (21%) are post graduates. Majority of the respondents occupations are employed (33.29%) and students constitutes to 27.76%. As far as monthly income of the respondents is concerned mostly (29.29%) of them are ranging between 20,001 – 30,000 per month.



Attitudinal response distribution of the respondents

Variables	Number	Percent
Frequency of Visit to Shopping Mall		
Weekly	193	22.71
Fortnightly	199	23
Monthly	138	16
Occasionally	170	20
Need based	150	18
Accompanying Person / Shopping Companion		
Friends	236	27.76
Colleagues	51	6
Family Members	482	56.71
Alone	81	9.53
Purpose of Mall Visit		
Shopping	286	33.65
Get together with friends / relatives	108	12.70
Entertainment	172	20.24
To spend time	80	9.41
All of the above	204	24
Visiting Time to Mall		
Morning	277	32.59
Afternoon	202	23.76
Evening	371	43.65
Effective of Promotional Strategy for the Stores in the Mall		
Price discounts	167	19.65
Gifts	134	15.76
Offers	227	26.71
Kids Entertainment	43	5.06
Others	279	32.82
No. of Stores Visited in the Mall		
Less than 3 stores	75	8.82
4-6 stores	239	28.12
7-9 stores	197	23.18

10-12 stores	175	20.59
More than 13 stores	164	19.29
Distance Travelled to Mall		
Less than 10 Kilometers	279	32.82
11 to 20 Kilometers	307	36.12
21 to 30 Kilometers	101	11.88
31 to 40 Kilometers	49	5.76
More than 41 Kilometers	114	13.41
Means of Transportation used for Shopping		
Bus	154	18.12
Bike	183	21.53
Car	273	32.12
Train	66	7.76
Walk	97	11.41
Auto / Call Taxi	77	9.06

About 199 respondents (23%) visit shopping malls fortnightly. Majority of the respondents (56.71%) visit shopping malls with their family members. Most of the respondents (33.65%) purpose of mall visit is observed to be shopping. 43.65% of respondents visit shopping malls by evening time. 26.71% of the respondents consider Offers as effective promotional strategy. Majority of respondents (28.12%) visit 4-6 stores in the shopping mall. Most of the respondents (36.12%) travel 11-20 kilometers distance to reach shopping malls from their residence. Cars are used as the means of transportation by the respondents (32.12%) visiting shopping malls.

Conclusion

In general the shopping mall purchasing trend is increasing. In this study the demographical factors which influence towards consumer attitude can be seen like age, gender, education qualification, Income level, was studied. And certain attitudinal behavioral factors also have an effect towards making Shopping Mall choice decision. Generally people think that the shopping malls are trendy and superior to other formats of retailing. Hence there is a sound potential for Shopping Malls in India.

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