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ATTITUDE OF CONSUMERS TOWARDS SHOPPING MALLS IN ERNAKULUM DISTRICT

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Abstract

Background

A shopping mall is one or more buildings forming a complex of shops, planned, developed, owned and managed as a single property representing merchandisers, with interconnecting walkways enabling visitors to walk from unit to unit, with on-site parking .

Aim

The current study has been undertaken to analyze the attitude of consumers towards shopping malls in Ernakulum district.

Materials and Methods

The scope of the study is confined to the attitude of the consumers of various shops of Lulu Mall, and Oberon Mall, Edappally. For the purpose of the study 50 consumers were selected through convenience sampling method. Analysis was done via statistical software 17.0. using statistical tool, viz percentages, rank test and chi-square test were used.

Results

The study revealed that the majority of the consumers were femalesand were of the age group of 20 to 40years. The study revealed that the factors viz. entertainments,safety, parking facility,

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restaurants, escalator\lift facilities, electronic payment systems etc influenced them to shop at malls. Food products and jewellery were the most preferred products of the consumers of the shopping malls.

Conclusion

Food products and jewellery were the most preferred products of the consumers of the shopping malls.

Key words:Shopping malls,Chi-Square Test,Electronic Payment System.

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Introduction

Shopping Malls are gaining much importance nowadays, as they serveconsumers their multi purposes -as places of recreation, buying daily groceries, to spend time with family and friends. They serve the society in different ways by providing employment opportunities to the locals and also enhancing the standard of living of the people. Shopping malls in metros and cities providea suitable environment for shopping. However, Shopping malls serve a section of the society since they deal in standardized goods only. Poor peopleare not much attracted to these malls, as they do notmake credit sales. Personal contact with customers is absent in shopping malls. **Roy (1994)**[1]in his study considered several characteristics of shoppers – such as functional shopping motivation, deal proneness, recreational shopping motivation, age, income and family size, to be a significant influence on mall shopping frequency.**Pashigian and Gould (1998)**[2]stated that consumers were attracted to malls because of the presence of well–known anchors – department stores with recognized names. Anchors generated mall traffic that indirectly increased the sales of lesser–known mall stores. Lesser–known stores can free ride off of the reputations of better–known stores. Mall developers internalized these externalities by offering rent subsidies to anchors and by charging rent premiums to other mall tenants. The results of this article suggested that mall developers were behaving rationally because they knew that anchors attracted customers to the mall and increased the sales of other mall stores.**Benedict et al. (1998)**[3]opined that because of the increasing time pressure they faced, many consumers were becoming more concerned about the efficiency of their shopping patterns. Retailers have recognized this trend and have improved shopping convenience by offering greater variety in product categories and making it easier for consumers to combine visits to multiple stores. The authors observed that the tendency of consumers to combine purchases differs from category to category and depends on category availability. In general, consumers combine considerably fewer purchases than could be expected if their shopping trip planning was based purely on travel cost minimization. **Waerden, Borgers and Timmermans (1998)**[4]discussed the effects of changing the parking situation in the surrounding of shopping centers on consumers store choice behaviour. The consumers' choice of supermarkets was influenced by store Characteristics and also by parking lot characteristics. The probability of choosing a parking lot decreases with an increasing size, suggesting that customers want to avoid long walking distances.

Significance of the study

The shopping malls favour a growth in the Indian organized retail sector by 10% within 2020. There has been an organic growth of malls in the major eight cities, especially from 2006 onwards. Major regulatory changes of allowing single brand retail to 51% FDI and 100% FDI in wholesale cash and carry through automatic route had an important role to play in the copious mall growth across the country. The leading cities of Kerala are getting ready to witness a retail revolution with 50 shopping malls slated to come up across the state in the next three years, at an investment mark-up of Rs 6,000 crore. Shopping malls, as a business segment, have been recording a growth rate of 18-20 per cent for the last three years. In Ernakulum District, there is a growth in number of shopping malls from 3 to 7 within 5 years[5].

A study on the consumers' attitude towards mall would enable to understand the various factors which attract the consumers to shop at malls. It is in this context, the present study titled "consumers' attitude towards Shopping Malls" is attempted.

Scope of the study

The study tries to find out the consumers' attitude towards Shopping Malls in Ernakulum district. In Ernakulum district there are a number of shopping malls like Lulu Mall, Edappally, Oberon mall, Gold Souk, Abad, Bay Pride Mall, and Center Square Mall etc. Consumers of various malls in Ernakulum District constitute population. The study has been under taken to know the features of shopping malls, to analyze the factors influencing the consumers to shop at shopping malls .

Objective of the study

To analyze the attitude of consumers towards shopping malls in Ernakulum district.

Hypothesis of the study

$\mathbf{H_{01}}$ There is no association between occupation of the respondents and their frequency of visit to the mall.

Selection of Sample

From the various malls in Ernakulum District, only two malls which attract large number of consumers are taken for the study i.e. the scope of the study is confined to the analysis from the point of view of the consumers of various shops of Lulu Mall, and Oberon Mall, Edappally. For the purpose of the study 50 consumers were selected through convenience sampling method.

Collection of Data

The study is mainly based on primary data. For collecting primary data from the selected respondents, a well-structured questionnaire is used. Secondary data were collected from various books, journals, magazines and from websites. The data collected are suitably classified and analyzed keeping in view the objectives of the study.

Tools of Analysis

The data collected were suitably classified and analyzedkeeping in view of the objectives of the study. For the purpose of analysis, statistical tools like percentages, rank test, chi-square test were used. The chi-square test was applied to examine the significance of variation in the opinion among the respondents, while the rank test was used to assess the order of preference associated with selected variables.

Period of the study

The survey was conducted during the month of December 2016.

Attitude of Consumers Towards Shopping Malls in Ernakulum District- Analysis

The study revealed that the majority of the respondents (62 %) were females(Table 1)and (68%) were of the age group of 20 to 40years. (Table 2).26% of the respondents were professionals , 20% of them were Govt. employees and another 20 % were private employees (Table 3). 32 % of the respondents were of having monthly income of Rs 20,000 to 40,000 and 22 % were having monthly income of less than Rs. 20,000. Another 32% of them were having a monthly income of Rs 60,000 and above(Table 4). 48% of the total respondents visited shopping malls frequently. 40 % of the respondents visited shopping malls occasionally(Table 5). Chi-Square Test was applied to know whether there is any significant association between occupation of the respondents and their visiting frequency to shopping mall (Table 6). It was revealed that there is no significant association between occupation of the respondents and their visiting frequencies to shopping mall since the p value (0.837) is greater than .05. Therefore, **the null hypothesis H_{01} stating that there is no association between occupation of the respondents and their visiting frequency to shopping mall is accepted.**

The study revealed that 40 % of the respondents spent about 2 to 4 hours and 38 % of the respondents spent about 4 to 6 hours in shopping malls (Table 7). Food products were the most preferred products of the consumers which got highest mean score of 8.92 and jewellery was ranked as second. Toy and Gift got the least mean score of 5(Table 8).It was found that 48% of the respondents spent an amount of Rs. 5000 to Rs10,000, 20% of the respondents spent less than Rs. 5,000 and only few respondents (10 %) spent Rs 20,000 and above while visiting the mall (Table 9). Among the respondents, 52 % strongly agreed that entertainment was the influencing factor which attracted them to the shopping malls. 44% agreed and 2 % of the respondents were having neutral opinion in this regard. Chi-square test also shows a significant difference in this aspect, since p value (0.000) is less than 0.05(Table 10).60 % of the respondents strongly agreed that ‘all items under one roof ‘was the influencing factor which attracted them to the shopping malls. Chi-square test also shows a significant difference in this aspect, since p value (0.000) is less than 0.05(Table 11).84 %of the respondentsstrongly agreed that ‘branded products’ was the influencing factor which attracted them to the shopping malls. Chi-square test also shows a difference in this aspect, since p value (0.00) is less than

0.05(Table12).56 % of the respondents strongly agreed that ‘Variety of Products ‘was the influencing factor which attracted them to the shopping malls. Chi-square test also shows a significant difference in this aspect, since p (0.001) value is less than 0.05(Table 13). 64 % of the respondents strongly agreed that ‘Restaurants’ was the influencing factor which attracted them to the shopping malls. Chi-square test also shows a significant difference in this aspect, since p value (0.000) is less than 0.05(Table 14). 68 %of the respondentsstrongly agreed that parking facility’ was the influencing factor which attracted them to the shopping malls. Chi-square test also shows a significant difference in this aspect, since p value (0.000) is less than 0.05(Table 15). 24 % of the respondents strongly agreed that ‘quality services’ was the influencing factor which attracted them to the shopping malls. 64%of the respondents agreed and 12 % of the respondents were having neutral opinion. Chi-square test also shows a significant difference in this aspect, since p value (0.000) is less than 0.05(Table 16).86 % of the respondents strongly agreed that ‘convenience’ was the influencing factors which attracted them to the shopping malls.14% of the respondents agreed. Chi-square test also shows a significant difference in this aspect, since p value (0.000) is less than 0.05(Table 17).40 %of the respondentsstrongly agreed that ‘new trends and fashions’ was the influencing factor which attracted them to the shopping malls. 56% agreed and 4 % of the respondents were having neutral opinion. Chi-square test also shows a significant difference in this aspect, since p value (0.000) is less than 0.05(Table 18).70 % of the respondents strongly agreed that ‘safety’ was the influencing factor which attracted them to the shopping malls. 20%of the respondents agreed and 4 % of the respondents were having neutral opinion. But 6% of the respondents had disagreed with this aspect. Chi-square test also shows a significant difference in this aspect, since p value (0.000) is less than 0.05(Table 19).68 % of the respondents strongly agreed that ‘Electronic Payment System’ was the influencing factor which attracted them to the shopping malls. 24%of the respondents agreed and 8 % of the respondents were having neutral opinion. Chi-square test also shows a significant difference in this aspect. Since p value (0.000) is less than 0.05(Table 20).

36 % of the respondents strongly agreed that ‘relaxed shopping’ was the influencing factor which attracted them to the shopping malls. 40% agreed and 20% of the respondents were having neutral opinion. But 4% of the respondents had disagreed with this. Chi-square test also shows a significant difference in this aspect, since p value (0.001) is less than 0.05(Table 21).58 %of the

respondentsstrongly agreed that 'innovative products'was the influencing factor which attracted them to the shopping malls. 28% of the respondents agreed and 14 % of the respondents were having neutral opinion. Chi-square test also shows a significant difference in this aspect, since p

Sl. No.	Gender	Frequency	Percentage
1	Male	19	38
2	Female	31	62
Total		50	100

value (0.001) is less than 0.05(Table 22).60 % of the respondents strongly agreed that 'escalator or lift facility' was the influencing factor which attracted them to the shopping malls. 8% agreed and 4 % of the respondents were having neutral opinion. Chi-square test also shows a significant difference in this aspect, since p value (0.000) is less than 0.05(Table 23)

Conclusion

The present study revealed that the factors viz. entertainments, safety, parking facility, restaurants, escalator\lift facilities, electronic payment systems etc influenced theconsumers to shop at malls. Food products and jewellery were the most preferred products of the consumers of the shopping malls.

Table 1 Gender of the Respondents

Source: Primary Data

Table 2 Age of the Respondents

Sl. No.	**Age(years)**	**Frequency**	**Percentage**
1	**Less than 20**	**3**	**6**
2	**20 - 40**	**34**	**68**
3	**40 - 60**	**9**	**18**

4	**60 and above**	**4**	**8**
Total		**50**	**100**

Source: Primary Data.

Table 3 Occupation of the Respondents

Sl. No.	**Occupation**	**Frequency**	**Percentage**
1	**Govt. employee**	**10**	**20**
2	**Private employee**	**10**	**20**
3	**Professional**	**13**	**26**
4	**Business**	**7**	**14**
5	**Unemployed**	**9**	**18**
6	**Agriculture**	**1**	**2**
Total		**50**	**100**

Source: Primary Data.

Table 4 Monthly Income of the Respondents

Sl. No.	**Monthly Income (Rs)**	**Frequency**	**Percentage**
1	**Less than 20,000**	**11**	**22**
2	**20,000 - 40,000**	**16**	**32**
3	**40,000 – 60,000**	**7**	**14**
4	**60,000 – 80,000**	**8**	**16**
5	**80,000 and above**	**8**	**16**
Total		**50**	**100**

Source: Primary Data.

Table 5 Visiting Frequency of the Respondents

Sl. No.	Visiting Frequency	Frequency	Percentage
1	Regularly	2	4
2	Frequently	24	48
3	Occasionally	20	40
4	Once in a while	1	2
5	No Opinion	3	6
Total		50	100

Source: Primary Data.

Table 6 Occupation * Visiting Frequency (Chi- Square Test)

Occupation	Visiting Frequency					
	Regularly	Frequently	Occasionally	Once in a while	No opinion	Total
Govt. employee	0	7	2	1	0	10
Private employee	1	4	5	0	0	10
Professional	0	6	6	0	1	13
Business	0	3	3	0	1	7
Unemployed	1	4	3	0	1	9
Agriculture	0	0	1	0	0	1
Total	2	24	20	1	3	50

Source: Primary data

X^2=13.873 with 20 degree of freedom not significant at 5 % level.

Table 7 Time Spend in Mall

Sl. No.	Time Spend in Mall	Frequency	Percent
1	Less than 2 hrs	4	8
2	2-4 hrs	20	40
3	4-6 hrs	19	38
4	6-8 hrs	5	10
5	8 hrs and above	2	4
Total		50	100

Source: Primary Data.

Table 8 Type of products preferred by the Respondents

To purchase from Malls

Sl. No	Products	Weighted Mean	Rank
1	Food Products	8.92	1
2	Apparels	7.07	4
3	Jewellery	7.53	2
4	Appliances	6.64	6
5	Cosmetics	7.14	3
6	Toys and Gifts	5.64	7
7	Footwear	7.03	5

Source: Primary Data.

Table 9 Amount spend in Mall by the Respondent

Sl. No.	Amount Spend	Frequency	Percent
1	Less than Rs 5000	10	20
2	Rs 5000- 10000	24	48
3	Rs 10000- 15000	6	12
4	Rs 15000- 20000	5	10
5	Rs 20000 and above	5	10
Total		50	100

Source: Primary Data.

Table 10 Influencing Factors – Entertainment

Sl. No	Opinion	Frequency	Percent
1	Strongly Agree	26	52
2	Agree	22	44
3	Neutral	2	4
4	Disagree	0	0
5	Strongly Disagree	0	0
Total		50	100

Source: Primary Data.

Table11 Influencing Factor – All items under one roof

Sl. No	Opinion	Frequency	Percent
1	Strongly agree	30	60
2	Agree	15	30
3	Neutral	3	6

4	**Disagree**	**2**	**4**
5	**Strongly Disagree**	**0**	**0**
Total		**50**	**100**

Source: Primary Data.

Table 12 Influencing Factors – Branded Products

Sl. No	**Opinion**	**Frequency**	**Percent**
1	**Strongly Agree**	**42**	**84**
2	**Agree**	**8**	**16**
3	**Neutral**	**0**	**0**
4	**Disagree**	**0**	**0**
5	**Strongly Disagree**	**0**	**0**
Total		**50**	**100**

Source: Primary Data.

Table 13 Influencing Factors – Variety of Products

Sl. No	**Opinion**	**Frequency**	**Percent**
1	**Strongly Agree**	**28**	**56**
2	**Agree**	**15**	**30**
3	**Neutral**	**7**	**14**
4	**Disagree**	**0**	**0**
5	**Strongly Disagree**	**0**	**0**
Total		**50**	**100**

Source: Primary Data.

Table 14 Influencing Factors – Restaurants

Sl. No	Opinion	Frequency	Percent
1	Strongly Agree	32	64
2	Agree	14	28
3	Neutral	4	8
4	Disagree	0	0
5	Strongly Disagree	0	0
Total		50	100

Source: Primary Data.

Table 15 Influencing Factors –Parking Facility

Sl. No	Opinion	Frequency	Percent
1	Strongly Agree	34	68
2	Agree	12	24
3	Neutral	4	8
4	Disagree	0	0
5	Strongly Disagree	0	0
Total		50	100

Source: Primary Data.

Table 16 Influencing Factors –Quality Services

Sl. No	Opinion	Frequency	Percent
1	Strongly Agree	12	24
2	Agree	32	64
3	Neutral	6	12
4	Disagree	0	0

5	**Strongly Disagree**	**0**	**0**
Total		**50**	**100**

Source: Primary Data.

Table 17 Influencing Factors –Convenience

Sl. No	**Opinion**	**Frequency**	**Percent**
1	**StronglyAgree**	**43**	**86**
2	**Agree**	**7**	**14**
3	**Neutral**	**0**	**0**
4	**Disagree**	**0**	**0**
5	**Strongly Disagree**	**0**	**0**
Total		**50**	**100**

Source: Primary Data.

Table 18 Influencing Factors –New Trends and Fashions

Sl. No	**Opinion**	**Frequency**	**Percent**
1	**Strongly Agree**	**20**	**40**
2	**Agree**	**28**	**56**
3	**Neutral**	**2**	**4**
4	**Disagree**	**0**	**0**
5	**Strongly Disagree**	**0**	**0**
Total		**50**	**100**

Source: Primary Data.

Table 19 Influencing Factors –Safety

Sl. No	Opinion	Frequency	Percent
1	Strongly Agree	35	70
2	Agree	10	20
3	Neutral	2	4
4	Disagree	3	6
5	Strongly Disagree	0	0
Total		50	100

Source: Primary Data.

Table 20 Influencing Factors –Electronic payment System

Sl. No	Opinion	Frequency	Percent
1	Strongly Agree	34	68
2	Agree	12	24
3	Neutral	4	8
4	Disagree	0	0
5	Strongly Disagree	0	0
Total		50	100

Source: Primary Data.

Table 21 Influencing Factors –Relaxed Shopping

Sl. No	Opinion	Frequency	Percent
1	Strongly Agree	18	36
2	Agree	20	40
3	Neutral	10	20
4	Disagree	2	4
5	Strongly Disagree	0	0
Total		50	100

Source: Primary Data.

Table 22 Influencing Factors – Innovative Products

Sl. No	Opinion	Frequency	Percent
1	Strongly Agree	29	58
2	Agree	14	28
3	Neutral	7	14
4	Disagree	0	0
5	Strongly Disagree	0	0
Total		50	100

Source: Primary Data.

Table 23Influencing Factors - Escalator or lift facility

Sl. No	Opinion	Frequency	Percent
1	Strongly Agree	44	88
2	Agree	4	8
3	Neutral	2	4
4	Disagree	0	0
5	Strongly Disagree	0	0
Total		50	100

Source: Primary Data.

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