
CONSUMERS ATTITUDE TOWARDS SHOPPING MALL: A CASE STUDY IN BALASORE TOWN

DR DEBADUTTA DAS**ASST PROF, FAKIR MOHAN UNIVERSITY****Email:-debadutta@yahoo.com**

ABSTRACT:- *A shopping mall, shopping center, shopping arcade, shopping precinct or simply mall is one or more buildings forming a complex of shops representing merchandisers, with walkways enabling visitors to easily walk from unit to unit, along with a parking area, indoor version of the traditional marketplace. Shopping mall is a large building or covered area that has many shops/stores, restaurants, etc. inside it. One Shopping mall is an emerging trend in the global arena. The first thing that comes to our mind when we think about shopping malls is that it is a big enclosed building having a variety of shops or products. According to historical evidences, shopping malls came into existence in the middle ages. Today's consumers want a better shopping experience and this demand gave rise to the emergence of shopping malls. Today, super - malls are replacing 'kirana' stores all over India. The concept of shopping mall is relatively new in Balasore as compared to other towns in odisha. With the prevailing condition, the concept is important because people have few time and they want to get all the things in a single place. This paper examines the customers' attitude towards shopping malls and provides suggestion for improving the service of the shopping mall. The customers of Balasore City have been surveyed for the study.*

Key words: shopping mall, super malls, shopping arcade

I. INTRODUCTION: - The concept of shopping mall is not new in Balasore. The number of shopping malls in Balasore is growing day by day. It is a fact that the arrival of shopping malls in a city promises to transform the shopping and recreation activities of the customers. Therefore, many companies and individuals are investing a large amount of money to design and create malls in terms of providing the benefits of shopping and the access of consumers' to global brands. Today, the cut-throat competition among the shopping malls has gone beyond bound with the speed of time. For this reason, the developers and stakeholders of shopping malls as well as the retailers need to understand the customer's attitude towards shopping malls. These studies provided important recommendation for the benefit of shopping mall owners and also for theoretical implications. In Balasore, no major study has been conducted on customers' attitude towards shopping malls. So, this study has been undertaken to find out customers' attitude towards shopping malls. Now a day, the developers are inventing new strategies in order to reach a new style inside shopping mall. They are adding up restaurants, cinema halls and game zones to attract the different types of customers having varying tastes and preferences. So, the main purpose 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 customers and developers.

II.OBJECTIVE OF THE STUDY:- The broad objective of this study is to find out the customers' attitude towards shopping mall. The specific objectives of this study are given below:

- ❖ To find out the frequency of visit to Balasore Town Shopping Mall.
- ❖ To find out the purpose of visit to Balasore Town Shopping Mall.
- ❖ To find out variables those affect the consumers' attitude towards Balasore Town Shopping Mall.
- ❖ To identify the importance of each variable.
- ❖ To find out whether any discriminatory variable separating male and female attitude towards BalasoreTown Shopping Mall.

III.STATEMENT OF THE PROBLEM:-Understanding buying behavior pattern in shopping malls is not enough without understanding the composition and origin of the customer. Today most of the Indian customers are attracted by the imported goods because of their high quality. So that most of the Indian shopping malls loses their credibility and loyalty in domestic customers. So the main focuses of the study are

How can we stand out in a highly competitive market where consumers have so many choices?

How we can provide best loyalty to our customer while earning a fair profit?

How can we grow our business while retaining a core of the loyal customer?

IV.RESEARCH METHODOLOGY:-

This study is a descriptive study where quantitative data have been collected to analyse the customers' attitude towards shopping mall. In order to make the report more meaningful and presentable, two sources of data and information have been used. Both primary and secondary data sources were used to generate the report. Field survey was carried out to collect primary data for conducting the study. The primary data had been collected on twelve variables that are identified after reviewing the different literatures. The variables are convenience, quality of product, availability of product, store variety, entertainment, parking facility, interior design, place to socialize, price, staff behaviour, food facility and services. The secondary sources are websites and journals. To conduct the research, people of different occupations of BalasoreTown were surveyed. The three occupational groups are students, housewives and service holders.

In this study, 7 point Likert Scale technique has been used. Here, the structured questionnaire has been used to collect data from the respondent. The field work was personally done. To conduct the research: target population was defined as the shoppers of Balasore Town Shopping Mall; the shoppers aged above 15 were qualified as sample unit for the study and 500 respondents have been surveyed. The respondents in the sample were chosen through judgmental sampling technique and data were collected using mall intercept method.

Name of the Shopping Malls	No. of Samples
Big-Mart	100
City-Life	100
Fashion-Zone	100
RMart	100
Sree-Ashoka-Fashion-Bazar	100
Total	500

V.LIMITATION OF THE STUDY:-

The study has the following limitations:

The study of customer attitude towards shopping malls in Balasore is a very vast subject consisting of a number of dimensions. Only a few dimensions / aspects were studied in this study. Only 500 customers visiting the 5 shopping malls in Balasore have been selected and studied. Hence, the conclusion drawn is specific and cannot be generalized.

VI.LITERATURE REVIEW:-

McCook has identified some importance of shopping mall, which can be summarized in following ways: Malls are one of the places where people can socialize. The food court is very beneficial to mall shoppers. We do not have to go to some other place to eat. Malls offer eating facility. Everything that we need is normally found in the mall. The mall is our one-stop shop.

According to **Kotler (2010)**, Customer's attitude can be defined as a person's consistently favourable or unfavourable evaluations, feelings, and tendencies towards an object or idea. Customers are individuals with likes and dislikes. When the people in a particular group feel one way or another about a product, service, person, place, entity, or thing, it is said to be a generalized consumer attitude that could affect

the marketing of that person, product or entity in positive or negative ways. Marketers try to influence consumer attitudes, and understanding the prevailing attitude is the first step to changing it if needed.

There are seven dimensions identified which affect the consumer's motives for visiting and shopping at malls (**Bloch et al., 1994**). The first one is aesthetics dimension. 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. The second one is convenience dimension. The time taken to reach the outlet and operating hour are one of the main criteria which the consumers look for while selecting a shopping outlet (**Kaufman, 1996**). The third dimension is 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 work of job and personal works. Exploration dimension is the fourth one.

According to **Tauber (1972)**, Malls attract shoppers by offering an opportunity to learn new trends i.e. Exploration. Fifth dimension is flow dimension. If mall experience is good, the customers will not mind the time which they have spent inside the mall while shopping or enjoying.

VII.HYPOTHESIS:

The hypotheses pertaining to objectives are as follows

H1: The consumers prefer to visit the nearby market irrespective of the age, income and education.

H2: The people have accepted the mall culture irrespective of the age, income and education.

H3: Male and female patronize a store equally with respect to service, merchandise brand and convenience.

VIII.ANALYSIS AND INTERPRETATION:

1. Purchase decision making:

Purchase decision making is broadly analyzed with respect to **preference of nearby market** by the consumers and the **acceptance of mall culture**. Further the data are analyzed age wise, income wise and education wise. For education wise analysis, the respondents are divided into four groups such as under graduate (**E1**), graduate (**E2**), post graduate (**E3**) and professional (**E4**). The respondents are classified into four groups such as less than 10,000 p.m (**I1**), 10,000-20,000 p.m (**I2**), 20,000-30,000 p.m (**I3**) and more than 30,000 (**I4**) for income wise analysis. Similarly for age wise analysis the respondents are divided into four groups i.e. **A1**(less than 30), **A2** (31-40 years), **A3** (41-50 years), **A4** (more than 50).

i. Preference of nearby market by the consumers.:

Most, often in purchase situations, proximity of the market is considered as an influencing factor of choosing a store. Majority of the respondents agreed to the fact that they prefer the nearby market as they can visit the shop at any time they want, it also saves the transportation cost and time. In case of exchanging any item, it is more feasible if the market is nearer to home. To examine the impact of distance in choosing a retail store for the different retail segments, the respondents were asked to express their preference of nearness of the market. The data so collected are analyzed education wise, income wise and age wise as given in Table-1 to 3.

Table 1: Preference of nearby market by the consumers: Education										
	E1	%	E2	%	E3	%	E4	%	Total	%
Yes	60	20	113	39	93	32	27	9	293	55
No	46	19	99	42	71	30	21	9	237	45
Total	106	20	212	40	164	31	48	9	530	100

Chi-square test is used to find out the relationship between the education and the preference of nearby market by the consumers on the basis of following hypotheses.

Null hypothesis H₀: There is no significant association between the education and the preference of nearby market by the consumers.

Test statistic: χ^2 (Chi-square) = $\sum [(O - E)^2 / E] = 0.557$

Tab. Val of $\chi^2(0.05)$ at 3 d.f is 7.815

As, $\chi^2_{cal} < \chi^2_{tab}$, H₀ is accepted and H₁ is rejected

Interpretation: There is no significant association between the education and the Preference of nearby market by the consumers.

Table 2: Preference of nearby market by the consumers: Income										
	I1	%	I2	%	I3	%	I4	%	Total	%
Yes	60	23	73	28	68	26	59	23	260	49
No	62	30	72	27	71	26	65	24	270	51
Total	122	23	145	28	139	26	124	23	530	100

Chi-square test is used to find out the relationship between the income and the preference of nearby market by the consumers on the basis of following hypotheses.

Null hypothesis H₀: There is no significant association between the income and the Preference of nearby market by the consumers in choosing a store.

Test statistic: χ^2 (Chi-square) = $\sum [(O - E)^2 / E] = 6.5153$

Tab. Val of $\chi^2(0.05)$ at 3 d.f is 7.815

As, $\chi^2_{cal} < \chi^2_{tab}$, H₀ is accepted and H₁ is rejected

Interpretation: There is no significant association between the education and the Preference of nearby market by the consumers in choosing a store.

Table 3: Preference of nearby market by the consumers: Age

	A1	%	A2	%	A3	%	A4	%	Total	%
Yes	73	25	70	24	78	27	68	24	289	55
No	34	14	90	37	74	31	43	18	241	45
Total	107	20	160	30	152	29	111	21	530	100

Chi-square test is used to find out the relationship between the age and the preference of nearby market by the consumers on the basis of following hypotheses.

Null hypothesis H₀: There is no significant association between the age and the Preference of nearby market by the consumers in choosing a store.

Test statistic: χ^2 (Chi-square) = $\sum [(O - E)^2 / E] = 18.2442$

Tab. Val of $\chi^2(0.05)$ at 3 d.f is 7.815

As, $\chi^2_{cal} > \chi^2_{tab}$, H₀ is rejected and H₁ is accepted

Interpretation: There is an association between the age and the Preference of nearby market by the consumers in choosing a store.

ii. Acceptance of mall culture:

Rising consumerism and a youth driven culture has made the new generation more discerning towards mall culture. New shopping activity has evolved from a need-based activity to a leisure time entertainment activity. The consumer today spends to achieve the —feel good factor from their shopping experiences and so the entire landscape of shopping has changed to the mall concept. All these things have activated the emergence of mall culture in the cities. It is found from the past studies that shopping at malls has become a favourite pass time for the youth customers.

The data have been collected about the acceptance of the mall culture and these are analyzed education wise, income wise and age wise as given in Table-4 to 6.

Table 4: Acceptance of mail culture: Education

	E1	%	E2	%	E3	%	E4	%	Total	%
Yes	56	21	107	39	82	30	26	10	271	51
No	50	19	105	41	82	32	22	8	259	49
Total	106	20	212	40	164	31	48	9	530	100

Chi-square test is used to find out the association between the education and the acceptance of the mall culture on the basis of following hypotheses.

Null hypothesis H₀: There is no significant association between the education and the acceptance of the mall culture.

Test statistic: χ^2 (Chi-square) = $\sum [(O - E)^2 / E] = 0.4085$

Tab. Val of $\chi^2(0.05)$ at 3 d.f is 7.815

As, $\chi^2_{cal} < \chi^2_{tab}$, H_0 is accepted and H_1 is rejected

Interpretation: There is no significant association between the education and the acceptance of the mall culture.

	I1	%	I2	%	I3	%	I4	%	Total	%
Yes	63	24	67	25	70	26	65	25	265	50
No	59	22	78	29	69	26	59	22	265	50
Total	122	24	145	27	139	26	124	23	530	100

Chi-square test is used to find out the association between the income and the acceptance of the mall culture on the basis of following hypotheses.

Null hypothesis H_0 : There is no significant association between the income and the acceptance of the mall culture.

Test statistic: χ^2 (Chi-square) = $\sum [(O - E)^2 / E] = 1.7611$

Tab. Val of $\chi^2(0.05)$ at 3 d.f is 7.815

As, $\chi^2_{cal} < \chi^2_{tab}$, H_0 is accepted and H_1 is rejected

Interpretation: There is no significant association between the income and the acceptance of the mall culture.

	A1	%	A2	%	A3	%	A4	%	Total	%
Yes	62	25	60	24	85	35	38	16	245	46
No	45	15	100	35	67	24	73	26	285	54
Total	107	20	160	30	152	29	111	21	530	100

Chi-square test is used to find out the association between the age and the acceptance of the mall culture on the basis of following hypotheses.

Null hypothesis H_0 : There is no significant association between the income and the acceptance of the mall culture.

Test statistic: χ^2 (Chi-square) = $\sum [(O - E)^2 / E] = 22.94$

Tab. Val of $\chi^2(0.05)$ at 3 d.f is 7.815

As, $\chi^2_{cal} > \chi^2_{tab}$, H_0 is rejected and H_1 is accepted

Interpretation: The acceptance of the mall culture is dependent on age.

2. Gender and the reason of choice of a store :

The first step of understanding the retail customers is identifying the customer for the product and the service, the target segment their needs and their buying behaviour. Understanding the reasons behind consumers patronizing a store over others is important for the retailer. Shoppers choose the stores for several reasons such as: convenience of shopping, range of merchandise, brand and the services offered by the retail store. The decision making process that a customer undergoes while buying is also affected by the gender. Different reasons of patronizing a retail store are analyzed gender wise by using large sample test.

The responses collected about the reasons of choosing a store from the respondents along with large sample test from the respondents are given in Table-7.

Gender Wise Analysis:

For gender wise analysis, we have performed the large sample test (**Z**) for each of the attributes convenience, merchandise, brand and service.

Reason	Male %	Female %	Null hypothesis	Alternative Hypothesis	Large Sample test(Z)	Conclusion
Convenience	12.3	30.86	$H_0: P_1 = P_2$	$H_1: P_1 < P_2$	2.44	Rejected
Merchandise	34	12.17	$H_0: P_1 = P_2$	$H_1: P_1 > P_2$	2.66	Rejected
Brand	30.3	21.73	$H_0: P_1 = P_2$	$H_1: P_1 \neq P_2$	1.02	Accepted
Service	23.33	35.21	$H_0: P_1 = P_2$	$H_1: P_1 < P_2$	1.379	Accepted

Test statistic

$$Z_{CAL} = \frac{P_1 - P_2}{\sqrt{PQ \left(\frac{1}{n_1} + \frac{1}{n_2} \right)}}$$

P_1 = Population Proportion of male, P_2 = Population Proportion of female.

n_1 = total no. of male respondents in the sample. = 300,

n_2 = total no. of female respondents in the sample = 230

Where, $P = \frac{(n_1 p_1 + n_2 p_2)}{(n_1 + n_2)}$, $Q = 1 - P$, Level of significance is 5% = 0.05 p_1 = Sample proportion of male, p_2 = Sample proportion of female

Interpretation

- Female prefer to convenience more while choosing a store.
- Male and female equally patronize a store for the brand.
- Male prefer to merchandise more while choosing a store.
- Female prefer to the store where the service is good.

IX.SUMMARY OF FINDINGS

It has been observe here most of the people like to buy at shopping malls and their percentage of visiting to shopping malls is also high means peoples are ready to accept shopping malls pattern.

We also observe that consumers are happy with selling pattern of shopping malls. And consumers are feel that there many type of differences between shopping malls & general store.

Consumers are very much satisfied with rang and price of product and they are not buying goods at offer time only they use to buy regular basis.

It is also observe that most of people happy with shopping malls facilities (payment system, parking facilities) and customers are also happy with employee behaviour at shopping malls.

We also observe that shopping malls are catching more number of customer rather than general stores that's why small shop keeper are not happy with shopping malls and super market.

SUGGESTION & CONCLUSION:

The purpose of the research is to analyse the "customer attitude towards shopping malls in Balasore" which is found to be positive.

The attitude of customers towards shopping mall depends on many variables. Among them, convenience, price, quality, availability etc are more important. Any problem related to these aspects can build negative attitude towards the shopping mall. So, the owner of the mall should try to monitor these aspects and take corrective measures whenever something goes wrong. The research findings presented in this paper can provide in-depth understanding about the variables that affect the customer's attitude towards shopping mall at Balasore. In addition, a direction for future research is to conduct the similar studies on other towns of India and compare the customers' attitude towards shopping mall among the different towns of India. Another possible direction is to compare the indian customers' attitude towards shopping malls with other country's customers' attitude.

1) Today multi storey shopping malls are a shopaholic's paradise in [Balasore](#). These shopping malls accommodate every taste, pocket and style. Also, the Town of Balasore offers ample shopping opportunities to tourists who come here to spend their vacation.

2) From the study it is revealed that a majority of 'Balasore peoples' 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.

3) Also shopping malls offer excellent parking facilities, create value for money, credit / debit card facilities, and so on. As a result, higher customer traffic is attracted towards shopping malls. All thanks to shopping malls for bringing about an overall development in Balasore.

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