RETAIL FORMATS AND SHOPPERS ATTITUDE: A MALL PERSPECTIVE

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ABSTRACT

The Indian retail market is among the top five retail markets in the world by economic value. As Kerala contributes a major share in the overall Indian retail sector and stands one among the major consumer states, it is very essential to study the customer's attitude towards different retailing formats. The Consumer dynamics in Kerala is changing and the retailers need to keep track this and formulate appropriate proactive planning to get the grip in this upcoming market. This study is an attempt to study the Shoppers attitude towards shopping malls in Thrissur District.

KEYWORDS

Retail Market, Shopper, Retail Formats, Shopping Malls, Shoppers Attitude etc.

INTRODUCTION

India is witnessing revolutionary changes in the Retail Sector. The Indian retail sector has emerged as the most dynamic and fast-paced industries due to the entry of several new players. India is the world's fifth largest destination in the global retail industry. Retail is the interface between the producer and the individual consumer buying for personal consumption. Consumer's needs are changing, competitors are entering the market arena, and technology is introducing new retailing methods in the industry.

Among the modern retail formats, Shopping malls contribute to business more significantly than traditional markets, which are viewed as a simple convergence of supply and demand. Shopping malls attract customers, providing enough time to make choices as well as a recreational means of shopping. Malls are not only a shopping place but also a place to rejuvenate, socialize, and entertain and to have fun. In big retail stores, you get everything under one roof from luxuries to necessities. Without any doubt, we can say malls have changed the shopping experience of Indians. Doing shopping in the burning heat of the sun has been replaced by airconditioned shopping. Shopping malls are bringing in a new culture in India, which are entirely different from the traditional cultural roots of shopping. Indian Malls offers an immense market opportunity because of increased income and changed lifestyle of middle-class families. Therefore, it is high time to study the attitude of customers who shop from Malls.

STATEMENT OF PROBLEM

The survival of fittest and fastest is the mantra of today's business game. To be competent in the retail business, the retailer must focus on the customer's buying experience. Shopping malls are of no exception to this strategy. While the shopping malls culture is growing at a rapid speed even in small towns, they are encountering various challenges to keep a hold on customers. Similarly, the customers are witnessing a novel shopping experience overall, that is highly distinctive to that of conventional shopping methods. Hence, the present study aims to study the attitude of customers of shopping malls in Thrissur district.

OBJECTIVES

- To study the opinion of shoppers towards shopping malls in Thrissur.
- To study the factors that influences customers to buy from shopping malls in Thrissur district.

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- To analyse the level of customer satisfaction towards various elements of marketing mix of shopping malls in Thrissur district.

METHODOLOGY

Sample Design

Universe: The whole customers of shopping malls in Thrissur District of Kerala State.

Sample Size: Sample size consisted of 50 samples selected from Thrissur district having shopping experience from five shopping malls.

Sampling Technique: For the study, judgement sampling, one of the non-probability sampling techniques was used. The researcher employed his own judgement in selecting samples in the sample frame.

Sources of Data & Data Collection Methods: Primary data was collected using questionnaires by conducting intercept interviews and secondary data was collected from books, journals, articles, internet and works of similar nature.

ANALYSIS AND PRESENTATION OF DATA

For analysing the collected data, statistical tools such as weighted average score methods and percentage analysis were used.

Table-1: Demographic Profile of Respondents

Variables	Parameters	Frequency
Age	Less than 20 years	13
	20-40 years	15
	40-60 years	12
	More than 60 years	10
Gender	Male	24
	Female	26
Education	SSLC	18
	Intermediate	16
	Degree	10
	PG	6
Income	Below Rs.20,000	10
	Rs.20,000 –Rs. 30,000	8
	Rs.30,000 –Rs.40,000	14
	Rs.40,000-Rs.50000	5
	Above 50000	13

Sources: Primary Data

Table-2: Shoppers Opinion towards Shopping Malls

Particulars	Percentage of Respondents					
A. Opinion on Products	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Reasonable Price	16	8	40	32	4	100
Better Product Quality	0	0	12	64	24	100
Wide Variety of Products	0	0	24	56	20	100
Display of Products	0	0	40	48	12	100

B. Opinion on Sales Promotion Techniques						
Gift Coupon / Cards	0	8	32	48	12	100
Offers and Discounts	0	16	0	72	12	100
Offering Products for Trial Use	16	28	28	20	8	100
Credit Facilities	40	16	36	8	0	100
C. Opinion on Basic Facilities						
Parking	0	0	4	12	84	100
Lift / Escalator	0	0	4	20	76	100
Space to Move Freely in the Shop	0	8	4	48	40	100
Trial Rooms	0	12	24	16	48	100
D. Opinion on Recreational Facilities						
Games	0	4	20	24	52	100
Multiplex Theatre	0	0	0	24	76	100
Food Court	0	0	8	12	80	100
Rest Rooms	36	12	16	4	32	100

Sources: Primary Data

Table-3: Motives of Visiting Shopping Malls

S. No.	Motives	Age Categorization				
		Below 20	20-40	40-60	Above 60	Total
1	Recreational Shopping	5	5	4	1	15
2	Convenient Shopping	3	4	3	4	14
3	Good Quality Products at Reasonable Reasoning	3	3	2	2	10
4	Risk Free Shopping	2	3	3	3	11
	Total	13	15	12	10	50

Sources: Primary Data

From the table it is clear that, out of 50 respondents, 15 respondents agree that the main motive behind visiting shopping mall is recreation. 14 respondents agrees it is convenience, 11 respondents agrees it is risk free shopping and 10respondents says it is quality products at reasonable price.

Table-4: Factors that Influence Customers to Buy from Shopping Malls
(The factors are rated as High (H)-3, Medium (M)-2, Low (L)-1)

Factors	Number of Respondents			Weight * Frequency			Total	Mean Score	Rank
	H	M	L	H	M	L			
Store Image	16	32	2	48	64	2	114	2.28	X
Open During Convenient Days	28	22	0	84	44	0	128	2.56	IV
Easy Access	32	12	6	96	24	6	126	2.52	V
Reliable And Dependable Product	32	16	2	96	32	2	130	2.6	III
Wide Selection and Variety	28	20	2	84	40	2	126	2.52	V
Products of Latest Fashion	26	22	2	78	44	2	124	2.48	VII
Numerous Brands	40	8	2	120	16	2	138	2.76	I
High Value for Money Spent	24	18	8	72	36	8	116	2.32	IX
Reasonable Pricing	8	36	6	24	72	6	102	2.04	XII
Good Interpersonal Relationship	10	34	6	30	68	6	104	2.08	XI
Flexible Billing Procedures	24	26	0	72	52	0	124	2.48	VII
Acceptance of Credit Cards	40	6	4	120	12	4	136	2.72	II

Sources: Primary Data

From the above table, it is clear that, the most influencing factor to buy from shopping malls is availability of numerous brands. The least influencing factor is reasonable pricing.

Table-5: Ranking of Shopping Malls in the Order of Preference (1-5, 2-4, 3-3, 4-2, 5-1)

Rank	Shobha City		City Centre		Selex Mall		VMB Mall		Mall of Joy	
	F	**W**	**F**	**W**	**F**	**W**	**F**	**W**	**F**	**W**
1	36	180	10	50	2	10	0	0	2	10
2	12	48	22	88	14	56	0	0	2	8
3	0	0	12	36	12	36	4	12	22	66
4	2	4	4	8	16	32	8	16	20	40
5	0	0	2	2	6	6	38	38	4	4
Total	50	232	50	184	50	140	50	66	50	128

Malls	Mean Weight	Rank
Shoba City	4.64	1
City Centre	3.68	2
Selex Mall	2.8	3
VMB Mall	1.32	5
Mall of Joy	2.56	4

Sources: Primary Data

Interpretation: The table shows preferences of shopping malls in Thrissur district. From the table it is clear that the most preferred mall by the respondents is Sobha City Mall, followed by City Centre. The least preferred mall is VMB Mall.

Table-6: Level of Customer Satisfaction towards Various Elements of Marketing Mix
(Highly Satisfied-5, Satisfied-4, Neutral-3, Dissatisfied-2, Highly Dissatisfied-1)

Elements	Number of Respondents				
	5	**4**	**3**	**2**	**1**
Product / Service	6	34	10	0	0
Price	4	16	28	2	0
Place	28	14	6	0	2
Promotion	0	10	20	10	10

Sources: Primary Data

Table-7: Ranking of Satisfaction of Elements

Elements	Weighted Mean	Rank
Product / Service	3.92	II
Price	3.44	III
Place	4.32	I
Promotion	2.6	IV

Sources: Primary Data

FINDINGS AND CONCLUSION

Out of 50 respondents, 88 percent agrees that products in the shopping malls are of better quality. 84 percent of respondents agree that offer and discount offered by shopping malls are good. 96 percent of respondents agree that shopping malls have good parking and lift facility.

Recreation and convenience are the main motives of visiting the shopping malls. The most influencing factor to buy from shopping malls is availability of numerous brands. The least influencing factor is pricing.

Customers are more satisfied towards place. The reason may be that they can purchase all at one place, but customers are not much satisfied with the promotion.

Out of the five malls selected for the study, Shobha City Mall is the most preferred mall, by the respondents followed by City Centre, third preference is given to Selex Mall, fourth for Mall of Joy and the least preferred one is VMB Mall.

CONCLUSION

India's retail infrastructure is undergoing a drastic change with many hi-fi supermalls, which are constructed, and operating in various cities. The mall concept has become the final word of shoppertainment. The Indian consumers are shifting and switching themselves in terms of personality, buying motives, interests, attitudes, beliefs and values when he or she is making a purchase from traditional shops to shopping malls. The study discovers that most of customers do prefer to shop at shopping malls, as it is a convenient place to buy anything they desire. The study revealed the factors that affect the customers at a shopping mall. The main factors affecting the malls are the availability of branded, quality and variety of product, open during convenient days, acceptance of credit cards.

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