

## **ATTRIBUTES AFFECTING CONSUMERS TO ATTRACT TOWARDS MALL - AN EMPIRICAL STUDY**

**Aditi Bhatnagar**

*Research Scholar, Mewar University, Rajasthan*

**Dr Kirti Agarwal**

*Director, Iiterc Colege, Gzb (NCR), India*

### **ABSTRACT**

*India is one of the last Asian economies to liberalize its retail sector. The study is an attempt to understand the shopping mall as an emerging format, attitude of the customers towards them and will analyze the factors that determine repatronage intentions of shoppers. A systematic study covering all these aspects is essential as it has a major impact on both shoppers as well as numerous retail formats that are evolving under organized retailing in India. The study was conducted with the objective to identify the various factors that affect and induce a customer to visit a mall in Indrapuram & Vaishali (Ghaziabad, India) Malls i.e. what were the attributes he/she expects in a mall and further, to identify the various segments of mall visitors. A statistical approach "Factor Analysis" was used for the study. Finally, practical implication concerning the customer's expectations and typology of mall visitors was highlighted.*

### **INTRODUCTION**

Indian retailing is gradually going through the process of transition from unorganized to organized retailing format. Any retail organization has three dimensions: the resource, the distribution and the consumer. Indian retailing is witnessing profound changes in each of these dimensions. In Thailand, more than 40 percent of all consumer goods are sold through supermarkets, convenience stores and departmental stores. A similar phenomenon has swept through Malaysia, Taiwan and Indonesia. Even in China, more than a tenth of all consumer goods are sold through modern retail formats and that too is growing rapidly.

Since last couple of years, unorganized retail sector is witnessing a shift with the growth and development of modern and organized formats of retailing. These formats are believed to be superior and deliver more value to the customer. It may be in the form of departmental store, specialty store, convenience store, hypermarket etc. The share of these formats are currently a mere 4 percent and is expected to reach 11-12 percent by 2014. The shift has created a dichotomy between organized and unorganized retailers keeping in view the importance of the sector in terms of employment and contribution to the economy.

Due to factors like growing disposable income, customer awareness, education and mass-media, shopper's values, attitude and lifestyles are changing rapidly. Lifestyle habits are shifting from austerity to complete self-indulgence and they now don't mind to spend lavishly in essential and

non-essential goods. Expenditure on personal care items and cloths has also increased due to various reasons.

Modern retail shops in the shopping malls type of retail formats, have provided a good opportunity in the form of multiplexes, video-parlours and collection of brands among various retail shops that they house. Real-estate developers are supporting the growth and development of organized retail formats by adding retail space even in small cities throughout India. However, keeping in view the investment that has been incurred in these types of retail formats so far and the business that they are generating for their promoters, fall below the expectation. The recent slow-down and growing inflation in the world economy, added a fuel in the fire. It is severely impacting household as well as the retail entities.

Customers are still in an evaluation stage when it comes to shopping from these formats. A careful and systematic research study was therefore, needed to understand the attitude of the customer, their merchandise preferences, perception about certain variables like pricing in shopping malls. All these factors considerably influence the customer's attitude, perception and re-patronage intentions. By enlightening all these aspects in an empirical way, the study is highly valuable for retailer and customer community to a great extent.

### **OBJECTIVES OF THE STUDY**

- To explore the various segments of mall visitors.
- To find various attributes that affect a customer to visit malls

### **REVIEW LITERATURE**

**Tendai and Crispen (2009)** the study explains the influence of in-store shopping environment on impulsive buying among consumers. A 5% test of significance showed that in-store factors of an economic nature such as price and coupons were more likely to influence impulsive buying than those with an atmospheric engagement effect like background music and scent. **Hsu et.al., (2010)** this study explains the interrelationships among grocery store image, travel distance (TD), customer satisfaction, and behavioral intentions (BI) in a college town setting. Surveys are given to undergraduate college student grocery shoppers in a Midwest college town. As few studies have attempted to characterize the US grocery market in terms of the reasons for their choice, this exploratory study is unique because it investigates grocery shopping behavior in a traditional American college town. Specifically, the distinctive market factors (e.g. the relative scarcity of grocery retailers, their distance from campus, and the mix of grocer types in or around the Midwest college town) add value and contribute to the retailing literature. **Khram et.al., (2011)** the study provides an understanding of the influence of consumer religiosity on Jordanian consumer's evaluation of retail store attributes. Data collected in the survey have included retail stores attributes, religiosity and demographic characteristics of respondents. The findings reveal that among the six factors considered (locational convenience, service, post purchase services, merchandise, kinship and local goods), the most important factor for consumers has been merchandise, which includes four items with cheaper prices scoring the highest mean among all items. **Olsen and Skallerud (2012)** This study shows the differential effects that store attributes can have on shopping value. This research extends previous research, which has focused largely on the main effects of store attributes (i.e. one-dimensional measures of store attributes), by finding support for significant interactions between the two types of shopping value and dimensions of store attributes.

**RESEARCH METHODOLOGY**

For the present study, primary data was collected from Ghaziabad city , with the help of a well-drafted Questionnaire. Covering malls of Vaishali , Indrapuran i.e. Shipra Mall , Mahagun metro mall , Shopprix mall & Aditya mall. A sample of 540 respondents were selected & non-probabilistic convenience sampling was followed, as it is appropriate for exploratory studies. Further convenience sampling method was used for two reasons firstly respondents are selected because they happen to be in right place at the right time and secondly, convenience sampling technique is not recommended for descriptive or casual research but they can be in exploratory research for generating ideas (Malhotra, 2005). According to the chosen methodological research approach, the quantitative data will be analyzed by using factor analysis .

**STATISTICAL ANALYSIS**

**One sample T-test** is conducted to compare the mean score of a sample to a population mean. A one sample T-test was conducted by using "how often do you visit a mall" as a variable. From the output table I of T test the significance of T- test is found to be 0.000. This indicated that at 95% confidence level, T-test proved significantly different from each other. So we rejected the null hypothesis and accepted the alternate hypothesis that in terms of visit to the mall, ratings given by the respondents differ significantly from each other.

**Factor Analysis** is a data reduction statistical technique that allows simplifying the correlation relationships between numbers of continuous variables. Exploratory factor analysis is used in order to identify constructs and investigate relationships among key interval scaled questions regarding reasons for visiting a mall, from a mall visitor. To test, the following steps were taken:

- The correlation matrices were computed. It revealed that there is enough correlation to go ahead for factor analysis.
- Kaiser-Meyer-Olkin Measure of Sampling Adequacy (MSA) for individual variance was studied. It has sufficient correlation for all the variables as the value lay between 0-1 and the value of 0.6 is a suggested minimum.
- To test the sampling adequacy, Kaiser-Meyer-Olkin MSA is computed which is found to be 0.855. It is indicated that the sample is adequate for sampling.

The overall significance of correlation matrices, tested with Bartlett's Test of Sphericity, provided support for the validity for the factor analysis of the data set.

**Table 1: Gender**

	Frequency	Percent	Valid Percent	Cumulative percent
Valid male	279	51.7	51.7	51.7
female	261	48.3	48.3	100.0
Total	540	100.0	100.0	

Out of the data collected from 540 respondents 51.7% that is 279 respondents were male and 48.3% i.e. 261 respondents were female

**Table 2: Age of the Respondent**

	Frequency	Percent	Valid percent	Cumulative percent
Valid 18-29	207	38.3	38.3	38.3
30-39	275	50.8	50.8	89.2

40 above	58	10.8	10.8	100.0
Total	540	100.0	100.0	

Out of the data collected from 540 respondents 38.3% that is 207 respondents were from the age group of 18-29, 50.8% i.e. 275 respondents were from the age group of 30-39 and rest 10.8% 117 respondents were above 40.

**Table 3: Income of the Respondent**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Upto 20000	108	20.0	20.0	20.0
20000-40000	347	64.2	64.2	84.2
40001 and above	85	15.8	15.8	100.0
Total	540	100.0	100.0	

The income wise classification is, out of the data collected from 540 respondent 20% that is 108 respondents were of the income group of upto 20000 Rupees, 64.2% i.e. 347 respondents were from the income group of 20000-40000 and rest 15.8% 85 respondent were above 40000 Rupees income group.

**Factor Table 4: Rotated Component Matrix (a)**

	Component						
	1	2	3	4	5	6	7
Love to go malls	.669						
Enjoy oneself	.778						
Window shopping	.448						
Eat at fun place					.652		
Has lot of shops					.525		
Has branded items			.460				.455
Shops stocking imported goods		.532					
Just to sit and relax		.568					
Spacious enough to move round easily		.518					
Feel safe							.670
Health clinic			.565				
Has a beauty parlour	.737						
Has unique shops	.775						
Has play station			.590				
Has shoe stores			.816				
Has costume Jewellery	.770						
Has medicine shops	.675						
Has gift shops	.669						
Has a large departmental store			.651				
Has shops for tv/refrigerator			.556				
Has international brand	.529						
Has music/video shops	.733						

Has book or magazine shops	.640						
Has sweet or namkeen shop	.536						
Has good security system				.587			
Is safe for women and children			.633	.514			
Has space for orchestra/music band					.722		
Has good parking space	.543			.610			
Has a doctor on call				.817			
Has atms			.552	.547			
Has internet cafes			.613				
Has photo studio		.498					
Has fast food stalls							
Has classy dining		.471					
Should have elevators/escalators		.748					
Has play pen for kids	.450						
Has resting place for elderly		.577					
Has theater or cinema hall		.571					
Has two or three floors		.630					
Has apparel shops		.505					

Convenience is the next factor, has 3.75% of the variation. This factor has two loading namely has branded items (0.455), and has health clinic (0.670).

**Factor Table 5: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.855
Bartlett's Test of Sphericity	Approx. Chi-Square	40992.079
	Df	990
	Sig	.000

After the standards indicate that data is suitable for factor analysis, Principal Components Analysis was employed for extracting the data, which allows determining the factor underlying

between numbers of variables. The total variable Explained box is suggesting that it extracts one factor accounts for 63.521% of the variance of the relationship between variables

### **CRONBACH'S ALPHA**

The two factors have the following Cronbach's alpha scores

1. Get Refreshed	0.605
2. Variety seeking	0.761

A measurement scale such as the one developed during this research must be both reliable and valid. Reliability is concerned with the internal consistency of the scale, that is, "does the scale behave similarly when administered by different people?" The most widely used reliability coefficient is Cronbach's which can range from 0 to 1, with higher figures indicating better reliability.

### **Hypothesis Testing**

**H<sub>1</sub>:** People visit malls for enjoying and to get refreshed. **ACCEPTED**

#### **Factor 1: Get Refreshed**

It is the most vital factor, which explains 17.37% of the variation. Get Refreshed includes: hang out with friends, enjoy oneself, window shopping, has a beauty parlour, has unique shops, has costume jewellery, has medicine shops, has gift shops has international brands, has music/video shops, has book or magazine shop, has sweet or namkeen shop, has good parking space, and has play-pen for kids with .669, .778, .448, .737, .775, .770, .675, .669, .529, .733, .640, .536, .543, and .450 loadings, respectively.

**Testing Variables:** Love to go malls, enjoy oneself, window shopping, eat at fun place, has lot of shops just to sit and relax, spacious enough to move round easily.

**H<sub>2</sub>:** People visit mall for experiencing different varieties & fulfilling basic requirements - **ACCEPTED**

#### **Factor 2: experience of different Variety**

There are three loads to this factor. The factor "experience of different Variety " is the second important factor, which accounts for nearly 11.71% of the variations. The factors like, shops stocking imported goods, just to sit and relax, has photo studio, has classy dining should have elevators/escalators, has resting place for elderly has a theater or cinema hall, has two or three floors, has apparel shops, and love to go often with .532, .568, .518, .498, .471, .748, .577, .571, .630, .505 and .734 loadings.

**Testing Variables:** Has branded items, shops stocking imported goods. feel safe, health clinic, has a beauty parlour, has unique shops, has play station, has shoe stores, has costume jewellery, has medicine shops, has gift shops, has a large departmental store, has shops for tv/refrigerator, has international brands, has music/video shops, has book or magazine shop, has sweet or *namkeen* shop, has space for orchestra/music band, has good parking space, has ATMs, has internet cafes, has photo studio, has fast food stalls, has classy dining, should have elevators/escalators, has a theatre or cinema hall, has two or three floors, has apparel shops.

### **LIMITATIONS**

- This study is limited to the survey of customers in Ghaziabad city , India. Although, it is a metropolitan city & hottest city in Asia , the findings may not entirely reflect the views of customers of entire state in general. Hence, research in other cities and other customers is required to examine the validity and reliability of the identified store attributes and retail staff influence factors.

- The researcher found it very difficult to make the respondents answer for lengthy questions as they were in shopping mood and neglect to answer the questions

### **CONCLUSION**

Retailing is, by nature a dynamic industry. The past decade has been one of turmoil and transition in the world. Some economies soared upwards, and then collapsed. Competition turned cut-throat and consumer spending receded. New giants emerged and erstwhile leaders faded. Entire industry segments emerged only to make way for new ones again. Mergers, acquisitions and bankruptcies hastened consolidation. Technological advances transformed business practices. New leaders reengineered business models and invested in new infrastructure. In other words, markets rose and fell dramatically, where retailing – like all the other industries - churned and evolved, to keep pace with the challenging economic scenario.

### **FUTURE RESEARCH**

A possible direction for future research is to conduct a similar study in other districts, or states to discover similarities and differences. Another possible direction for future research is to examine and compare different types of retail stores such as discount stores or supermarkets with different strategic positioning. It would be interesting to find how different positioning in the customer's mind affects their store attributes evaluation and satisfaction.

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