



A Study of Attractiveness of Malls As Buying Destination

(With special reference to Lucknow city)

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Abstract

It is extremely necessary to understand consumer behavior for the long run success of any business and making a marketing program. Consumer behavior is a major component of the Marketing concept. Shopping malls provide many products and services to consumers. Malls also provide information on updated products and services. Malls are a key source of valuable information for customers. Malls act as bridges between retailers and Consumers.

It is essential to know the factor that influences the choice of the wide range of products and services offered by shopping malls. The aim of this paper is to study the factors of attractiveness of Mall as a buying decisions.

Keywords: Shopping malls, supermarkets, consumer perception, Marketing concept

Introduction

A shopping mall is a building or group of buildings that contains different stores, various products, or brands. India is the country of most of the leading shopping malls. Malls work on one Motto "One Stop Shop". Malls provide all essential products and brands, grocery products, lifestyle products, durable products, etc. under one roof. The customer feels the product, that is, physical visibility; malls have so many features like special ambiance, air conditioning facility, food court, window shopping, multiplex, games zone, etc.

Malls also provide quality time and places for enjoyment not only for the customer but also for family members. Consumers are highly influenced by the environment of malls. International brands are well-known by customers and easily available at malls. So the market of a shopping mall needs to observe and study consumers buying behavior and their changes.

Theoretical framework

Malls: The mall is a huge Shopping Centre with a variety of shops food corners restaurants with Multiplex establishments.

The objective of this is to achieve

The main objective of this paper is to analyze the Mall influence of the culture on consumer buying behavior.

- To study the socio-demographic profile of the customers at Mall
- To study the physical appearance of Malls which attract customers
- To study the impact of mall atmosphere on consumers buying behavior

The scope of the study studies was conducted in selected Malls situated in Lucknow such as the lulu mall, Sahara Ganj Mall, and Phoenix Mall, as taken in this study.

Research methodology: 150 visitors are taken as respondents from all selected malls. Primary and secondary data were used to complete the research work. Secondary data is collected from newspaper magazines research papers and textbooks but primary data is collected from structured questionnaires.

Limitations of the study:

- The studies were carried out on only 150 respondents
- The studies were conducted on a micro-level, so the findings cannot be a generalised

Review of the literature: Ahmed and Maya (2015) have done research on the buying behavior and perceptions of consumers at a shopping mall. According to the conclusion of this study, consumers get several benefits, like the variety of products new arrival of the festive season offers huge discounts, etc.

Rashmi Pooja and Deepak (2016) revealed in their study the behavior and their loyalty to the Mall. They observed the impact of 6 dimensions using structural equation modeling on buying behavior.

Lot and Smith, (1993) concluded through their study the parking lot plays important role in shopping malls if the position of the parking lot plays a significant role to attract customers to shopping malls.

Nara Hari and Kuwait (2017) analyze the shopping behavior of customers at various shopping malls. They focused on understanding the buying behavior based on gender in shopping malls. The study reveals that all customers were quite happy and enjoyed the mall. They found different brands and ranges of products at affordable prices.

White (2008) examined in his paper that the shopping style and patterns of customers changed at Shopping malls Shopping malls make and adapt new strategies to attract more customers. In fact, according to customer Kama Mall is a mixture of entertainment and shopping Centre restaurants, etc. The study has shown that only consumer goods are not enough to get customers to the shopping venue.

Sohil (2015) conducted a study to know the purchasing behavior of men and females at mall shopping. The study was conducted in Arabia and the sample size was 513. The study concludes that the lifestyle and the perception difference across gender.

Tauseef and Gupta (2013) studied the relationship between many factors and with buying tendency of consumers and found a significant relationship between factors and buying behavior of the consumer.

Dennis (2005) says in his empirical study conducted on 4 UK shopping centres. He found transport links,, attractiveness of Malls, the seating area helpfulness of staff, and the quality of products play important roles in attracting customers.

Rajagopal (2010) release in his article how consumers decision making style changes from street market to shopping at malls. It is exploratory research

Taneja (2007) says in the research that Indian Retail Industry has huge Caliber for future development.

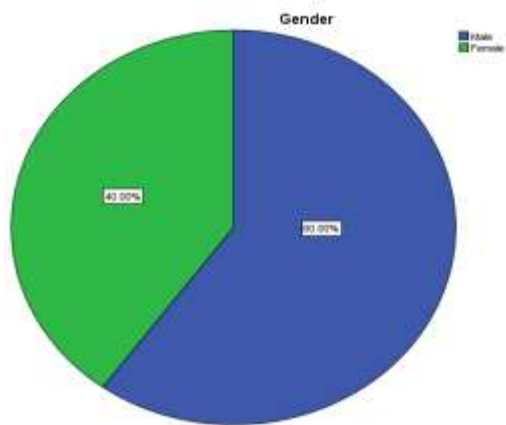
Shekhar at all (2016) observed in his studies that Indian consumer has shifted from kirana stores to malls due to personality, buying motives, attitude, believes and values.

Data Analysis and Interpretation

Table: 1

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	90	60.0	60.0	60.0
	Female	60	40.0	40.0	100.0
	Total	150	100.0	100.0	

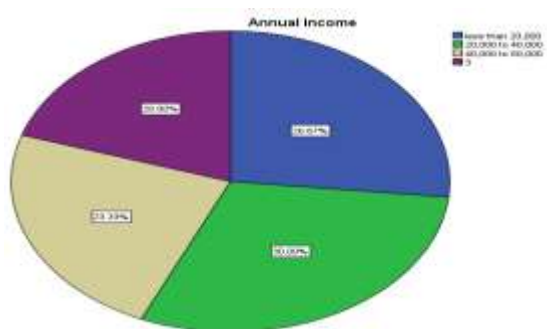
Source: Primary Data



Interpretation: in this study from the table it is clear that the total number of respondents is R-150, of which 60 percent are males and 40% are females. This shows that male respondents are more than female respondents

Table:2

	Frequency	Percent	Valid Percent	Cumulative Percent
less than 20,000	40	26.7	26.7	26.7
20,000 to 40,000	45	30.0	30.0	56.7
40,000 to 60,000	35	23.3	23.3	80.0
60,000 and above	30	20.0	20.0	100.0
Total	150	100.0	100.0	



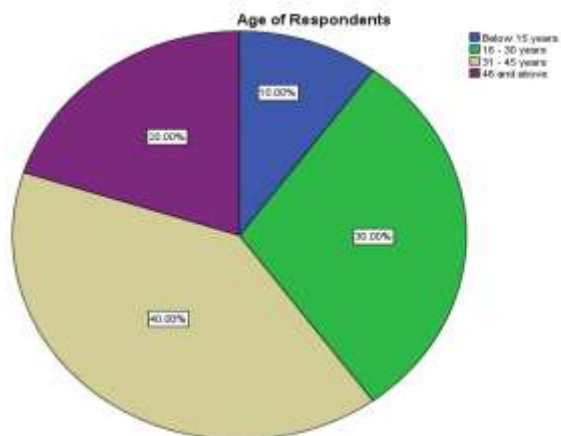
Interpretation: from the table, it is clear that 30% of respondents' annual income comes under 20,000 to 40,000. Followed by 26.7% of respondents' annual income of less than 20,000 and only 20% of all respondents who visit the mall having an annual income of 60,000 and above. It is also clear that the visitor who moves towards the mall for shopping belongs to 20,000 to 40,000.

Age of the Respondents

Table:3

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 15 years	15	10.0	10.0	10.0
16 - 30 years	45	30.0	30.0	40.0
31 - 45 years	60	40.0	40.0	80.0
46 and above	30	20.0	20.0	100.0
Total	150	100.0	100.0	

Source: Primary Data



Interpretation: From the above table it is clear that 40% of the respondents belong between the age group of 31 – 45. year, age 20% of the respondents belong to what is 46 and above. So in this study, 31-45 years of age group respondents are more than other age groups. And we conclude that this is a group of people who visits more than two shopping center.

Table: 4

Shopping Motive

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Shopping	45	30.0	30.0	30.0
Food	30	20.0	20.0	50.0
Game	25	16.7	16.7	66.7
Movies	10	6.7	6.7	73.3
Leisure	40	26.7	26.7	100.0
Total	150	100.0	100.0	

Source: Primary Data



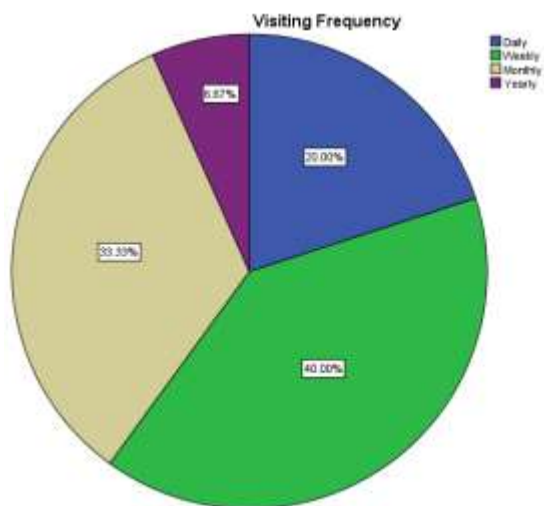
The interpretation from the above table concluded that 30% of the respondents move to shop purposes 26.7% of visitors go to a shopping center to spend leisure time. 20% of respondents go to the shopping mall for taking food. Therefore, it is clear that most of the respondents go to the mall for buying new products and goods.

Table: 5

Visiting Frequency

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Daily	30	20.0	20.0	20.0
Weekly	60	40.0	40.0	60.0
Monthly	50	33.3	33.3	93.3
Yearly	10	6.7	6.7	100.0
Total	150	100.0	100.0	

Source: Primary Data

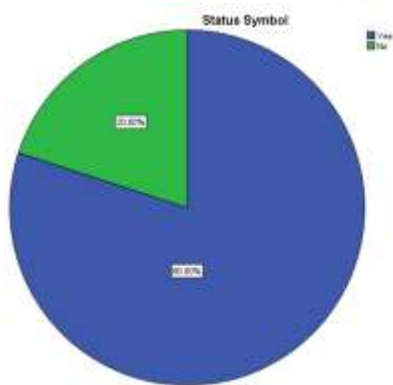


Interpretation: after analyzing the data from the above table it is clear that 40% of respondents like to go to the shopping mall every week and 33.3% of respondents go to a shopping mall in a month. 20% of the respondents visit the mall every day. And only 6.7% of the respondents like to go to the mall yearly. Therefore, it is clear that the majority of the respondents go to the mall every week.

Table: 6

		Status Symbol			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	120	80.0	80.0	80.0
	No	30	20.0	20.0	100.0
Total		150	100.0	100.0	

Source: Primary Data



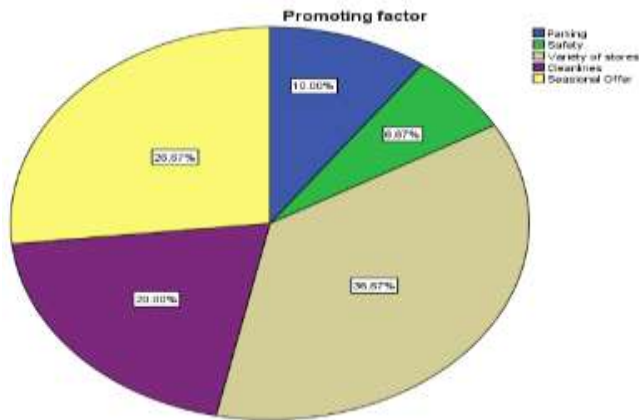
Interpretation: one interesting question asked by the researcher to the respondents is whether visiting a shopping mall relates to your status from the table it is clear that 80% of respondents said yes and only 20% responded said no. Therefore, it is clear that the mall increases the status of the respondents.

Research Through Innovation

Table: 7

		Promoting factor			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Parking	15	10.0	10.0	10.0
	Safety	10	6.7	6.7	16.7
	Variety of stores	55	36.7	36.7	53.3
	Cleanliness	30	20.0	20.0	73.3
	Seasonal Offer	40	26.7	26.7	100.0
	Total	150	100.0	100.0	

Source: Primary Data



Interpretation: from the above table it is clear that 36.7% of respondents visit shopping malls for a variety of available stores and 26.7% of respondents move toward shopping malls for getting seasonal offers as well as 20% of respondents like the cleanliness of shopping malls. So, it is a clear variety of stores and product ranges that attract customers and change their buying style.

Findings

Conclusions & Suggestions:

- Different types of events should be organized to attract people. It helps to promote local culture, so cultural events should be conducted on a monthly or weekly basis.
- Mall should increase the variety of entertaining options so that customers visit more at Mall.
- Mall should use new method of marketing like Digital Marketing.
- Promotional offers always attract customers. Malls should provide offers discount, leveraging social media and hosting events.
- It is necessary to maintain regular customers record and be informed through email and SMS of new offers and cultural events.
- Organized mini-games to promote brand awareness and shopping mall center.
- It is essential to give rewards to line customers and remind them of new offers from time to time
- It should display the best products front and center so that they can see the product and their features easily
- It is necessary to organize a space in such a way that customer sits find it easily without any hesitation.
- Communicating is the only way of increasing customers and developing potential customers in shopping malls so small should adopt all types of communication channels should be adopted to create awareness about all types of events at a shopping mall.
- Many people think that the price of a product in the mall is very high so the sales representative must clarify that we have a variety of products which suits your budget.
- Retailers should work on pricing strategy, and promotional strategy these two things still work now and attract more and more customers to malls.
- Malls have become not only shopping centers, but also influence the shopping behaviour and shopping style of consumers. Mall provides organised shopping places, that is why new malls are opening day by day. It is the responsibility of retailers to work on the design and display of a product and store.

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