Customer Perception About Window Shopping In Malls In Special Reference To Chennai.

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Abstract: Customer perception is a showcasing idea that envelopes a buyer’s impression, mindfulness and additionally awareness about an company or its contributions. Window shopping or browsing is an act of examining a store's display without any motive to buy. The main objective of this research is to know about the perception of the customers about window shopping in malls. Descriptive research is the type of research carried. Out. Convenient sampling method is used. The research was carried out among 1450 respondents Different statistical tools like chi square, correlation and paired t test were used. It shows that male and female have different perspective regarding window shopping. It shows that educational qualification does not create impact on the awareness of product during window shopping. The findings of the research states that there is no significant association between age and entertainment. Most of the people in Chennai have a little awareness about window shopping and its elements.

Key Words: Window shopping, customer perception, display, buying behaviour, entertainment.

I. INTRODUCTION

A definitive point of each research is to expand deals by discovering the new factors that drive purchaser purchasing choices and draw in them to the shop. Window shopping hypothesis endeavors to dissect and clarify purchaser conduct. What's more, its impact on purchasing choices. The view of a similar item or administration by various customers would change depending highest their insight and thinking force etc. This is precisely what customer perception hypothesis examinations by discovering what precisely inspires or impacts a buyer conduct in buying or not acquiring a particular item. customer perception is a showcasing idea that envelopes a buyer’s impression, mindfulness and additionally awareness about an company or its contributions. Customer perception is ordinarily influenced by method for promoting, audits, advertising, online life, individual encounters and different channels. Window shopping, now and then considered browsing, refers to a casual walk in which a shopper goes through or analyzes a store's display as a type of relaxation or outside pursuit conduct without a present purpose to purchase. window shopping can be utilized as a leisure activity or to get data about an item's improvement, image contrasts, or deal. Numerous individuals appreciate window shopping as a recreational relaxation movement or particularly in shopping centers, while others utilize it as an approach to value future buys and discover mold or finishing motivation. The aim of the study is to check the awareness among the general public about window shopping in malls.

II. OBJECTIVES OF THE STUDY

● To understand the customer perception about window shopping.
● To analyse the difference between window shopping and gender.
● To interpret the association between product awareness and educational qualification.
● To find the relationship between price in malls and income.
● To analyse the difference between buying behaviour and marital status.

III. REVIEW OF LITERATURE

Grey Taylor(2017), The scientist's goal is that to expand the cost of window shopping. The creator holds that despite the fact that it heads out potential clients, doing as such will help the objective deals endeavors at those customers who are truly purchasing the item. This can expand welfare by encouraging orderly assignment of offers and the promoting assets. For a similar reason customers are frequently profited aggregately from seek costs and incline toward them to different methods for screening like cost increment. The researchers easons that by raising the pursuit costs, the organizations can hinder window shopping and can build the benefits and welfare of clients well on the way to purchase. Banwari Mittal(2016), The research point is to distinguish the psychographics of window shoppers. How do window customers contrast from their partners? The researcher Two separate reviews of accommodation tests of customers were utilized to recognize window customers and non-window customers. The researcher found that window customers delighted in shopping progressively and were on a tight spending plan. They likewise considered themselves to be shrewd customers contrasted with their partners. Be that as it may, non-window customers did not need in purchasing delight, choice certainty or fulfillment with their decisions. Varsha Jain,Mika Takayanagi, Edward Carl, Malthouse(2014), The researcher goal is to comprehend the buy conduct of female towards window shopping. The exploration was led in 2014. The creator overviewed almost 209 female executives The exploration depends on 20 inside and out meetings and boost - life form reaction system.
The author utilized factor investigation and discovered 5 parts of window shopping. They are social, hedonic, enlightening, picture and can rest easy. The author finished up these 5 factors affected window shopping. Kevin Wise, Saleem Alhabash and Petya Eckler (2013), The author examination demonstrates the psychological procedure of buyers on window shopping in sites methodically amid change amongst general and particular pages. The author led the investigation on 36 individuals who explored to the Amazon.com which recorded their on - screen movement and physiological reactions. The investigation was hung on-screen movement. The time and their physiological reactions, for example, cardiovascular reactions and extent of pulse were recorded. The researcher rom the examination showed the outcomes regarding subjective research allotment and introduction to intelligent window shopping. Hyunjoo Oh ,Jenny Petrie, ( 2012.), The authors point of the examination is to investigate how customers' view of window shows connect with situational factors in settling on their store section choices. The researcher ed trial ponders by utilizing stock centered versus imaginative retail facade window shows under circumstances involving shopping rationale composes and psychological load levels . The outcomes showed the viability of these window shows limited by the interaction between shopping thought processes and intellectual burdens. Nor Aishah, Zaha Zainal, Abidin Azlaini, AbdulAziz(2012), The researcher n this paper examinations fundamentally the utilization of window shopping of show shopping centers in Kuala Lumpur. the researcher examination will help build up a superior comprehension of how the window shows function in passing on item importance, esteem and quality effectively towards youth client, while helping with enhancing significance exchange that prompts key promoting messages and sales. The creator infers that Window show is one of the showcase strategies that offer peacefully, help better basic leadership and enhance the store's picture. Jennifer Mower,Minjeong Kim,Michelle Childls,(2012), The author argument of this examination is to research the impact of outer air factors, particularly window shows, window shopping and finishing (i.e., adornment vegetation), on clients' reactions towards a clothing boutique. The S-O-R show gave a hypothetical structure. Information were gathered from understudies selected at an American college. Univariate examinations and basic relapse investigations were utilized to assess the impact of two outer factors on shopper reactions as far as loving, mind-set, and support aims . Results showed that window show , window shopping finishing had no principle consequences for joy or excitement. The researcher investigation centered around outer environmental factors and their effect on customer practices and in this manner adds to the current writing. Renko Sanda,Grgić Inga(2012), The authors objective for this examination is that how particular components of the window outline of the clients who do window shopping and their recognitions and their clarifications are given. The analysts paper is a logical commitment. What's more, this examination likewise gives hypothetical perception about the Importance of store windows in window shopping and for retailers and also clients. The researcher as given a subjective and in addition quantitative approach.the creators conclusions recommend that by methods for store window and its components like cost and evaluating activities the retailers send the messages to customers through window shopping.

Gyoo GunLima Ju, YoungKangBjae KyyLeeChae,ChulLeed(2011), The writer directed an investigation to show the execution of manage construct correlations in light of the buy of books in light of genuine information from five driving on the web book shops. The author cauthor created eXtensible Rule Markup Language (XRLM) engineering. This trial demonstrates that lead based examination can fundamentally outflank information based correlation as far as the aggregate cost of item and conveyance. The author likewise reasoned that the examination of conveyance cost is imperative on the grounds that the difference of conveyance cost can be as large as the change of book costs itself. Z. Li and Thomas Cassidy(2011) (Li and Cassidy 2011), The author outlines the discoveries of the examination about shopper see shows in design stores, as they stroll past in store windows through window shopping . Two tests were done . The outcomes were utilized to propose an adjustment in plot for individuals who do window shopping where center is given to the highlight which empowers more buyers to grasp the substance of the window show through window shopping that they will enter the store and make buys.

### IV. METHODOLOGY

Descriptive research for s the type of research used for this study. Convenient sampling method is used as a sampling method. The sample size is 1450. The independent variables are Gender, Educational Qualification, Income, Marital Status, Age and Area. The dependent variables are Window Shopping, Product Awareness, Price in malls, Buying Behaviour, Entertainment, cost Involvement. The statistical tools are Independent sample t test, Chi-square, Correlation and paired t test.

### V. ANALYSIS AND DISCUSSION RESULTS

**Null Hypothesis:**
There is no significant difference between window shopping and gender.

**Alternate Hypothesis:**
There is significant difference between window shopping and gender.

#### Table 1: Window Shopping in Malls and Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>721</td>
<td>1.34</td>
<td>474</td>
<td>018</td>
</tr>
<tr>
<td>Female</td>
<td>729</td>
<td>1.27</td>
<td>445</td>
<td>016</td>
</tr>
</tbody>
</table>

Source: Primary data
Table 2: Independent Sample t test: Window Shopping in Malls and Gender

<table>
<thead>
<tr>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using Independent sample t test, it was found that p value is less than 0.05, which shows that null hypothesis is rejected. Therefore, there is significant difference between window shopping and gender. It shows that male and female have different perspective regarding window shopping.</td>
</tr>
</tbody>
</table>

Null hypothesis:
There is no significant association between product awareness in malls and educational qualification.

Alternate hypothesis:
There is significant association between product awareness in malls and educational qualification.

Table 3: Cross tabulation Educational Qualification and Product Awareness

<table>
<thead>
<tr>
<th>Table 4: Chi Square test: Educational Qualification and Product Awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interpretation</td>
</tr>
<tr>
<td>Using Chi square test, it was found that p value is greater than 0.05, which shows that null hypothesis is accepted. Therefore, there is no significant association between product awareness and educational qualification. It shows that educational qualification does not create impact on the awareness of product during window shopping.</td>
</tr>
</tbody>
</table>

Null hypothesis:
There is no significant relationship between price in malls and income of the respondents.

Alternate hypothesis:
There is significant relationship between price in malls and income of the respondents.

Table 5: Correlation – Income and Comparison of Price

<table>
<thead>
<tr>
<th>Variable 1</th>
<th>Variable 2</th>
<th>p-value</th>
<th>Correlation coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>Comparison of Price</td>
<td>0.018</td>
<td>0.492*</td>
</tr>
</tbody>
</table>

* — Correlation is significant at the 0.05 level

Source: Primary data

Table 6: Buying Behaviour and Marital Status

<table>
<thead>
<tr>
<th>Table 6: Buying Behaviour and Marital Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interpretation</td>
</tr>
<tr>
<td>Paired t-test was done to study the significant difference in the buying behaviour before and after marriage. Significant value (0.000) is less than 0.01, which shows that there is significant difference in their buying behaviour before and after marriage. There is an increase in mean values from 1.55 to 1.59, which means buying behaviour improved after marriage.</td>
</tr>
</tbody>
</table>

Null hypothesis:
There is no significant association between entertainment and age of the respondent.

Alternate hypothesis:
There is significant association between entertainment and age of the respondent.
There is significant association between area and no cost. It is found that respondent of any area feels that window shopping does not involve cost. 

VI. CONCLUSION

Window shopping is even though going through the different displays in the shop it has a main idea behind it. It lets us know about the present fashion trends, knowledge on different items, provides a valuable pass time which involves no cost. Through this research it is found that there is a different perspective among males and females about window shopping. Educational qualifications does not any impact on product awareness. There is a moderate correlation between income and comparison of price. Buying behaviour of the respondent are improved after marriages. Young generation people agree that window shopping is for entertainment purposes. People in any area know that window shopping is of no cost. The study findings reveal that people are somewhat aware about window shopping. There should be more awareness among the general public about the effects of window shopping. In the digital arena, window shopping would be very useful to get general knowledge and it can be used as a source of entertainment.

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