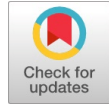# Customer Perception About Window Shopping In Malls In Special Reference To Chennai.

N.C.Vinoditha, Sreeya.B

Abstract: Customer perception is a showcasing idea that envelops 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 envelops 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.

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

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 methodicallly amid change amongst general and particular pages. The author led the investigation on 36 individuals who explored to tha 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 showcasing strategies that offer peacefully, help better basic leadership and enhance the store's picture. Jennifer Mower,Minjeong Kim,Michelle Childs,(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 KyuLeec Dae,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 (XRML) 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

	Gender	N	Mean	Std. Deviation	Std. Error Mean
window shopping in malls	Male	721	1.34	.474	.018
	Female	729	1.27	.445	.016

Source: Primary data

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

	Value	df	p-value
Independent Sample t test	2.825	1448	0.005

Interpretation

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.

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

		Product Awareness					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Educational Qualification	Primary	1	1	7	9	22	40
		2.5%	2.5%	17.5%	22.5%	55.0%	100.0%
	High School	7	3	17	28	75	130
		5.4%	2.3%	13.1%	21.5%	57.7%	100.0%
	Higher Secondary	19	15	62	107	230	433
		4.4%	3.5%	14.3%	24.7%	53.1%	100.0%
	Degree and Above	26	23	136	182	430	797
		3.3%	2.9%	17.1%	22.8%	54.0%	100.0%
	Illiterate	2	0	12	13	23	50
		4.0%	0.0%	24.0%	26.0%	46.0%	100.0%
Total		55	42	234	339	780	1450
		3.8%	2.9%	16.1%	23.4%	53.8%	100.0%

Source: Primary data

Table 4: Chi Square test: Educational Qualification and Product Awareness

	Value	df	p-value
Pearson Chi-Square	9.942	16	0.870

Source: Primary data

Interpretation

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.

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

Variable 1	Variable 2	p-value	Correlation coefficient
Income	Comparison of Price	0.018	0.492*

* → Correlation is significant at the 0.05 level

Source: Primary data

Interpretation

Correlation analysis is used to test the relationship between income of the respondent and comparison of price during window shopping. Since p<0.05, null hypothesis is rejected at 5% level of significance. There is significant correlation between the income of the respondent and comparison of price. But there is a moderate correlation between income of the respondent and comparison of price. It infers that if the income level is increased then the customers are not bothered about the price. (r =0.492, p=0.018)

Null hypothesis:

There is no significant difference between buying behaviour and marital status.

Alternate hypothesis:

There is significant difference between buying behaviour and marital status.

Table 6: Buying Behaviour and Marital Status

Paired variables	Mean	S.D	t value	df	Sig value
Unmarried	1.55	0.493	81.611	1449	.000**
Married	1.59				

Source: Primary data   ** indicates 1% level of significant value

Interpretation

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.

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.

Table 7: Cross tabulation Age and Entertainment

		Entertainment					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	Less than 30 years	21	64	197	373	205	860
		2.4%	7.4%	22.9%	43.4%	23.8%	100.0%
	31-40 years	15	30	66	117	75	303
		5.0%	9.9%	21.8%	38.6%	24.8%	100.0%
	41-50 years	10	20	47	68	47	192
		5.2%	10.4%	24.5%	35.4%	24.5%	100.0%
	Above 50 years	6	7	26	32	24	95
		6.3%	7.4%	27.4%	33.7%	25.3%	100.0%
Total		52	121	336	590	351	1450
		3.6%	8.3%	23.2%	40.7%	24.2%	100.0%

Source: Primary data

Table 8: Chi Square test: Age and Entertainment

	Value	df	p-value
Pearson Chi-Square	16.488	12	0.170

Source: Primary data

Interpretation

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 age and entertainment. Less than 30 years age group agree that window shopping is for entertainment purpose.

Null hypothesis:

There is no significant association between cost involvement and area of the respondents.

Alternate hypothesis:

There is significant association between cost involvement and area of the respondents.

Table 9: Cross tabulation Area and No Cost

		Entertainment					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Area	North Chennai	11	17	34	56	49	167
		6.6%	10.2%	20.4%	33.5%	29.3%	100.0%
	South Chennai	24	50	118	129	182	503
		4.8%	9.9%	23.5%	25.6%	36.2%	100.0%
	Central Chennai	24	54	109	101	149	437
		5.5%	12.4%	24.9%	23.1%	34.1%	100.0%
	Others	10	22	110	104	97	343
		2.9%	6.4%	32.1%	30.3%	28.3%	100.0%
Total		52	69	143	390	477	1450
		3.6%	4.8%	9.9%	26.9%	32.9%	100.0%

Source: Primary data

Table 10: Chi Square test: Area and No Cost

	Value	df	p-value
Pearson Chi-Square	30.964	12	0.002

Source: Primary data

Interpretation

Using Chi square test, it was found that p value is less than 0.05, which shows that null hypothesis is rejected.

Therefore, 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 shopped 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.

REFERENCES

1. Grey Taylor, Raising search costs to deter window shopping can increase profits and welfare , The RAND Journal of Economics, Volume 48, Issue 2, 2017.
2. Banwari Mittal (Northern Kentucky University), Psychographics of comparison shoppers , Journal of Consumer Marketing, Vol. 33 Issue: 1, 2016,pp.20-31
3. Effects of show windows on female consumers' shopping behavior Varsha Jain (Mudra Institute of Communications, Ahmedabad, India), Mika Takayanagi (Department of Business Administration, Meiji University, Tokyo, Japan), Edward Carl Malthouse (Department of Integrated Marketing Communications, Northwestern University, Evanston. Illinois, USA), Vol. 31 Issue: 5, pp.380-390, year-2014,
4. Kevin Wise , Saleem Alhabash & Petya Eckler, "Window" Shopping Online: Cognitive Processing of General and Specific Product Windows,Journal of Interactive Advertising ,Volume 13, Issue 2, Pages 88-96 , 2013,
5. Hyunjoo Oh at University of Florida, Jenny Petrie , How do storefront window displays influence entering decisions of clothing stores?, Article in Journal of Retailing and Consumer Services, volume 19 , issue 1, January 2012 10.1016/j.jretconser.2011.08.003.
6. Nor Aishah Zaha Zainal Abidin Azlaini AbdulAziz , Faculty of Architecture, Planning and Surveying, UiTM, Shah Alam 40450, Malaysia, Window Display Compositions: Its Influences on Youths in Malaysia, Elsevier Procedia - Social and Behavioral Sciences , Volume 38,, Pages 355-361 2012.
7. Jennifer Mower, Minjeong Kim at Indiana University Bloomington , Michelle Childs,   Exterior atmospherics and consumer behavior: Influence of landscaping and window display , Journal of Marketing Management volume -16 issue -4 pages-442-453,2012
8. Renko Sanda; Grgić Inga, The importance of store windows in creating store identity and store attractiveness, Marketing (Beograd. 1991), Volume 43, Number 4, pp. 270-278(9), 2012.
9. Gyoo GunLima Ju, YoungKangbJae KyuLeec, Dae ChulLeed, Rule-based personalized omparison shopping including delivery cost , Electronic Commerce Research and Applications , Volume 10, Issue 6, Pages 637-649, 2011.
10. Z. Li & Thomas Cassidy , Optimum visual angle for fashion retail window display , International Journal of Fashion Design, Technology and Education Volume 4,Issue 1, Pages 3-11 , 2011.