

Customer Perception towards Shopping in Malls in Chennai



B.Rukmani, Sreeya B

Abstract— *Shopping centers are the imperative piece of lives of a few people in the present period. A paper on shopping center every one of the advantages of a shopping center. The shopping centers are the spots that are pressed in ends of the week. The shopping centers of the present world are colossal and give every one of the items that a man wants as a wellspring of amusement. Shopping centers have influenced the shopping of individuals exceptionally advantageous as they to get nearly everything from one same rooftop. These shopping centers are developed perfectly to draw in an ever increasing number of clients. They have immense framework. Shopping centers are the one place where society can go to unwind, mingle, and experience the way of life of the present America. Basically, adolescents run there to home base with companions and play around with them. The main purpose of the study concluded the customer Perception towards Shopping in malls in Chennai*

Keywords: *Consumers' mall patronage, mall image, shopping features, discounts, more number of shops.*

I. INTRODUCTION

A shopping center is where everything is accessible in one shop. It gives us the solace shopping. A visit to a shopping center is continually energizing for somebody who has dwelled in huge cities. There were various areas in the shopping center. Each area has its horde of clients. The main segment had shops offering the family unit things and all the staple. Individuals looked for the month to month apportions, they may take numerous things like cleansers, heartbeats and species. The second area had fabric looks for kids, women and courteous fellows. A few people may likewise visit to see the garments yet didn't bring any material, at that point all may visited some fake Jewelry shops, restorative thing shops and footwear shops in that segment as well. The shops were extremely brightened and exceptionally attractive. The third segment had shops of electronic things like an icebox, ventilation systems and clothes washers. The general population who went for a shopping used to hear some music and video shops. There were some furniture shops as well. This area had numerous shops of stationery as well. Each visited numerous sweet

and bites shops and refreshment there. In the shopping center there was a diversion zone for kids, it was loaded with kids as it is a get-away time. Everybody delighted in playing diversions in an amusement zone as well. The aim of the study is to find the customer perception towards shopping in malls in Chennai.

Objectives

- To understand the customer perception towards shopping in malls.
- To analyse the association between the features of shopping in malls and the gender.
- To know the significant difference between the mean scores of perceptions about shopping in mall among the age group.

II. LITERATURE REVIEW

TAYLOR AND FRANCIS (2018), The author had revealed that the proposed models are strongly rooted in the retail location and store image theories. As a final result the literature is very difficult to compare. The shopping centres have been established in several different urban areas. POOJA KHANNA and SURESH SETH (2018), The researcher found that the shopping mall in India is undergoing a tremendous change. This study attempted to analyse the factors that had an impact on consumers shopping in malls in a tier-II city. The results of regression analysis further revealed that Enjoyment, Promotional Offers, Hedonic Factors, Stress Relieving, and Excitement. TARUN KUSHWAHA, SATNAM UBEIA, ANINDITA S.CHATTERJEE (2017), The researcher has found that the shopping in malls increases customers sophisticated . The objective of this study is to identify the factors affecting selection criterion of consumers with respect with shopping malls. This sample has included 181active mall shoppers. From these all collected data's we can plan the strategies for shopping malls. DR.SANDEEP BHANOT (2017), The author explores mall-shopping habits in India and attempts to identify and contrast possible differences between genders using a sample of 770 mall consumers across Mumbai and Navi Mumbai. There is no significant difference between male and female shoppers regarding frequency of visiting a mall and spending money at the mall. DR.ARCHANA CHANUVAI NARAHARI, DHIMAN KUVAD (2017), This study aims at analyzing the purchasing behavior of 'shopping mall customers' in Bhavnagar, Gujarat.It is being dominated by small and unorganised entrepreneurs like khirana shops.The Shopping in malls has become a major leisure activity.

Manuscript published on 30 September 2019.

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AADIL WANI (2017), The researcher found that the first objective of this research was to investigate the youth buying behaviour shopping mall like how frequently they visit mall, how much time and amount spent in shopping mall. This helps retailers to examine current and potential patrons, thereby providing guidance for store design and marketing communications strategy. JASVEEN KAUR, CHANDANDEEP KAUR (2016), This research attempts to bring together the observation and finding of research studies related to shopping behaviour of the customers. This study has 2 parts. The first part is different types of factors and the second part is citation analysis. The independent and dependent variables have been presented separately, where the dependent variables include time spent, money spent, out-shopping behavior and re-patronage intention AMIT MITTAL, DR. DEEPIKA JHAMB (2016) This study deals with the main attributes that leading to the shoppers patronage of a shopping mall in the Indian context. This study identifies 16 salient attributes. This research has shown a fair degree of convergence between the preferences of shoppers in India. This has taken an important place for future research. MOZHDEH ASADIFARD, AZMAWANI A. RAHMAN, ET. AL (2015) This study deals with the establishment of the framework which provides new insights in explaining the relation of tourist shopping behavior and mall patronage by adapting the theory of planned behavior (TPB) through a quantitative method of research. M. SADIQ SOHAIL (2015) The researcher has found the comparative study of both men and women. This data examines differences between the genders associated with Mall patronage under empirical research. Therefore this study finds significant differences in shopping behaviour. The survey of 513 shoppers across Saudi Arabia finds significant differences in shopping behavior. PARVATHI VENKATESH, VIJAYA LAKSHMI KANNAN (2014) This study has a concept of gaining widespread adoption by top corporates as it enables companies to serve customers efficiently, to reduce churn and thereby improving retention rate as well as competitive ability. This paper concludes with a mapping index which may help to better understand the customers and the business. H. OZUDURU, JEAN MICHEL GULDMANN (2013), The author reviews exploring the issues and policies that have altered urban dynamics in favor of traditional retailers. P. VIJAYA PRASAD, NURUL FADZLINA, MURAD SAADI (2013), This study was to describe the development of mobile application for shopping mall directory. Directions are provided from the current location using a search function to enable consumers to search for shops they wish to visit. KHAIRUL ANUAR MOHD ALI (2012), The aim of this study was to investigate the factors of malls attractiveness that will influence consumer decision-making in choosing a shopping mall for shopping or buying goods and services.

III. METHODOLOGY

Descriptive research on customer perception towards shopping in mall in Chennai. Convenient sample method is used in this study to collect the samples. 1450 samples are recorded. The independent variables used are age and gender. The dependent variables are the ambience, variety, discounts, quality and the more number of shops in the

Retrieval Number: K25160981119/19@BEIESP
DOI: 10.35940/ijitee.K2516.0981119
Journal Website: www.ijitee.org

Malls. The statistics used are ANOVA and Independent sample t test.

IV. ANALYSIS AND DISCUSSION RESULTS:

Table 1: Percentage analysis for preference of features to shop in Malls

	Frequency	Percent
Ambience	227	15.7
Air conditioning	563	38.8
More number of shops	522	36.0
Experience	138	9.5
Total	1450	100.0

Source: Primary Data

Interpretation:

The result shows that majority of respondents would prefer to shop in malls only for the air conditioning and variety of shops. Nearly 38% of the respondents prefer to shop in malls for air conditioning, 36% prefer for availability of variety and more number of shops, 15% prefer for ambience and only 9.5% prefer for experience.

Null Hypothesis:

There is no significant difference between the features of shopping in malls and the gender.

Alternate Hypothesis:

There is significant difference between the features of shopping in malls and the gender.

Table 2: Preference of features to shop in Malls and Gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean
window shopping in malls	Male	721	2.40	.875	.033
	Female	729	2.39	.849	.031

Source: Primary data

Table 3: Independent Sample t test: Preference of features to shop in Malls and Gender

	Value	df	P-value
Independent Sample t test	1.004	1448	0.316

Source: Primary data

Interpretation

Using Independent sample t test, it was found that p value is greater than 0.05, which shows that null hypothesis is accepted. Therefore, there is no significant difference between preference of features to shop in malls and gender. It shows that preference of features to shop in malls doesn't differ between male and female.



Null Hypothesis:

There is no significant difference in the mean scores of perception about shopping in malls among the age groups.

		Sum of Squares	df	Mean Square	F	Sig.
Costly	Between Groups	6.949	3	2.316	1.738	.157
	Within Groups	1926.762	1446	1.332		
	Total	1933.711	1449			
Availability	Between Groups	2.661	3	.887	1.252	.289
	Within Groups	1024.343	1446	.708		
	Total	1027.004	1449			
Variety	Between Groups	4.441	3	1.480	1.769	.151
	Within Groups	1209.835	1446	.837		
	Total	1214.277	1449			
Offers and Discounts	Between Groups	9.917	3	3.306	3.080	.027
	Within Groups	1552.172	1446	1.073		
	Total	1562.089	1449			
Quality	Between Groups	21.605	3	7.202	5.945	.000
	Within Groups	1751.730	1446	1.211		
	Total	1773.335	1449			

Alternate Hypothesis:

There is significant difference in the mean scores of perception about shopping in malls among the age groups.

Table 4: ANOVA for Perception towards shopping in Malls and Age

Source: Primary Data

Interpretation:

ANOVA results shows that all the reasons p value is greater than 0.05 except quality (0.000) and offers and discounts in malls (0.027), therefore there is no significant difference in the mean scores of the perception to shop in malls except quality and offers and discounts. It shows that irrespective of age all the respondents agree to the factors for shopping in malls, only quality and offers and discounts perspective varies according to the age groups

V. CONCLUSION

Visiting a shopping centers is exceptionally agreeable for me. As it gives change from day by day repetitive calendar work. Shopping Mall given us shopping with comfort. No more smoke and residue of the market can exasperate while shopping. Tremendous lighting gives additional cheer and vitality. The shopping has somewhat changed from "Kirana" and "Boutiques" to composed shops like shopping centers, hypermarkets, grocery stores and way of life stores. Shopping center can be single word for advertise for all. The future scope of this study is making people to be comfortable. Finally, Shopping in malls is the place that satisfaction begins....

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