VISITORS ATTITUDE TOWARDS MALL IN DAVANGERE CITY, KARNATAKA - AN EMPIRICAL STUDY

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ABSTRACT

With the changing of living discipline mall culture has transformed people shopping behaviour if there are multiple collection in the stores. In the mall we find all the products availabilities under one roof. The main objective of the paper is to identify the reasons for a visit to the shopping mall, to identify gender differences and to assess overall customer satisfaction, analysed some of the factors that influence to visit the mall, such as socio-economic profiles, income, frequency of visits, and purpose of visit etc.. A total of 100 respondents were taken, divided between 50 males and 50 females. Applied descriptive statistical analysis, graphs, frequencies, correlation and paired t-test samples using SPSS software. The study found that there is a gender difference to visit the mall, a positive correlation exists between monthly income and the willingness to spend money on the purchase of the items, and the majority of the customers are satisfied with the overall products and services.

Key words: Customer attitude, shopping mall, buying behaviour.

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1. INTRODUCTION

Indian customers are evolving rapidly accepting modern retail formats. Some of the new & original formats, such as department stores, hypermarkets, supermarkets, speciality & convenience stores as well as multiplexes & entertainment areas are fast-moving retail landscapes. So, when it comes to consumer buying behaviour in the market, attitude influence on buying the items in the market. Attitude is a combination of consumer beliefs, feelings &

behavioural intents towards a particular object. Nowadays customers prefer the ease of use & buying style so, marketers should focus on customers changing preferences & style. Davangere is a town, selected smart city in south Karnataka. With the changing of living style impact to move new trends. People from the rural areas & town living in Davangere making town quite developed. Here you can see large social and cultural events from all the societies. Changing societal and educational makes to varying spending style & preferences like, Kirana store to shop in the mall.

1.1. What are Malls?

The mall is commonly used to refer to a wide shopping area that typically consists of a single building and contains multiple shops, such as department stores, hypermarkets, supermarkets, grocery and convenience stores, and malls, multiplexes, movies, and fun areas and easily spot the retail landscape. If it is a collection of multiple stores, they are connected via walkways so that customers can easily walk and shop between stores. Today, malls are becoming increasingly important as the disposable incomes of customers are increasing. Customers visit the malls to spend time shopping and also to dine at the restaurants located in the malls. Kuruvilla, Joshi and Shah (2009) explored gender differences in shopping mall attitudes and behaviour. The study suggested that women have a more positive attitude to shopping malls and that the purchase-related categories more often than men. The idea of a shopping mall is a huge success because of having all from in the same place or one large building. Malls may be built in an open-air or enclosed style. Another key experience which any mall can provide to the customer is the physical visibility and feel of the product. Special atmospheres, air conditioning facilities, window shopping facilities, food courts, attractions such as movie theatres, gaming zones etc. are included in shopping malls boosters for consumers to choose malls. Thus, malls serve the purpose of giving quality time and place for entertainment, socialization, enjoyment and fun in addition to selling the required products and services (Dr Archana Chanuvai Narahari1 & Dhiman Kuvad 2017).

2. LITERATURE REVIEW

Ms Monika Talreja and Dr Dhiraj Jain (2013), this study identified factors that influence the perception of organized retailing by unorganized retailers. These are demographic factors for purchasing decisions and customer perceptions. The data was collected with the support of a designed survey containing closed & open-ended questions. The statistical software and the MS are excellent. Based on the results of the data given some of the implications, organized retailers should offer beneficial schemes, discounts to stimulate the customer. Organized retailers should make appropriate arrangements for home delivery of goods and unorganized retailers should buy from the single wholesaler a selection of items to benefit from sufficient discounts to meet their customers' cost demands and needs. The unorganized retailers should develop their show continuously to compete with the organized market.

    Shailesh Pandey and Dr. Vipin Chand Rai (2014), The main focus of the study was to highlight the tools that can help Kirana stores deliver a better retail mix to attract more customers and secure their long-term existence. This situation is open to discussion on the survival of Kirana stores (unorganized retailers) in India. A detailed study of the Indian organized sector is emerging, and in this situation, it is important for small retailers to keep the following in mind and to develop a new strategy for their long-term survival, such as price levels, quality of fresh food products and availability of unfamiliar items shows, purity hygiene, home distribution, recognition competence also variety service.

B. Ramesh & Dr. S. Sethuraman (2016), the study reveals that the location and the products are the most important criteria for selecting the outlet. A wide range of product attributes, ambience, fast billing, customer service, parking facilities, systematic display, attracts consumers to purchase from an organized retail outlet. Focused on consumer behaviour in organized retail stores. Found the level of consumer satisfaction in organized retail stores. The study concerned only organized retail stores such as supermarkets, hypermarkets, department stores and shopping malls. India is the geographical location. This study is very useful for retailers to successfully run a business in the long term by adopting appropriate strategies.

B. Menaga Gandhi and K. M. Chinnadorai (2017), this study shows the problems in unorganized retail products concerning the perception of customers and retailers. The main objective of this paper has identified the level of customer satisfaction and to examine the problems faced by customers in retail marketing. Also recognized problems of retailer perception Limited market size and scale of operations, lack of standardization, technology and process, lack of capital, lack of knowledge and training, lack of retail inclusiveness, etc.

3. OBJECTIVES OF THE STUDY

Primary Objective

- To understand the Visitor attitude towards shopping malls in Davangere city.

Secondary Objective

- To study the reasons for preferring shopping mall to purchase and identify the gender differences in the expressions of the purchase and service offered at the mall.
- To study the degree of satisfactions level among the customers.

4. AIM OF THE STUDY

The Indian retail sector has changed considerably and is India's most competitive and fast-growing industry. Several retailers from in India and foreign players have entered into an organized retail format in the form of mega-shops or hyper-markets. Since Davangere is a business and trade centre and there is an only one new shopping complex mall in Davangere (S.S. mall) somewhere we able to find all the items under one place. Therefore, the current study goals toward analyse the attitude of the visitor to the shopping mall in Davangere and it helps to business owners also like, knowing different classes of people style, changed consuming style, personality characteristics, buying ability etc.. In the light of these observations, following questions could be considered;

4.1. Research Questions

1. Why customers prefer to shop in the mall.

2. What are the major factors that influence shoppers to shop in the mall environment?

5. RESEARCH METHODOLOGY

Data were collected primary and secondary. Primary data for designed questionnaires and secondary data for the literature review. The study was designed to measure the attitude of the visitors who visited the S.S. mall in Davangere. A sample of 100 respondents was selected which is divided 50 males, 50 females, using a convenient sampling method. The survey was conducted during the March between 4:00 pm to – 9:00 pm only on Saturday & Sunday as it was considered the busiest time of the weekend and the maximum crowd visited the malls. Used SPSS Software for data analysis such as descriptive analysis, frequency, graph and

correlation analysis and paired sample t-test has been performed for results. Randomly selected respondents to the survey to visit the malls.

6. RESULTS AND DISCUSSION
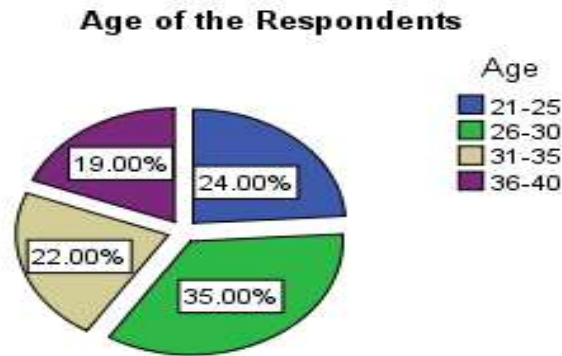
Demographic profiles of the Respondents.

Age of the Respondents

Figure 1 The graph showing the frequency of analysis based on Age.

Source: Field survey.

Interpretation: The graph shows, the age association among the number of respondents. 35% of respondents fall in the 26-30 age group, 21-25 age group includes 24% of the total respondents, 22% fall in the 31-35 age group and the remaining 19% fall in the 36-40. The majority of respondents are between 26 and 30 years of age.

Marital status

Figure 2 The graph showing the frequency of analysis based on marital status.

Source: Field survey.

Interpretation: The simple graph represented the married people is the most visited at the mall. Because of the majority of products, household items are available in the mall.
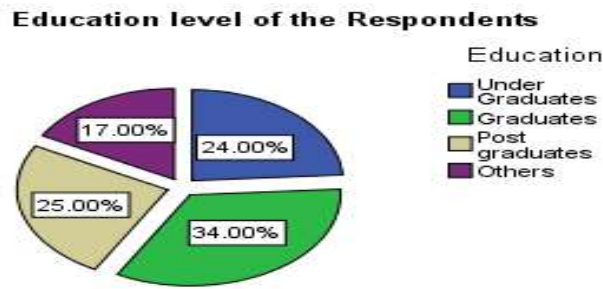
Education level of the Respondents

Figure 3 The graph showing the frequency of analysis based on education level.

Source: Field survey.

Interpretation: The graph shows that, the educational aspects of the respondents. 34% of respondents are graduates, 25% of respondents are graduates, 24% are graduates and 17% of respondents are others. Other respondents like Doctorates, under matriculation & matriculation.
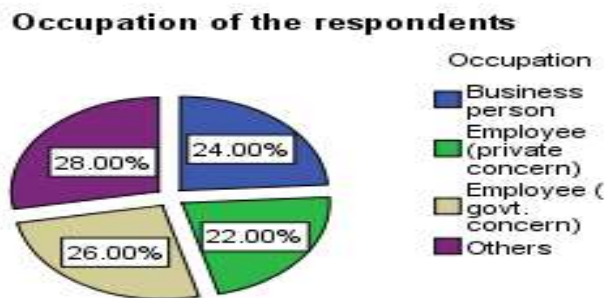
Occupation of the respondents

Figure 4 The graph showing the frequency of analysis based on occupation.

Source: Field survey.

Interpretation: The above graphs represent 22% of people working in the private sector, 24% of people doing their own business, and 26% of people working in the government. Sector & remaining 28% of respondents are other occupations, such as students, homemakers.
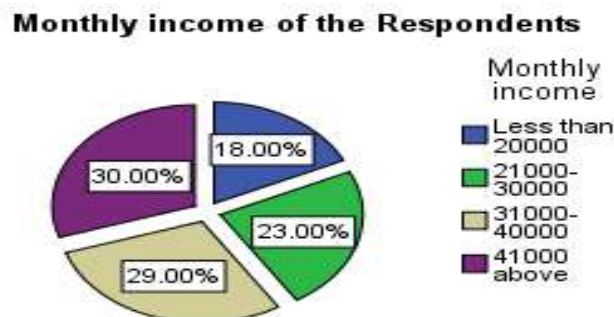
Monthly income of the Respondents

Figure 5 The graph showing the frequency of analysis on the basis for monthly income.

These data help us to identify the category of income (per month). 41,000 above income people are (30%), 29% of respondents are in the lower income group of 31,000–40,000 rupees, 23% of respondents are in the lower income group of 21,000–30,000 and the remaining 18% of respondents are in the lower income group of 20,000. As shown in the graphs, there are more respondents to the above 41,000 level of income.

Table 1

Frequency of visit

	Frequency	Percent	Valid Percent	Cumulative Percent
Once in a month	31	31.0	31.0	31.0
During festival	26	26.0	26.0	57.0
During offers/discounts	19	19.0	19.0	76.0
According to the need	24	24.0	24.0	100.0
Total	100	100.0	100.0	

From the above table shows that the majority of customers like to visit once a month and during the festival season. 24%of customers visit them according to their needs, and 19% of customers visit them during the offers/discount period.

Table 2

Mall is a good place to buy clothes/household items

		Responses		Percent of Cases
		N	Percent	
a	availability of items	37	19.1%	37.0%
	varietyofproducts	78	40.2%	78.0%
	discount/specialoffer	60	30.9%	60.0%
	other	19	9.8%	19.0%
Total		194	100.0%	194.0%

a. Dichotomy group tabulated at value 1.

This shows multiple answers to questions from the above table. 78 % of respondents favour 'product variety' which makes shopping malls more attractive to shoppers. 60% of customers are interested in visiting a discount / special offer time. 37% of customers are interested in accessing clothing and housekeeping in the mall. Besides that, there are still few customers drawn to other shop other reasons such as branded items, status, western wear, we can buy several items in one place, such as fashion accessories and food.

Table 3

Correlations

		monthly income	willing to spend money
monthly income	Pearson Correlation	1	.113
	Sig. (2-tailed)		.263
	N	100	100
willing to spend money	Pearson Correlation	.113	1
	Sig. (2-tailed)	.263	
	N	100	100

Above table indicates that there is a positive correlation between the monthly income of the customers and willing to spend money in thousand, exactly the same as 0.113. There is a weak correlation between these two variables. Sig. value is 0.263 which is more than 0.01 so this is insignificant. Here the result says that there is a less correlation between income and willing to spend money on purchasing the items at the mall.

Table 4 Prefers shopping mall for purchase

Variables	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total
Convenience	12 %	23 %	26 %	15 %	24 %	100 %
Branded products	15 %	24 %	21 %	30 %	10 %	100%
Entertainment	21 %	13 %	21 %	28 %	17 %	100 %
Food & beverages	20 %	20 %	19 %	19 %	22 %	100 %
Friendly employees	21 %	24 %	16 %	16 %	23 %	100 %
Value of money	23 %	16 %	23 %	19 %	19 %	100 %
Status/ fashion	18 %	19 %	20 %	24 %	19 %	100 %
Personal comfort	17 %	22 %	21 %	22 %	18 %	100 %

Above table represent, a reason to prefer shopping mall for purchase. The result shows branded products available at the store as well as entertainment factor also major impact to visit the mall in Davangere city. Some other customers prefer for their status/fashion represent & their comfort zone.

Table 5

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	opinion of men	2.98	100	1.511	.151
	opinion of women	2.94	100	1.362	.136

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	opinion of men & opinion of women	100	-.025	.804

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper			
Pair 1	opinion of men - opinion of women	.040	2.059	.206	-.369	.449	.194	99	.846

The Paired Samples Correlation table adds the information that the opinion of men on service offered at the mall and the opinion of women on service offered at the mall are weakly negatively correlated (r = -.025, p>0.001). There were insignificant average differences. Men's opinion on the service offered was.040 higher than the women's opinion on the service offered at the mall.

Figure 6

Above graph represent the positive opinion of service offered at the shopping mall in Davangere. 46 % of respondents were generally satisfied with the shopping malls, 44% indicated the average – they could not determine whether or not they were satisfied with the shopping malls. Although 7 % of the respondents preferred to be excellent, only 3% were not satisfied.

7. GENERAL SUGGESTIONS

During the boom periods, Mall owners or managers should offer a variety of promotional schemes, such as price offerings, free gifts, quantity discounts as well as higher quality products and traditional items as well as western or party wear clothes, to attract the customers and increase maximum sales. Managers should motivate them to give special offers and discounts to regular customers, and Mall managers should also take appropriate feedback from customers it helps to know the pattern of their buying behaviour.

8. CONCLUSION

Managing a mall is not an easy task to owners or managers, it's a challenging task for mall managers because they also need to understand the minds of middle-class visitors, upper-class visitors and to deliver products and services that cater to the needs of visitors from different groups, Ambience, Traffic, Infrastructure defines the facilities of any mall, as facility management integrates people, locations, processes and technology into the mall. The malls, therefore, need to ensure that good infrastructure has improved the performance of the mall. Malls cater not only to the customer's product needs but also to a source of entertainment and recreation. The study shows that the majority of customers prefer to shop in shopping malls for a variety of products, and that branded items are available in one store. Fewer respondents are expressed in terms of status or fashion, food/drinks, entertainment, etc. The respondents argued that shopping malls are not just shopping because they are always open, but they have developed a social networking atmosphere that is suitable for people of all ages and that there is a gender difference (male/female) in the service offered at the mall. Women are more likely to give importance to cleanliness than men. The needs are different because of their preference.

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