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A STUDY ON EFFECTS OF THE MALL ENVIRONMENT ON SHOPPING BEHAVIOR IN CHENNAI CITY

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ABSTRACT: -

The shopping mall developers should create entertainment facilities in the shopping mall to cater for the entertainment needs of the different shopping mall visitors. In order to enhance shopping mall physical dimensions, as well as other store attributes. These attributes are thought to produce the store's image. The physical dimensions are facilities in stores, such as elevators, lighting, air conditioning, washrooms, store layout, aisle placement and width, carpeting and architecture. A total of 50 samples conveniently sampled at Chennai City. Therefore, there is a significant association between customer behaviour and their effects of mall environment.

KEYWORDS: Mall Environment, Shopping Behaviour, Shopping Mall, Shopping experience .

INTRODUCTION

Shopping mall visitors visit shopping malls not only for searching for particular products, but they also view these visits as an entertainment activity that provides fun and pleasure from the shopping experience (Kim, Lee and Kim, 2011). Shopping mall visitors tend to engage in various activities when visiting shopping malls (Farrag, El Sayed and Belk, 2010). This is further supported by Gilboa (2009) who identified activities and grouped them into hedonic and utilitarian categories. According to Gilboa (2009), shopping mall visitors can visit shopping malls to participate in mallinitiated activities as part of entertainment. These entertainment activities include children's programs and cultural events. This is backed by Farrag et al. (2010) indicating that shopping mall visitors can visit shopping malls, for example, to attend fashion shows. In addition, when family members visit these shopping malls, children are presented with an opportunity to play around at various entertainment arenas. Turley and Milliman's (2000) review highlights a variety of shopping behaviors that retailers can influence and the diversity of retail formats in which these studies have taken place. Varying music styles and tempos influence sales in supermarkets (Gulas and Schewe, 1994; Herrington and Capella, 1996; Milliman, 1982), impulse purchasing in department stores (Yalch and Spangenberg, 1990), emotional responses to waiting in banks (Hui et al., 1997), sales in wine shops (Areni and Kim, 1993; North et al., 1999), and sales in a restaurant (Milliman, 1986). Further examples of consumer responses induced by changes in atmospheric variables include increased sales due to



effective exterior store windows (Edwards and Shackley, 1992), the effect of lighting on the number of items handled by shoppers (Areni and Kim, 1995), store layout on price perceptions (Smith and Burns, 1996), and merchandise arrangement on purchase intentions in a wine store (Areni et al., 1999).

REVIEWS OF LITERATURE

Ghosh and Tripathi (2010), attempts to analyze purchase pattern of customers towards organized retail outlets in terms of merchandise categories purchased, time spent within the store, number of merchandise purchased on each visit, stores switching behaviour and store attribute. The results of the study depict that the younger generation has greater tendency to visit organized retail outlets. The shoppers which remained within a store for at least two hours considered shopping to be a stress releaser and fun activity. The commonly purchased items from a retail outlet are garments followed by groceries, lifestyle products and household appliances. The study further reveals that customers in tier 2 and tier 3 cities evaluate a store on convenience and merchandise mix, store atmospheric and services.

Sriram, S., Pradeep K. Chintagunta and Manoj K. Agarwal (2010), presented a framework of durable goods purchasing behaviour in related technology product categories that incorporates the following aspects unique to technology product purchases. First, it accounts for consumer's anticipation of declining prices (or increasing quality) over time. Second, the durable nature of their purchases over several products. Third, the forward-looking consumer decision process, as well as the durable nature of technology products, implies that a consumer's purchase in one category will depend on the anticipated price and quality trajectories of all categories.

Ranjith P.V. and Rajesh Nair (2009), discussed service quality is perceived as a tool to increase value for the consumer, as a means of positioning in a competitive environment to ensure consumer satisfaction, retention and patronage. Despite its strategic importance, the Indian retailers do not have an appropriate instrument to measure service quality. The paper discusses use of Retail Service Quality Scale to assess overall service quality levels of retail stores. Personal Interaction, Appearance, Reliability, Problem-solving and policy are five factors which define service quality.

METHODS AND MATERIALS

This paper contributes to three aspects of store atmospherics. First, there are very few published studies examining consumers' responses to manipulations of individual elements in a mall environment. Second, there is no known research considering the interaction effects between the mall atmospheric components. Third, consumer density is likely to interfere with ambient scents. High density increases the mall ambient temperature and is likely to modify the effects of ambient odors. High density also enhances consumers' arousal, which mediates the effects of scents. The study explores the interplay between retail density and mall atmospheric manipulations. The combined moderating effects of ambient scent and retail density are measured on shoppers' positive affect and on their perception of the mall environment. A total of 50 samples conveniently sampled at Chennai City. Respondents were conveniently selected in 5 days of data collection. As the total number of the population sample (mall shoppers) was generally unknown, a convenient sampling method was deemed appropriate. Gutman & Mills (1982) stated that fashion orientation scale administered in another shopping mall study failed to achieve structural and factor loading invariance between male and female shoppers (Michon, Smith, Yu, & Chebat, 2007). Data were analysed using independent chi-square test analysis via the Statistical Package for Social Sciences (SPSS-20).

DATA ANALYSIS AND INTERPRETATION

Association between personal profile of the respondents and their overall effects of the mall environment

Variables	Overall effects of the Mall Environment				Statistical inference
	Low	High	Total	%	
Age					
Below 30yrs	8	29	37	74	X ² =9.732 Df=1 p<0.05 Significant
Above 30yrs	2	11	13	26	
Gender					
Male	2	29	31	62	X ² =11.049 Df=1 p<0.05 Significant
Female	4	15	19	38	
Occupational status					
Studying	6	23	29	58	X ² =21.843 Df=2 p<0.05 Significant
Working	3	10	13	26	
Others	2	6	8	16	

The above chi-square test indicates that there is a significant association between personal profile of the respondents and their overall effects of the mall environment. Hence, the calculated value is less than table value (p<0.05).

SUGGESTIONS AND CONCLUSION

It's pointed that shopping in a mall can contribute to the satisfaction of different of human needs such as economic, social, esteem, and aesthetic needs. These shopping needs and motivations have influence on shopping malls' architecture and design which define the shopping malls' attributes. In this study, the shopping mall attributes that were ranked highest at the Shopping Centre are the shopping mall's convenience and stores assortment available, respondent agreed the most with the statements "Provides convenient parking", "Offers a variety of stores" and "The shopping mall/centre offers a variety of services". Convenience and availability of a wide selection of products at the shopping malls, as shopping mall attributes have the largest impact on selecting which shopping mall to visit. Shopping mall attributes that influence shopping mall visitors' attitude towards shopping malls also include the shopping mall location, variety of stores at shopping mall, availability of parking.

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