

**SHOPPING MALLS IN KERALA -
A STUDY ON THE INFLUENCE OF MARKETING MIX
AND SERVICE QUALITY ON CONSUMER BEHAVIOUR**

*Thesis
Submitted to the University of Calicut
for the award of the degree of*

Doctor of Philosophy in Commerce

Submitted By

JAYAPRAKASAN P. P.

Under the Supervision of

Dr. Gopalakrishnan M. B.
Associate Professor



**Post Graduate and Research Department of Commerce
Mar Thoma College Chungathara
December 2022**

**Post Graduate and Research Department of Commerce
Mar Thoma College, Chungathara
Chungathara, Malappuram,
Pin 679334, Kerala, India**

CERTIFICATE

This is to certify that the thesis entitled “**Shopping Malls in Kerala - A study on the Influence of Marketing mix and Service quality on Consumer behaviour**” prepared by **Jayaprakasan PP** for the award of the Degree of Doctorof Philosophy in Commerce of the *University of Calicut* is a record of bonafide research work carried out under my supervision and guidance. No part of the thesis has been submitted for any degree, diploma, fellowship or other similar title or recognition before. He is permitted to submit the thesis.

Chungathara
5th December 2022

Dr. Gopalakrishnan M. B.
Research Supervisor

DECLARATION

I hereby declare that the thesis entitled “**Shopping Malls in Kerala - A study on the Influence of Marketing mix and Service quality on Consumer behaviour**” done under the guidance and supervision of **Dr. Gopalakrishnan M.B**, is a record of bonafide research work done by me and that no part of the thesis has been presented for the award of any degree, diploma, fellowship, or other similar title or recognition before.

Chungathara
5th December 2022

JAYAPRAKASAN P. P.
Research Scholar

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LIST OF ABBREVIATIONS

GDP	-	Gross Domestic Products
CSI	-	Consumer Style Inventory
FDI	-	Foreign Direct Investment
ATM	-	Automated Teller Machine
	-	POP Point of Purchase
CRM	-	Customer Relationship Management
NCR	-	National Capital Region
UAE	-	United Arab Emirates
CB-CFA	-	Co-variance Based Confirmatory Factor Analysis
SEM	-	Co-variance Based Structural Equation Modelling
EFA	-	Exploratory Factor Analysis
AVE	-	Average Variance Extracted
CR	-	Composite Reliability
SEM	-	Structural Equation Modelling
CFA	-	Confirmatory Factor Analysis
GFI	-	Goodness of Fit Index
CFI	-	Comparative Fit Index
AGFI	-	Adjusted Goodness of Fit Index
RMSEA	-	Root Mean Square Error of Approximation

CHAPTER 1

INTRODUCTION

1.1. Background of the study

Retailing as an activity can be traced back to the time when humans stopped producing all their needs themselves and trade came into being. Retailing is a global, high-tech, growth industry that plays an important role in the global economy. The retail industry is a major sector of the economy that includes individuals, companies, agencies, stores, and organizations involved in delivering products to endconsumers. Retailers sell their products and services through multiple channels.

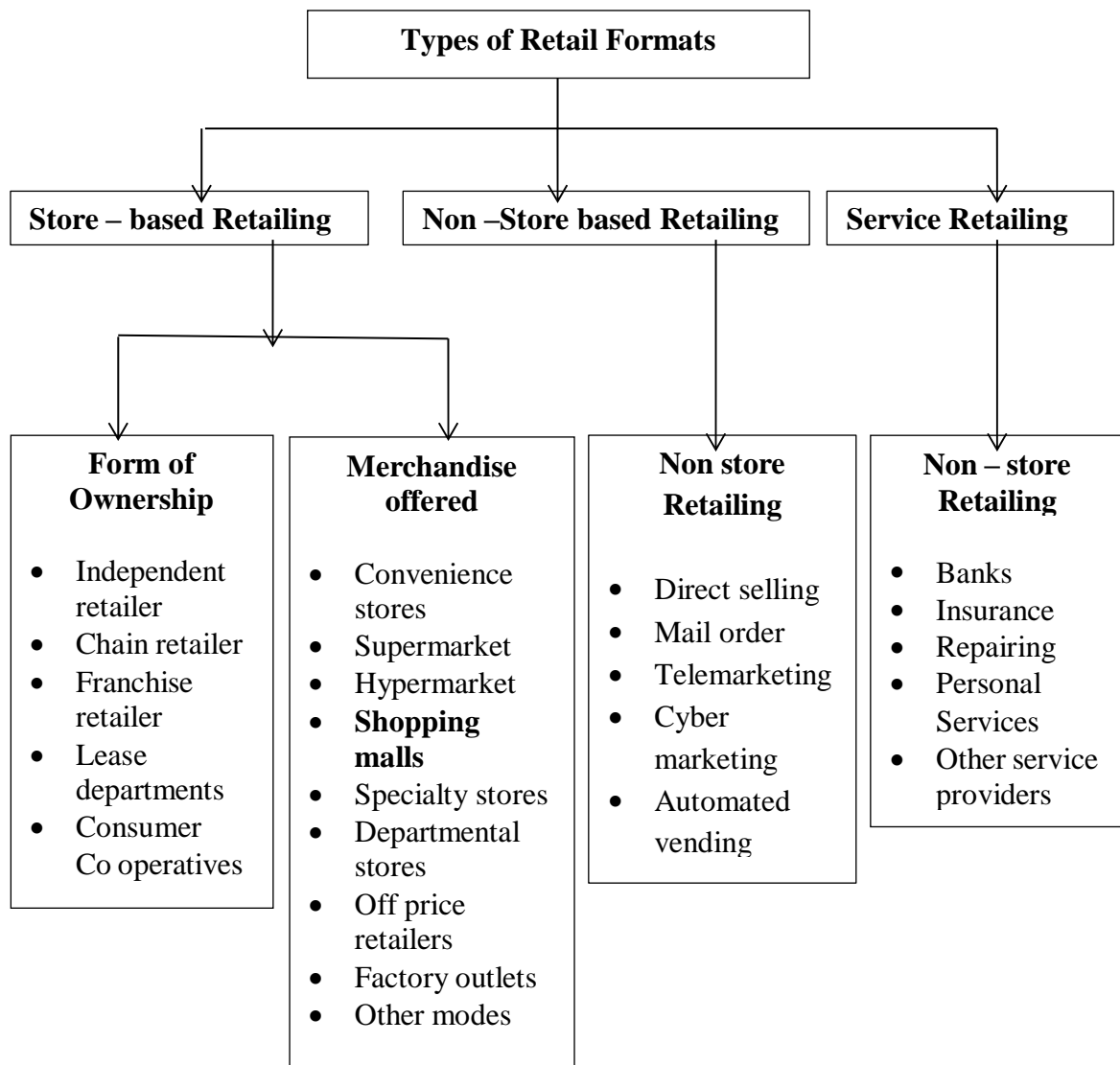
Levy, et.al (2012) observed that retailing is a global industry. Many retailers are pursuing growth by expanding their operations to other countries. With a greater emphasis being placed on private label merchandise, retailers are working with manufactures located throughout the world to acquire merchandise. Retailers are increasingly looking to international markets for growth opportunities. The largest 250 retailers operated in 6.8 countries on average, with 21.3 percent of their sales coming from outside the retailer's home countries. Retailers headquartered in Europe are more international than US based retailers. The nature of retailing and distribution channels around the world differs.

Retailing has come up as one of the most vibrant and expeditious industry in Indian economy. The driving factors of retailing in India include wider availability of products, availability of quality retail space and brand communication etc. India's retail sector has been dominated by unorganized retail stores owned and managed by families. Traditional retailers did not provide all the products their customers needed. But they gave credit facilities and customized services to the customers. After liberalization, there was a big change in Indian economy and it gave a new life to modern or organized retailing. The Indian economy slowly progressed to be more market friendly. This was the inception of a new era for retail in Indian economy. Towards the end of the 20th century, Indian retailing underwent a sea change with the opening up of numerous supermarkets, department stores, chain stores, hypermarkets, big discount stores and shopping malls throughout the length and

breadth of the country. National players like Tata, RPG, ITC, Reliance etc. are crashing on this booming sector. Therefore, the country witnesses the introduction of many modern formats and techniques, which are changing the retail land scape for most of the product categories.

Retail Formats

Newman & Cullen (2002) explained that the retail format is a location or marketplace where products or services are provided by the retailer to the customers. Retail trade is practiced in several forms, formats or modes. Different retail formats differ in terms of their size of operations, ownership, type of merchandize offered, services offered, location and in many other ways. The important types of **retail formats** are the following.



Shopping Malls

The most prominent retail format coming up is “Shopping Malls” which can be defined as a systematic arrangement of retail stores in an adjacent building and providing the right mix of shopping, entertainment facilities, food courts and parking facilities. According to Richard & Meoli (1991), a shopping mall is a community centre where customers visit for shopping and social interaction with others. The basis for a shopping mall is to make it an “indispensable servant of the community. According to Finn & Louviere (1996) shopping malls are playing key role in modern retailing and marketing system. In the present world a consumer expects best service within a short time and under one roof. Shopping malls fulfill this requirement of the consumer.

The great Indian Mall Boom began in the early 2000s. The Indian consumers are changing rapidly. They, now, shop from organized retail stores rather than unorganized or traditional stores as these organized retail stores provide variety of products at good quality and prices under one roof along with offering enjoyable shopping experience. Indian Retailing has been witnessing a transformation from neighborhood shopping to the concept of shopping malls. Shopping malls are the most popular retail format in the country.

The emergence of shopping malls have evolved a new shopping culture for the Indian consumer, that provides clean, secured, and enjoyable shopping experience for the whole family. Today the life style and shopping culture of people have been changed a lot. Now they don't like to search for their required products throughout the traditional retail stores. They want to shop all the items from a single roof. A shopping mall is one or more buildings forming a variety of shops including anchor stores, other retail stores, restaurants and multiplexes with interconnecting walkways enabling customers to walk from store to store or units.

Generally shopping malls contains anchor store and specialty stores for home needs, clothes, accessories, books, food courts and entertainment zones like multiplexes, game area etc. Shopping malls have become a part of life style among the new present generation. The availability of various products with high quality,

entertainment facilities, restaurants and the air conditioned environment of the shopping malls motivate public to prefer malls for shopping instead of other retail formats. Customers like better to shop from shopping malls sometimes for the sake of purchasing modern and rare products and for enjoyment and socialization. Some customers take the visit as shopping cum entertainment. Shopping mall is a one stop destination where you can buy anything and everything with minimum effort and time.

Reasons for the Growth of Shopping Malls

The liberalization policy of India in retail sector has fueled the growth of shopping malls in different states of the country. The emergence of shopping malls as a significant destination for shopping cum entertainment has turned the face of the organized retailing in India. In earlier days shopping mall activity was only a part of the metro cities, but later it has started percolating down to smaller cities. The emergence of shopping malls has evolved a new culture of shopping for the Indian consumers, seeking malls that provide clean, secured and contemporary shopping complexes offering an existing and rewarding shopping experience for the entire family.

1. **Population Density:** Major cities of India include high population density which is the main attraction to mall owners for developing shopping malls in various cities in the country.
2. **Different Buying Habits:** The buying habits of Indian consumers are changing at very fast especially in cities. Now consumers are more brands conscious and they prefer to buy branded products. Availability of branded products is the important attribute of shopping malls.
3. **Increase in Income:** The income level of people in urban area is higher than the level in semi urban and rural areas. Due to the high income, the people in urban area spend more on shopping and entertainment. Shopping mall provides good shopping experience to these people.

4. **Youth Orientation:** The migration of youth from semi urban and rural areas to cities for doing studies and jobs with lot of disposable income is one of the other reasons for the growth of shopping malls in the cities of the country.
5. **Fast Growing Middle Class:** The fast growing middle class with higher discretionary income is one of the reason for the popularity of shopping malls.
6. **Ability of Mall Developers:** Mall developers are concentrating to make shopping as an enjoyable experience to all customers by providing all the required products and services in latest trend and life style of the people.
7. **Influence of Social Media:** The influence of social media and marketing communication resulting in changing taste and preferences of consumers, life style orientation and consumer perceptions about shopping.
8. **Other reasons:** The presence of other factors of shopping malls like convenience, cost effectiveness, time savings, variety of products, and entertainment facilities etc. are the reason for the growth of shopping malls.

Shopping malls have become rampant in not only urban areas but also in semi urban areas in India. Kerala too is not an exception to this mushrooming mall culture in India. The retail sector of Kerala which showed fast growth two years back is now taking a little dip because of the attraction of people to online shopping. But with the help of some innovative marketing strategies and adding more entertainment facilities, shopping malls are expecting better growth in coming years.

Shopping malls offer huge employment opportunities to a large number of both educated and skilled as well as semi educated people in the country. It is one of the important sources of tax revenue to the government. Shopping malls plays an important role in the retail sector of Kerala. Shopping, roaming, watching movies from multiplexes and other entertainments, making a routine to visit a shopping mall for all these by mass creates mall culture in the society. It provides suitable shopping environment to the people and deals standardized goods only.

Marketing Mix

A marketing mix is a combination of marketing tools that include several marketing areas of focus as a part of a marketing plan. In order to satisfy the needs and wants of the consumers, the marketing firm has to take important decision on these marketing areas. The main decisions of marketing mix involves 4P's . It consists of decisions related to Product, Price, Place and Promotion. According to Sontakki (2009), marketing mix is a mixture of four ingredients related to the marketing efforts of the company namely product, price, place and promotion. These ingredients are interrelated to customer satisfaction and profit maximization of the company. It is the collection of controllable variables of marketing activities of the firm which affects the responses of shoppers.

Elements of Marketing Mix

The marketing mix elements or decision variables consist of a set of marketing decisions. The basic elements of marketing mix include;

➤ **Product Mix**

A product is the thing or article or commodity offered for sale by the company. It is the backbone of all marketing activities. The quality and utility of the products plays a major role in the success of a marketing firm. Each product should be 'bundle of utilities'. So marketers should give more care in designing the product and its development. It should be satisfied the needs and wants of the consumers.

➤ **Price Mix**

Price is the value of a product in terms of money paid by the buyer to the seller. It is the one and only item in the marketing mix which gives income to the company. It is the most influential factor in attracting customers to the product. So the marketer should consider the purchasing power of the potential customers in the target market before fixing the price of the product. At the same time the price is to be determined in such a way that it helps to increase the sales and generates substantial profits to the company.

➤ **Place Mix**

Place or distribution mix is the ways or methods by which a product delivered from producer to consumer. The marketers should ensure that the product is easily available at the right time in a convenient location to the consumer. Now a days customers are not interested to spend more time for searching the products and they wants to get the goods or service at the nearest location or their door steps.

➤ **Promotion Mix**

Promotion mix is the combination of marketing activities which induces or motivates the customers to purchase the product. It aims to communicate the offerings of a firm to the target customers and to influence their buying decisions. The promotion mix includes personal selling, advertising, sales promotion, exhibitions and public relations. It is a most powerful tool to attract customers to the retailer for buying a product or using a service in a highly competitive market.

Service Quality

A Parasuraman et. al (1988) defined service quality as "the delivery of excellent or superior service relative to customer expectation". The term Service Quality is a combination of two different words, service and quality. Service means "any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything". Service quality is a measure of how a service provider delivers its services as compared to the expectations of its customers. It means the ability of a firm to satisfy the expectations of customers in most efficient manner through which they can give customer satisfaction and earn maximum sales and profit. Every customer buys products or use service to satisfy their needs and wants and they have some expectation about it. So the producers or marketers first identify these expectations of customers and covert them in to product and services. In the service sector too "quality" is an important element for the success of business. It is because of the realization of its positive link with profits, increased market share, customer satisfaction.

Dimensions of Service Quality

Quality has come to be recognized as a strategic tool for attaining operational efficiency and better performance of business. It is very important to assess the service quality provided by the retail stores to their customers in order to know the gaps and it helps to improve the level of service quality to achieve maximum customer satisfaction. Ramya et.al (2019) pointed out the dimensions of service quality as follows;

❖ Tangibility

Tangibility is defined as the appearance of physical facilities, equipments, communication materials and technology. All these provide enough hints to customers about the quality of service of the firm. Customers always expect clean facilities, employees who look neat and well dressed, well written communication materials such as menus and signs etc. Also, this dimension enhances the image of the firm. Hence tangibility dimension is very important to firms and they need to invest heavily in arranging physical facilities.

❖ Reliability

Reliability is defined as the ability to perform the promised service dependably and accurately. In broad sense reliability means, service firms' promises about delivery, service provisions, problem resolutions and pricing. Customers like to do business with those firms, who keep their promises. So it is an important element in the service quality perception by the customer and his loyalty. Hence the service firms need to be aware of customer expectation of reliability. In the case of banking services, the reliability dimension includes - regularity, attitude towards complaints, keep customers informed, consistency, procedures etc.

❖ Responsiveness

Responsiveness is the willingness to help customers and to provide prompt service. This dimension focuses in the attitude and promptness in dealing with customer requests, questions, complaints and problems. It also focuses on punctuality,

presence, and professional commitment etc., of the employees or staff. It can be calculated on the length of time customers wait for assistance, answers to questions etc. The conditions of responsiveness can be improved by continuously view the process of service delivery and employees attitude towards requests of customers.

❖ **Assurance**

Assurance dimension can be defined as employee's knowledge, courtesy and the ability of the firm and its employees to inspire trust and confidence in their customers. This dimension is important in banking, insurance services because customers feel uncertain about their ability to evaluate outcome. In some situations like insurance, stock broking services firms try to build trust and loyalty between key contact persons like insurance agents, brokers etc. and individual customers. In banking services "personal banker" plays the role of key contact person. This dimension focuses on job knowledge and skill, accuracy, courtesy etc. of employees and security ensured by the firm.

❖ **Empathy**

Another dimension of service quality is the Empathy dimension. It is defined as the caring, individualized attention provides to the customers by their service firms. This dimension try to convey the meaning through personalized or individualized services that customers are unique and special to the firm. The focus of this dimension is on variety of services that satisfies different needs of customers, individualized or personalized services etc. In this case the service providers need to know customers personal needs or wants and preferences.

Consumer Behaviour

All human beings are customers who make the decision to purchase goods or services. Only human beings can think, select and buy. The term 'Customer' is used when an individual buys products or services not for his or her use, but for the use of others. A customer is an individual or an organization that buys another company's products or services. Customers are the life blood of any organization. Without customers, business cannot continue to survive or exist. Every organization must be

aware of the needs of customers, customers' buying habits, frequency of purchase, factors effecting in purchase decision, their brand preferences etc. A consumer is a person or organization that consumes or uses economic services or commodities. Consumers purchase goods or services for their own use.

Behaviour is a mirror in which every individual shows his or her image. Consumer behaviour is all the psychological, social and physical behaviour of potential customers as they become aware of, evaluate, purchase, consume and tell others about the products or services. Consumer Behaviour is the behaviour or action or reaction exhibited by a consumer in making purchase of products of his choice under different situations. It is the study of what they purchase, how they purchase it, from where they purchase it, why they purchase it, when they purchase it, how much they purchase it or how often they purchase it. Consumer behaviour includes all the mental decision processes as well as physical activities of a consumer at the time of shopping.

Consumer behaviour is the behaviour of end users or ultimate users of products or services where as in the case of buyer behaviour; it includes the behaviour of both end users and intermediate users. The decision process of an individual consumer is the main focus area in the study of consumer behaviour. It is a response of a human being as a consumer towards goods, ideas and service during shopping.

Marketers should first identify the unsatisfied needs and wants of customers or consumers, if they are to remain in the business. Marketers should deliver what they promise and remain ethical and courteous in their behaviour. Understanding of consumer behaviour is a must for a business to survive in this competitive market. So a marketer should study the behaviour of consumers and analyses the motives which prompt them to make a purchase of products or services.

Consumer Decision Making Styles

Sproles et al. (1986) developed a comprehensive instrument called CSI (Consumer Style Inventory) to measure consumer decision making styles. This instrument

measures eight mental characteristics of consumer's decision making. These styles are;

1. **Perfectionist or Highly Conscious Consumer:** This decision making styles are followed by those consumers who systematically search for the best quality products possible. They have high expectations for consumer goods and they are very concerned with the function and quality of products.
2. **Novelty and Fashion Conscious:** Decision style of consumers who always prefer to buy innovative and new products and they gain excitement from seeking out new things. They are very conscious about new fashions and latest styles.
3. **Brand Consciousness:** Decision style of consumers who always purchase those products which are most expensive and well-known brands. They think that price is the indicator of quality and using branded goods as a status symbol.
4. **Recreational and Shopping Conscious:** This is another decision making style of consumers who take pleasure in shopping and who shop for the fun of it. Shopping gives more enjoyment to them.
5. **Impulsiveness or Careless:** Decision style of consumers who never plan their shopping and tend to buy products spontaneously. They are not concerned about the price of products.
6. **Price Conscious:** Under this decision style, consumers are very concerned about getting products at lower prices. They are likely to be comparison shoppers.
7. **Confused by Over Choice:** Decision making style of consumers who feel they have too many brands and stores to choose from and who likely experience information overload in the market. Consumers find the market place confusing, view brands as alike, and seek help from friends.

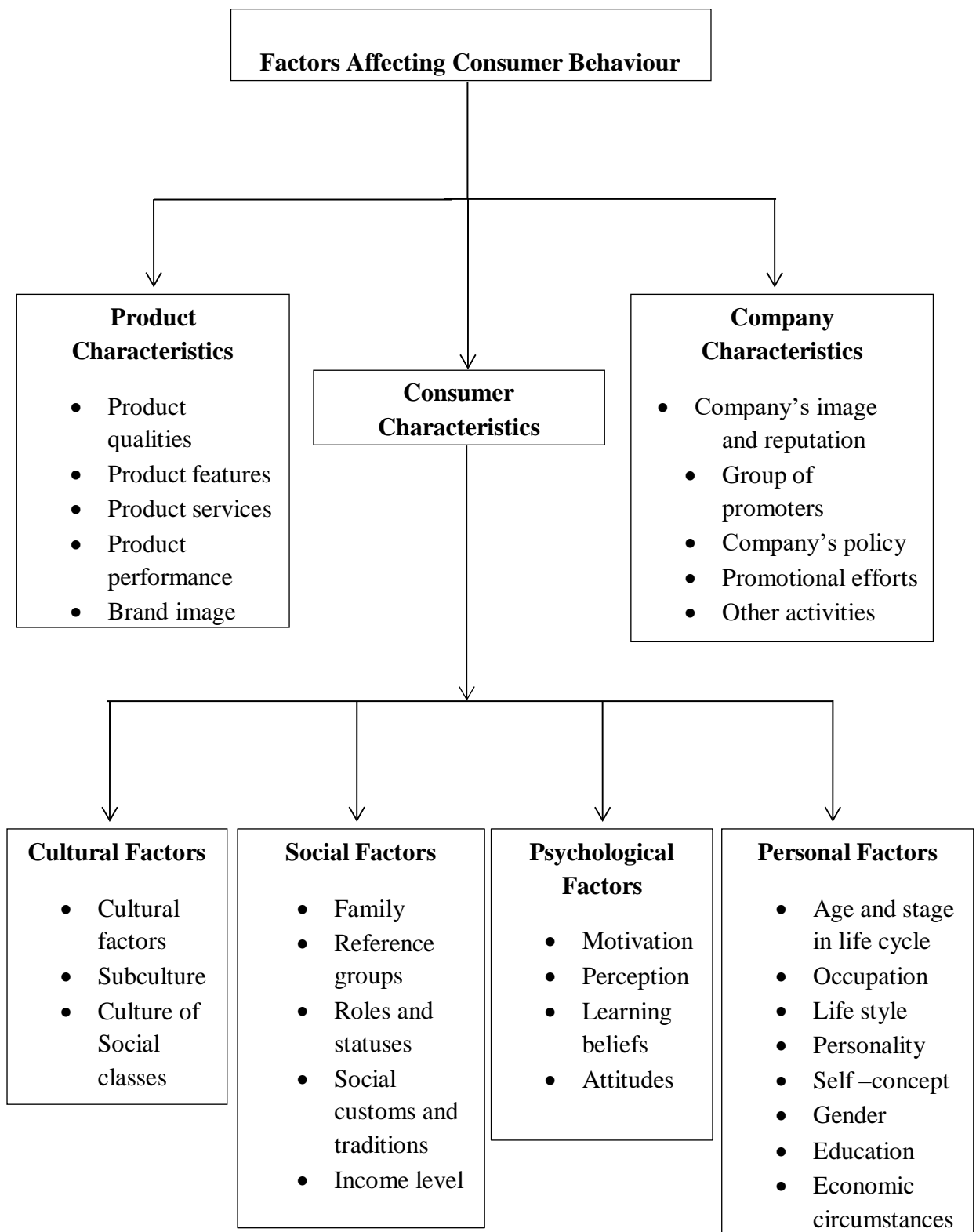
8. Habitual or Brand Loyal: Decision style of consumers who are apt to have favorite brands and stores. They shop at the same stores and tend to buy the same brands each time.

According to Sproles, George B and Kendall, identification of these characteristics among consumers helps the marketers to profile an individual consumer style, educate them about their specific decision making characteristics.

Factors Affecting Consumer Behaviour

Consumers are influenced by the surroundings in which they live. Consumer's needs and wants are changing very fast. Customers are the life blood of any organization. Almost every business firms gives more attention to the customer even than before. Every organization must be aware of needs of customers, customers buying habits, frequency of purchase, factors effecting in purchase decision, their brand preferences etc.

Throughout the buying process, various factors may influence the behaviour of consumers. Rudani (2014) explained that there are many factors affecting consumer behaviour. These all factors jointly shape consumer behaviour. Due to impact of various factors, consumers react or respond to marketing program differently. For the same product, price, promotion and distribution, their responses differ significantly. The factors do not affect equally to all the buyers, they have varying effect on their behaviour. The factors affecting consumer behaviour can be classified in to three broad categories- product characteristics, company characteristics and consumer characteristics.



Consumer characteristics are most important set of factors affecting market behaviour. The reason is that the effect of product characteristics and company characteristics depends on consumer characteristics.

In retailing, customers (or consumers) are the most important aspect of the business. If you are unable to define who your customers are, or what are they likely to buy, the business is unlikely to survive. The modern retailing formats like shopping malls have changed the whole concept of shopping in terms of buying behaviour of consumers.

Demographic Profile of Consumers in Kerala

The demographic factors of consumers in Kerala have been changing very fast and some of the important factors are;

- Increase in income and purchasing power
- Changes in the family structure
- Growing middle class
- Dual income families
- High literacy levels
- Changes in the role of women in the family and society
- More brand conscious

The presence of the above factors in Kerala might to be the reason for starting of more shopping malls in the state. The concept of shopping and buying behaviour of consumers in Kerala has changed after the introduction of shopping malls. The growing number of shopping malls in various districts of Kerala is evidence of changes in consumer behaviour being favorable to the development of modern retail formats.

In the present scenario, the study of consumer behaviour has become essential. Without consumers no business can survive. The study of consumer behaviour is a complex process which includes many variables and their tendency to interact with and influence each other. All the marketing activities are starts with consumer needs and wants and end with their satisfaction.

1.2. Significance of the Study

The Indian retailing sector has undergone significant transformation in the last decades. Large scale organized retailers are moving fast and replacing traditional stores with modern stores. Now a customer wants a one stop shopping place with convenience and entertainment.

Shopping mall is one of the best retail formats which attract more number of people from all segments irrespective of the gender, age, education, occupation and income level etc., by delivering maximum customer satisfaction. The most convenient aspect of the shopping mall is its one stop shopping experience to customers. Shopping malls are playing major role in modern retailing and marketing system of the country. Shopping malls can provide the best shopping experience to the customers like social gatherings, entertainment and dining out. Now malls tend to bea one of the major tourist attraction. As far as tourists, shopping malls are more convenient place to do all their shopping. Shopping at big malls is a routine activity in metro cities. .

The shopping mall culture has come to stay for ameliorating the standard of living of the consumers by providing quality products in various brands. It is rapidly growing in most of the states in India. People see shopping malls as a shopping cum entertainment destination as well as a place for complete shopping experience and they like to visit malls regularly. When we consider the market of Kerala, we find that the mall culture is increasing day by day. The present study will help tounderstand about the shopping malls in Kerala and the influence of marketing mix and service quality on consumer behaviour. The study covers the major shopping malls in Kerala.

The outcome of this study will be of immense help for retailers, mall managers, academicians and researchers in understanding the shopping behaviour of mall customers and the influence of marketing mix and service quality on consumer behaviour towards shopping malls in Kerala. It helps the marketers to recognize the preferences of consumers and the shopping mall attributes which motivates the customers to visit and shop from the mall, so they can make better marketing strategies to improve customer satisfaction. It helps manufacturers to understand the preferences and buying motives of customers to shop from malls. It will also help the retailers/ mall managers to know the key areas of marketing mix and service quality for the improvement which will help in increasing customer traffic and attain customer loyalty. This study will help the mall managers to formulate their marketing strategies which will fit for all the customers of different socio demographic profile.

It also adds to the knowledge of academicians and researchers with regard to the level of marketing mix and service quality offered by the shopping malls in Kerala and its influence on consumer behaviour . It helps to study the future potential of shopping malls in retail business in Kerala.

1.3. Statement of the Problem

Shopping mall is the largest form of organized retailing in India. Generally customers visits shopping malls for shopping, eating at food courts, window shopping and entertainment at multiplexes or video game parlors. Over the period, the mall culture has gained acceptance and customers are repeating their visits for successive purchases marked by the increase of regular users at shopping malls in Kerala. From the available literature, it has been found that no systematic and scientific research has been conducted so far in this particular area. Very little research has investigated about the marketing mix and service quality of shopping malls in Kerala. On account of the above reasons, it is relevant to undertake a systematic study of shopping malls in Kerala and its marketing mix, service quality and customer satisfaction. Therefore, the investigator proposes to fill the gap through the present study. So the study has been titled as “Shopping Malls in Kerala

– A Study on the Influence of Marketing Mix and Service Quality on Consumer Behaviour”.

1.4. Research Questions

The present research work attempts to investigate into the following major research questions.

1. What are the shopping behaviours of customers in shopping malls?
2. What are the preferences of customers of shopping malls in Kerala?
3. What motivate the customers to go and shop from the malls?
4. What are the levels of marketing mix and service quality offered by the shopping malls in Kerala?
5. What are the demographic differences among the mall customers regarding the factors of marketing mix, service quality, buying factors and customer satisfaction?
6. What are the effects of marketing mix and service quality on consumer behaviour in shopping malls in Kerala?

From the available literature, it has been found that no systematic and scientific research has been conducted so far in this particular area. Therefore, the investigator proposes to fill the gap through the present study.

1.5. Scope of the Study

Shopping malls have become a part of the life style among the new generation. A shopping mall contains various retail stores and other business establishments that solely sell various products or services in retailing mode. It is a collection of multiple retail stores but they are connected by walkways so that customers can walk and shop between the shops. It is a ‘One Stop Shop’ because it provides all the required products and brands right from grocery, vegetables and apparels to durables

like home appliances and furniture. If customers get what they want easily and conveniently with minimum time and effort in one location, they will be very happy.

Shopping malls are one of the places where people can come and socialize. It provides a single platform for shopping all the required products, thereby minimizing the search cost in buying products, providing quality products in different brands, enjoying the benefit of discounts or offers in retail stores and finally saving the valuable time for other productive activities.

Kerala has huge potential for shopping malls as many Keralites have exposure to mall culture from foreign countries. The scope of mall buying is spreading in Kerala due to high income and more consumption of different products. Shopping culture in the state has undergone fast change and now people need not only a place for shopping but also they need food courts and entertainment facilities like multiplexes when they go shopping. Shopping malls in Kerala especially Lulu Mall, Cochin has the potential to attract even people from other states.

Shopping malls are developing in almost all districts of Kerala providing shopping, food and entertainment etc. all under one roof. We can see huge rush at shopping malls on weekends or holidays and on offer or special discount days. The customers are attracted to the shopping malls because of its facilities like variety of stores, parking facility, entertainment facilities, food courts and ambience etc. Majority of the visitors come to malls to spend almost the whole day with their friends or family.

The scope of the present research is restricted to shopping malls in Kerala and the influence of marketing mix and service quality of shopping malls on consumer behaviour. This study covers the behaviour of consumers while visiting or making purchases from shopping malls. This study also includes customers' preferences for product and services available in the malls, mall attributes which motivates the customers to come and shop from the malls and the levels of the marketing mix and service quality offered by the shopping malls in Kerala.

1.6. Objectives of the Study

The main objective of present investigation is to conduct an in-depth analysis of shopping behaviour of mall customers in Kerala and the influence of marketing mix and service quality of shopping malls on consumer behaviour. To achieve this objective the following objectives are framed

1. To study the shopping behaviour of the customers in shopping malls in Kerala
2. To trace the customer preferences for products and services in shopping malls and to check the diverse attributes of malls in luring the customers.
3. To examine the level of marketing mix and service quality offered by the shopping malls in Kerala
4. To analyze the socio demographic difference of the mall customers of Kerala in terms of marketing mix, service quality, buying factors and customer satisfaction
5. To explore the influence of marketing mix and service quality on consumer behaviour in shopping malls in Kerala

1.7 Hypotheses

In line with the above stated objectives, the following hypotheses were developed and tested with the help of suitable statistical tools.

Major hypotheses of the study

H0: There is no significant difference among the customers' preferences for different types of products and services available in the shopping malls in Kerala

H0: There is no significant difference among the mall customers from different socio-demographic profiles with respect to preferences of products and services available in the shopping malls

H0: There is no significant difference among the customers regarding the mall attributes which motivate them to shop from the mall.

H0: There is no significant difference among the mall customers from different socio-demographic profiles regarding the mall attributes which motivates them to buy from shopping malls

H0: Proportions of the level of marketing mix and service quality offered by the shopping malls in Kerala are equally distributed

H0: There is no significant difference among the mall customers from different socio-demographic profiles regarding the dimensions of marketing mix and service quality offered by the malls in Kerala

H0: There is no significant difference among the mall customers from different socio-demographic profiles regarding the dimensions of buying factors and customer satisfaction of the mall customers

H0: Marketing mix has a positive effect on arousal, customer comfort and convenience, economic and social benefits

H0: Service quality has a positive effect on arousal, customers' comfort and convenience, economic and social benefits

H0: Comfort and convenience has a positive effect on arousal

H0: Arousal has a positive effect on customer satisfaction

H0: Comfort and convenience have a positive effect on customer satisfaction

H0: Customer satisfaction has a positive effect on patronage motive

1.8 Research Methodology

1.8.1 Method of Research

The method of the research is both descriptive and analytical in nature. It is descriptive because it is a fact - finding investigation and focuses on particular dimensions of the problem by gathering descriptive information. Since the study uses the statistical methods for analyzing the quantitative data, it can be described as an analytical study also.

1.8.2 Sample Design

A two - stage sampling method has been adopted for the study. In the first stage sample of shopping malls were selected and in the second stage customers were selected from selected shopping malls in Kerala. The details of the sample design adopted for the study are shown below.

Stage 1.Selection of Sample Shopping malls

For the purpose of the detailed study, shopping malls which cover total area above 2, 00,000 square feet functioning in the State of Kerala have been selected.

These lists are as per the date of 31/08/2019.

Table 1.1
Shopping malls in Kerala

Sl. No.	Shopping Mall	Location	Year	Sq. ft.
1	Mall of Travancore	Trivandram	2018	7,00,000
2	RP Mall	Kollam	2012	2,95,000
3	Mall of Joy	Kottayam	2016	2,00,000
4	Lulu Mall	Cochin	2013	25,00,000
5	Gold Souk Grande	Cochin	2011	5,00,000
6	Oberon Mall	Cochin	2009	350000
7	Centre Square	Cochin	2013	630000
8	Bay Pride Mall	Cochin	2006	200000
9	Shobha City Mall	Trichur	2015	450000
10	Mall of Joy	Trichur	2014	2,00,000
11	Y Mall	Thriprayar	2018	250000
12	Hi Lite Mall	Calicut	2015	12,50000
13	Focus Mall	Calicut	2008	250000
14	Capitol Mall	Kannur	2014	2,00,000

From the above 14 shopping malls, 7 malls (50%) were selected through random sampling method (lottery method.)

- 1 Lulu Mall, Cochin
- 2 RP Mall, Kollam

- 3 Mall of Travancore, Trivandrum
- 4 Oberon Mall, Cochin
- 5 Sobha City Mall, Thrissur
- 6 HiLite Mall, Calicut
- 7 Focus Mall, Calicut

Stage: 2. Selection of Sample customers

(i) Population

Population of the present study consists of customers who visited shopping malls in Kerala.

(ii) Determination of Sample

Determination of Sample Size customers with the help of equation

The sample size was determined using the standard deviation from the pilot study of the sample of 60 respondents and allowed the standard error at the 5% level. The sample size was calculated using the following formula:

$$\text{Sample size (n)} = (ZS/E)^2 \text{ (Israel, 2009)}$$

Where, Z= Standard Value corresponding to confidence level of 95% = 1.96

S= Sample Standard Deviation from the pilot study of 60 sample = 0.499

E= Acceptable Error = 5% (i.e., 0.05)

$$\text{Hence, the sample size (n)} = (ZS/E)^2 = (1.96*0.499/0.05)^2 = 382.59$$

The Sample size of the study was determined using the formula is **383**. The researcher collected the sample through convenience sampling method due to the population of mall customers is infinite.

Table No. 1.2
Sample of Mall customers

Sl.No	Shopping malls	No. of samples
1	Mall of Travancore, Trivandrum	55
2	RP Mall, Kollam	55
3	Lulu Mall, Cochin	55
4	Oberon Mall, Cochin	55
5	Sobha City Mall, Thrissur	55
6	HiLite Mall, Calicut	54
7	Focus Mall, Calicut	54
	Total	383

(iv) Sampling Technique

The primary data collection is done at seven shopping malls in Kerala. Convenience sampling is used for the purpose of data collection from sample customers.

1.8.3 Sources of Data

Both the secondary and primary data were collected and used for the study.

A. Collection of Secondary Data

The secondary data needed for the study were gathered from various reports and studies conducted in India and abroad. It was collected from articles, journals, magazines, thesis reports, websites, newspapers and published books etc.

B. Collection of Primary Data

The present research work is mainly based on primary data. The primary data were collected through sample survey with the help of structured questionnaire.

1.8.4. Tools/ Instruments for Primary Data Collection

In order to elicit the required data from the sample customers, a structured questionnaire was developed and administered. The qualitative data required for the study have been collected with the help of a specially designed structured questionnaire collect free responses from the customers at shopping mall.

1.8.5 Pilot Study

A pilot study was conducted among 60 respondents before finalizing the Instruments for data collection. The questionnaires were cross-checked by the experts in the field like Marketing experts, Academicians, and their suggestions are incorporated in it. After a pilot study, keeping in view of the findings and observations derived from the pilot study, suitable modifications were incorporated into the questionnaires and thus finalized.

1.8.6 Reliability and Validity Tests

For the scale evaluation, reliability and validity testing have been performed.

A. Reliability Tests

A reliability test using Cronbach's Alpha was applied to check the internal consistency of the scaled statements in the questionnaires. Reliability refers to a scale that generates the same result if measurements are repeated. Cronbach's Alpha values are found more than 0.70 for all the variables in the schedule and hence it is proved that internal consistency of the scale is high and the questionnaire can be considered as highly reliable. The details are shown in the following Table.

Reliability analysis**Table 1.3****Internal Consistency Analysis of the Fourteen Constructs by Cronbach's Alpha for Sample Size 60 Based on Pilot Study**

SI No.	Constructs	Cronbach's Alpha	No. of Items	No. of Items deleted
1	Arousal	0.82	5	Nil
2	Comfort & Convenience	0.93	6	Nil
3	Economic and Social Benefits	0.91	4	Nil
4	Patronage Motive	0.92	6	Nil
5	Customer Satisfaction	0.90	8	Nil
6	Product Mix	0.87	4	Nil
7	Price Mix	0.97	3	Nil
8	Place Mix	0.88	3	Nil
9	Promotion Mix	0.97	4	Nil
10	Tangibility	0.95	4	Nil
11	Reliability	0.90	5	Nil
12	Responsiveness	0.93	5	Nil
13	Assurance	0.87	5	Nil
14	Empathy	0.96	6	Nil

Cronbach's Alpha values of the pilot study reveal that all constructs are reliable in terms of its internal consistency. Generally, reliability coefficients of 0.70 or more are considered good (Nunnally, 1967). The coefficients 0.60 to 0.70 are desirable. Therefore, the researcher proceeds with further data collection.

Table: 1.4**Internal Consistency Analysis of the Fourteen Constructs by Cronbach's Alpha (N:383)**

SI No.	Constructs	Cronbach's Alpha	No. of Items	No. of Items deleted
1	Arousal	0.88	5	Nil
2	Comfort & Convenience	0.89	6	Nil
3	Economic and Social Benefits	0.86	4	Nil
4	Patronage Motive	0.90	6	Nil
5	Customer Satisfaction	0.92	8	Nil
6	Product Mix	0.82	4	Nil
7	Price Mix	0.82	3	Nil
8	Place Mix	0.88	3	Nil
9	Promotion Mix	0.87	4	Nil
10	Tangibility	0.86	4	Nil
11	Reliability	0.89	5	Nil
12	Responsiveness	0.86	5	Nil
13	Assurance	0.89	5	Nil
14	Empathy	0.91	6	Nil

Cronbach's Alpha values of the pilot study reveal that all Cronbach's Alpha values are above 0.80. It means all constructs are reliable in terms of its internal consistency. Generally, reliability coefficients of 0.70 or more are considered good (Nunnally, 1967). The coefficients 0.60 to 0.70 are desirable.

Validity Tests

In order to ensure the validity of the survey instrument, experts in marketing sector and academics were consulted to refine the instruments. Questionnaire for the study has been reviewed by a panel of expert and modifications and suggestions were incorporated accordingly (Content Validity). The panel of experts also checked whether the instrument appears to measure what it is supposed to measure (Face Validity). In the present study the researcher has made an effort to ensure whether

the instrument contained the major items to be measured to ensure face validity. The detailed validity test details have been established in chapter 8.

1.8.7. Normality Tests

Normality of data (distributional assumption)

Kolmogorov-Smirnov test was conducted to test whether the data are normally distributed or not (Sarstedt & Mooi, 2014).

Table 1.5
The Normality of Data by Kolmogorov-Smirnov Test

SI No.	Constructs	Kolmogorov-Smirnov test		
		Statistic	DF	Sig.
1	Arousal	0.017	383	0.200*
2	Comfort & Convenience	0.016	383	0.200*
3	Economic and Social Benefits	0.015	383	0.200*
4	Patronage Motive	0.017	383	0.200*
5	Customer Satisfaction	0.018	383	0.200*
6	Product Mix	0.019	383	0.200*
7	Price Mix	0.020	383	0.200*
8	Place Mix	0.014	383	0.200*
9	Promotion Mix	0.017	383	0.200*
10	Tangibility	0.016	383	0.200*
11	Reliability	0.017	383	0.200*
12	Responsiveness	0.015	383	0.200*
13	Assurance	0.016	383	0.200*
14	Empathy	0.015	383	0.200*

** This is a lower bound of the true significance*

It can be inferred from the above table that all P values of Kolmogorov-Smirnov test are greater than 0.05. It means that the data of each construct possess normal distribution properties.

1.8.8 Period of data collection

September 2019 to February 2020

1.8.9. Tools Used for the Analysis of Data

Statistical tools and software packages used for data analysis

1. To study the shopping behaviour of customers in shopping malls in Kerala, Percentage analysis, Graphs and Henry Garrett Ranking method were adopted
2. To trace the customer preferences for products and services in shopping malls and to check the diverse attributes of malls in luring the customers, Mean rank, Friedman test, Mann Whitney U test, Kruskal Wallis Test and its Post hoc analysis were employed.
3. To examine the level of marketing mix and service quality offered by the shopping malls in Kerala, quartile deviation, percentage analysis, Chi-Square tests for goodness of fit and Chi-Square test for association were used.
4. To identify the demographic difference among the mall customers regarding the factors of service quality, marketing mix, buying factors and customer satisfaction, mean rank, Mann Whitney U test, and Kruskal–Wallis test with post hoc analysis were employed.
5. To explore the effects of marketing mix and service quality on consumer behaviour in shopping malls in Kerala, Co-variance Based Confirmatory Factor Analysis (CB-SEM) and Structural Equation Modelling (CB-SEM) techniques were used

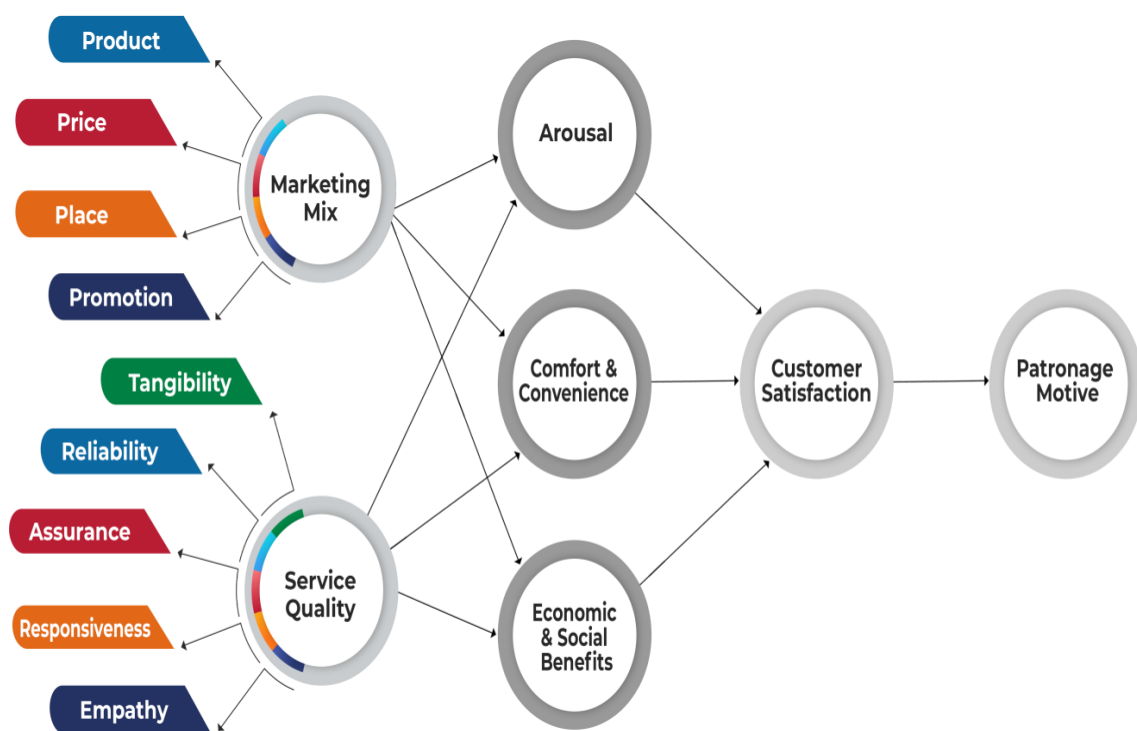
IBM SPSS 21, IBM SPSS AMOS 21 and MS Excel software packages were used for data analysis.

1.8.10 Variables Used

The variables identified and used in the study include demographic variables, marketing mix, service quality, arousal, comfort and convenience, economic and social benefits, customer satisfaction and patronage motive.

1.9 Conceptual Model Developed for the Study

The conceptual framework of the present study is given in Fig. 1.1



CONCEPTUAL MODEL

1.11 Operational Definition of Terms and Concepts

The important terms and concept used in the study are explained briefly below.

Consumer Behaviour: Consumer Behaviour is the influences, buying decision process and actions that a consumer performs when purchasing products or services from the shopping mall.

Buying Factors: Buying factors are those factors which affect the buying decisions of the customers in shopping mall.

1.11 Limitations of the Study

The present study suffers from the following limitations.

1. This study is based on the prevailing shopping behaviour of customers of shopping malls in Kerala. But it may change in future according to fashion, life style and time etc.
2. This study focus only on attitude of customers of shopping mall in Kerala and it does not cover other aspects of shopping mall like supply chain, logistics , mall management etc.
3. The perception of respondents towards shopping malls may change according to their personal experience later.

1.12 Chapter Scheme of the Report

The report of the study has been presented in ten chapters as shown below.

➤ Chapter 1 Introduction

The first chapter is the introduction and covers the back ground of the study, significance, statement of research problem, research questions, scope of the study, objectives of the study, hypotheses, operational definition of terms and concepts, methodology and data base, variables used, reliability and validity testing, conceptual model, tools used for the analysis, limitations of the study and chapter scheme of the research report.

➤ Chapter 2 Review of Literature

Chapter two presents a review of the available literature on the previous studies on the related area of research. The literature review have presented in three sections; retailing, shopping malls and consumer behaviour.

➤ **Chapter 3 Shopping Malls – An Overview**

This chapter deals with a Theoretical Framework of the study. It includes organized retailing, concept of shopping malls, shopping malls- world, India and Kerala, marketing mix and service quality of shopping malls. It also covers the factors affecting consumer behaviour towards shopping malls in Kerala.

➤ **Chapter 4. Shopping Behaviour of Mall Customers in Kerala**

In the fourth chapter, demographical profile of respondents and shopping behaviour of customers in the shopping malls has been analyzed with help of primary data. It contains the occasions when the customers go to the shopping malls, purpose of their visit, frequency of visit, shopping day preferences, time preferences, the distance travelled by them to shopping malls, mode of transport, type of visit and shopping companion etc.

➤ **Chapter 5. Customers' Preferences and Attributes of Shopping Malls**

This chapter covers the analysis of the customers' preferences towards products and services available in the malls and mall attributes which motivates customers to come and shop from the malls. It also deals with socio-demographic comparison of customers regarding their preferences of products and services and mall attributes.

➤ **Chapter 6. The Level of Marketing Mix and Service Quality Offered by the Shopping Malls in Kerala**

The level of marketing mix and service quality offered by the shopping malls in Kerala is dealt in Chapter 6. This chapter also includes the analysis of the association between the elements of marketing mix and dimensions of service quality with the selected factors of consumer behaviour in shopping malls.

➤ **Chapter 7. Marketing Mix, Service Quality, Buying Factors and Customer Satisfaction of Mall Customers: A Socio-Demographic Comparison**

The socio demographic differences among the mall customers regarding the factors of marketing mix, service quality ,buying factors, and customer satisfaction has been described in chapter 7

➤ **Chapter 8. The Influence of Marketing Mix and Service Quality on Consumer Behaviour**

The influences of service quality and marketing mix on consumer behaviour towards shopping malls in Kerala are analyzed with the help of SEM.

➤ **Chapter 9. Summary of Findings and Conclusion**

Chapter 9 contains the summary of the findings on the basis of objectives of the study and conclusions.

➤ **Chapter10. Recommendations and Scope for Further Research.**

This chapter contains recommendations and suggests a few topics for further research in the field. It also includes the implications of the study.

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CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

In the process of research, the researcher had gone through many research papers, articles, thesis and seminar or conference proceedings etc. pertaining to retailing, shopping malls and consumer behaviour in national and international level. Review of literature has played a significant role in identifying and formulating the research problem and in carrying out this research work. In this chapter, a detailed description about retailing, shopping malls and consumer behaviour on the basis of the literature survey conducted by the researcher. It paved the way for finding research gap. This chapter is divided in to three sections.

- ❖ Retailing
- ❖ Shopping malls
- ❖ Consumer Behaviour

2.2 Retailing

Oppewl & Timmermans (1997) described about the retailer self – perceived store aimage and competitive postion. This study covered 183 retailers in European town and they aimed at exploring the nature of retailers perception of their own organized retail image. They found out that on an average retailer consider service as the dimension on which they most positively distinguish themselves from competitors. The dimensions like price and promotion are considered least distinguishing from their competitors in the market.

Aaker & Joachimsthaler (2000) observed that the visual appeal of the retail store was one of the important factor which influencing the customer's decision making. Majority of the customers preferred branded product which helps to define their personality and social status through the products among the public. They bought products not only for its functional benefits but also for satisfying their

psychological needs. The retailers should give more attention to make attractive display of their products in the retail stores.

Noel & Cheung (2001) analyzed the service quality of retail stores. This study based on 200 samples of respondents from Hong Kong. Service quality is an important marketing tool used for attracting and retaining customers and to improve customer satisfaction. This research focused on measuring of service quality of retail store and its impact on post purchase behaviour. The characteristics of services create more difficulty in measuring the quality of a service. Among the six dimensions service quality, the policy and physical appearance have the greatest impact on the overall service quality and customer satisfaction of a retail store.

Madhurima & Sinha (2007) studied about the importance of service quality to retail customers. They attempts to develop a model of service quality and demonstrate its relevance in customer commitment in retail stores. The model also shows the outcome of the activities in the form of customer's satisfaction and commitment. They applied correlation analysis to show the relationship between different variables. The findings of the study shows that there exists strong relationship between service quality and good quality, customer satisfaction and trust, trust and commitment, customer satisfaction and good quality which makes the customers to remain with the same retailer.

Srivastava (2008) described about retail sector in India and its issues, challenges and prospects. The study examined the growing awareness and brand consciousness among peoples across different classes in India . The reserch also covered the recent trends in retail industry in India along with the opportunities available for both the international and national players. This study examined the various challenges faced by the Indian retailing.

Aggarwal et. al (2009) examined the order of importance of certain consumer products in organized retail stores and also discussed the expected development of organized retail in the near future. This study based on 230 respondents belongs to Delhi. This study revealed the order of importance of consumer products category were grocery, apparels, health care services, pharmacy, mobiles, books, gifts, foot

wares and entertainment. Majority of the customers interested to visit shopping malls for buying branded products and they make shopping with enjoyment. This study suggested that the mall managers should first identify customer's perceptions, desires, attitudes and expectations before designing tenant mix.

Kiran et.al (2011) identified the major drivers of organized retailing in India. The findings of the research indicated that increase in disposable income, growing brand consciousness, increase in FDI, urbanization, development of retail ancillary, growth of real estate, infrastructure and economic growth etc. were the major drivers of modern retailing. This study also revealed that the strength, weakness, opportunities and threats of organized retail in India. The major strength and opportunities of organized retail includes younger generation, innovation in new products and emerging retail formats etc. Demographic changes, increasing cost of real estate and competition etc. were some of the weaknesses and threats of retail sector in India.

Muller et.al (2011) analyzed the background, challenges and prospects of retailing in India. The main reasons for the growth of Indian retail sector includes young population, high urbanization rate, double income families, the availability of personal credit and increase in disposable income etc. The shining sectors of Indian retail consist of food and grocery, apparels, consumer electronics, watches and jewelry etc. This study concluded with describing selected retail formats in India like department stores, online retail, shopping malls and supermarkets.

Manikyam & Ratna (2012) examined the issues and opportunities for modern retailing in India. The growth drivers of retail sector includes rising income of consumers, increase in disposable income, liberalization of Indian economy, increase in the number of dual income families, changes in consumer tastes and preferences etc. Indian retail industry contributes towards employment generation and also to growth in GDP. Organized retailing would help to raise productivity and to reduce the prices of products and services.

Wadhwa et.al (2012) studied the popular retail formats in India. Most of the retail formats consists of departmental stores, mom and pop stores, convenience stores,

super markets, hyper markets, malls, category killers, specialty stores etc. The main growth trends shows in the retail sector are changing mindset of consumers, increase in earnings, higher brand consciousness, changing life style and emergence of organized retail formats etc. The new economic policy of the government is the main reason for transforming India in to most favored investment destination for foreign companies.

Nuruzzaman et.al (2013) investigated the factors that attracts shoppers to an organized retailed store and found the type of retail store that shoppers like to visit often. This study based on 97 samples of customers from Delhi. The main reasons for liking a particular retail store is depend upon the marketing mix offered by the firm. This research revealed that most of the customers preferred two types of retail stores ie, food stores and clothing stores. The important attributes which attracts shoppers to the retail stores are the price of products in the store, location of the store, store environment, availability of branded products and various offers in the stores.

Kalpana (2014) analyzed the recent developments of retail sector in India. Indian retail structure consists of unorganized and organized sectors. Unorganized retail sector includes a large number of small retailers. This study revealed that more than 90% of retail market in India was dominated by the unorganized retailers. The major issues faced by the retail sector included lack of industry status, shortage of skilled manpower, trade barriers, financial risk, inappropriate planning and forecasting etc. Recent changes in the policy of the government brought more foreign investment to the country. India's population which includes higher proportion of youth, growing middle class families, increase in income, highpotential growth in consumer expenditure etc. were main factors which accelerate to the growth of organized retail sector in India .

Zaheer & Asma (2014) studied the impact of retail management in the growth of Indian economy. The different types of retail operations consist of department store, discount stores, wholesale clubs, specialty stores, hypermarkets, supermarkets, shopping malls, convenience stores and factory outlet etc. Retail industry is India's

largest industry, accounting for the contribution to the GDP and employment opportunities. But some challenges are faced by the Indian retail market such as infrastructure constraints, distribution costs, lack of national distribution networks, fragmented market, large geographic area and lack of distribution hubs etc.

Akram et.al (2014) studied the evolution and development of organized retailing in India. According to them, drivers of organized retailing includes growth in discretionary income, easy credit facility, availability of quality products, brand consciousness, change in buying habits of consumers etc. The modern retail sector is benefiting the society in terms of variety of products at good quality, combo offers, reasonable price and employment generation. The modern retail sector is inviting huge FDI investment in various allied industries like infrastructure, transportation, information technology etc.

Priyanka et.al (2014) measured the impact of retail store atmospherics on customer's attention, intention and perceived value. The study covered sample of 185 customers and most of the respondents had shopped grocery items and food products from retail stores. All store atmospheric factors have significantly influence on customer approach behaviours. This study revealed that major elements of store atmospherics include window display and equipment & fixture. Majority of the customers pay more attention to the design of store, its interior decoration, display of products and its information etc. The behaviour of customers influenced by number of store factors like store room temperature, music, noise, clothing and attitude of service personnel etc. This study suggested that the managers should create a pleasant store atmosphere and convenient store layout to attract more customers to the retail store.

Kant et.al (2015) analyzed the future prospects of retail industry in India. The organized retailing in India is growing with various retail formats in all over the country. The major organized retail formats are shopping malls, large and small super markets, multiplexes, hyper markets, departmental stores etc. The main reasons for the bright future of this sector are increase in income and purchasing power, liberalization of Indian economy and its policies, internet revolution, change

in consumer tastes and preferences, infrastructure developments etc. The future shows tremendous potential for growth in the retail sector of the country.

Kumar & Santhosh (2015) described about challenges and opportunities of organized retailing in India. The retail sector in India provides huge opportunities both for domestic and foreign retailers. The importance of organized retailing includes employment generation, enhance shopping experience to customers, economies of scale, increasing efficiency in agriculture and creating positive social change etc. Fragmented supply chain, shortage of manpower, multiple legislative laws, cultural disparity and increasing price of real estate's etc. are the main issues faced by modern retailing. This study concluded with listing of various infrastructural problems of organized retail industry in the country such as parking, sewerage, squatting, public transport, power supply and low level of government investment etc.

Prasad & Mishra (2015) studied about future trends in online and offline retail in India. Retailing in India has been evolving from the barter system in to different retail formats. The latest retailing format i.e. online trading has gained more popularity due to the various advantages it offers. Online retailing began with small products like CD, books and gifts etc. and then gradually developed towards sale of consumer durables and apparels etc. Today online trading of products has become more popular than the offline trading. Instead of competing with each other, offline and online retailers should co-exist. This will be beneficial to the customers as well as both forms of retailers. Now Indian consumer purchases products from both offline and online retailers. Their co-existence will lead to change in the life style of the people by providing latest products with reasonable prices and creating more employment opportunities for skilled and unskilled labors.

Praveena & Lalitha (2015) analyzed the customer's perception towards retail stores in Hyderabad city and also studied the attributes that influence customer's preferences in modern retail formats. This study covered 500 respondents who are the frequent visitors of shopping malls. They concluded that the recent developments in the modern retail stores are being a major shift in the attitude and

behaviour of consumers. The consumers are influenced by the shopping malls due to availability of variety of goods and services under one roof. Discount offers act as an inducement for customers to visit and shop from the malls.

Gupta (2015) examined the customer shopping behaviour in organized retail stores. This study based on 540 respondents from Delhi. They studied about the shopping motives, shopping experiences and expectations of the customers from shopping malls. Most of the respondents liked to visit shopping malls either alone or with their family or friends and they preferred to buy their day to day required products from mall. This study concluded that the changes in the behaviour of consumers is the main reason for the growth of modern retailing in India .This is due to the change in life style of consumers, increased income and availability of quality products under one roof etc.

Ramaraju (2015) focused on the phenomenal changes and developments happening in modern retailing in view of the consumerism. This study analyzed the transition in consumerism after the emergence of supermarkets, malls and other organized retail formats across the nation. With the changing consumer patterns, rising of affluent middle class families, changing consumer's tastes and preferences, increase in number of dual income nuclear families, increase in disposable income and the youth driven culture are some of the factors driving to the new waves of consumerism.

Umamaheswari & Kanakgarathinam (2016) studied the socio economic background and satisfaction of visitors towards modern retail stores in Pollachi Taluk, Tamilnadu. This study based on 300 samples. The modern retailing is developing rapidly and the customers were replacing their traditional markets to modern or unorganized retail stores. Customers always prefer to shop from modern retail stores due to the benefits like variety of stores, self-selection, discount offers etc. She examined the reasons for choosing the organized stores by the customers. The findings of the study showed that male customers are frequently visit malls and they belong to nuclear family. Majority of the sample customers were from urban areas and only some of them were from rural areas.

Chandrashekar (2016) analyzed the factors influencing consumers to prefer modern retailing over traditional retailing and studied the impact of modern retail formats on the traditional stores in Mysore. This research covered sample of 148 respondents which included customers and retailers. This study revealed that most of the consumers preferred nearest retail store whether it may be organized or unorganized. Majority of the customers which belongs to high income group preferred to shop from modern retail formats for various reasons like everything at one roof, discounts, stores design, variety of products etc. Some consumers preferred to shop from unorganized stores on account of certain reasons like near to home, home delivery, long term relationship with the retailer, small unit size, faster process and credit facility etc. This study concluded that the unorganized retailers are facing number of problems like changing consumer preference towards organized retail formats, discounts and attractive offers, latest products, infrastructure facilities, store ambience and other customer services.

Nagar & Dhanashree (2016) identified the elements of service quality delivered by retail stores and compared the service quality parameters among organized and unorganized retail stores. This study covered a sample of 100 respondents from Indore. This study was conducted by using service quality dimensions designed by Parasuraman, Zeithaml and Berry, namely reliability, tangibility, assurance, empathy and responsiveness. This study indicated that the service quality factors have a significant association with organized and unorganized retail customer satisfaction. The parameters used for measuring consumer preferences towards both the retail formats were store atmosphere, sales person's attitude, availability of variety of products, quality of branded products, in-store promotions and services etc. This study concluded that consumer preferences and satisfaction is positively associated with the services provided by both the organized and traditional stores.

Mishra et.al (2016) described the concept of retailing and its evolution in India. The world of retailing has changed dramatically over the last few years. India is considered as the most attractive emerging retail market globally. Now the retailing industry is the leading industry in the country. Rapid growth of retailing in the

country has led to the expansion of organized retail formats not only in metro cities but also in smaller towns. But the Indian retail industry faces number of challenges such as lack of supportive infrastructure, inefficient supply chain management, real estate issues and man power issues etc.

Bhattacharya et.al (2016) analyzed the modern retail sector in India. After the liberalization policy of the government, the retail market in India has undergone rapid changes. The changed business scenario mainly focused on consumer needs and wants and the marketers is coming closer and closer to consumer through shopping malls and opening company owned retail outlets or other retail formats all over the country. This study focused on to differentiate organized retail sector from unorganized retail sector in various attributes of retail segment. The main attributes of retail segment consists of bound by company law, ownership, scale of operation, legal status, ease of entry, pricing, brand name, storage facility, job security and growth prospects etc.

Jain et.al (2016) focused on the scope of retailing by assessing the demographics of customers and assessed the consumer attitudes towards retail preference. This study covered sample of 150 consumers of retail outlets from eastern part of Delhi. The study revealed that majority of the respondents preferred to shop on cash payment mode. The analysis indicated that the services and discount offered by the retailers are one of the major factors for visiting of customers to their shop. This study suggested that retailers must focus on improving their services in order to improve customer traffic to their retail stores.

Kaur et.al (2017) studied about the emerging trends in retailing in India. The Indian retailing is growing as one of the largest sector and it is the major source of employment opportunities. It's reflections also shown in rural areas in the country. The main reasons for the growth of retail sector included increase in disposable income, increasing demand of goods and services, changes in consumer tastes and preferences, increase in dual income families, increase in foreign direct investment, easy financing from financial institutions, implementation of goods and service tax, new trade policies of the government and reduction in rates of interest on loan etc.

Chinnadorai & Menaga Gandhi (2017) focused on the effects of the unorganized retailing in India. The Indian retail sector classified in to unorganized and organized retail sectors. The main categories of unorganized retailers includes fruits and vegetable sellers, food stores, kirana 1, kirana 2, apparel stores, general merchandise stores, consumable durable stores and hardware stores etc. Organized retailers are large retailers who are licensed for trading activities which comprises with busy shopping malls, hypermarkets, multi stored malls and departmental stores etc. The main advantages of unorganized retailers are lower investment, convenient location, credit period, flexibility in operation and personal touch etc. Lack of specialty products, non-availability of quantitative discount, unattractive ambiance, in efficient supply chain management and non-availability of latest products etc. are the disadvantages of unorganized retail sector.

Haritha et. al (2017) studied the evolution of Indian modern retailing and focused on different organized retail formats exist in the Indian retail market. Modern or organized retail format is a network of branded stores with an element of self- service. The evolution of Indian modern retail in India classified in to four main phases, namely Initiation (Pre 1990s), Conceptualization (1990-2005), Expansion (2005-2010) and Consolidation (2010 onwards). The organized retail sector is growing at fast rate in India. The modern retail formats in India mainly consists of convenience stores, discount stores, E- trailers, vending, departmental stores, specialty stores, supermarkets, hypermarkets, cash and carry outlets, multi brand outlets and shopping malls.

Narayane & Amol (2018) studied the association between the unorganized and organized retail sector of Nagpur region. As per this study, the modern retail sector is emerging retail sector and most of the consumers are preferred this sector over the unorganized sector. The major attributes to motivate shop from organized retail formats includes one stop destination, discounted price, cleanliness, variety of products, availability of branded products, parking facility etc. The study showed that certain factors like home delivery, fast service and customer relationship factors are not so good in both these sectors and there is an urgent need to provide these

services to customers for the development of the retail sector. This research paper concluded that there is a strong association between the unorganized and organized retail sector.

Vijumon (2018) examined the organized retailing scenario in the state of Kerala and compared the performance of the Margin free markets and Private Supermarkets on the basis of selected factor variables. This study covered a sample of 432 customers from three districts of Kerala. This study found three resultant factors which represent most of the retail variables namely assortment and service, price and quality of goods. As per this study, quality and price of goods supplied by private supermarkets is found comparatively higher than margin free markets in Kerala. Private supermarkets offer more branded products and their attractive display are better than margin free markets. But these two organized retailers are successfully functioning in various districts of Kerala.

Kumar et.al (2018) investigated the relationship among service quality dimensions, overall service quality and future consumption behaviour. The retail service quality scale with six dimensions were extracted from the study namely reliability, appearance, inspiring confidence, courteousness, policy and problem solving. This service quality scale was used to know the service perception of consumers. The study found that the dimensions of appearance, policy and problem solving were reasonably influential factors that will affect customer's future consumption behaviour. Among the six service quality dimensions, the inspiring confidence was the most important dimension in predicting the overall quality of a specialty store.

Rao et.al (2018) explained the concepts of retailing and explored the various stages through which the retail industry has evolved in India. The stages of evolution of retailing in India consists of pre economic reforms stage, post economic reforms stage, retail expansion stage and consolidation stage. Retailing in India has gone through many changes in its style of business by way of establishing modern retail formats all over the country and the number of traditional retail outlets sustaining their business with maximum share of retail business. The main segment which account for more revenue in the retail sector is food and grocery followed by apparel segment.

Karthikeyan (2018) studied about customers perception and satisfaction in organized retail sector in Madurai district in Tamilnadu. The retail industry is growing at a rapid pace due to the changes in the consumption culture of the Indian consumers. This study analyzed the differences between demographic profile of the respondents with respect to shopper behaviour and organized retail choice towards organized retail sector in Madurai district. The different features of organized retail formats need to be analyzed in right perspective in order to ensure the patronage of the consumers.

Babu et.al (2019) analyzed the consumer behaviour towards selected retail stores in Hyderabad. The variables used for the study were sales promotion, ambience, convenience, customer satisfaction and staff support. The various sales promotional activities were categorized as advertising, direct marketing, public relations and personal selling. This study revealed that sales promotion plays a significant role in retaining and maintaining customer satisfaction.

Bidnur & Pole (2020) studied about the problems and prospects of retail business in Sangali, Miraj and Kupwad Corporation Area, Maharashtra. The findings of the study revealed that the main problems faced by the retailers are inadequate capital, problems of bad debts, labour turnover, lack of training, lack of information about changing market and availability of sub standard products in the market etc. The prospects of retail business in Sangali, Miraj and Kupwad Corporation Area includes low competition, suitable environment for retail business, more financial assistance and support from the part of government and availability of labour force.

Dadigala & Vanga (2021) analyzed the problems and prospects of retail business in Warangal. The results of the study showed that financial problems are the main problem faced by retailers in Warangal followed by labour problems, marketing problems and personal problems. They suggested that the retailers should introduce the effective control system for controlling purchases, storing and inspection of products and maintaining the quality of goods. The quality of service is a key factor and winning a higher share of customers. Education and training needs to be done to enhance service.

2.3 Shopping malls

Richard & Meoli (1991) narrated the history of shopping mall in a theoretical aspect in their article “ A Brief History of the Mall”. According to them , a shopping mall is a community centre where customers visit for shopping and social interaction with others. Shopping malls are the center pieces for rejuvenation of urban centers. The enviable success and impact of the malls may have something to do with the potential of shopping malls to enhance community life. The basis for a shopping mall is to make it an “indispensable servant of the community”.

Melody & Ann (2000) described the US shopping mall attributes and investigated their relationship to retail productivity. They identified mall attributes which significantly related to productivity with the help of data collected from mall marketing managers and analyzed these data by using Chi- square and correlation analysis. The study concluded that the attributes of successful malls cannot be adapted by lower performing shopping malls.

Majumdar (2005) identified the shopping mall loyalty is influenced by mall ambience, accessibility to the mall , product quality and price etc. have a positive effect on building organized retail impression among consumers. The study concluded that mall loyalty and overall organized retail impression are found to be the significant predictors of organized retail loyalty. He suggested to mall managers to develop sound marketing strategies for maintaining a satisfactory level of patronage and loyalty.

Lather & Kaur (2005) studied about various shopping malls and established the relationship between the shoppers behaviour and various attributes of retail stores in malls. The study revealed that most of the shoppers considers not only the price of the products and services available in the shopping malls but also sense of belongingness , brand loyalty and innovation they can trust. Window displays are one of the most important factor to attract customers to the retail stores in the mall.

Adly & Mohammed Ismail (2007) determined the attractiveness factors of UAE shopping malls from the shoppers perspective and then to segment shoppers

according to these attractiveness factors. This study revealed six shopping mall attractiveness namely comfort, mall essence, convenience, entertainment and luxury. He arrived at three mall shopper segments like relaxed shoppers, pragmatic shoppers and demanding shoppers. Each segment has its own patronage motives that differ from other segments. Mall managers should develop appropriate retailing strategies to satisfy each segment.

Gunasekharan et.al (2009) analyzed the shopping mall buying behaviour of older generation. This study based on 262 samples from 5 shopping malls in Bangalore. This study revealed that most of the respondents visits malls with family or companion for the purpose of socialization. The main drivers of the mall visit of older generation include value shopping, idea and role shopping, gratification and adventure shopping. Value shopping is buying with discounts and hunting for bargains. The findings of the study that older generation are visiting shopping malls for various motivational reasons and their spending pattern changes with their demographic variables.

Patel & Sharma (2009) investigated the consumers motivations to shop from the malls in India. The growth of modern retailing in India has changed the buying behaviour of consumers. Consumers have various motivations to visit and shop from malls. This study pointed out that three utilitarian and six hedonic shopping motivations. Convenient shopping, economic shopping and achievement shopping are the utilitarian motivations. The hedonic shopping motivations includes shopping enjoyment, idea shopping, roll shopping, gratification shopping, shopping for aesthetic ambience and social shopping.

Arpita & Rakesh (2010) found out that the prominent factors which leads to higher customer traffic in shopping malls. This study revealed that physical facilities of the mall are the most crucial factor which attracts more customers to the shopping mall. Physical facilities of the mall includes mall ambience, lift or escalator facilities, seating arrangements, well cleaned floor areas and wash rooms etc. The other influential factors are variety of stores, anchor stores, availability of branded

products, food courts, parking facilities and entertainment facilities like multiplexes, amusement centers or area for kids etc.

Joshi & Kuruvila (2010) examined the influence of demographics, psychographics, shopping orientation, mall shopping attitude and purchase patterns on mall patronage in India. Their study found that retail boom in India is generating considerable interest from within the country. This growth in retail has been promoted by the increasing of shopping malls in India. Shopping malls are growing fast not only in big cities but also in small cities of India. Despite this, very little is known about the characteristics of the Indian shopping mall customers and in special interest of customers, regardless of the entry at the mall, if the money spent is low, the mall does not benefit. This study was to profile Indian shopping malls customers, to find out various features of the high rupee volume purchasers at the mall. The result of this study indicates that the customers are different from the other groups along multiple demographic and socio-economic factors.

Khare (2011) studied about mall shopping behaviour of consumers in small town in Allahabad. This study covered 276 samples from Allahabad. Majority people in small towns were unfamiliar with the shopping malls. The life style of the small town shopper was entirely different from the shoppers of bigger cities. Most of the customers from small town cannot spend more amount of money on branded products or entertainment facilities offered by the shopping malls. The findings of the research disclosed that demographic profile of the consumers influences their attitude towards shopping from malls. The small city shoppers were more used to buy products from their neighborhood retailers.

Ahamad & Khalaf (2012) investigated the attractiveness factors influencing shopper's satisfaction, loyalty and word of mouth in Saudi Arabia shopping malls. The study covered 550 samples of shoppers from the shopping malls in the city of Jeddah, Saudi Arabia. The attractiveness factors included convenience and accessibility, product variety, service quality, entertainment facilities etc. According to him these attractiveness factors have a positive influence on shopper's satisfaction. This study found that the role of attractiveness factors of malls in enhancing shopper loyalty, satisfaction and positive word of mouth.

Pathak et.al (2012) examined the attractiveness elements of malls from the customer's perspective based on the data collection among urban visitors in the city of Ahmedabad. This research disclosed six attitude factors namely locality and convenience, product knowledge, prestige shopping, relaxed shopping, any day visit and price parity. The result of the study revealed that the place of the mall was an important factor for a customer while planning to shop from the mall. The location of the shopping mall should be near the city or a residential area which are quite populated so that it would lead to increase in the footfalls. The outcome of the study pointed out that the features of shopping mall that customers take into account before their visit are convenience, mall ambience, services and attitude of sales persons etc.

Sharma & Shivakumar (2012) assessed the customer satisfaction and attitude of customers towards the shopping malls in Mumbai. This research covered five shopping malls in Mumbai city. This study identified the factors affecting the buyers to shop from the malls in Mumbai like socio economic profile of customers, monthly income, purpose of visit, frequency of visit, time and amount spend per visit, occasion to visit shopping malls etc. He found out that the overall customer satisfaction was depended upon the accessibility of quality products and better customer services offered by the malls. Majority of customers prefers shopping malls for shopping which provides a place to purchase anything they want. They concluded that most of the selected customers opinioned that malls accommodate everyone irrespective of the age, sex and income.

Wong et.al (2012) developed a conceptual research model for analyzing the connection between mall attributes, customer satisfaction and positive word of mouth in the context of Chinese visitors to malls in Hong Kong. Total of 750 samples covered for this study. In this study, they examined the impact of five mall attributes on customer satisfaction. These five attributes were quality of customer care, mall environment, convenience, quality of retailers and rewards. The prescriptive tactics of shopping malls are expected to provide customers new shopping experiences, ensuring more satisfaction level and patronage.

Singh et.al (2012) concentrated on comparative study of buying behaviour of consumers towards shopping mall in Bhopal. The sample size of this study consists of 200 mall customers of DB City mall in Bhopal. Findings of the study included that most of customers visited shopping mall for entertainment and they were in the age of below twenty. Age of the customer is the primary factor in the malls in daily customer traffic. There were less number of customers visiting shopping mall for grocery and house hold products. Customers spend their money mainly for food and fun. Most of them were brand conscious and preferred to buy branded products. Family plays an important role in their product selection. DB City mall, Bhopal is considered as the best shopping destination for outing as it is very easy to visit.

Yadav & Sangal (2012) analyzed the prospects of shopping malls in India. Shopping malls are the places for the places for fun and entertainment, hang out, shopping and eating's. Total samples covered for this study consists of 200 shopping mall customers. The purchasing power of consumer is the main factor which determines their buying behaviour. In malls, age factor is the most dominant factor in daily footfalls. Mall culture has gripped Indian society and most of them prefer to visit and shop from malls. Customers enjoy air conditioned comfort, availability of a range of products under one roof and one stop destination for entertainment, food and fun. Shopping mall provides not only all the required products but also generates employment opportunities to public and income like tax to the government.

Khan et.al (2012) analyzed the attitude of customers towards shopping malls in Delhi and NCR. Total of 200 samples of customers selected for the study. This study revealed the reasons for selecting shopping malls are availability of all the required items in one place, parking facility, entertainment facilities, discount and various offers, air conditioning facilities, hygiene food courts etc. As per this study, Shopping mall is a good place for upper or middle class people because the prices of certain products were high compared to other traditional retail stores. But at the time of offers and discount, low income class people can purchase these products. Female customers are always keen to visit the shopping malls. They visited

shopping malls more times compared to male customers and also spend more time in malls.

Kaur & Amandeep (2013) analyzed the buying behaviour pattern of consumers in shopping malls. In this study 100 samples were taken from the cities of Ludhiana and Chandigarh, visiting the shopping malls. He studied the relationship between the shopper's behaviour and various attributes of malls that attracts customers to visit shopping malls. He concluded that the major factors for the increase in the number of malls are the change in life style, increasing purchasing power, changing consumer moods, frequent visits of teenagers etc.

Syed & Shahalajahan (2013) identified the various shopping activities of the customers. Total of 500 samples from Delhi covered for this research. The results and discussion of the study disclosed that the entertainment facilities play a significant role to attract customers in to the shopping mall. Atmospherics of the mall gave a positive store experience and enhanced the level of satisfaction. Most of the customers preferred to purchase products from malls due to the benefits of mall like one stop shopping, parking facility, convenient opening hours, wide product assortment, discount offers etc.

Sohail & Sadiq (2013) examines factors influencing shopping attitudes and mall patronage and also studied the dynamics of shopping in the modern market of Saudi Arabia. This research covered sample of 423 respondents. In this study, he grouped shopper's characteristics in to four namely, demographics, shopping orientations, values and life style and analyzed their effect on buying attitude and patronage. This study found that shopper's attitude directly related to mall patronage. There was a significant relationship between demographic variables of the shoppers and their approach on mall shopping. He suggested that innovative marketing strategies must be improving patronage of mall customers.

Chithralega (2013) identified the motivations for shoppers to visit malls and analyzing the effect on individual value. This research based on 210 samples of customers from shopping malls in Chennai. This study revealed that customers were visiting malls for various motivational factors like aesthetic appreciation, diversion,

social relationship, browsing and convenience. The findings of the study indicated that shopping motivation and value positively affected by the shopping mall atmosphere. The ambience of a shopping mall has a significant impact in the minds of customers reflecting their behavioural response.

Prashar et.al (2013) identified the factors defining shopping experience in shopping malls of Dubai. This study based on 200 samples of customers from four shopping malls in Dubai. Shopping mall offers unique and differentiated shopping experience to customers of all age group. The findings of the research indicated that shopping experience comprise of five factors namely physical infrastructure, ambience of the mall, safety and security, convenience, and marketing focus. From these factors, marketing focus was the most significant factor for customers regarding shopping experience. This study concluded with suggestions that mall developers and managers should provide superior shopping experience to their customers because shopping malls in Dubai attracts not only the peoples in this country but also the shoppers from all across the Globe.

Astono & Cynthia (2014) analyzed the effects of shopping mall attributes towards customer satisfaction in the Surabaya city which is the second biggest city in Indonesia. In this study shopping mall attributes classified in to five namely convenience, tenant presence, mall's environment, marketing process and service quality. The study concluded with the findings that the shopping mall attributes individually and simultaneously had significant effects on customer satisfaction of the malls.

Ajaykumar & Thakur (2014) studied the factors that influence the customers to buy from shopping malls. The study included 100 mall shoppers and them mostly purchases from shopping malls. They identified the affecting factors towards shopping malls are selection of quality products in different brands, discounts and offers , availability of new and latest trend products, safety and security etc. They suggested that the retailers should concentrate on these factors to improve the performance of the mall and to attract more visitors to the mall.

Choudhury et.al (2014) examined the customer's attitude toward shopping malls in Bashundhara city in Bangladesh. This study was based on 100 samples selected by judgment sampling method. They found that the attitude of customers towards mall depends on convenience, price of things, availability of quality products, food courts, entertainment facilities and overall service of the shopping malls. They also found that the attitude towards shopping mall varies by gender of customers. As per their study, male customers have more positive attitude towards mall than female customers.

Agarwal (2014) indicated that more number of consumers have started to visit and to shop from shopping malls. The main attraction of malls is the facilities offered by the shopping mall. It seems to be a good option for not only quality products but also varieties of branded products to customers. It also encourages impulse buying behaviour among customers especially new generation customers. The purpose of visit to shopping malls is varying between different incomes groups in the society. The upper and middle income class customers makes bulk purchase of food products but the lower class purchase only necessary items when offers are available. Some customers visit shopping malls only for hangout and socialization.

Vashisht et.al (2014) analyzed the attitude of customers in Delhi towards mall shopping experience. Shopping malls have emerged as a one stop destination for shopping, entertainment and eating outlets. This study revealed that with the change in the life style of the people of Delhi, Customers prefer to shop from shopping malls where they can purchase everything under one roof. With the opening of hypermarkets and supermarkets in shopping malls, consumers get quality products at reasonable prices.

Ajaykumar et.al (2014) analyzed the customer perception towards new shopping malls in Sagar city, Madhya Pradesh. This study covered 462 samples and examined the effect of congestion of malls in urban areas on shopping behaviour. They found out that most of the people aware with the existence of malls and they are interested in shopping from new shopping malls. New shopping malls in Sagar city provides number of facilities compared to the existing malls like escalator and

lift facility, good quality of items at favorable price, availability of international branded products, convenient parking facilities, more entertainment facilities and gaming zones etc. The result of the research revealed that the mall ambience, collection of stores, various promotional offers and availability of parking space etc. attract more customers to the mall.

Purwanegara et.al (2014) investigated the attractiveness of shopping mall among the public in Jakarta. This article discussed the after effect of increasing number of malls in urban areas in Jakarta. Personality traits of customers influencing preferences for malls with regard to distance to shopping malls, convenience, assortment of stores, discount offers and entertainment facilities have also been analyzed in the study. As per this study, main parameters of mall attractiveness includes mall ambience, location of the mall, shopping mall's size, traffic, parking facility, safety and security, promotional activities , hygiene, events and competitions in the mall, quality food courts etc. This study concluded that people in Jakarta are like socialization and hang out rather than other factors which attracted to visit to the shopping mall.

Shabeer (2014) studied about mall mania in small towns of Kerala and changing trends in shopping behaviour of consumers in Kerala. Earlier the shopping mall was visited only by upper class people . But now more and more ordinary people from all segment irrespective of the age, gender, education and occupation , visiting the shopping malls which leads to a scenario called Mall Mania. The findings of the study revealed that the recreational facility and discounts offered by the shopping mall, easy accessibility and spacious parking facility etc of the mall attract more customer traffic to the shopping malls in Kerala.

Kannappan (2015) in the study titled “Consumer Buying Behaviour in Shopping Malls : A Study with special reference to Chennai City”, analyzed the mall attributes offered by the shopping malls that influence the customers in Chennai city. The study revealed that due to the changes in the life style of consumers in Chennai, they prefers to shop from a place where the accessibility is higher and where they can buy everthing under one roof. The customers treats malls as not only a place for

shopping but also a place for enjoyment by using the leisure facilities like gaming zones and multi plexes etc.

Garg (2015) studied about shopping malls as an emerging business opportunity in India. Western-styles malls have begun appearing in metros and second-running cities alike introducing the Indian consumer to a shopping experience like never before. Multiplex-malls and huge complexes offer shopping, entertainment and food all under one roof, the concept of shopping has altered in terms of format and consumer buying behaviour, ushering in a revolution in shopping in India. This has also contributed to large-scale investments in the real estate sector with major national and global players investing in developing the infrastructure and construction of the retailing.

Ubeja (2015) studied the impact of promotion mix and marketing mix on customer satisfaction in shopping malls of Ujjain city. The study included 200 active mall shoppers. This study has found that most of the customers were not concerned about sales promotion mix but some female sample sizes were more conscious regarding discounts and offers available in shopping malls. Customers of this city were concerned to buy products from shopping malls and they are more conscious regarding the quality of product.

Vetrivel (2015) identified the level of customer satisfaction and perception of service quality among shopping mall consumers. The sample size of the study was 130 respondents. Retail service quality measured by using five dimensions includes reliability, physical aspects, personal interaction, policy of the stores and problem solving. This study found that reliability and policy of the retail stores are the most influential factor on customer satisfaction. According to him, personal interaction, physical aspects and problem solving did not influence as a significant variable.

Gurleen (2015) identified the factors influencing impulse buying behaviour of consumers in shopping malls. This study based on total of 200 respondents from Jalandhar. Any buy or purchase which is unplanned or otherwise spontaneous, it's an impulse buying. This study revealed that the behaviour of customers in Jalandhar shows that they are ready to visit shopping malls for entertainment activities like

movies, eating out etc and rarely for shopping. The result of this study showed that the impulse buying behaviour was very common to college students or other younger generation compared to other age group of customers.

Bhatnagar & Aditi (2015) studied about attributes affecting consumers to attract towards shopping malls in Ghaziabad city. The aim of the research included to explore the various segments of mall customers and to find various attributes that affect a customer in visiting shopping malls. The study covered 540 respondents from Ghaziabad city. This study found that customers considers shopping malls are an ideal place for entertaining and to get relaxation by way of hang out with friends, window shopping, watching movies, beauty parlors, enjoy oneself, gift shops etc.

Jayanthi (2015) examined the preferences, perception and buying decisions of consumers of selected shopping malls in Chennai. This research based on responses from 600 customers of shopping mall. This study focused on the changing buying habits, preferences and life style of consumers which may help the mall managers to re-design their marketing and promotion strategies to attract more customers to the mall. This study found that most of the consumers visiting malls were males and salaried persons. Majority of the selected customers were married and included in the age category of 26-35 years.

Balakrishnan & Geetha (2015) analyzed the different shopping experience and satisfaction of visitors in malls in selected towns in Tamil Nadu. The total samples of the study were 200. Out shopping means the purchase of products by consumers outside their local trading area. They studied the socio economic status of out shoppers in shopping malls. This study pointed out that youth preferred to visit malls as means of socialization and to hang out with friends. They concluded this study with pointed out the suggestions that the mall managers should offer better family entertainment facilities along with great shopping experience in order to attract all age group customers.

Gupta (2015) examined social development of Indian masses through mall culture. Shopping malls are developing in both metro cities and smaller towns around the country. Most of the sample customers are attracted towards malls on account of the

benefits like all the required things under one roof, entertainments and food courts. The mall culture is developing in the country due to shopping, roaming, enjoying movies from multiplexes in the mall and also making routine to visit a shopping mall. As per this study, shopping malls developed in India due to many reasons like population density, increase in income of people, different buying habits of customers etc. Shopping malls have become symbol of country's growth and have improved the quality of life for social development of a common man.

Tandon et.al (2015) investigated the concept of mall management and indicated that success model of a shopping mall did not depend upon a single variable like retail brands but a combination of different variables such as anchor tenants, accessibility, connectivity, zoning and real estate planning etc. This study based on sample of 200 mall shoppers and quotas were fixed for age and gender so as to ensure representation of both genders and different age groups of customers. This research showed that majority of the customers were young and the main reason for their visit was entertainment like watching movies, gaming zones, dining out etc. Shopping malls attracted the upper class families as well as middle class. Most of the students frequently visit malls for window shopping and their visit may not necessarily be converting in to sales.

Suchithra (2015) studied experiential marketing with reference to Mega malls in Chennai. This article based on samples of 102 customers who visited shopping malls that located in Chennai. Experiential marketing means unforgettable experience or memory rooted deeply in people's mind. She conducted study related to find which of the strategic experiential module like feel, sense, think, act and relate have maximum effect on customer loyalty. In this research, she noticed the relationship between five strategic experiential modules and customer loyalty. Among these five modules, feel and sense has major effect on customer loyalty and the remaining three modules have no effect on customer loyalty.

Sridharan & Sushmitha (2015) identified the factors influencing the perception towards shopping malls and this study based on 100 samples selected from Bangalore city. This study revealed that multiplicity of products in shopping mall

was an important factor which attracts customers to visit malls. E- Marketing plays an important role in influencing customer preference and choice towards various brands in shopping malls.

Makgopa (2016) revealed that the customer's reasons for shopping at malls and their frequency of visit to the malls in South Africa. The study covered sample of 101 customers who have visited malls in South Africa. Majority of customers visit shopping malls for entertainment activities like movies, celebrating events and for eating out. Shopping malls provides a place for socialization and a comfortable shopping experience with fun and pleasure. Shopping mall provides a new experience to customers. The frequency of visit to shopping malls was varying from customer to customer. This study suggested to mall managers to conduct fashion shows and other competitions that can increase frequency of visit of customers.

Sathya & Anitha (2016) studied customer perception towards Fun Republic mall in Coimbatore city. In this article, they pointed out that entertainment facilities offered by the Fun Republic Mall are the main reason for visiting by most of the customers. They take more time for shopping and visit malls frequently. Majority of the customers preferred branded products and their brand preference vary from one individual to individual. This study concluded that the shopping mall attracts a large section of the society and there is a trend of growth of shopping malls in all the cities in India.

Sabu & Rajendra (2016) identified the factors responsible for failed shopping malls in India. He took five case studies of failed malls in India. This study indicated that the wrong tenant mix strategy and lack of entertainment facilities were the main reasons of failure of shopping malls. As per his study, the other reasons for the failure of shopping malls includes ineffective sales promotional tools, lack of capability in retaining anchor stores, lack of focus in customer services. This study concluded with suggestions to mall developers to offer to the customers a variety of products in different brands, delicious food courts and new entertainment facilities. This will help the customers to get good shopping experience. Brand building and promotion plays a significant role in the existence of shopping malls with good customer traffic.

Sekhar et.al (2016) studied the behaviour of customers who have visiting malls in Hyderabad and assessed their level of satisfaction with regard to the products and services offered by the shopping malls. The sample size covered was 100 respondents from various malls in Hyderabad city. This study indicated that special offers, quality, price of goods and service, availability of products in different brands are the major determinants which influences the buying behaviour of consumers in shopping mall. Majority of the customers are willing to shop from malls at evening times and wish to buy branded products.

Tripathi et.al (2016) identified different dimensions of mall attractiveness which mostly affect shopping experience of customers based on the survey of 400 respondents from 17 shopping malls in metro cities of New Delhi, Kolkata, Chennai and Mumbai. Facilities management, atmospherics and entertainment potentials were the factors which attracted customers to shopping malls. Mall attractiveness affected by the issues like size and design of store, allocation of store space, number of stores, variety of stores etc. Elements of atmospherics and entertainment facilities available in the malls are also affected the mall attractiveness.

Sheopuri (2016) investigated the attitude and behaviour of consumers towards shopping malls in Bhopal. A total of 136 samples were selected from five shopping malls in Bhopal city. This study revealed that majority of customers preferred to buy products from retail stores in malls as it is a comfort place to shop as per their needs. Most of the selected customers opinioned that malls are created an ideal environment for socialization to all people irrespective of their age in addition to normal shopping. Malls offer spacious parking facility, constant availability of all branded products, digital payments, number of entertainment facilities, restaurants and so on. This attractiveness of malls creates more customer traffic towards malls in Bhopal city.

McGreevy (2016) studied about the economic and employment impacts of shopping mall developments in regional and periurban Australian towns. This study provides a new empirical research in to the short term and long term effects of malls on Australian towns. The resaearch showed no evidence of increases in economic

activity over the short term following the opening of a major shopping mall and evidence of diminished economic activity and employment over the long term.

Yaquib (2017) examined the impact of impulse buying behaviour on customers of Bahawalpur region, Pakistan. This study based on 384 samples of mall customers. Impulse buying describes the behaviour of shoppers who buy products that are not pre planned. The factors affecting impulse buying includes store atmosphere, promotional activities, point of display, discount and offers, payment facility etc. The findings of the study indicated that if store ambience seems good and attractive, it would influence customers in a positive sense and they spend more time in shopping. Attractive display of products and promotional activities in stores are the best way to increase impulse buying. If any discount offers or free products in shopping mall, customers will make impulse buying.

Sangeetha & Elangovan (2017) studied customer's perception and preferences towards shopping malls in Coimbatore city. The study covered sample of 100 respondents. They identified the factors influencing positioning of shopping malls in Coimbatore. As per this study, the main affecting factors towards shopping malls includes parking facility, mall ambience, availability of quality products, variety of stores, availability of branded products, reasonable price, discount offers and entertainment facilities.

Ratnakumari & Pradeep Kumar (2017) studied the determinants of buying behaviour in shopping malls in Cochin City. This study mainly focused in to the factors that affect the behaviour of customers of shopping malls. They concluded that both economic and non-economic factors are influenced the buying behaviour of consumers. Discounts and offers is the prominent factor which influences buying decisions of consumers. The attitude of salesman's in the store and entertainment facilities in the shopping mall also plays an important role to attract families in to the shopping mall.

Santha (2017) analyzed the customers' attitude towards shopping malls in Ernakulam. Customers of various shopping malls in Ernakulam District constituted population of the study. This study revealed that the factors influenced the

customers to visit and shop from shopping malls such as availability of products, entertainment facilities, parking facility, food courts, escalator or lift facilities, safety measures etc. As per this study majority of the consumers were females and they most preferred products were apparels, food products and jewelry.

Aadil (2017) investigated the youth buying behaviour in shopping mall and discovered that the shopper's attributes on shopping behaviour in terms of number of visit, amount and time spent per visit in shopping mall. This study covered 190 samples of youth customers of shopping mall. The result of study showed that youth spent more time in mall compared to other age group customers. They were frequent visitors of the shopping mall and more interested to purchase apparels. They visit garments stores without having any need or an intention to buy but they make impulse buying. The majority of the young shoppers visit shopping malls for meeting friends and for eating out or watching movies.

Rathod Rajkumar (2017) analyzed the attitude towards mall culture in India. This study was based on 250 samples selected through systematic random sampling method. People visit malls for shopping, fun and many other activities. Online shopping is one of the threats in the development of organized retail formats like shopping mall. But shopping mall is not only shopping destination but also a common platform for socialization and entertainment. Most of the respondents enjoy the malls regularly with their family and friends. Indian shoppers have adopted the shopping mall culture being proximate to malls and by the virtue of living in the cities. In India, shopping mall culture has already been developed and shopping malls are much more than a shopping destination to the society. Mall culture makes a notable change in the life style of people in India especially in cities.

Bhanot & Sandeep (2017) studied the impact of gender on mall shopping in India on the basis of responses from 770 mall customers in Mumbai and Navi Mumbai. The primary objective of this study was to know the possibility that there are any gender differences in mall shopping behaviour. This study found that women customers have more positive attitude towards mall shopping but there is no

significant difference between male and female customers regarding their spending on apparels and fashion items. As per this study female respondents spend more time in the shopping mall than the male respondents but there is no significant difference in their frequency of visit and spending money at the mall. Shopping malls seems to be popular destination to buy garments, footwear and other personal accessories for both male and female.

Kuvad et.al (2017) analyzed the purchasing behaviour of customers towards shopping malls in Bhavanagar, Gujarat. This study based on 100 samples i.e., 50 male customers and 50 female customers from three popular shopping malls in Bhavanagar. This study indicated that customers were very happy with overall mall experience and the considered shopping mall as a one stop shop for all the required products with different brands. They found out that there were no predominant differences among gender of the customers in their shopping experiences, selection and buying decisions. Majority of customers were fall under the category of middle class income group. The younger customers were the frequent visitors to shopping malls. Most of the customers considered shopping malls are best location for socialization and spend quality time with family and friends.

Hooda (2017) studied the awareness of mall culture among Indian consumers and analyzed the consumer perspective towards entertainments in malls. Events, competitions and promotions etc. were integral part of mall experience and these events will attract more customers to the shopping mall. Most of the customers visit malls with their friends or family members. Majority of customers visit malls during public holidays or weekends. The results of the study showed that customer's preferences for traditional retail stores is now shifting towards shopping in newly developed malls. Shopping malls have changed the life style of every customer. Demographic profile of customers more favorable to the modern retailing and they prefer to shop from malls. This brought about a new revolution in consumer behaviour towards shopping mall.

Devi & Renuka (2017) found out the preferences of consumers towards malls in Coimbatore. The sample size of this study consists of 100 respondents. This study

revealed that majority of the customers purchase house hold items from shopping malls because of variety of goods and they visit malls two times in a month. Majority of the selected customers have an average satisfaction towards shopping malls in Coimbatore. This study concluded with suggestions that the mall managers should be made to reduce the price of certain products and steps should be formulated to make awareness about home delivery system to customers.

Varshneya & Das (2017) studied about emotions of consumers, determinants and out comes in mall. This study covered samples of 346 shoppers in mall. This research provided a deeper understanding of consumer's emotions in a mall by taking in to account its two dimensions like pleasure and arousal. This study considered a few unexamined determinants of pleasure and arousal include promotional events in the shopping mall, perceived human and spatial mall crowding and co visitors. The two main outcomes of pleasure and arousal are re patronage and positive word of mouth. This study revealed that a positive linkages between determinants and outcomes of pleasure and arousal.

Katrodia et.al (2018) analyzed the role of demographic variables of respondents especially gender on consumers behaviour in selected malls in Durban city, South Africa. This study covered a sample of seven hundred customers from seven malls in Durban city. The findings of the research revealed that there were gender differences in buying behaviour of sample customers in Durban city. This study showed that female customers spend more time and amount for shopping as compared to male customers. There is no significant difference among gender of the respondents regarding influencing factors for buying behaviour except for some factors like information booth, mall image etc. Social, cultural and psychological factors were highly influencing factors of consumer behaviour at malls in South Africa.

Femila Jenifer (2018) conducted a research about shopping malls in Navi Mumbai. The study indicated that the customers visit shopping malls for making use of all facilities under one roof. The shoppers visit the malls for social and entertainment purpose and they buy products from the retail stores in the mall and eat from the

food courts. The study suggested that the shopping mall managers should understand that malls have become something more than a place to buy products and they should transform the malls that would offer energetic and vibrant stores with attractive and latest trend products, innovative and varieties of entertainment facilities to lure the target customers.

Rameshkumar (2018) studied the customer buying behaviour in shopping malls and measured the level of customer satisfaction. This study based on 150 samples of customers belongs to Coimbatore city. This study revealed that female customers are frequently visited and buy products from shopping mall as compared to male customers. Majority of the respondents covered under the age of 31-40 and working as an employee in both public and private sector. As per this study, there is no relationship between income and amount spends by the sample customers. The finding of the study indicated that most of the customers towards malls in Coimbatore city were satisfied with overall shopping experience. But some customers were dissatisfied because of lack of service, low discount offer, lack of appropriate guidance for selection of products, inadequate entertainment facilities etc.

Bawa et.al (2019) examined the perception of young consumers towards shopping malls. The results of the study revealed that most of the respondents preferred mall shopping on account of the availability of all the required products under one roof. Most of the visitors preferred shopping mall as a one stop shopping destination with all facilities, collection of different types of retail stores, cleanliness, play area, movies, food courts and centralized air conditioning. Majority of the customers agreed that the shopping malls offered lot of choices in different brands and they satisfied with the customer service provided by the malls. This study concluded with the suggestions about various shopping mall attributes which are very important to customers like sitting arrangement, plain ramps, water dispensers, book browsing section, more parking facility and better customer service.

Monisha et.al (2019) indicated the growth and causes for running very few successful shopping malls in South India. Shopping malls attracting number of

customers but they are unable to convert a sufficient number of these in to purchases. This study described the factors influencing non- preference of shopping malls by South Indians. As per this study, some customers feel that the price of the product is comparatively higher than other supermarkets or online stores. The attractive display of products in mall leads to spending more money in unplanned expenditure of customers. South Indian peoples are mostly traditional retail stores followers. The other reasons for the non-preference of shopping malls include overcrowding, online shopping and tiredness. This study concluded that the mall managers should consider certain factors to attract more public to shopping mall such as convenient location and clean ambience, spacious parking facility, more discount offers, recreational facilities, good tenant mix and spacious dining areas etc.

Sreeya & Rukmani (2019) found out the customer perception towards shopping in malls belongs to Chennai. Age and gender were the main independent variables for the study. The dependent variables used for this research were the variety of stores, discount and offers, mall ambience and quality etc. The results showed that majority of the customers preferred to shop from malls due to the variety of shops and air conditioning in the shopping mall. This study indicated that there is no significant difference among gender of the respondents regarding the preferences of shopping from malls.

Zhang & Kim (2019) studied about the effect of service quality on consumer satisfaction and intention to repurchase in the internet shopping mall in China. They developed a research model for the study in terms of service quality and intention to repurchase in the internet shopping mall. They found out that service quality provided by the shopping mall have a positive effect on customer satisfaction and repurchase intention with the help of survey data analysis. Among the five factors of service quality, all factors except assurance have positive effect on re purchase intention are statistically significant.

Athira et.al (2020) studied about the customer attitudes of people towards Oberon mall, Cochin. They found that majority of the customers visits Oberon mal for the

purchase of lifestyle products and they prefer to shop from malls because of quality of products offered. As per their findings, the main advantage of shopping mall is everything under one roof. Before the arrival of malls, people was depending many retail shops in different places for getting all the required products.

Ganesh & Jeshurun (2020) Concentrated on the consumer response towards the large retail outlet, behaviours the consumer exhibits while visiting or making purchases from the lulu mall, Cochin. They found that most of the sample customers are pleased with comfort and convenience factor offered by the lulu mall. Customers are fascinated by the displays and other promotions which lead them to impulse buying. They think that lulu mall is the best place to hang out with families and friends.

Rathod & Chandulal (2021) emphasized on the post covid trend of visiting malls amongst Rajkot citizens. A total of 83 samples of respondents from Rajkot were selected for the study. There are mainly three factors were considered for analyzing the trend of visiting malls such as average time spent per visit, frequency of visit and the number of stores visited per visit. The results of the study showed that there is no noticeable reduction in the visit of young generation as compared to the older generation customers during the pandemic period. Most of the malls in Rajkot regained the customers after the pandemic period.

Oliandes & Gunawan Hananie (2022) studied about the mall strategy to attract customers and impact of health protocol on mall visitation during pandemic period. This research covers sample of 205 customers of malls in Surabaya – Indonesia. This study considered four shopping topologies namely selection, entertainment, exploration and place attachment. The results disclosed that there is a high correlation between these four topologies towards mall visitation. During the pandemic period, among the four shopping topologies, only entertainment and place attachment have a significant effect on mall visitation while others have no significant effect.

2.4 Consumer Behaviour

Assael & Henry (1994) has explained the consumer behaviour as the process of perceiving and evaluating different components of a purchase. According to them, there are number of factors are affecting consumer decision making like consumer's needs, demographical variables of consumers, life style, personality, brandawareness and conciousness, culture, reference group andf social class etc.

Schultz & Chenatony (2002) explained the influence of gender in the buying behaviour of consumers. This study revealed that gender differences affect the buying behaviour of shoppers. Most of the male customers favor stores,materialistic values; consumer affair knowledge and social motivations for consumption but in the case of female customers have a positive attitude towards advertising and focus more on cognitive differential measures. The family acts as a significant role in the purchase decision of girl customers as compared to boys.

Yakup et.al (2011) investigated how social factors especially cultural factors affect buying behaviour of consumers in in Turkey. Culture is an important variable in marketing which affects consumer behaviour and it plays a pivot role in market segmentation, product positioning and target marketing. This study suggested that the marketers should study the nature of sub culture before creating marketing mix, brand name and promotional activities. Social class is another important cultural factor which influences the preferences and purchase of products by a consumer. The taste and preferences of a consumer who belongs to upper-class is entirely different from low class consumers.

Katole et.al (2012) studied buying behaviour of consumers in different retail formats. This study covered a sample of 150 respondents. This study found that the most of the customers preferred to visit particular store because of discount, convenience and availability of all the required products. Most of the customers spend more towards garments followed by food items and electronic products. The buying behaviour of consumers is changing due to their attitude towards shopping, increase in income and more brand consciousness. The researcher concluded that buying behaviour of consumers changes positively with availability and price of

products. The retailers should study about consumer purchase behaviour before drafting marketing strategies of the firm.

Priya (2013) found out the consumer behaviour towards retail stores in Indore and the consumer satisfaction level from unorganized as well as organized retail stores. The main factors that attract customers to unorganized retail stores are convenient timings and proximity of the store, bargaining, credit facility, goodwill etc. Shoppers have gained with the advent of organized retail formats through the family shopping, everything under one roof, availability of better quality products at lower prices, availability of various branded products, one stop shopping and fresh stocks. This study concluded that traditional and modern retail sectors are flourishing in India. The changes in the buying behaviour of consumers were the main reason for the developments of organized retail formats in the country. Now the consumers preferred to shop from a place where he get not only products but also food and fun or entertainment. This has given major boost to the organized retail sector in India.

Jenefa et.al (2013) identified and described the factors influencing consumer behaviour especially the socio economic factors with reference to garments retail outlets in Chennai. The demographic factors of a consumer like gender, age, monthly family income, marital status etc. influences the preference of a store in comparison to others. The financial capacity of a customer influences his buying decision. Availability of branded garments, festival offers, ease of selection, facility of using credit cards and parking facilities are the most important factors which influence the customer at the time of shopping. This study concluded that the marketers should study and understand customers' needs and wants so as to create and improve higher satisfaction level of customers.

Jha & Mridanish (2013) analyzed the shopping behaviour of customers and measured the importance of demographic variables on buying behaviour. This study based on 120 samples of customers from organized retail stores at Ranchi. The researcher listed the characteristics of consumer decision includes quality conscious, price conscious, value conscious, novelty conscious, brand loyal,

confused or opinion seeker and impulsiveness. This research concluded that demographic factors were significantly affecting buying behaviour of consumers in Ranchi city.

Jacob(2013) found out the rural buying behaviour on selected consumer durables in Satara District of Maharashtra. The sample size of the study was 137 households. As per the findings of the study, Indian rural consumer was exposed to their culture with low achievement motivation; more unrealistic, less active and not much believe in material comfort. Most of the rural consumer had membership of reference group like co-workers and family friends. The reference groups differed as per their income levels. The rural consumers in the research area has a typical buying behaviour where they purchase consumer durables like television, refrigerator and any other electronic items only after consulting their reference group.

Mantha (2013) studied about consumer behaviour at shopping malls on the basis of 100 samples from five malls. The main aim of this research was to know the inner behaviour and preferences of customers in making purchases from shopping malls. Shopping malls are attracted by most of the people in the form of footfalls of visitors but unable to convert all of them in to buyers. So, the mall managers first identify the behaviour and attitude of customers to improve their sales and profits. This study showed that majority of the customers belongs to the 21-40 ages. Mall management has to concentrate on quality of products and its price simultaneously to attract more customers.

Yaaminidevi (2013) analyzed the consumer behaviour towards shopping mall in Madurai city, Tamilnadu. This study indicated that shopping malls are one of the most visible faces of the Indian retail market not only in metro cities but also in smaller cities. Drivers of retail revolution in India includes changing needs and wants of the consumers, higher education, increase in income and spending power, formation of nuclear families, exposure to branded products, increased number of working couples, qualified manpower, availability of retail space etc. This study concluded that Madurai city is entering to shopping mall culture and there will be a stiff competition between shopping malls in the near future.

Samadi et.al (2014) analyzed the consumer behaviour in Tehran City mall shopping. This study covered sample of 231 respondents from Tehran city, Iran. The findings of the research showed that gender differences and age of respondents has a major role in buying behaviour of consumers. Most of the female respondents preferred mall shopping. They believed that mall shopping helps to release stress and get more relax. The recreational facilities available at shopping malls reinforce consumer's mall shopping behaviour.

Bansal et.al (2014) examined the consumer buying behaviour and identified good and bad experiences regarding shopping malls in Ludhiana. This study revealed that majority of consumers in Ludhiana included in middle class and there are few upper class customers visiting shopping malls regularly. Most of the respondents visited malls for purchasing products or for entertainment and they considered that visiting shopping mall to be a status symbol in the society. The main reason for their visit to shopping mall was the availability of quality products at different brands. The services offered by the mall was another important factor considered by the customers while selecting a shopping mall

Muppavaram & Gowri (2014) identified the preferential aspects and factors affecting the behaviour of consumers towards shopping malls in Mumbai. This study covered sample of 300 customers from three shopping malls in South Mumbai. With the growth of malls, there is a transformation in the attitude of consumers to shift from traditional shopping to modern shopping through malls. This study found out that many of the customers are attracted to mall which provides better services and enhances the satisfaction level of consumers. Location of the shopping mall will act as a driving force to attract the customers to the mall. This study revealed that the satisfaction level of consumers is differs from gender to gender. Gender and age of consumers will be considered as major behavioural aspects of the buying behaviour of consumers.

Hirogaki & Mitsunori (2014) clarified the service attributes which are important to the visitors at check out in a super market and ascertained the level of it. This study covered a sample of 415 customers in Tokyo. The results showed that the

waiting time in the supermarket was the most significant factor in the satisfaction of customers. So the manager should make necessary efforts to reduce this waiting time or offer opportunities for impulse buying. The analysis showed that the attributes of employee's demographics have little effects on customer satisfaction.

Patikar et.al (2014) analyzed the consumer buying behaviour of the selected durable goods in Nagaland. In this study the middle class households were the sample units and covered a sample of three hundred respondents from three major districts of Nagaland. The findings of the study revealed that personal savings were the main sources for purchase of all the selected durables. The previous experience of the customer was the most inducing factor while making brand preferences for purchase of refrigerator, television and other durables. This study suggested that the shops should encourage hire purchase and installment system to facilitate the aspirant customers of the selected durables.

Durmaz & Yakup (2014) investigated the psychological factors influencing consumer behaviour in Turkey. The psychological factors that influences buying decisions and attitude of consumers. The results of the study showed that most of the consumers in Turkey like shopping and do their buying to make themselves happy without thinking others opinion.

Rani & Pinki (2014) studied about factors influencing consumer behaviour. Buying behaviour of consumer is influenced by number of factors like culture, sub culture, social class, family, age and life style of consumer, occupation, personality, beliefs and attitudes of consumer etc. This study described the six stages of the consumer buying process which starting with problem recognition followed by searching of information about various products, evaluation of alternatives of products, buying decision, purchase and ending with post purchase behaviour. The study of consumer behaviour is very necessary to success in a market.

Kumar (2015) found out the buying behaviour of consumers towards modern retail stores in Erode, Tamil Nadu. This study based on 1000 samples of respondents covered five taluks of Erode district. The findings revealed that majority of the customers were visiting organized retail stores more than 2 times in a week and

purchase required products for daily use. This study indicated that customers are concerned not only with the physical surroundings of the store, products, promotional schemes and personal interaction but also the entertainments and after sales services offered by the organized retail stores. So this study suggested that in order to improve customer satisfaction, organized retail stores need to enhance quality of product, better post sales service and store convenience.

Bariya et.al (2015) studied the consumer behaviour for organized retail sector in Vadodara city. The study covered 250 samples of consumers from the city. In this study, they found that advertising becomes the major source of information for customers for acquiring knowledge about the shopping malls. Consumers perceived that shopping malls is a one stop destination to buy all the required products and services. They were fully satisfied with the sales persons who are easily approachable, humble and soft spoken in shopping malls. This study concluded that consumers were satisfied with the shopping malls in Vadodara city in terms of their pricing, assortments, convenience, billing transparency, store ambience and parking facility etc.

Sangeetha (2015) studied about consumer behaviour and purchase decision with special reference to selected food products and beverages in Salem District in Tamilnadu. She examined the factors that determine the attributes considered in the purchase of food products and beverages. The research revealed that there is a strong consumer behaviour and purchase decision regarding the food products and beverages. The perception of consumer is as equal as to realize the need of the product , awareness of the product and sources of information of the product.

Ahamed & Ajaz (2015) studied the buying behaviour and the perceptions of the customers of malls in Mangalore region. The study covered sample of 326 customers. This study indicated that customers have got lot of benefits from shopping malls like one stop shopping, wider choice of products, and availability of branded products, new market arrivals, festival offers, discount offers and other benefits.

Chandar et.al (2016) analyzed the factors determining consumer buying behaviour in shopping malls. As per his study, customers are highly attracted to shopping malls due to various factors includes shopping mall ambience , assortment of stores, variety of product choices, quality of products, availability of branded products, good restaurants, various price offers and entertainment facilities etc. They consider shopping mall is a place for shopping, get together, hanging out with friends, meeting the old friends, entertainment and movies, refreshment and dining etc.

John et.al (2016) examined the factors influencing on consumer behaviour especially the impact of cultural factors on the purchase of pork in Nigeria. The findings revealed that cultural factors like norms, values, symbols, customs, beliefs and language etc. were significantly influences on the purchase and consumption of pork. Cultural factors affect the buying decisions of any individual. This study concluded that apart from cultural factors, demographic variables of consumers were also found to have significant impact on attitude towards meat purchase.

Choudhary & Anshu (2016) studied the impact of visual merchandising on buying behaviour of consumers. Visual merchandising includes interior displays, window displays and outsider displays. This study described the elements of visual merchandising such as lighting, brightly painted walls, attractive store layout and design, creative window displays, decorative glass storefronts and plush carpeting. The findings of the study revealed that visual merchandising serving as stimuli that provoke the customer to make an unplanned buying decision and it influences the impulse buying behaviour of consumers. It helps the retailers to create desirability and favorable attitude towards the product among customers.

Sinha (2017) identified the mix of variables which influences the buying behaviour of consumers towards Big bazar in the city of Allahabad. This study was covered a sample of ninety respondents and parameters or retail mix variables includes product assortment, personal selling, price, place, promotion, visual merchandising, advertising, store ambience and customer service. Big bazar has offered wide variety of products like apparels, furniture, mobile, house lien items, foot wear, electronic items, cosmetics and stationery etc. The findings revealed that

female respondents were frequent visitors to the Big bazar as compared with the male customers. The family of income of respondent was a crucial factor in the selection of products. It also found that the spending time of the married respondents for shopping was more than the respondents included in the category of single. This study concluded that the sales person's service was also an important factor which influences the consumer behaviour.

Dey & Subrato (2017) examined the changing buying behaviour of Indian consumers. The Indian retail market comprises different segments of consumers based on income, class and status. Indian consumers are associated with values of care, affection and nurturing. If the product is purchased infrequently, risky, expensive and self-expressive, the consumer will highly involve in purchase decision. Thus the consumer will have to pass through a learning process starts with developing beliefs and attitudes about the product and ends with a buying decision. This research paper concluded that the marketers should create value along with delivering delight to the consumer.

Harneet & Deepak (2017) focused mainly on the characteristics of consumer and changing trends in consumer behaviour. This study based on secondary data relating to consumer behaviour. Social media is one of the most influencing factors on buying decision process across different product category. The marketers must meet consumers changing expectations about product and services. The changing trends in consumer behaviour will lead to more competition among marketers which will give extra benefit to the consumer.

Usman Mohideen et.al (2017) analyzed the underlying determinants influencing customer's shopping behaviour towards hypermarkets in South India. The sample size of the study was 205 customers and the sampling unit was the customers who visited selected hypermarkets. The findings of the study revealed that variety of products was the most preferred determinant in choosing hypermarkets. It is followed by quality, location, parking facility, timing of hypermarket, payment option, courtesy of salesman and prestige. Majority of the respondents opined that the availability of billing counters is not sufficient to manage the crowd

shopping from the hypermarket. Among the customers, hypermarkets have good image in respect of availability of products at good quality at reasonable price and required quantity.

Rasoly & Mansour (2018) analyzed the buying behaviour of consumers towards supermarkets in Mysore. This study revealed that most of the respondents were satisfied with the goods and services available in the supermarkets. Majority of them satisfied with the price of products, quality of goods, promotional activities and behaviour of staffs in the supermarkets. This study suggested that the owners of the supermarket should provide proper parking facilities which will attract more customers to the stores and should minimize the time of billing and payment.

Katrodia et.al (2018) analyzed the role of demographic variables of respondents especially gender on consumers behaviour in selected malls in Durban city, South Africa. This study covered a sample of seven hundred customers from seven malls in Durban city. The findings of the research revealed that there were gender differences in buying behaviour of sample customers in Durban city. This study showed that female customers spend more time and amount for shopping as compared to male customers. There is no significant difference among gender of the respondents regarding influencing factors for buying behaviour except for some factors like information booth, mall image etc. Social, cultural and psychological factors were highly influencing factors of consumer behaviour at malls in South Africa.

Amit (2019) found out the decision making process of consumer and examined the factors influencing buying decision of the consumer. The consumer behaviour is influenced by various factors like psychological factor, cultural factor, social factor and personal factor. The study concluded that in order to succeed in today's competitive and dynamic market place, manufacturers need to know everything about consumers- what they think, what they need, how they make purchase decision, how they spend their time and money.

Anggawen et. al (2020) analyzed the effects of marketing and service quality mix on Telkomsel customer satisfaction and loyalty in Boven Digoel Regency. This

study determined the factors influencing customer loyalty. They analyzed the marketing mix elements like product , price , place , promotion, people, process and physical evidence on consumer satisfaction. The results of the study revealed that marketing mix and service quality affects customer satisfaction. The quality of service consisting of reliability , responsiveness and assurance influences the loyalty of customers.

Nuryadin et.al (2021) studied about the effect of marketing mix , service quality and trust on consumer satisfaction and loyalty on PT. Great Indonesian ,Milagos. They analyzed the effects of marketing mix elements included product , price , place , promotion, employee, process and physical evidence on consumer satisfaction and consumer loyalty. They used structural equation modelling for analysing the data. The result of the study showed that the marketing mix and service quality have positive and significant effect on customer loyalty through customer satisfaction.

Mushtaq & Atif Salar(2022) investigated the the impact of marketing mix elements on consumer buying behaviour of supermarket consumers in Meerut city. The marketing mix elements examined were product , price, promotion , personnel, shopping convenience and store atmosphere .The findings of the study revealed that there is significant difference between supermarkets consumers who belongs to different age group, educational background and income level with regard to product, price, promotion , personnel, shopping convenience and store atmosphere . Supermarkets should set up a comfortable buying atmosphere, provide up to date training to employees, consider level of competition in the market, spacious parking facility, maintain good pricing decision and access to easy transportation etc. for attracting customers and improving their satisfaction.

THE RESEARCH GAP

The analysis of the literature available on the subject reveals a kind of gap. The consumer behaviour towards shopping malls differs significantly in a developed and developing country. Most of the research studies that are available in this area are more relevant to the European and American markets. Few researchers have studied consumer behaviour towards shopping malls in India. Research dealing with

Review of Literature

shopping malls in the Kerala context is very less in number. Even if some studies have been conducted in Kerala it did not cover the entire aspects of shopping malls in Kerala. The above said studies concentrated only on attitude of customers towards shopping malls. It does not touch the areas like marketing mix and service quality of shopping malls in Kerala. We can see now a mall culture or shopping mall boom in our state. There are number of shopping malls are under construction in various districts of Kerala. So there is a urgent need of study related to the marketing mix and service quality of shopping malls in Kerala and its influence on consumer behaviour. The next chapter deals with the theoretical background of shopping malls.

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CHAPTER 3

SHOPPING MALLS – AN OVERVIEW

3.1 Introduction

The Indian retail sector witnessed fast growth in the last 10 years from traditional retail stores to modern retail stores. The growth in the Indian modern retailing sector is mainly due to the change in the attitude and behaviour of consumers. The main reason for these changes includes increased income levels, changing life style, shopping habits of consumers and patterns of demography which are favorable.

India is the last large Asian economy to liberalize its retail sector. In Thailand, more than 40 per cent of all consumer goods are sold through supermarkets, convenience stores and department stores. A similar phenomenon has swept through Malaysia; Taiwan and Indonesia .Wal-Mart dominates the world retail market, with revenues and profits 2.5 times those of its nearest rival. North America, Western Europe and the Asia- Pacific region account for about 85 per cent of retail sales. The US has the largest retail market in the world. Its retail climate is fairly open, with large plots of land available for development in most areas and relatively lenient zoning laws Uniyal (2007).

At present the retail industry in India is accelerating. Though India is not an equal pace with other Asian counterparts, India is geared to become a major player in the retail market. The fact that most of the developed nations are saturated and the developing ones still not prepared, India secures a great position in the international market. The growth in the retail sector is also caused by the development of retail specific properties like shopping malls and multiplexes. Growth in India Real estate sector is also complementing the Retail sector and thus it becomes a strong feature for the future trend. As the major cities have made the present retail scenariopleasant, the future of the Indian retailing industry lies in the rural regions. Catering to these consumers will bring tremendous business to brands from every sector Sandeep Kumar & Swetha (2009). The new economic policy of the government is

the main reason for transforming India in to most favored investment destination for foreign companies.

The retail industry in India is divided in to traditional or unorganized retailing and modern or organized retailing. The unorganized retailing involves trading activities undertaken by small and independent retailers. It refers to the traditional formats of low cost retailing. Organized retailing is those retailing involving trading activities carried out by registered retailers. For e.g. Department stores, specialty stores, hypermarkets, super markets, Discount stores, shopping malls etc. Organized retailing has emerged as one of the sunrise industries in our country. Country's retail sector is undergoing a change with many shopping malls being constructed and operating in various states. The emergence of organized retailing is one of the important aspects of the present economic scenario in India.

3.2 Organised Retailing in India

The organized retail trend started in India with the launch of Ansal's plaza, Delhi in 1999, which was followed by Spencer plaza in Chennai and Cross roads in Mumbai. Until the end of 2002, only 3 shopping malls existed in India. Post 2003, shopping mall culture moved in to other major metro cities like Bangalore, Kolkata and it spread in to other cities of the country. Due to the recession in India during the year 2008, the growth rate of retail sector was affected as well and the shopping mall culture witnessed a slowdown in the country. The shopping mall culture that was formed from 2011 onwards was something that India had never seen before. Consumer outlook towards the shopping mall changed in ten years – from just viewing it as an entertainment centre to seeing it as a complete shopping experience. (indiaretailing.com, May 19,2016).

The growth of retailing in India has impact on formats. Organized retailing in India initially began in the south. In south India Chennai, Bangalore and Hyderabad has emerged as a centre of organized retailing. Organized retailing got a fillip in 2004 with opening of new format stores, new generation shopping mall, FDI investment in retail and formation of Retailer's Association of India

3.2.1` Growth Drives of Organized Retailing in India

The major strength and opportunities of organized retail includes younger generation, innovation in new products and emerging retail formats etc. Demographic changes, increasing cost of real estate and competition etc. were some of the weaknesses and threats of retail sector in India. The phenomenal growth in the retail sector in India can be attributed mainly to:

- Increasing proportion of young working population
- Increase in the number of working women providing for double income households.
- Changing value orientations of the population from austerity to conspicuous consumption.
- The booming Indian economy and rapid urbanization.
- Provides alternative investment opportunities.
- Easy consumer credit and increase in quality products.
- Favourable demographics.
- Rise in income and purchasing power of the people.
- Increase in disposable income and changing life style.
- FDI and E- commerce.
- Increase in consumer class and wider brand choice.

3.2.2 Evolution Stages of Retail Format

According to Rudani (2014), Retailing is not a recent phenomenon; it is as old as human civilization. However, it has experienced the drastic changes during its evolution to reach today's position. New forms could improve retailing practices but

could not replace old modes of retailing. The journey of retail trade - from very primitive stage to advanced stage – in following steps:

1. Barter System Stage

Barter was the oldest form of trade. Manufacturers themselves used to come to market to sell their products. During the time, the main items traded include grocery, fruits and vegetables etc. and markets were concentrated on sources of supplies. All the markets were seasonal due to lack of storage facilities. At the end of 17th century, in major cities retailing started being more systematic. Retailers were treated as the entrepreneur of those days.

2. Social Development Stage

Development of retail can be attributed to social development over the time. The main growth drivers of retail trade were development of railways and other transportation facilities, telegraph and telecommunication etc. Due to these reasons, wholesale business came in to existence. In the middle of 18th America and Europe, systematic retailing began. Gradually, along with retail traders, departmental stores came in to being. At the end of 18th century, retail business becomes more systematized.

3. The Industrial Revolution Stage

Beginning of 19th century led to systematic growth of retail trade across the world. Industrial revolution resulted in to mass production, and necessitated mass production. It brought dramatic changes in distribution and retailing. Due to urbanization, consumers concentrated in smaller geographical areas that phenomenon led to emergence of a number of shops in market places.

4. The Emergence of Self –service Stores

20th century experienced the boom in retailing both in term of retailing modes and volume of business. Self-service stores started in first couple of decades of 20th century in developed and some developing countries. The primary purpose of self-service stores was/is to permit customers to see and choose the brand they like. The

main advantage of Self-service stores is the reduction of cost by way of appointing fewer sales people in the store. During this time, supermarkets and convenience stores started globally.

5. Specialty Stores, Malls and other Formats

After 1970, new modes of retailing started. Increased population and development of transportation and telecommunication, introduction of barcodes on product package, improvement in different types of storage facilities, etc. further contributed to retail boom. Several retail malls were established in last two decades of 20th century and continued growing till today. Many companies started retail chain in big cities to grab the retail opportunity. Now, people are interested to purchase from shopping malls. After metro cities, modern retail stores especially shopping malls are extending their operations to small cities.

6. The Rise of the Webs

Internet brought further revolution in retailing. Most companies have their own websites and it helps retailers to sell products globally. Online shopping and online trading become the part of today's life.

3.3 Concept of Shopping Malls

Shopping malls are not only a place for shopping but also a place to entertain, rejuvenate and socialize. The shopping experiences of Indian consumer have changed with the growth of shopping malls all over the country. The primary motto of shopping malls in India is "One Stop Shop" which provides all the required products in different brands from grocery to consumer durables under one roof. Visiting shopping malls and purchasing latest or branded products which satisfy their thirst for quality of life.

Levy et.al (2012) described Shopping malls are enclosed, climate controlled, lighted shopping centres with retail stores on one or both sides of enclosed walkway. Parking is usually provided around the perimeter of the shopping mall. Shopping malls attract many shoppers and have a large trade area because of the number of

stores and the opportunity to combine shopping with entertainment. They provide an inexpensive form of entertainment. Older citizens get their exercise by walking the malls and teenager's hangout and meet their friends. Shopping malls generate significant pedestrian traffic inside the mall. Customers don't have to worry about the weather, and thus shopping malls are appealing places to shop during cold winters and hot summers. Shopping mall management ensures a level of consistency that benefits all the tenants.

A shopping mall is a huge building complex or a group of building that contains various retail stores and other business establishments which provide all the required products and services in different brands to customers. It is collection of multiple stores which are connected by walkways. Shopping malls are bringing a new shopping culture in India which is entirely different from the traditional shopping culture. Some of the customers especially youth take this as a status symbol.

Everything that people need is normally available in the mall. It offers eating and entertainment facility. Shopping mall is a shopping complex connected through walkways and it generally includes one anchor store which takes major portion of retail space and number of other retail stores or specialty stores which provide shopping as well as entertainment facilities to the target visitors. Shopping malls not only facilitating buying of products and services but also provides employment opportunities to a large number of people in the country. It's a place for a form of family entertainment, satisfying the social needs of people and cultural hot spot where people of different demographic features can come to interact.

The emergence of shopping malls has transformed the retail environment in our country and it pushed modern retailing in to the fast track. Most of today's modern retail formats, that have been proliferating over the metros, cities and towns, were non-existent twenty years ago. Leading international retailers are heading towards India for setting up their stores. Now customers feel that shopping malls not only fulfil their shopping needs but also satisfy their social needs by providing a place for entertainment and relaxation.

Shopping Malls - An Overview

Shopping malls are one of the most popular retail formats that house a cluster of shops that are owned and managed by independent retailers. These malls are very large retail format. They are either spread over a very large area has many floors when located within the city or located away from the city. Shopping malls are generally designed to offer all the required products and services for the visitors that would complete the basket. They also contain multiplexes for watching films and eateries. Shopping malls are designed to accommodate hypermarkets, exclusivebranded outlets, department stores, specialty stores and several other retail stores.

The success of shopping mall depends upon the quality products in different brands, maintaining the customer relationship management (CRM), mall ambience, mall design and structure etc. Availability of new products is also one of the important factors to attract the customers to shopping towards mall. Entertainment and game facilities plays a major role to attract families to visit and shop from malls. To attract older generation, different types products and services are available in the shopping malls and so that older people can shop from malls which helps to spend less energy with minimum time looking for products.

Shopping malls exhibit attractive display of products which attracts more customers to the retail stores in the mall. Traditional retail stores which focus on sellingproducts to customers who have visit the store, but shopping malls are using attractive display and ambience to welcome customers to their retail stores. Most of the retail stores in shopping mall occasionally give combo offers to their customers. There are two types of combo offers. The first one is the offer announced by the producer or marketing company which is available to all retail stores irrespective of whether they are located in shopping malls or not. The other is offers announced by the retail stores in the shopping mall to attract more customers to the concerned stores in the mall.

The biggest threat of the development of mall culture is online retailing. The various online stores are offering products at higher discount prices and delivering the products and services at door steps conveniently. However, people still crave for a common place to gather, socialize, connect and engage. Majority of people in India considers shopping is a shared experience with family and friends. Most of the people in cities or towns consider shopping malls are much more than only shopping

destination. People go to shopping malls for shopping, fun and many other activities. The ambience of the mall, scope for window shopping, air conditioning facilities, food courts and entertainment facilities etc. in shopping malls are the major attractions for customers to shop from malls. People want shopping malls and multiplexes near to their home. Multiplexes are one of the major attractions to visit to shopping malls because people no more want to travel all the way to watch a movie. Shopping malls have completely redefined the shopping experience.

3.3.1 Largest Ten Shopping Malls in the World

Largest shopping malls provide a one stop destination for anything imaginable. The following list of largest ten shopping malls in the world is based on the gross realizable area.

Table 3.1
Largest Ten Shopping Malls in the World

Sl. no	Name of shopping mall	Place of location	Area (sq ft)
1	New South China Mall	China	6.46 million
2	Golden Resources Mall	China	6.0 million
3	Central World	Bangkok – Thailand	4.62 million
4	SM Mall of Asia	Manila	4.2 million
5	Dubai Mall	Dubai	3.77 million
6	West Edmonton Mall	Edmonton, Canada	3.77 million
7	SM Mega Mall	Philippines	3.6 million
8	Istanbul Cevahir	Istanbul, Turkey	3.47 million
9	Berjaya Times Square	Kuala Lumpur	3.44 million
10	Siam Paragon	Bangkok	3.22 million

Source : [www.touropia.com/largest -malls -in-the-world](http://www.touropia.com/largest-malls-in-the-world) Feb 26, 2021

3.3.2 Shopping Malls in India

Indian retailing system exhibits considerable variety. We find giant shopping malls and a small retail shops operating simultaneously in nearby area. Medium and large departmental stores also operate in retailing field amidst many small retailers and a

few corporate retailers. In the same way, service sector retailing business is also booming. Retail sector in India is undergoing a change with many shopping malls being constructed and operating in various states.

Shopping mall is an emerging trend in India for the last two decades. When we think about malls is that it is a large enclosed building having a collection of retail stores which provides all the required goods and services. The shopping culture was changed completely with the growth of malls in India. The growth of shopping malls in a country promises to transform the shopping culture and recreation activities of the customers. The Indian consumers have accepted the shopping mall culture and they consider malls as a favorite place for shopping and entertainment. Therefore many large companies are investing huge amount of money in the construction of shopping malls in terms of providing the benefit of shopping to the people and the access of consumers to global brands.

The new shopping malls are well designed, built on global formats of retailing and integrated with food courts and entertainments to provide a complete family shopping experience. Now a day's number of small as well as large malls has increased throughout the country due to increasing public demand and shopping. In recent years our country has witnessed a tremendous growth in retailing especially in modern retailing. In the earlier time, shopping malls were concentrated their operation in metro cities only. But later they are extending its operation to the semi urban cities.

Shopping malls are one of the places where people can come together and socialize. Malls provide eating facility through food courts which offers variety of foods to shoppers. It's one of the main attractions to the shopping mall at the weekend. Most of the customers visit mall weekly as a family outing. Malls are replacing 'Kirana stores' (Mom and Pop stores) all over the country. India's retail sector is undergoing a radical change with many shopping malls being constructed and operating in various states.

The mall culture is developing in the country due to shopping, roaming, enjoying movies from multiplexes in the mall and also making routine to visit a shopping

mall. Shopping malls developed in India due to many reasons like population density, increase in income of people, different buying habits of customers etc. Shopping malls have become symbol of country's growth and have improved the quality of life for social development of a common man.

In recent times the number of shopping malls has been increasing in India. It is positive sign of development in organized retailing. The most important reason for the spreading of shopping malls from metro cities to small towns is the massive potential customers who are ready to tryout this retail trends. A shopping mall format which leases out space and manage by professional management. Shopping Malls have contributed the growth in modern retailing in India. Now a days shopping at malls is a routine activity in cities. We can see huge rush at shopping malls on special discount days and on holidays. The number of shopping malls in India is growing year by year. The arrival of modern retailing especially shopping malls is transforming the shopping and recreation activities of the visitors. Shopping malls have changed the life style of customers.

Table 3.2

Largest (Top 30) Shopping Malls in India

Sl. no	Name of shopping mall	Place of location	Area (sq. ft.)
1	Lulu mall	Cochin	2500000
2	World Trade Park	Jaipur	2400000
3	Phoenix Market City	Mumbai	2100000
4	<i>DCF Mall of Noida</i>	Noida	2000000
5	VR Mall	Chennai	2000000
6	Lulu mall	Trivandrm	2000000
7	<i>Surath City Capital Mall</i>	Hyderabad	1931000
8	Hi lite Mall	Calicut	1400000
9	Elante Mall	Chandigarh	1150000
10	Neptune Magnet Mall	Mumbai	1056000
11	Phoenix Market City	Chennai	1000000
12	Viviana Mall	Thane	1000000

Shopping Malls - An Overview

13	Esplanade One	Bhubaneswar	1000000
14	Fun Republic	Lucknow	970000
15	The Grand Venice Mall	Noida	947000
16	Mantra Square	Bangalore	924000
17	Lotus Mall	Mangalore	900000
18	Express Avenue	Chennai	900000
19	City Centre Mall	Naskik	900000
20	Orion Mall	Bangalore	850000
21	The Great India Palace	Noida	850000
22	Infiniti mall	Mumbai	850000
23	Select City Walk	New delhi	850000
24	The Forum Sujana	Hyderabad	820000
25	DB City Mall	Bhopal	800000
26	Magneto The Mall	Raipur	795000
27	Mani Square	Kolkata	710000
28	Alpha One Mall	Ahmedabad	706000
29	Mall of Travancore	Trivandrum	700000
30	Forum Fizamall	Mangalore	686892

Source : www.walkthroughindia.com

3.3.3 Shopping Malls in Kerala

The modern retailing in Kerala is passing through a fast transformation and this growing potential market is showing a significant change in the investment pattern of domestic and foreign retailers. Organized retailing has a tremendous growth in Kerala as seen in increasing number of malls, super markets, hypermarkets, retail chain stores, entertainment centers and food courts in various districts of the State.

Mall culture is growing in Kerala which accommodate every taste, style and pocket. Shopping malls with its major attractions like one stop destination, quality products with discounts and offers, multiplexes, food courts and other entertainment facilities etc. bring a new dimension to the shopping culture of Kerala. At the time of festivals, holidays, special offers and discounts etc. there is a huge rush in shopping

malls. Nowadays Shopping malls are gaining much importance among the people, as they serve consumers their multi purposes- as place for buying groceries, eating foods and to spend time with their family and friends.

The extensive growth of shopping malls in Kerala have been noticed even in small towns in various districts of Kerala. During the covid 19 pandemic period , this growth was declined but later on the overall market showed a remarkable recovery . This was also reflected in the in the construction of new shopping malls in the state and many of the new projects are under planning stage. Yougsters of Kerala more prefer shopping malls as a source of consumer hub as well as entertainment purpose like multiplexes. Traditional stores are not providing the entertainment element in shopping as youngsters are concerned. So there is a massive flow of young people to the malls.

The growth of shopping malls in Kerala benefits to the state and community in number of ways like,

- ✓ All the required products are available in differend brands , food courts with a wide variety of cuisine and entertainment facilities under one roof.
- ✓ Generation of employment oppurtunities and an overall boost for the economy of the town in which they establish.
- ✓ Generation of tax revenue to the government
- ✓ Promotion of tourism
- ✓ Formation of new township
- ✓ Improved transportation facilities etc.

Shopping mall is a place where people get their necessities ranging from grocery and food products, home appliances, clothing and apparels etc. They also serve to the society by way of enhancing the standard of living of the community.

3.3.4 Major Shopping Malls in Kerala

Shopping malls in Kerala is expected to increase due to the interest of customers and investors in shopping malls. Shopping malls act as agents of change in the society.

The physical appearance of the shopping mall is the first thing that attracts public to the mall. Physical facilities of the mall includes physical ambience of the mall, variety of stores, entertainment facilities including multiplex and play area for kids and services like parking, food courts etc.

1. Lulu International Shopping Mall, Cochin

Lulu Mall is the largest shopping mall in India located in Edapally, Cochin. It is one of the leading tourist destinations in Kerala. The mall was opened on 10th March 2013 and covered total built up area 2500000square feet. It contains more than 225 retail outlets in four floors including restaurants and food courts, family entertainment zones, multiplexes, ice skating rink etc. It is the best designed shopping mall in the country. It is one of the most visited places in Kerala. The mall is owned by MA Yusaff Ali, Managing Director and Chairman of Lulu Group International, which is one of the leading business groups in the field of hospitality, retail, real estate etc. This group has planned to construct number of malls in and out of the state. It has a multitude of brands both international and national and provides immense shopping, entertaining and dining options to its customers. There are some good restaurants and cafes at the mall. Apart from that, there are gaming and entertainment zones. It is a place where friends and family come in the evening and at holidays for an outing.

2. Lulu International Shopping Mall, Trivandrum

Lulu International Shopping Mall, Thiruvananthapuram is located in the capital city of Kerala and it covers total built up area of 20,00,000 sq. ft. The mall has more than three hundred national and international brands and one of the largest entertainment zone in India. It also have multilevel vehicle parking facility and a 'Pink Parking Area' exclusively for its women customers. It has a spacious food court serving with delicious items. Multiplexes play a major role in the attraction of young generation customers to this mall. Recently lulu mall introduced the concept of "mid night" shopping on a trial basis so as to keep the nightlife active and vibrant. It helps the public to purchase the products easily without the traffic problems as compared to day time.

3. Hilite Mall, Calicut

Hilite Mall is a shopping mall opened on 10th April 2015 situated in the city of Calicut. The mall is located in Palazhi bypass junction on the NH 66. This mall covers a total built up area of 12,50,000 square feet in four floors. It is an integrated township project of Hi LITE builder and it includes commercial, retail and residential spaces. The mall is very near to the IT Parks which helps to attract more customers in weekdays also. There are retail outlets of various national and international brands, spacious food courts, supermarkets and entertainment or game zone etc. Hilite residential projects is one of the most popular residential area is located near the shopping mall and it contribute more footfalls to the mall.

4. Mall of Travancore, Trivandrum

Mall Travancore is the first shopping mall in capital city of Kerala developed by Malabar Developers launched in the year 2018 located in Chakkai junction near to the Trivandrum International Airport. It is the first green mall in India. It has floor area of 7,00,000 square feet. It has three floors of retail stores covering more than 300 brands in over 150 stores including food courts, multiplexes and family entertainment zones. There are seven multiplex theatres, wide parking space for above 1500 vehicles and an open area of 50,000 square feet is designed for entertainment. It has a great selection of clothing, personal accessories and home décor options for customers.

5. Centre Square Mall, Cochin

Centre square mall is a shopping mall in the city of Cochin located in MG road opened on 5th September 2013 with a total built up area of 630000 sq.ft owned and operated by Bridgeway Group. This mall caters to the customers, with gratification in shopping, food, entertainment and leisure by providing a unique experience for the entire family. This mall provides a superior tenant mix with national and international brands to customers. Its central store spread over four floors and it has three level basement parking facility to customers.

6. Gold Souk Grande, Cochin

Gold Souk Grande is a shopping mall located at Vytilla, Cochin, it has a total built up area of 500000 sq.ft spread over five floors, opened on March 2011 with over two hundred national and international brands. The mall is owned and managed by Gold Souk group. It has exclusive zoning for gold souk, hypermarket, wedding and other life style retail, brand stores anchor stores , multiplex and food court.

7. Sobha City Mall, Thrissur

Sobha City Mall is a shopping mall in Sobha City located in Puzhakkal, Thrissur, opened on 17th December 2015. It has total built up area of 450000 square feet in three floors. It is flanked with all the branded showrooms and high end luxurystores. This mall has a six screen multiplex and offers luxury business hotel, office space, food courts , ample parking space etc.

8. Oberon Mall, Cochin

Oberon Mall is a shopping mall located in the city of Cochin, opened on 2nd March 2009. It is conceptualized, developed and promoted by the Oberon Group of companies. It is a unique lifestyle centre for leading national and international brands. It has total area of 350000 square feet across five floors including retail outlets, food courts etc.

9. RP Mall, Kollam

RP MALL is a shopping mall in the city of Kollam opened on 2012, owned by Dr. **B. Ravi Pillai's** RP Group, one of the leading business groups in India. It has total built up area of 2,95,000 square feet in six floors including national and international branded retail outlets, food courts, multiplexes etc. In RP mall, kids have variety options for fun and games and it has been the fashion destination of Kollam.

10. Focus Mall, Calicut

Focus Mall is situated in the heart of Calicut city which has got five floors with around 2, 50,000 square feet opened on 28th March 2008 and it is the first shopping

mall in Malabar region and gives a new shopping experience to customers. The focus mall includes spacious food courts, big anchor shop; national and international brands retail stores etc.

11. Y Mall, Triprayar

Y Mall is located in Triprayar, a division of the Lulu Group, opened on 29th December 2018, after the huge success of Lulu Mall, Cochin. It covers total built up area of 250000 square feet. The mall features Lulu Xpress fresh market, which houses everything from food and grocery, mobile and electronics to home décor. It provides an incredible shopping, dining and entertainment experience for customers.

12. Mall of Joy, Thrissur

Mall Of Joy is a shopping mall located in opened on 5th April 2014 located in Thrissur city owned by Joy Alukkas Group, it has total floor area of 2, 00,000 squarefeet in four floors. The anchor stores includes jewelry outlets, life style products, cosmetics and perfumes, electronics, food court, home appliances, multiplex, game centre etc.

13. Mall of Joy – Kottayam

Mall of Joy is the first world class mall in the city of Kottayam opened on 11th June 2016 located at Baker Junction. It covers total built up area more than 2, 00,000 square feet and it spread across ground plus 5 floors. It is the busiest social and family hub in Kottayam. According to Mr. Joy Alukkas, group chairman and MD, Mall of joy has been created with the objective of changing the life style and shopping habits of people of Kottayam.

14. Bay Pride Mall, Cochin

Bay Pride Mall is one of the shopping mall in Cochin, developed by ABAD builders and it has total floor area of 2, 00,000 square feet. It is located at Cochin Marine Drive, facing the Arabian Sea. There have arranged showrooms of local and international leading branded items which facilitates customers shopping more easily.

3.5 Shopping Behaviour

The profile of Indian consumers seems to be undergoing a shift in terms of personality, needs, interests, buying motives, beliefs, values and attitudes when he or she is making a shift from traditional retail stores towards hi fi shopping malls. Now people want shopping malls with multiplexes near to their home or near city. The demographic factors of Indian consumers shows a fast changes include changes in family structure, income and consumption growth, increasing literacy levels , growing role of children as influencers in buying decisions, changes in familystructure and women's role in the family etc. These changes in the demographic factors have been a driving force of modern retailing including shopping malls in India.

The Indian consumers are changing rapidly. Now they are interested to buy from organized retail stores rather than unorganized stores. The Indian consumer is increasingly focusing on value, variety, convenience and better shopping experience. The increase in income and spending power of people as well as availability of quality products has resulted in consumers increasingly using hyper markets and super markets for their shopping

Shopping is desirable activity of humans in which everyone performs with a high level of regularity and involvement. It is considered to be an important part of our social life. Most of us would like to spend more of our leisure time in socializing. Shopping goes beyond the traditional buying activities of purchasing grocery when required. It is the act of identifying the shop and purchasing the product or service. Today shopping is involving the experience of wondering among crowd with family or friends and responding to a wide range of stimuli. Shoppers take in to consider the up to date information that they acquire in the retail store, in addition to the information collected before visiting the shop, to decide on purchase.

The behaviour of shoppers varies according to the place where they are shopping and their involvement in taking the buying decisions. Shopping is a function of the nature of the product or service, the degree of perceived risk inherent in the product class, and the level of knowledge about alternatives.

3.4.1 Types of shopping behaviours

According to Connolly A (1999), shopping behaviours can be classified into three categories:

Blinkered Mode

In this mode, shopping is very automatic. It is characterized by shoppers confidently and efficiently zooming in on familiar brands, with no time or interest in logical label reading or studying product attributes. This mode is typically observed in case of low involvement categories and high repeat purchases.

Magpie Mode

In the 'magpie' mode, the shopper allows himself/herself to be distracted and attracted by different brands on display. This mode is associated with situations where the shopper is seeking a change or a treat. This mode can be observed at food or fixture stores.

Browser Mode

The 'browser mode' finds the shopper behaving more rationally, reading the 'back of pack' copy and invariably comparing prices, ingredients, and seeking more information about product attributes, making piece value comparisons across various brands. This mode is typical of situations where there is a greater perceived risk associated with the brand or purchase.

3.4.2 Shopping Process

The shopping process typically starts with a person identifies an unsatisfied need. He/she then search information about how to satisfy that need, what product might be useful, and how they can be bought. After collecting the required information, he/she will evaluate the various alternative sources of merchandise, such as retail store, product details, price etc. on various parameters and then final selection of a particular store or product. Eventually, the customer makes a purchase and consumes the product or service. Based on the shopping experience, the consumer

then decides whether the product or service satisfies his or her needs to the desired level. (Levy, 2004)

The process of shopping decision making can take three forms:

1. Extended Problem Solving

This is a form of purchase decision in which shoppers devote considerable time and effort to analyze alternatives. This purchase decision involves a high level of risk and uncertainties. The customers go beyond their personal knowledge to consult with friends, family members, or experts, and indulge in an extended problem solving activity.

2. Limited Problem Solving

This is a purchase decision process involving a moderate amount of effort and time. Shoppers engage this type buying process when they had some prior experience with the product or service and the risk associated with the purchase is moderate. In these situations customers tend to rely more on personal knowledge than on external information. They usually choose a retailer they have shopped from before and select merchandise they have bought in the past. In such a situation shoppers tend to confirm their decision to buy their usual brands by collecting information about other brands at the store. This behaviour is also exhibited by shoppers in situations where there are small differences among the available brands.

3. Habitual Decision Making

This is a purchase decision making process involving little or no conscious effort. This process is followed mainly in case of repeat purchase. Brand and store loyalties play a significant role in such purchase situations.

3.5 Marketing Mix of Shopping malls

The success of any business organization depends upon marketing activity of the organization. It is an art of bringing four major factors of market, known as 4P's, Product, Price, Place and Promotion. The basic task of marketing is integrating these

four elements in to a marketing program to satisfy the needs and wants of consumers. The marketers must be knowledgeable about the issues and options involved in each element of marketing mix. They must also be aware of how these elements can be combined to form an effective marketing program that delivers value to customers. The market must be analyzed through consumer research, and the resulting information must be used to develop an overall marketing strategy and mix.

Retail stores in the shopping malls which sells to their customers various products like groceries, apparels, home appliances, watches, jewelry, electronics, fashion accessories and footwear etc. The tenants store in the mall includes supermarkets, departmental stores, apparel stores, food courts and entertainment facilities. The anchor store in the shopping mall plays an important role in generating a lot of customer traffic to the mall. The success of a shopping mall depends upon the anchor tenants in the mall.

Retailers need to focus on the needs and preferences of customers to maintain and retain the long term relationship. In order to attract more customers to the shopping mall, the retailers and mall managers must design the elements of marketing mix as per the requirements of customers. To increase customer traffic, the shopping mall should carefully review the marketing mix of the mall with better management.'

3.51 Elements of Marketing mix of shopping mall

Marketing mix of shopping mall is similar to the traditional marketing mix i.e. "4 Ps" of marketing. It includes product, price, place and promotion.

Product Mix

Every retail stores in shopping mall has a product mix that is made up of variety of products that a retailer stocks regularly. The product mix is the set of all the products and services offered for sale to the customers by a shopping mall. The retailer must consider the customer's needs, wants and expectations, the type of store, storage capacity of the store, expected sales etc. before determining the product mix to carry.

Price Mix

Price has been one of the most important elements in buying decision of customers. Customers are very much price sensitive. For a customer, price is the main reason to visit a particular retail store in a shopping mall.

Place Mix

The products should be easily available near the place of target consumers, so that they can easily buy it. The retailers in the mall have to ensure that the products and services are available to the customers whenever required.

Promotion Mix

The promotion mix is usually includes advertising, sales promotion, personal selling and public relations. The retail stores in shopping mall provides more promotional offers during the festival days or holidays.

3.6 Service Quality of Shopping Malls

Shopping mall provides the mix of product, service and shopping experience. In shopping mall, the customers are involved in various activities like finding the retail stores which sells the required articles, interacting with sales persons, billing, payment, product delivery and returning the unsatisfied product. All these activities have a direct influence on the perception of customers regarding the service quality of retail stores and shopping malls.

While evaluating the service quality of shopping malls customers compare their expectations of service quality with the actual performance of service providers. It is very important for the retailers and management of shopping mall to understand the expectations of mall customers. If the service quality of shopping mall exceeds or meets the expectations of customers, they will feel satisfied. They will dissatisfy when the service quality of mall is below their expectations. Service quality is one of the important promotional tools used by the retailers or mall management to attract more customers to the mall.

3.6.1 Dimensions of Service Quality of Shopping Malls

When customers evaluate customer service, they compare their perceptions of the service they receive with their expectations. Customers are satisfied when the perceived service meets or exceeds their expectations. Customer's perception of a retailer's customer service is affected by the actual service delivered. Five customer service characteristics that affect perceptions of service quality are reliability, assurance, tangibility, empathy and responsiveness.

Tangibility

Tangibility dimension of service quality in shopping malls includes the appearance of all physical attributes like physical facilities or outlet, the appearance of personnel/sales associates, equipment used to provide the service and communication materials associated with the products displayed clearly, easy to read, informative and appealing etc. used to deliver the required services to customers by the service providers. Tangibility factor gives an idea about the quality of service of the company to their customers. This is one of the most important factors of service quality to attract customers to the shopping mall.

Reliability

Reliability is the ability of a shopping mall to perform the promised service dependably and accurately to their customers. The reliability dimension of service quality of shopping mall includes consistency and dependability of shopping mall personnel performance, performing services right the first time itself, performing the services at the designated time, accurate and on time home delivery of stores etc. Customers are always attracted to those firms who keep their promises effectively. So it is an important element in the service quality perception by the customer and his loyalty.

Responsiveness

Responsiveness is the willingness of sales executives or employees to help customers and to provide prompt and needy service to them. Responsiveness

dimension focuses in the attitude and promptness in dealing with customer queries, complaints and problems. This dimension includes willingness and readiness of mall staffs to help customers and provide prompt service, sales staff's readiness to act on customer's requests, calling a customer back quickly after a query, giving prompt service, efficient help-line or customer service desk etc.

Assurance

Assurance dimension of service quality means employee's knowledge, courtesy and the ability of the firm and its employees to inspire trust and confidence in their customers. This dimension focuses on job knowledge and skill, accuracy, courtesy etc. of employees and security ensured by the shopping mall. It includes malls should have well trained sales staff with relevant knowledge and skill to perform their tasks. They are customer concerned, interested in helping customers, friendly and respectful. Assurance dimension of service quality of shopping malls also consists of presence of security staff, secure payment method, return policy and after-sales guarantees etc.

Empathy

Empathy dimension covers the caring and individualized attention of employees of shopping malls to their customers. Individualized attention to customers is the major attraction for visiting stores in the mall. It includes explanation of payment methods, provision of information about products and offers, provision for better complaint procedures etc.

3.7 Consumer Behaviour in Shopping Malls

According to Stankevich (2017), Consumer behaviour is the process by which individual search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants. Consumer behaviour, as a study, focuses on the decision process of the individual consumer or consuming unit. The behaviour of consumers especially in urban India is changing over the past few years. They want everything under one roof and a bigger choice of products. As Shopping malls offer

the option of entertainment along with shopping, most of the customers in urban area prefer to shop there.

Customers prefer to visit shopping malls sometimes for the sake of enjoyment and for buying new products which they require in large quantity. Majority of the customers takes this visit as a shopping cum entertainment. The working of shopping Mall is dependent upon anchor stores as well as the tenant mix. Most of the Customers are attracted to mall just because of presence of anchor store. Anchor stores in malls improve sales and help to earn more income to store in shopping malls. There is a mall management team responsible to manage the mall. The success of shopping malls depends upon mall management team which works effectively and professionally.

3.7.1 Factors Affecting Consumer Behaviour in Shopping Malls

Consumer behaviour is a part of human behaviour. A consumer being a human being is influenced by number of factors in his or her buying decisions. The important factors affecting consumer behaviour in shopping malls as follows;

Demographic Factors

Demographic factors vary from individual to individual. While studying the consumer behaviour in shopping malls the following factors must be understood by researcher.

Different Gender visiting shopping malls: The buying behaviour of consumer varies across gender of customers visiting shopping mall. Their needs, wants and preferences are varied as per gender. Men want to have electronics and apparels where as women search for grocery, apparels and cosmetic products.

Shopping malls visited by different age group customers: Customers buy different products and services for different age groups from various retail stores in shopping malls. The age of consumer has a major impact on buyers buying decision. Their needs wants, taste and even food habits are age related.

Occupation of consumers: Customer's occupation is also influences his or her consumption pattern from shopping malls. Retailers try to know the occupational groups that have real interest in goods and services. A retailer can even select their products for certain occupational groups.

Income level of various consumers going to shopping malls: The selection of products and services is mostly affected by customer's income level. Their spending behaviour in shopping malls depends on his /her earnings.

Situational Factors

Situational factors such as layout and timing of shopping malls in are also an important factor in buying decisions of customers. The situational factors include;

Layout of shopping malls: Physical surroundings of mall affect buying behaviour of consumers. Location of store, decoration of store, arrangement of products in stores, store layout, etc. influences consumer behaviour in shopping malls.

Timing of shopping malls: Consumer's Decision making depends on time of working of shopping mall. The timing of shopping is different from customer to customer and it's depending upon their gender, occupation, age etc.

Shopping mall's Gratification: The mood and condition at the time of shopping is influences the buying decision of customers. It also affects the selection of products.

Psychological Factors

Consumers are influenced by psychological factors. It operates within every individual. The following are the important psychological factors;

Motivation to buy from shopping malls: A set of motives affects a customer's actions. These include price, location, service, selection and behaviour of salespeople. The motivation to buy products from shopping malls has a direct impact on buying behaviour of consumers.

Learning to purchase from shopping malls: Learning means any change in behaviour of an individual which comes about as a result of experience. It is the

process of acquiring knowledge. The changes in a person's behaviour due to information and experience are called learning. They also learn by purchasing and using products. Learning explains as changes in consumer's behaviour arising from experience over a period of time.

Beliefs and Attitudes towards shopping malls: A belief means the idea a consumer holds in mind about what is right and what is wrong in his world. An attitude is consumer's value system which endures favorable or unfavorable, good or bad can be positive or negative.

Perception towards shopping malls: Perception is the process whereby stimuli are received and interpreted by a person and translated to a response. It is the impression of products in the mind of the consumers. Quality of products and services influences consumers to divert their shopping from traditional shops to shopping malls.

Social Factors

Many of the customers depend on others in making selection of products for themselves. They take friends or family's advice or opinion while purchasing any new product.

Reference groups of consumers: Many groups influence an individual's behaviour to purchase products from malls. Reference group of consumers directly or indirectly influence the buying behaviour of consumers. Reference groups affecting consumers buying decision, when they visit shopping malls together. Sometime unnecessary products are also been purchased under the influence of reference groups.

Consumer's Family: The family is the most important factor which influences the buying behaviour of consumers. Many purchase decisions involve the entire members of the family. The selection of a particular shopping mall is depends on the opinion of members in the family.

Cultural Factors

The cultural factors affecting consumer behaviour includes;

Culture of consumers: Every culture has its language, values, myth, customs, ritual and ceremonies and law. What one speaks, what one eats, what one wears are all effects of one's culture. Cultural outlook are extended into laws. Consumers are learners; they learn many things from their culture.

Subculture of consumers: These are distinctive group of people within a culture. Many subcultures make up important market segments, and marketers often design products and marketing programs as per their needs.

Social Class of consumers: The consumer behaviour is also influenced by the social class of the individual. It is a homogeneous division of society in to which individuals sharing similar values, interests and behaviour can be categorized. Majority of the mall customers are included in the upper class and middle class people.

Modern marketing explains the importance of consumer behaviour in terms of buying process which includes buying decisions in shopping malls. The main goal of marketing is to sell the product to consumers. Effective selling takes place by understanding of buying process of consumers in shopping malls.

3.7.2 Customer Satisfaction

The term 'Satisfaction' is the function of perceived performance and expectations. In case the performance falls below the expectations, the consumer is dissatisfied. On the other hand if the performance of the product or service of a firm matches the expectations, the consumer is satisfied. Similarly, if the performance exceeds expectations, the consumer is highly satisfied. The marketers aiming at high level satisfaction because consumers who are just satisfied are still go in search of better offer to get more satisfaction. This search leads to switching off from one brand or store to another brand. The high level of satisfaction of consumer creates an emotional bond with the brand or store and not just a rational preference which

results in high customer loyalty. Customer satisfaction is the process in which customers that have purchased the products and given the feedback to the retailer about their satisfaction level today. Customer satisfaction is more important for retailers than in past.

3.8 Marketing Mix, Service Quality and Consumer Behaviour

Consumers are influenced by the actions of marketers and every element of marketing mix can influence the buying behaviour of consumers. Shahram Gilaninia et.al., (2013) described marketing mix is the combination of strategies and activities that companies use to sell their products and services. By focusing on the people who buy, a company can pick the right features for the product, the right price and distribution outlets, and the right words and approaches for promoting the product.

In today's competitive market, service quality is a key factor in satisfying customers through which the consumer's buying behaviour is influenced. Developing long term customer relationship is vital for a company to satisfy their customers and better service quality can improve this long term relationship through which the firm could enhance the competitive advantage.. Noel & Cheung (2001) found out that service quality is an important marketing tool used for attracting and retaining customers and to improve customer satisfaction. Their study focused on measuring of service quality of retail store and its impact on postpurchase behaviour. Service quality has been suggested as a most influential factor on customer satisfaction in Saudi Arabia's shopping malls (Ahamad, 2012), Hong Kong's shopping malls (Wong et.al 2012).

Nagar & Dhanashree (2016) identified the elements of service quality delivered by retail stores and compared the service quality parameters among organized and unorganized retail stores. They used service quality dimensions designed by Parasuraman, Zeithaml and Berry, namely reliability, tangibility, assurance, empathy and responsiveness. This study indicated that the service quality factors have a significant association with organized and unorganized retail customer satisfaction. Their study concluded that consumer preferences and satisfaction is positively associated with the services provided by both the organized and

unorganized retail stores. Kumar et.al (2018) investigated the relationship among service quality dimensions, overall service quality and future consumption behaviour. The study found that the dimensions of service quality will affect customer's future consumption behaviour.

Zhang & Kim (2019) developed a research model in terms of service quality and intention to repurchase intention in the Chinese Internet Shopping mall. As per their study the sub factors of service quality in the Internet Shopping mall have positive effects on customer satisfaction and repurchase intention. Service quality and marketing mix offered by the shopping malls can make a good impression on the customers and encourage them to come back to shopping malls. Anggawen et. al (2020) analyzed the effects of marketing and service quality mix on customer satisfaction and loyalty. The results of the study showed that marketing mix and service quality affects customer satisfaction. The service quality dimensions such as reliability , responsiveness and assurance more influences the loyalty of customers.

Nuryadin et.al (2021) studied about the effect of marketing mix , service quality and on consumer satisfaction and loyalty on PT. Great Indonesian ,Milagros. They used structural equation modelling for analysing the data. The result of the study showed that the marketing mix and service quality have positive and significant effect on customer loyalty through customer satisfaction. Mushtaq & Atif Salar(2022) investigated the impact of marketing mix on consumer behaviour and the results revealed that marketing mix elements influences consumer buying behaviour of supermarket consumers in Meerut city. Lino Rosete (2022) found out that service quality, consumer behaviour and customer satisfaction are inter related

3.9 Conclusion

The introduction of shopping malls has not been able to replace unorganized retail stores or traditional retail stores which are still popular among the people especially in the rural and semi urban consumers, but has definitely added a new adventure to shopping experience. Shopping malls are one of the retail formats which have started coming up in large numbers. A mall offers many advantages to customers over the traditional stores like pleasant ambience, comfort shopping, convenience,

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watching movies and eating at the same place, variety of retail shops, discount offers entertainment areas and parking facilities etc. The main reason for the spread of shopping malls to small towns and cities is the massive potential customers who are ready to try this trend. The mall culture is growing day by day in all the states of country including Kerala. The next chapter deals with analysis of data based on the first objective of the study.

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CHAPTER 4

SHOPPING BEHAVIOUR OF MALL CUSTOMERS IN KERALA

4.1 Introduction

In the previous chapter an attempt has been made to examine a detailed theoretical framework of shopping malls, marketing mix, service quality and consumer behaviour towards shopping malls in Kerala. This chapter covers the demographical profile of the respondents and studies the shopping behaviour of mall customers in Kerala with the help of primary data. Shopping has been described as an activity that refers to the procuring of consumer goods. Shopping behaviour analysis refers to the process of gathering data on the actions of customers in a retail environment, and then using that data to identify their buying preferences and patterns. Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. Some purchase decisions are minor, like buying toothpaste, while other purchases are major, like buying a house. The more major the purchase decision, the more effort is typically put into the process.

The study of shopping behaviour of mall customers contains the occasions when the customers go to the shopping malls, purpose of their visit, frequency of visit, shopping day preferences, time preferences, the distance travelled by them to shopping malls, mode of transport, type of visit, shopping companion, numbers of stores used to visit, average time spent in malls, average amount spent per visit, mode of payment and favorite combinations of the customers in Kerala. To study the shopping behaviour of customers in shopping malls in Kerala, Percentage analysis, Graphs and Henry Garrett Ranking method were adopted.

4.2 Profile of the Respondents

The first section of the survey instrument was designed to gather information about the respondent's demographic characteristics. Before enter in to the analysis based

Shopping Behaviour of Mall Customers in Kerala

on objectives, it is relevant to examine profile of selected sample customers of shopping malls in Kerala. The demographical profile comprising of gender, age, marital status, educational qualifications, occupation, monthly income, monthly expenses, types of family, number of members in their family and area of residence of the respondents will help to know their socio-demographic status. In this study, the demographic variables such as gender, age, marital status, occupation, income levels and area of residence are selected for the socio demographic comparison of respondents. The current section presents a descriptive analysis of selected variables.

Table 4.1
Demographical Profile of Sample Customers

Variables		Frequency	Percentage
Gender	Female	147	38.4
	Male	236	61.6
	Total	383	100
Age	18 to 30	165	43.1
	31 to 50	117	30.5
	Above 50	101	26.4
	Total	383	100
Marital status	Married	200	52.2
	Single	183	47.8
	Total	383	100.0
Educational Qualifications	School Level	18	4.7
	Graduate	148	38.6
	Post Graduate	119	31.1
	Professional /Other Courses	98	25.6
	Total	383	100.0
Occupation	Students	121	31.6
	Salaried	126	32.9
	Business	34	8.9
	Professionals	63	16.4

Shopping Behaviour of Mall Customers in Kerala

	Housewives	39	10.2
	Total	383	100.0
Monthly Income	Below Rs.40000	87	22.7
	Between Rs.40001- Rs.80000	104	27.2
	Between Rs.80001- Rs.120000	99	25.8
	Above Rs.120000	93	24.3
	Total	383	100.0
Monthly Expenses	Below 25000	101	26.4
	25001 to 50000	72	18.8
	50001 to 75000	152	39.7
	Above 75000	58	15.1
	Total	383	100.0
Types of Family	Joint Family	75	19.6
	Nuclear Family	308	80.4
	Total	383	100.0
Number of Members in a Family	1-3 Members	39	10.2
	4 Members	203	53
	5 Members	60	15.7
	Above 5 members	81	21.1
	Total	383	100.0
Area of Residence	Urban	165	43.1
	Semi- Urban	155	40.5
	Rural	63	16.4
	Total	383	100.0

Source: Primary Data.

The above table depict that's 38 percent of respondents are belongs to females and remaining respondents are male. Regarding the age group of respondents, 43 percent of respondents are come under the age group of 18 to 30, 31 percent respondents are come under the age group in between 31 to 50 and 26 percent of them are under above 50 age group. It shows, majority of respondents of this study are under the

Shopping Behaviour of Mall Customers in Kerala

age group of below 30. It is evident that out of the total sample of 383 respondents surveyed, 52 percent of the respondents are married. It is observed that the majority of the selected customers visiting shopping malls are married. Educational qualification influences the preferences and perceptions of customers. The educational status of sample respondents has been divided into four categories i.e., school level, Graduate, Post Graduate and Professional. It is clear from that 5 percent of customers visiting shopping malls are under the category of school level or up to higher secondary level, 39 percent of them are having educational qualification of graduation and 31 percent of respondents from the category of post-graduation and rest of the respondents from professional or other courses. It is evident from the above table that 32 percent of the respondents are students, 33 percent of the respondents are salaried persons and 16 percent of them are professionals. It is concluded that majority of the respondents are salaried persons and students.

Regarding the monthly income of sample respondents, 27.2 percent belong to the income categories of 40001- 80000 and 25.8 percent respondents belongs to 80001-120,000 categories. Only 22.7 percent respondents earn below 40000 per month. It can be seen that the monthly expenses of respondents, 55 percent of the respondents spend above 50000 per month. To mention about the type of family of the sample respondents, it is clear from the table that out of 383 sample respondents, the most of the respondents (80 percent) belong to nuclear family. The above table shows that 53 percent of the respondents are belong to four members in their family. It is clear that 43 percent of respondents from urban area, 41 percent of respondents from semi urban area and 16 percent respondents' from rural area.

4.3 Shopping Behaviour of Customers.

This part of the study would concentrate on the behaviour the consumer exhibits while visiting or making purchases from the shopping malls. In order to evaluate the shopping behaviour of customers, percentage analysis and Henry Garrett Ranking method were used.

4.3.1 Motives of Shopping

Table 4.2
Motives of Shopping

Motives of Shopping	Yes	Percentage	No	Percentage	Rank
When I need to buy something	380	99.2	3	0.8	I
When I have extra money	180	47	203	53.0	III
When I accompany friends	281	73.4	102	26.6	II
When I am free	162	42.3	221	57.7	IV
When I feel lonely	58	15.1	325	84.8	VI
When I am in a down mood, I go shopping to make me feel better	47	12.3	336	87.7	VII
When I feel shopping is a pleasant activity	129	33.7	254	66.3	V
When I want to relieve stress	41	10.7	342	89.3	VIII

Source: Primary Data

The above table shows, 99 percent respondents go for shopping in the malls when they need to buy something, 73 percent respondents go for shopping when they accompany friends, 47 percent respondents go shopping when they have extra money, 42 percent respondents go shopping when they have free time, 34 percent respondents go shopping when they feel shopping is a pleasant activity, 15 percent respondent go shopping when they feel lonely, 12 percent respondents go shopping to make them feel better, when they are in a down mood and 11 percent respondents go shopping when they want to relieve their stress. Most of the respondents go for shopping when they need to buy something. Only few respondents say they go for shopping when they want to relieve their stress. Majority of the customers prefers to shop with their friends.

4.3.2 Purpose of Visit

An attempt has been made to analyze the various ‘reason for visiting shopping mall by the Customers’ by using Henry Garrett Ranking method.

Formula:

$$\text{Per cent Position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

R_{ij} = Rank given for the *i*th variable by the *j*th respondent

N_j = Number of variables ranked by the *j*th respondent

Table 4.3

Percentage Positions and Corresponding Garrett’s Table Values

Rank	Percentage Position		Garrett’s Table Value
1	$100(1-0.5) / 8$	=6.25	79
2	$100(2-0.5) / 8$	=18.75	67
3	$100(3-0.5) / 8$	=31.25	59
4	$100(4-0.5) / 8$	=43.75	53
5	$100(5-0.5) / 8$	=56.25	46
6	$100(6-0.5) / 8$	=68.75	40
7	$100(7-0.5) / 8$	=81.25	32
8	$100(8-0.5) / 8$	=93.75	20

Table 4.3 shows the percentage positions for the ranks 1,2,3,4,5,6,7 and 8 and their corresponding Garrets table values. For Rank1, the calculated percentage position is 6.25 the table value is 79. This value is given in the Garrets ranking table for the percentage 6.81, which is very near 6.25 (see Garrets ranking table). As like for all the calculated percentage positions, the table values are referred from Garrett’s ranking table.

Table 4.4

Reasons for Visiting Shopping Mall

Sl. No.	Factor	Total number of Respondents	Total Score	Mean score	Rank
1	Shopping	383	26215	68.44	I
2	Visit an Eatery	383	20077	52.42	VI
3	Meet friends	383	20813	54.34	III
4	Seeking status	383	8578	22.39	VIII
5	Attend parties or socialization	383	13516	35.28	VII
6	Family outing	383	20158	52.63	V
7	Spend leisure time	383	21697	56.65	II
8	Watch movies from Multiplexes and other entertainment facilities	383	20666	53.95	IV

Source: Primary Data

It is observed from the Table 4.4 that Shopping (68.44) has been ranked as the most important reason for visiting shopping malls in Kerala followed by Spend leisure time (56.65), Meet friends (54.34), Watch movies from Multiplexes and other entertainment facilities (53.95), Family outing (52.63), Visit an Eatery (52.42), Attend parties or socialization (35.28) and seeking status (22.39). Mean score is calculated by dividing the total score by the number of respondents. Majority of the customers visit malls for shopping of all the required products and services under one roof. Customers visit shopping malls for spending leisure time with their family or friends. The youth considers shopping mall as a good place for meeting friends and watching movies from the multiplexes in the mall.

4.3.3 Frequency of Visiting Shopping mall

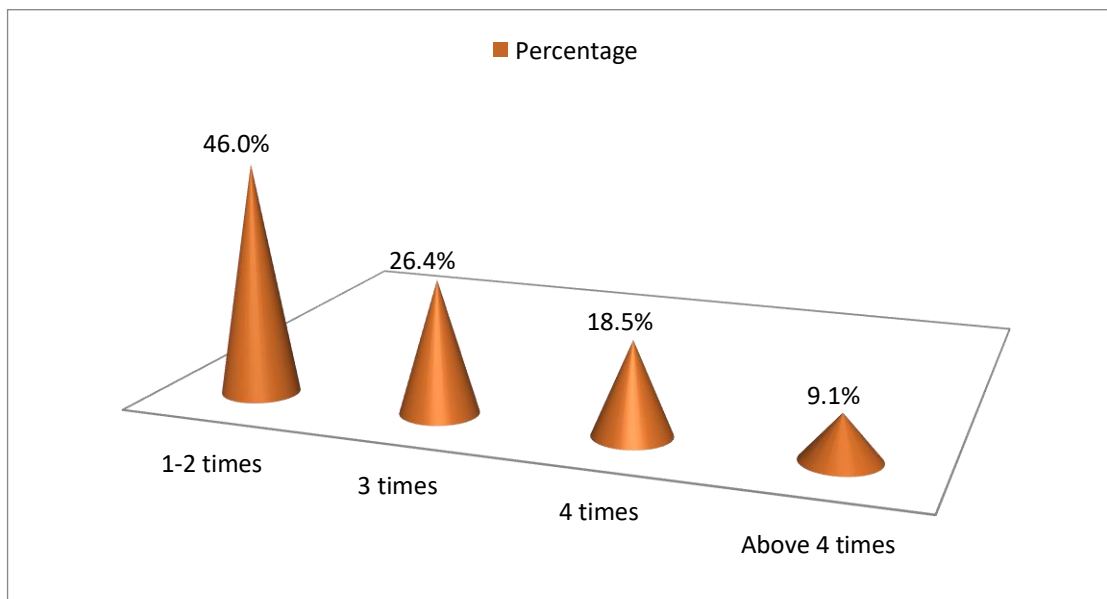
The response of selected sample customers on the frequency of visiting shopping mall is given below table.

Table 4.5
Frequency of Visiting Shopping mall

Frequency of visit in a month	Frequency	Percentage
1-2 times	176	46.0
3 times	101	26.4
4 times	71	18.5
Above 4 times	35	9.1
Total	383	100

Source: Primary Data

Figure 4.1
Frequency of Visit



From the above table, 46.0 percent respondents visit shopping malls 1-2 times within a month, 26.4 percent respondents visit shopping malls 3 times within a month, 18.5 percent respondents visit shopping malls 4 times within a month and 9.1 percent respondents visit shopping malls more than 4 times within a month. Most of the respondents visit shopping malls 1-2 times within a month. Only few respondents visit shopping mall above 4 times.

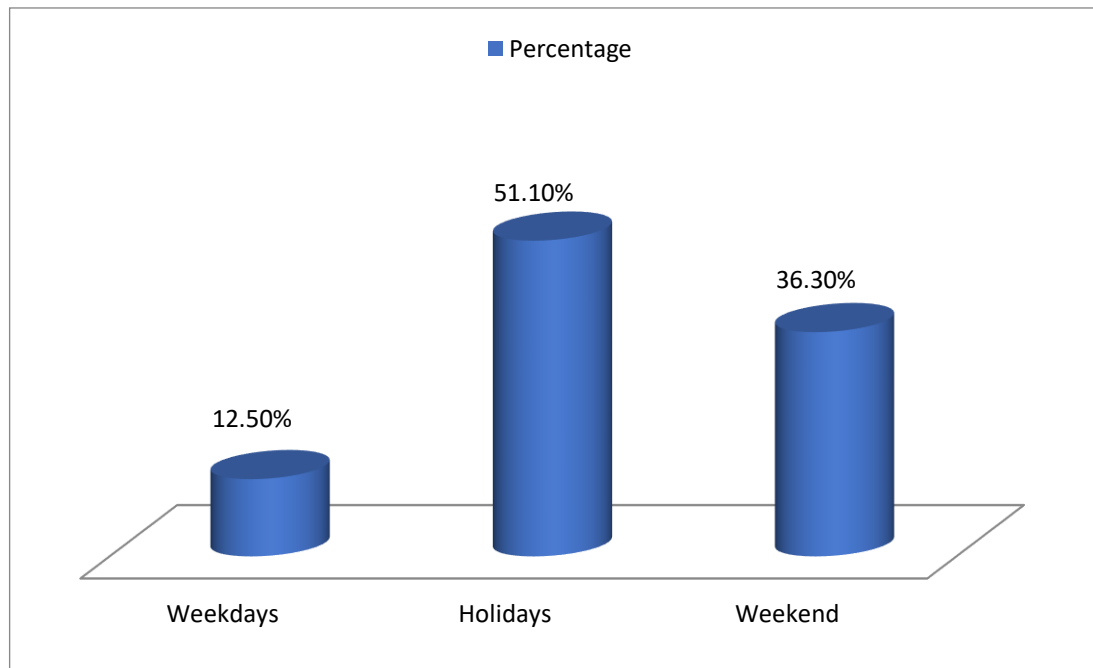
4.3.4 Shopping Day Preference of the Respondents

Table 4.6
Shopping Day Preference of the Respondents

Shopping day preference	Frequency	Percentage
Weekdays	48	12.5
Holidays	196	51.1
Weekend	139	36.3
Total	383	100

Source: Primary Data

Figure 4.2
Shopping Day Preference of the Respondents



The above table shows, 51.1 percent respondents prefer to go shopping in their holidays, 36.3 percent respondents prefer to go shopping in weekend and 12.5 percent respondents prefer to go shopping in week days. Majority of the respondents prefer to go shopping in their holidays. Only few prefer to go shopping in weekdays.

4.3.5 Preferred Time of Respondents to Visit the Malls

Table 4.7

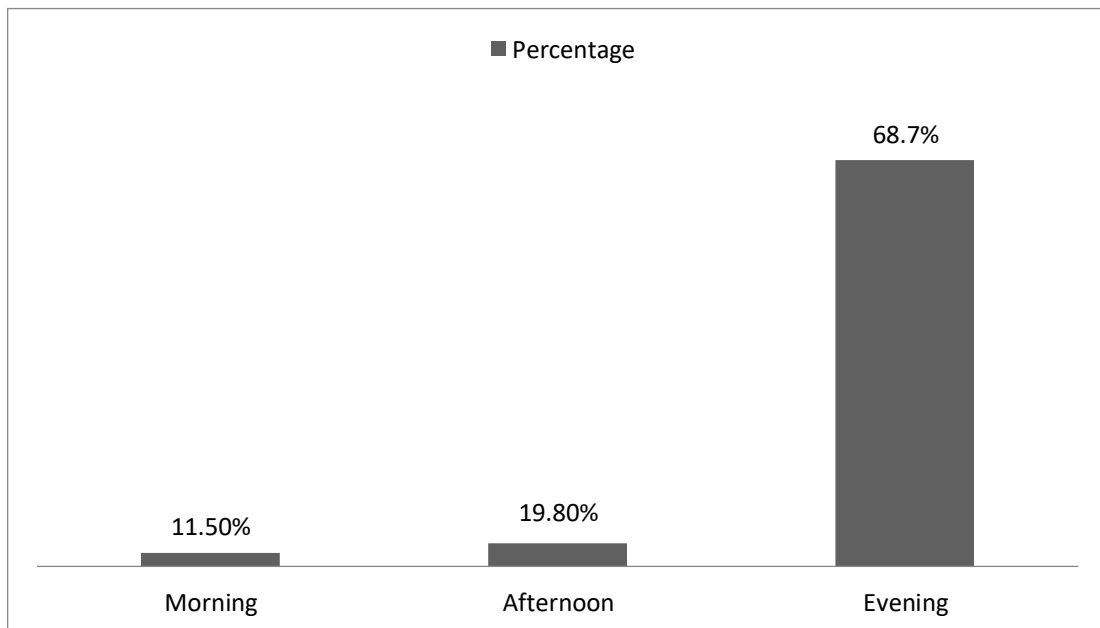
Preferred Time of Respondents to Visit the Malls

Preferred time	Frequency	Percentage
Morning	44	11.5
Afternoon	76	19.8
Evening	263	68.7
Total	383	100

Source: Primary Data

Figure 4.3

Preferred time of respondents to visit the malls



The above table indicates, 68.7 percent respondents prefer to visit malls in the evening time, 19.8 percent respondents prefer to visit malls in the afternoon time and 11.5 percent respondents prefer to visit malls in the morning time. Most of the respondents prefer to visit the malls in the evening time.

4.3.6 Distance Travelled by Respondents to Visit Shopping Malls

Table 4.8

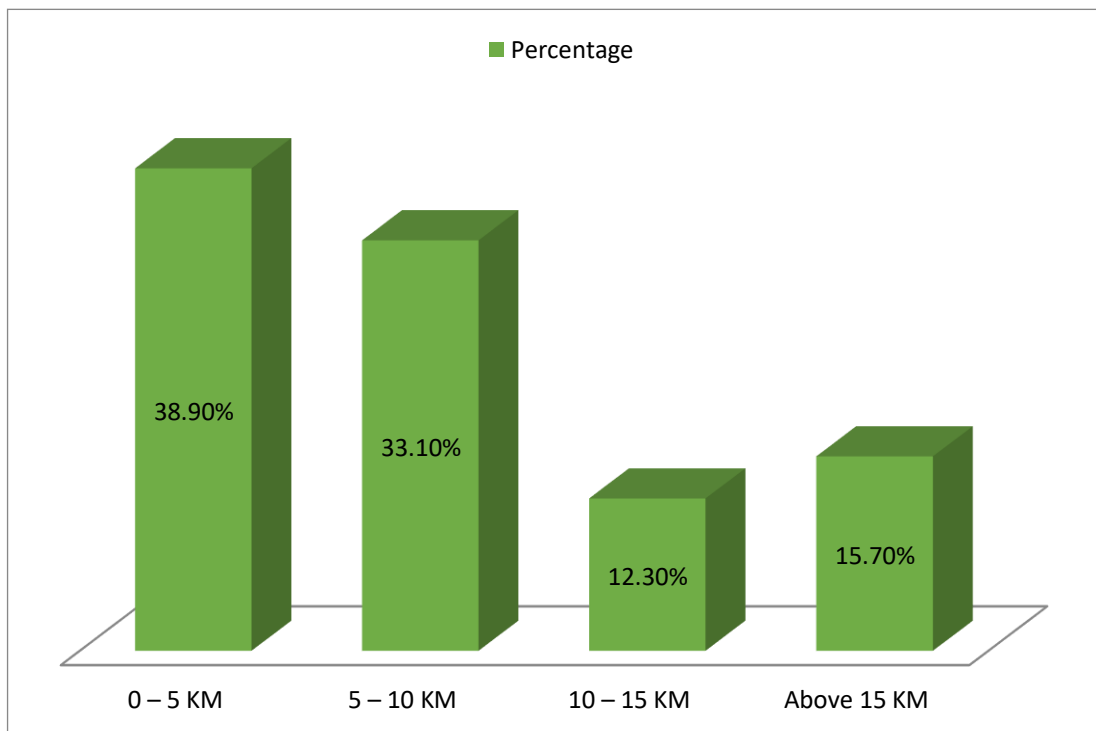
Distance Travelled by Respondents to Visit Shopping Malls

Distance travelled	Frequency	Percentage
0 – 5 KM	149	38.9
5 – 10 KM	127	33.1
10 – 15 KM	47	12.3
Above 15 KM	60	15.7
Total	383	100

Source: Primary Data

Figure 4.4:

Distance Travelled



The above table shows, 38.9 percent respondents needs to travel 0-5 KM to go shopping malls, 33.1 percent respondents needs to travel 5-10 KM, 15.7 percent respondents needs to travel above 15 KM and 12.3 percent respondents needs to travel 10-15 KM to go malls. Majority of the respondents travel 0-5 KM to go shopping malls.

4.3.7 Mode of Transportation

Table 4.9

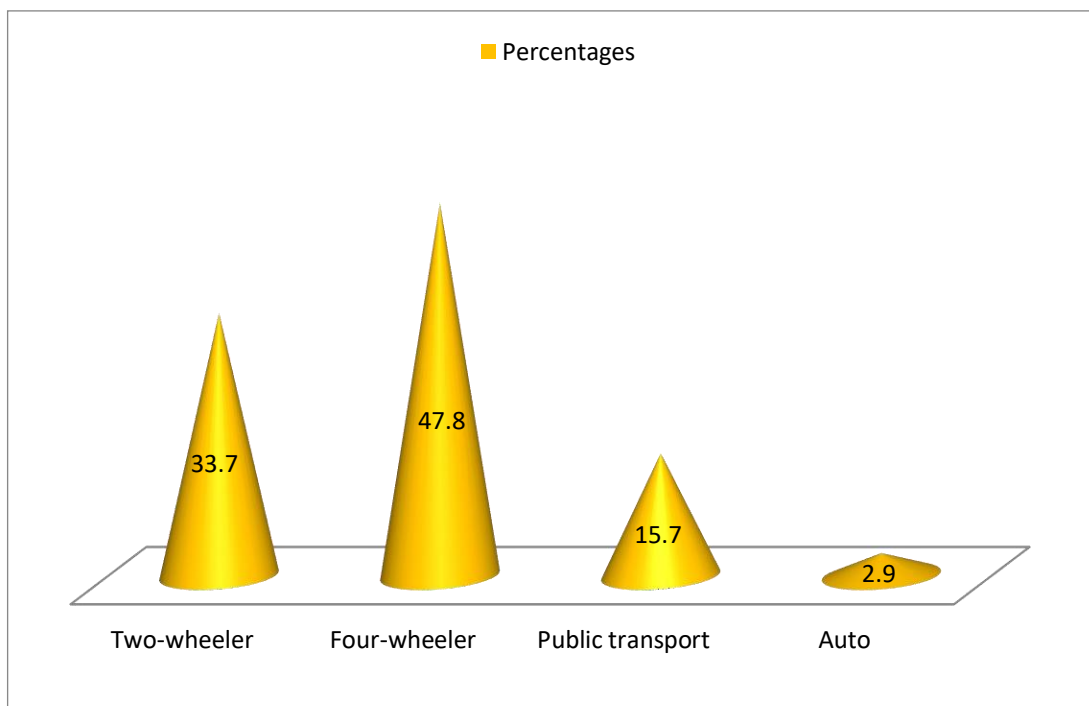
Mode of Transportation

Mode of transport	Frequency	Percentage
Two-wheeler	129	33.7
Four-wheeler	183	47.8
Public transport	60	15.7
Auto	11	2.9
Total	383	100

Source: Primary Data

Figure 4.5

Mode of Transportation



The above table indicates, 47.8 percent respondents use four – wheeler to go shopping malls, 33.7 percent respondents use two-wheeler to go shopping malls, 15.7 percent respondents use public transport to go shopping malls and 2.9 percent respondents use auto to go shopping malls. Majority of the respondents use four – wheeler to go shopping malls. Only few respondents use auto to go shopping malls.

4.3.8 Type of Visit

Table 4.10

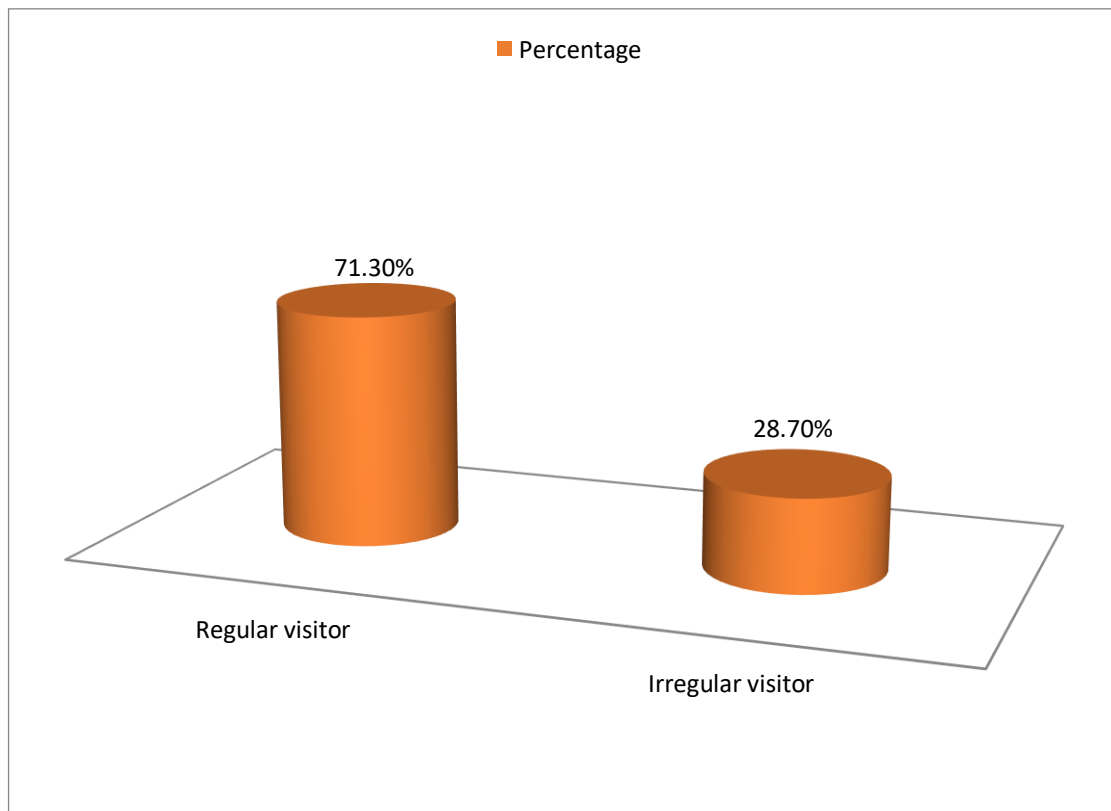
Type of Visit

Type of visit	Frequency	Percentage
Regular visitor	273	71.3
Irregular visitor	110	28.7
Total	383	100

Source: Primary Data

Figure 4.6

Type of Visit



From the above table, 71.3 percent respondents are regular visitors to the shopping malls and 28.7 percent respondents are irregular visitors to the shopping malls. Most of the sample customers are visiting shopping malls regularly.

4.3.9 Shopping Companion of Respondents

Table 4.11

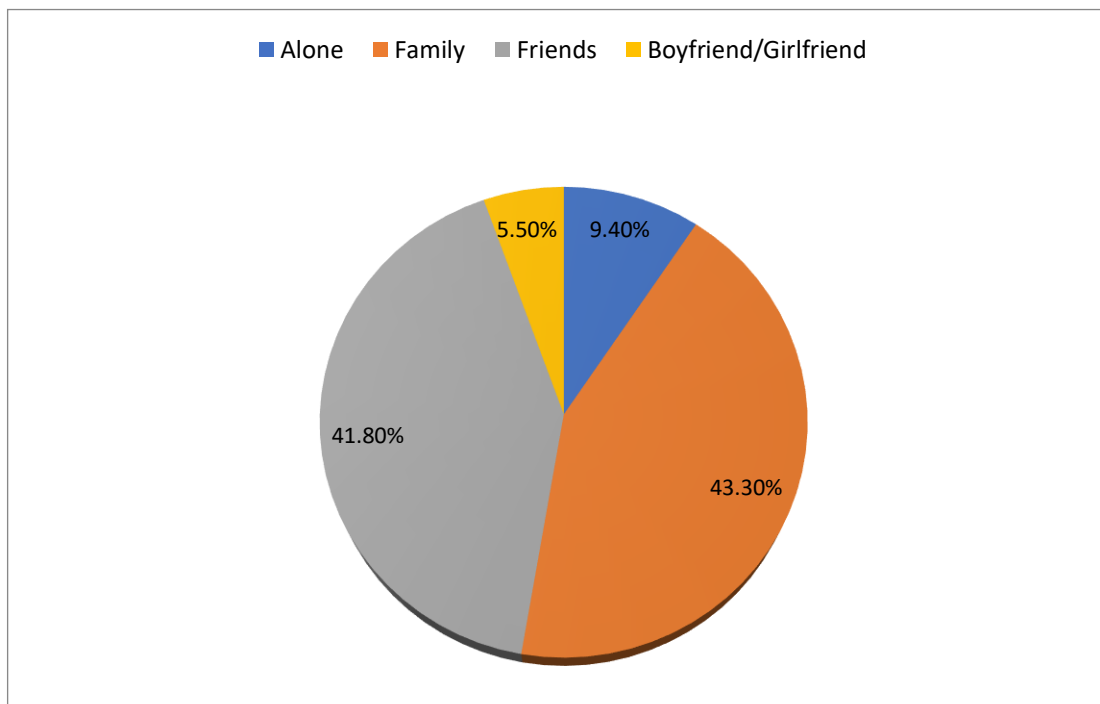
Shopping Companion of Respondents

Shopping companion	Frequency	Percentage
Alone	36	9.4
Family	166	43.3
Friends	160	41.8
Boyfriend/Girlfriend	21	5.5
Total	383	100

Source: Primary Data

Figure 4.7

Shopping Companion of Respondents



The above table shows, 43.3 percent respondents go shopping malls with their family, 41.8 percent respondents go shopping malls with their friends, 9.4 percent respondents go shopping malls alone and 5.5 percent respondents go shopping malls with their boyfriend/girlfriend. Majority of respondents go shopping malls with their family. Only few respondents go shopping malls with their boyfriend/girlfriend.

4.3.10 Purchase of Daily use Products from the Shopping Malls

Table 4.12

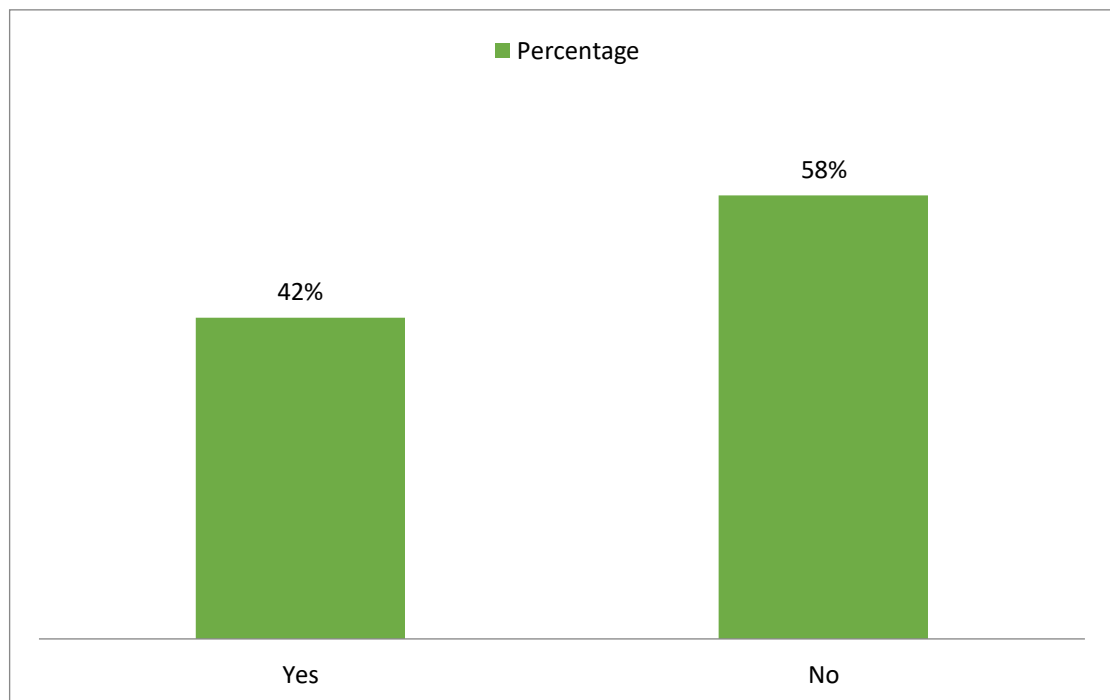
Purchase of Daily use Products from the Shopping Malls.

Statements	Frequency	Percentage
Yes	161	42.0
No	222	58.0
Total	383	100

Source: Primary Data

Figure 4.8

Purchase of Daily use Products from the Shopping Malls



From the above table, 58 percent respondents do not purchase daily use of products from the shopping malls and 42 percent respondents purchase daily use of products from the shopping malls. Majority of the customers purchase products other than daily use products from the malls and they considers shopping malls is not only a place for shopping but also place for entertainment.

4.3.11 Average Number of Stores Visited on Every Trip to the Mall

Table 4.13

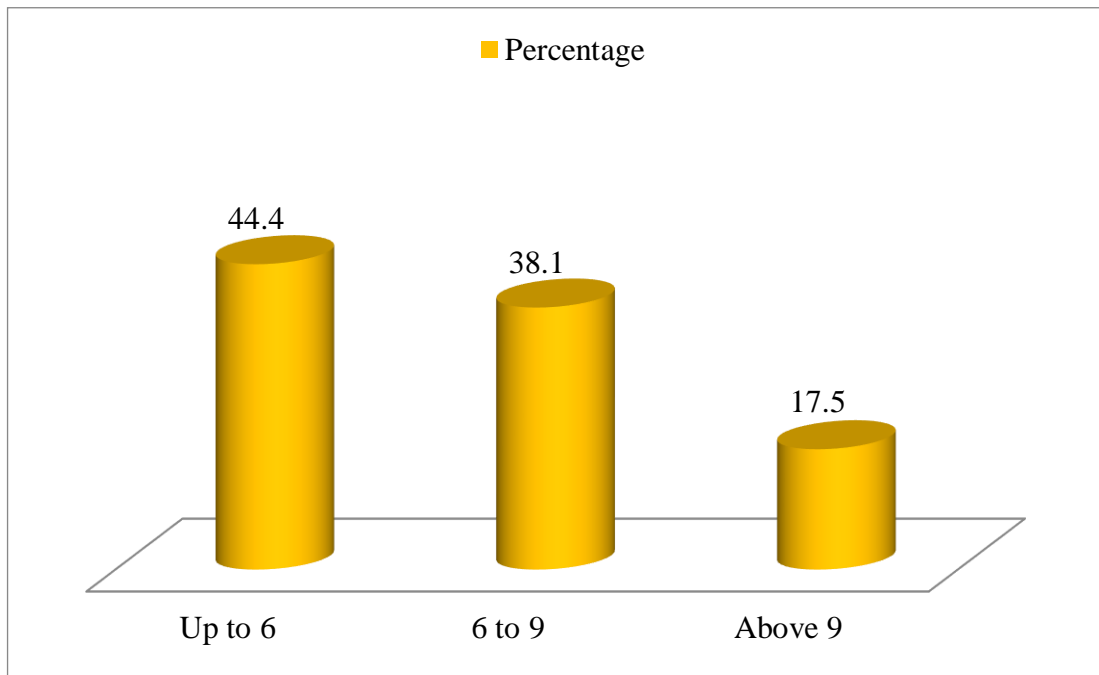
Number of Stores Visited on Every Trip to the Mall

Number of stores	Frequency	Percentage
Up to 6 stores	170	44.4
6 stores to 9 stores	146	38.1
Above 9 stores	67	17.5
Total	383	100

Source: Primary Data

Figure 4.9

Number of Stores Visited



From the above table, 44.4 percent respondents visit up to 6 stores on every trip to the malls, 38.1 percent respondents visit up to 9 stores on every trip to the malls and 17.5 percent respondents visit more than 9 stores on every trip to the malls. Most of the respondents visit up to 6 stores on every trip to the malls

4.3.12 Average Time Spent Per Visit

Table 4.14

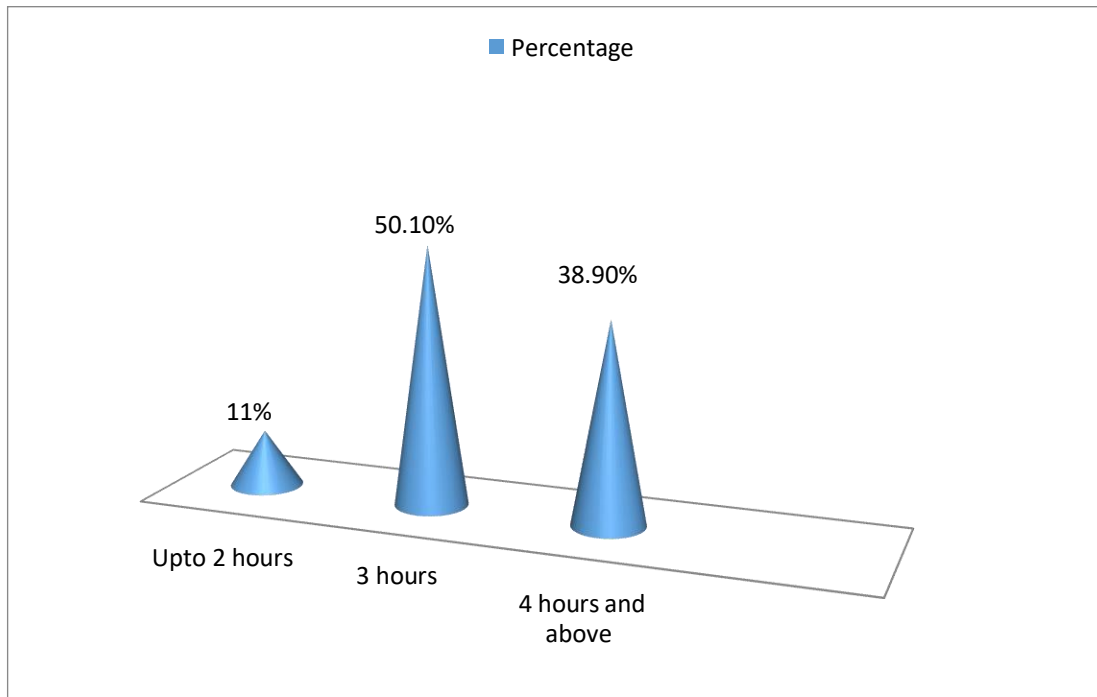
Average Time Spent Per Visit

Average time spent per visit	Frequency	Percentage
Up to 2 hours	42	11.0
3 hours	192	50.1
4 hours and above	149	38.9
Total	383	100

Source: Primary Data

Figure 4.10

Average Time Spent Per Visit



The above table indicates, 50.1 percent respondents spent 3 hours per visit in the malls 38.9percent respondents spent 4 hours and above per visit in the malls and 11 percent respondents spent an average time up to 2 hours per visit in the malls. Most of the respondents spent above 3 hours per visit in the malls.

4.3.13 Average Amount Spent Per Visit

Table 4.15

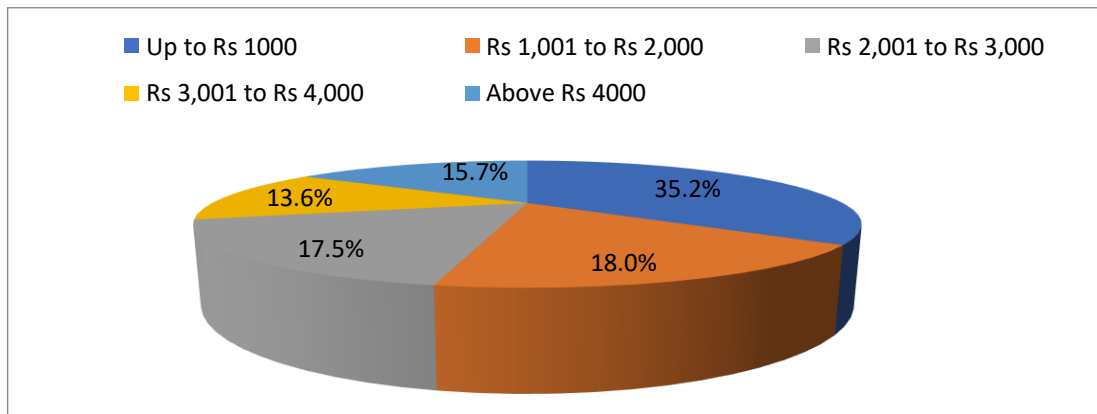
Average Amount Spent Per Visit

Average amount spent per visit	Frequency	Percentage
Up to Rs 1000	135	35.2
Rs 1,001 to Rs 2,000	69	18.0
Rs 2,001 to Rs 3,000	67	17.5
Rs 3,001 to Rs 4,000	52	13.6
Above Rs 4000	60	15.7
Total	383	100

Source: Primary Data

Figure 4.11

Average Amount Spent Per Visit



The above table shows, 35.2 percent respondents spent an average amount up to Rs 1,000 per visit to the malls, 18.0 percent respondents spent an average amount between Rs 1,001 to Rs 2,000 per visit to the malls, 17.5 percent respondents spent an average amount between Rs 2,001 to Rs 3,000 per visit to the malls, 13.6 percent respondents spent an average amount between Rs 3,001 to Rs 4,000 per visit to the malls and 15.7 percent respondents spent an average amount above Rs 4,000 per visit to the malls. Majority of the respondents spent an average amount up to Rs1000 per visit to the malls. Only few respondents spent an average amount between Rs 3,001 to Rs 4,000 per visit to the malls.

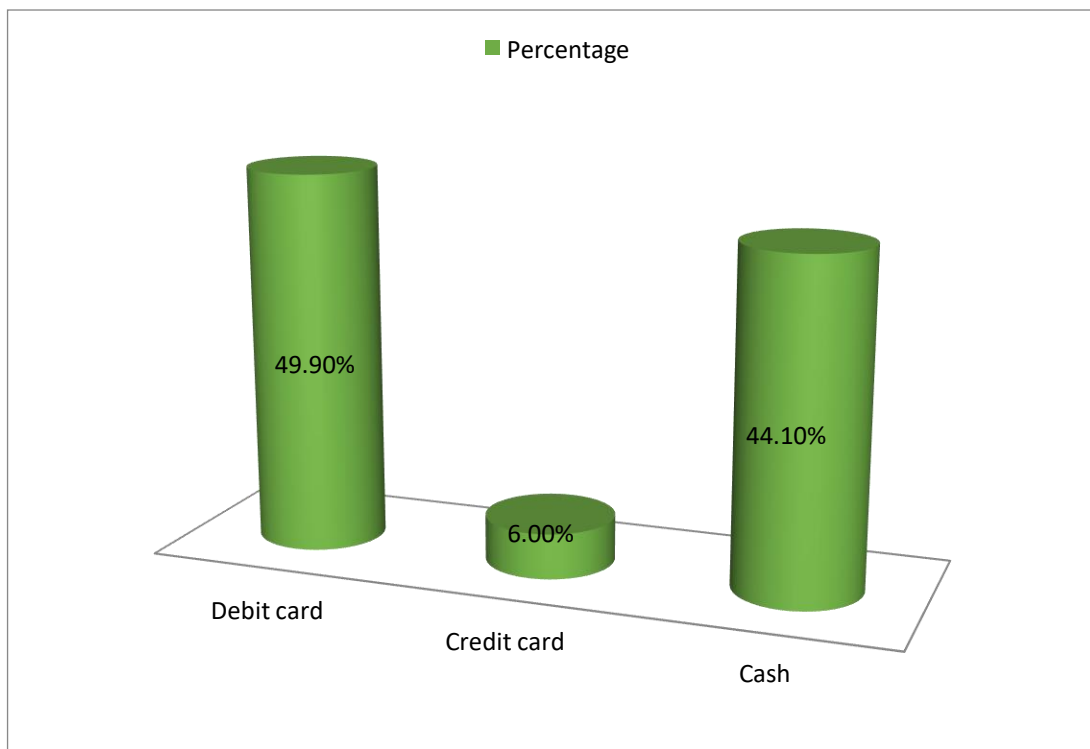
4.3.14 Mode of Payment

Table 4.16
Mode of Payment

Mode of Payment	Frequency	Percentage
Debit card	191	49.9
Credit card	23	6.0
Cash	169	44.1
Total	383	100

Source: Primary Data

Figure 4.12
Mode of Payment



The above table shows, 49.9 percent respondents use debit card to make payment in malls, 44.1 percent respondents use cash for payment and 6.0 percent respondents use credit card for payment. Most of the respondents use ATM cards for making payment in the malls. Very few respondents use credit cards for making payment.

4.3.15 Favorite Combinations at Shopping Malls

Table 4.17

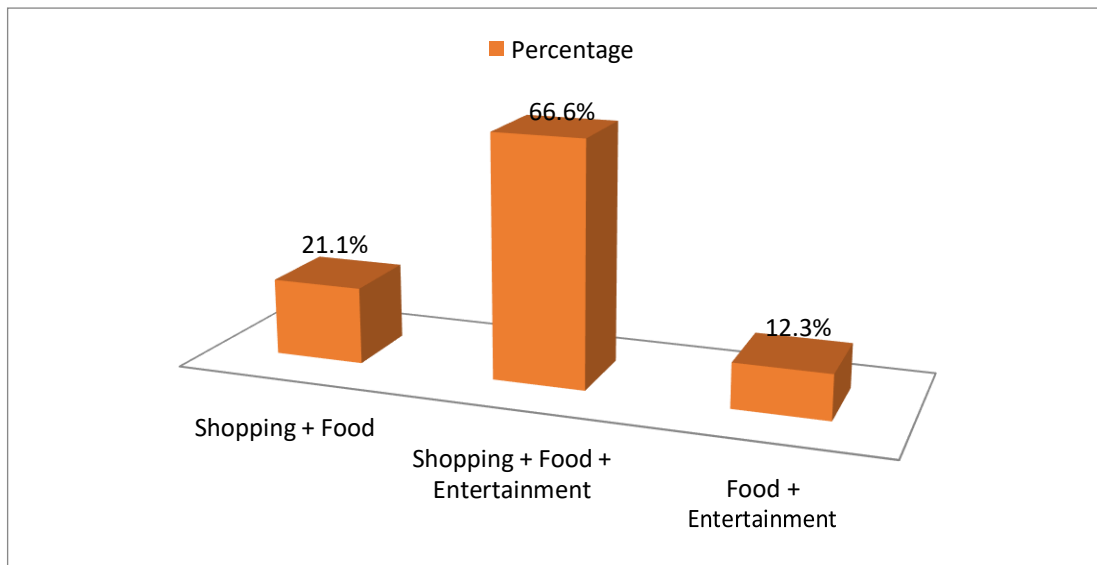
Favorite Combinations at Shopping Malls

Favorite Combination	Frequency	Percentage
Shopping + Food	81	21.1
Shopping + Food + Entertainment	255	66.6
Food + Entertainment	47	12.3
Total	383	100

Source: Primary Data

Figure 4.13

Favorite Combinations at Shopping Malls



From the above table, 66.6 percent respondents says their favorite combination at shopping malls are Shopping + Food + Entertainment, 21.1 percent respondents says their favorite combination at shopping malls are Shopping + Food and 12.3 percent respondents says their favorite combination at shopping malls are Food + Entertainment. Majority of respondents says their favorite combinations at malls are Shopping + Food + Entertainment. Only few respondents say their favorite combinations at malls are Food+ Entertainment.

4.4 Conclusion

This chapter covered the first objective of the research that to study the shopping behaviour of customers in shopping malls in Kerala. The chapter examined the occasions when the customers go to the shopping malls, purpose of their visit, their day preferences, time preferences, the distance travelled by them to shopping malls, mode of transport, shopping companion, numbers of stores used to visit, average time spent in malls, mode of payment and favorite combinations of customers in the malls. The next chapter deals with the customer preferences for products and services available in shopping malls and to check the diverse attributes of malls in luring the customers.

CHAPTER 5

CUSTOMERS' PREFERENCES AND ATTRIBUTES OF SHOPPING MALLS

5.1 Introduction

In the previous chapter an attempt has been made to study the shopping behaviour of customers in shopping malls. It showed the occasions when the customers go to the shopping malls, purpose of their visit, frequency of visit, shopping day preferences, time preferences, the distance travelled by them to shopping malls, mode of transport, type of visit, shopping companion, numbers of stores used to visit, average time spent in malls, average amount spent per visit, mode of payment and favorite combinations of the customers in Kerala.

This chapter covers the second objective of the study that to trace the customer preferences for products and services in shopping malls and to check the diverse attributes of malls in luring the customers of the shopping malls in Kerala. Here, customer preferences mean prioritization of customers while shopping from the mall. Customer preference is what type of product an individual customer likes to purchase from the retail shops in the mall. This part of the study analyses the preferences of customers regarding the product and services available in the malls like apparels, dining /food items, movies, groceries, fruits, vegetables, cosmetics, personal care products, footwear, Games electronic and household items etc. This chapter also covers the mall attributes which motivates the customers to come and shop from the malls. The important shopping mall attributes considered for the study includes discounts and offers, everything under one roof, variety of stores, entertainment facilities and parking facility etc.

This chapter has two sections. Section 'A' deals with the customers' preferences towards the products and services available in the malls and section 'B' contains the mall attributes which motivates the customers to come and shop from the malls. In order to fulfil the objective, Mean rank, Friedman test, Mann Whitney U test, Chi-Square test, Kruskal Wallis Test and its Post hoc analysis are employed.

Section - A

5.2 Customers' Preferences towards Products and Services Available in the Shopping Malls

H0.5.1: There is no significant difference among the mean ranks towards the customers' preferences of products and services available in the shopping malls in Kerala

Table 5.1
Customers' Preferences of Products and Services

SI No	Products and services available in the shopping malls	Mean ranks	Ranks based on mean rank
1	Groceries, fruits, and vegetables	3.81	IV
2	Apparels (cloths)	2.16	I
3	Cosmetics, personal care products, and footwear	4.14	V
4.	Electronic and household items	6.12	VII
5	Dining /food items	2.83	II
6	Jewellery	7.63	VIII
7	Games and entertainment	5.68	VI
8	Movies	3.62	III
Chi-square value 1494.96			
P value - <0.001**			

Source: Primary Data

Note: ** Denotes significant at 1% level.

The mean ranking is based on Friedman test. Since P value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence it can be concluded that there is significant difference among mean ranks towards the customers' preferences of products and services available in the shopping malls in Kerala. Based on mean rank, apparels is the most preferred product by the customers of shopping malls in Kerala, followed by Dining /food items, Movies, Groceries, fruits, and vegetables, Cosmetics, personal care products, and footwear, Games and entertainment, Electronic and household items, and Jewellery.

5.3 Customers' Preferences towards Products and Services – A Socio-Demographic Comparison.

The following socio-demographic factors are considered for the study;

1. Gender
2. Age
3. Marital status
4. Occupation
5. Income
6. Area of residence

5.3.1 Gender wise differences

H0.5.2: There is no significant difference between male and female customers with respect to customers' preferences of products and services available in the shopping malls

Table 5.2
Gender and Customers' preferences

Products and services available in the shopping malls	Gender		Mann-Whitney U	P value
	Male	Female		
	Mean Rank	Mean Rank		
Groceries, fruits and vegetables	222.01	143.82	10264.00	<0.001**
Apparels	201.32	177.03	15145.50	0.028*
Cosmetics, personal care products and footwear	223.38	141.63	9941.00	<0.001**
Electronic and household items	152.68	255.12	8067.500	<0.001**
Dining/food items	185.53	202.38	15819.50	0.130 ^{NS}
Jewellery	237.00	119.76	6726.00	<0.001**
Games and entertainment	161.86	240.39	10232.00	<0.001**
Movies	157.79	246.93	9271.50	<0.001**

Source: Primary Data

- Note : 1. ** denotes significant at 1% level.
2. * denotes significant at 5% level.

Customers' Preferences and Attributes of Shopping Malls

Since P value is less than 0.01, the null hypothesis is rejected at 1% level regarding the customers' preferences towards the products and services available in the shopping malls. It indicates that, there is significant difference between male and female customers regarding their preferences towards the products and services available in the shopping malls such as groceries, fruits and vegetables, cosmetics, personal care products and footwear, electronic and household items, jewellery, games and entertainment and movies. Based on mean rank, female customers show more preference to the products such as groceries, fruits and vegetables, cosmetics, personal care products and footwear and jewellery than male customers. And male customers show more preference in the products such as electronic and household items, games and entertainment and movies than female customers.

Since P value is less than 0.05, the null hypothesis is rejected at 5% level with regard to the product, apparels. Therefore, there is significant difference between male and female customers in the apparels preference in the shopping malls in Kerala. On the basis of mean rank, it can be concluded that female customers are more preferred to apparels in the shopping malls than male customers.

Since P value is greater than 0.05, the null hypothesis is accepted. Therefore, there is no significant difference between male and female customers with regard to customers' preferences towards dining/food items in the shopping malls in Kerala.

5.3.2 Preference in mall – Age group wise differences

H0.5.3: There is no significant difference among age group of mall customers with respect to customers' preferences of products and services available in the shopping malls

Table 5.3

Age Group of Customers and Customers' Preferences

Products and services available in the malls	Age group of customers			Chi-Square	P value
	18 – 30	31 - 50	Above 50		
	Mean Rank	Mean Rank	Mean Rank		
Groceries, fruits and vegetables	257.94	145.53	70.06	184.50	<0.001**
Apparels	204.92	146.52	222.41	28.94	<0.001**

Customers' Preferences and Attributes of Shopping Malls

Cosmetics, personal care products and footwear	181.64	195.58	216.70	6.05	0.048*
Electronic and household items	210.17	182.53	153.41	15.83	<0.001**
Dining/food items	180.17	221.54	182.22	11.41	0.003**
Jewellery	198.66	182.25	187.23	3.09	0.213 ^{NS}
Games and entertainment	130.50	257.79	272.22	150.07	<0.001**
Movies	138.53	224.35	298.82	127.77	<0.001**

Source: Primary Data

- Note : 1. ** denotes significant at 1% level.
 2. * denotes significant at 5% level.
 3. NS denotes non-significant.

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to the preference towards products and services in mall. Therefore it is concluded that there is significant difference between various age group customers regarding their preference towards the products and services available in shopping malls such as groceries, fruits and vegetables, apparels, electronic and household items, dining/food items, games and entertainment and movies.

Since P value is less than 0.05, null hypothesis is rejected at 5% level regarding preference towards cosmetics, personal care products and footwear. Hence, there is significance difference between age group customers regarding their preference towards the product and service available in shopping malls like cosmetics, personal care products and footwear.

There is no significance difference between age group of customers with respect to the preference towards the product jewellery. Hence, null hypothesis is accepted. It means that, there is no significant difference among various age group customers regarding their preference to the product jewellery in shopping malls.

5.3.2.1 Post Hoc Test for significant difference among the age groups of mall customers with respect to the customers' preference of products and services.

Table 5.4

Groceries, fruits and vegetables – Age wise difference

Pairs of ages	Test Statistic	Std error	Std. Test Statistic	Sig.
Above 50 - 31 To 50	75.470	16.670	4.527	<0.001**
Above 50 – 18 To 30	187.874	14.960	12.559	<0.001**
31 To 50 – 18 To 30	112.404	12.994	8.651	<0.001**

Note : 1. ** denotes significant at 1% level.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the various age group customers with respect to the preferences towards the mall product that groceries, fruits and vegetables. Above 50 age group customers are significantly differed with 31 to 50 age group customers and 18 to 30 age group customers regarding the preference of the product that groceries, fruits and vegetables. Also 31 to 50 age group customers are significantly differed with 18 to 30 age group customers regarding the preference in groceries, fruits and vegetables.

On the basis of mean rank, it is observed that above 50 age group customers are more preferred to the products that groceries, fruits and vegetables than 31 to 50 and 18 to 30 age group customers.

Table 5.5

Apparels - Age wise difference

Pairs of ages	Test Statistic	Std. error	Std. Test Statistic	Sig.
31 To 50 - 18 To 30	58.396	12.555	4.651	<0.001**
31 To 50 – Above 50	-75.885	16.107	-4.711	<0.001**
18 To 30 – Above 50	-17.489	14.454	-1.210	0.226 ^{NS}

Source: Primary Data

Note: 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

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Based on post hoc test of Kruskal Wallis, the following significant difference found among the age group of customers with respect to their preference in the product apparels. 31 to 50 age group customers are significantly differed with 18 to 30 and above 50 age group customers regarding the preference towards the product apparels. On the basis of mean rank, 31 to 50 age group customers feel more preference in the product apparels than 18 to 30 age group and above 50 age group customers.

Table 5.6

Cosmetics, personal care products and footwear – Age wise difference

Pairs of ages	Test Statistic	Std error	Std. Test Statistic	Sig.
18 To 30 - 31 To 50	-13.942	12.550	-1.111	0.267 ^{NS}
18 To 30 - Above 50	-35.054	14.449	-2.426	0.015*
31 To 50 - Above 50	-21.112	16.102	-1.311	0.190 ^{NS}

Source: Primary Data

Note : 1. * denotes significant at 5% level.

2. NS denotes non-significant.

Based on post hoc test, the following significance difference found among the age group of customers with respect to their preference in the product cosmetics, personal care products and footwear. 18 to 30 age group customers are significantly differed with above 50 age group customers regarding their preference to the product cosmetics, personal care products and footwear. Mean rank portrays, 18 to 30 age group customers show more preference in the product cosmetics, personal care products and footwear than above 50 age group customers.

Table 5.7

Electronic and Household Items – Age Wise Difference

Pairs of ages	Test Statistic	Std. error	Std. Test Statistic	Sig.
Above 50 - 31 To 50	29.125	16.500	1.765	0.078 ^{NS}
Above 50 - 18 To 30	56.764	14.806	3.834	<0.001**
31 To 50 - 18 To 30	27.639	12.861	2.149	0.032*

Note : 1. ** denotes significant at 1% level.

2. * denotes significant at 5% level.

Customers' Preferences and Attributes of Shopping Malls

Based on post hoc test, the following significance difference found among the age group of customers with respect to their preference towards the mall product electronic and household items. Above 50 age group customers are significantly differed with 18 to 30 age group customers and 31 to 50 age group customers are significantly differed with 18 to 30 age group customers regarding their preference to the product electronic and household items.

On the basis of mean rank, above 50 age group customers are more preferred to the product electronic and household items than 18 to 30 age group customers. And 31 to 50 age group customers are more preferred to the product electronic and household items than 18 to 30 age group customers.

Table 5.8
Dining/Food Items – Age Wise Difference

Pairs of ages	Test Statistic	Std error	Std. Test Statistic	Sig.
18 To 30 - Above 50	-2.046	14.576	-0.140	0.888 ^{NS}
18 To 30 – 31 To 50	-41.365	12.661	-3.267	0.001 ^{**}
Above 50 - 31 To 50	39.319	16.243	2.421	0.015 [*]

Source: Primary Data

- Note: 1. ** denotes significant at 1% level.
2. * denotes significant at 5% level.
3. NS denotes non-significant

Based on post hoc test of Kruskal Wallis, the following significance difference found among the age group of customers regarding their preference to the product dining/food items. 18 to 30 years age group customers are significantly differed with 31 to 50 years age group customers. And above 50 years age group customers are significantly differed with 31 to 50 years age group customers regarding their preference to the product dining/food items. On the basis of mean rank, 18 to 30 years age group customers and above 50 years age group customers show more preference towards the product dining/food items than 31 to 50 years age group customers.

Table 5.9

Games and Entertainment – Age Wise Difference

Pairs of ages	Test Statistic	Std. error	Std. Test Statistic	Sig.
18 To 30 - 31 To 50	-127.288	12.703	-10.020	<0.001**
18 To 30 – Above 50	-141.718	14.625	-9.690	<0.001**
31 To 50 – Above 50	-14.431	16.297	-0.885	0.376 ^{NS}

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

Based on post hoc test of Kruskal Wallis, the following significance difference found among the age group of customers with respect to their preference towards the service games and entertainment. 18 to 30 age group customers are significantly differed with 31 to 50 and above 50 age group customers regarding their preference in the service games and entertainment.

On the basis of mean rank, it is understood that 18 to 30 age group customers show more preference in the service games and entertainment than 31 to 50 age group customers. And also 18 to 30 age group customers show more preference than above 50 age group customers in games and entertainment.

Table 5.10

Movies – Age wise difference

Pairs of ages	Test Statistic	Std.error	Std. Test Statistic	Sig.
18 To 30 - 31 To 50	-85.820	12.995	-6.604	<0.001**
18 To 30 – Above 50	-160.290	14.961	-10.714	<0.001**
31 To 50 – Above 50	-74.470	16.672	-4.467	<0.001**

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

Customers' Preferences and Attributes of Shopping Malls

Based on post hoc test of Kruskal Wallis, the following significance difference found among the age group of customers with respect to their preference towards the service movies. 18 to 30 age group customers are significantly differed with 31 to 50 age group customers and above 50 age group customers. And 31 to 50 age group customers are significantly differed with above 50 age group customers regarding their preference to the service movies.

Based on mean rank, 18 to 30 age group customers show more preference in the service movies than 31 to 50 age group customers. And also 18 to 30 and 31 to 50 age group customers show more preference than above 50 age group customers in the factor movies.

5.3.3 Preference in mall – Marital status wise differences

H0.5.4: There is no significant difference between married and unmarried mall customers with respect to customers' preferences of products and services available in the shopping malls.

Table 5.11

Marital Status and Customers' Preferences of Products and Services

Products and services available in the shopping malls	Marital status		Mann-Whitney U	P value
	Married	Unmarried		
	Mean Rank	Mean Rank		
Groceries, fruits and vegetables	116.18	274.86	3136.00	<0.001**
Apparels	176.64	208.79	15228.00	0.003**
Cosmetics, personal care products and footwear	190.36	193.79	17972.00	0.749 ^{NS}
Electronic and household items	190.11	194.07	17922.00	0.719 ^{NS}
Dining/food items	202.11	180.95	16277.50	0.051 ^{NS}
Jewellery	179.47	205.70	15793.00	0.002**
Games and entertainment	257.69	120.21	5162.00	<0.001**
Movies	254.30	123.91	5840.00	<0.001**

Source : Primary Data

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

Since P value is less than 0.01, the null hypothesis is rejected at 1% level regarding the customers' preference towards the products and services available in the shopping malls. It means, that there is significant difference between married and unmarried regarding the customers' preferences towards the products and services available in the shopping malls like groceries, fruits and vegetables, apparels, jewellery, games and entertainment and movies. On the basis of mean rank, married customers show more preference to the products such as groceries, fruits and vegetables, apparels and jewellery than unmarried customers. Unmarried customers show more preference in the services games and entertainment and movies than married customers.

There is no significant difference between married and unmarried regarding customers' preferences towards the products and services available in the shopping malls since, P value is greater than 0.05. Therefore the null hypothesis is accepted. It means that, there is no significant difference among married and unmarried customers in their preference to the products available in shopping mall like

Customers' Preferences and Attributes of Shopping Malls

cosmetics, personal care products and footwear, electronic and household items and dining/food items.

5.3.4 Preference in mall – Occupation wise differences

H0.5.5: There is no significant difference among occupation of mall customers with respect to customers' preferences of products and services available in the shopping malls

Table 5.12

Occupation of Customers and Customers' Preferences of Products

Products and services available in the malls	Occupation of customers					Chi-Square	P value
	Student	Salaried	Business man	Professional	Housewife		
	Mean Rank	Mean Rank	Mean Rank	Mean Rank	Mean Rank		
Groceries, fruits and vegetables	274.78	128.32	195.35	215.56	99.94	144.37	<0.001**
Apparels	248.54	170.14	160.96	149.33	183.19	54.16	<0.001**
Cosmetics, personal care and footwear	194.81	207.10	182.13	164.91	186.87	7.27	0.122 ^{NS}
Electronic & household items	215.52	173.62	156.10	179.43	230.04	18.98	0.001**
Dining/food items	153.26	218.79	216.32	195.40	198.96	26.27	<0.001**
Jewellery	203.55	190.97	237.00	181.25	137.64	30.82	<0.001**
Games and entertainment	99.15	249.01	188.31	223.82	247.72	145.03	<0.001**
Movies	127.70	229.83	194.75	187.23	274.59	80.23	<0.001**

Source : Primary Data

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

Since P value is less than 0.01, null hypothesis is rejected at 1% level regarding the customers' preferences towards the products and services available in the shopping

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malls. Therefore, there is significance difference between occupation of customers regarding their preferences towards the products and services available in the shopping malls like groceries, fruits and vegetables, apparels, electronic and household items, dining/food items, jewellery, games and entertainment and movies.

Since p value is greater than 0.05, the null hypothesis is accepted. Hence, there is no significant difference between occupation of customers regarding their preference to the product cosmetics, personal care products and footwear in shopping malls.

5.3.4.1 Post Hoc Test for Significant Difference among the Occupation of Mall Customers With Respect To Customers' Preferences of Products and Services

Table 5.13:

Groceries, Fruits and Vegetables – Occupation Wise Difference

Pairs of occupation	Test Statistic	Std. error	Std. Test Statistic	Sig.
Housewife - Salaried	28.382	19.919	1.425	0.154 ^{NS}
Housewife – Businessman	95.417	25.505	3.741	<0.001**
Housewife – Professional	115.628	22.148	5.221	<0.001**
Housewife – Student	174.841	20.016	8.735	<0.001**
Salaried – Businessman	-67.035	21.008	-3.191	0.001**
Salaried – Professional	-87.246	16.773	-5.201	<0.001**
Salaried – Student	146.459	13.836	10.585	<0.001**

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the various occupation of customers with respect to the preferences towards the mall product that groceries, fruits and vegetables. Customers under housewife group are significantly differed with Businessman community, professional customers and student customers. Also salaried customers are significantly differed with Businessman, professional and student customers with

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respect to the preferences towards the mall product that groceries, fruits and vegetables.

Mean rank displays, customers under housewife group are more preferred to the product groceries, fruits and vegetables than businessman community, Professional customers and student community. Salaried customers show more preference in the product groceries, fruits and vegetables than Businessman community, Professional customers and student community.

Table 5.14:

Apparels – Occupation Wise Difference

Pairs of occupation	Test Statistic	Std. error	Std. Test Statistic	Sig.
Professional – Businessman	11.630	22.351	0.520	0.603 ^{NS}
Professional – Salaried	20.817	16.207	1.284	0.199 ^{NS}
Professional - Housewife	-33.867	21.400	-1.583	0.114 ^{NS}
Professional – Student	99.216	16.318	6.080	<0.001**
Businessman – Salaried	9.187	20.298	0.453	0.651 ^{NS}
Businessman – Housewife	-22.236	24.644	-0.902	0.367 ^{NS}
Businessman – Student	87.585	20.387	4.296	<0.001**
Salaried – Housewife	-13.049	19.246	0.678	0.498 ^{NS}
Salaried – Student	78.398	13.369	5.864	<0.001**
Housewife– Student	65.349	19.340	3.379	0.001**

Note : 1. ** denotes significant at 1% level

2. NS denotes non-significant

Based on post hoc test of Kruskal Wallis, the following significance difference found among the various occupation of customers with respect to the preference towards the mall product that apparels. Professional customers, customers under Businessman community, salaried customers and customers under housewife group are significantly differed with student customers regarding the preference to the product apparels.

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On the basis of mean rank, it is understood that professional customers, customers under Businessman community, salaried customers and customers under housewife group are more preferred to the product apparels than student customers.

Table 5.15

Electronic and Household Items – Occupation Wise Difference

Pairs of occupation	Test Statistic	Std error	Std.Test Statistic	Sig.
Businessman – Salaried	17.512	20.792	0.842	0.400 ^{NS}
Businessman – Professional	-23.326	22.895	-1.019	0.308 ^{NS}
Businessman - Student	59.414	20.884	2.845	0.004 ^{**}
Businessman - Housewife	-73.936	25.244	-2.929	0.003 ^{**}
Salaried – Professional	-5.813	16.601	-0.350	0.726 ^{NS}
Salaried – Student	41.901	13.694	3.000	0.002 ^{**}
Salaried – Housewife	-56.423	19.715	-2.862	0.004 ^{**}

Note : 1. ** denotes significant at 1% level.
2. NS denotes non-significant.

Based on post hoc test of Kruskal Wallis, the following significance difference found among the various occupation of customers with respect to the preferences towards the mall product that electronic and household items. Customers in Businessman community are significantly differed with student and housewife customers regarding the preference to the product electronic and household items. Also salaried customers are significantly differed with student and housewife customers regarding the preference to the product electronic and household items in shopping malls.

Mean rank illustrates, customers in Businessman community are more preferred in the product electronic and household items than student and housewife customers.

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Salaried customers show more preference to electronic and household items than student customers and customers under housewife group.

Table 5.16
Dining/food items – Occupation wise difference

Pairs of occupation	Test Statistic	Std error	Std.Test Statistic	Sig.
Student – Professional	-42.149	16.456	-2.561	0.010*
Student – Housewife	-45.705	19.503	-2.343	0.019*
Student - Businessman	-63.067	20.559	-3.068	0.002**
Student – Salaried	-65.530	13.482	-4.861	<0.001**
Professional – Housewife	-3.557	21.581	-0.165	0.869 ^{NS}
Professional – Businessman	20.919	22.540	0.928	0.353 ^{NS}
Professional – Salaried	23.381	16.344	1.431	0.153 ^{NS}
Housewife – Businessman	17.362	24.852	0.699	0.485 ^{NS}

- Note : 1. ** denotes significant at 1% level.
2. * denotes significant at 5% level
3. NS denotes non-significant.

Based on post hoc test of Kruskal Wallis, the following significance difference found among the various occupation of customers with respect to their preference to the product dining/food items. Student customers are significantly differed with professional, Housewife, Businessman and salaried customers regarding the preference to the product dining/food items in shopping malls.

On the basis of mean rank, student customers are more preferred in the product dining/food items than professional customers, customers under housewife group, Businessman community and salaried customers.

Table
Jewellery – Occupation wise difference

Pairs of occupation	Test Statistic	Std error	Std.Test Statistic	Sig.
Housewife –Professional	43.605	16.724	2.607	0.009**
Housewife – Salaried	53.331	15.041	3.546	<0.001**
Housewife – Student	65.904	15.114	4.361	<0.001**
Housewife -Businessman	99.359	19.259	5.159	<0.001**
Professional – Salaried	9.726	12.665	0.768	0.443 ^{NS}
Professional –Student	22.299	12.752	1.749	0.080 ^{NS}
Professional -Businessman	55.754	17.467	3.192	0.001**
Salaried – Student	12.573	10.447	1.203	0.229 ^{NS}
Salaried – Businessman	-46.028	15.863	-2.902	0.004**
Student – Businessman	-33.455	15.932	-2.100	0.036*

Note : 1. ** denotes significant at 1% level.

3. * denotes significant at 5% level.

Based on post hoc test of Kruskal Wallis, the following significance difference are found among the various occupation of customers with respect to the preference towards the mall product jewellery. Housewife customers are significantly differed with professional, salaried, student and Businessman customers regarding their preference towards the product jewellery. Also professional customers are significantly differed with Businessman customers. Salaried customers are significantly differed with Businessman customers. And student customers are significantly differed with Businessman customers regarding their preference to the product jewellery in shopping malls.

Mean rank portrays; customers under housewife group are more preferred to the product jewellery than professional customers, salaried customers, student and Businessman customers. Professional customers, salaried customers and student customers are more preferred to jewellery than customers under Businessman community.

Table
Games and entertainment – Occupation wise difference

Pairs of occupation	Test Statistic	Std error	Std. Test Statistic	Sig.
Student – Businessman	-89.160	20.627	-4.322	<0.001**
Student – Professional	-124.669	16.510	-7.551	<0.001**
Student – Housewife	-148.569	19.568	-7.592	<0.001**
Student – Salaried	-149.859	13.526	-11.079	<0.001**
Businessman – Professional	-35.509	22.615	-1.570	0.116 ^{NS}
Businessman – Housewife	-59.409	24.935	-2.383	0.017*
Businessman – Salaried	60.699	20.538	2.956	0.003**
Professional – Housewife	-23.900	21.653	-1.104	0.270 ^{NS}
Professional – Salaried	25.190	16.398	1.536	0.124 ^{NS}
Housewife – Salaried	1.2900	19.473	0.066	0.947 ^{NS}

Note : 1. ** denotes significant at 1% level.

2. * denotes significant at 5% level

Based on post hoc test of Kruskal Wallis, the following significance difference found among the various occupation of customers with respect to their preference towards the mall service games and entertainment. Student customers are significantly differed with businessman, professional, housewife and salaried customers regarding their preference to the service games and entertainment. And Businessman customers are significantly differed with housewife and salaried customers regarding their preference to the service games and entertainment in shopping malls.

On the basis of mean rank, student customers show more preference to the service that games and entertainment than customers under businessman community, professional customers, customers under housewife group and salaried customers. Customers under businessman community show more preference in games and entertainment than housewife and salaried customers.

Table 5.19

Movies – Occupation Wise Difference

Pairs of occupation	Test Statistic	Std error	Std.Test Statistic	Sig.
Student – Professional	-59.528	16.890	-3.524	<0.001**
Student – Businessman	-67.048	21.101	-3.177	0.001**
Student – Salaried	-102.123	13.837	-7.380	<0.001**
Student – Housewife	-146.887	20.018	-7.338	<0.001**
Professional – Businessman	7.520	23.134	0.325	0.745 ^{NS}
Professional –Salaried	42.595	16.775	2.539	0.011*
Professional – Housewife	-87.360	22.150	-3.944	<0.001**
Businessman –Salaried	35.075	21.009	1.670	0.095 ^{NS}
Businessman –Housewife	-79.840	25.508	-3.130	0.002**
Salaried – Housewife	-44.764	19.921	-2.247	0.025*

Note : 1. ** denotes significant at 1% level.

2. * denotes significant at 5% level

Based on post hoc test of Kruskal Wallis, the following significance differences found among the various occupations of customers with respect to the preference towards movies. Students are significantly differed with professional, Businessman, salaried and housewife customers regarding the preference to the service movies. Also professionals are significantly differed with salaried, housewife customers. And businessmen are significantly differed with customers under housewife community. And salaried customers are significantly differed with housewife customers regarding the preference towards the mall service movies.

Mean rank displays, student customers are more preferred in movies than professional, Businessman, salaried and housewife customers. Professional customers show more preference in movies than salaried and housewife customers. Whereas, customers under businessman community show more preference in mall service that movies than housewife customers. Salaried customers show more preference in movies than customers under housewife group.

5.3.5 Preference in mall – Income wise differences

H0.5.6: There is no significant difference among income group of mall customers with respect to customers' preferences of products and services available in the shopping malls

Table 5.20:
Income group of customers and customers' preferences of products and services

Products and services available in malls	Income group of customers				Chi-Square	P value
	Below Rs 40000	Rs 40001 - Rs 80000	Rs 80001 - Rs 120000	Above Rs 120000		
	Mean Rank	Mean Rank	Mean Rank	Mean Rank		
Groceries, fruits and vegetables	239.30	189.52	171.56	165.42	27.79	<0.001**
Apparels	240.67	175.41	190.99	158.87	33.09	<0.001**
Cosmetics, personal care products and footwear	168.67	194.31	204.68	201.46	7.07	0.069 ^{NS}
Electronic and household items	203.90	181.38	200.06	182.24	3.44	0.328 ^{NS}
Dining/food items	173.32	204.24	186.60	204.57	5.93	0.115 ^{NS}
Jewellery	196.81	196.67	179.04	195.14	3.13	0.372 ^{NS}
Games and entertainment	136.98	202.23	214.57	216.78	36.82	<0.001**
Movies	144.80	199.63	202.39	223.28	27.85	<0.001**

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

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Since P value is less than 0.01, null hypothesis is rejected at 1% level regarding the customers' preferences towards the products and services available in the shopping malls. Hence, there is a significance difference between income group of customers and regarding the customers' preferences towards the products and services available in the shopping malls such as groceries, fruits and vegetables, apparels, games and entertainment and movies.

Since P value is greater than 0.05, null hypothesis is accepted with regard to the products in mall such as cosmetics, personal care products and footwear, electronic and household items, dining/food items, jewellery. Hence, there is no significance difference between income group of customers regarding the preference towards the products available in malls like cosmetics, personal care products and footwear, electronic and household items, food items, jewellery.

5.3.5.1: Post Hoc Test for Significant Difference among the Income Group of Mall Customers With Respect To Customers' Preferences of Products and Services.

Table 5.21

Groceries, Fruits and Vegetables – Income Wise Difference

Pairs of income	Test Statistic	Std error	Std.Test Statistic	Sig.
Above Rs 120000 – Between Rs 80001 - Rs 120000	6.143	15.814	0.388	0.698 ^{NS}
Above Rs 120000 – Between Rs 40001 - Rs 80000	24.105	15.772	1.528	0.126 ^{NS}
Above Rs 120000 – Below Rs 40000	73.882	15.612	4.732	<0.001 ^{**}
Between Rs 80001 – Rs 120000 - Between Rs 40001 - Rs 80000	17.963	15.814	1.136	0.256 ^{NS}
Between Rs 80001 – Rs 120000 - Below Rs 40000	67.739	15.655	4.327	<0.001 ^{**}
Between Rs 40001 – Rs 80000 - Below Rs 40000	49.777	15.612	3.188	0.001 ^{**}

Note : 1. ** denotes significant at 1% level.
2. NS denotes non-significant.

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Based on post hoc test of Kruskal Wallis, the following significance difference are found among the income group of customers with respect to the preference towards the mall product that groceries, fruits and vegetables. Above Rs 120000 income group customers are significantly differed with Below Rs 40000 income group customers regarding the preference of the products such as groceries, fruits and vegetables. Between Rs 80001 - Rs 120000 income group customers are significantly differed with below Rs 40000 income group customers. And between Rs 40001 – Rs 80000 income group customers are significantly differed with below Rs 40000 income group customers regarding the preference of the product groceries, fruits and vegetables.

On the basis of mean rank, Above Rs 120000 income group, between Rs 80001- Rs 120000 income group and between Rs 40001 – Rs 80000 income group customers show more preference in the product groceries, fruits and vegetables than below Rs 40000 income group customers.

Table 5.22

Apparels – Income Wise Difference

Pairs of income	Test Statistic	Std error	Std. Test Statistic	Sig.
Above Rs 120000 – Between Rs 40001 - Rs 80000	16.542	15.240	1.085	0.278 ^{NS}
Above Rs 120000 – Between Rs 80001 - Rs 120000	32.121	15.280	2.102	0.036 ^{NS}
Above Rs 120000 – Below Rs 40000	81.803	15.085	5.423	<0.001 ^{**}
Between Rs 40001 - Rs 80000 - Between Rs 80001 - Rs 120000	-15.579	15.280	-1.020	0.308 ^{NS}
Between Rs 40001 - Rs 80000 - Below Rs 40000	65.261	15.085	4.326	<0.001 ^{**}
Between Rs 80001 - Rs 120000 - Below Rs 40000	49.682	15.126	3.285	0.001 ^{**}

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

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Based on post hoc test of Kruskal Wallis, the following significance differences are found among the income group of customers with respect to the preference to the product apparels. Above Rs 120000 income group customers are significantly differed with below Rs 40000 income group customers regarding preference towards the mall product apparels. Between Rs 40001 - Rs 80000 income group customers are significantly differed with below Rs 40000 income group customers. And Between Rs 80001 - Rs 120000 income group customers are significantly differed with below Rs 40000 income group customers with respect to preference towards the product apparels.

On the basis of mean score, above Rs 120000 income group, Rs 40001 – Rs 80000 income group and Rs 80001 - Rs 120000 income group customers show more preference towards the mall product apparels than customers under income group below Rs 40000.

Table 5.23

Games and Entertainment – Income Wise Difference

Pairs of income	Test Statistic	Std. error	Std. Test Statistic	Sig.
Below Rs 40000 – Between Rs 40001 - Rs 80000	-65.247	15.263	-4.275	<0.001**
Below Rs 40000 – Between Rs 80001 - Rs 120000	-77.589	15.304	-5.070	<0.001**
Below Rs 40000 – Above Rs 120000	-79.799	15.263	-5.228	<0.001**
Between Rs 40001 - Rs 80000 - Between Rs 80001 - Rs 120000	-12.343	15.460	-0.798	0.425 ^{NS}
Between Rs 40001 - Rs 80000 – Above Rs 120000	-14.553	15.419	-0.944	0.345 ^{NS}
Between Rs 80001 - Rs 120000 – Above Rs 120000	-2.210	15.460	-0.143	0.886 ^{NS}

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

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Based on post hoc test of Kruskal Wallis, the following significance differences are found among the income group of customers with respect to the preference towards the mall service that games and entertainment. Below Rs 40000 income group customers are significantly differed with Between Rs 40001 - Rs 80000 income group customers, Between Rs 80001 – Rs 120000 income group customers and Above Rs 120000 income group customers regarding the preference towards the mall service that games and entertainment.

On the basis of mean rank, below Rs 40000 income group customers show more preference towards service games and entertainment than Rs 40001 - Rs 80000 income group, Rs 80001 – Rs 120000 income group and above Rs 120000 income group customers.

Table 5.24
Movies – Income Wise Difference

Pairs of income	Test Statistic	Std error	Std. Test Statistic	Sig.
Below Rs 40000 – Between Rs 40001 - Rs 80000	-54.828	15.614	-3.512	<0.001**
Below Rs 40000 – Between Rs 80001 - Rs 120000	-57.596	15.656	-3.679	<0.001**
Below Rs 40000 – Above Rs 120000	-78.481	15.614	-5.026	<0.001**
Between Rs 40001 - Rs 80000 - Between Rs 80001 - Rs 120000	-2.767	15.816	-0.175	0.861 ^{NS}
Between Rs 40001 - Rs 80000 - Above Rs 120000	-23.653	15.774	-1.500	0.134 ^{NS}
Between Rs 80001 - Rs 120000 - Above Rs 120000	-20.885	15.816	-1.321	0.187 ^{NS}

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

Based on post hoc test of Kruskal Wallis, the following significance difference found among the income group of customers regarding preferences towards the movies. Below Rs 40000 income group customers are significantly differed with

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Between Rs 40001 - Rs 80000 income group customers, Between Rs 80001 – Rs 120000 income group customers and Above Rs 120000 income group customers regarding preferences towards the mall service that movies.

On the basis of mean rank, below Rs 40000 income group customers show more preference towards movies than Between Rs 40001 - Rs 80000 income group, between Rs 80001 – Rs 120000 income group and above Rs 120000 income group customers.

5.3.6 Preference in mall – Area of residence wise differences

H0.5.7: There is no significant difference among area of residence of mall customers with respect to customers' preferences of products and services available in the shopping malls

Table 5.25

Area of Residence and Customers' Preferences of Products and Services

Products and services available in shopping malls	Area of Residence			Chi-Square	P value
	Urban	Semi-Urban	Rural		
	Mean Rank	Mean Rank	Mean Rank		
Groceries, fruits and vegetables	179.13	189.32	232.32	11.07	0.004**
Apparels	176.45	201.55	209.22	6.589	0.037*
Cosmetics, personal care products and footwear	188.73	199.61	181.83	1.56	0.457 ^{NS}
Electronic and household items	200.22	181.19	197.08	2.66	0.263 ^{NS}
Dining/food items	192.72	193.05	187.56	0.13	0.935 ^{NS}
Jewellery	179.39	203.32	197.18	7.09	0.029*
Games and entertainment	210.74	187.89	153.04	13.82	0.001**
Movies	211.38	184.08	160.74	11.27	0.004**

Source: Primary Data

Note : 1. ** denotes significant at 1% level

2. * denotes significant at 5% level

Since P value is less than 0.01, null hypothesis is rejected at 1% level regarding customers' preferences towards the products and services available in the shopping malls. Hence, there is significance difference between urban, semi-urban and rural

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customers regarding their preferences towards the products and services available in the shopping malls such as groceries, fruits and vegetables, games and entertainment and movies.

Since P value is less than 0.05, null hypothesis is rejected at 5% level with regard to the products apparels and jewellery. It means that, there is significant difference between urban, semi-urban and rural customers regarding preference towards the products apparels and jewellery.

Since, p value is greater than 0.05, the null hypothesis is accepted. Hence, there is no significance difference between urban, semi-urban and rural regarding customers' preferences towards the products and services available in the shopping malls such as cosmetics, personal care products and footwear, electronic and household items and dining/food items in shopping malls.

5.3.6.1: Post Hoc Test for Significant Difference among the Area of Residence of Mall Customers With Respect To Customers' Preferences of Products and Services

Table 5.26

Groceries, Fruits and Vegetables – Area of Residence Wise Difference

Pairs of area of residence	Test Statistic	Std error	Std.Test Statistic	Sig.
Urban – Semi-Urban	-10.189	12.159	-0.838	0.402 ^{NS}
Urban – Rural	-53.190	16.099	-3.304	0.001**
Semi-Urban – Rural	-43.001	16.242	-2.648	0.008**

Note : 1. ** denotes significant at 1% level.
2. NS denotes non-significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found between the area of residence of customers with respect to the preferences towards the mall product that groceries, fruits and vegetables. Urban customers are significantly differed with rural customers. And also semi- urban customers are significantly differed with rural customers regarding preference towards the product

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groceries, fruits and vegetables. On the basis of mean rank, urban and semi-urban customers are more preferred in the product groceries, fruits and vegetables than rural customers.

Table 5.27

Apparels– Area of Residence Wise Difference

Pairs of area of residence	Test Statistic	Std error	Std.Test Statistic	Sig.
Urban – Semi-Urban	-25.094	11.749	-2.136	0.033*
Urban – Rural	-32.768	15.555	-2.107	0.035*
Semi-Urban – Rural	-7.674	15.693	-0.489	0.625 ^{NS}

Source: Primary Data

- Note: 1. ** denotes significant at 1% level.
 2. * denotes significant at 5% level.
 3. NS denotes non-significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the area of residence of customers with respect to the preferences towards the mall product that apparels. Urban customers are significantly differed with semi-urban and rural customers regarding the preference to the product apparels. On the basis of mean rank, urban customers are more preferred in the product apparels than semi-urban and rural customers.

Table 5.28

Jewellery – Area of Residence Wise Difference

Pairs of area of residence	Test Statistic	Std error	Std.Test Statistic	Sig.
Urban – Rural	-17.795	12.156	-1.464	0.143 ^{NS}
Urban – Semi-Urban	-23.931	9.181	-2.607	0.009**
Rural – Semi-Urban	6.137	12.264	0.500	0.617 ^{NS}

Source: Primary Data

- Note : 1. ** denotes significant at 1% level.

Based on post hoc test of Kruskal Wallis, the following significance difference found among the area of residence of customers with respect to the preferences

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towards the mall product that jewellery. Urban customers are significantly differed with semi - urban customers regarding the preference towards the product jewellery. On the basis of mean rank, urban customers show more preference in the product jewellery than semi-urban customers.

Table 5.29

Games and Entertainment – Area of Residence Wise Difference

Pairs of area of residence	Test Statistic	Std error	Std. Test Statistic	Sig.
Rural – Semi-Urban	34.851	15.878	2.195	0.028*
Rural – Urban	57.697	15.739	3.666	<0.001**
Semi-Urban – Urban	22.846	11.887	1.922	0.055 ^{NS}

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. * denotes significant at 5% level.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the area of residence of customers with respect to the preferences towards the mall service that games and entertainment. Rural customers are significantly differed with semi-urban and urban customers regarding the preference towards service games and entertainment. On the basis of mean rank, rural customers show more preference in the service games and entertainment than semi- urban and urban customers.

Table 5.30

Movies – Area of residence wise difference

Pairs of area of residence	Test Statistic	Std error	Std. Test Statistic	Sig.
Rural – Semi-Urban	23.339	16.243	1.437	0.151 ^{NS}
Rural – Urban	50.641	16.100	3.145	0.002**
Semi-Urban – Urban	27.301	12.160	2.245	0.025*

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

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Based on post hoc test of Kruskal Wallis, the following significance differences are found among the area of residence of customers with respect to the preference towards the malls service movies. Rural customers are significantly differed with urban customers regarding their preference towards the service movies. And semi-urban customers are significantly differed with urban customers regarding their preference towards the mall service movies. On the basis of mean rank, rural and semi-urban customers are more preferred in the service movies than urban customers.

Section – B

5.4 Mall Attributes Which Luring the Customers to the Shopping Malls

H0.5.8: There is no significant difference among the mean ranks towards the mall attributes which motivates the shopping mall customers in Kerala

Table 5.31

Shopping Mall Attributes

SI No	Mall attributes	Mean ranks	Ranks based on mean rank[^]
1	Everything under one roof	3.20	II
2	Entertainment facilities	3.96	IV
3	Quality of Services	5.10	VI
4.	Air Conditioning	6.69	VII
5	Parking facility	6.90	VIII
6	Variety of Stores	3.53	III
7	Discounts and Offers	2.00	I
8	Availability of various brands	4.62	V
Chi-square value 1282.73			
P value - <0.001**			

Source: Primary Data

Note: ** Denotes significant at 1% level; [^]

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The mean ranking is based on post hoc analysis of the Friedman test; since the data is collected using ranking method, lowest score is the highest rank. Since P value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence it can be concluded that there is significant difference among mean ranks towards attributes which motivates shopping mall customers in Kerala. Based on mean rank discounts and offers are the most important attributes which motivates the mall customers in the shopping malls in Kerala followed by everything under one roof, variety of stores, entertainment facilities, availability of various brands, quality of services, air conditioning and parking facility

5.5 Mall Attributes Which Luring the Customers to the Shopping Malls in Kerala: Socio-Demographic Comparison.

The following socio-demographic factors are considered for the study;

1. Gender
2. Age
3. Marital status
4. Occupation
5. Income
6. Area of residence

5.5.1 Mall Attributes – Gender Wise Differences

H0.5.9: There is no significant difference between gender of mall customers with respect to mall attributes which motivates customers to buy from shopping malls

Table 5.32
Gender and Mall Attributes

Attributes	Gender		Mann-Whitney U	P value
	Male	Female		
	Mean Rank	Mean Rank		
Everything under one roof	213.28	157.84	12325.00	<0.001**
Entertainment facilities	154.91	251.54	8593.50	<0.001**
Quality of service	199.09	180.62	15673.00	0.105 ^{NS}
Air conditioning	182.62	207.05	15133.00	0.025*
Parking facility	188.00	198.42	16402.00	0.340 ^{NS}
Variety of stores	221.62	144.45	10356.00	<0.001**
Discounts and offers	187.21	199.69	16215.50	0.255 ^{NS}
Availability of brands	194.15	188.54	16837.50	0.620 ^{NS}

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. * denotes significant at 5% level.

Since P value is less than 0.01, the null hypothesis is rejected at 1% level with regard to attributes such as everything under one roof, entertainment facilities and variety of stores. Hence, there is significance difference between male and female customers with regard to the attributes. It means that there is difference between male and female customers in their attraction to the attributes such as everything under one roof, entertainment facilities and variety of stores. On the basis of mean rank, female customers feel more attraction to the attributes everything under one roof and variety of stores than male customers. Female customers prefer to visit shopping malls to buy all the required products and services under one roof. It helps to save the time for searching of products. Male customers feel more attraction to the attribute entertainment facilities than female customers. They prefer shopping mall as a place for entertainment purpose by watching movies from multiplexes in the shopping mall and using other entertainment options.

Since P value is less than 0.05, the null hypothesis is rejected at 5% level with regard to air conditioning. Hence, there is significance difference between male and female customers in attraction to the mall attribute air conditioning. On the basis of mean rank, male customers feel more attraction to air conditioning than female customers.

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There is no significant difference between male and female customers with regard to attribute such as quality of service, parking facility, discounts and offers and availability of brands since, p value is greater than 0.05. Therefore the null hypothesis is accepted with regard to above attributes. It means that, there is no difference between male and female customers in attraction level to the attributes quality of service, parking facility, discounts and offers and availability of brands. These attributes motivates all the customers to visit shopping malls irrespective of the gender.

5.5.2 Attributes of Mall – Age Group Wise Differences

H0.5.10: There is no significant difference among age group of mall customers with respect to dimensions of mall attributes which motivates customers to buy from shopping malls

Table 5.33

Age Group of Customers and Mall Attributes

Attributes	Age group of customers			Chi-Square	P value
	18 -30	31 – 50	Above 50		
	Mean Rank	Mean Rank	Mean Rank		
Everything under one roof	252.71	141.12	91.81	149.66	<0.001**
Entertainment facilities	131.51	227.83	314.01	162.28	<0.001**
Quality of service	191.19	204.25	176.04	2.89	0.235 ^{NS}
Air conditioning	149.73	234.71	250.88	75.02	<0.001**
Parking facility	235.52	163.81	107.83	90.31	<0.001**
Variety of stores	204.83	179.89	172.86	6.43	0.040*
Discounts and offers	172.69	215.09	213.56	15.29	<0.001**
Availability of brands	194.99	183.33	196.26	0.95	0.621 ^{NS}

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. * denotes significant at 5% level.

3. NS denotes non-significant.

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Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to the attributes such as everything under one roof, entertainment facilities, air conditioning, parking facility and discounts and offers. Hence, there is significance difference between age group of customers and above attributes. Therefore, it is concluded that the attributes just as entertainment facilities, air conditioning, parking facility and discounts and offers motivates different age group customers in different level to buy from shopping malls.

Since P value is less than 0.05, null hypothesis is rejected at 5% level with regard to the attribute variety of stores. Hence, there is significance difference between customers with different age in getting motivated by the attribute variety of stores.

There is no significance difference between age group of customers and attributes of shopping malls namely quality of service and availability of brands. For this reason, null hypothesis is accepted with regard to the attribute quality of service and availability of brands. It shows, there is no difference among various age group customers in getting motivated by the attributes like quality of service and availability of brands.

5.5.2.1 : Post Hoc Test for Significant Difference among the Age Group of Mall Customers With respect to Mall Attributes.

Table 5.34:

Everything under One Roof – Age Wise Difference

Pairs of ages	Age group of customers			P. Value
	18 -30	31 – 50	Above 50	
	Test Statistic	Std error	Std.Test Statistic	
Above 50 - 31 to 50	49.313	16.566	2.977	0.003**
Above 50– 18 to 30	160.901	14.866	10.824	<0.001**
31 to 50 – 18 to 30	111.589	12.912	8.642	<0.001**

Note : 1. ** denotes significant at 1% level.

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Based on post hoc test of Kruskal Wallis, the following significance differences are found among the age group of customers with respect to the attribute everything under one roof. Above 50 age group customers are significantly differed with 31 to 50 age group customers and 18 to 30 age group customers. Also 31 to 50 age group customers are significantly differed with 18 to 30 age group customers regarding the attribute everything under one roof.

On the basis of mean rank, above 50 age group customers are more motivated by the attribute everything under one roof than 31 to 50 and 18 to 30 age group customers. And 31 to 50 age group customers show increased motivation by the attribute everything under one roof than 18 to 30 age group customers.

Table 5.35
Entertainment Facilities – Age Wise Difference

Pairs of ages	Age group of customers			Sig.
	18 -30	31 – 50	Above 50	
	Test Statistic	Std error	Std.Test Statistic	
18 To 30 - 31 To 50	-96.313	13.092	-7.357	<0.001**
18 To 30 – Above 50	-182.502	15.073	-12.108	<0.001**
31 To 50 – Above 50	-86.189	16.797	-5.131	<0.001**

Note : 1. ** denotes significant at 1% level.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the age group of customers with respect to the attribute entertainment facilities. 18 to 30 age group customers are significantly differed with 31 to 50 age group customers and above 50 age group customers. Also 31 to 50 age group customers are significantly differed with above 50 age group customers regarding the attribute entertainment facilities.

On the basis of mean rank, 18 to 30 age group customers are more motivated to visit shopping malls because of the attribute entertainment facilities than 31 to 50 age group and above 50 age group customers. Also 31 to 50 age group customers feel more motivation than above 50 age group customers.

Table 5.36

Air Conditioning – Age Wise Difference

Pairs of ages	Age group of customers			Sig.
	18 -30	31 – 50	Above 50	
	Test Statistic	Std error	Std.Test Statistic	
18 To 30 – 31 To 50	-84.977	12.402	-6.852	<0.001**
18 To 30 – Above 50	-101.150	14.278	-7.084	<0.001**
31 To 50 – Above 50	-16.173	15.911	-1.016	0.309 ^{NS}

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the age group of customers with respect to the attribute air conditioning. 18 to 30 age group customers are significantly differed with 31 to 50 age group customers and above 50 age group customers regarding the attribute air conditioning.

Based on mean rank, customers in the age group 18 to 30 years are more motivated by the attribute air conditioning than 31 to 50 age group and above 50 year age group customers.

Table 5.37

Parking Facility – Age Wise Difference

Pairs of ages	Age group of customers			Sig.
	18 -30	31 – 50	Above 50	
	Test Statistic	Std error	Std.Test Statistic	
Above 50 - 31 To 50	55.976	15.954	3.509	<0.001**
Above 50 - 18 To 30	127.686	14.316	8.919	<0.001**
31 To 50 - 18 To 30	71.710	12.435	5.767	<0.001**

Note : 1. ** denotes significant at 1% level.

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Based on post hoc test of Kruskal Wallis, the following significance differences are found among the age group of customers with respect to the attribute parking facility. Above 50 age group customers are significantly differed with 31 to 50 age group customers and 18 to 30 age group customers. And 31 to 50 year age group customers are significantly differed with 18 to 30 age group customers regarding the attribute parking facility.

On the basis of mean rank, the attribute parking facility motivates above 50 age group customers more to shop from shopping malls than 31 to 50 age group and 18 to 30 age group customers. Beside these, 31 to 50 age group customers are more motivated by attribute parking facility to shop than 18 to 30 age group customers.

Table 5.38

Variety of Stores – Age Wise Difference

Pairs of ages	Age group of customers			Sig.
	18 -30	31 – 50	Above 50	
	Test Statistic	Std error	Std.Test Statistic	
Above 50 - 31 To 50	7.032	16.609	0.423	0.672 ^{NS}
Above 50 - 18 To 30	31.969	14.905	2.145	0.032*
31 To 50 - 18 To 30	24.936	12.946	1.926	0.054 ^{NS}

Note : 1. * denotes significant at 5% level.

2. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance difference found among the age group of customers with respect to the attribute variety of stores. Above 50 age group customers are significantly differed with 18 to 30 age group customers regarding the attribute variety of stores.

On the basis of mean rank, it is summed up that above 50 age group customers are more motivated by the attribute variety of stores than 18 to 30 year age group customers to shop from malls in Kerala.

Table
Discounts and Offers – Age Wise Difference

Pairs of ages	Age group of customers			Sig.
	18 -30	31 – 50	Above 50	
	Test Statistic	Std error	Std.Test Statistic	
18 To 30 - Above 50	-40.867	14.349	-2.848	0.004**
18 To 30 - 31 To 50	-42.400	12.464	-3.402	0.001**
Above 50 - 31 TO 50	1.533	15.990	0.096	0.924 ^{NS}

Note : 1. ** denotes significant at 1% level.
2. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the age group of customers with respect to the attribute discounts and offers. 18 to 30 age group customers are significantly differed with above 50 age group customers and 31 to 50 age group customers regarding the attribute discounts and offers.

Mean score portrays, customers in the age group 18 to 30 years feel more motivated to shop from shopping malls because of the attribute discounts and offers than above 50 and 31 to 50 year age group customers.

5.5.3 Attributes of Mall – Marital Status Wise Differences

H0.5.11: There is no significant difference between married and unmarried customers with respect to mall attributes which motivates customers to buy from shopping malls

Table 5.40

Marital Status and Mall Attributes

Attributes	Marital status		Mann-Whitney U	P value
	Married	Unmarried		
	Mean Rank	Mean Rank		
Everything under one roof	131.32	258.32	6163.50	<0.001**
Entertainment facilities	259.45	118.29	4810.50	<0.001**
Quality of service	201.28	181.86	16445.00	0.080 ^{NS}
Air conditioning	231.57	148.76	10387.00	<0.001**
Parking facility	156.42	230.89	11184.00	<0.001**
Variety of stores	171.70	214.18	14240.50	<0.001**
Discounts and offers	195.68	187.98	17563.50	0.470 ^{NS}
Availability of brands	181.61	203.36	16221.00	0.049*

Source: Primary Data

- Note : 1. ** denotes significant at 1% level.
 2. * denotes significant at 5% level.
 3. NS denotes non-significant.

Since P value is less than 0.01, the null hypothesis is rejected at 1% level with regard to attributes such as everything under one roof, entertainment facilities, air conditioning, parking facility and variety of stores. Hence, there is significance difference between married and unmarried customers with regard to above attributes. It shows, there is difference among married and unmarried customers in their attraction to the attributes such as everything under one roof, entertainment facilities, air conditioning, parking facility and variety of stores. On the basis of mean rank, married customers feel more attraction to the attributes everything under one roof, parking facility and variety of stores than unmarried customers. And unmarried customers feel more attraction to the attributes entertainment facilities and air conditioning than married customers.

Since P value is less than 0.05, the null hypothesis is rejected at 5% level with regard to attribute availability of brands. Hence, there is significance difference between married and unmarried customers with regard to attribute availability of

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brands. It shows, there is difference among married and unmarried customers in their attraction to the attribute availability of brands. On the basis of mean rank, married customers feel more attraction to the attribute availability of brands than unmarried customers.

There is no significant difference between married and unmarried customers with regard to attribute such as quality of service and discounts and offers since, P value is greater than 0.05. Therefore, the null hypothesis is accepted. It means, there is no difference among married and unmarried customers in their attraction level to the attributes quality of service and discounts and offers.

5.5.4 Attributes of Mall – Occupation Wise Differences

H0.5.12: There is no significant difference among occupation of mall customers with respect to mall attributes which motivates customers to buy from shopping malls.

Table 5.41
Occupations of Customers and Mall Attributes

Attributes	Occupation of customers					Chi-Square	P value
	Student	Salaried	Businessman	Professional	Housewife		
	Mean Rank	Mean Rank	Mean Rank	Mean Rank	Mean Rank		
Everything under one roof	266.16	130.83	196.09	216.72	116.05	120.05	<0.001**
Entertainment facilities	125.32	244.29	173.18	185.87	256.27	88.19	<0.001**
Quality of service	177.78	222.19	209.04	185.98	133.44	24.20	<0.001**
Air conditioning	132.12	232.42	205.41	209.87	206.65	62.64	<0.001**
Parking facility	241.63	149.33	167.65	187.98	203.60	51.17	<0.001**
Variety of stores	213.06	179.45	195.31	167.70	203.58	9.91	0.042*
Discounts and offers	152.27	205.10	230.28	218.59	196.63	28.30	<0.001**
Availability of brands	231.40	172.25	186.74	150.33	205.47	30.45	<0.001**

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. * denotes significant at 5% level.

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Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to the attributes in shopping malls namely everything under one roof, entertainment facilities, quality of service, air conditioning, parking facility, discounts and offers and availability of brands, Hence, there is significance difference between customers having various occupation and attributes that motivates them to shop from malls such as everything under one roof, entertainment facilities, quality of service, air conditioning, parking facility, discounts and offers and availability of brands.

Since P value is less than 0.05, null hypothesis is rejected at 5% level with regard to the attribute variety of stores. Therefore, there is significance difference between occupation of customers and influence of the attribute variety of stores.

5.5.4.1 : Post Hoc Test for Significant Difference among the Occupation of Mall Customers With Respect to Mall Attributes.

Table 5.42
Everything under One Roof – Occupation Wise Difference

Pairs of occupation	Test Statistic	Std error	Std.Test Statistic	Sig.
Housewife – Salaried	14.778	19.794	0.747	0.455 ^{NS}
Housewife – Businessman	80.037	25.346	3.158	0.002**
Housewife – Professional	100.671	22.009	4.574	<0.001**
Housewife – Student	150.106	19.891	7.547	<0.001**
Salaried – Businessman	-65.259	20.876	-3.126	0.002**
Salaried – Professional	-85.893	16.668	-5.153	<0.001**
Salaried – Student	135.328	13.749	9.842	<0.001**
Businessman – Professional	-20.634	22.987	-0.898	0.369 ^{NS}
Businessman – Student	70.069	20.967	3.342	0.001**
Professional – Student	49.435	16.783	2.946	0.003**

Note : 1. ** denotes significant at 1% level.
2. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the occupation of customers with respect to the attribute everything under one roof. Customers under housewife group are significantly differed with

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Businessman community, professional customers and student community. Salaried customers are significantly differed with Businessman, professional and student customers. And customers in Businessman community are significantly differed with student customers. And professional customers are also significantly differed with students regarding the attribute everything under one roof.

On the basis of mean rank, it is understood that customers under housewife group are more motivated by the attribute everything under one roof than customers under Businessman community, professional customers and student customers. Salaried customers show increased motivation than Businessman community, professional customers and student customers. Customers under Businessman community are better motivated by attribute everything under one roof than student customers. Beside these, professional customers are more motivated by the attribute everything under one roof than student customers.

Table 5.43
Entertainment Facilities – Occupation Wise Difference

Pairs of occupation	Test Statistic	Std error	Std.Test Statistic	Sig.
Student – Businessman	-47.854	21.259	-2.251	0.024*
Student – Professional	-60.543	17.016	-3.558	<0.001**
Student – Salaried	-118.963	13.941	-8.533	<0.001**
Student – Housewife	-130.947	20.168	-6.493	<0.001**
Businessman – Professional	-12.689	23.307	-0.544	0.586 ^{NS}
Businessman – Salaried	71.109	21.167	3.359	0.001**
Businessman – Housewife	-83.093	25.698	-3.233	0.001**
Professional – Salaried	58.421	16.900	3.457	0.001**
Professional – Housewife	-70.404	22.316	-3.155	0.002**
Salaried – Housewife	-11.984	20.070	-0.597	0.550 ^{NS}

Note : 1. ** denotes significant at 1% level.
2. * denotes significant at 5% level.
3. NS denotes non – significant.

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Based on post hoc test of Kruskal Wallis, the following significance differences are found among the occupation of customers with respect to the attribute entertainment facilities. Student customers are significantly differed with customers in Businessman community, professional customers, salaried customers and housewife customers. And customers in Businessman community are significantly differed with salaried and housewife customers. Also professional customers are significantly differed with salaried and housewife customers regarding the attribute entertainment facilities.

On the basis of mean rank, it is understood that student customers are more motivated by the attribute entertainment facilities than customers doing business, professional customers, salaried customers and housewife customers. Customers under Businessman community are more motivated by entertainment facility than salaried and housewife customers. And professional customers also show increased motivation by the attribute entertainment facility than salaried and housewife customers.

Table 5.44
Quality of Service – Occupation Wise Difference

Pairs of occupation	Test Statistic	Std error	Std. Test Statistic	Sig.
Housewife – Student	44.345	19.990	2.218	0.027*
Housewife – Professional	52.548	22.119	2.376	0.018*
Housewife – Businessman	75.608	25.472	2.968	0.003**
Housewife – Salaried	88.755	19.893	4.462	<0.001**
Student – Professional	-8.203	16.866	-0.486	0.627 ^{NS}
Student – Businessman	-31.263	21.072	-1.484	0.138 ^{NS}
Student – Salaried	-44.409	13.818	-3.214	0.001**
Professional – Businessman	23.060	23.102	0.998	0.318 ^{NS}
Professional – Salaried	36.206	16.751	2.161	0.031*
Businessman – Salaried	13.146	20.980	0.627	0.531 ^{NS}

Note : 1. ** denotes significant at 1% level.
2. * denotes significant at 5% level.
3. NS denotes non – significant.

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Based on post hoc test of Kruskal Wallis, the following significance differences are found among the occupation of customers with respect to the attribute quality of service. Customers under housewife group are significantly differed with student customers, customers under professional community, business community and salaried customers. And also student customers are significantly differed with salaried customers. And professional customers are significantly differed with salaried customers regarding the attribute quality of service.

On the basis of mean rank, it is understood that, customers under housewife group are more motivated by the attribute quality of service in shopping malls than student customers, professional customers, businessman customers and salaried customers. Student and professional customers are more motivated by attribute quality of service in shopping mall than salaried customers.

Table 5.45

Air Conditioning – Occupation Wise Difference

Pairs of occupation	Test Statistic	Std error	Std.Test Statistic	Sig.
Student– Businessman	-73.296	20.139	-3.640	<0.001**
Student – Housewife	-74.538	19.104	-3.902	<0.001**
Student – Professional	-77.749	16.119	-4.823	<0.001**
Student – Salaried	-100.305	13.206	-7.595	<0.001**
Businessman – Housewife	-1.242	24.344	-0.051	0.959 ^{NS}
Businessman – Professional	-4.453	22.079	-0.202	0.840 ^{NS}
Businessman – Salaried	27.009	20.051	1.347	0.178 ^{NS}
Housewife – Professional	3.211	21.139	0.152	0.879 ^{NS}
Housewife – Salaried	26.767	19.012	1.355	0.175 ^{NS}
Professional – Salaried	22.568	16.009	1.409	0.159 ^{NS}

Note : 1. ** denotes significant at 1% level.

2. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the occupation of customers with respect to the attribute air conditioning. Student customers are significantly differed with customers under

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Businessman community, housewife group, professional customers and salaried customers regarding the attribute air conditioning.

On the basis of mean rank, it is understood that, student customers are more motivated by air conditioning in shopping malls than customers under Businessman community, housewife group, professional customers and salaried customers.

Table 5.46

Parking Facility – Occupation Wise Difference

Pairs of occupation	Test Statistic	Std error	Std.Test Statistic	Sig.
Salaried – Businessman	-18.314	20.104	-0.911	0.362 ^{NS}
Salaried – Professional	-38.643	16.052	-2.407	0.016*
Salaried – Housewife	-54.269	19.063	-2.847	0.004**
Salaried – Student	92.295	13.241	6.970	<0.001**
Businessman – Professional	-20.329	22.138	-0.918	0.358 ^{NS}
Businessman – Housewife	-35.956	24.409	-1.473	0.141 ^{NS}
Businessman – Student	73.981	20.193	3.664	<0.001**
Professional– Housewife	-15.626	21.196	-0.737	0.461 ^{NS}
Professional – Student	53.652	16.162	3.320	0.001**
Housewife – Student	38.026	19.155	1.985	0.047*

Note : 1. ** denotes significant at 1% level.
 2. * denotes significant at 5% level.
 3. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the occupation of customers with respect to the attribute parking facility. Salaried customers are significantly differed with professional customers, customers under housewife group and student customers regarding the attribute parking facility. Also, customers under Businessman community, professional community and housewife group are significantly differed with student customers regarding the attribute parking facility.

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On the basis of mean rank, it is understood that, salaried customers are more motivated by attribute parking facility in shopping malls than professional customers, housewife customers and student customers. Whereas, customers under Businessman community, professional community and housewife group feel increased motivation than student customers regarding the attribute parking facility in shopping mall.

Table 5.47

Variety of Stores – Occupation Wise Difference

Pairs of occupation	Test Statistic	Std error	Std.Test Statistic	Sig.
Professional – Salaried	11.750	16.712	0.703	0.482 ^{NS}
Professional – Businessman	27.610	23.047	1.198	0.231 ^{NS}
Professional – Housewife	-35.879	22.067	-1.626	0.104 ^{NS}
Professional – Student	45.364	16.826	2.696	0.007 ^{**}
Salaried – Businessman	-15.860	20.930	-0.758	0.449 ^{NS}
Salaried – Housewife	-24.129	19.846	-1.216	0.224 ^{NS}
Salaried – Student	33.614	13.785	2.438	0.015 [*]
Businessman – Housewife	-8.268	25.412	-0.325	0.745 ^{NS}
Businessman – Student	17.753	21.022	0.845	0.398 ^{NS}
Housewife – Student	9.485	19.942	0.476	0.634 ^{NS}

Note : 1. ** denotes significant at 1% level.
 2. * denotes significant at 5% level.
 3. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance difference found among the occupation of customers with respect to the attribute variety of stores. Professional customers are significantly differed with student customers

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regarding the attribute variety of stores. Also, salaried customers are significantly differed with student customers regarding the attribute variety of stores.

On the basis of mean rank, it is understood that, professional and salaried customers are more motivated by attribute variety of stores in shopping malls than student customers.

Table 5.48
Discounts and Offers – Occupation Wise Difference

Pairs of occupation	Test Statistic	Std error	Std.Test Statistic	Sig.
Student – Housewife	-44.355	19.199	-2.310	0.021*
Student – Salaried	-52.823	13.272	-3.980	<0.001**
Student – Professional	-66.315	16.199	-4.094	<0.001**
Student – Businessman	-78.007	20.239	-3.854	<0.001**
Housewife – Salaried	8.467	19.106	0.443	0.658 ^{NS}
Housewife – Professional	21.959	21.245	1.034	0.301 ^{NS}
Housewife – Businessman	33.651	24.465	1.375	0.169 ^{NS}
Salaried– Professional	-13.492	16.089	-0.839	0.402 ^{NS}
Salaried – Businessman	-25.184	20.151	-1.250	0.211 ^{NS}
Professional – Businessman	11.692	22.188	0.527	0.598 ^{NS}

Note : 1. ** denotes significant at 1% level.
2. * denotes significant at 5% level.
3. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the occupation of customers with respect to the attribute discounts and offers. Student customers are significantly differed with customers under housewife group, salaried customers, professional customers and Businessman customers regarding the attribute discounts and offers.

On the basis of mean rank, it is understood that, student customers are more motivated by attribute discounts and offers in shopping malls than customers under housewife group, salaried customers, professional customers and customers under businessman community.

Table
Availability of Brands– Occupation Wise Difference

Pairs of occupation	Test Statistic	Std error	Std.Test Statistic	Sig.
Professional – Salaried	21.925	16.645	1.317	1.000 ^{NS}
Professional – Businessman	36.410	22.956	1.586	1.000 ^{NS}
Professional – Housewife	-55.149	21.980	-2.509	0.121 ^{NS}
Professional – Student	81.075	16.760	4.838	<0.001 ^{**}
Salaried – Businessman	-14.485	20.848	-0.695	1.000 ^{NS}
Salaried – Housewife	-33.224	19.767	-1.681	0.928 ^{NS}
Salaried – Student	59.151	13.731	4.308	<0.001 ^{**}
Businessman – Housewife	-18.739	25.311	-0.740	1.000 ^{NS}
Businessman – Student	44.666	20.939	2.133	0.329 ^{NS}
Housewife – Student	25.926	19.864	1.305	1.000 ^{NS}

Note : 1. ** denotes significant at 1% level.
2. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the occupation of customers with respect to the attribute availability of brands. Professional customers are significantly differed with student customers. And salaried customers are also significantly differed with student customers regarding the attribute availability of brands. On the basis of mean rank, it is understood that, professional customers and salaried customers are more motivated by attribute availability of brands in shopping malls than student customers.

5.5.5 Attributes of Mall – Income Group Wise Differences

H0.5.13: There is no significant difference among income group of mall customers with respect to mall attributes which motivates customers to buy from shopping malls

Table 5.50

Income Group of Customers and Mall Attributes

Attributes	Income group of customers				Chi-Square	P value
	Below Rs 40000	Rs 40001 - Rs 80000	Rs 80001 - Rs 120000	Above Rs 120000		
	Mean Rank	Mean Rank	Mean Rank	Mean Rank		
Everything under one roof	225.30	192.11	173.34	175.65	14.38	0.002**
Entertainment facilities	140.21	197.31	204.93	227.88	33.86	<0.001**
Quality of service	186.97	193.92	197.47	189.92	0.51	0.915 ^{NS}
Air conditioning	122.54	187.35	219.72	241.62	73.00	<0.001**
Parking facility	255.15	199.82	174.18	136.01	67.30	<0.001**
Variety of stores	222.63	201.35	183.75	158.90	18.04	<0.001**
Discounts and offers	164.63	154.69	213.83	236.23	40.20	<0.001**
Availability of brands	224.30	202.58	178.31	161.31	18.99	<0.001**

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. NS denotes non – significant.

Since P value is less than 0.01, null hypothesis is rejected at 1% level concerning the attributes towards shopping malls just like everything under one roof, entertainment facilities, air conditioning, parking facility, variety of stores, discounts and offers and availability of brands. For this reason, there is significance difference between occupation of customers and above attributes of malls. It shows that, there is difference between occupation of customers and influence of attributes in shopping from malls such as everything under one roof, entertainment facilities, air conditioning, parking facility, variety of stores, discounts and offers and availability of brands.

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Since P value is greater than 0.05, null hypothesis is accepted with regard to the attribute quality of service in shopping malls. Hence, there is no significance difference between occupation of customers and their motivation to shop from malls regarding the attribute quality of service in shopping malls.

5.5.5.1 : Post Hoc Test for Significant Difference among Income Group of Mall Customers With Respect to Mall Attributes

Table 5.51
Everything under One Roof – Income Wise Difference

Pairs of income	Test Statistic	Std error	Std.Test Statistic	Sig.
Between Rs 80001 - Rs 120000 - Above Rs 120000	-2.312	15.715	-0.147	0.883 ^{NS}
Between Rs 80001 - Rs 120000 – Between Rs 40001 - Rs 80000	18.770	15.715	1.194	0.232 ^{NS}
Between Rs 80001 - Rs 120000 – Below Rs 40000	51.958	15.556	3.340	0.001 ^{**}
Above Rs 120000 - Between Rs 40001 - Rs 80000	16.458	15.673	1.050	0.294 ^{NS}
Above Rs 120000 - Below Rs 40000	49.645	15.514	3.200	0.001 ^{**}
Between Rs 40001 - Rs 80000 - Below Rs 40000	33.187	15.514	2.139	0.032 [*]

Note : 1. ** denotes significant at 1% level.
2. * denotes significant at 5% level.
3. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the monthly income of customers with respect to the attribute everything under one roof. Between Rs 80001 - Rs 120000 income group customers are significantly differed with below Rs 50000 income group customers. Above RS 120000 income group customers are significantly differed with below Rs 40000

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income group customers. And between Rs 40001 – Rs 80000 income group customers are significantly differed with below Rs 40000 regarding the attribute everything under one roof.

On the basis of mean rank, customers with income between Rs 80001 - Rs 120000, above Rs 120000 and between Rs 40001 – Rs 80000 are more motivated to shop from malls than below Rs 40000 income group customers because of the attribute everything under one roof.

Table 5.52

Entertainment Facilities – Income Wise Difference

Pairs of income	Test Statistic	Std error	Std.Test Statistic	Sig.
Below Rs 40000 - Between Rs 40001 - Rs 80000	-57.098	15.730	-3.630	<0.001**
Below Rs 40000 - Between Rs 80001 - Rs 120000	-64.718	15.773	-4.103	<0.001**
Below Rs 40000 - Above Rs 120000	-87.672	15.730	-5.573	<0.001**
Between Rs 40001 - Rs 80000 - Between Rs 80001 - Rs 120000	-7.620	15.934	-0.478	0.632 ^{NS}
Between Rs 40001 - Rs 80000 - Above Rs 120000	-30.574	15.892	-1.924	0.054 ^{NS}
Between Rs 80001 - Rs 120000 - Above Rs 120000	-22.953	15.934	-1.441	0.150 ^{NS}

Note : 1. ** denotes significant at 1% level.
2. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the monthly income of customers with respect to the attribute entertainment facilities. Below Rs 40000 income group customers are significantly differed with between Rs 40001 - Rs 120000 income group customers, between Rs 80001 - Rs 120000 income group customers and above Rs 120000 income group customers regarding the attribute entertainment facilities.

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Mean rank displays, below Rs 40000 income group customers are more motivated by the attribute entertainment facilities than customers with income between Rs 40001 – Rs 80000, between Rs 80001 - Rs 120000 and above Rs 120000.

Table 5.53

Air conditioning – Income wise difference

Pairs of income	Test Statistic	Std error	Std.Test Statistic	Sig.
Below Rs 40000 - Between Rs 40001 - Rs 80000	-64.812	14.901	-4.349	<0.001**
Below Rs 40000 - Between Rs 80001 - Rs 120000	-97.183	14.941	-6.504	<0.001**
Below Rs 40000 - Above Rs 120000	-119.080	14.901	-7.991	<0.001**
Between Rs 40001 - Rs 80000 - Between Rs 80001 - Rs 120000	-32.371	15.094	-2.145	0.032 ^{NS}
Between Rs 40001 - Rs 80000 - Above Rs 120000	-54.268	15.054	-3.605	<0.001**
Between Rs 80001 - Rs 120000 – Above Rs 120000	-21.898	15.094	-1.451	0.147 ^{NS}

Note : 1. ** denotes significant at 1% level.

2. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the monthly income of customers with respect to the attribute air conditioning. Below Rs 40000 income group customers are significantly differed with between Rs 40001 - Rs 80000 income group customers, between Rs 80001 - Rs 120000 income group customers and above Rs 120000 income group customers regarding the attribute air conditioning. And between Rs 40001 - Rs 80000 income group customers are significantly differed with above Rs 120000 income group customers regarding the attribute air conditioning.

On the basis of mean rank, it is concluded that, below Rs 40000 income group customers feel more motivation to shop from malls because of air conditioning facilities than between Rs 40001 – Rs 80000 income group, between Rs 80001 - Rs 120000 income group and above Rs 120000 income group customers. And between

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Rs 40001 – Rs 80000 income group customers are more motivated by the attribute air conditioning than above Rs 120000 income group customers.

Table 5.54

Parking Facility – Income Wise Difference

Pairs of income	Test Statistic	Std error	Std. Test Statistic	Sig.
Above Rs 120000 - Between Rs 80001 - Rs 120000	38.170	15.134	2.522	0.012*
Above Rs 120000 - Between Rs 40001 - Rs 80000	63.816	15.094	4.228	<0.001**
Above Rs 120000 - Below Rs 40000	119.146	14.941	7.974	<0.001**
Between Rs 80001 - Rs 120000 - Between Rs 40001 - Rs 80000	25.646	15.134	1.695	0.090 ^{NS}
Between Rs 80001 - Rs 120000 - Below Rs 40000	80.976	14.981	5.405	<0.001**
Between Rs 40001 - Rs 80000 - Below Rs 40000	55.330	14.941	3.703	<0.001**

Note : 1. ** denotes significant at 1% level.
 2. * denotes significant at 5% level.
 3. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance difference found among the monthly income of customers with respect to the attribute parking facility. Above Rs 120000 income group customers are significantly differed with between Rs 80001 – Rs 120000, between Rs 40001 - Rs 80000 income group customers, and below Rs 40000 income group customers regarding the attribute parking facility. Also between Rs 80001 - Rs 120000 income group customers are significantly differed with below Rs 40000 income group customers. And between Rs 40001 - Rs 80000 income group customers are significantly differed with below Rs 40000 income group customers regarding the attribute parking facility.

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Mean rank displays, the attribute parking facility act as an important attribute in motivating customers having income above Rs 120000 than customers having income between Rs 80001 - Rs 120000, between Rs 40001 - Rs 80000 and below Rs40000. Also customers having income between Rs 80001 - Rs 120000 and between Rs 40001 – Rs 80000 are more motivated than below Rs 40000 income group customers by the attribute parking facility.

Table 5.55

Variety of Stores – Income Wise Difference

Pairs of income	Test Statistic	Std error	Std.Test Statistic	Sig.
Above Rs 120000 - Between Rs 80001 - Rs 120000	24.850	15.756	1.577	0.115 ^{NS}
Above Rs 120000 - Between Rs 40001 - Rs 80000	42.447	15.714	2.701	0.007**
Above Rs 120000 - Below Rs 40000	63.726	15.555	4.097	<0.001**
Between Rs 80001 - Rs 120000 - Between Rs 40001 - Rs 80000	17.597	15.756	1.117	0.264 ^{NS}
Between Rs 80001 - Rs 120000 - Below Rs 40000	38.876	15.597	2.493	0.013*
Between Rs 40001 - Rs 80000 - Below Rs 40000	21.279	15.555	1.368	0.171 ^{NS}

Note : 1. ** denotes significant at 1% level.
 2. * denotes significant at 5% level.
 3. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the monthly income of customers with respect to the attribute variety of stores. Above Rs 120000 income group customers are significantly differed with between Rs 40001 - Rs 80000 income group customers and below Rs 40000 income group customers. Between Rs 80001 - Rs 120000 income group customers are significantly differed with below Rs 40000 income group customers regarding the attribute variety of stores.

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On the basis of mean score, customers with income above Rs 120000 are more motivated by the attribute variety of stores than between Rs 40001 - Rs 80000 income group and below Rs 40000 income group customers.

Table 5.56
Discounts and Offers – Income Wise Difference

Pairs of income	Test Statistic	Std error	Std.Test Statistic	Sig.
Between Rs 40001 - Rs 80000 - Below Rs 40000	9.932	14.975	0.663	0.507 ^{NS}
Between Rs 40001 - Rs 80000 - Between Rs 80001 - Rs 120000	-59.135	15.169	-3.898	<0.001**
Between Rs 40001 - Rs 80000 - Above Rs 120000	-81.537	15.129	-5.390	<0.001**
Below Rs 40000 - Between Rs 80001 - Rs 120000	-49.204	15.016	-3.277	0.001**
Below Rs 40000 - Above Rs 120000	-71.605	14.975	-4.782	<0.001**
Between Rs 80001 - Rs 120000 - Above Rs 120000	-22.402	15.169	1.477	0.140 ^{NS}

Note : 1. ** denotes significant at 1% level.
2. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance difference found among the monthly income of customers with respect to the attribute discounts and offers. Between Rs 40001 - Rs 80000 income group customers are significantly differed with between Rs 80001 - Rs 120000 income group customers and above Rs 120000 income group customers regarding the attribute discounts and offers. And below Rs 40000 income group customers are significantly differed with between Rs 80001 - Rs 120000 income group customers and above Rs 120000 income group customers regarding the attribute discounts and offers.

On the basis of mean score, customers with income between Rs 40001 – Rs 80000 are more motivated by the attribute discounts and offers than between Rs 80001 - Rs

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120000 income group customers. Between Rs 40001– Rs 80000 income group customers shows more motivation by the attribute discounts and offers than above Rs 120000 income group customers. Customers with income below Rs 40000 are more motivated by the attribute discounts and offers than between Rs 80001 - Rs 120000 income group and above Rs 120000 income group customers.

Table 5.57

Availability of Brands – Income Wise Difference

Pairs of income	Test Statistic	Std error	Std.Test Statistic	Sig.
Above Rs 120000 - Between Rs 80001 - Rs 120000	17.009	15.694	1.084	0.278 ^{NS}
Above Rs 120000 - Between Rs 40001 - Rs 80000	41.274	15.652	2.637	0.008**
Above Rs 120000 - Below Rs 40000	62.993	15.493	4.066	<0.001**
Between Rs 80001 - Rs 120000 - Between Rs 40001 - Rs 80000	24.265	15.694	1.546	0.122 ^{NS}
Between Rs 80001 - Rs 120000 - Below Rs 40000	45.984	15.535	2.960	0.003**
Between Rs 40001 - Rs 80000 - Below Rs 40000	21.719	15.493	1.402	0.161 ^{NS}

Note : 1. ** denotes significant at 1% level.

2. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the monthly income of customers with respect to the attribute availability of brands. Above Rs 120000 income group customers are significantly differed with between Rs 40001 – Rs 80000 income group customers and below Rs 40000 income group customers regarding the attribute availability of brands. And between Rs 80001 - Rs 120000 income group customers are significantly differed with below Rs 40000 income group customers regarding the attribute availability of brands.

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Mean rank portrays, above Rs 120000 income group customers are more motivated by the attribute availability of brands than between Rs 40001 – Rs 80000 income group and below Rs 40000 income group customers. Between Rs 80001 - Rs120000 income group customers feel more motivated by the attribute availability of brands than below Rs 40000 income group customers.

5.5.6 Attributes of Mall – Area of Residence Wise Differences

H0.5.14: There is no significant difference among area of residence of mall customers with respect to mall attributes which motivates customers to buy from shopping malls

Table 5.58

Area of Residence of Customers and Mall Attributes

Attributes	Area of Residence			Chi-Square	P value
	Urban	Semi-Urban	Rural		
	Mean Rank	Mean Rank	Mean Rank		
Everything under one roof	183.18	184.63	233.22	10.99	0.004**
Entertainment facilities	210.86	190.15	147.17	15.48	<0.001**
Quality of service	192.01	183.60	212.66	3.21	0.201 ^{NS}
Air conditioning	211.95	191.47	141.06	21.28	<0.001**
Parking facility	177.95	191.37	230.35	11.57	0.003**
Variety of stores	170.01	208.78	208.30	11.95	0.003**
Discounts and offers	210.25	176.07	183.38	9.10	0.011*
Availability of brands	166.28	213.69	205.98	16.70	<0.001**

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. * denotes significant at 5% level

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to attributes towards shopping malls such as everything under one roof, entertainment facilities, air conditioning, parking facility, variety of stores and availability of

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brands. Therefore, there is significance difference between areas of residence of customers with respect to the above attributes of shopping malls. It shows, there is difference among urban, semi-urban and rural customers regarding attraction of attributes in mall such as everything under one roof, entertainment facilities, air conditioning, parking facility, variety of stores and availability of brands.

Since P value is less than 0.05, null hypothesis is rejected at 5% level with regard to the attribute discounts and offers. Hence, there is significance difference between area of residence of mall customers and their attraction to the attribute discounts and offers. There is no significance difference between area of residence of customers and attraction of attribute quality of service, since P value is greater than 0.05. Therefore, null hypothesis is accepted. This demonstrates that there is no difference among urban, semi-urban and rural customers regarding enjoyment of attribute quality of service.

5.5.6.1 : Post Hoc Test for Significant Difference among Area of Residence of Mall Customers With Respect to Mall Attributes

Table 5.59

Everything under One Roof – Area of Residence Wise Difference

Pairs of area of residence	Test Statistic	Std error	Std.Test Statistic	Sig.
Urban – Semi-Urban	-1.450	12.083	-0.120	0.904 ^{NS}
Urban – Rural	-50.040	15.998	-3.128	0.002 ^{**}
Semi-Urban – Rural	-48.590	16.140	-3.011	0.003 ^{**}

Note : 1. ** denotes significant at 1% level.

2. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance difference found among the area of residence of customers with respect to the attribute everything under one roof. Urban customers are significantly differed with rural customers. And semi-urban customers are significantly differed with rural customers regarding the attribute everything under one roof.

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On the basis of mean rank, it is summed up that urban and semi-urban customers are more motivated to shop from malls than rural customers because of the attribute everything under one roof.

Table 5.60

Entertainment Facilities – Area of Residence Wise Difference

Pairs of area of residence	Test Statistic	Std error	Std.Test Statistic	Sig.
Rural – Semi-Urban	42.971	16.365	2.626	0.009**
Rural – Urban	63.683	16.221	3.926	<0.001**
Semi-Urban – Rural	20.712	12.251	1.691	0.091 ^{NS}

Note : 1. ** denotes significant at 1% level.

2. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the area of residence of customers with respect to the attribute entertainment facilities. Rural customers are significantly differed with semi-urban customers and urban customers regarding the attribute entertainment facilities.

Mean rank displays, rural customers are more motivated by the attribute entertainment facilities than semi-urban and urban customers.

Table 5.61

Air Conditioning – Area of Residence Wise Difference

Pairs of area of residence	Test Statistic	Std error	Std.Test Statistic	Sig.
Rural – Semi-Urban	50.404	15.502	3.251	0.001**
Rural – Urban	70.885	15.366	4.613	<0.001**
Semi-Urban – Urban	20.481	11.605	1.765	0.078 ^{NS}

Note : 1. ** denotes significant at 1% level.

2. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the area of residence of customers with respect to the attribute air conditioning. Rural customers are significantly differed with semi -urban customers and urban customers regarding the attribute air conditioning.

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On the basis of mean score, it is concluded the attribute air conditioning motivates rural customers more to shop from shopping malls than semi-urban and urban customers.

Table 5.62

Parking Facility – Area of Residence Wise Difference

Pairs of area of residence	Test Statistic	Std error	Std.Test Statistic	Sig.
Urban – Semi-Urban	-13.429	11.637	-1.154	0.248 ^{NS}
Urban –Rural	-52.404	15.407	-3.401	0.001**
Semi-Urban – Rural	-38.975	15.543	-2.507	0.012*

Note : 1. ** denotes significant at 1% level.
 2. * denotes significant at 5% level.
 3. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance difference found among the area of residence of customers with respect to the attribute parking facility. Urban customers are significantly differed with rural customers. And semi - urban customers are significantly differed with rural customers regarding the attribute parking facility.

Based on mean rank, it is understood that urban customers and semi-urban customers are more motivated by the attribute parking facility than rural customers.

Table 5.63

Variety Of Stores – Area of Residence Wise Difference

Pairs of area of residence	Test Statistic	Std error	Std.Test Statistic	Sig.
Urban –Rural	-38.292	16.040	-2.387	0.017*
Urban – Semi-Urban	-38.775	12.115	-3.201	0.001**
Rural – Semi-Urban	0.482	16.182	0.030	0.976 ^{NS}

Note : 1. ** denotes significant at 1% level.
 2. * denotes significant at 5% level.
 3. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the area of residence of customers with respect to the attribute variety

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of stores. Urban customers are significantly differed with rural customers and semi-urban customers regarding the attribute variety of stores.

On the basis of mean rank, urban customers are more motivated by the attribute variety of stores than rural and semi-urban customers.

Table 5.64

Discounts And Offers – Area of Residence Wise Difference

Pairs of area of residence	Test Statistic	Std error	Std. Test Statistic	Sig.
Semi-Urban –Rural	-7.307	15.579	-0.469	0.639 ^{NS}
Semi-Urban –Urban	34.177	11.663	2.930	0.003**
Rural – Urban	26.871	15.442	1.740	0.082 ^{NS}

Note : 1. ** denotes significant at 1% level.
2. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance difference found among the area of residence of customers with respect to the attribute discounts and offers. Semi-urban customers are significantly differed with urban customers regarding the attribute discounts and offers.

Mean rank shows, the attribute discounts and offers motivates semi-urban customers more to shop from malls than urban customers.

Table 5.65

Availability of Brands – Area of Residence Wise Difference

Pairs of area of residence	Test Statistic	Std error	Std. Test Statistic	Sig.
Urban –Rural	-39.702	15.976	-2.485	0.013*
Urban – Semi-Urban	-47.412	12.067	-3.929	<0.001**
Rural – Semi-Urban	7.709	16.118	0.478	0.632 ^{NS}

Note : 1. ** denotes significant at 1% level.
2. * denotes significant at 5% level.
3. NS denotes non – significant.

Based on post hoc test of Kruskal Wallis, the following significance differences are found among the area of residence of customers with respect to the attribute

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availability of brands. Urban customers are significantly differed with rural customers. And urban customers are significantly differed with semi-urban customers regarding the attribute availability of brands.

On the basis of mean rank, urban customers are more motivated by the attribute availability of brands than rural and semi-urban customers.

5.6 Conclusion

This chapter covered the second objective of the study that to trace the customer preferences for products and services in shopping malls and to check the diverse attributes of malls in luring the customers of the shopping malls in Kerala. And its differences among socio-demographic profiles of the shopping mall customers. Gender, age, marital status, occupation, income and area of residence are taken as socio-demographic factors of the mall customers for the analysis. The next chapter deals with analysis of the level of marketing mix and service quality offered by the malls.

CHAPTER 6

THE LEVEL OF MARKETING MIX AND SERVICE QUALITY OFFERED BY THE SHOPPING MALLS IN KERALA

6.1 Introduction

In the previous chapter an attempt has been made to trace the customer preferences for products and services in shopping malls and to check the diverse attributes of malls in luring the customers of the shopping malls in Kerala. This chapter covers the third objective of the study that to examine the level of marketing mix and service quality offered by the shopping malls in Kerala. The researcher investigating whether the level of marketing mix and service quality offered by the shopping malls in Kerala is high level or moderate level or low level and its association with selected factors of consumer behaviour. The selected factors of consumer behaviour includes visitors' type, number of stores visited by the customers in their one time visit, average time spent by the customers per visit, and average amount spent by the customers per visit.

Quartile Deviation, Percentage Analysis, and Chi-Square tests for goodness of fit and Chi-Square test for association are used for the analysis of level of marketing mix and service quality offered by the malls in Kerala. Quartile Deviation is used to convert data into three quarters that Q1, Q2 and Q3. Percentage analysis is used to measure the percentage of response contained in the each quarters. Chi-Square test is employed for testing the significance of data distribution in the each quartile. This chapter has two sections. Section 'A' deals with the level of marketing mix offered by the shopping malls in Kerala and its association with selected factors of consumer behaviour. Section 'B' contains the level of service quality offered by the malls in Kerala and its association with selected factors of consumer behaviour.

Section- A

6.2 The Levels of Marketing Mix Offered by the Shopping Malls in Kerala

The marketing mix consists of the following;

- (1) *Product Mix*
- (2) *Price Mix*
- (3) *Place Mix*
- (4) *Promotion Mix*

H0 6.1: Proportions of the level of product mix offered by the shopping malls in Kerala is equally distributed

Table 6.1

The Level of Product Mix Offered by the Shopping Malls in Kerala

Attribute	Low level (Q1)	Moderate level (Q2)	High level (Q3)	Total	Chi-Square value	P value
Level of product mix offered by the shopping malls in Kerala	65 (16.97%)	180 (46.99%)	138 (36.03%)	383 (100%)	110.65	<0.001**

Source: Primary Data

** indicates significant at 1% level

Since the P value is <0.01, the proportions of level of product mix factor offered by the shopping malls in Kerala is not equally distributed. It indicates that there is significant difference regarding the level of product mix offered by the shopping malls in Kerala. From the above table, it can be observed that 16.97 percent mall customers consider low level product mix offered by the shopping malls in Kerala.

46.99 percent of customer considers that malls provides moderate level product mix to their customers and 36.03 percent of malls customers consider that mall offers high level product mix to their customers. Therefore it can be concluded that shopping malls in Kerala offers moderate level product mix to their customers.

The Level of Marketing Mix and Service Quality Offered by the Malls in Kerala

H0 6.2: Proportions of the level of price mix offered by the shopping malls in Kerala is equally distributed

Table 6.2

The Level of Price Mix Offered by the Shopping Malls in Kerala

Attribute	Low level (Q1)	Moderate level (Q2)	High level (Q3)	Total	Chi-Square value	P value
Level of Price mix offered by the malls in Kerala	32 (8.4%)	232 (60.6 %)	119 (31.1)	383 (100%)	157.54	<0.001**

Source: Primary Data

** indicates significant at 1% level

Since the P value is <0.01, the proportions of level of price mix offered by the shopping malls in Kerala is not equally distributed. It indicates that there is significant difference regarding the level of price mix offered by the shopping malls in Kerala. From the above table, it can be observed that only 8.4% percent mall customers consider mall product price is low level. 60.6 % percent of mall customers consider product price in the mall is moderate level. 31.1 percent of mall customers consider the product price in the malls is high level. So, it can be inferred that shopping malls in Kerala offer moderate level product price to their customers.

H0 6.3: Proportions of the level of place mix offered by the shopping malls in Kerala is equally distributed

Table 6.3

The Level of Place Mix Offered by the Shopping Malls in Kerala

Attribute	Low level(Q1)	Moderate level (Q2)	High level(Q3)	Total	Chi-Square value	P value
Level of place mix offered by the shopping malls in Kerala	79 (20.6 %)	72 (18.8 %)	232 (60.6 %)	383 (100%)	128.09	<0.001**

Source: Primary Data

** indicates significant at 1% level

The Level of Marketing Mix and Service Quality Offered by the Malls in Kerala

Since the P value is <0.01, the proportions of level of place mix offered by the shopping malls in Kerala is not equally distributed. It indicates that there is significant difference regarding the level of place mix offered by the shopping malls in Kerala. From the above table, it can be observed that 20.6 percent mall customers consider low level place mix offered by the shopping malls in Kerala. 18.8 % percent of mall customers consider it in moderate level and 60.6 percent of mall customers consider high level place mix offered by the shopping malls in Kerala. So, it can be inferred that shopping malls in Kerala offer high level place mix to customers. It means that majority of the shopping malls in Kerala located in nearness to city and at good mall ambience. Most of the Shopping malls in Kerala situated at convenient and easily reachable location and it helps to attract customers from rural, semi urban and urban area.

H0 6.4: Proportions of the level of promotion mix offered by the shopping malls in Kerala is equally distributed

Table 6.4

The level of promotion mix offered by the shopping malls in Kerala

Attribute	Low level (Q1)	Moderate level (Q2)	High level (Q3)	Total	Chi-Square value	P value
Level of promotion mix offered by the shopping malls in Kerala	101 (26.4%)	70 (18.3%)	212 (55.4)	383 (100%)	87.33	<0.001**

Source: Primary Data

** indicates significant at 1% level

Since the P value is <0.01, the proportions of level of promotion mix offered by the shopping malls in Kerala is not equally distributed. It indicates that there is significant difference regarding the promotion mix offered by the shopping malls in Kerala. From the above table, it can be observed that 26.4 percent mall customers consider low level promotion mix offered by the shopping malls in Kerala. 18.3% percent of mall customers consider moderate level promotion mix offered by the

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shopping malls in Kerala. 55.4 percent of shopping mall customers consider high level promotion mix offered by the shopping malls in Kerala. So, it can be inferred that shopping malls in Kerala offer high level promotion mix to their customers. It means that the customers can shop from malls products at discount rate and they get some products at everyday low price.

6.3 The Level of Marketing Mix across the Selected Factors of Consumer Behaviour in Shopping Malls in Kerala

The following consumer behaviour factors taken for the study;

- (1) Visitors’ type
- (2) Number of stores visited by the customers per trip
- (3) Average time spent by the customers per visit
- (4) Average amount spent by the customers per visit

6.3.1 Product across the Factors of Consumer Behaviour

H0 6.5 There is no significant association between visitors’ type and level of product factor in the shopping malls in Kerala.

Table 6.5

Visitor’s Type and Level of Product Factor in the Shopping Malls in Kerala.

Visitors’ type in the shopping malls	Level of product factor in the malls			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Regular visitor	22 (8.1%) [73.3%]	105 (38.5%) [68.2%]	146 (53.5%) [73.4%]	273	1.207	0.547 ^{NS}
Irregular visitor	8 (7.3%) [26.7%]	49 (44.5%) [31.8%]	53 (48.2%) [26.6%]	110		
Total	30	154	199	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

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Since the P value is higher than 0.05, the null hypothesis is accepted. Accordingly, it indicates that there is no significant association between type of visit by the customers in shopping malls in Kerala and level of product factor in the malls.

H0.6.6: There is no significant association between number of stores visited by customers per trip and level of product factor in the shopping malls in Kerala.

Table 6.6

Number of Stores Visited and Level of Product Factor in the Shopping Malls

Number of stores visited in the shopping malls	Level of product factor in the shopping malls			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 6	16 (9.4%) [51.6%]	71 (41.7%) [46.4%]	83 (48.8%) [41.7%]	170	3.013	0.556 ^{NS}
6 to 9	10 (6.5%) [32.2%]	57 (36.8%) [37.2%]	88 (56.8%) [44.2%]	155		
Above 9	5 (8.62%) [16.1%]	25 (43.1%) [16.33%]	28 (48.3%) [14.1%]	58		
Total	31	153	199	383		

Source: Primary Data

- Note: 1. The value within () refers to row percentage
 2. The value within [] refers to column percentage
 3. NS denotes Not Significant

Since the P value is higher than 0.05, the null hypothesis is accepted. Therefore, it indicates that there is no significant association between number of stores visited by the customers in shopping malls in Kerala and level of product factor in the malls.

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H0.6.7: There is no significant association between time spent by the customers per visit and level of product factor in the shopping malls in Kerala.

Table 6. 7

Time Spent by the Customers and Level of Product Factor

Time spent by the customers per visit	Level of product factor in the shopping malls			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 2 hours	17 (7.3%) [50%]	88 (37.6%) [58.6%]	129 (55.1%) [64.8%]	234	6.886	0.142 ^{NS}
3 hours	5 (11.11%) [16.66%]	15 (33.33%) [9.74%]	25 (55.6%) [12.6%]	45		
4 hours and above	12 (11.5%) [35.2%]	47 (45.2%) [31.33%]	45 (43.3%) [22.6%]	104		
Total	34	150	199	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

3. NS denotes Not Significant

Since the P value is higher than 0.05, the null hypothesis is accepted. It indicates that there is no significant association between time spent by the customers in shopping malls in Kerala and level of product factor in the malls.

H0.6.8: There is no significant association between average amount spent by customers per visit and level of product factor offered by the shopping malls in Kerala

Table 6.8

Amount Spent by Customers and Level of Product Factor Offered by the Malls in Kerala

Average amount spent by the customers	Level of product factor offered by the shopping malls in Kerala			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 1,000	19 (14.1%) [48.7%]	58 (43%) [40%]	58 (43%) [29.1%]	135	26.948	<0.001**
1,001 to 2,000	5 (7.2%) [12.8%]	34 (49.2%) [23.4%]	30 (43.5%) [15.1%]	69		
2,001 to 3,000	5 (7.4%) [12.8%]	26 (38.8%) [17.9%]	36 (53.7%) [18.1%]	67		
3,001 to 4,000	5 (9.6%) [12.8%]	16 (30.7%) [11.03%]	31 (59.6%) [15.6%]	52		
Above 4,000	5 (8.3%) [12.8%]	11 (18.3%) [7.5%]	44 (73.3%) [22.1%]	60		
Total	39	145	199	383		

Source: Primary Data

Note: 1. The value within () refers to Row Percentage

2. The value within [] refers to Column Percentage

3. ** denotes significant at 1% level

Since the P value is less than 0.01, the null hypothesis is rejected at 1% level. Consequently, it states that there is a significant association between average amount spent by the customers per visit in shopping malls in Kerala and level of product factor offered by the malls. As per the row percentage, among the customers who spent up to an amount of 1000 in shopping malls, 14.1 per cent of them have the feeling that the product factor is at a low level. 43 per cent of them believe that malls offer a moderate level of product factor, whereas 43 per cent of visitors to the

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shopping malls in Kerala sense a high level of product factor. In the case of customers who spend an amount of 1,001 to 2,000 in shopping malls, 7.2 per cent of them believe low level of product factor in the shopping malls. 49.2 per cent of them consider malls have moderate level of product factor and 43.5 per cent of visitors' sense high level of product factor in the shopping malls in Kerala. While considering the customers who spend an amount of 2,001 to 3,000, 7.4 per cent of them feel that they getting low-level product factor. 38.8 per cent of them experiences moderate level of product factor and 53.7 per cent of visitors observes high level of product factor in the shopping malls in Kerala.

In the case of customers who spend an amount of 3,001 to 4,000 in shopping malls, 9.6 per cent of them have a feel that the shopping malls offering a low product factor. 30.7 per cent of them feel moderate level of product factor and 59.6 per cent experiencing a high level of product factor in the shopping malls. Whereas the customers who spend more than 4000 in shopping malls, 8.3 per cent of them experiences a low-level product factor in shopping malls. 18.3 per cent of them noticing moderate level of product factor and 73.3 per cent of customers feels a high-level product factor in the shopping malls in Kerala.

In conclusion, shoppers who spend an amount of up to 1,000 are more likely to have low levels of product factor, whereas shoppers who spend an amount of more than 4,000 are more likely to have high levels of product factor. As a result, it is reasonable to determine that shoppers who shop at an amount of above 4,000, have a greater effect on the price factor than customers who shop at an amount of up to 1000, 1,001 to 2,000, 2,001 to 3,000, and 3,001 to 4,000 in the shopping malls in Kerala.

6.3.2 Price Mix across the Factors of Consumer Behaviour

H0.6.9: There is no significant association between visitors' type and level of price factor in the shopping malls in Kerala.

Table 6.9

Visitors' Type and Level of Price Factor in the Malls

Visitors' type in the shopping malls	Level of price factor offered by the shopping malls in Kerala			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Regular visitor	19 (7%) [59.4%]	153 (56%) [65.9%]	101 (37%) [84.9%]	273	16.179	<0.001**
Irregular visitor	13 (11.8%) [40.6%]	79 (71.8%) [34.1%]	18 (16.4%) [15.1%]	110		
Total	32	232	119	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

3. ** denotes significant at 1% level

Since the P value is less than 0.01, the null hypothesis is rejected at 1% level. Accordingly, it indicates that there is a significant association between type of visitor in shopping malls in Kerala and level of price factor in the malls. As per the row percentage, among the regular visitors, 7 per cent of them have the impression that the pricing factor is at a low level. 56 per cent of them believe that malls offer a moderate level of price factor, whereas 37 per cent of visitors to the shopping malls in Kerala sense a high level of price factor. In the case of irregular visitors, 11.8 per cent of them feel low level of price factor in the shopping malls. 71.8 per cent of them consider malls have moderate level of price factor and 16.4 per cent of visitors view high level of price factor in the shopping malls in Kerala.

According to these findings, a low level of price factor is more prevalent among irregular visitors, whereas a high level of price factor is more frequent among regular visitors. Therefore, it is possible to infer that shoppers who visit regularly have a greater influence on the price factor than customers who visit irregularly in shopping malls in Kerala.

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H0.6.10: There is no significant association between number of stores visited by customers per trip and level of price factor offered by the shopping malls in Kerala

Table 6.10

Number of Stores Visited and Level of Price Factor Offered by the Shopping Malls

Number of stores visited	Level of price factor offered by the shopping malls in Kerala			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 6	11 (6.5%) [34.4%]	107 (62.9%) [46.1%]	52 (30.6%) [43.7%]	170	14.225	0.007**
6 to 9	9 (5.8%) [28.1%]	97 (62.6%) [41.8%]	49 (31.6%) [41.2%]	155		
Above 9	12 (20.7%) [37.5%]	28 (48.3%) [12.1%]	18 (31%) [15.1%]	58		
Total	32	232	119	383		

Source: Primary Data

Note: 1. The value within () refers to Row Percentage

2. The value within [] refers to Column Percentage

Since the P value is less than 0.01, the null hypothesis is rejected at 1% level. So, it specifies that there is a significant association between number of stores visited by the customers in shopping malls in Kerala and level of price factor in the malls. As per the row percentage, among the buyers who go to shopping malls and visit up to six different stores, 6.5% of them have the impression that the pricing factor is at a low level. 62.9 percent of them believe that malls offer a moderate level of price factor, whereas 30.6 percent of visitors to the shopping malls in Kerala sense a high level of price factor. In the case of visitors who visit 6 to 9 stores, 5.8 per cent of them feel low level of price factor in the shopping malls. 62.6 per cent of them consider malls have moderate level of price factor and 31.6 per cent of visitors view high level of price factor in the shopping malls in Kerala. While considering the visitors who visit more than 9 stores, 20.7 per cent of them feel that they getting low-level price factor. 48.3 per cent of them experiences moderate level of price factor and 31 per cent of visitors observe high level of price factor in the shopping malls in Kerala.

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According to these findings, a low level of price factor is more prevalent among visitors who go to more than nine stores, whereas a high level of price factor is more frequent among shoppers who go to six to nine stores. Therefore, it is possible to infer that shoppers who go to six to nine stores have a greater influence on the price factor than customers who shop at up to 6 stores and customers who shop at more than 9 stores in shopping malls in Kerala.

H0.6.11: There is no significant association between time spent by customers and level of price factor offered by the shopping malls in Kerala

Table 6.11

Time Spent by Customers and Level of Price Factor Offered by the Shopping Malls

Time spent by customers per visit	Level of price factor offered by the shopping malls in Kerala			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 2 hours	13 (5.6%) [36.11%]	151 (64.5%) [66.22%]	70 (29.9%) [58.8%]	234	17.833	<0.001**
3 hours	5 (11.1%) [13.8%]	21 (46.6%) [9.2%]	19 (42.2%) [16%]	45		
4 and above hours	18 (17.3%) [50%]	56 (53.8%) [24.5%]	30 (28.8%) [25.2%]	104		
Total	36	228	119	383		

Source: Primary Data

Note: 1. The value within () refers to Row Percentage

2. The value within [] refers to Column Percentage

Since the P value is less than 0.01, the null hypothesis is rejected at 1% level. Thus, it implies that there is a significant association between time spent by the customers in shopping malls in Kerala and level of price factor in the malls. As per the row percentage, among the buyers who go to shopping malls and spend up to two hours, 5.6 per cent of them have the impression that the pricing factor is at a low level. 64.5 percent of them believe that malls offer a moderate level of price factor, whereas 29.9 per cent of visitors to the shopping malls in Kerala sense a high level of price factor.

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In the case of visitors who spend 3 hours, 11.1 per cent of them feel low level of price factor in the shopping malls. 46.6 per cent of them consider malls have moderate level of price factor and 42.2 per cent of visitors view high level of price factor in the shopping malls in Kerala. While considering the visitors who spent 4 hours and above, 17.3 per cent of them feel that they getting low-level price factor. 53.8 per cent of them experiences moderate level of price factor and 28.8 per cent of visitors observe high level of price factor in the shopping malls in Kerala.

These data indicate that shoppers who spent 3 hours in shopping malls are more likely to have a high level of price factor, while visitors who spent 4 or more hours are more likely to have a low level of price factor. Therefore, it is possible to infer that shoppers who spent 3 hours have a greater influence on the price factor than customers who spent up to 2 hours and customers who spent 4 hours and above in shopping malls in Kerala.

H0.6.12: There is no significant association between average amount spent by the customers and level of price factor offered by the shopping malls in Kerala

Table 6.12

Average Amount Spent by the Customers and Level of Price Factor Offered by the Shopping Malls

Average amount spent by the customers	Level of price factor offered by the shopping malls in Kerala			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 1,000	19 (14.1%) [45.2%]	103 (76.3%) [46.3%]	13 (9.6%) [10.9%]	135	67.283	<0.001**
1,001 to 2,000	7 (10.1%) [16.6%]	42 (60.9%) [18.9%]	20 (29%) [16.8%]	69		
2,001 to 3,000	6 (9%) [14.2%]	37 (55.2%) [16.6%]	24 (35.8%) [20.2%]	67		
3,001 to 4,000	5 (9.6%) [11.9%]	18 (34.6%) [8.1%]	29 (55.8%) [24.4%]	52		
Above 4,000	5 (8.3%) [11.9%]	22 (36.6%) [9.9%]	33 (55%) [27.7%]	60		
Total	42	222	119	383		

Source: Primary Data

Note: 1. The value within () refers to Row Percentage

2. The value within [] refers to Column Percentage

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Since the P value is less than 0.01, the null hypothesis is rejected at 1% level. Therefore, it specifies that there is a significant association between average amount spent by the customers in shopping malls in Kerala and level of price factor in the malls. As per the row percentage, among the customers who spent up to 1000 in shopping malls, 14.1 per cent of them have the impression that the price factor is at a low level. 76.3 per cent of them believe that malls offer a moderate level of price factor, whereas 9.6 per cent of visitors to the shopping malls in Kerala sense a high level of price factor. In the case of customers who spend an amount of 1,001 to 2,000 in shopping malls, 10.1 per cent of them feel low level of price factor in the shopping malls. 60.9 per cent of them consider malls have moderate level of price factor and 29 per cent of visitors view high level of price factor in the shopping malls in Kerala. While considering the customers who spend an amount of 2,001 to 3,000, 9 per cent of them feel that they getting low-level price factor. 55.2 per cent of them experiences moderate level of price factor and 35.8 per cent of visitors observe high level of price factor in the shopping malls in Kerala.

In the case of customers who spend an amount of 3,001 to 4,000 in shopping malls, 9.6 per cent of them have a feeling that shopping malls have low price factor. 34.6 per cent of them feel moderate level of price factor and 55.8 per cent experiencing a high level of price factor in the shopping malls. Whereas the customers who spend more than 4000 in shopping malls, 8.3 per cent of them experiences a low- level price factor in shopping malls. 36.6 per cent of them noticing moderate level of price factor and 55 per cent of customers feels a high-level price factor in the shopping malls in Kerala.

A low level of price factor is more prominent among shoppers who spent up to 1,000, but a high level of price factor is more prevalent among shoppers who spent between 3,001 and 4,000 in shopping malls. Therefore, it is possible to infer that shoppers who shop at an amount of 3,001 to 4,000 have a greater influence on the price factor than customers who shop at an amount of up to 1000, 1,001 to 2,000, 2,001 to 3,000, 3,001 to 4,000 and above 4000 in the shopping malls in Kerala.

6.3.3 Place Mix across the Factors of Consumer Behaviour

H0.6.13: There is no significant association between visitors' type and level of place factor in the shopping malls in Kerala.

Table 6.13:

Visitor's Type and Level of Place Factor Offered by the Malls

Visitor's type factor in the shopping malls	Level of place factor			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Regular visitor	51 (18.7%) [64.6%]	50 (18.3%) [69.4%]	172 (63%) [74.1%]	273	2.788	0.248 ^{NS}
Irregular visitor	28 (25.5%) [35.4%]	22 (20%) [30.6%]	60 (54.5%) [25.9%]	110		
Total	79	72	232	383		

Source: Primary Data

- Note: 1. The value within () refers to row percentage
 2. The value within [] refers to column percentage
 3. NS denotes Not Significant

Since the P value is higher than 0.05, the null hypothesis is accepted. Accordingly, it indicates that there is no significant association between type of visit by the customers in shopping malls in Kerala and level of place factor in the malls.

H0.6.14: There is no significant association between number of stores visited by the customers per trip and level of place factor in the shopping malls in Kerala.

Table

Number of Stores Visited and Level of Place Factor Offered by the Malls

Number of stores visited by the customers	Level of place factor in the shopping malls			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 6	37 (21.8%) [46.8%]	34 (20%) [47.2%]	99 (58.2%) [42.7%]	170	4.565	0.335 ^{NS}
6 to 9	26 (16.8%) [32.9%]	31 (20%) [43.1%]	98 (63.2%) [42.2%]	155		
Above 9	16 (27.6%) [20.3%]	7 (12.1%) [9.7%]	35 (60.3%) [15.1%]	58		
Total	79	72	232	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

Since the P value is higher than 0.05, the null hypothesis is accepted. It indicates that there is no significant association between number of stores visited by the customers in shopping malls in Kerala and level of place factor in the malls.

H0.6.15: There is no significant association between time spent factor in the shopping malls and level of place factor in the shopping malls in Kerala.

Table

Time Spent by the Customers and Level of Place Factor in the Shopping Malls

Time spent by the customers per visit	Level of place factor in the shopping malls			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 2 hours	49 (20.9%) [62%]	50 (21.4%) [69.4%]	135 (57.7%) [58.2%]	234	3.186	0.527 ^{NS}
3 hours	8 (17.8%) [10.1%]	7 (15.6%) [9.7%]	30 (66.7%) [12.9%]	45		
4 hours and above	22 (21.2%) [27.8%]	15 (14.4%) [20.8%]	67 (64.4%) [28.9%]	104		
Total	79	72	232	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

3. NS denotes Not Significant

Since the P value is higher than 0.05, the null hypothesis is accepted. So, it indicates that there is no significant association between time spent by the customers in shopping malls in Kerala and level of place factor in the malls.

H0.6.16: There is no significant association between average amount spent by the customers and level of place factor offered by the shopping malls in Kerala

Table 6.16:

Average Amount Spent By the Customers and Level of Place Factor Offered by the Shopping Malls in Kerala

Average amount spent by the customers	Level of place factor offered by the shopping malls in Kerala			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 1,000	38 (28.1%) [48.1%]	22 (16.3%) [30.6%]	75 (55.6%) [32.3%]	135	16.108	0.041*
1,001 to 2,000	5 (7.2%) [6.3%]	16 (23.2%) [22.2%]	48 (69.6%) [20.7%]	69		
2,001 to 3,000	14 (20.9%) [17.7%]	17 (25.4%) [23.6%]	36 (53.7%) [15.5%]	67		
3,001 to 4,000	9 (17.3%) [11.4%]	9 (17.3%) [12.5%]	34 (65.4%) [14.7%]	52		
Above 4,000	13 (21.7%) [16.5%]	8 (13.3%) [11.1%]	39 (65%) [16.8%]	60		
Total	79	72	232	383		

Source: Primary Data

Note: 1. The value within () refers to Row Percentage

2. The value within [] refers to Column Percentage

3. * denotes significant at 5% level

Since the P value is less than 0.05, the null hypothesis is rejected at 5% level. Therefore, it specifies that there is a significant association between average amount spent by the customers in shopping malls in Kerala and level of place factor of the malls. As per the row percentage, among the customers who spent up to 1000 in shopping malls, 28.1 per cent of them have the impression that the place factor is at a low level. 16.3 per cent of them believe that malls offer a moderate level of place factor, whereas 55.6 per cent of visitors to the shopping malls in Kerala sense a high level of place factor. In the case of customers who spend an amount of 1,001 to

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2,000 in shopping malls, 7.2 per cent of them feels low level of place factor in the shopping malls. 23.2 per cent of them consider malls have moderate level of place factor and 69.6 per cent of visitors view high level of place factor in the shopping malls in Kerala. While considering the customers who spend an amount of 2,001 to 3,000, 20.9 per cent of them feel that they getting low-level place factor. 25.4 per cent of them experiences moderate level of place factor and 53.7 per cent of visitors observe high level of place factor in the shopping malls in Kerala.

In the case of customers who spend an amount of 3,001 to 4,000 in shopping malls, 17.3 per cent of them have a feel that the shopping malls have low place factor. 17.3 per cent of them feel moderate level of place factor and 65.4 per cent experiencing a high level of place factor in the shopping malls. Whereas the customers who spend more than 4000 in shopping malls, 21.7 them experiences a low-level place factor in shopping malls. 13.3 per cent of them noticing moderate level of place factor and 65 per cent of customers feel a high-level place factor in the shopping malls in Kerala.

To conclude, a low level of place factor is more prevalent among the customers who spent up to 1000, whereas a high level of place factor is more frequent among customers who spend an amount of 1,001 to 2,000 in shopping malls. Therefore, it is possible to state that shoppers who shop at an amount of 1,001 to 2,000 have a greater influence on the price factor than customers who shop at an amount of up to 1000, 2,001 to 3,000, 3,001 to 4,000 and above 4000 in the shopping malls in Kerala.

6.3.4 Promotion Mix across the Factors of Consumer Behaviour

H0.6.17: There is no significant association between visitors' type and level of promotion factor in the shopping malls in Kerala

Table 6.17

Visitors' Type and Level of Promotion Factor in the Shopping Malls in Kerala

Visitors type	Level of promotion factor offered by the shopping malls in Kerala			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Regular visit	56 (20.5%) [55.4%]	56 (20.5%) [80%]	161 (59%) [75.9%]	273	17.222	<0.001**
Irregular visit	45 (40.9%) [44.6%]	14 (12.7%) [20%]	51 (46.4%) [24.1%]	110		
Total	101	70	212	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

3. ** denotes significant at 1% level

Since the P value is less than 0.01, the null hypothesis is rejected at 1% level. Accordingly, it points out that there is a significant association between type of visit by the customers in shopping malls in Kerala and level of promotion factor in the malls. As per the row percentage, among the regular visitors, 20.5 per cent of them have the thought that the promotion factor is at a low level. 20.5 per cent of them believe that malls offer a moderate level of promotion factor, whereas 59 per cent of visitors to the shopping malls in Kerala sense a high level of price factor. In the case of irregular visitors, 40.9 per cent of them feels low level of promotion factor in the shopping malls. 12.7 per cent of them consider malls have moderate level of promotion factor and 46.4 per cent of visitors view high level of promotion factor in the shopping malls in Kerala.

According to these findings, a low level of promotion factor is more prevalent among irregular visitors, whereas a high level of promotion factor is more frequent among regular visitors. Therefore, it is possible to conclude that shoppers who visit regularly have a greater influence on the promotion factor than customers who visit irregularly in shopping malls in Kerala.

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H0.6.18: There is no significant association between number of stores visited and level of promotion factor in the shopping malls in Kerala.

Table 6.18

Number of Stores Visited and Level of Promotion Factor offered by the Malls in Kerala

Number of stores visited by the customers	Level of promotion factor			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 6	56 (32.9%) [55.4%]	26 (15.3%) [37.1%]	88 (51.8%) [41.5%]	170	8.301	0.081 ^{NS}
6 to 9	34 (21.9%) [33.7%]	34 (21.9%) [48.6%]	87 (56.1%) [41%]	155		
Above 9	11 (19%) [10.9%]	10 (17.2%) [14.3%]	37 (63.8%) [17.5%]	58		
Total	101	70	212	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

3. NS denotes Not Significant

Since the P value is higher than 0.05, the null hypothesis is accepted. Accordingly, it indicates that there is no significant association between number of stores visited by the customers in shopping malls in Kerala and level of promotion factor in the malls.

H0.6.19: There is no significant association between time spent by the customers per visit and level of promotion factor in the shopping malls in Kerala.

Table

Time Spent by the Customers and Level of Promotion Factor Offered by the Malls

Time spent by the customers per visit	Level of promotion factor			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 2 hours	62 (26.5%) [61.4%]	40 (17.1%) [57.1%]	132 (56.4%) [62.3%]	234	1.525	0.822 ^{NS}
3 hours	12 (26.7%) [11.9%]	7 (15.6%) [10%]	26 (57.8%) [12.3%]	45		
4 hours and above	27 (26%) [26.7%]	23 (22.1%) [32.9%]	54 (51.9%) [25.5%]	104		
Total	101	70	212	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

3. NS denotes Not Significant

Since the P value is higher than 0.05, the null hypothesis is accepted. It shows that there is no significant association between time spent by the customers in shopping malls in Kerala and level of promotion factor in the malls.

H0.6.20: There is no significant association between average amount spent by the customers and level of promotion factor in the shopping malls in Kerala.

Table 6.20

Average Amount Spent by the Customers and Level of Promotion Factor in the Malls

Average amount spent by the customers	Level of promotion factor			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 1,000	38 (28.1%) [37.6%]	29 (21.5%) [41.4%]	68 (50.4%) [32.1%]	135	4.101	0.848 ^{NS}
1,001 to 2,000	14 (20.3%) [13.9%]	11 (15.9%) [15.7%]	44 (63.8%) [20.8%]	69		
2,001 to 3,000	18 (26.9%) [17.8%]	11 (16.4%) [15.7%]	38 (56.7%) [17.9%]	67		
3,001 to 4,000	15 (28.8%) [14.9%]	8 (15.4%) [11.4%]	29 (55.8%) [13.7%]	52		
Above 4,000	16 (26.7%) [15.8%]	11 (18.3%) [15.7%]	33 (55%) [15.6%]	60		
Total	101	70	212	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

3. NS denotes Not Significant

Since the P value is higher than 0.05, the null hypothesis is accepted. Thus, it indicates that there is no significant association between average amount spent by the customers in shopping malls in Kerala and level of promotion factor in the malls.

Section – B

6.4 The Level of Service Quality Offered by the Shopping Malls in Kerala

The following five factors are considered as service quality factors in shopping malls in Kerala that

- (1) Tangibility
- (2) Reliability
- (3) Responsiveness
- (4) Assurance
- (5) Empathy

H0.6.21: Proportions of the level of tangibility factor offered by the shopping malls in Kerala is equally distributed

Table 6.21

The Level of Tangibility Factor Offered by the Shopping Malls in Kerala

Attribute	Low level (Q1)	Moderate level (Q2)	High level (Q3)	Total	Chi-Square value	P value
Level of tangibility factor offered by the shopping malls in Kerala	96 (25.1%)	112 (29.2%)	175 (45.7)	383 (100%)	27.32	<0.001**

Source: Primary Data

** indicates significant at 1% level

Since the P value is <0.01, the proportions of level of tangibility factor offered by the shopping malls in Kerala is not equally distributed. It indicates that there is significant difference regarding the level of tangibility factor offered by the shopping malls in Kerala. From the above table, it can be observed that 25.1 percent mall customers consider low level tangibility features offered by the shopping malls in Kerala. 29.2 percent of mall customers consider moderate level tangibility features offered by the shopping malls in Kerala. 45.7 percent of mall customers

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consider high level tangibility features offered by the shopping malls in Kerala. So, it can be inferred that shopping malls in Kerala offer high level tangibility features to their customers. It means the malls have modern physical facilities, equipment, and the communication materials associated with the products clearly displayed, easy to read and appealing. The appearances of sales persons are well dressed and good.

H0.6.22: Proportions of the level of reliability factor offered by the shopping malls in Kerala is equally distributed

Table 6.22

The Level of Reliability Factor Offered by the Shopping Malls in Kerala

Attribute	Low level (Q1)	Moderate level (Q2)	High level (Q3)	Total	Chi-Square value	P value
Level of reliability factor offered by the shopping malls in Kerala	153 (39.9%)	109 (28.5%)	121 (31.6)	383 (100%)	8.10	0.017*

Source: Primary Data

* indicates significant at 5 % level

Since the P value is <0.05, the proportions of level of reliability factor offered by the shopping malls in Kerala is not equally distributed. It indicates that there is significant difference regarding the level of reliability factor offered by the shopping malls in Kerala. From the above table, it can be observed that 39.9 percent shopping mall customers consider low level reliability features offered by the shopping malls in Kerala. 28.5 percent of mall customers consider moderate level reliability features offered by the shopping malls in Kerala. 31.6 percent of mall customers consider high level reliability features offered by the shopping malls in Kerala. So, it can be inferred that shopping malls in Kerala offer low level reliability features to their customers with regards to performing services right the first time itself and timely home delivery. Most of the customers did not use the home delivery facility offered by the shopping malls. So they don't have any reliability on home delivery of products at the correct time.

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H0.6.23: Proportions of the level of responsiveness factor offered by the shopping malls in Kerala is equally distributed

Table 6.23

The Level of Responsiveness Factor Offered by the Shopping Malls

Attribute	Low level (Q1)	Moderate level (Q2)	High level (Q3)	Total	Chi-Square value	P value
Level of responsiveness factor offered by the shopping malls in Kerala	136 (35.5%)	111 (29%)	136 (35.5%)	383 (100%)	3.26	0.196 ^{NS}

Source: Primary Data

NS indicates non-significant

Since the P value is >0.05, the proportions of level of responsiveness factor offered by the shopping malls in Kerala is equally distributed. It indicates that there is no significant difference regarding the level of responsiveness factor offered by the shopping malls in Kerala.

H0 6.24: Proportions of the level of assurance factor offered by the shopping malls in Kerala is equally distributed

Table 6.24

The Level of Assurance Factor Offered by the Shopping Malls in Kerala

Attribute	Low level (Q1)	Moderate level (Q2)	High level (Q3)	Total	Chi-Square value	P value
Level of assurance factor offered by the shopping malls in Kerala	137 (35.8%)	105 (27.4%)	141 (36.8)	383 (100%)	6.19 (6.099)	0.047*

Source: Primary Data

** indicates significant at 5% level*

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Since the P value is <0.05 , the proportions of level of assurance factor offered by the shopping malls in Kerala is not equally distributed. It indicates that there is significant difference regarding the level of assurance factor offered by the shopping malls in Kerala. From the above table, it can be observed that 35.8 percent mall customers consider low level assurance factors offered by the shopping malls in Kerala. 27.4 % percent of mall customers consider moderate level assurance factors offered by the shopping malls in Kerala. 36.8 percent of mall customers consider high level assurance factors offered by the shopping malls in Kerala. So, it can be inferred that shopping malls in Kerala offer comparatively high level assurance factors to their customers. It means the sales staff's attitude to customers is different from customers to customers and shopping malls to shopping malls. One of the main reasons of this difference is that the quality of work life of sales staffs in retail stores in shopping mall.

H0 6.25: Proportions of the level of empathy factor offered by the shopping malls in Kerala is equally distributed.

Table 6.25

The Level of Empathy Factor Offered by the Shopping Malls in Kerala

Attribute	Low level (Q1)	Moderate level (Q2)	High level (Q3)	Total	Chi-Square value	P value
Level of empathy factor offered by the shopping malls in Kerala	126 (32.9%)	141 (36.8%)	116 (30.3)	383 (100%)	2.48	0.289 ^{NS}

Source: Primary Data

NS indicates non-significant

Since the P value is >0.05 , the proportions of level of empathy factor offered by the shopping malls in Kerala is equally distributed. It indicates that there is no significant difference regarding the level of empathy factor offered by the shopping malls in Kerala.

6.5 The Level of Service Quality across the Selected Factors of Consumer Behaviour in Shopping Malls.

The following factors taken for the study;

- (1) Visitors' type
- (2) Number of stores visited by the customers per trip
- (3) Average time spent by the customers per visit
- (4) Average amount spent by the customers per visit

6.5.1 Tangibility across the Factors of Consumer Behaviour

H0.6.26: There is no significant association between visitors' type and level of tangibility factor in the shopping malls in Kerala.

Table 6.26

Visitor's Type and Level of Tangibility Factor Offered by the Shopping Malls in Kerala

Visit type in the shopping malls	Level of tangibility factor			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Regular visitor	67 (24.5%) [69.8%]	81 (29.7%) [72.3%]	125 (45.8%) [71.4%]	273	0.165	0.921 ^{NS}
Irregular visitor	29 (26.4%) [30.2%]	31 (28.2%) [27.7%]	50 (45.5%) [28.6%]	110		
Total	96	112	175	383		

Source: Primary Data

- Note: 1. The value within () refers to row percentage
- 2. The value within [] refers to column percentage
- 3. NS denotes Not Significant

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Since the P value is higher than 0.05, the null hypothesis is accepted. Accordingly, it indicates that there is no significant association between type of visit by the customers in shopping malls in Kerala and level of tangibility factor in the malls.

H0.6.27: There is no significant association between number of stores visited by the customers and level of tangibility factor offered by the shopping malls in Kerala

Table No. 6.27

Number of Stores Visited and Level of Tangibility Factor Offered by the Malls in Kerala

Number of stores visited by the customers	Level of tangibility factor			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 6	57 (33.5%) [59.4%]	40 (23.5%) [35.7%]	73 (42.9%) [41.7%]	170	12.707	0.013*
6 to 9	29 (18.7%) [30.2%]	52 (33.5%) [46.4%]	74 (47.7%) [42.3%]	155		
Above 9 stores	10 (17.2%) [10.4%]	20 (34.5%) [17.9%]	28 (48.3%) [16%]	58		
Total	96	112	175	383		

Source: Primary Data

Note: 1. The value within () refers to Row Percentage

2. The value within [] refers to Column Percentage

3. * denotes significant at 5% level

Since the P value is less than 0.05, the null hypothesis is rejected at 5% level. Therefore, it specifies that there is a significant association between number of stores visited by the customers in shopping malls in Kerala and level of tangibility factor in the malls. As per the row percentage, among the buyers who go to shopping malls and visit up to six different stores, 33.5 per cent of them have the impression that the tangibility factor is at a low level. 23.5 per cent of them believe that malls offer a moderate level of tangibility factor, whereas 42.9 per cent of visitors to the shopping malls in Kerala sense a high level of tangibility factor. In the case of visitors who visit 6 to 9 stores, 18.7 per cent of them feel low level of tangibility factor in the shopping malls. 33.5 per cent of them consider malls have

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moderate level of tangibility factor and 47.7 per cent of visitors view high level of tangibility factor in the shopping malls in Kerala. While considering the visitors who visit more than 9 stores, 17.2 per cent of them feel that they getting low-level tangibility factor. 34.5 per cent of them experiences moderate level of tangibility factor and 48.3 per cent of visitors observe high level of tangibility factor in the shopping malls in Kerala.

According to these findings, a low level of tangibility factor is more prevalent among visitors who shop at up to 6 stores, whereas a high level of tangibility factor is more frequent among shoppers who shop at more than 9 stores. Therefore, it is possible to infer that shoppers who shop at more than 9 stores have a greater influence on the tangibility factor than customers who shop at up to 6 stores and customers who visit 6 to 9 stores in shopping malls in Kerala.

H0.6.28: There is no significant association between time spent by the customers and level of tangibility factor in the shopping malls in Kerala.

Table 6.28

Time Spent By the Customers and Level of Tangibility Factor in the Shopping Malls

Time spent by the customers per visit	Level of tangibility factor in the shopping malls			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 2 hours	60 (25.6%) [62.5%]	62 (26.5%) [55.4%]	112 (47.9%) [64%]	234	8.559	0.073 ^{NS}
3 hours	5 (11.1%) [5.2%]	19 (42.2%) [17%]	21 (46.7%) [12%]	45		
4 hours and above	31 (29.8%) [32.3%]	31 (29.8%) [27.7%]	42 (40.4%) [24%]	104		
Total	96	112	175	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

3. NS denotes Not Significant

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Since the P value is higher than 0.05, the null hypothesis is accepted. So, it indicates that there is no significant association between time spent by the customers in shopping malls in Kerala and level of tangibility factor in the malls.

H0.6.29: There is no significant association between average amount spent by the customers and level of tangibility factor offered by the shopping malls in Kerala

Table 6.29

Average Amount Spent by the Customers and Level of Tangibility Factor Offered by the Shopping Malls in Kerala

Average amount spent by the customers	Level of tangibility factor offered by the shopping malls in Kerala			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 1,000	45 (33.3%) [46.9%]	30 (22.2%) [26.8%]	60 (44.4%) [34.3%]	135	22.843	0.004**
1,001 to 2,000	12 (17.4%) [12.5%]	18 (26.1%) [16.1%]	39 (56.5%) [22.3%]	69		
2,001 to 3,000	13 (19.4%) [13.5%]	18 (26.9%) [16.1%]	36 (53.7%) [20.6%]	67		
3,001 to 4,000	14 (26.9%) [14.6%]	17 (32.7%) [15.2%]	21 (40.4%) [12%]	52		
Above 4,000	12 (20%) [12.5%]	29 (48.3%) [25.9%]	19 (31.7%) [10.9%]	60		
Total	96	112	175	383		

Source: Primary Data

Note: 1. The value within () refers to Row Percentage

2. The value within [] refers to Column Percentage

3. ** denotes significant at 1% level

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Since the P value is less than 0.01, the null hypothesis is rejected at 1% level. So, it specifies that there is a significant association between average amount spent by the customers in shopping malls in Kerala and level of tangibility factor in the malls. As per the row percentage, among the customers who spent up to 1000 in shopping malls, 33.3 per cent of them have the impression that the tangibility factor is at a low level. 22.2 per cent of them believe that malls offer a moderate level of tangibility factor, whereas 44.4 per cent of visitors to the shopping malls in Kerala sense a high level of tangibility factor. In the case of customers who spend an amount of 1,001 to 2,000 in shopping malls, 17.4 per cent of them feels low level of tangibility factor in the shopping malls. 26.1 per cent of them consider malls have moderate level of tangibility factor and 56.5 per cent of visitors view high level of tangibility factor in the shopping malls in Kerala.

While considering the customers who spend an amount of 2,001 to 3,000, 19.4 per cent of them feel that they getting low-level tangibility factor. 26.9 per cent of them experiences moderate level of tangibility factor and. 53.7 per cent of visitors observes high level of tangibility factor in the shopping malls in Kerala. In the case of customers who spend an amount of 3,001 to 4,000 in shopping malls, 26.9 per cent of them have a feel that the shopping malls offering a low tangibility factor.

32.7 per cent of them feel moderate level of tangibility factor and 40.4 per cent experiencing a high level of tangibility factor in the shopping malls. Whereas the customers who spend more than 4000 in shopping malls, 20 per cent of them experiences a low- level tangibility factor in shopping malls. 48.3 per cent of them noticing moderate level of tangibility factor and 31.7 per cent of customers feel a high-level tangibility factor in the shopping malls in Kerala.

To conclude, customers who spend between amounts of 1,001 to 2,000 at shopping malls tend to have a high level of tangibility factor, whereas those who spend between up to 1000 have a low level of tangibility factor more often. Thus, it can be observed that, customers who spend between 1,001 to 2,000 have a bigger impact on the pricing factor than those who spend up to 1,000, 2,001 to 3,000, 3,001 to 4,000 and above 4000 in the shopping malls in Kerala.

6.5.2 Reliability across the Factors of Consumer Behaviour

H0.6.30: There is no significant association between visitors' type and level of reliability factor in the shopping malls in Kerala.

Table No. 6.30

**Visitor's Type and Level of Reliability
Factor Offered by the Shopping Malls in Kerala**

Visitor type in the shopping malls	Level of reliability factor in the shopping malls			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Regular visitor	102 (37.4%) [66.7%]	80 (29.3%) [73.4%]	91 (33.3%) [75.2%]	273	2.740	0.254 ^{NS}
Irregular visitor	51 (46.4%) [33.3%]	29 (26.4%) [26.6%]	30 (27.3%) [24.8%]	110		
Total	153	109	121	383		

Source: Primary Data

- Note: 1. The value within () refers to row percentage
 2. The value within [] refers to column percentage
 3. NS denotes Not Significant

Since the P value is higher than 0.05, the null hypothesis is accepted. Thus, it indicates that there is no significant association between type of visit by the customers in shopping malls in Kerala and level of reliability factor in the malls.

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H0.6.31: There is no significant association between number of stores visited by the customers and level of reliability factor in the shopping malls in Kerala.

Table 6.31
Number of Stores Visited by the
Customers and Level of Reliability Factor in the Malls

Number of stores visited by the customers	Level of reliability factor in the shopping malls			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 6	67 (39.4%) [43.8%]	41 (24.1%) [37.6%]	62 (36.5%) [51.2%]	170	4.689	0.321 ^{NS}
6 to 9	61 (39.4%) [39.9%]	51 (32.9%) [46.8%]	43 (27.7%) [35.5%]	155		
Above 9 stores	25 (43.1%) [16.3%]	17 (29.3%) [15.6%]	16 (27.6%) [13.2%]	58		
Total	153	109	121	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

3. NS denotes Not Significant

Since the P value is higher than 0.05, the null hypothesis is accepted. Therefore, it indicates that there is no significant association between number of stores visited by the customers in shopping malls in Kerala and level of reliability factor in the malls.

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H0.6.32: There is no significant association between time spent by the customers and level of reliability factor in the shopping malls in Kerala.

Table 6.32

Time Spent by the Customers and Level of Reliability Factor in the Shopping Malls

Time spent by the customers per visit	Level of reliability factor in the shopping malls			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 2 hours	87 (37.2%) [56.9%]	66 (28.2%) [60.6%]	81 (34.6%) [66.9%]	234	5.250	0.263 ^{NS}
3 hours	17 (37.8%) [11.1%]	12 (26.7%) [11%]	16 (35.6%) [13.2%]	45		
4 hours and above	49 (47.1%) [32%]	31 (29.8%) [28.4%]	24 (23.1%) [19.8%]	104		
Total	153	109	121	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

3. NS denotes Not Significant

Since the P value is higher than 0.05, the null hypothesis is accepted. So, it indicates that there is no significant association between time spent by the customers in shopping malls in Kerala and level of reliability factor in the malls.

H0.6.33: There is no significant association between average amount spent and level of reliability factor offered by the shopping malls in Kerala

Table 6.33

Average Amount Spent and Level of Reliability Factor Offered by the Shopping Malls

Average amount spent by the customers	Level of reliability factor offered by the shopping malls in Kerala			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 1,000	72 (53.3%) [47.1%]	35 (25.9%) [32.1%]	28 (20.7%) [23.1%]	135	25.969	<0.001**
1,001 to 2,000	25 (36.2%) [16.3%]	16 (23.2%) [14.7%]	28 (40.6%) [23.1%]	69		
2,001 to 3,000	22 (32.8%) [14.4%]	19 (28.4%) [17.4%]	26 (38.8%) [21.5%]	67		
3,001 to 4,000	21 (40.4%) [13.7%]	18 (34.6%) [16.5%]	13 (25%) [10.7%]	52		
Above 4,000	13 (21.7%) [8.5%]	21 (35%) [19.3%]	26 (43.3%) [21.5%]	60		
Total	153	109	121	383		

Source: Primary Data

Note: 1. The value within () refers to Row Percentage

2. The value within [] refers to Column Percentage

3. ** denotes significant at 1% level

Since the P value is less than 0.01, the null hypothesis is rejected at 1% level. So, it specifies that there is a significant association between average amounts spend by the customers in shopping malls in Kerala and level of reliability factor in the malls. As per the row percentage, among the customers who spend an amount up to 1000 in shopping malls, 53.3 per cent of them have the impression that the reliability factor is at a low level. 25.9 per cent of them believe that malls offer a moderate level of reliability factor, whereas 20.7 per cent of visitors to the shopping malls in Kerala sense a high level of reliability factor. In the case of customers who spend an amount of 1,001 to 2,000 in shopping malls, 36.2 per cent of them feels low level of reliability factor in the shopping malls. 23.2 per cent of them consider malls have moderate level of reliability factor and 40.6 per cent of visitors view high level of reliability factor in the shopping malls in Kerala. While considering the customers

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who spend an amount of 2,001 to 3,000, 32.8 per cent of them feel that they getting low-level reliability factor. 28.4 per cent of them experiences moderate level of reliability factor and. 38.8 per cent of visitors observes high level of reliability factor in the shopping malls in Kerala.

In the case of customers who spend an amount of 3,001 to 4,000 in shopping malls, 40.4 per cent of them have a feel that the shopping malls offering a low reliability factor. 34.6 per cent of them feel moderate level of reliability factor and 25 per cent experiencing a high level of reliability factor in the shopping malls. Whereas the customers who spend more than 4000 in shopping malls, 21.7 per cent of them experiences a low- level reliability factor in shopping malls 35 per cent of them noticing moderate level of reliability factor and 43.3 per cent of customers feels a high-level reliability factor in the shopping malls in Kerala. In conclusion, customers who spent an amount of up to 1,000 in shopping malls were more likely to have a low level of reliability, while those who spent an amount of more than 4,000 were more likely to have a high level of reliability.

6.5.3 Responsiveness across the Factors of Consumer Behaviour

HO.6.34: There is no significant association between visitors’ type and level of responsiveness factor in the shopping malls in Kerala

Table 6.34

Visitors’ Type and Level of Responsiveness Factor in the Shopping Malls in Kerala

Visitor type in the shopping malls	Level of responsiveness factor			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Regular visit	92 (33.7%) [67.6%]	69 (25.3%) [62.2%]	112 (41%) [82.4%]	273	13.530	<0.001**
Irregular visit	44 (40%) [32.4%]	42 (38.2%) [37.8%]	24 (21.8%) [17.6%]	110		
Total	136	111	136	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

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Since the P value is less than 0.01, the null hypothesis is rejected at 1% level. So, it points out that there is a significant association between type of visit by the customers in shopping malls in Kerala and level of responsiveness factor from the malls. As per the row percentage, among the regular visitors, 33.7 per cent of them have the impression that the promotion factor is at a low level. 25.3 per cent of them feel that malls offer a moderate level of responsiveness factor, whereas 41 per cent of visitors to the shopping malls in Kerala sense a high level of responsiveness factor. In the case of irregular visitors, 40 per cent of them feel low level of responsiveness factor in the shopping malls. 38.2 per cent of them consider malls have moderate level of responsiveness factor and 21.8 per cent of visitors view high level of responsiveness factor in the shopping malls in Kerala.

According to these findings, a low level of responsiveness factor is more prevalent among irregular visitors, whereas a high level of responsiveness factor is more frequent among regular visitors. Therefore, it is possible to conclude that shoppers who visit regularly have a greater influence on the responsiveness factor than customers who visit irregularly in shopping malls in Kerala.

H0.6.35: There is no significant association between number of stores visited by the customers and level of responsiveness factor in the shopping malls in Kerala.

Table 6.35

Number of Stores Visited by the Customers and Level of Responsiveness Factor in the Shopping Malls in Kerala

Number of stores visited by the customers	Level of responsiveness factor in the shopping malls			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 6	59 (34.7%) [43.4%]	49 (28.8%) [44.1%]	62 (36.5%) [45.6%]	170	2.373	0.667 ^{NS}
6 to 9	52 (33.5%) [38.2%]	45 (29%) [40.5%]	58 (37.4%) [42.6%]	155		
Above 9	25 (43.1%) [18.4%]	17 (29.3%) [15.3%]	16 (27.6%) [11.8%]	58		
Total	136	111	136	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

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Since the P value is higher than 0.05, the null hypothesis is accepted. So, it indicates that there is no significant association between number of stores visited by the customers in shopping malls in Kerala and level of responsiveness factor in the malls.

H0.6.36: There is no significant association between time spent by customers and level of responsiveness factor offered by the shopping malls in Kerala

Table 6.36

Time Spent by Customers and Level of Responsiveness Factor Offered by the Malls

Time spent by customer per visit	Level of responsiveness factor offered by the shopping malls in Kerala			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 2 hours	79 (33.8%) [58.1%]	70 (29.9%) [63.1%]	85 (36.3%) [62.5%]	234	11.141	0.025*
3 hours	13 (28.9%) [9.6%]	8 (17.8%) [7.2%]	24 (53.3%) [17.6%]	45		
4 hours and above	44 (42.3%) [32.4%]	33 (31.7%) [29.7%]	27 (26%) [19.9%]	104		
Total	136	111	136	383		

Source: Primary Data

Note: 1. The value within () refers to Row Percentage

2. The value within [] refers to Column Percentage

3. * denotes significant at 5% level

Since the P value is less than 0.05, the null hypothesis is rejected at 5% level. So, it specifies that there is a significant association between time spent by the customers in shopping malls in Kerala and level of responsiveness factor in the malls. As per the row percentage, among the buyers who go to shopping malls and spend up to two hours, 33.8 per cent of them have the impression that the responsiveness factor

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is at a low level. 29.9 percent of them believe that malls offer a moderate level of responsiveness factor, whereas 36.3 per cent of visitors to the shopping malls in Kerala sense a high level of responsiveness factor. In the case of visitors who spend 3 hours, 28.9 per cent of them feel low level of responsiveness factor in the shopping malls. 17.8 per cent of them consider malls have moderate level of responsiveness factor and 53.3 per cent of visitors view high level of responsiveness factor in the shopping malls in Kerala. While considering the visitors who spent 4 hours and above, 42.3 percent of them feel that they getting low-level responsiveness factor. 31.7 per cent of them experiences moderate level of responsiveness factor and 26 per cent of visitors observe high level of responsiveness factor in the shopping malls in Kerala.

These results show that visitors who spend 4 or more hours shopping tend to have a low level of responsiveness, while customers who spend 3 hours shopping tend to have a high level of responsiveness. Therefore, it is possible to infer that shoppers who spent 3 hours have a greater influence on the responsiveness factor than customers who spent up to 2 hours and customers who spent 4 hours and above in shopping malls in Kerala.

H0.6.37: There is no significant association between average amount spent by customers and level of responsiveness factor offered by the shopping malls in Kerala

Table 6.37

Average Amount Spent by Customers and Level of Responsiveness Factor Offered by the Shopping Malls in Kerala

Average amount spent by the customers per visit	Level of responsiveness factor in the shopping malls			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 1,000	49 (36.3%) [36%]	55 (40.7%) [49.5%]	31 (23%) [22.8%]	135	24.395	0.002**
1,001 to 2,000	26 (37.7%) [19.1%]	19 (27.5%) [17.1%]	24 (34.8%) [17.6%]	69		
2,001 to 3,000	23 (34.3%) [16.9%]	16 (23.9%) [14.4%]	28 (41.8%) [20.6%]	67		
3,001 to 4,000	21 (40.4%) [15.4%]	9 (17.3%) [8.1%]	22 (42.3%) [16.2%]	52		
Above 4,000	17 (28.3%) [12.5%]	12 (20%) [10.8%]	31 (51.7%) [22.8%]	60		
Total	136	111	136	383		

Source: Primary Data

Note: 1. The value within () refers to Row Percentage

2. The value within [] refers to Column Percentage

3. ** denotes significant at 1% level

Since the P value is less than 0.01, the null hypothesis is rejected at 1% level. Consequently, it states that there is a significant association between average amount spent by the customers in shopping malls in Kerala and level of responsiveness factor offered by the malls. As per the row percentage, among the customers who

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spent up to an amount of 1000 in shopping malls, 36.3 per cent of them have the feeling that the responsiveness factor is at a low level. 40.7 per cent of them believe that malls offer a moderate level of responsiveness factor, whereas 23 per cent of visitors to the shopping malls in Kerala sense a high level of responsiveness factor.

In the case of customers who spend an amount of 1,001 to 2,000 in shopping malls, 37.7 per cent of them believe low level of responsiveness factor in the shopping malls. 27.5 per cent of them consider malls have moderate level of responsiveness factor and 34.8 per cent of visitors' sense high level of responsiveness factor in the shopping malls in Kerala. While considering the customers who spend an amount of 2,001 to 3,000, 34.3 per cent of them feel that they getting low-level responsiveness factor. 23.9 per cent of them experiences moderate level of responsiveness factor and. 41.8 per cent of visitors observes high level of responsiveness factor in the shopping malls in Kerala.

In the case of customers who spend an amount of 3,001 to 4,000 in shopping malls, 40.4 per cent of them have a feel that the shopping malls offering a low responsiveness factor. 17.3 per cent of them feel moderate level of responsiveness factor and 42.3 per cent experiencing a high level of responsiveness factor in the shopping malls. Whereas the customers who spend more than 4000 in shopping malls, 28.3 per cent of them experiences a low- level responsiveness factor inshopping malls. 20 per cent of them noticing moderate level of responsiveness factorand 51.7 per cent of customers feel a high-level responsiveness factor in the shopping malls in Kerala.

To conclude, a low level of responsiveness factor is more prevalent among the customers who spent an amount of 3,001 to 4,000, whereas a high level of responsiveness factor is more frequent among customers who spend an amount of above 4,000 in shopping malls. As a result, it is reasonable to determine thatshoppers who shop at an amount of 3,001 to 4,000, have a greater effect on the pricefactor than customers who shop at an amount of up to 1000, 1,001 to 2,000, 2,001 to3,000, and above 4000 in the shopping malls in Kerala.

6.5.4 Assurance across the Factors of Consumer Behaviour

H0.6.38: There is no significant association between visitors' type and level of assurance factor in the shopping malls in Kerala

Table 6.38

Visitors' Type and Level of Assurance Factor in the Shopping Malls in Kerala

Visitor type in the shopping malls	Level of assurance factor			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Regular visit	90 (33%) [65.7%]	72 (26.4%) [68.6%]	111 (40.7%) [78.7%]	273	6.281	0.043*
Irregular visit	47 (42.7%) [34.3%]	33 (30%) [31.4%]	30 (27.3%) [21.3%]	110		
Total	137	105	141	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

3. * denotes significant at 5% level

Since the P value is less than 0.05, the null hypothesis is rejected at 5% level. So, it inferred that there is a significant association between type of visit by the customers in shopping malls in Kerala and level of assurance factor from the malls. As per the row percentage, among the regular visitors, 33 per cent of them have the impression that the assurance factor is at a low level. 26.4 per cent of them feel that malls offer a moderate level of assurance factor, whereas 40.7 per cent of visitors to the shopping malls in Kerala sense a high level of assurance factor. In the case of irregular visitors, 42.7 per cent of them feel low level of assurance factor in the shopping malls. 30 per cent of them consider malls have moderate level of assurance factor and 27.3 per cent of visitors view high level of assurance factor in the shopping malls in Kerala.

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In light of these results, a low level of assurance factor is more prevalent among irregular visitors, whereas a high level of assurance factor is more frequent among regular visitors. Therefore, it is possible to conclude that shoppers who visit regularly have a greater impact on the assurance factor than customers who visit irregularly in shopping malls in Kerala.

H0.6.39: There is no significant association between number of stores visited by the customers and level of assurance factor in the shopping malls in Kerala.

Table 6.39

Number of Stores Visited by the Customers and Level of Assurance Factor in the Malls

Number of stores visited by the customers	Level of assurance factor in the shopping malls			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 6	65 (38.2%) [47.4%]	49 (28.8%) [46.7%]	56 (32.9%) [39.7%]	170	2.896	0.575 ^{NS}
6 to 9	54 (34.8%) [39.4%]	38 (24.5%) [36.2%]	63 (40.6%) [44.7%]	155		
Above 9 stores	18 (31%) [13.1%]	18 (31%) [17.1%]	22 (37.9%) [15.6%]	58		
Total	137	105	141	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

3. NS denotes Not Significant

Since the P value is higher than 0.05, the null hypothesis is accepted. Thus, it indicates that there is no significant association between number of stores visited by the customers in shopping malls in Kerala and level of assurance factor in the malls.

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HO.6.40: There is no significant association between time spent by the customers and level of assurance factor in the shopping malls in Kerala.

Table 6.40

Time Spent by the Customers and Level of Assurance Factor in the Shopping Malls

Time spent by the customers	Level of assurance factor in the shopping malls			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 2 hours	76 (32.5%) [55.5%]	64 (27.4%) [61%]	94 (40.2%) [66.7%]	234	5.431	0.246 ^{NS}
3 hours	15 (33.3%) [10.9%]	13 (28.9%) [12.4%]	17 (37.8%) [12.1%]	45		
4 hours and above	46 (44.2%) [33.6%]	28 (26.9%) [26.7%]	30 (28.8%) [21.3%]	104		
Total	137	105	141	383		

Source: Primary Data

- Note: 1. The value within () refers to row percentage
 2. The value within [] refers to column percentage
 3. NS denotes Not Significant

Since the P value is higher than 0.05, the null hypothesis is accepted. It highlights that there is no significant association between time spent by the customers in shopping malls in Kerala and level of assurance factor in the malls.

HO.6.41: There is no significant association between average amount spent by customers and level of assurance factor offered by the shopping malls in Kerala

Table 6.41

Average Amount Spent by Customers and Level of Assurance Factor Offered by the Shopping Malls in Kerala

Average amount spent by the customers	Level of assurance factor offered by the shopping malls in Kerala			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 1,000	65 (48.1%) [47.4%]	26 (19.3%) [24.8%]	44 (32.6%) [31.2%]	135	24.395	0.002**
1,001 to 2,000	12 (17.4%) [8.8%]	24 (34.8%) [22.9%]	33 (47.8%) [23.4%]	69		
2,001 to 3,000	22 (32.8%) [16.1%]	20 (29.9%) [19%]	25 (37.3%) [17.7%]	67		
3,001 to 4,000	15 (28.8%) [10.9%]	21 (40.4%) [20%]	16 (30.8%) [11.3%]	52		
Above 4,000	23 (38.3%) [16.8%]	14 (23.3%) [13.3%]	23 (38.3%) [16.3%]	60		
Total	137	105	141	383		

Source: Primary Data

- Note: 1. The value within () refers to Row Percentage
 2. The value within [] refers to Column Percentage
 3. ** denotes significant at 1% level

Since the P value is less than 0.01, the null hypothesis is rejected at 1% level. Hence, it indicates that there is a significant association between average amount spent by the customers in shopping malls in Kerala and level of assurance factor offered by the malls. As per the row percentage, among the customers who spent up to an

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amount of 1000 in shopping malls, 48.1 per cent of them have the feeling that the assurance factor is at a low level. 19.3 per cent of them believe that malls offer a moderate level of assurance factor, whereas 32.6 per cent of visitors to the shopping malls in Kerala sense a high level of assurance factor. In the case of customers who spend an amount of 1,001 to 2,000 in shopping malls, 17.4 per cent of them believe low level of assurance factor in the shopping malls. 34.8 per cent of them consider malls have moderate level of assurance factor and 47.8 per cent of visitors sense high level of assurance factor in the shopping malls in Kerala. While considering the customers who spend an amount of 2,001 to 3,000, 32.8 per cent of them feel that they getting low-level assurance factor. 29.9 per cent of them experiences moderate level of assurance factor and. 37.3 per cent of visitors observes high level of assurance factor in the shopping malls in Kerala.

In the case of customers who spend an amount of 3,001 to 4,000 in shopping malls, 28.8per cent of them have a feel that the shopping malls offering a low assurance factor. 40.4 per cent of them feel moderate level of assurance factor and 30.8 per cent experiencing a high level of assurance factor in the shopping malls. Whereasthe customers who spend more than 4000 in shopping malls, 38.3 per cent of them experiences a low- level assurance factor in shopping malls. 23.3 per cent of them noticing moderate level of assurance factor and 38.3 per cent of customers feel a high-level assurance factor in the shopping malls in Kerala.

To conclude, a low level of assurance factor is more prevalent among the customers who spent an amount of up to 1000, whereas a high level of assurance factor is more frequent among customers who spend an amount of 1,001 to 2,000 in shopping malls.

6.5.5 Empathy across the Factors of Consumer Behaviour

H0.6.42: There is no significant association between visitors' type and level of empathy factor in the shopping malls in Kerala

Table 6.42

Visitors' Type and Level of Empathy Factor in the Shopping Malls

Visitor type in the shopping malls	Level of empathy factor offered by the shopping malls in Kerala			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Regular visit	69 (25.3%) [54.8%]	105 (38.5%) [74.5%]	99 (36.3%) [85.3%]	273	28.702	<0.001**
Irregular visit	57 (51.8%) [45.2%]	36 (32.7%) [25.5%]	17 (15.5%) [14.7%]	110		
Total	126	141	116	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

3. ** denotes significant at 1% level

Since the P value is less than 0.01, the null hypothesis is rejected at 1% level. So, it indicates that there is a significant association between type of visit by the customers in shopping malls in Kerala and level of empathy factor from the malls. As per the row percentage, among the regular visitors, 25.3 per cent of them have the thought that the empathy factor is at a low level. 38.5 per cent of them feel that malls offer a moderate level of empathy factor, whereas 36.3 per cent of visitors to the shopping malls in Kerala sense a high level of empathy factor. In the case of irregular visitors, 51.8 per cent of them feel low level of empathy factor in the shopping malls. 32.7 per cent of them believe malls have moderate level of empathy factor and 15.5 per cent of visitors view high level of empathy factor in the shopping malls in Kerala.

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In view of these findings, a low level of empathy factor is more prevalent among irregular visitors, whereas a high level of empathy factor is more frequent among regular visitors. Therefore, it is possible to conclude that shoppers who visit regularly have a greater impact on the empathy factor than customers who visit irregularly in shopping malls in Kerala.

H0.6.43: There is no significant association between number of stores visited by the customers and level of empathy factor in the shopping malls in Kerala.

Table 6.43

Number of Stores Visited by the Customers and Level of Empathy Factor in the Malls

Number of stores visited by the customers	Level of empathy factor in the shopping malls			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 6	53 (31.2%) [42.1%]	69 (40.6%) [48.9%]	48 (28.2%) [41.4%]	170	2.189	0.701 ^{NS}
6 to 9	53 (34.2%) [42.1%]	51 (32.9%) [36.2%]	51 (32.9%) [44%]	155		
Above 9 stores	20 (34.5%) [15.9%]	21 (36.2%) [14.9%]	17 (29.3%) [14.7%]	58		
Total	126	141	116	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

3. NS denotes Not Significant

Since the P value is higher than 0.05, the null hypothesis is accepted. Therefore, it indicates that there is no significant association between number of stores visited by the customers in shopping malls in Kerala and level of empathy factor in the malls.

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H0.6.44: There is no significant association between time spent by the customers and level of empathy factor in the shopping malls in Kerala.

Table 6.44

Time Spent by the Customers and Level of Empathy Factor in the Shopping Malls

Time spent by the customers	Level of empathy factor in the shopping malls			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 2 hours	77 (32.9%) [61.1%]	83 (35.5%) [58.9%]	74 (31.6%) [63.8%]	234	1.550	0.818 ^{NS}
3 hours	13 (28.9%) [10.3%]	17 (37.8%) [12.1%]	15 (33.3%) [12.9%]	45		
4 hours and above	36 (34.6%) [28.6%]	41 (39.4%) [29.1%]	27 (26%) [23.3%]	104		
Total	126	141	116	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

3. NS denotes Not Significant

Since the P value is higher than 0.05, the null hypothesis is accepted. Thus, it indicates that there is no significant association between time spent by the customers in shopping malls in Kerala and level of empathy factor in the malls.

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H0.6.45: There is no significant association between average amount spent by the customers and level of empathy factor in the shopping malls in Kerala.

Table 6.45

Average Amount Spent by the Customers and Level of Empathy Factor in the Malls.

Average amount spent by the customers	Level of empathy factor in the shopping malls			Total	Chi-square Value	P value
	Low level	Moderate level	High level			
Up to 1,000	46 (34.1%) [36.5%]	58 (43%) [41.1%]	31 (23%) [26.7%]	135	14.231	0.076 ^{NS}
1,001 to 2,000	18 (26.1%) [14.3%]	26 (37.7%) [18.4%]	25 (36.2%) [21.6%]	69		
2,001 to 3,000	20 (29.9%) [15.9%]	28 (41.8%) [19.9%]	19 (28.4%) [16.4%]	67		
3,001 to 4,000	23 (44.2%) [18.3%]	11 (21.2%) [7.8%]	18 (34.6%) [15.5%]	52		
Above 4,000	19 (31.7%) [15.1%]	18 (30%) [12.8%]	23 (38.3%) [19.8%]	60		
Total	126	141	116	383		

Source: Primary Data

Note: 1. The value within () refers to row percentage

2. The value within [] refers to column percentage

3. NS denotes Not Significant

Since the P value is higher than 0.05, the null hypothesis is accepted. So, it indicates that there is no significant association between average amount spent by the customers in shopping malls in Kerala and level of empathy factor in the malls.

6.6 Conclusion

This chapter covered the objective of the study that to examine the level of marketing mix and service quality offered by the shopping malls in Kerala and its association with consumer behaviour. The result reveals that the tangibility and assurance factor of service quality offered by the mall are high level. In the case of marketing mix, product mix and price mix are moderate level and place mix and promotion mix are high level. The next chapter deals with socio – demographic comparison of marketing mix, service quality, buying factors and customer satisfaction of mall customers in Kerala.

CHAPTER 7

MARKETING MIX, SERVICE QUALITY, BUYING FACTORS AND CUSTOMER SATISFACTION OF MALL CUSTOMERS: A SOCIO-DEMOGRAPHIC COMPARISON

7.1 Introduction

In the previous chapter an attempt has been made to examine the level of marketing mix and service quality offered by the shopping malls in Kerala and its association with selected factors of consumer behaviour. The selected factors of consumer behaviour in shopping malls includes visitors' type, number of stores visited by the customers per trip, average time spent by the customers per visit, and average amount spent by the customers per visit.

This chapter deals with the fourth objective of the study i.e. to identify the socio demographic difference among the mall customers regarding the factors of marketing mix, service quality, buying factors and customer satisfaction. This objective attained by using various non-parametric statistical tools such as mean rank, Mann Whitney U test, and Kruskal–Wallis test with post hoc analysis.

The following socio-demographic factors are considered for the study;

1. Gender
2. Age
3. Marital status
4. Occupation
5. Income
6. Area of residence

7.2 Socio – Demographic Difference among Mall customers – Marketing Mix

7.2.1 Marketing Mix - Gender Wise Differences

H0.7.1: There is no significant difference among male and female customers with respect to dimensions of marketing mix of malls in Kerala

Table 7.1
Gender and Dimensions of Marketing Mix

Dimensions of marketing mix	Gender		Mann Whitney U	P value
	Male	Female		
	Mean Rank	Mean Rank		
Product mix	145.57	146.75	14640.56	0.523 ^{NS}
Price mix	142.55	143.82	14510.87	0.610 ^{NS}
Place mix	146.76	148.78	13585.82	0.559 ^{NS}
Promotion mix	144.56	145.61	14166.56	0.244 ^{NS}
Overall Marketing mix	145.96	147.86	14154.69	0.878 ^{NS}

Source: Primary Data

Note : NS denotes non-significant.

Since P value is greater than 0.05, null hypothesis is accepted. Hence, there is no significant difference between male and female customers with respect to dimensions of marketing mix such as product mix, price mix, place mix, promotion mix and overall marketing mix. It means there is no significant difference between male and female customers in enjoyment of factors of marketing mix.

7.2.2 Marketing Mix - Age Wise Differences

H0.7.2: There is no significant difference among age group of mall customers with respect to dimensions of marketing mix of malls in Kerala

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Table 7.2

Age Group of Customers and Dimensions of Marketing Mix

Dimensions of marketing mix	Age group of customers			<i>Kruskal–Wallis test</i>	P value
	18 -30	31 – 50	Above 50		
	Mean Rank	Mean Rank	Mean Rank		
Product mix	147.56	145.86	145.46	15745.89	0.564 ^{NS}
Price mix	145.74	149.59	143.94	18078.59	<0.001**
Place mix	147.59	148.60	147.78	14077.18	0.463 ^{NS}
Promotion mix	145.60	146.93	142.58	18676.65	0.001**
Overall Marketing mix	143.74	146.52	147.85	19505.85	<0.001**

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

Since P value is less than 0.01, the null hypothesis is rejected at 1% level with respect to the dimensions of marketing mix such as price mix, promotion mix and overall marketing mix. Therefore, there is significance difference between the age group of customers regarding the acceptance of marketing mix factors like price mix, promotion mix and overall marketing mix.

There is no significance difference between the age group of customers with respect to the dimensions of marketing mix such as product mix and place mix as P value is greater than 0.05. Hence, the null hypothesis is accepted with respect to the dimensions product mix and place mix. It means, there is no difference between various age group customers regarding the acceptance of marketing mix factors like product mix and place mix.

7.2.2.1 Post-Hoc Test of Kruskal Wallis Test

Even though the test shows that there is significant difference, it doesn't imply that each group is significantly different from all other groups. To know which groups

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Table 7.2.1

Post Hoc Test for Significant Difference among the Age Groups of Mall Customers and Dimensions of Marketing Mix

Dimensions of marketing mix	Age group of customers	Age group of customers	P value
Price mix	18 to 30	31 to 50	<0.001**
		Above 50	0.011*
	31 to 50	Above 50	0.990 ^{NS}
Promotion mix	18 to 30	31 to 50	0.583 ^{NS}
		Above 50	0.006**
	31 to 50	Above 50	0.001**
Overall marketing mix	18 to 30	31 to 50	0.005**
		Above 50	0.813 ^{NS}
	31 to 50	Above 50	0.136 ^{NS}

Note : 1. ** denotes significant at 1% level.
 2. * denotes significant at 5% level.
 3. NS denotes non-significant.

Based on post hoc test, the following significant difference found among the age groups of mall customers with respect to dimensions of marketing mix. 18 to 30 years age group of customers are significantly differed with 31 to 50 years age group and above 50 years age group of customers regarding the factor price mix. 18 to 30 years age group of customers are significantly differed with above 50 years age group of customers regarding the factor promotion mix. 31 to 50 years age group of customers are significantly differed with above 50 years age group of customers regarding the factor promotion mix. 18 to 30 years age group of customers are significantly differed with 31 to 50 years age group of customers regarding the factor overall marketing mix.

On the basis of mean rank, 31 to 50 age group customers feel more attraction in price mix of shopping malls than 18 to 30 age group customers. 18 to 30 age group

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customers feel more attraction to price mix than above 50 age group customers. 18 to 30 age group customers feel more enjoyment in promotion mix of shopping malls than above 50 age group customers. 31 to 50 age group customers feel more enjoyment in promotion mix than above 50 age group customers. And 31 to 50 age group customers feel more attraction in overall marketing mix than 18 to 30 age group customers.

7.2.3 Marketing Mix - Marital Status Wise Differences

H0.7.3: There is no significant difference among marital status of mall customers with respect to dimensions of marketing mix of malls in Kerala

Table 7.3
Marital Status and Dimensions of Marketing Mix

Dimensions of marketing mix	Marital status		Mann Whitney u	P value
	Married	Unmarried		
	Mean Rank	Mean Rank		
Product mix	145.67	146.67	13954.24	0.838 ^{NS}
Price mix	148.88	147.47	13247.98	0.106 ^{NS}
Place mix	147.83	148.64	13055.36	0.581 ^{NS}
Promotion mix	142.75	143.97	14057.82	0.564 ^{NS}
Overall Marketing mix	144.75	143.58	14098.25	0.325 ^{NS}

Source: Primary Data

Note : NS denotes non-significant.

There is no significance difference between married and unmarried customers with regard to the dimensions of marketing mix such as product mix, price mix, place mix, promotion mix and overall marketing mix, since P value is greater than 0.05. Therefore, null hypothesis is accepted. It means, there is no difference between married and unmarried customers regarding the enjoyment of marketing mix such as product mix, price mix, place mix, promotion mix and overall marketing mix.

7.2.4 Marketing Mix - Occupation Wise Differences

H0.7.4: There is no significant difference among occupation of mall customers with respect to dimensions of marketing mix of malls in Kerala

Table 7.4
Occupations of Customers and Dimensions of Marketing Mix

Dimensions of marketing mix	Occupation of customers					Kruskal–Wallis test	P value
	Student	Salaried	Businessman	Professional	Housewife		
	Mean Rank	Mean Rank	Mean Rank	Mean Rank	Mean Rank		
Product mix	145.83	144.78	148.51	145.84	150.54	19310.16	0.008**
Price mix	145.59	149.63	149.78	149.02	149.89	18569.79	<0.001**
Place mix	147.74	147.69	148.52	148.94	147.84	15417.18	0.072 ^{NS}
Promotion mix	140.92	142.85	146.80	146.60	144.88	19788.90	<0.001**
Overall Marketing mix	141.74	144.75	147.70	149.68	144.98	18993.65	<0.001**

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to the dimensions of marketing mix such as product mix, price mix, promotion mix and overall marketing mix. It shows customers with different occupation shows different acceptance towards marketing mix such as product mix, price mix, promotion mix and overall marketing mix. There is no significance difference between occupations of customers with respect to the factor place mix. Hence, the null hypothesis is accepted. It means there is no difference in acceptance of marketing mix factor place mix by customers with different occupation.

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Table 7.4.1

Post Hoc Test for Significant Difference among the Occupation of Mall Customers and Dimensions of Marketing Mix

Dimensions of marketing mix	Occupation of customers	Occupation of customers	P value
Product mix	Student	Salaried	0.972 ^{NS}
		Businessman	0.012*
		Professional	0.761 ^{NS}
		Housewife	0.993 ^{NS}
	Salaried	Businessman	0.038*
		Professional	0.961 ^{NS}
		Housewife	0.911 ^{NS}
	Businessman	Professional	0.229 ^{NS}
		Housewife	0.023*
	Professional	Housewife	0.699 ^{NS}
Price mix	Student	Salaried	<0.001**
		Businessman	0.001**
		Professional	<0.001**
		Housewife	0.008**
	Salaried	Businessman	0.990 ^{NS}
		Professional	0.796 ^{NS}
		Housewife	0.993 ^{NS}
	Businessman	Professional	0.995 ^{NS}
		Housewife	0.951 ^{NS}
	Professional	Housewife	0.728 ^{NS}
Promotion mix	Student	Salaried	0.903 ^{NS}
		Businessman	0.001**
		Professional	0.019*
		Housewife	1.000 ^{NS}
	Salaried	Businessman	<0.001**
		Professional	0.001**
		Housewife	0.990 ^{NS}
	Businessman	Professional	0.665 ^{NS}
		Housewife	0.007**
	Professional	Housewife	0.098 ^{NS}
Overall marketing mix	Student	Salaried	0.003**
		Businessman	<0.001**
		Professional	<0.001**

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	Salaried	Housewife	0.170 ^{NS}
		Businessman	0.006 ^{**}
		Professional	0.035 [*]
	Businessman	Housewife	0.998 ^{NS}
		Professional	0.849 ^{NS}
		Housewife	0.021 [*]
	Professional	Housewife	0.104 ^{NS}

- Note : 1. ** denotes significant at 1% level.
 2. * denotes significant at 5% level.
 3. NS denotes non-significant.

Based on post hoc test, the following significant difference found among the occupation of mall customers with respect to dimensions of marketing mix. Student communities are significantly differed with businessman community regarding the factor product mix. Salaried customers are significantly differed with Businessman community regarding the factor product mix. Businessmen are significantly differed with customers under housewife group regarding the factor product mix. Student customers are significantly differed with salaried, Businessman, professional and housewife regarding the factor price mix.

Student customers are significantly differed with businessman and professional customers regarding the factor promotion mix. Salaried customers are significantly differed with Businessman community and professional customers regarding the factor promotion mix. Businessman community is significantly differed with housewife customers regarding the factor promotion mix. Student are significantly differed with salaried, Businessman and professionals regarding the factor overall marketing mix. Salaried customers are significantly differed with Businessman and professional customers regarding the factor overall marketing mix. Businessman community are significantly differed with customers under housewife group regarding the factor overall marketing mix.

On the basis of mean rank, Businessman is more attracted to the factor product mix than student community and salaried customers. Businessman customers are more attracted to the factor product mix than housewife customers. Salaried customers feel more attraction to the factor price mix than student customers. Businessman feels more enjoyment in price mix than student customers. Professional customers

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are more satisfied with price mix than student customers. Housewife customers feel more attracted to the price mix than student customers. Businessman feels more enjoyment in promotion mix than student and salaried customers. However, Professional customers are more attracted to promotion mix than student and salaried customers. Businessman feels more enjoyment in promotion mix than housewife customers. Salaried are more attracted to overall marketing mix than student customers. Businessman feels more enjoyment in overall marketing mix than student and salaried customers. Professional customers are more attracted to overall marketing mix than student and salaried customers. And Businessman customers feel more enjoyment in overall marketing mix than housewife customers.

7.2.5 Marketing Mix - Income Wise Differences

H0.7.5: There is no significant difference among income group of mall customers with respect to dimensions of marketing mix of malls in Kerala

Table 7.5
Income Groups of Customers and Dimensions of Marketing Mix

Dimensions of marketing mix	Income group of customers				Kruskal–Wallis test	P value
	Below Rs 40000	Rs 40001 - Rs 80000	Rs 80001 - Rs 120000	Above Rs 120000		
	Mean Rank	Mean Rank	Mean Rank	Mean Rank		
Product mix	143.85	146.56	147.54	144.77	18516.59	0.002**
Price mix	141.53	144.77	146.91	148.58	19678.69	<0.001**
Place mix	142.94	142.65	143.80	148.83	19347.60	0.006**
Promotion mix	142.75	148.82	147.73	148.94	14070.58	0.027 ^{NS}
Overall Marketing mix	141.63	144.56	144.81	146.88	19622.85	<0.001**

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

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Since P value is less than 0.01, null hypothesis is rejected at 1% level with respect to the dimensions of marketing mix such as product mix, price mix, place mix and overall marketing mix. Therefore, there is significance difference between income groups of customers with respect to the dimensions of marketing mix. It shows customers with different income shows different level of acceptance towards marketing mix such as product mix, price mix, place mix and overall marketing mix offered by shopping malls in Kerala.

There is no significance difference between income groups of customers with respect to the dimension promotion mix, since P value is not less than 0.05. Hence, null hypothesis is accepted with respect to the dimension promotion mix. It means there is no difference in acceptance of the factor promotion mix by customers having different incomes.

Table 7.5.1

Post Hoc Test for Significant Difference among the Income Groups of Mall Customers and Dimensions of Marketing Mix

Dimensions marketing mix	Income group of customers	Income group of customers	P value
Product mix	Below Rs 40000	Rs 40001 – Rs 80000	0.275 ^{NS}
		Rs 80001 – Rs 120000	0.001**
		Above Rs 120000	0.096 ^{NS}
	Rs 40001 – Rs 80000	Rs 80001 – Rs 120000	0.182 ^{NS}
		Above Rs 120000	0.956 ^{NS}
	Rs 80001 – Rs 120000	Above Rs 120000	0.433 ^{NS}
Price mix	Below Rs 40000	Rs 40001 – Rs 80000	0.003**
		Rs 80001 – Rs 120000	<0.001**
		Above Rs 120000	<0.001**

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	Rs 40001 – Rs 80000	Rs 80001 – Rs 120000	0.137 ^{NS}
		Above Rs 120000	<0.001 ^{**}
	Rs 80001 – Rs 120000	Above Rs 120000	0.003 ^{**}
Place mix	Below Rs 40000	Rs 40001 – Rs 80000	0.500 ^{NS}
		Rs 80001 – Rs 120000	0.076 ^{NS}
		Above Rs 120000	0.015 [*]
	Rs 40001 – Rs 80000	Rs 80001 – Rs 120000	0.743 ^{NS}
		Above Rs 120000	0.389 ^{NS}
	Rs 80001 – Rs 120000	Above Rs 120000	0.941 ^{NS}
Overall marketing mix	Below Rs 40000	Rs 40001 – Rs 80000	<0.001 ^{**}
		Rs 80001 – Rs 120000	<0.001 ^{**}
		Above Rs 120000	<0.001 ^{**}
	Rs 40001 – Rs 80000	Rs 80001 – Rs 120000	0.191 ^{NS}
		Above Rs 120000	0.004 ^{**}
	Rs 80001 – Rs 120000	Above Rs 120000	0.502 ^{NS}

- Note : 1. ^{**} denotes significant at 1% level.
 2. ^{*} denotes significant at 5% level.
 3. NS denotes non-significant.

Based on post hoc test, the following significant difference found among the income groups of mall customers with respect to dimensions of marketing mix. Below Rs 40000 income group customers are significantly differed with Rs 80001 - Rs 120000 income group customers regarding the factor product mix. Below Rs 40000 income group customers are significantly differed with Rs 40001 - Rs 80000 income group customers, Rs 80001 - Rs 120000 income group customers and above Rs 120000

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income group customers regarding the factor price mix. Also Rs 40001 - Rs 80000 income group customers are significantly differed with above Rs 120000 income group customers regarding the factor price mix. Whereas, Rs 80001 - Rs 120000 income group customers are significantly differed with above Rs 120000 income group customers regarding the factor price mix.

Below Rs 40000 income group customers are significantly differed with above Rs 120000 income group customers regarding the factor place mix. Below Rs 40000 income group customers are significantly differed with Rs 40001 - Rs 80000 income group customers, Rs 80001 - Rs 120000 income group customers and above Rs 120000 income group customers regarding the factor overall marketing mix. Rs 40001 - Rs 120000 income group customers are significantly differed with above Rs 120000 income group customers regarding the factor overall marketing mix.

On the basis of mean rank, Rs 80001 - Rs 120000 income group customers feel more attracted in the product mix offered by shopping malls than below Rs 40000 income group customers. Rs 40001 - Rs 80000 income group customers feel more attracted in the price mix than below Rs 40000 income group customers. Also Rs 80001 - Rs 120000 income group customers feel more attracted to price mix than below Rs 40000 income group customers. Above Rs 120000 income group customers are more attracted to price mix offered by shopping malls than below Rs 40000, Rs 40001 - Rs 80000 and Rs 80001 - Rs 120000 income group customers.

Above Rs 120000 income group customers feel more attracted to place mix than below Rs 40000 income group customers. Rs 40001 - Rs 80000 income group customers feel more enjoyment in overall marketing mix than below Rs 40000 income group customers. Rs 80001 - Rs 120000 income group customers feel more enjoyment in overall marketing mix than below Rs 40000 income group customers. Above Rs 120000 income group customers feel more attracted to overall marketing mix than below Rs 40000 and Rs 40001 - Rs 80000 income group customers.

7.2.6 Marketing Mix -Area of Residence Wise Differences

H0.7.6: There is no significant difference among area of residence of mall customers with respect to dimensions of marketing mix of malls in Kerala

Table 7.6

Area of residence of customers and dimensions of marketing mix

Dimensions of marketing mix	Area of residence			<i>Kruskal–Wallis test</i>	P value
	Urban	Semi – Urban	Rural		
	Mean Rank	Mean Rank	Mean Rank		
Product mix	144.75	145.88	144.97	14614.86	0.542 ^{NS}
Price mix	142.97	146.80	149.57	18714.69	<0.001**
Place mix	143.75	147.51	149.74	18073.68	<0.001**
Promotion mix	142.95	145.53	148.74	18211.58	0.014*
Overall Marketing mix	143.82	146.82	149.90	18353.91	<0.001**

Source : Primary data

Note : 1. ** denotes significant at 1% level.

2. * denotes significant at 5% level.

3. NS denotes Non significant.

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to the dimensions of marketing mix such as price mix, place mix and overall marketing mix. Therefore, there is significance difference between urban, semi-urban and rural customers regarding enjoyment of marketing mix factors such as price mix, place mix and overall marketing mix. Since P value is less than 0.05, null hypothesis is rejected at 5% level with respect to the factor promotion mix. Hence, there is significance difference between urban, semi-urban and rural customers regarding attraction of factor promotion mix.

Since P value is greater than 0.05, null hypothesis is accepted with respect to the factor product mix. Therefore, there is no significance difference between urban,

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 semi-urban and rural customers regarding enjoyment of factor product mix offered by shopping malls in Kerala.

Table 7.6.1

Post Hoc Test for Significant Difference among the Area of Residence of Mall Customers and Dimensions of Marketing Mix

Dimensions of Marketing mix	Area of residence of customers	Area of residence of customers	P value
Price mix	Urban	Semi – Urban	0.005**
		Rural	<0.001**
	Semi - Urban	Rural	0.007**
Place mix	Urban	Semi – Urban	<0.001**
		Rural	<0.001**
	Semi - Urban	Rural	0.642 ^{NS}
Promotion mix	Urban	Semi – Urban	0.212 ^{NS}
		Rural	0.238 ^{NS}
	Semi - Urban	Rural	0.012*
Overall marketing mix	Urban	Semi – Urban	<0.001**
		Rural	<0.001**
	Semi – Urban	Rural	0.806 ^{NS}

Note : 1. ** denotes significant at 1% level.
 2. * denotes significant at 5% level
 3. NS denotes non-significant.

Based on post hoc test, the following significant difference found among the area of residence of mall customers regarding dimensions of marketing mix. Urban customers are significantly differed with semi-urban customers and rural customers regarding the factor price mix. Semi-urban customers are significantly differed with rural customers regarding the factor price mix. Urban customers are significantly differed with semi-urban customers and rural customers regarding the factor place mix. Semi-urban customers are significantly differed with rural customers regarding the factor promotion mix. Urban customers are significantly differed with semi-urban customers and rural customers regarding the factor overall marketing mix.

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On the basis of mean rank, Urban customers are more attractive to the factor price mix than semi-urban and rural customers. Semi-urban customers feel more enjoyment in price mix than rural customers. Urban customers feel more enjoyment in the factor Place mix than semi-urban customers and rural customers. Rural customers are more attractive to the factor promotion mix than semi-urban customers. Urban customers feel more enjoyment in overall marketing mix than Semi-urban and rural customers.

7.3 Socio – Demographic Differences among Mall customers – Service Quality

7.3.1 Service Quality – Gender Wise Differences

H0.7.7: There is no significant difference among male and female customers with respect to dimensions of service quality of malls in Kerala

Table 7.7

Gender and Dimensions of Service Quality of Malls in Kerala

Dimensions of service quality of malls	Gender		Mann Whitney U	P value
	Male	Female		
	Mean rank	Mean rank		
Tangibility	142.54	143.54	14654.32	0.712 ^{NS}
Reliability	142.35	145.25	15765.24	0.443 ^{NS}
Responsiveness	142.68	145.98	14257.14	0.475 ^{NS}
Assurance	145.24	140.65	15265.24	0.649 ^{NS}
Empathy	144.54	143.65	15654.65	0.923 ^{NS}
Overall service quality	145.25	143.25	15625.32	0.859 ^{NS}

Source: Primary Data

Note: NS denotes non-significant.

There is no significance difference between male and female customers with regard to dimensions of service quality of malls, since P value is greater than 0.05. Therefore, the null hypothesis is accepted with respect to the dimensions of service quality. It shows that, there is no difference between the male and female customers regarding the enjoyment of service quality factors such as tangibility, reliability, responsiveness, assurance, empathy and overall service quality offered by the shopping malls in Kerala.

7.3.2 Service Quality – Age Wise Differences

H0.7.8: There is no significant difference among age group of mall customers with respect to dimensions of service quality of malls in Kerala

Table 7.8

Age Group of Customers and Dimensions of Service Quality of the Malls

Dimensions of service quality	Age group of customers			Kruskal wallis test	P value
	18 -30	31 – 50	Above 50		
	Mean rank	Mean rank	Mean rank		
Tangibility	142.98	145.32	143.65	15458.14	0.368 ^{NS}
Reliability	145.32	148.54	141.25	14254.65	0.487 ^{NS}
Responsiveness	145.24	143.25	148.65	14325.65	0.679 ^{NS}
Assurance	140.34	145.56	146.56	18625.45	<0.001 ^{**}
Empathy	141.98	146.76	143.87	18362.25	<0.001 ^{**}
Overall service quality	140.25	144.65	145.25	19362.24	<0.001 ^{**}

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to dimensions of service quality such as assurance, empathy and overall service quality. Hence, there is significance difference between age group of customers regarding the attraction of service quality factors like assurance, empathy and overall service quality of shopping malls in Kerala.

Since P value is greater than 0.05, the null hypothesis is accepted with regard to dimensions of service quality such as tangibility, reliability and responsiveness. Hence, there is no significance difference between age group of customers with regard to tangibility, reliability and responsiveness.

7.3.2.1 Post-Hoc Test of Kruskal Wallis Test

Even though the test shows that there is significant difference, it doesn't imply that each group is significantly different from all other groups. To know which groups are significantly different, a 'Post Hoc' test is carried out. The result is shown below.

Table 7.8.1

Post Hoc Test for Significant Difference among the Age Groups of Mall Customers and Dimensions of Service Quality of Malls in Kerala

Dimensions of service quality	Age group of customers	Age group of customers	P value
Assurance	18 to 30	31 to 50	<0.001**
		Above 50	<0.001**
	31 to 50	Above 50	0.525 ^{NS}
Empathy	18 to 30	31 to 50	0.001**
		Above 50	0.807 ^{NS}
	31 to 50	Above 50	0.068 ^{NS}
Overall service quality	18 to 30	31 to 50	0.002**
		Above 50	0.029*
	31 to 50	Above 50	0.909 ^{NS}

Note : 1. ** denotes significant at 1% level.
 2. * denotes significant at 5% level.
 3. NS denotes non-significant.

Based on post hoc test, the following significant difference found among the age groups of mall customers with respect to dimensions of service quality of malls. 18 to 30 years age group customers are significantly differed with 31 to 50 years age group and above 50 years age group of customers regarding the factor assurance of service quality of malls. 18 to 30 years age group of customers are significantly differed with 31 to 50 years age group of customers regarding the factor empathy. 18 to 30 years age group customers are significantly differed with 31 to 50 years age group and above 50 years age group customers regarding the factor overall service quality.

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Based on mean rank, 31 to 50 age group customers feel more assurance in service quality of shopping mall than 18 to 30 age group customers. Above 50 age group customers feel more assurance in service quality than 18 to 30 age group customers. 31 to 50 age group customers feel more enjoyment in the factor empathy than 18 to 30 age group customers. 31 to 50 age group customers are more satisfied in overall service quality than 18 to 30 age group customers. And above 50 age group customers are more satisfied in overall service quality of shopping malls in Kerala than 18 to 30 age group customers.

7.3.3 Service Quality - Marital Status Wise Difference

H0.7.9: There is no significant difference among marital status of mall customers with respect to dimensions of service quality of malls in Kerala.

Table 7.9

Marital Status and Dimensions of Service Quality of Malls in Kerala

Dimensions of service quality of malls	Marital status		Mann Whitney U	P value
	Married	Unmarried		
	Mean Rank	Mean Rank		
Tangibility	174.01	175.34	18681.48	0.063 ^{NS}
Reliability	149.65	149.22	12721.90	0.876 ^{NS}
Responsiveness	160.92	161.67	14910.11	0.624 ^{NS}
Assurance	166.35	168.25	18254.18	0.003 ^{**}
Empathy	155.62	156.32	13215.68	0.299 ^{NS}
Overall service quality	161.25	160.35	13287.35	0.093 ^{NS}

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to the factor assurance. Hence, there is significance difference between married and unmarried customers with regard to the factor assurance of service quality of malls

Marketing Mix, Service Quality, Buying Factors and Customer Satisfaction of Mall Customers: A Socio-Demographic Comparison in Kerala. On the basis of mean rank score, married customers feel more assurance in the service quality of malls than unmarried customers.

Since P value is not less than 0.05, null hypothesis is accepted with regard to the dimensions of service quality like tangibility, reliability, responsiveness, empathy and overall service quality. Hence, there is no significance difference between married and unmarried customers in enjoyment of service quality factors like tangibility, reliability, responsiveness, empathy and overall service quality.

7.3.4 Service Quality and Occupation Wise Differences

H0.7.10-: There is no significant difference between occupations of mall customers with respect to dimensions of service quality of malls in Kerala

Table 7.10

Occupation of Customers and Service Quality of Malls in Kerala

Dimensions of service quality	Occupation of customers					Kruskal wallis test	P value
	Student	Salaried	Businessman	Professional	Housewife		
	Mean Rank	Mean Rank	Mean Rank	Mean Rank	Mean Rank		
Tangibility	145.05	145.28	146.21	144.29	145.51	14984.32	0.152 ^{NS}
Reliability	140.29	141.94	143.22	141.49	142.32	18759.25	<0.001**
Responsiveness	141.89	142.40	144.45	141.87	143.70	19198.78	<0.001**
Assurance	145.32	147.27	148.50	147.39	149.48	19848.24	<0.001**
Empathy	141.95	142.57	143.28	141.96	142.57	15520.47	0.196 ^{NS}
Overall service quality	143.28	146.60	147.87	149.97	144.18	18121.24	<0.001**

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

Since P value is less than 0.01, null hypothesis is rejected at 1% level with respect to the dimensions of service quality such as reliability, responsiveness, assurance and overall service quality. Hence, there is significance difference between occupation

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Since P value is greater than 0.05, null hypothesis is accepted with respect to the dimensions tangibility and empathy. It shows, there is no difference between customers with different occupation regarding the enjoyment of service quality factors like tangibility and empathy.

Table 7.10.1

Post Hoc Test for Significant Difference among the Occupation of Mall Customers And Dimensions of Service Quality of Malls in Kerala

Dimensions of service quality	Occupation of customers	Occupation of customers	P value
Reliability	Student	Salaried	0.776 ^{NS}
		Businessman	0.001**
		Professional	0.280 ^{NS}
		Housewife	0.007**
	Salaried	Businessman	0.015*
		Professional	0.839 ^{NS}
		Housewife	0.076 ^{NS}
	Businessman	Professional	0.215 ^{NS}
		Housewife	0.977 ^{NS}
	Professional	Housewife	0.538 ^{NS}
Responsiveness	Student	Salaried	1.000 ^{NS}
		Businessman	0.020*
		Professional	0.964 ^{NS}
		Housewife	0.154 ^{NS}
	Salaried	Businessman	0.026*
		Professional	0.934 ^{NS}
		Housewife	0.187 ^{NS}
	Businessman	Professional	0.010**
		Housewife	0.947 ^{NS}
	Professional	Housewife	0.079 ^{NS}
Assurance	Student	Salaried	<0.001**
		Businessman	0.010**
		Professional	0.103 ^{NS}
		Housewife	0.993 ^{NS}
	Salaried	Businessman	0.984 ^{NS}

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		Professional	0.144 ^{NS}
		Housewife	0.003**
	Businessman	Professional	0.758 ^{NS}
		Housewife	0.124 ^{NS}
	Professional	Housewife	0.567 ^{NS}
	Overall service quality	Student	Salaried
Businessman			<0.001**
Professional			0.802 ^{NS}
Housewife			0.150 ^{NS}
Salaried		Businessman	0.154 ^{NS}
		Professional	0.520 ^{NS}
		Housewife	1.000 ^{NS}
Businessman		Professional	0.013*
		Housewife	0.349 ^{NS}
Professional		Housewife	0.738 ^{NS}

Note : 1. ** denotes significant at 1% level.

2. * denotes significant at 5% level.

3. NS denotes non-significant.

Based on post hoc test, the following significant difference found among the occupation of mall customers with respect to dimensions of service quality. Student communities are significantly differed with Businessman community and customers under housewife group regarding the factor reliability. Salaried customers are significantly differed with Businessman regarding the factor reliability. Student customers are significantly differed with Businessman regarding the factor responsiveness. Salaried are significantly differed with Businessman regarding the factor responsiveness. Businessman customers are significantly differed with professional customers regarding the factor responsiveness. Student customers are significantly differed with salaried and businessman customers regarding the factor assurance. Salaried customers are significantly differed with housewife customers regarding the factor assurance. Student are significantly differed with salaried and Businessman regarding the factor overall service quality. Businessman customers are significantly differed with professionals regarding the factor overall service quality.

Marketing Mix, Service Quality, Buying Factors and Customer Satisfaction of Mall Customers: A Socio-Demographic Comparison

On the basis of mean rank, businessman feels more reliability in service qualities offered by shopping malls in Kerala than student customers and salaried community. Customers under housewife group feel more reliability in service qualities than student community. Businessman community feels more attraction to the factor responsiveness than salaried customers, student community and professional customers. Salaried customers feel more assurance in service quality than student community. Businessman communities feel more assurance in service quality than student community. Salaried customers feel more assurance in service quality than customers under housewife group. Salaried customers feel more enjoyment in overall service quality factors offered by shopping malls than student community. Businessman community feel more enjoyment in overall service quality factors than student community. And Businessman community feel more enjoyment in overall service quality factors in shopping malls than professional customers.

7.3.5 Service Quality and Income Wise Difference

H0.7.5: There is no significant difference among income of mall customers with respect to dimensions of service quality of malls in Kerala

Table 7.11

Income Group of Customers and Dimensions of Service Quality of Malls

Dimensions of service quality	Income group of customers				Kruskal–Wallis test	P value
	Below Rs 40000	Rs 40001 - Rs 80000	Rs 80001 - Rs 120000	Above Rs 120000		
	Mean Rank	Mean Rank	Mean Rank	Mean Rank		
Tangibility	145.28	145.69	145.59	145.27	14587.34	0.595 ^{NS}
Reliability	141.15	141.85	141.58	142.18	14217.48	0.065 ^{NS}
Responsiveness	141.76	142.69	142.27	142.26	13456.09	0.187 ^{NS}
Assurance	144.28	147.37	149.48	149.79	18954.54	<0.001 ^{**}
Empathy	142.19	142.56	142.39	142.28	14563.13	0.816 ^{NS}
Overall service quality	143.29	143.96	143.95	143.94	14865.95	0.327 ^{NS}

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

Marketing Mix, Service Quality, Buying Factors and Customer Satisfaction of Mall Customers: A Socio-Demographic Comparison
 Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to the factor assurance. Hence, there is significance difference between income group of customers and the factor assurance of service quality.

Since P value is greater than 0.05, null hypothesis is accepted. Hence, there is no significance difference between the income group of customers with regard to the dimensions of service quality such as tangibility, reliability, responsiveness, empathy and overall service quality.

Table 7.11.1

Post Hoc Test for Significant Difference among the Income Groups of Mall Customers and Dimensions of Service Quality of Malls in Kerala

Dimensions of service quality	Income group of customers	Income group of customers	P value
Assurance	Below Rs 40000	Rs 40001 – Rs 80000	0.029*
		Rs 80001 – Rs 120000	<0.001**
		Above Rs 120000	<0.001**
	Rs 40001 – Rs 80000	Rs 80001 – Rs 120000	0.643 ^{NS}
		Above Rs 120000	0.670 ^{NS}
	Rs 80001 – Rs 120000	Above Rs 120000	1.000 ^{NS}

- Note : 1. ** denotes significant at 1% level.
 2. * denotes significant at 5% level.
 3. NS denotes non-significant.

Based on post hoc test, the following significant difference found among the income groups of mall customers with respect to dimension of service quality assurance. Below Rs 40000 income group customers are significantly differed with Rs 40001 - Rs 80000 income group customers, Rs 80001 - Rs 120000 income group customers and Above Rs 120000 income group customers regarding the factor assurance.

Marketing Mix, Service Quality, Buying Factors and Customer Satisfaction of Mall Customers: A Socio-Demographic Comparison

On the basis of mean rank, Rs 40001 – Rs 80000 income group customers feel more assurance in service quality than below Rs 40000 income group customers. Also Rs 80001 to Rs 120000 income group customers feel more assurance in service quality than below Rs 40000 income group customers. And also above Rs 120000 income group customers feel more assurance in service quality than below Rs 40000 income group customers.

7.3.6 Service Quality and Area of Residence Wise Difference

H0.7.12: There is no significant difference among area of residence of mall customers with respect to dimensions of service quality of malls in Kerala

Table 7.12

Area of Residence of Customers and Dimensions of Service Quality of Malls

Dimensions of service quality	Area of residence			Kruskal–Wallis test	P value
	Urban	Semi – Urban	Rural		
	Mean Rank	Mean Rank	Mean Rank		
Tangibility	145.97	142.95	143.29	18645.18	<0.001**
Reliability	142.37	141.58	143.16	14695.23	0.150 ^{NS}
Responsiveness	141.38	142.18	143.80	14765.38	0.605 ^{NS}
Assurance	147.58	146.97	147.18	13519.78	0.159 ^{NS}
Empathy	145.97	141.76	142.29	18597.85	0.004**
Overall service quality	147.18	141.48	143.57	19860.58	0.003**

Source: Primary Data

Note: 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to the dimensions of service quality such as tangibility, empathy and overall service quality. Hence, there is significance difference between urban, semi-urban and rural customers in enjoying service quality factors such as tangibility, empathy and overall service quality.

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Since P value is greater than 0.05, hence, null hypothesis is accepted with respect to the dimensions reliability, responsiveness and assurance. It shows, there is no difference among urban, semi-urban and rural customers in enjoying service quality factors such as reliability, responsiveness and assurance.

Table 7.12.1

Post Hoc Test for Significant Difference among the Area of Residence of Mall Customers and Dimensions of Service Quality of Malls in Kerala

Dimensions of Service quality	Area of residence of customers	Area of residence of customers	P value
Tangibility	Urban	Semi – Urban	0.002**
		Rural	0.191 ^{NS}
	Semi – Urban	Rural	0.702 ^{NS}
Empathy	Urban	Semi – Urban	0.003**
		Rural	0.294 ^{NS}
	Semi - Urban	Rural	0.583 ^{NS}
Overall service quality	Urban	Semi – Urban	0.004**
		Rural	0.051 ^{NS}
	Semi - Urban	Rural	0.993 ^{NS}

Note : 1. ** denotes significant at 1% level.
2. NS denotes non-significant.

Based on post hoc test, the following significant difference found among the area of residence of mall customers regarding dimensions of service quality. Urban customers are significantly differed with semi-urban customers regarding the factor tangibility. Urban customers are significantly differed with semi-urban customers regarding the factor empathy. And urban customers are significantly differed with semi-urban customers regarding the factor overall service quality.

On the basis of mean rank, urban customers feel more attraction to the service quality factors tangibility, empathy and overall service quality than semi-urban customers.

7.4 Socio – Demographic Differences among Mall customers – Buying Factors

7.4.1 Buying Factors – Gender Wise Differences

H0 7.13: There is no significant difference among male and female customers with respect to dimension of buying factors of malls in Kerala

Table 7.13

Gender and Dimensions of Buying Factors

Dimension of buying factors	Gender		Mann Whitney U	P value
	Male	Female		
	Mean Rank	Mean Rank		
Arousal	145.98	146.53	13261.48	0.208 ^{NS}
Comfort and convenience	143.81	149.75	18249.72	0.013*
Economic and Social benefits	146.65	148.61	14362.48	0.174 ^{NS}
Patronage motives	149.84	145.82	18226.64	0.024*
Overall buying factors	144.84	144.86	13064.85	0.949 ^{NS}

Source: Primary Data

- Note :
1. * denotes significant at 5% level.
 2. NS denotes non-significant.

Since P value is less than 0.05, the null hypothesis is rejected at 5% level with regard to comfort and convenience and patronage motives. Hence, there is significance difference between male and female customers regarding the enjoyment of buying factors like comfort and convenience and patronage motives. On the basis of mean rank score, female customers feel more comfort and convenience in buying factors than male customers. And male customers feel more patronage in buying than female customers.

There is no significant difference between male and female customers with regard to buying factors such as arousal, economic and social benefit and overall buying factors as P value is greater than 0.05. Therefore, the null hypothesis is accepted. It shows there is no difference between male and female customers regarding the

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 enjoyment of buying factors such as arousal, economic and social benefit and overall buying factors.

7.4.2 Buying Factors – Age Wise Differences

H0.7.14: There is no significant difference among age group of mall customers with respect to dimension of buying factors of malls in Kerala

Table 7.14

Age Group of Customers and Dimension of Buying Factors

Dimension of buying factors	Age group of customers			<i>Kruskal–Wallis test</i>	P value
	18 -30	31 – 50	Above 50		
	Mean Rank	Mean Rank	Mean Rank		
Arousal	145.85	146.94	146.75	14275.45	0.090 ^{NS}
Comfort and convenience	145.93	145.63	146.67	14578.65	0.562 ^{NS}
Economic and Social benefits	140.73	141.94	142.83	13455.89	0.635 ^{NS}
Patronage motives	147.60	148.66	146.95	14860.91	0.062 ^{NS}
Overall buying factors	144.65	145.90	144.94	14553.56	0.128 ^{NS}

Source: Primary Data

Note : 1. NS denotes non-significant.

Since P value is greater than 0.05, the null hypothesis is accepted. Hence, there is no significance difference between age group of customers with regard to dimension of buying factors such as arousal, comfort and convenience, economic and social benefit, patronage motives and overall buying factors . It shows, there is no difference in enjoyment of buying factors like arousal, comfort and convenience, economic and social benefit, patronage motives and overall buying factors by various age group customers.

7.4.3 Buying factors – Marital status wise differences

H0.7.15: There is no significant difference among marital status of mall customers with respect to dimension of buying factors of malls in Kerala

Table 7.15

Marital Status and Dimension of Buying Factors

Dimension of buying factors	Marital status		Mann Whitney U	P value
	Married	Unmarried		
	Mean Rank	Mean Rank		
Arousal	146.83	145.94	13187.63	0.236 ^{NS}
Comfort and convenience	145.65	146.82	13273.54	0.204 ^{NS}
Economic and Social benefits	140.65	141.84	13161.65	0.872 ^{NS}
Patronage motives	147.61	148.82	14202.65	0.840 ^{NS}
Overall buying factors	144.86	145.76	14903.55	0.367 ^{NS}

Source: Primary Data

Note : 1. NS denotes non-significant.

Since p value is greater than 0.05, the null hypothesis is accepted. Therefore there is no significance difference between married and unmarried customers with respect to dimension of buying factors such as arousal, comfort and convenience, economic and social benefits, patronage motives and overall buying factors. It shows, there is no difference between married and unmarried customers regarding the enjoyment of buying factors like arousal, comfort and convenience, economic and social benefits, patronage motives and overall buying factors.

7.4.4 Buying Factors – Occupation Wise Differences

H0.7.16: There is no significant difference among occupation of mall customers with respect to dimension of buying factors of malls in Kerala

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Table 7.16

Occupation of Customers and Dimension of Buying Factors

Dimension of buying factors	Occupation of customers					Kruskal–Wallis test	P value
	Student	Salaried	Businessman	Professional	Housewife		
	Mean Rank	Mean Rank	Mean Rank	Mean Rank	Mean Rank		
Arousal	144.83	146.53	147.62	148.57	146.91	19937.85	0.004**
Comfort and convenience	145.85	145.80	145.65	145.81	146.71	14686.59	0.112 ^{NS}
Economic & Social benefits	142.97	147.60	148.74	150.84	143.94	19237.65	<0.001**
Patronage motives	144.75	145.63	148.60	149.76	146.74	19747.58	0.005**
Overall buying factors	142.63	143.94	150.55	145.82	144.87	19754.87	<0.001**

Source: Primary Data

- Note : 1. ** denotes significant at 1% level.
 2. NS denotes non significant.

Since P value is less than 0.01, null hypothesis is rejected at 1% level with respect to the dimension of buying factors such as arousal, economic and social benefits, patronage motives and overall buying factors. Hence, there is significance difference between occupation of customers regarding enjoyment of buying factors like arousal, economic and social benefits, patronage motives and overall buying factors.

There is no significance difference between occupation of customers with respect to the buying factor comfort and convenience, since P value is greater than 0.05. Therefore, null hypothesis is accepted. It shows, there is no difference among customers with different occupation regarding enjoyment of buying factor comfort and convenience.

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Table 7.16.1

Post Hoc Test for Significant Difference among the Occupation of Mall Customers and Dimension of Buying Factors

Dimension of buying factors	= Occupation of customers	Occupation of customers	P value
Arousal	Student	Salaried	0.059 ^{NS}
		Businessman	0.007 ^{**}
		Professional	0.065 ^{NS}
		Housewife	0.647 ^{NS}
	Salaried	Businessman	0.483 ^{NS}
		Professional	0.991 ^{NS}
		Housewife	0.989 ^{NS}
	Businessman	Professional	0.781 ^{NS}
		Housewife	0.425 ^{NS}
	Professional	Housewife	0.937 ^{NS}
Economic and social benefit	Student	Salaried	0.058 ^{NS}
		Businessman	<0.001 ^{**}
		Professional	1.000 ^{NS}
		Housewife	0.703 ^{NS}
	Salaried	Businessman	0.001 ^{**}
		Professional	0.195 ^{NS}
		Housewife	0.015 [*]
	Businessman	Professional	<0.001 ^{**}
		Housewife	<0.001 ^{**}
	Professional	Housewife	0.754 ^{NS}
Patronage motives	Student	Salaried	0.206 ^{NS}
		Businessman	0.028 [*]
		Professional	0.033 [*]
		Housewife	1.000 ^{NS}
	Salaried	Businessman	0.530 ^{NS}
		Professional	0.784 ^{NS}
		Housewife	0.703 ^{NS}
	Businessman	Professional	0.978 ^{NS}
		Housewife	0.154 ^{NS}
	Professional	Housewife	0.260 ^{NS}
Overall buying factors	Student	Salaried	0.094 ^{NS}
		Businessman	<0.001 ^{**}
		Professional	0.499 ^{NS}

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		Housewife	0.994 ^{NS}
	Salaried	Businessman	0.007**
		Professional	0.992 ^{NS}
		Housewife	0.679 ^{NS}
	Businessman	Professional	0.007**
		Housewife	0.001**
	Professional	Housewife	0.915 ^{NS}

- Note : 1. ** denotes significant at 1% leve.
 2. * denotes significant at 5% level.
 3. NS denotes non-significant.

Based on post hoc test, the following significant difference found among the occupation of mall customers with respect to dimension of buying factors. Student communities are significantly differed with businessman community regarding the factor arousal. Student communities are significantly differed with Businessman community regarding the factor economic and social benefit. Salaried customers are significantly differed with Businessman community and customers under housewife group regarding the factor economic and social benefit. Businessmen are significantly differed with professional and housewife customers regarding the factor economic and social benefit. Student customers are significantly differed with Businessman and professional customers regarding the factor patronage motives. Student customers are significantly differed with Businessman customers regarding the factor overall buying factors. Salaried customers are significantly differed with Businessman regarding the factor overall buying factors. Businessmen are significantly differed with professional and housewife customers regarding the factor overall buying factors.

On the basis of mean rank, Businessman community show more arousal than student customers. Businessmen feel more economic and social benefit in shopping from malls than student and salaried customers. Salaried customers feel more economic and social benefit in shopping from malls than Housewife. And businessmen feel more economic and social benefit than professional and housewife customers. Businessmen feel more patronage motive than student customers. Professionals feel more patronage motive than student customers. And Businessman feel more

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 attraction in overall buying factors than student, salaried, professional customers and customers under housewife group.

7.4.5 Buying Factors – Income Wise Differences

H0 7.17: There is no significant difference among income of mall customers with respect to dimension of buying factors of malls in Kerala

Table 7.17

Income Group of Customers and Dimension of Buying Factors

Dimensions of buying factors	Income group of customers				Kruskal–Wallis test	P value
	Below Rs 40000	Rs 40001 - Rs 80000	Rs 80001 - Rs 120000	Above Rs 120000		
	Mean Rank	Mean Rank	Mean Rank	Mean Rank		
Arousal	142.75	147.84	149.75	155.89	19137.85	<0.001**
Comfort and convenience	145.81	144.59	145.84	146.98	14691.54	0.558 ^{NS}
Economic and Social benefits	148.94	142.81	149.75	145.81	14848.74	0.121 ^{NS}
Patronage motives	141.86	145.74	148.63	151.78	18863.69	<0.001**
Overall buying factors	141.54	144.75	147.80	150.93	19478.75	<0.001**

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

Since P value is less than 0.01, null hypothesis is rejected at 1% level with respect to the dimension of buying factors such as arousal, patronage motives and overall buying factors. Therefore, there is significance difference between various income group customers regarding enjoyment of buying factors such as arousal, patronage motives and overall buying factors by customers according to their incomes.

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Since P value is greater than 0.05, null hypothesis is accepted. Hence, there is no significance difference between income group of customers with respect to the dimensions of buying factor such as comfort and convenience and economic and social benefits. It shows there is no difference in enjoyment of buying factors like comfort and convenience and economic and social benefits by customers according to their incomes.

Table 7.17.1

Post Hoc Test for Significant Difference among the Income Groups of Mall Customers and Dimensions of Buying Factor

Dimensions of buying factor	Income group of customers	Income group of customers	P value
Arousal	Below Rs 40000	Rs 40001 – Rs 80000	<0.001**
		Rs 80001 – Rs 120000	<0.001**
		Above Rs 120000	<0.001**
	Rs 40001 – Rs 80000	Rs 80001 – Rs 120000	0.999 ^{NS}
		Above Rs 120000	0.854 ^{NS}
	Rs 80001 – Rs 120000	Above Rs 120000	0.903 ^{NS}
Patronage motives	Below Rs 40000	Rs 40001 – Rs 80000	0.999 ^{NS}
		Rs 80001 – Rs 120000	0.019*
		Above Rs 120000	0.002**
	Rs 40001 – Rs 80000	Rs 80000 – Rs 120000	0.032*
		Above Rs 120000	0.004**
	Rs 80001 – Rs 120000	Above Rs 120000	0.916 ^{NS}

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Overall buying factors	Below Rs 40000	Rs 40001 – Rs 80000	0.157 ^{NS}
		Rs 80001 – Rs 120000	0.002**
		Above Rs 120000	<0.001**
	Rs 40001 – Rs 80000	Rs 80001 – Rs 120000	0.452 ^{NS}
		Above Rs 120000	0.105 ^{NS}
	Rs 80001 – Rs 120000	Above Rs 120000	0.857 ^{NS}

- Note :
1. ** denotes significant at 1% level.
 2. * denotes significant at 5% level.
 3. NS denotes non-significant.

Based on post hoc test, the following significant difference found among the income groups of mall customers with respect to dimensions of buying factor. Below Rs 40000 income group customers are significantly differed with Rs 40001 - Rs 80000 income group customers, Rs 80001 - Rs 120000 income group customers and Above Rs 120000 income group customers regarding the factor arousal. Below Rs 40000 income group customers are significantly differed with Rs 80001 - Rs 120000 income group customers and Above Rs 120000 income group customers regarding the factor patronage motives. Rs 40001 - Rs 80000 income group customers are significantly differed with Rs 80001 - Rs 120000 income group customers and above Rs 120000 income group customers regarding the factor patronage motives. Below Rs 40000 income group customers are significantly differed with Rs 80001 - Rs 120000 income group customers and above Rs 120000 income group customers regarding the factor overall buying factors.

Based on mean rank, Rs 40001 - Rs 80000 income group customers feel more arousal in shopping than below Rs 40000 income group customers. Rs 80001 - Rs 120000 income group customers feel more arousal in shopping from malls than below Rs 40000 income group customers. Above Rs 120000 income group customers feel more arousal in shopping from malls than below Rs 40000 income group customers. Rs 80001 - Rs 120000 income group customers feel more

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patronage motive than below Rs 40000 and Rs 40001 - Rs 80000 income group customers. Above Rs 120000 income group customers feel more patronage motive than below Rs 40000 and Rs 40001 - Rs 80000 income group customers. Rs 80001 - Rs 120000 income group customers feel more attraction in overall buying factors than below Rs 40000 income group customers. Above Rs 120000 feel more attraction in overall buying factors than below Rs 40000 income group customers.

7.4.6 Buying Factors – Area of Residence Wise Differences

H0.7.18: There is no significant difference among area of residence of mall customers with respect to dimension of buying factors of malls in Kerala

Table 7.18:

Area of Residence of Customers and Dimension of Buying Factors

Dimensions of buying factors	Area of residence			Kruskal–Wallis test	P value
	Urban	Semi – Urban	Rural		
	Mean Rank	Mean Rank	Mean Rank		
Arousal	142.76	147.83	150.94	19767.45	<0.001**
Comfort and convenience	142.85	145.94	149.73	19540.86	0.005**
Economic and Social benefits	140.74	148.69	148.85	14525.88	0.219 ^{NS}
Patronage Motives	144.86	147.88	151.94	19576.75	<0.001**
Overall buying factors	141.85	146.92	149.91	18751.83	<0.001**

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to the dimension of buying factors such as arousal, comfort and convenience, patronage motives and overall buying factors. Hence, there is significance difference between urban, semi-urban and rural customers regarding enjoyment of buying

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factor like arousal, comfort and convenience, patronage motives and overall buying factors. Since P value is greater than 0.05, null hypothesis is accepted with respect to the factor economic and social benefit. Therefore, there is no significance difference between urban, semi-urban and rural customers regarding enjoyment of buying factor economic and social benefit.

Table 7.18.1

Post Hoc Test for Significant Difference among the Area of Residence of Mall Customers and Dimensions of Buying Factor

Dimensions of Buying factor	Area of residence of customers	Area of residence of customers	P value
Arousal	Urban	Semi - Urban	<0.001**
		Rural	<0.001**
	Semi – Urban	Rural	0.002**
Comfort and convenience	Urban	Semi - Urban	0.003**
		Rural	0.401 ^{NS}
	Semi – Urban	Rural	0.461 ^{NS}
Patronage motives	Urban	Semi - Urban	0.001**
		Rural	<0.001**
	Semi – Urban	Rural	0.495 ^{NS}
Overall buying factors	Urban	Semi - Urban	<0.001**
		Rural	<0.001**
	Semi – Urban	Rural	0.856 ^{NS}

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

Based on post hoc test, the following significant difference found among the area of residence of mall customers regarding dimensions of buying factor. Urban customers are significantly differed with semi-urban customers and rural customers regarding the factor arousal. Semi-urban customers are significantly differed with rural customers regarding the factor arousal. Urban customers are significantly differed with semi-urban customers regarding the factor comfort and convenience. Urban customers are significantly differed with semi-urban customers and rural

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 customers regarding the factor patronage motives. Urban customers are significantly differed with semi-urban customers and rural customers regarding the factor overall Buying factors.

On the basis of mean rank, urban customers feel more arousal in shopping from malls than semi-urban and rural customers. Semi-urban customers feel more arousal than rural customers. Urban customers feel more comfort and convenience in shopping from malls than semi-urban customers. Urban customers feel more patronage motive than semi-urban and rural customers. Urban customers feel more attraction in overall buying factors than semi-urban and rural customers.

7.5 Socio – Demographic Differences among Mall customers – Customer Satisfaction

7.5.1 Customer Satisfaction – Gender Wise Differences

H0 7.19: There is no significant difference among male and female customers with respect to the factor customer satisfaction

Table 7.19

Gender and Customer Satisfaction

Factor	Gender		Mann Whitney U	P value
	Male	Female		
	Mean Rank	Mean Rank		
Customer satisfaction	142.25	143.54	13848.69	0.375 ^{NS}

Source: Primary Data

Note : 1. NS denotes non-significant

Since P value is greater than 0.05, the null hypothesis is accepted. Therefore there is no significance difference between male and female customers with respect to customer satisfaction. It shows that there is no difference among male and female customers in their satisfaction towards shopping malls in Kerala.

7.5.2 Customer Satisfaction – Age Wise Differences

H0.7.20: There is no significant difference among age group of mall customers with respect to the factor customer satisfaction

Table 7.20

Age group of customers and customer satisfaction

Factor	Age group of customers			Kruskal–Wallis test	P value
	18 -30	31 – 50	Above 50		
	Mean Rank	Mean Rank	Mean Rank		
Customer satisfaction	143.65	148.91	150.80	19595.84	<0.001**

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

Since P value is less than 0.01 the null hypothesis is rejected at 1% level with respect to customer satisfaction. Hence, there is significance difference between age group of customers and customer satisfaction. It shows that there is difference among various age group customers in their satisfaction towards shopping malls in Kerala.

Table 7.20.1

Post Hoc Test for Significant Difference among the Age Groups of Mall Customers with respect to the Factor Customer Satisfaction

Factor	Age group of customers	Age group of customers	P value
Customer satisfaction	18 to 30	31 to 50	<0.001**
		Above 50	0.003**
	31 to 50	Above 50	0.938 ^{NS}

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

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Based on post hoc test, the following significant difference found among the age groups of mall customers with respect to factor customer satisfaction. 18 to 30 years age group of customers are significantly differed with 31 to 50 years age group and above 50 years age group of customers regarding the factor customer satisfaction.

Based on mean rank score, 31 to 50 age group customers are more satisfied in shopping from malls than 18 to 30 age group customers. Above 50 group customers are more satisfied in shopping from malls than 31 to 50 age group customers.

7.5.3 Customer Satisfaction – Marital Status Wise Differences

H0.7.21: There is no significant difference among married and unmarried customers with respect to the factor customer satisfaction

Table 7.21

Marital Status and Customer Satisfaction

Factor	Marital status		Mann Whitney U	P value
	Married	Unmarried		
	Mean Rank	Mean Rank		
Customer satisfaction	149.75	141.86	19779.85	0.006**

Source: Primary Data

Note : 1. ** denotes significant at 1% level

Since P value is less than 0.01, null hypothesis is rejected at 1% level with respect to customer satisfaction. Hence, there is significance difference between married and unmarried customers with respect to customer satisfaction. Based on mean rank score, married customers feel more customer satisfaction than unmarried customers in shopping malls in Kerala.

7.5.4 Customer Satisfaction – Occupation Wise Differences

H0.7.22: There is no significant difference among occupation of mall customers with respect to the factor customer satisfaction

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Table 7.22

Occupations of Customers and Customer Satisfaction

Factor	Occupation of customers					Kruskal -Wallis test	P value
	Student	Salaried	Business man	Professional	House wife		
	Mean Rank	Mean Rank	Mean Rank	Mean Rank	Mean Rank		
Customer satisfaction	141.94	144.92	146.68	146.73	142.79	19882.67	<0.001 **

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

Since P value is less than 0.01, null hypothesis is rejected at 1% level with respect to the factor customer satisfaction. Hence, there is significance difference between satisfaction levels of customers in shopping malls according to their occupation.

Table 7.22.1

Post Hoc Test for Significant Difference among the Occupation of Mall Customers with respect to the Factor Customer Satisfaction

Factor	Occupation of customers	Occupation of customers	P value
Customer satisfaction	Student	Salaried	<0.001**
		Businessman	<0.001**
		Professional	<0.001**
		Housewife	0.588 ^{NS}
	Salaried	Businessman	0.675 ^{NS}
		Professional	0.886 ^{NS}
		Housewife	0.134 ^{NS}
	Businessman	Professional	0.984 ^{NS}
		Housewife	0.030*
	Professional	Housewife	0.041*

Note : 1. ** denotes significant at 1% level.

2. * denotes significant at 5% level.

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Based on post hoc test, the following significant difference found among the occupation of mall customers with respect to the factor customer satisfaction. Student communities are significantly differed with salaried customers, Businessman community and professional customers with respect to the factor customer satisfaction. Businessmen are significantly differed with customers under housewife group with respect to the factor customer satisfaction. Professionals are significantly differed with housewife with respect to the factor customer satisfaction.

Based on mean rank, salaried customers are more satisfied in shopping from malls than student customers. Businessman customers are more satisfied in shopping from malls than student. Professionals are more satisfied in shopping from malls than student. Businessman customers feel more customer satisfaction in shopping from malls than housewife customers. Professionals feel more customer satisfaction in shopping from malls than customers under housewife group.

7.5.5 Customer Satisfaction – Income Wise Differences

H0.7.23: There is no significant difference among income of mall customers with respect to the factor customer satisfaction

Table 7.23

Income Group of Customers with respect to the Factor Customer Satisfaction

Factor	Income group of customers				Kruskal–Wallis test	P value
	Below Rs 40000	Rs 40001 - Rs 80000	Rs 80000 - Rs 120000	Above Rs 120000		
	Mean Rank	Mean Rank	Mean Rank	Mean Rank		
Customer satisfaction	141.84	144.84	147.81	150.70	19391.54	<0.001**

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

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Since P value is less than 0.01, null hypothesis is rejected at 1% level with respect to the factor customer satisfaction. Therefore, there is significance difference among various income group customers regarding their satisfaction towards shopping malls in Kerala.

Table 7.23.1

Post Hoc Test for Significant Difference among the Income Groups of Mall Customers with respect to the Factor Customer Satisfaction

Factor	Income group of customers	Income group of customers	P value
Customer satisfaction	Below Rs 40000	Rs40001 – Rs 80000	0.002**
		Rs 80001 – Rs 120000	<0.001**
		Above Rs 120000	<0.001**
	Rs 40001 – Rs 80000	Rs 80001 – Rs 120000	0.003**
		Above Rs 120000	<0.001**
	Rs 80001 – Rs 120000	Above Rs 120000	0.131 ^{NS}

Note : 1. ** denotes significant at 1% level.
2. NS denotes non-significant.

Based on post hoc test, the following significant difference found among the income groups of mall customers with respect to the factor customer satisfaction. Below Rs 40000 income group customers are significantly differed with Rs 40001 - Rs 80000 income group customers, Rs 80001 - Rs 120000 income group customers and above Rs 120000 income group customers with respect to the factor customer satisfaction. Rs 40001 - Rs 80000 income group customers are significantly differed with Rs 80001 - Rs 120000 income group customers and above Rs 120000 income group customers with respect to the factor customer satisfaction.

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On the basis of mean rank score, Rs 40001 - Rs 80000 income group customers are more satisfied in shopping from malls than below Rs 40000 income group customers. Whereas, Rs 80001 – Rs 120000 income group customers are more satisfied in shopping from malls than below Rs 40000 income group customers. Above Rs 120000 income group customers are more satisfied in shopping from malls than below Rs 40000 income group customers. Rs 80001 – Rs 120000 income group customers feel more customer satisfaction in shopping from malls than Rs 40001 - Rs 80000 income group customers. Above Rs 120000 income group customers are more satisfied than Rs 40001 - Rs 80000 income group customers.

7.5.6 Customer Satisfaction – Area of Residence Wise Differences

H0.7.24: There is no significant difference among area of residence of mall customers with respect to the factor customer satisfaction

Table 7.24

Area of Residence of Customers and Customer Satisfaction

Factor	Area of residence			Kruskal–Wallis test	P value
	Urban	Semi – Urban	Rural		
	Mean Rank	Mean Rank	Mean Rank		
Customer satisfaction	143.83	147.85	151.55	19325.54	<0.001**

Source: Primary Data

Note: ** denotes significant at 1% level.

Since P value is less than 0.01, null hypothesis is rejected with respect to the factor customer satisfaction. Hence, there is significance difference between urban, semi-urban and rural customers in their satisfaction towards shopping malls in Kerala.

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Table 7.24.1

Post Hoc Test for Significant Difference among Area of Residence of Customers of Mall Customers with respect to the Factor Customer Satisfaction

Factor	(I) Area of residence of customers	(J) Area of residence of customers	P value
Customer satisfaction	Urban	Semi - Urban	<0.001**
		Rural	<0.001**
	Semi – Urban	Rural	0.398 ^{NS}

Source: Primary Data

Note : 1. ** denotes significant at 1% level.

2. NS denotes non-significant.

Based on post hoc test, the following significant difference found among the area of residence of mall customers regarding the factor customer satisfaction. Urban customers are significantly differed with semi-urban customers and rural customers regarding the factor customer satisfaction. Based on mean rank, semi urban customers are more satisfied in shopping from malls urban customers. Rural customers are more satisfied in shopping from malls than semi urban customers.

7.3 Conclusion

This chapter deals with the demographic difference among the mall customers regarding the factors of service quality, marketing mix, buying factors and customer satisfaction. Gender, age, marital status, occupation, income and area of residence are socio-demographic factors of mall customers taken for the study. The next chapter deals with the analysis of the influence of marketing mix and service quality on consumer behaviour with the help of Structural Equation Modelling.

CHAPTER 8

THE INFLUENCE OF MARKETING MIX AND SERVICE QUALITY ON CONSUMER BEHAVIOUR

8.1 Introduction

In the previous chapter an attempt has been made to study the socio demographic differences among the shopping mall customers regarding the factors of marketing mix, service quality, buying factors and customer satisfaction. This chapter covers the fifth objective of the study that to explore the influence of marketing mix and service quality on consumer behaviour in shopping malls in Kerala. The major aim of the chapter is to develop hypothesized models and test the model by using Co- variance Based Confirmatory Factor Analysis and Structural Equation Modelling techniques (CB-CFA and SEM). The chapter also contains an overview of CB-CFA and SEM method. The result summary of hypotheses testing is also explained at the end part of this chapter.

8.2 The Influence of Marketing Mix and Service Quality on Buying Behaviour of Customers in Shopping Malls in Kerala

Co-variance Based Confirmatory Factor Analysis (CB-CFA) and Co-variance Based Structural Equation Modelling (CB-CFA & SEM) techniques were employed (by using IBM SPSS AMOS 21 software package) to study the influence of marketing mix and service quality on consumer behaviour in shopping malls in Kerala.

Section – A

8.3 Co-Variance Based Confirmatory Factor Analysis for the Reliability and Validity for Research Instrument

In statistics, confirmatory factor analysis is a special form of factor analysis, most commonly used in social research. It is used to test whether measures of a construct are consistent with a researcher's understanding of the nature of that construct.

Confirmatory factor analysis (CFA) is a multivariate statistical procedure that is used to test how well the measured variables represent the number of constructs. Confirmatory factor analysis (CFA) and exploratory factor analysis (EFA) are similar techniques, but in exploratory factor analysis (EFA), data is simply explored and provides information about the numbers of factors required to represent the data. In exploratory factor analysis, all measured variables are related to every latent variable. But in confirmatory factor analysis (CFA), researchers can specify the number of factors required in the data and which measured variable is related to which latent variable. Confirmatory factor analysis (CFA) is a tool that is used to confirm or reject the measurement theory.

8.3.1 Assessment Criteria of the CB-CFA Models for Final Reliability and Validity

It is necessary to establish Construct validity (convergent and discriminant validity) as well as reliability (Composite reliability) which doing Confirmatory factor analysis. Confirmatory factor analysis (CFA) is a statistical technique used to verify the factor structure of a set of observed variables. CFA allows the researcher to test the hypothesis that a relationship between observed variables and their underlying latent constructs exists (Suhr, 2009). The factors have to demonstrate adequate validity and reliability. The following tools are employed for assessment of the measurement model:

- (1) Composite Reliability (CR)
- (2) Construct validity
 - (a) Convergent Validity
 - (b) Discriminant Validity.
1. **Composite Reliability (CR)** – is a measure of the overall reliability of a construct. The value varies between 0 and 1. Values of composite reliability of >0.7 and above are good (Hair et al., 2010). Values less than 0.6 indicate lack of internal consistency.

2. **Construct validity** : construct validity can be measured by two methods that convergent validity and discriminant validity
- (a) **Convergent Validity** – the items that are indicators or the observed variables in a specific construct should converge or share a high proportion of variance with each other. According to Hair et. al., (2010), if there are convergent validity issues in the validity examination, then it indicates that the latent factor is not well explained by the observed variables. Malhotra et al (2001) observe that AVE is a strict measure of convergent validity even more conservative than CR. The researcher has used the average variance extracted (AVE) for measuring convergent validity for this study. The value of AVE is calculated by using standardized factor loadings. The threshold value of AVE is >0.5 (Hair et. al., 2010). Item factor loadings are also a measure to identify convergent validity (Hair et. al., 2010). The threshold value of standardized factor loading for establishing item validity is >0.5 for this study (Hair et. al., 2010). If the standardized factor loadings and AVE values are more than 0.5, it indicates adequate convergence.
- (b) **Discriminant validity** is the extent to which a construct is truly distinct from other constructs. High discriminant validity indicates that a construct is unique and captures phenomena that are not represented by other constructs. If the discriminant validity examination does not yield the required results, it indicates that the variables correlate with variables of the other constructs to a large extent i.e. the latent variable is better explained by some other variables than by its own observed variables. The researcher has used the Fornell and Larcker (1981) criterion which is a conservative method of assessing discriminant validity. It compares the square root of AVE with the latent variable correlations. The square root of AVE of each construct should be greater than its latent variable correlation with any other constructs. By this, discriminant validity can be established.

8.4 Confirmatory Factor Analysis for the Constructs of Consumer Behaviour Instrument

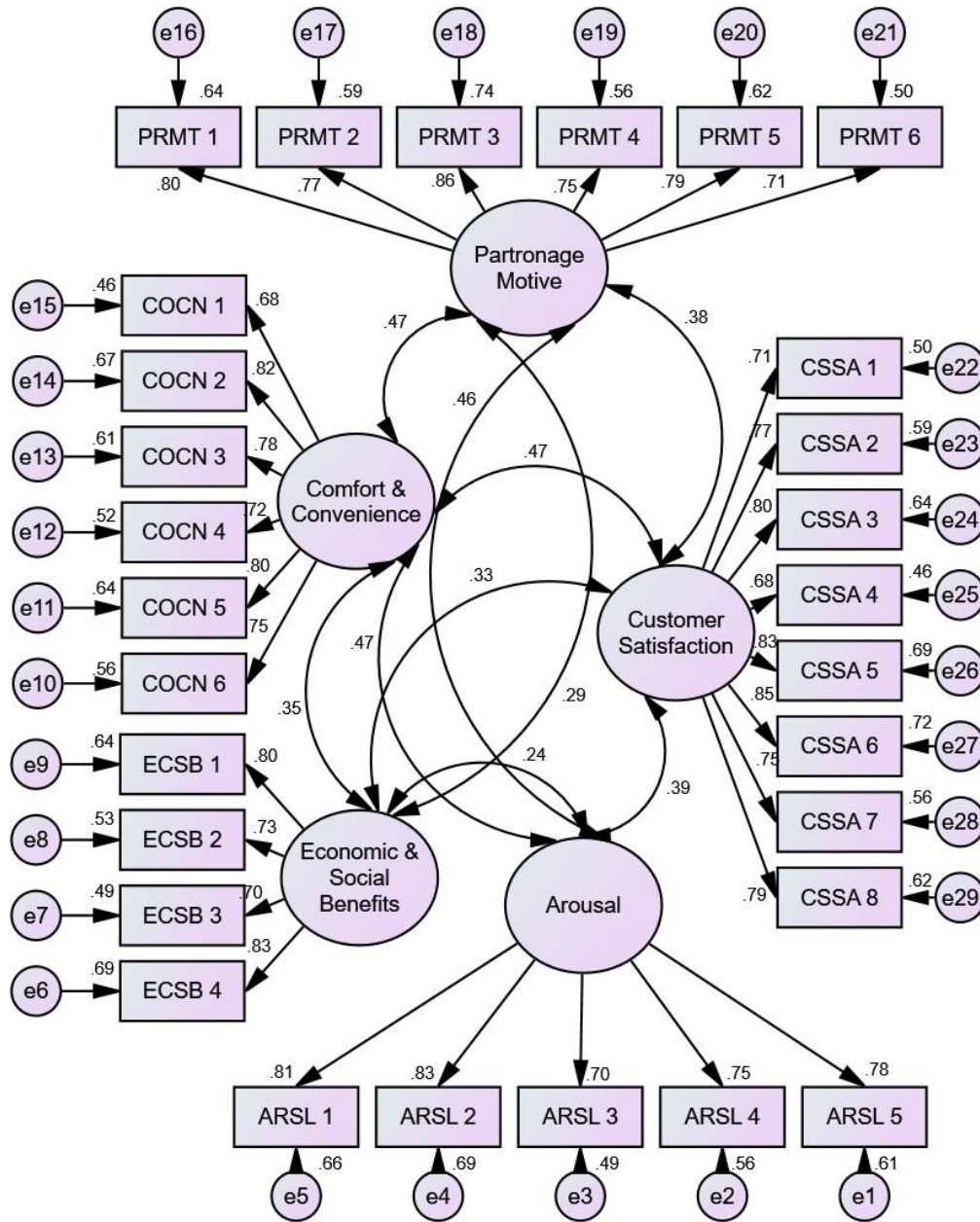


Figure 8.1

Confirmatory Factor Analysis For The Constructs Of Consumer Behaviour Instrument

Table

Model Fit Indices of the CFA Model For Consumer Behaviour Instrument

ATTRIBUTES	CMIN/DF	P-VALUE	GFI	AGFI	CFI	RMSEA
Study model	4.22	0.000	0.917	0.903	0.933	0.047
Recommended value	Acceptable fit [1-5]	Greater than 0.05	Greater than 0.9	Greater than 0.9	Greater than 0.9	Less than 0.08
Literature support	Hair et al., (1998)	Barrett (2007)	Hair et al. (2006)	Hair et al. (2006)	Hu and Bentler (1999)	Hair et al. (2006)

Table 8.1 represents the CFA model fit indices to assess the overall model fit. The value of Chi-Square to the degrees of freedom ratio for an acceptable model should be less than 5. In this case, the value is 4.22 which are very well within the suggested maximum value. The RMSEA score is 0.047, well below the accepted threshold score of 0.08.

Moreover, the GFI and AGFI values are above 0.9 and CFI is above 0.9 for which 1.0 indicates exact fit. Thus, the model is a good fit and can be considered for further analysis.

Table 8.2

Final Reliability and Validity for Consumer Behaviour Instrument

Constructs	Item code	Factor loading	Cronbach's Alpha Final	AVE	Composite Reliability
Arousal (ARSL)	ARSL 1	0.81	0.882	0.602	0.882
	ARSL 2	0.83			
	ARSL 3	0.70			
	ARSL 4	0.75			
	ARSL 5	0.78			
Comfort & Convenience (COCN)	COCN 1	0.68	0.891	0.577	0.891
	COCN 2	0.82			
	COCN 3	0.78			
	COCN 4	0.72			
	COCN 5	0.80			
	COCN 6	0.75			
Economic and Social Benefits (ECSB)	ECSB 1	0.80	0.856	0.588	0.850
	ECSB 2	0.73			
	ECSB 3	0.70			
	ECSB 4	0.83			
Partonage Motive (PRMT)	PRMT 1	0.80	0.904	0.608	0.904
	PRMT 2	0.77			
	PRMT 3	0.86			
	PRMT 4	0.56			
	PRMT 5	0.62			
	PRMT 6	0.50			
Customer Satisfaction (CSSA)	CSSA 1	0.71	0.923	0.600	0.923
	CSSA 2	0.77			
	CSSA 3	0.80			
	CSSA 4	0.68			
	CSSA 5	0.83			
	CSSA 6	0.85			
	CSSA 7	0.75			
	CSSA 8	0.79			

From Table 8.2 it can be inferred that all the factor loadings are above the threshold level of 0.5 which establishes the item validity of the constructs. The researcher has performed the Cronbach's Alpha reliability test after final data collection. The final

The Influence of Marketing Mix and Service Quality on Consumer Behaviour

values of Cronbach's Alpha are found to be greater than 0.8 which confirms the reliability of the variables used to measure the construct. The Composite Reliability values are found to be higher than 0.7 which indicates that all the constructs have high level of internal consistency reliability. The Average Variance Extracted (AVE) values are also found to be above the recommend threshold value of >0.5. Thus, it can be inferred that the constructs have high levels of convergence. As all the parameters meet the prescribed value, the data is appropriate for further analysis and model building. The discriminant validity for behavioural consequences of customers instrument displayed in Table 8.3

Table 8.3

Discriminant Validity for Consumer Behaviour Instrument

Constructs	Arousal (ARSL)	Comfort & Convenience (COCN)	Economic and Social Benefits (ECSB)	Partonage Motives (PRMT)	Customer Satisfaction (CSSA)
Arousal (ARSL)	(0.776)				
Comfort & Convenience (COCN)	0.472	(0.760)			
Economic and Social Benefits (ECSB)	0.242	0.352	(0.767)		
Partonage Motives (PRMT)	0.463	0.472	0.294	(0.780)	
Customer Satisfaction (CSSA)	0.391	0.474	0.331	0.384	(0.775)

Table 8.3 displays the square root of AVE values and inter construct latent variable correlations. Values in brackets are square root of AVE scores which should be greater than the inter construct latent variable correlation values to establish non- existence of any relationship. From the above table, it can be inferred that norelationship exists among the constructs and discriminant validity for behavioural consequences of customers instrument is established.

8.5 Confirmatory Factor Analysis for the Constructs of Marketing Mix

Instrument

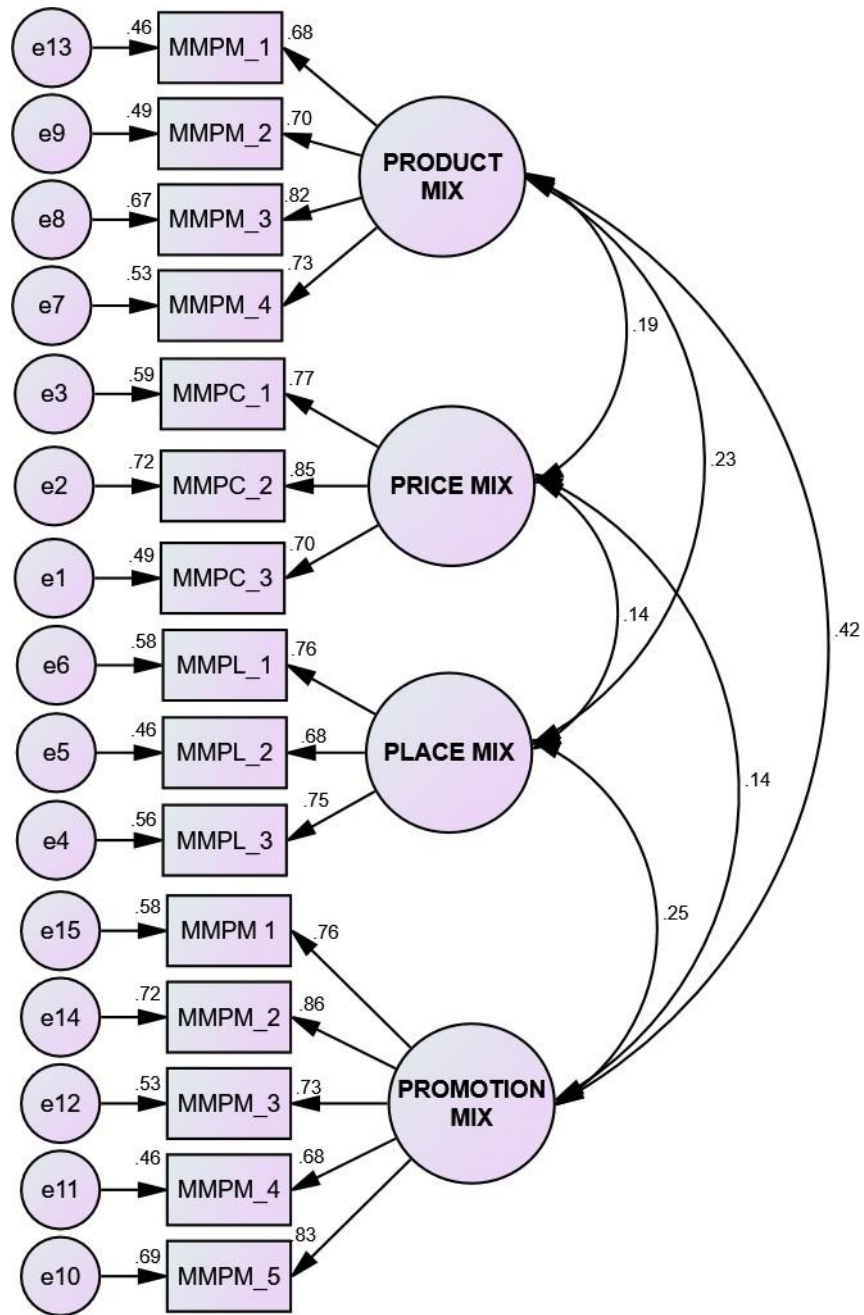


Figure. 8.2

Confirmatory Factor Analysis for the Constructs of Marketing Mix instrument

Table 8.4

Model Fit Indices of CFA Model for the Constructs of Marketing Mix Instrument

ATTRIBUTES	CMIN/DF	P-VALUE	GFI	AGFI	CFI	RMSEA
Study model	4.39	0.000	0.913	0.900	0.930	0.049
Recommended value	Acceptable fit [1-5]	Greater than 0.05	Greater than 0.9	Greater than 0.9	Greater than 0.9	Less than 0.08

Table 8.4 represents the CFA model fit indices to assess the model fit. The value of Chi-Square to the degrees of freedom ratio for an acceptable model should be less than 5. In this case, the value is 4.39 which are very well within the suggested maximum value. The RMSEA score is 0.049, well below the accepted threshold score of 0.08. Moreover, the GFI and AGFI values are above 0.9 and CFI is above 0.9 for which 1.0 indicates exact fit. Thus, the model is a good fit and can be considered for further analysis.

Table 8.5

Final Reliability and Validity for the Constructs of Marketing Mix Instrument

Constructs	Item code	Factor loading	Cronbach's Alpha Final	AVE	Composite Reliability
Marketing Mix-Product Mix (MMPM)	MMPM 1	0.68	0.823	0.538	0.823
	MMPM 2	0.70			
	MMPM 3	0.82			
	MMPM 4	0.73			
Marketing Mix-Price Mix (MMPC)	MMPC 1	0.77	0.819	0.600	0.818
	MMPC 2	0.85			
	MMPC 3	0.70			
Marketing Mix-Place Mix (MMPL)	MMPL 1	0.76	0.775	0.593	0.774
	MMPL 2	0.68			
	MMPL 3	0.75			
Marketing Mix-Promotion Mix (MMPR)	MMPR 1	0.76	0.772	0.596	0.772
	MMPR 2	0.86			
	MMPR 3	0.73			
	MMPR 4	0.68			
	MMPR 5	0.83			

The Influence of Marketing Mix and Service Quality on Consumer Behaviour

From Table 8.5 it can be inferred that all the factor loadings are above the cut-off value of 0.5 which establishes the item validity of the constructs. The researcher has performed the Cronbach's Alpha reliability test after the final data collection. The final values of Cronbach's Alpha are found to be greater than 0.8 which confirms the reliability of the variables used to measure the construct. The Composite Reliability values are found to be higher than 0.7 which indicates that all the constructs have a high level of internal consistency reliability. The Average Variance Extracted (AVE) values are also found to be above the threshold value of >0.5. Thus, it can be inferred that the constructs have high levels of convergence. As all the parameters meet the prescribed value, the data is appropriate for further analysis and model building. The discriminant validity for Marketing Mix Constructs instrument displayed in Table 8.6

Table 8.6

Discriminant Validity for the Constructs of Marketing Mix Instrument

Constructs	Marketing Mix-Product Mix (MMPM)	Marketing Mix-Price Mix (MMPC)	Marketing Mix-Place Mix (MMPL)	Marketing Mix-Promotion Mix (MMPR)
Marketing Mix-Product Mix (MMPM)	(0.734)			
Marketing Mix-Price Mix (MMPC)	0.192	(0.774)		
Marketing Mix-Place Mix (MMPL)	0.234	0.144	(0.770)	
Marketing Mix-Promotion Mix (MMPR)	0.424	0.143	0.254	(0.772)

Table 8.6 displays the square root of AVE values and inter construct latent variable correlations. Values in brackets are the square root of AVE scores which should be greater than the inter construct latent variable correlation values to establish non-existence of any relationship. From the above table, it can be inferred that no relationship exists among the constructs and discriminant validity for the constructs of Marketing Mix instrument is established.

8.6 Confirmatory Factor Analysis for the Constructs of Service Quality

Instrument

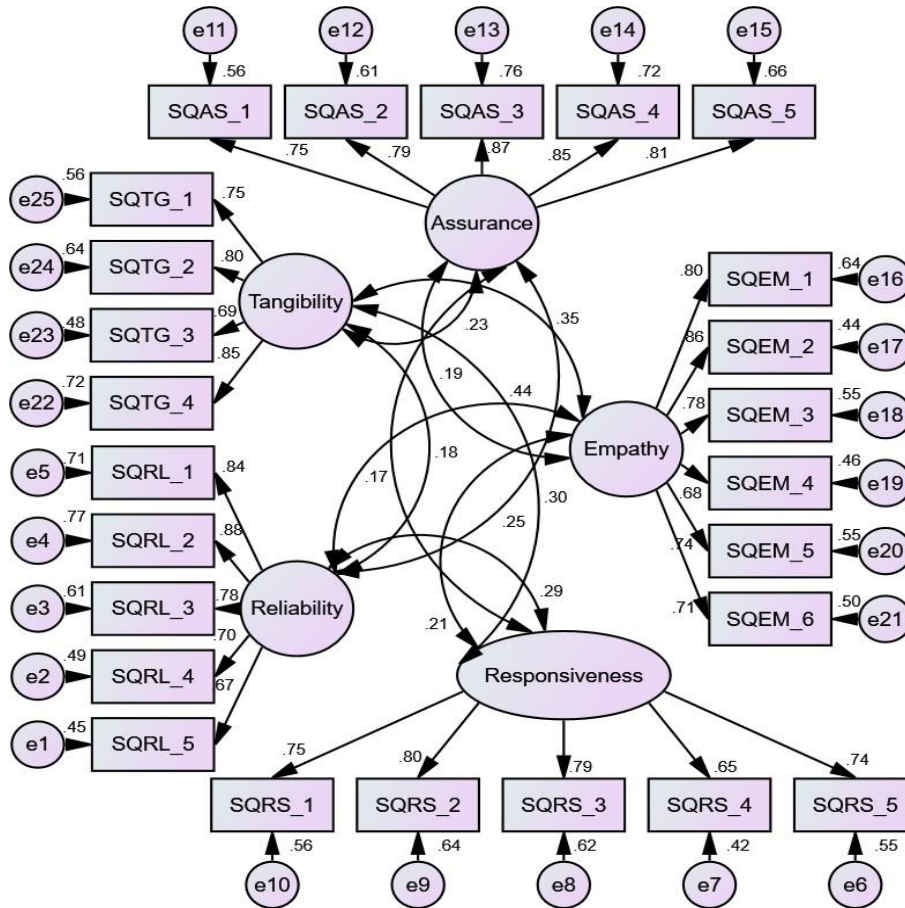


Figure.8.3

Confirmatory Factor Analysis for the Constructs of Service Quality Instrument

Table 8.7

Model Fit Indices for the Constructs of Service Quality Instrument

ATTRIBUTES	CMIN/DF	P-VALUE	GFI	AGFI	CFI	RMSEA
Study model	4.74	0.000	0.901	0.912	0.927	0.064
Recommended value	Acceptable fit [1-5]	Greater than 0.05	Greater than 0.9	Greater than 0.9	Greater than 0.9	Less than 0.08

The Influence of Marketing Mix and Service Quality on Consumer Behaviour

Table 8.7 represents the CFA model fit indices to assess the overall model fit. The value of Chi-Square to the degrees of freedom ratio for an acceptable model should be less than 5. In this case, the value is 4.74 which is very well within the suggested maximum value. The RMSEA score is 0.64, well below the accepted threshold score of 0.08. Moreover, the GFI and AGFI values are above 0.9 and CFI is above 0.9 for which 1.0 indicates exact fit. Thus, the model is a good fit and can be considered for further analysis.

Table 8.8

Final Reliability and Validity for the Constructs of Service Quality Instrument

Constructs	Item code	Factor loading	Cronbach's Alpha Final	AVE	Composite Reliability
Service Quality-Tangibility (SQTG)	SQTG 1	0.75	0.850	0.600	0.856
	SQTG 2	0.80			
	SQTG 3	0.69			
	SQTG 4	0.85			
Service Quality-Reliability (SQRL)	SQRL 1	0.84	0.895	0.606	0.895
	SQRL 2	0.88			
	SQRL 3	0.78			
	SQRL 4	0.70			
	SQRL 5	0.67			
Service Quality-Responsiveness (SQRS)	SQRS 1	0.75	0.863	0.560	0.863
	SQRS 2	0.80			
	SQRS 3	0.79			
	SQRS 4	0.65			
	SQRS 5	0.74			
Service Quality-Empathy (SQEM)	SQEM 1	0.80	0.893	0.523	0.893
	SQEM 2	0.86			
	SQEM 3	0.78			
	SQEM 4	0.68			
	SQEM 5	0.74			
	SQEM 6	0.71			
Service Quality-Assurance (SQAS)	SQAS 1	0.75	0.908	0.662	0.908
	SQAS 2	0.79			
	SQAS 3	0.87			
	SQAS 4	0.85			
	SQAS 5	0.81			

The Influence of Marketing Mix and Service Quality on Consumer Behaviour

From Table 8.8 it can be inferred that all the factor loadings are above the recommended threshold level that 0.5, which establishes the item validity of the constructs. The researcher has performed the reliability test after the final data collection. The final values of Cronbach's Alpha are found to be greater than 0.8 which confirms the reliability of the variables used to measure the construct. The Composite Reliability values are found to be higher than 0.7 which indicates that all the constructs have a high level of internal consistency reliability. The AVE values are also found to be above the threshold value of >0.5. Thus, it can be inferred that the three constructs have high levels of convergence. As all the parameters meet the prescribed value, the data is appropriate for further analysis and model building. The discriminant validity for the constructs of Service Quality instrument is displayed in Table 8.9

Table 8.9

Discriminant Validity for the Constructs of Service Quality Instrument

Factors	(SQTG)	(SQRL)	(SQRS)	(SQEM)	(SQAS)
(SQTG)	(0.775)				
(SQRL)	0.182	(0.778)			
(SQRS)	0.321	0.294	(0.748)		
(SQEM)	0.352	0.443	0.213	(0.723)	
(SQAS)	0.234	0.351	0.174	0.194	(0.814)

Table 8.9 displays the square root of AVE values and inter construct latent variable correlations. Values in brackets are square root of AVE scores which should be greater than the inter construct latent variable correlation values to establish non- existence of any relationship. From the above table, it can be inferred that norelationship exists among the constructs and discriminant validity for the constructs of Service Quality instrument is established.

Section – B

CB-SEM Model for the Influence of Marketing Mix and Service Quality on Consumer Behaviour in Shopping Malls in Kerala

8.7 Co-Variance Based Structural Equation Modelling Techniques – An Overview

Structural equation modelling (SEM) is a multivariate statistical analysis technique that is used to analyze structural relationships. It is the combination of factor analysis and multiple regression analysis. A lot of researchers preferred this method because it estimates the multiple and interrelated dependence in a single analysis. In this analysis, mainly two types of variables are used, that is, endogenous variables (dependent variable) and exogenous variables (independent variable). Structural Equation Modelling is a confirmatory approach and is mainly used for hypotheses testing and for the analysis of a structural theory bearing on some phenomenon. In this study, IBM SPSS AMOS 21 software package was used to run the CB-CFA and SEM models.

8.8 The Concept of Consumer Behaviour in the Study

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. In this study, consumer behaviour refers to the actions of the consumers in the marketplace and the underlying motives for those actions. It means, due to service quality and marketing mix offered by the mall, the consumers may get arousal, comfort and convenience, economic and social benefits, it will lead to customer satisfaction. The satisfaction of customers will ultimately lead to patronage motive.

This section deals with the influence of marketing mix and service quality on consumer behaviour in shopping malls in Kerala. CB-SEM method is adopted for this purpose. The following hypotheses are to be tested for this purpose.

8.9 Hypothesized Model

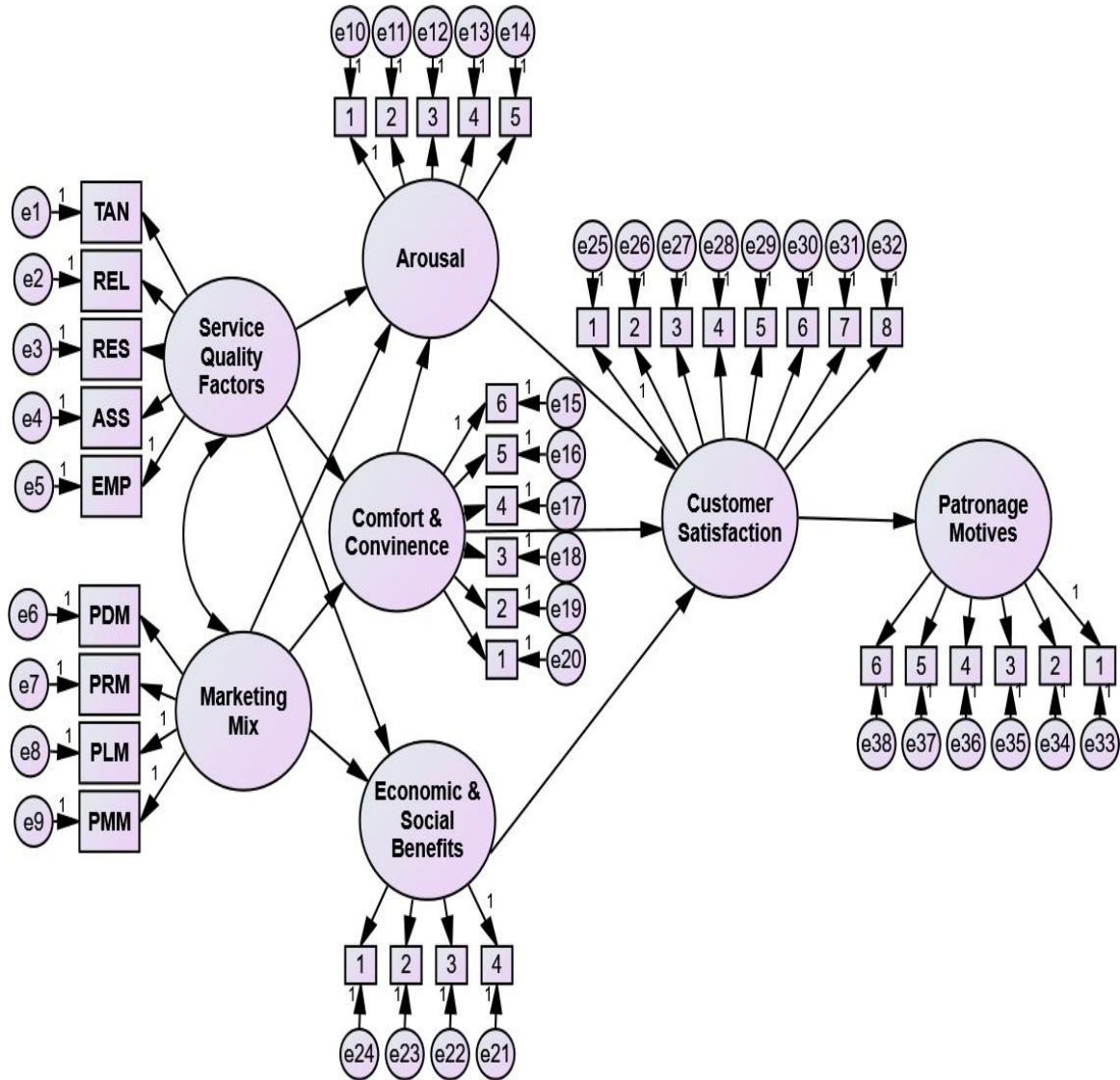


Figure 8.4

Hypothesized CB-SEM Model for the Influence of Marketing Mix and Service Quality on Consumer Behaviour in Shopping Malls in Kerala

Table 8.10

Hypotheses of Model Building

Hypotheses No.	Hypotheses of model building
SM.H1	Marketing mix has a positive effect on arousal
SM.H2	Marketing mix has a positive effect on customer comfort and convenience
SM.H3	Marketing mix has a positive effect on economic and social benefits
SM.H4	Service quality has a positive effect on arousal
SM.H5	Service quality has a positive effect on customer comfort and convenience
SM.H6	Service quality has a positive effect on economic and social benefits
SM.H7	Comfort and convenience has a positive effect on arousal
SM.H8	Arousal has a positive effect on customer satisfaction
SM.H9	Comfort and convenience has a positive effect on customer satisfaction
SM.H10	Economic and social benefits has a positive effect on customer satisfaction
SM.H11	Customer satisfaction has a positive effect on patronage motive

SM.H1 indicates Structural Model Hypothesis

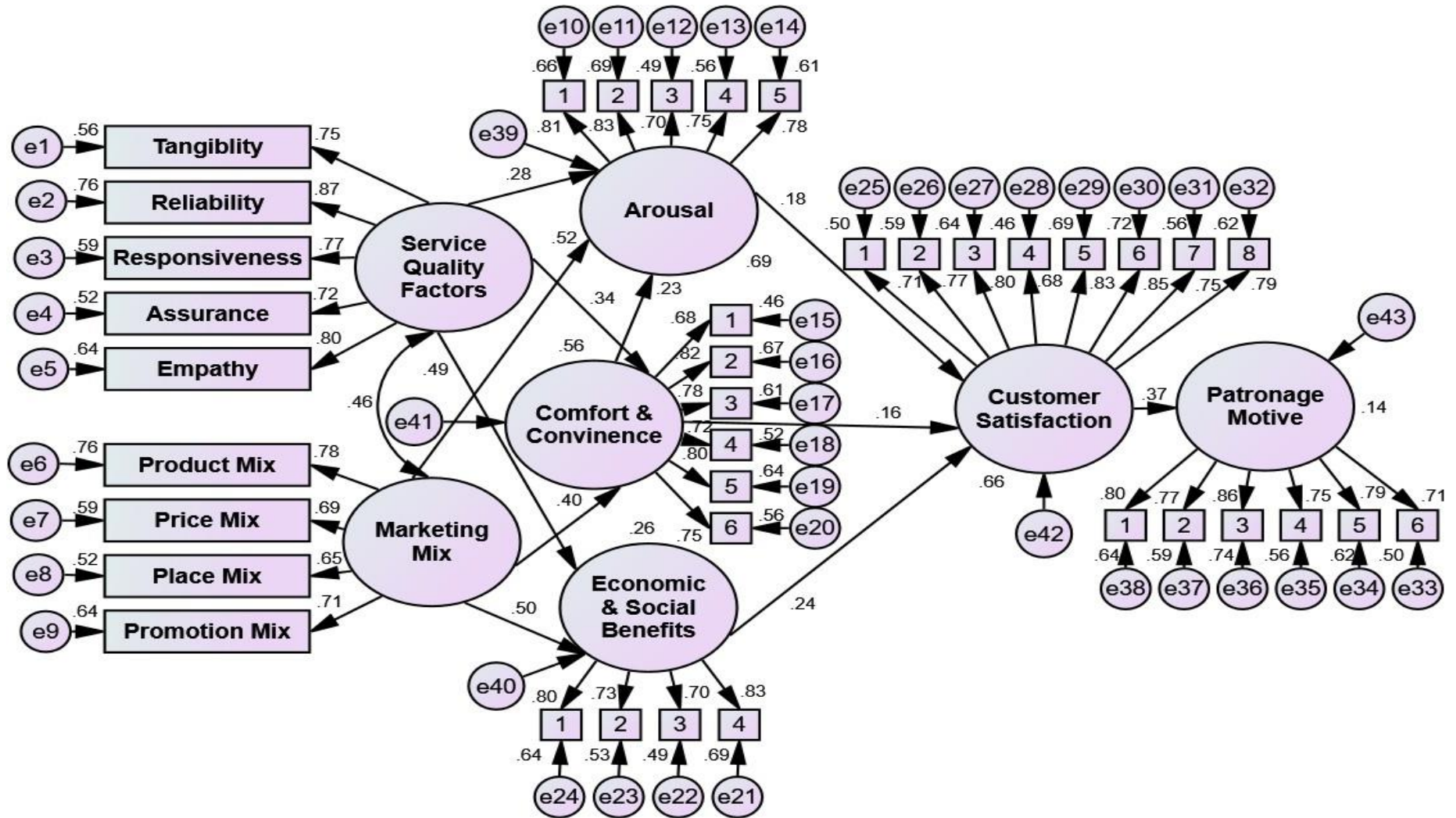


Figure 8.5:

CB-SEM for the Influence of Marketing Mix and Service Quality on Consumer Behaviour in Shopping Malls in Kerala

Table 8.11

Model Fit Indices for Effects of Marketing Mix and Service Quality on Consumer Behaviour towards Shopping Malls in Kerala

MODEL	CMIN/DF	P-VALUE	GFI	AGFI	CFI	RMSEA
Study model	3.25	0.000	0.924	0.911	0.934	0.064
Recommended value	Acceptable fit [1-5]	Greater than 0.05	Greater than 0.9	Greater than 0.9	Greater than 0.9	Less than 0.08

Table 8.11 represents the SEM model fit indices to assess the model fit. The value of Chi-Square to the degrees of freedom ratio for an acceptable model should be less than 5. In this case, the value is 3.25 which are very well within the suggested maximum value. The RMSEA score is 0.064, below the accepted threshold score of 0.08. Moreover, the GFI and AGFI values are above 0.9 and CFI is above 0.9 for which 1.0 indicates exact fit. Thus, the SEM model is a good fit.

Table 8.12

Path Analysis Values and R² Values for the Influence of Marketing Mix and Service Quality on Consumer Behaviour in Shopping Malls in Kerala

Constructs path index			Standardized co-efficient (Beta)	R ² Value	Critical Ratio	P value
Arousal	←	Service Quality	0.28	0.69	4.409	<0.001**
Arousal	←	Comfort and Convenience	0.23		4.193	<0.001**
Arousal	←	Marketing Mix	0.52		9.214	<0.001**
Comfort and Convenience	←	Service Quality	0.34	0.56	5.447	<0.001**
Comfort and Convenience	←	Marketing Mix	0.40		8.102	<0.001**
Economic and social benefits	←	Service Quality	0.49	0.26	7.235	<0.001**
Economic	←	Marketing	0.50		9.112	<0.001**

The Influence of Marketing Mix and Service Quality on Consumer Behaviour

and social benefits		Mix				
Customer satisfaction	←	Arousal	0.18	0.66	5.330	<0.001**
Customer satisfaction	←	Comfort and Convenience	0.16		3.340	<0.001**
Customer satisfaction	←	Economic and social benefits	0.24		2.245	<0.001**
Patronage motive	←	Customer satisfaction	0.37	0.14	7.802	<0.001**

** indicates significant at 1% level

8.10 Hypotheses Test Results

SM.H1: Marketing mix has a positive effect on arousal

The standardized beta coefficient of marketing mix on is 0.52 represents the partial effect of marketing mix on arousal, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that customer arousal would increase by 0.49 for every unit of standard deviation increase in marketing mix and this coefficient value is significant at 1% level. Therefore, the hypothesis Marketing mix has a positive effect on arousal is supported in this study

SM.H2: Marketing mix has a positive effect on comfort and convenience

The standardized beta coefficient of marketing mix on comfort and convenience is 0.40 represents the partial effect of marketing mix on comfort and convenience, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that comfort and convenience would increase by 0.40 for every unit of standard deviation increase in marketing mix and this coefficient value is significant at 1% level. Therefore, the hypothesis marketing mix has a positive effect on comfort and convenience is supported in this study

SM.H3: Marketing mix has a positive effect on economic and social benefits

The standardized beta coefficient of marketing mix on economic and social benefits is 0.50 represents the partial effect of marketing mix on economic and social benefits, holding the other path variables as constant. The estimated sign positive

The Influence of Marketing Mix and Service Quality on Consumer Behaviour

implies that such effect is positive that economic and social benefits would increase by 0.50 for every unit of standard deviation increase in marketing mix and this coefficient value is significant at 1% level. Therefore, the hypothesis marketing mix has a positive effect on economic and social benefits is supported in this study

SM.H4: Service quality has a positive effect on arousal

The standardized beta coefficient of service quality factors of Malls in Kerala on arousal is 0.28 represents the partial effect of service quality factors of Malls in Kerala on arousal, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that arousal would increase by 0.28 for every unit of standard deviation increase in service quality factors and this coefficient value is significant at 1% level. Therefore, it can be concluded that the hypothesis, service quality has a positive effect on arousal is accepted

SM.H5: Service quality has a positive effect on customer comfort and convenience

The standardized beta coefficient of service quality on comfort and convenience is 0.34 represents the partial effect of Service quality on comfort and convenience, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that comfort and convenience would increase by 0.34 for every unit of standard deviation increase in service quality factor and this coefficient value is significant at 1% level. Thus, the hypothesis, service quality has a positive effect on customer comfort and convenience is accepted.

SM.H6: Service quality has a positive effect on economic and social benefits

The standardized beta coefficient of service quality on economic and social benefits is 0.49 represents the partial effect of service quality on economic and social benefits, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that economic and social benefits would increase by 0.49 for every unit of standard deviation increase in service quality factors and this coefficient value is significant at 1% level. The hypothesis, service quality has a positive effect on economic and social benefits is accepted

SM.H7: Comfort and convenience has a positive effect on arousal

The standardized beta coefficient of Comfort and convenience on customer arousal is 0.23 represents the partial effect of Comfort and convenience on customer arousal, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that customer arousal would increase by 0.23 for every unit of standard deviation increase in Comfort and convenience factors and this coefficient value is significant at 1% level. Thus, the hypothesis, Comfort and convenience has a positive effect on customer arousal is accepted

SM.H8: Arousal has a positive effect on customer satisfaction

The standardized beta coefficient of arousal on customer satisfaction is 0.18 represents the partial effect of arousal on customer satisfaction, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that customer satisfaction would increase by 0.18 for every unit of standard deviation increase in arousal and this coefficient value is significant at 1% level. So, the hypothesis, arousal has a positive effect on customer satisfaction is accepted

SM.H9: Comfort and convenience has a positive effect on customer satisfaction

The standardized beta coefficient of comfort and convenience on customer satisfaction is 0.16 represents the partial effect of comfort and convenience on customer satisfaction, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that customer satisfaction would increase by 0.16 for every unit of standard deviation increase in comfort and convenience and this coefficient value is significant at 1% level. So, it can be concluded that the hypothesis, Comfort and convenience has a positive effect on customer satisfaction is accepted

SM.H10: Economic and social benefits has a positive effect on customer satisfaction

The standardized beta coefficient of economic and social benefits on customer satisfaction is 0.24 represents the partial effect of economic and social benefits on

The Influence of Marketing Mix and Service Quality on Consumer Behaviour

customer satisfaction, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that customer satisfaction would increase by 0.24 for every unit of standard deviation increase in economic and social benefits and this coefficient value is significant at 5% level. Therefore, the hypothesis, economic and social benefits has a positive effect on customer satisfaction is accepted

SM.H11: Customer satisfaction has a positive effect on patronage motive

The standardized beta coefficient of customer satisfaction on patronage motive is 0.37 represents the partial effect of customer satisfaction on patronage motive, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that patronage motive would increase by 0.37 for every unit of standard deviation increase in customer satisfaction factors and this coefficient value is significant at 1% level. The hypothesis, Customer satisfaction has a positive effect on patronage motive is accepted

Therefore, it can be concluded the all proposed hypotheses of the study are accepted. Therefore, it can be said that service quality and marketing mix offered by the shopping malls in Kerala have positive and significant effects on buying behaviour of the mall customers

8.9 Explanatory power of R² value

The explanatory power of the structural equation model is assessed by examining the R² value of the dependent variables. The R squared coefficient measures the percentage of variation that is explained by the model (See Model figure). The coefficient of determination for arousal, R² is 0.69. This value implies that about 69% of the variation in arousal is explained by service quality, marketing mix and comfort and convenience factors. This value leads to the conclusion that there are other independent variables that are necessary for predicting arousal besides these independent constructs. The remaining 31% of the variation in arousal is not explained by these independent constructs. The similar way, the R² value of comfort and convenience is 0.56, economic and social benefits are 0.26, customer satisfaction

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is 0.66 and patronage motive is 0.14. It reveals that arousal, comfort and convenience and customer satisfaction factors have high explanatory power and patronage motive and economic and social benefits have low explanatory power in this study model.

Table 8.13
Hypotheses of Model Building

Hypotheses No.	Hypotheses for model developed	Result of Hypotheses testing
SM.H1	Marketing mix has a positive effect on arousal	<i>Supported</i>
SM.H2	Marketing mix has a positive effect on customer comfort and convenience	<i>Supported</i>
SM.H3	Marketing mix has a positive effect on economic and social benefits	<i>Supported</i>
SM.H4	Service quality has a positive effect on arousal	<i>Supported</i>
SM.H5	Service quality has a positive effect on customer comfort and convenience	<i>Supported</i>
SM.H6	Service quality has a positive effect on economic and social benefits	<i>Supported</i>
SM.H7	Comfort and convenience has a positive effect on arousal	<i>Supported</i>
SM.H8	Arousal has a positive effect on customer satisfaction	<i>Supported</i>
SM.H9	Comfort and convenience has a positive effect on customer satisfaction	<i>Supported</i>
SM.H10	Economic and social benefits has a positive effect on customer satisfaction	<i>Supported</i>
SM.H11	Customer satisfaction has a positive effect on patronage motive	<i>Supported</i>

SM.H1 indicates Structural Model Hypothesis

8.12 Conclusion

In this chapter, various hypotheses were tested and a model for shopping malls in Kerala was developed based on the results of these hypotheses testing. All hypotheses are supported with theoretical models. Fit indices show that both allCFA models and SEM models are a good fit. The next chapter deals with summary of findings of the study and conclusion.

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CHAPTER 9

SUMMARY OF FINDINGS AND CONCLUSIONS

9.1 Introduction

The study focused on shopping behaviour , customer's preferences and mall attributes which motivates customers to come and shop from malls in Kerala. It also discusses the level of marketing mix and service quality offered by the shopping malls in Kerala and its influences on consumer behaviour.

This is classified in to six important parts. In the first part discusses the conceptual and theoretical framework of the study. The second part analyses the demographic profile and shopping behaviour of the respondents. Third part analyzes the customer's preferences of products and services available in shopping malls and the mall attributes which luring the customers to the mall. The fourth part analyses the level of service quality and marketing mix offered by the shopping malls and its association with selected factors of consumer behaviour in shopping malls.

The fifth part of the study discusses the differences between the selected demographic variables (sex, age, marital status, occupation, income and area of residence) of the respondents with respect to service quality, marketing mix, buying factors and customer satisfaction. The last part of the study analyses the influence of marketing mix and service quality on consumer behaviour. The study area is confined to the shopping malls in Kerala.

This chapter covers the vital part of the thesis that major findings of the study. Findings are presented on the bases of objectives of the study.

9.2 Statement of the Problem

Shopping mall is the largest form of organized retailing in India. Shopping malls are become a part of new life style among the young generation. In the initial stage of the development of mall culture, the shopping mall was visited only by the upper

class people. Now a days more people irrespective of the age, sex, education, occupation and income etc. visiting the shopping mall. The scope of mall buying is spreading in Kerala due to high income and more consumption of different products. The mall culture has gained acceptance and customers are repeating their visits for successive purchases marked by the increase of regular users at shopping malls in Kerala. Shopping malls are developing in almost all districts of Kerala providing shopping, food and entertainment etc. all under one roof .There is very relevant to undertake a systematic study of shopping malls in Kerala and its marketing mix, service quality and customer satisfaction. So the study has been selected as “shopping malls in Kerala - the influence of marketing mix and service quality on consumer behaviour”.

9.3 Objectives of the Study

The main objective of present investigation is to conduct an in-depth analysis of shopping behaviour of mall customers in Kerala and the influence of marketing mix and service quality of shopping malls on consumer behaviour. To achieve this objective the following objectives are framed

1. To study the shopping behaviour of the customers in shopping malls in Kerala
2. To trace the customer preferences for products and services in shopping malls and to check the diverse attributes of malls in luring the customers.
3. To examine the level of marketing mix and service quality offered by the shopping malls in Kerala
4. To analyze the socio demographic difference of the mall customers of Kerala in terms of marketing mix, service quality, buying factors and customer satisfaction
5. To explore the influence of marketing mix and service quality on consumer behaviour in shopping malls in Kerala

9.4 Hypotheses of the study

In line with the above stated objectives, the following hypotheses were developed and tested with the help of suitable statistical tools.

Major hypotheses of the study

H0: There is no significant difference among the customers' preferences for different types of products and services available in the shopping malls in Kerala

H0: There is no significant difference among the mall customers from different socio-demographic profiles with respect to preferences of products and services available in the shopping malls

H0: There is no significant difference among the customers regarding the mall attributes which motivate them to shop from the mall.

H0: There is no significant difference among the mall customers from different socio-demographic profiles regarding the mall attributes which motivates them to buy from shopping malls

H0: Proportions of the level of service quality and marketing mix factors offered by the shopping malls in Kerala are equally distributed

H0: There is no significant difference among the mall customers from different socio-demographic profiles regarding the dimensions of service quality and marketing mix offered by the malls in Kerala

H0: There is no significant difference among the mall customers from different socio-demographic profiles regarding the dimensions of buying factors and customer satisfaction of the mall customers

H0: Marketing mix has a positive effect on arousal, customer comfort and convenience, economic and social benefits

H0: Service quality has a positive effect on arousal, customers' comfort and convenience, economic and social benefits

H0: Comfort and convenience has a positive effect on arousal

H0: Arousal has a positive effect on customer satisfaction

H0: Comfort and convenience has a positive effect on customer satisfaction

H0: Customer satisfaction has a positive effect on patronage motive

9.5 Research Methodology

The method of the research is both descriptive and analytical in nature. Both secondary and primary data were collected and used for the study. The secondary data needed for the study were gathered from various reports and studies conducted in India and abroad. The primary data were collected through a sample survey with the help of a structured questionnaire. A two-stage sampling method has been adopted for the study. In the first stage sample of shopping malls was selected through simple random sampling method and in the second stage customers were selected from the seven shopping malls in Kerala by Convenience sampling method. The Sample size of the study was **383**.

9.6 Chapterisation

- Chapter 1 Introduction
- Chapter 2 Review of Literature
- Chapter 3 Shopping Malls – An Overview
- Chapter 4 Shopping Behaviour of Mall Customers in Kerala
- Chapter 5 Customers’ Preferences and Attributes of Shopping Malls
- Chapter 6 The Level of Marketing Mix and Service Quality Offered by the Shopping Malls in Kerala
- Chapter 7 Marketing Mix, Service Quality, Buying Factors and Customer Satisfaction of Mall Customers: A Socio-Demographic Comparison
- Chapter 8 The Influence of Marketing Mix and Service Quality on Consumer Behaviour
- Chapter 9 Summary of Findings and Conclusion
- Chapter 10 Recommendations and Scope for Further Research.

9.7 Findings of the Study

9.7.1 Objective I: To understand the shopping behaviour of customers in shopping malls

- 99 percent respondent's opinions that they go for shopping in the malls when they need to buy something.
- It is found that 46 percent of the respondents visit shopping malls 1-2 times within a month. Only a few respondents visit shopping mall above 4 times.
- 51 percent of the respondents prefer to go shopping in their holidays. Only 13 percent respondents prefer to go shopping in week days.
- It seen that 69 percent of the respondents prefer to visit the malls in the evening time. Only 12 percent customers prefer to visit the malls in the morning time.
- It is observed that 39 percent of the respondents need to travel 0-5 Km to go shopping malls. Only a few customers travel 10-15 Km to go shopping malls.
- Out of 383 respondents, 183 of them use four-wheeler to go shopping malls. Only a few respondents use auto to go shopping malls.
- 71 percent respondents are regular visitors. And few respondents are irregular visitors.
- 43 percent of the respondents go shopping malls with their family. Only 5.5% of the respondents go shopping malls with their boyfriend/girlfriend.
- 58 percent of respondents do not purchase daily use of products from the shopping malls.
- It is identified that 44 percent of the respondents visit up to 6 stores on every trip to the malls. Only a few respondents visit above 9 stores on every trip to the malls.

Summary of Findings and Conclusions

- Half of the respondents spent 3 hours per visit in the malls. Only 11 percent respondents spend an average time up to 2 hours per visit.
- 35 percent of the respondents spent an average amount up to Rs 1000 per visit to the malls. Only a few respondents spent an average amount of Rs 3000 to Rs 4,000
- Half of the respondents use ATM cards for making payment in the malls. Only 6 percent of the respondents use credit cards for making payment.
- 67 percent of respondents says their favorite combinations at malls are Shopping + Food + Entertainment. Only a few respondents say their favorite combinations at malls are Food + Entertainment.

9.7.2 Objective II: To find out customers' preferences towards products and services available in the malls and to check the diverse attributes of malls in luring the customers.

- There is significant difference among mean ranks towards the customers' preferences of products and services available in the shopping malls in Kerala. Based on mean rank, apparels is the most preferred product by the customers of shopping malls in Kerala, followed by Dining /food items, Movies, Groceries, fruits, and vegetables, Cosmetics, personal care products, and footwear, Games and entertainment, Electronic and household items, and Jewellery.
- There is significant difference among mean ranks towards attributes which motivates shopping mall customers in Kerala. Based on mean rank discounts and offers are the most important attributes which motivates the mall customers in the shopping malls in Kerala followed by everything under one roof, variety of stores, entertainment facilities, availability of various brands, quality of services, air conditioning and parking facility

9.7.2.1 Socio-demographic difference among the mall customers with respect to the preference towards the products and services available in the shopping malls

- There is significant difference among the customers' preferences of products and services available in the shopping malls in Kerala.
- It is noticed from the analysis that Apparel are the most preferred product by the customers of shopping malls in Kerala, followed by Dining /food items, Movies, Groceries, fruits, and vegetables, Cosmetics, personal care products, and footwear, Games and entertainment, Electronic and household items, and Jewellery.
- There is significant difference between male and female customers regarding their preferences towards the products and services available in the shopping malls such as groceries, fruits and vegetables, apparels, cosmetics, personal care products and footwear, electronic and household items, jewellery, games and entertainment and movies.
- It is identified that there is no significant difference between male and female customers with regard to customers' preferences towards dining items in the shopping malls in Kerala.
- Female customers show more preference to the products such as groceries, fruits and vegetables, cosmetics, personal care products and footwear and jewellery than male customers.
- Male customers show more preference in the products such as electronic and household items, games and entertainment and movies in shopping malls than female customers. Female customers are more preferred to apparels in the shopping malls than male customers.
- There is significant difference between various age group customers regarding their preference towards the products and services available in shopping malls such as groceries, fruits and vegetables, apparels, cosmetics,

Summary of Findings and Conclusions

personal care products and footwear, electronic and household items, dining/food items, games and entertainment and movies.

- There is no significance difference between age group of customers with respect to the preference towards the product jewellery.
- Above 50 age group customers are more preferred to the products that groceries, fruits and vegetables than 31 to 50 and 18 to 30 age group customers. Whereas, 31 to 50 age group customers are more preferred in product groceries, fruits and vegetables than 18 to 30 age group customers.
- 31 to 50 age group customers feel more preference in the product apparels than 18 to 30 age group and above 50 age group customers. 18 to 30 age group customers show more preference in the product cosmetics, personal care products and footwear than above 50 age group customers.
- Above 50 age group customers are more preferred to the product electronic and household items than 18 to 30 age group customers. And 31 to 50 age group customers are more preferred to the product electronic and household items than 18 to 30 age group customers.
- 18 to 30 years age group customers and above 50 years age group customers show more preference towards the product dining items than 31 to 50 years age group customers.
- 18 to 30 age group customers show more preference in the service games and entertainment than 31 to 50 age group customers. And also 18 to 30 age group customers show more preference than above 50 age group customers in games and entertainment.
- 18 to 30 age group customers show more preference in the service movies than 31 to 50 age group customers. And also 18 to 30 and 31 to 50 age group customers show more preference than above 50 age group customers in the factor movies.

Summary of Findings and Conclusions

- There is significant difference between married and unmarried regarding the customers' preferences towards the products and services available in the shopping malls like groceries, fruits and vegetables, apparels, jewellery, games and entertainment and movies.
- There is no significant difference among married and unmarried customers in their preference to the products available in shopping mall like cosmetics, personal care products and footwear, electronic and household items and dining/food items.
- Married customers show more preference to the products such as groceries, fruits and vegetables, apparels and jewellery than unmarried customers. Unmarried customers show more preference in the services games and entertainment and movies than married customers.
- There is significance difference between occupation of customers regarding their preference towards the products and services available in the shopping malls just as groceries, fruits and vegetables, apparels, electronic and household items, dining/food items, jewellery, games and entertainment and movies.
- There is no significant difference between occupation of customers regarding their preference to the product cosmetics, personal care products and footwear in shopping malls.
- Customers under housewife group are more preferred to the product groceries, fruits and vegetables than Businessman community, Professional customers and student community. Whereas, salaried customers show more preference in the product groceries, fruits and vegetables than Businessman community, Professional customers and student community.
- Professional customers, customers under Businessman community, salaried customers and customers under housewife group are more preferred to the product apparels than student customers.

Summary of Findings and Conclusions

- Customers in Businessman community are more preferred in the product electronic and household items than student and housewife customers. Whereas, salaried customers show more preference to electronic and household items than student customers and customers under housewife group.
- Student customers shows more preference to the product dining items than professional customers, customers under housewife group, Businessman community and salaried customers.
- Customers under housewife group are more preferred to the product jewellery than professional customers, salaried customers, students and Businessman customers. Whereas, professional customers, salaried customers and student customers are more preferred to jewellery than customers under Businessman community.
- Student customers show more preference to the service that games and entertainment than customers under Businessman community, professional customers, customers under housewife group and salaried customers. Whereas, customers under Businessman community show more preference in games and entertainment than housewife and salaried customers.
- Student customers are more preferred in the service movies than professional, Businessman, salaried and housewife customers. Professional customers show more preference in movies than salaried and housewife customers. Whereas, customers under Businessman community show more preference in mall service that movies than housewife customers. And salaried customers show more preference in service movies than customers under housewife group.
- There is a significance difference between income group of customers and regarding the customers' preferences towards the products and services available in the shopping malls such as groceries, fruits and vegetables, apparels, games and entertainment and movies.

Summary of Findings and Conclusions

- There is no significance difference between income group of customers regarding the preference towards the products available in malls like cosmetics, personal care products and footwear, electronic and household items, dining/food items, jewellery.
- Above Rs 120000 income group, between Rs 80001- Rs 120000 income group and between Rs 40001 – Rs 80000 income group customers show more preference in the product groceries, fruits and vegetables than below Rs40000 income group customers.
- Above Rs 120000 income group, Rs 40001 – Rs 80000 income group and Rs 80001 - Rs 120000 income group customers show more preference towards the mall product apparels than customers under income group below Rs 40000.
- Below Rs 40000 income group customers show more preference towards service games and entertainment than Rs 40001 - Rs 80000 income group, Rs 80001 – Rs 120000 income group and above Rs 120000 income group customers.
- Below Rs 40000 income group customers show more preference towards mall service movies than Between Rs 40001 - Rs 80000 income group, between Rs 80001 – Rs 120000 income group and above Rs 120000 income group customers.
- There is significance difference between urban, semi-urban and rural customers regarding their preferences towards the products and services available in the shopping malls such as groceries, fruits and vegetables, apparels, jewellery, games and entertainment and movies.
- There is no significance difference between urban, semi-urban and rural regarding customers' preferences towards the products and services available in the shopping malls such as cosmetics, personal care products and footwear, electronic and household items and dining/food items in shopping malls.

Summary of Findings and Conclusions

- Urban and semi-urban customers are more preferred in the product groceries, fruits and vegetables than rural customers. Urban customers are more preferred in the product apparels than semi-urban and rural customers.
- Urban customers show more preference in the product jewellery than semi-urban customers. Rural customers show more preference in the service games and entertainment than semi-urban and urban customers. Rural and semi-urban customers are more preferred in the service movies than urban customers.

Table 9.1

Result Summary of Significant Difference between Selected Demographical Variables of Mall Customers and Customer's Preferences of Products and Services Available in the Shopping Malls

Products and services available in the shopping malls	Test Results (P value and Decision regarding H0)					
	Socio-Demographic factors					
	Gender	Age	Marital status	Occupation	Income	Area of residence
Groceries, fruits and vegetables	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	0.004** Rejected
Apparels	0.028* Rejected	<0.001** Rejected	0.003** Rejected	<0.001** Rejected	<0.001** Rejected	0.037* Rejected
Cosmetics, personal care products and footwear	<0.001** Rejected	0.048* Rejected	0.749 ^{NS} Accepted	0.122 ^{NS} Accepted	0.069 ^{NS} Accepted	0.457 ^{NS} Accepted
Electronic & household items	<0.001** Rejected	<0.001** Rejected	0.719 ^{NS} Accepted	0.001** Rejected	0.328 ^{NS} Accepted	0.263 ^{NS} Accepted
Dining/food items	0.130 ^{NS} Accepted	0.003** Rejected	0.051 ^{NS} Accepted	<0.001** Rejected	0.115 ^{NS} Accepted	0.935 ^{NS} Accepted
Jewellery	<0.001** Rejected	0.213 ^{NS} Accepted	0.002** Rejected	<0.001** Rejected	0.372 ^{NS} Accepted	0.029* Rejected
Games and entertainment	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	0.001** Rejected
Movies	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	0.004** Rejected

*** denotes significant at 1% level; * denotes significant at 5% level; NS denotes non significance*

9.7.2.2 Socio-demographic difference among the mall customers with respect to the mall attributes that luring the customers to shop from the malls

- There is significant difference among the attributes which motivates shopping mall customers in Kerala.
- Discounts and offers are the most important attributes which motivates the mall customers in the shopping malls in Kerala followed by everything under one roof, variety of stores, entertainment facilities, availability of various brands, quality of services, air conditioning and parking facility.
- There is significance difference between male and female customers with regard to the attributes such as everything under one roof, air conditioning, entertainment facilities and variety of stores.
- There is no significant difference between male and female customers with regard to attribute such as quality of service, parking facility, discounts and offers and availability of brands
- Female customers feel more attraction to the attributes everything under one roof and variety of stores than male customers. Male customers feel more attraction to the attribute entertainment facilities than female customers. Male customers feel more attraction to air conditioning in shopping malls than female customers.
- There is significance difference between age group of customers and attributes such as everything under one roof, entertainment facilities, air conditioning, parking facility, variety of stores and discounts and offers.
- There is no significance difference between age group of customers and attributes of shopping malls namely quality of service and availability of brands.
- Above 50 age group customers are more motivated by the attribute everything under one roof than 31 to 50 and 18 to 30 age group customers.

Summary of Findings and Conclusions

And 31 to 50 age group customers show increased motivation by the attribute everything under one roof than 18 to 30 age group customers.

- 18 to 30 age group customers are more motivated to purchase from shopping malls because of the attribute entertainment facilities than 31 to 50 and above 50 age group customers. Also 31 to 50 age group customers feel more motivation than above 50 age group customers.
- Customers in the age group 18 to 30 years are more motivated by the attribute air conditioning than 31 to 50 and above 50 year age group customers.
- The attribute parking facility motivates above 50 age group customers more to shop from shopping malls than 31 to 50 age group and 18 to 30 age group customers. Beside these, 31 to 50 age group customers are more motivated by attribute parking facility to shop than 18 to 30 age group customers.
- Above 50 age group customers are more motivated by the attribute variety of stores than 18 to 30 year age group customers to shop from malls in Kerala. Customers in the age group 18 to 30 years feel more motivated to shop from shopping malls because of the attribute discounts and offers than above 50 and 31 to 50 year age group customers.
- There is significance difference between married and unmarried customers with regard to attributes such as everything under one roof, entertainment facilities, air conditioning, parking facility, variety of stores and availability of brands.
- There is no significant difference between married and unmarried customers with regard to attribute such as quality of service and discounts and offers.
- Married customers feel more attraction to the attributes everything under one roof, parking facility, variety of stores and availability of brands than unmarried customers. Unmarried customers feel more attraction to the

Summary of Findings and Conclusions

attributes entertainment facilities and air conditioning than married customers.

- There is significance difference between customers having various occupation and attributes that motivates them to shop from malls such as everything under one roof, entertainment facilities, quality of service, air conditioning, parking facility, variety of stores, discounts and offers and availability of brands.
- Customers under housewife group are more motivated by the attribute everything under one roof than customers under Businessman community, professional customers and student customers. Whereas, salaried customers show increased motivation than Businessman community, professional customers and student customers. Customers under Businessman community are better motivated by attribute everything under one roof than student customers. Beside these, professional customers are more motivated by the attribute everything under one roof than student customers.
- Student customers are more motivated by the attribute entertainment facilities than customers doing business, professional customers, salariedcustomers and housewife customers. Customers under Businessman community are more motivated by entertainment facility than salaried and housewife customers. And professional customers also show increased motivation by the attribute entertainment facility than salaried and housewifecustomers.
- Customers under housewife group are more motivated by the attribute quality of service in shopping malls than student customers, professional customers, Businessman customers and salaried customers. Whereas, student and professional customers are more motivated by attribute quality of servicein shopping mall than salaried customers.

Summary of Findings and Conclusions

- Student customers are more motivated by air conditioning in shopping malls than customers under Businessman community, housewife group, professional customers and salaried customers.
- Salaried customers are more motivated by attribute parking facility in shopping malls than professional customers, housewife customers and student customers. Whereas, customers under Businessman community, professional community and housewife group feel increased motivation than student customers regarding the attribute parking facility in shopping mall.
- Professional customers and salaried customers are more motivated by attribute variety of stores in shopping malls than student customers. Student customers are more motivated by attribute discounts and offers in shopping malls than customers under housewife group, salaried customers, professional customers and customers under Businessman community.
- Professional customers and salaried customers are more motivated by attribute availability of brands in shopping malls than student customers.
- There is significance difference between income of customers and attributes towards shopping malls just like everything under one roof, entertainment facilities, air conditioning, parking facility, variety of stores, discounts and offers and availability of brands.
- There is no significance difference between income of customers and their motivation to shop from malls regarding the attribute quality of service in shopping malls.
- Customers with income between Rs 80001 - Rs 120000, above Rs 120000 and between Rs 40001 – Rs 80000 are more motivated to shop from malls than below Rs 40000 income group customers because of the attribute everything under one roof.

Summary of Findings and Conclusions

- Below Rs40000 income group customers are more motivated by the attribute entertainment facilities than customers with income between Rs40001–Rs80000, between Rs 80001 - Rs 120000 and above Rs 120000.
- Below Rs 40000 income group customers feel more motivation to shop from malls because of air conditioning facilities than between Rs 40001 – Rs 80000 income group, between Rs 80001 - Rs 120000 income group and above Rs 120000 income group customers. And between Rs 40001 – Rs 80000 income group customers are more motivated by the attribute air conditioning than above Rs 120000 income group customers.
- The attribute parking facility act as an important attribute in motivating customers having income above Rs 120000 than customers having income between Rs 80001 - Rs 120000, between Rs 40001 - Rs 80000 and below Rs 40000. Also customers having income between Rs 80001 - Rs 120000 and between Rs 40001 - Rs 80000 are more motivated than below Rs 40000 income group customers by the attribute parking facility.
- Customers with income above Rs 120000 are more motivated by the attribute variety of stores than between Rs 40001 - Rs 80000 income group and below Rs 40000 income group customers. Whereas, between Rs 80001- Rs 120000 income group customers are more motivated by the attribute variety of stores than below Rs 40000 income group customers.
- Customers with income between Rs 40001– Rs 80000 are more motivated by the attribute discounts and offers than between Rs 80001 - Rs 120000 income group customers. Between Rs 40001 - Rs 80000 income group customers shows more motivation by the attribute discounts and offers than above Rs 120000 income group customers. Whereas, customers with income below Rs 40000 are more motivated by the attribute discounts and offersthan between Rs 80001- Rs 120000 income group and above Rs 120000 income group customers.

Summary of Findings and Conclusions

- Above Rs 120000 income group customers are more motivated by the attribute availability of brands than between Rs 40001 – Rs 80000 income group and below Rs40000 income group customers. Between Rs 80001 - Rs 120000 income group customers feel more motivated by the attribute availability of brands than below Rs 40000 income group customers.
- There is significance difference between area of residence of customers with respect to the attributes such as everything under one roof, entertainment facilities, air conditioning, parking facility, variety of stores, discounts and offers and availability of brands.
- There is no significance difference between area of residence of customers and attraction of attribute quality of service. Urban and semi-urban customers are more motivated to shop from malls than rural customers because of the attribute everything under one roof.
- Rural customers are more motivated by the attribute entertainment facilities than semi-urban and urban customers. The attribute air conditioning motivates rural customers more to shop from shopping malls than semi- urban and urban customers.
- Urban customers and semi-urban customers are more motivated by the attribute parking facility than rural customers. Urban customers are more motivated by the attribute variety of stores than rural and semi-urban customers.
- The attribute discounts and offers motivate semi-urban customers more to shop from malls than urban customers. Urban customers are more motivated by the attribute availability of brands than rural and semi-urban customers.

Table 9.2

Result Summary of Significant Difference between Selected Demographical Variables of Mall Customers and Mall Attributes

Attributes	Test Results (P value and Decision regarding H0)					
	Socio-Demographic factors					
	Gender	Age	Marital status	Occupation	Income	Area of residence
Everything under one roof	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	0.002** Rejected	0.004** Rejected
Entertainment facilities	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected
Quality of service	0.105 ^{NS} Accepted	0.235 ^{NS} Accepted	0.080 ^{NS} Accepted	<0.001** Rejected	0.915 ^{NS} Accepted	0.201 ^{NS} Accepted
Air conditioning	0.025* Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected
Parking facility	0.340 ^{NS} Accepted	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected	0.003** Rejected
Variety of stores	<0.001** Rejected	0.040* Rejected	<0.001** Rejected	0.042* Rejected	<0.001** Rejected	0.003** Rejected
Discounts and offers	0.255 ^{NS} Accepted	<0.001** Rejected	0.470 ^{NS} Accepted	<0.001** Rejected	<0.001** Rejected	0.011* Rejected
Availability of brands	0.620 ^{NS} Accepted	0.621 ^{NS} Accepted	0.049* Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected

9.7.3 Objective III: To examine the level of service quality and marketing mix offered by the shopping malls in Kerala

9.7.3.1 Level of marketing mix offered by the shopping malls in Kerala.

- Shopping malls in Kerala offers moderate level product mix to their customers
- The mall customers consider the product price in the malls is at moderate level. So, it can be inferred that shopping malls in Kerala offer moderate level product price to their customers.
- Shopping malls in Kerala offer high level place mix to customers. It means that majority of the shopping malls in Kerala located in nearness to city and at good mall ambience. Most of the Shopping malls in Kerala situated at convenient and easily reachable location and it helps to attract customers from rural, semi urban and urban area.
- Shopping malls in Kerala offer high level promotion mix to their customers. It means that the customers can shop from malls products at discount rate and they get some products at everyday low price.

Table 9.3

Findings Summary of Level of Marketing Mix Factor Offered by the Malls in Kerala

SI. No.	Construct	Level of attainment
1	Product mix	<i>Moderate</i>
2	Price mix	<i>Moderate</i>
3	Place mix	<i>High</i>
4	Promotion mix	<i>High</i>

9.7.3.2 The level of marketing mix across the selected factors of consumer behaviour in shopping malls in Kerala

- There is no significant association between type of visit by the customers in shopping malls in Kerala and level of product factor in the malls.
- There is no significant association between time spent by the customers in shopping malls in Kerala and level of product factor in the malls.
- There is a significant association between average amount spent by the customers in shopping malls in Kerala and level of product factor offered by the malls. Customers who spend an amount of up to 1,000 are more likely to have low levels of product factor, whereas shoppers who spend an amount of more than 4,000 are more likely to have high levels of product factor. As a result, it is reasonable to determine that shoppers who shop at an amount of above 4,000, have a greater effect on the price factor than customers who shop at an amount of up to 1000, 1,001 to 2,000, 2,001 to 3,000, and 3,001 to 4,000 in the shopping malls in Kerala.
- There is a significant association between type of visitor in shopping malls in Kerala and level of price factor in the malls. A low level of price factor is more prevalent among irregular visitors, whereas a high level of price factor is more frequent among regular visitors. Therefore, it is possible to infer that shoppers who visit regularly have a greater influence on the price factor than customers who visit irregularly in shopping malls in Kerala.
- There is a significant association between number of stores visited by the customers in shopping malls in Kerala and level of price factor in the malls. It is possible to infer that shoppers who go to six to nine stores have a greater influence on the price factor than customers who shop at up to 6 stores and customers who shop at more than 9 stores in shopping malls in Kerala.
- There is a significant association between time spent by the customers in shopping malls in Kerala and level of price factor in the malls. Customers

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who spent 3 hours in shopping malls are more likely to have a high level of price factor, while visitors who spent 4 or more hours are more likely to have a low level of price factor. Therefore, it is possible to infer that shoppers who spent 3 hours have a greater influence on the price factor than customers who spent up to 2 hours and customers who spent 4 and above hours in shopping malls in Kerala.

- There is a significant association between average amount spent by the customers in shopping malls in Kerala and level of price factor in the malls .Customers who shop at an amount of 3,001 to 4,000 have a greater influence on the price factor than customers who shop at an amount of up to 1000, 1,001 to 2,000, 2,001 to 3,000, 3,001 to 4,000 and above 4000 in the shopping malls in Kerala.
- There is no significant association between type of visit by the customers in shopping malls in Kerala and level of place factor in the malls.
- There is no significant association between number of stores visited by the customers in shopping malls in Kerala and level of place factor in the malls.
- There is no significant association between time spent by the customers in shopping malls in Kerala and level of place factor in the malls.
- There is a significant association between average amount spent by the customers in shopping malls in Kerala and level of place factor of the malls. Customers who shop at an amount of 1,001 to 2,000 have a greater influence on the price factor than customers who shop at an amount of up to 1000, 2,001 to 3,000, 3,001 to 4,000 and above 4000 in the shopping malls in Kerala.
- There is a significant association between type of visit by the customers in shopping malls in Kerala and level of promotion factor in the malls. Customers who visit regularly have a greater influence on the promotion factor than customers who visit irregularly in shopping malls in Kerala.

Summary of Findings and Conclusions

- There is no significant association between number of stores visited by the customers in shopping malls in Kerala and level of promotion factor in the malls.
- There is no significant association between time spent by the customers in shopping malls in Kerala and level of promotion factor in the malls.
- There is no significant association between average amount spent by the customers in shopping malls in Kerala and level of promotion factor in the malls.

9.7.3.3 Level of Service quality offered by shopping malls in Kerala.

- Shopping malls in Kerala offer high level tangibility features to their customers. It means the malls have modern physical facilities, equipment, and the communication materials associated with the products clearly displayed, easy to read and appealing. The appearances of sales persons are well dressed and good.
- Shopping malls in Kerala offer low level reliability features to their customers with regards to performing services right the first time itself and timely home delivery. Most of the customers did not use the home delivery facility offered by the shopping malls. So they don't have any reliability on home delivery of products at the correct time.
- There is no significant difference regarding the level of responsiveness factor offered by the shopping malls in Kerala.
- Shopping malls in Kerala offer high level assurance factors to their customers. It means the sales staff's attitude to customers is different from customers to customers and shopping malls to shopping malls. One of the main reasons of this difference is that the quality of work life of sales staffs in retail stores in shopping mall.

- There is no significant difference regarding the level of empathy factor offered by the shopping malls in Kerala.

Table 9.4

Findings Summary of Level of Service Quality Factor Offered by the Malls in Kerala

Sl. No.	Construct	Level of attainment
1	Tangibility	<i>High</i>
2	Reliability	<i>Low</i>
3	Responsiveness	<i>Non-Significant</i>
4	Assurance	<i>High</i>
5	Empathy	<i>Non-Significant</i>

9.7.3.4 The level of service quality across the selected factors of consumer behaviour in shopping malls in Kerala

- There is no significant association between type of visit by the customers in shopping malls in Kerala and level of tangibility factor in the malls.
- There is a significant association between number of stores visited by the customers in shopping malls in Kerala and level of tangibility factor in the malls. Customers who shop at more than 9 stores have a greater influence on the tangibility factor than customers who shop at up to 6 stores and customers who visit 6 to 9 stores in shopping malls in Kerala.
- There is no significant association between time spent by the customers in shopping malls in Kerala and level of tangibility factor in the malls.
- There is a significant association between average amount spent by the customers in shopping malls in Kerala and level of tangibility factor in the malls. Customers who spend between 1,001 to 2,000 have a bigger impact on the pricing factor than those who spend up to 1,000, 2,001 to 3,000, 3,001 to 4,000 and above 4000 in the shopping malls in Kerala.

Summary of Findings and Conclusions

- There is no significant association between type of visit by the customers in shopping malls in Kerala and level of reliability factor in the malls.
- There is no significant association between number of stores visited by the customers in shopping malls in Kerala and level of reliability factor in the malls.
- There is no significant association between time spent by the customers in shopping malls in Kerala and level of reliability factor in the malls.
- There is a significant association between average amounts spend by the customers in shopping malls in Kerala and level of reliability factor in the malls. Customers who spent an amount of up to 1,000 in shopping malls were more likely to have a low level of reliability, while those who spent an amount of more than 4,000 were more likely to have a high level of reliability.
- There is a significant association between type of visit by the customers in shopping malls in Kerala and level of responsiveness factor from the malls. Customers who visit regularly have a greater influence on the responsiveness factor than customers who visit irregularly in shopping malls in Kerala.
- There is no significant association between number of stores visited by the customers in shopping malls in Kerala and level of responsiveness factor in the malls.
- There is a significant association between time spent by the customers in shopping malls in Kerala and level of responsiveness factor in the malls. Customers who spent 3 hours have a greater influence on the responsiveness factor than customers who spent up to 2 hours and customers who spent 4 and above hours in shopping malls in Kerala.
- There is a significant association between average amount spent by the customers in shopping malls in Kerala and level of responsiveness factor offered by the malls. A low level of responsiveness factor is more prevalent

Summary of Findings and Conclusions

among the customers who spent an amount of 3,001 to 4,000, whereas a high level of responsiveness factor is more frequent among customers who spend an amount of above 4,000 in shopping malls.

- There is a significant association between type of visit by the customers in shopping malls in Kerala and level of assurance factor from the malls. Customers who visit regularly have a greater impact on the assurance factor than customers who visit irregularly in shopping malls in Kerala.
- There is no significant association between number of stores visited by the customers in shopping malls in Kerala and level of assurance factor in the malls.
- There is no significant association between time spent by the customers in shopping malls in Kerala and level of assurance factor in the malls.
- There is a significant association between average amount spent by the customers in shopping malls in Kerala and level of assurance factor offered by the malls. A low level of assurance factor is more prevalent among the customers who spent an amount of up to 1000, whereas a high level of assurance factor is more frequent among customers who spend an amount of 1,001 to 2,000 in shopping malls.
- There is a significant association between type of visit by the customers in shopping malls in Kerala and level of empathy factor from the malls. Customers who visit regularly have a greater impact on the empathy factor than customers who visit irregularly in shopping malls in Kerala.
- There is no significant association between number of stores visited by the customers in shopping malls in Kerala and level of empathy factor in the malls.
- There is no significant association between time spent by the customers in shopping malls in Kerala and level of empathy factor in the malls.

Summary of Findings and Conclusions

- There is no significant association between average amount spent by the customers in shopping malls in Kerala and level of empathy factor in the malls.

9.7.4 Objective IV: To identify the socio demographic differences among the mall customers regarding the factors of service quality, marketing mix, buying factors and customer satisfaction

9.7.4.1 The marketing mix factors across various socio-demographic profiles of mall customers

- There is no significance difference between male and female customers with respect to dimensions of marketing mix such as product mix, price mix, place mix, promotion mix and overall marketing mix.
- There is significance difference between the age group of customers regarding marketing mix factors like price mix, promotion mix and overall marketing mix.
- There is no significance difference between the age group of customers with respect to the dimensions of marketing mix such as product mix and place mix.
- 31 to 50 age group customers feel better in price mix of shopping malls than 18 to 30 age group customers. 18 to 30 age group customers feel more attraction in price mix than above 50 age group customers. 18 to 30 age group customers feel better in promotion mix of shopping malls than above 50 age group customers. 31 to 50 age group customers feel more enjoyment in promotion mix than above 50 age group customers. And 31 to 50 age group customers feel more attraction in overall marketing mix of shopping malls in Kerala than 18 to 30 age group customers.
- There is no significance difference between married and unmarried customers with regard to the dimensions of marketing mix such as product mix, price mix, place mix, promotion mix and overall marketing mix.

Summary of Findings and Conclusions

- There is significance difference between occupation of customers regarding the marketing mix factors that product mix, price mix, promotion mix and overall marketing mix.
- There is no significance difference between occupations of customers with respect to the factor place mix.
- Businessman community feel better with factor product mix than student community and salaried customers. Also, Businessman customers are more attracted to the factor product mix than housewife customers. Whereas, salaried customers feel more attraction in price mix than student customers. Businessman community feel better with price mix than student customers. Professional customers are more attracted in price mix of shopping malls than student customers. Housewife customers feel more attracted to price mix than student customers. Whereas, Businessman customers feel better in promotion mix of shopping malls than student and salaried customers.
- Professional customers are more attracted to promotion mix than student and salaried customers. Businessman customers feel more attraction in promotion mix than housewife customers. Salaried customers are more attracted to overall marketing mix of shopping malls than student customers. Businessman community feel more enjoyment in overall marketing mix than student and salaried customers. Whereas, professional customers are more attracted in overall marketing mix than student and salaried customers. And Businessman customers feel more enjoyment in overall marketing mix of shopping malls in Kerala than housewife customers.
- There is significance difference between income group of customers with respect to the dimensions of marketing mix such as product mix, price mix, place mix and overall marketing mix.
- There is no significance difference between income groups of customers with respect to the dimension promotion mix.
- Rs 80001 - Rs 120000 income group customers feel more attracted in the product mix offered by shopping malls than below Rs 40000 income group

Summary of Findings and Conclusions

customers. Whereas, Rs 40000 - Rs 80000 income group customers feel more attracted in the price mix than below Rs 40000 income group customers. Also Rs 80001 - Rs 120000 income group customers feel more attracted to price mix than below Rs 40000 income group customers. And above Rs 120000 income group customers are more attracted to price mix offered by shopping malls than below Rs 40000 income group, Rs 40000 - Rs 80000 income group and Rs 80001 - Rs 120000 income group customers.

- Above Rs 120000 income group customers feel more attracted in place mix than below Rs 40000 income group customers. And Rs 40000-Rs 80000 income group customers feel more enjoyment in overall marketing mix than below Rs40000 income group customers. However, Rs 80001 - Rs 120000 income group customers feel more enjoyment in overall marketing mix than below Rs 40000 income group customers. And above Rs 120000 income group customers feel more attracted in overall marketing mix of shopping malls in Kerala than below Rs 40000 income group and Rs 40001 - Rs 80000 income group customers.
- There is significance difference between urban, semi-urban and rural customers regarding marketing mix factors such as price mix, place mix, promotion mix and overall marketing mix.
- There is no significance difference between urban, semi-urban and rural customers regarding the factor product mix offered by shopping malls in Kerala.
- Urban customers are more attracted in price mix of shopping malls than semi-urban and rural customers. However, semi-urban customers feel better with price mix than rural customers. Whereas, urban customers feel more attraction in the factor Place mix than semi–urban customers and rural customers. Rural customers are more attracted to the factor promotion mix than semi-urban customers. And urban customers feel better with overall marketing mix of shopping malls in Kerala than Semi-urban and rural customers.

Table 9.5

Result Summary of Significant Difference between Selected Demographical Variables of Mall Customers with respect to Dimensions of Marketing Mix

Dimensions of marketing mix	Test Results (P value and Decision regarding H0)					
	Socio-Demographic factors					
	Gender	Age	Marital status	Occupation	Income	Area of residence
Product mix	0.523 ^{NS} Accepted	0.564 ^{NS} Accepted	0.838 ^{NS} Accepted	0.008** Rejected	0.002** Rejected	0.542 ^{NS} Accepted
Price mix	0.610 ^{NS} Accepted	<0.001** Rejected	0.106 ^{NS} Accepted	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected
Place mix	0.559 ^{NS} Accepted	0.463 ^{NS} Accepted	0.581 ^{NS} Accepted	0.072 ^{NS} Accepted	0.006** Rejected	<0.001** Rejected
Promotion mix	0.244 ^{NS} Accepted	0.001** Rejected	0.564 ^{NS} Accepted	<0.001** Rejected	0.027 ^{NS} Accepted	0.014* Rejected
Overall marketing mix	0.878 ^{NS} Accepted	<0.001** Rejected	0.325 ^{NS} Accepted	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected

** denotes significant at 1% level; * denotes significant at 5% level; ^{NS} denotes non-significance

9.7.4.2 The service quality factors across various socio-demographic profiles of mall customers

- There is no significant difference between male and female customers concerning all the dimensions of service qualities like tangibility, reliability, responsiveness, assurance, empathy and overall service quality.
- There is significance difference between age group of customers about service quality factors just as assurance, empathy and overall service quality.
- There is no significance difference between age group of customers with regard to dimensions of service qualities like tangibility, reliability and responsiveness.
- 31 to 50 age group customers feel more assurance in service quality of shopping mall than 18 to 30 age group customers. Above 50 age group

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customers feel more assurance in service quality than 18 to 30 age group customers. 31 to 50 age group customers feel more enjoyment in the factor empathy than 18 to 30 age group customers. 31 to 50 age group customers are more satisfied in overall service quality than 18 to 30 age group customers. And above 50 age group customers are more satisfied in overall service quality of shopping malls in Kerala than 18 to 30 age group customers.

- There is significance difference between married and unmarried customers with regard to the assurance of service quality of malls in Kerala.
- There is no significance difference between married and unmarried customers in enjoyment of service quality factors like tangibility, reliability, responsiveness, empathy and overall service quality. Married customers feel more assurance in the service quality of malls than unmarried customers.
- There is significance difference between occupation of customers regarding the service quality factors that reliability, responsiveness, assurance and overall service quality. There is no significance difference between customers with different occupation regarding service quality factors like tangibility and empathy.
- Businessman feels more reliability in service qualities offered by shopping malls in Kerala than student customers and salaried community. Customers under housewife group feel more reliability in service qualities than student community. Businessman community feels more attraction to the factor responsiveness than salaried customers, student community and professional customers. Salaried customers feel more assurance in service quality than student community. Businessman community feels more assurance in service quality than student community.
- Salaried customers feel more assurance in service quality than customers under housewife group. Salaried customers feel more enjoyment in overall service quality factors offered by shopping malls than student community.

Summary of Findings and Conclusions

Whereas, Businessman community feel more enjoyment in overall service quality factors than student community. And Businessman community feel more enjoyment in overall service quality factors in shopping malls than professional customers.

- There is significance difference between income group of customers and assurance in service quality of shopping malls in Kerala. There is no significance difference between income group of customers with regard to dimensions of service quality such as tangibility, reliability, responsiveness, empathy and overall service quality.
- Rs 40000 – Rs 80000 income group customers feel more assurance in service quality of shopping malls than below Rs 40000 income group customers. Also Rs 80001 to Rs 120000 income group customers feel more assurance in service quality than below Rs 40000 income group customers. And also above Rs 120000 income group customers feel more assurance in service quality of shopping malls in Kerala than below Rs 40000 income group customers.
- There is significance difference between urban, semi-urban and rural customers regarding service quality factors such as tangibility, empathy and overall service quality.
- There is no significance difference among urban, semi-urban and rural customers regarding service quality factors such as reliability, responsiveness and assurance.
- Urban customers feel better with service quality factors like tangibility, empathy and overall service quality than semi-urban customers.

Table 9.6

Result Summary of Significant Difference between Selected Demographical Variables of Mall Customers with respect to Dimensions of Service Quality

Dimensions of service quality	Test Results (P value and Decision regarding H0)					
	Socio-Demographic factors					
	Gender	Age	Marital status	Occupation	Income	Area
Tangibility	0.712 ^{NS} Accepted	0.368 ^{NS} Accepted	0.063 ^{NS} Accepted	0.152 ^{NS} Accepted	0.595 ^{NS} Accepted	<0.001** Rejected
Reliability	0.443 ^{NS} Accepted	0.487 ^{NS} Accepted	0.876 ^{NS} Accepted	<0.001** Rejected	0.065 ^{NS} Accepted	0.150 ^{NS} Accepted
Responsiveness	0.475 ^{NS} Accepted	0.679 ^{NS} Accepted	0.624 ^{NS} Accepted	<0.001** Rejected	0.187 ^{NS} Accepted	0.605 ^{NS} Accepted
Assurance	0.649 ^{NS} Accepted	<0.001** Rejected	0.003** Rejected	<0.001** Rejected	<0.001** Rejected	0.159 ^{NS} Accepted
Empathy	0.923 ^{NS} Accepted	<0.001** Rejected	0.299 ^{NS} Accepted	0.196 ^{NS} Accepted	0.816 ^{NS} Accepted	0.004** Rejected
Overall service quality	0.859 ^{NS} Accepted	<0.001** Rejected	0.093 ^{NS} Accepted	<0.001** Rejected	0.327 ^{NS} Accepted	0.003** Rejected

** denotes significant at 1% level; ^{NS} denotes non-significance

9.7.4.3 The dimensions of buying factor across various socio-demographic profiles of mall customers

- There is significance difference between male and female customers regarding the buying factors like comfort and convenience and patronage motives.
- There is no significant difference between male and female customers with regard to buying factors such as arousal, economic and social benefit and overall buying factors.
- Female customers feel more comfort and convenience in shopping from malls than male customers. Male customers feel more patronage in shopping from malls than female customers.

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- There is no significance difference between age group of customers with regard to dimension of buying factors such as arousal, comfort and convenience, economic and social benefit, patronage motives and overall buying factors.
- There is no significance difference between married and unmarried customers with respect to dimension of buying factors such as arousal, comfort and convenience, economic and social benefits, patronage motives and overall buying factors.
- There is significance difference between occupation of customers regarding buying factors like arousal, economic and social benefits, patronage motives and overall buying factors. There is no significance difference between occupation of customers with respect to the buying factor comfort and convenience.
- Businessman community show more arousal in shopping from malls than student customers. Businessman community feel more economic and social benefit in shopping from malls than student customers, salaried customers, professional customers and housewife customers. However, salaried customers feel more economic and social benefit in shopping from malls than housewife customers. Whereas, Businessman community feel more patronage motive than student customers.
- Professional customers feel more patronage motive than student customers. And Businessman feel more attraction in overall buying factors of shopping malls than student, salaried, professional customers and customers under housewife group.
- There is significance difference between various income group customers regarding the buying factors such as arousal, patronage motives and overall buying factors.

Summary of Findings and Conclusions

- There is no significance difference between income group of customers with respect to the dimensions of buying factor such as comfort and convenience and economic and social benefits.
- Rs 40000 – Rs 80000 income group customers feel more arousal in shopping from malls than below Rs 40000 income group customers. Rs 80001-Rs120000 income group customers feel more arousal in shopping from malls than below Rs 40000 income group customers. Above Rs 120000 income group customers feel more arousal than below Rs 40000 income group customers. However, Rs 80001-Rs 120000 income group customers feel more patronage motive to shop from malls than below Rs 40000 and Rs 40001-Rs 80000 income group customers.
- Above Rs 120000 income group customers feel more patronage motive than below Rs 40000 and Rs 40001-Rs 80000 income group customers. Whereas, Rs 80001-Rs 120000 income group customers feel more attraction in overall buying factors than below Rs 40000 income group customers. And above Rs 120000 income group customers feel more attraction in overall buying factors of shopping malls than below Rs 40000 income group customers.
- There is significance difference between urban, semi-urban and rural customers regarding enjoyment of buying factor like arousal, comfort and convenience, patronage motives and overall buying factors.
- There is no significance difference between urban, semi-urban and rural customers regarding enjoyment of economic and social benefits in shopping from malls.
- Urban customers feel more arousal in shopping from malls than semi-urban and rural customers. Semi-urban customers feel more arousal than rural customers. Whereas, urban customers feel more comfort and convenience in shopping from malls than semi-urban customers. Urban customers feel more patronage motive than semi-urban and rural customers. And urban customers

feel more attraction in overall buying factors of shopping malls than semi-urban and rural customers.

Table 9.7

Result Summary of Significant Difference between Selected Demographical Variables of Mall Customers with respect to Dimensions of Buying Factor

Dimensions of buying factor	Test Results (P value and Decision regarding H0)					
	Socio-Demographic factors					
	Gender	Age	Marital status	Occupation	Income	Area
Arousal	0.208 ^{NS} Accepted	0.090 ^{NS} Accepted	0.236 ^{NS} Accepted	0.004** Rejected	<0.001* * Rejected	<0.001* * Rejected
Comfort and convenience	0.013* Rejected	0.562 ^{NS} Accepted	0.204 ^{NS} Accepted	0.112 ^{NS} Accepted	0.558 ^{NS} Accepted	0.005** Rejected
Economic and Social benefits	0.174 ^{NS} Accepted	0.635 ^{NS} Accepted	0.872 ^{NS} Accepted	<0.001** Rejected	0.121 ^{NS} Accepted	0.219 ^{NS} Accepted
Patronage motives	0.024* Rejected	0.062 ^{NS} Accepted	0.840 ^{NS} Accepted	0.005** Rejected	<0.001* * Rejected	<0.001* * Rejected
Overall buying factors	0.949 ^{NS} Accepted	0.128 ^{NS} Accepted	0.367 ^{NS} Accepted	<0.001** Rejected	<0.001* * Rejected	<0.001* * Rejected

** denotes significant at 1% level; * denotes significant at 5% level; ^{NS} denotes non-significance

9.7.4.4 The factor customer satisfaction across various socio-demographic profiles of mall customers

- There is no significance difference between male and female customers with respect to customer satisfaction in shopping from malls in Kerala
- There is significance difference between age group of customers and customer satisfaction in shopping from malls in Kerala. 31 to 50 age group customers are more satisfied in shopping from malls than 18 to 30 age group

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customers. Above 50 group customers are more satisfied in shopping from malls than 18 to 30 age group customers.

- There is significance difference between married and unmarried customers with respect to customer satisfaction in shopping from malls in Kerala. Married customers feel more customer satisfaction than unmarried customers in shopping from malls in Kerala.
- There is significance difference between satisfaction of customers in shopping malls according to their occupation,
- Salaried customers are more satisfied in shopping from malls than student customers. Businessman community are more satisfied in shopping from malls than student customers. Whereas, professional customers are more satisfied in shopping from malls than student customers. Businessman customers feel more customer satisfaction in shopping from malls than housewife customers. And professional customers feel more customer satisfaction in shopping from malls than customers under housewife group.
- There is significance difference among various income group customers regarding their satisfaction towards shopping malls in Kerala.
- Rs 40001-Rs 80000 income group customers are more satisfied in shopping from malls than below Rs 40000 income group customers. Whereas, Rs 80001-Rs 120000 income group customers are more satisfied in shopping from malls than below Rs 40000 income group customers.
- Above Rs 120000 income group customers are more satisfied in shopping from malls than below Rs 40000 income group customers. Rs 80001-Rs 120000 income group customers feel more customer satisfaction in shopping from malls than Rs 40001-Rs 80000 income group customers. And above Rs 120000 income group customers are more satisfied in shopping from malls in Kerala than Rs 40001-Rs 80000 income group customers.

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- There is significance difference between urban, semi-urban and rural customers in their satisfaction towards shopping malls in Kerala. Rural customers are more satisfied in shopping from malls than semi-urban and urban customers.

Table 9.8

Result Summary of Significant Difference between Selected Demographical Variables of Mall Customers with respect to the Factor Customer Satisfaction

Factor	Test Results (P value and Decision regarding H0)					
	Socio-Demographic factors					
	Gender	Age	Marital status	Occupation	Income	Area of residence
Customer satisfaction	0.375 ^{NS} Accepted	<0.001** Rejected	0.006** Rejected	<0.001** Rejected	<0.001** Rejected	<0.001** Rejected

*** denotes significant at 1% level; ^{NS} denotes non-significance*

9.7.5 Objective V: To explore the influence of service quality and marketing mix on consumer behaviour towards shopping malls in Kerala

Based on previous research studies, the researcher developed eleven research hypotheses for testing a structural equation model for measuring the effects of service quality and marketing mix on behavioural consequences of customers in shopping malls in Kerala. By testing these eleven hypotheses, researcher has developed a structural equation model for shopping malls in Kerala which links the service quality, marketing mix and consumer behaviour. All proposed hypotheses were supported in this study. The following figure depicts the graphical representation of the model.

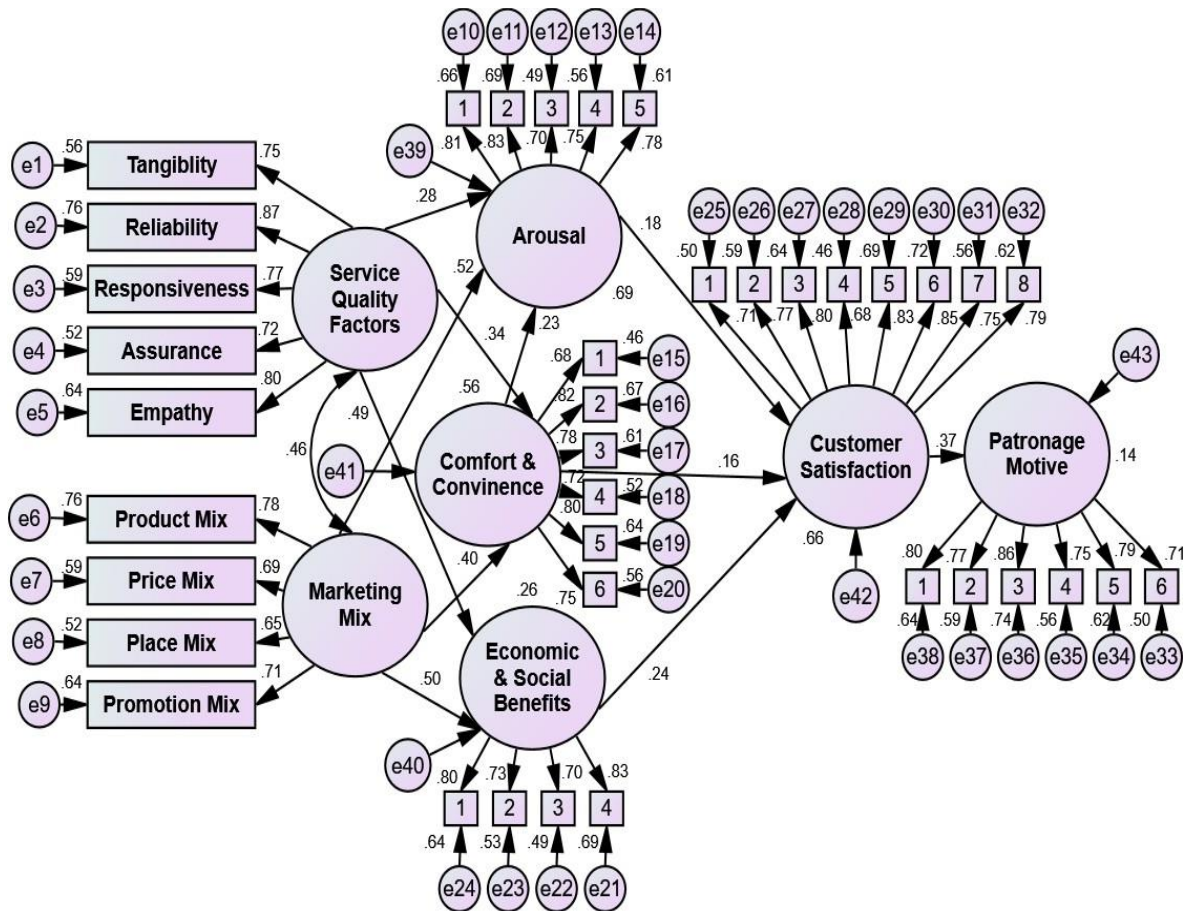


Figure 9.1

CB-SEM for Effects of Service Quality and Marketing Mix on Consumer Behaviour in Shopping Malls in Kerala

Result summary of eleven hypotheses tested by this study is given below.

SM.H1: Marketing mix has a positive effect on arousal

The standardized beta coefficient of marketing mix on is 0.52 represents the partial effect of marketing mix on arousal, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that customer arousal would increase by 0.49 for every unit of standard deviation increase in marketing mix and this coefficient value is significant at 1% level. Therefore, the hypothesis Marketing mix has a positive effect on arousal is supported in this study

SM.H2: Marketing mix has a positive effect on comfort and convenience

The standardized beta coefficient of marketing mix on comfort and convenience is 0.40 represents the partial effect of marketing mix on comfort and convenience, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that comfort and convenience would increase by 0.40 for every unit of standard deviation increase in marketing mix and this coefficient value is significant at 1% level. Therefore, the hypothesis marketing mix has a positive effect on comfort and convenience is supported in this study

SM.H3: Marketing mix has a positive effect on economic and social benefits

The standardized beta coefficient of marketing mix on economic and social benefits is 0.50 represents the partial effect of marketing mix on economic and social benefits, holding the other path variables as constant. The estimated sign positive implies that such effect is positive that economic and social benefits would increase by 0.50 for every unit of standard deviation increase in marketing mix and this coefficient value is significant at 1% level. Therefore, the hypothesis marketing mix has a positive effect on economic and social benefits is supported in this study

SM.H4: Service quality has a positive effect on arousal

The standardized beta coefficient of service quality factors of Malls in Kerala on arousal is 0.28 represents the partial effect of service quality factors of Malls in Kerala on arousal, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that arousal would increase by 0.28 for every unit of standard deviation increase in service quality factors and this coefficient value is significant at 1% level. Therefore, it can be concluded that the hypothesis, service quality has a positive effect on arousal is accepted

SM.H5: Service quality has a positive effect on customer comfort and convenience

The standardized beta coefficient of service quality on comfort and convenience is 0.34 represents the partial effect of Service quality on comfort and convenience, holding the other path variables as constant. The estimated positive sign implies that

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such effect is positive that comfort and convenience would increase by 0.34 for every unit of standard deviation increase in service quality factor and this coefficient value is significant at 1% level. Thus, the hypothesis, service quality has a positive effect on customer comfort and convenience is accepted.

SM.H6: Service quality has a positive effect on economic and social benefits

The standardized beta coefficient of service quality on economic and social benefits is 0.49 represents the partial effect of service quality on economic and social benefits, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that economic and social benefits would increase by 0.49 for every unit of standard deviation increase in service quality factors and this coefficient value is significant at 1% level. The hypothesis, service quality has a positive effect on economic and social benefits is accepted

SM.H7: Comfort and convenience has a positive effect on arousal

The standardized beta coefficient of Comfort and convenience on customer arousal is 0.23 represents the partial effect of Comfort and convenience on customer arousal, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that customer arousal would increase by 0.23 for every unit of standard deviation increase in Comfort and convenience factors and this coefficient value is significant at 1% level. Thus, the hypothesis, Comfort and convenience has a positive effect on customer arousal is accepted

SM.H8: Arousal has a positive effect on customer satisfaction

The standardized beta coefficient of arousal on customer satisfaction is 0.18 represents the partial effect of arousal on customer satisfaction, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that customer satisfaction would increase by 0.18 for every unit of standard deviation increase in arousal and this coefficient value is significant at 1% level. So, the hypothesis, arousal has a positive effect on customer satisfaction is accepted

SM.H9: Comfort and convenience has a positive effect on customer satisfaction

The standardized beta coefficient of comfort and convenience on customer satisfaction is 0.16 represents the partial effect of comfort and convenience on customer satisfaction, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that customer satisfaction would increase by 0.16 for every unit of standard deviation increase in comfort and convenience and this coefficient value is significant at 1% level. So, it can be concluded that the hypothesis, Comfort and convenience has a positive effect on customer satisfaction is accepted

SM.H10: Economic and social benefits has a positive effect on customer satisfaction

The standardized beta coefficient of economic and social benefits on customer satisfaction is 0.24 represents the partial effect of economic and social benefits on customer satisfaction, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that customer satisfaction would increase by 0.24 for every unit of standard deviation increase in economic and social benefits and this coefficient value is significant at 5% level. Therefore, the hypothesis, economic and social benefits has a positive effect on customer satisfaction is accepted

SM.H11: Customer satisfaction has a positive effect on patronage motive

The standardized beta coefficient of customer satisfaction on patronage motive is 0.37 represents the partial effect of customer satisfaction on patronage motive, holding the other path variables as constant. The estimated positive sign implies that such effect is positive that patronage motive would increase by 0.37 for every unit of standard deviation increase in customer satisfaction factors and this coefficient value is significant at 1% level. The hypothesis, Customer satisfaction has a positive effect on patronage motive is accepted

Therefore, it can be concluded the all proposed hypotheses of the study are accepted. Therefore, it can be said that marketing mix and service quality offered by the shopping malls in Kerala have positive and significant effects on consumer behaviour of the mall customers

9.7.5.1 Explanatory Power of R² Value

The coefficient of determination for arousal, R² is 0.69. This value implies that about 69% of the variation in arousal is explained by service quality, marketing mix and comfort and convenience factors. This value leads to the conclusion that there are other independent variables that are necessary for predicting arousal besides these independent constructs. The remaining 31% of the variation in arousal is not explained by these independent constructs. The similar way, the R² value of comfort and convenience is 0.56, economic and social benefits are 0.26, customer satisfaction is 0.66 and patronage motive is 0.14. It reveals that arousal, comfort and convenience and customer satisfaction factors have high explanatory power and patronage motive and economic and social benefits have low explanatory power in this study model.

It means the important factors which influencing the customer arousal is service quality, marketing mix and comfort and convenience factors. If the mall provides better service quality, marketing mix and comfort and convenience factors to their customers, it will lead to customer arousal to visit the mall again and again. By these three factors (service quality, marketing mix and comfort and convenience), mall can attain 69% customer arousal. If the mall provides better service quality and marketing mix, it will lead to customers comfort and convenience. By these two factors (service quality and marketing mix), mall can attain 56% comfort and convenience among customers. If the mall provides better service quality and marketing mix, it will also lead to customers economic and social benefits. By these two factors (service quality and marketing mix), mall can attain 26% customers economic and social benefits. When customers get more arousal, comfort and convenience and economic benefits through mall visit, it will enhance 66% customer's satisfaction and customer satisfaction will lead to patronage motive at 14%.

Table 9.9

Result Summary of Hypotheses of Model Building

Hypotheses No.	Hypotheses for model developed	Result of Hypotheses testing
SM.H1	Marketing mix has a positive effect on arousal	<i>Supported</i>
SM.H2	Marketing mix has a positive effect on customer comfort and convenience	<i>Supported</i>
SM.H3	Marketing mix has a positive effect on economic and social benefits	<i>Supported</i>
SM.H4	Service quality has a positive effect on arousal	<i>Supported</i>
SM.H5	Service quality has a positive effect on customer comfort and convenience	<i>Supported</i>
SM.H6	Service quality has a positive effect on economic and social benefits	<i>Supported</i>
SM.H7	Comfort and convenience has a positive effect on arousal	<i>Supported</i>
SM.H8	Arousal has a positive effect on customer satisfaction	<i>Supported</i>
SM.H9	Comfort and convenience has a positive effect on customer satisfaction	<i>Supported</i>
SM.H10	Economic and social benefits has a positive effect on customer satisfaction	<i>Supported</i>
SM.H11	Customer satisfaction has a positive effect on patronage motive	<i>Supported</i>

SM.H1 to SM.H 11 indicates Structural Model Hypothesis

9.3 Conclusion

Shopping mall culture is rapidly growing in most of the states in India. Kerala with its high tourism prospects, rising per capita income, literacy rate and technology penetration, already has the advantage in terms of leading a retail revolution. When we consider the market of Kerala, we find that the mall culture is increasing day by day. The emergence of shopping malls has evolved a new shopping culture for the Kerala consumer, that provides a clean, secure, and enjoyable shopping experience for the whole family. Nowadays more people irrespective of age, sex, education,

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occupation and income etc. visit the shopping mall. Shopping malls have completely redefined the shopping experience. Now Malls are not only a place for shopping but also an ideal environment for social interaction for people of all age groups.

Shopping mall culture is viewed as a significant change in the lifestyle of people in Kerala. They visit malls one to two times within a month and they spent an average time up to 3 hours per visit. Mall customers in Kerala prefer to visit malls in the evening times and their favorite combinations at malls are Shopping + Food + Entertainment. Multiplexes in shopping malls are a major attraction to all to visit malls especially amongst youngsters.

Apparels is the most preferred product by the customers of shopping malls in Kerala, followed by Dining /food items, Movies, Groceries, fruits, and vegetables, Cosmetics, personal care products, and footwear, Games and entertainment, Electronic and household items etc. Discounts and offers are motivates the mall customers in Kerala to shop from the malls. Apart from this, other mall attributes which motivates the customers includes everything under one roof, variety of stores, entertainment facilities, availability of various brands, quality of services, parking facility and air conditioning etc.

Shopping malls in Kerala offers moderate level product mix and price mix to their customers. Most of the Shopping malls in Kerala situated at convenient and easily reachable location and it helps to attract customers from rural, semi urban and urban area. Shopping malls in Kerala offer high level place mix and promotion mix to their customers. In the case of service quality offered by the shopping malls in Kerala, the tangibility and assurance factor of service quality shows high level as compared to the reliability factor.

Mall customers in Kerala are satisfied with the product and services offered by the shopping malls in Kerala. But there is a significant difference in the level of customer satisfaction with respect to gender, age, marital status, occupation, income and area of residence of mall customers. Urban customers are more satisfied in shopping from malls than semi-urban and rural customers. The marketing mix and service quality offered by the shopping malls in Kerala have positive and significant effects on consumer behaviour of the mall customers.

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Shopping malls are fast becoming a place for socializing and recreation and customers have high expectations from the malls. Hence, mall managers would offer variety of stores with attractive and latest trend product merchandises, new entertainment options, more sophisticated atmospherics and facilities, better customer services and spacious parking facility with free of cost etc. to attract more customers to the shopping mall. The success of shopping malls in the long run in the Kerala market would involve attraction of varied consumer segments towards shopping malls which includes diverse age and income groups, nuclear and dual-income families, working women etc. The growth of shopping malls is evidence of consumer behaviour being favourable to the growing organized segment of retailing in Kerala.

CHAPTER 10

RECOMMENDATIONS AND SCOPE FOR FURTHER RESEARCH

10.1 Introduction

In the previous chapter covered the findings and conclusions of the study. This chapter includes the list of recommendations and scope for further research based on the analysis and findings of the study related to the shopping behaviour and preferences of mall customers, mall attributes, marketing mix and service quality of shopping malls in Kerala. This chapter also covered the implications of the study.

10.2 Recommendations

1. Most of the customers visiting shopping mall at evening times. So the mall managers should make the following arrangements for the convenience of customers.

- ✓ Deploy more sales executives in each store at the evening section. It helps the customers for the easy selection of products.
- ✓ Open more cash counters in the evening section to avoid long queue of customers. It also saves the time of customers.
- ✓ Should give more care in parking space availability at evening. The availability of parking facility is the major attraction to shopping malls. Some of the customers who have spent more times in the mall from the morning onwards and they didn't make any purchase. Mall managers should make arrangement to exempt or reduction in parking fee, if they exit before 4pm. It helps to get more parking spaces at evening.
- ✓ Arrange special entertainment programs at evening times.

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- ✓ Make special promotional offers like free parking facility, special discount on purchase etc. at morning and afternoon. It helps to improve customer traffic at this time also.
- 2. Most of the customers visiting mall in holidays and week end. So the mall managers should be make the following measures to attract them in week days
 - ✓ Special discount offers shall be announced at week days. It helps to attract customers in week days also.
 - ✓ Entertainment fee like ticket fare in gaming zone should be reduced.
 - ✓ Make arrangements for the reduction in parking fee in week days.
- 3. Most of the customers are regular visitors of shopping mall. So it is suggested that to provide more discount offers to them. Retailers or mall management should give special discount card for the regular customers on the basis of their shopping. It helps to identify the regular visitors.
- 4. The favorite combination of most of the customers is shopping, food and entertainment. The food courts plays major role in attracting the customers to the mall. Mall management should open more food counters to remove the waiting of customers for getting food and provide different varieties of dishes as per the requirements of customers.
- 5. Apparels are the most preferred products in the shopping mall. So it is suggested that the apparels stores should ensure wide selection of clothes in latest trend for the different age group of customers. Apparels stores in the mall should provide Kerala traditional wears and handloom clothes. It helps to accommodate all age group of customers to the mall.
- 6. Provide more promotional offers to grocery and daily use products like vegetables, fruits, fish etc. to attract more customers to it.

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7. Discounts and offers are one of the major attractions to visit to the shopping mall. But most of the stores provide offers at the same period. So customers get offer at that period only. If they give special offers by the retail stores in the shopping mall in different times, customers will get benefit in all visits.
8. It is suggested to open a customer service desk at the entrance of the all shopping malls for providing more information about various retail stores or services available in the malls and for handling customer complaints. It helps to improve the responsiveness and empathy factor of shopping malls.
9. Provide more eat out options as venues in all shopping malls to celebrate special events or celebrations like birthday, engagements and family get together etc.
10. Now a days multiplexes are plays a major role in the customer traffic to the shopping mall especially among youngsters. But unfortunately some of the malls do not have multiplexes till yet. So multiplexes should be started in each mall. Multiplexes in the shopping malls charge higher ticket rate as compared to other film theatres. It should be avoided to accommodate all customers in different income groups.
11. The mall mangers shall be arrange special entertainment events, competitions ,music events and fashion shows etc. to attract and entertain more customers of the mall. Majority of the customers visits mall for spending their leisure time.
12. Most of the customers visits mall with their family so mall managers should arrange more facilities for gaming zone to entertain the kids.
13. At the time of heavy customer traffic, Temporary seating arrangements should be arranged near the bill section especially for senior citizens.
14. Most of the customers are regular visitors of the shopping mall. So the management of the mall shall make necessary steps to give carry bags in free of cost to frequent visitors.

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15. Efforts should be made to provide drinking water to customers in free of cost because number of visitors spends more time in the mall.
16. Most of the customers spend above 2 hours in the shopping mall, so mall managers should arrange TV screen in each floor. It helps to know the news updates and to entertain customers.
17. ATM counter should be opened in all shopping malls because some customers prefer cash payment for their purchase.
18. Anchor stores should be opened in each floor to manage heavy customer traffic.
19. Some of the customers felt that the prices of refreshments are high as compared to traditional stores. So it is suggested that to reduce the prices of certain products and services available in the shopping malls especially prices of basic refreshments. It helps to get an access to refreshments at minimum price to all income groups.
20. It is suggested that parking fees must be completely avoided in all shopping malls. As per the building rules, sufficient area for parking space is necessary for construction of building. Parking space is a part of the building. So the collection of parking fees from customers is illegal.
21. It is suggested that to start happy purchase hours in the morning session or in week days. It helps to attract more customers in the morning and in week days to the shopping mall.

10.3 Scope for Further Research

The following relevant areas or topics can be explored for further research in continuation of the present study conducted;

1. A detailed study can be conducted on the impact of shopping malls on traditional or small retailers in Kerala

Summary of Findings and Conclusions

2. Further research can be conducted on mall management in selected shopping malls in Kerala
3. An extended study can be conducted to know the marketing strategies followed by mall managers in Kerala.
4. Further study can be conducted on the impact of online shopping on organized retailing.
5. A study can be conducted on the role of shopping malls in the development of a town or city.
6. Further research can be conducted on the impact of shopping malls in the tourism sector of Kerala.

10.4 Implications of the Study

1. This study helps the mall management to recognize the preferences of consumers and the shopping mall attributes which motivates the customers to visit and shop from the mall, so they can make better marketing strategies to improve customer satisfaction.
2. It will also help the retailers/ mall managers to know key areas of the marketing mix and service quality for the improvement which will help in increasing customer traffic and attaining customer loyalty.
3. This study will help the mall managers to formulate their marketing strategies which will fit all the customers of different socio-demographic profiles.
4. The study examined the service quality offered by the shopping malls in Kerala and found that only tangibility and assurance factors offer high levels to customers. With the help of the suggestions of this study, mall authorities can improve other service quality factors.

5. The study developed an empirical research model for shopping malls in Kerala. It explains the relationship between marketing mix, service quality and consumer behaviour.

10.4 Conclusion

The shopping mall industry is on the rise again after the covid pandemic period, owing to high demand for superior customer experience. A good tenant mix is the key to delivering complete customer experience. In designing a shopping mall, the ultimate goal is to provide an atmosphere that is conducive to consumers. The mall developers first examine the need for the retail space or recognize a gap in the retail space before planning to build a shopping mall in a city.

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APPENDIX

QUESTIONNAIRE

I am **JAYAPRAKASAN PP**, Research Scholar from the Department of Commerce, Mar Thoma College, Chungathara in Calicut University under the guidance of **Dr. GOPALAKRISHNAN.MB**. I am conducting a Survey on **SHOPPING MALLS IN KERALA –A STUDY ON THE INFLUENCE OF MARKETING MIX AND SERVICE QUALITY ON CONSUMER BEHAVIOUR**. I kindly request you to fill your valuable responses to carry out my research effectively. The information given by you will be kept confidential and used only for academic purposes.

Demographic profile of Consumer

1. Region of the Respondent :
 - a) South [Thiruvananthapuram, Kollam, Kottayam, Alappuzha, Pathanamthitta]
 - b) Central [Palakkad, Thrissur, Ernakulam, Idukki]
 - c) North [Kasaragod, Kannur, Wayanad, Kozhikode, Malappuram]
2. Age :
3. Gender : a) Male b) Female
c) Third Gender
4. Marital status : a) Married
b) Single
5. Educational Qualifications :
 - a) School level
 - b) Graduate
 - c) Post graduate
 - d) Professional Degree
6. Occupation :
 - a) Students
 - b) Salaried person
 - c) Businessman
 - d) Professionals
 - e) Housewife
7. Monthly family income :
8. Monthly household expenditure :

9. Type of Family

a) Joint b) Nuclear

10. Number of members in the family

a) 1 b) 2 c) 3
 d) 4 e) 5 f) More than 5

11. Area of residence

a) Urban b) Semi-urban c) Rural

Shopping behaviour

12. When do you go shopping? (**Please ✓ mark** in a cell for each statement)

Question Number	Statements	Yes (1)	No (0)
12.1	When I need to buy something		
12.2	When I have extra money		
12.3	When I accompany friends		
12.4	When I am free		
12.5	When I feel lonely		
12.6	When I am in a down mood, I go shopping to make me feel better		
12.7	When I feel shopping is a pleasant activity		
12.8	When I want to relieve stress		

13. Why do you visit the mall?

(**Please assign rank 1** for the highest preference and **8** for the lowest preference)

Question Number	Reasons for Visit to the Shopping mall	Rank
13.1	Shopping	
13.2	Visit an Eatery	
13.3	Meet friends	
13.4	Seeking status	
13.5	Attend parties or socialization	
13.6	Family outing	
13.7	Spend leisure time	
13.8	Watch movies from Multiplexes and other entertainment facilities	

14. How often do you go to shopping malls within a month? :

15. Shopping day preference
a) Weekdays b) Holidays c) Weekend
16. Preferred time to visit the mall
a) Morning b) Afternoon c) Evening
17. Distance travelled
a) 0 – 5 km b) 5 – 10 km
c) 10 – 15 km d) above 15 km
18. Mode of transport
a) Two-wheeler b) Four-wheeler
c) Public transport d) Auto
19. Type of visit
a) Regular visitor b) Irregular visitor
20. Shopping companion
a) Alone b) Family
c) Friends d) Boyfriend/Girlfriend
21. Did you purchase daily use of products from the shopping malls?
a) Yes b) No
22. Number of stores visited on every trip to the mall :
23. Average time spent per visit :
24. The average amount spent per visit :
25. Which is your mode of payment?
a) Debit card b) Credit card c) Cash
26. Which is your favorite combination at shopping malls?
a) Shopping + Entertainment b) Shopping + Food
c) Shopping + Food+ Entertainment d) Food+ Entertainment

27. Preference in mall

(Please assign rank 1 for the highest preference and 8 for the lowest preference)

Question Number	Preference in mall	Rank
27.1	Groceries, fruits, and vegetables	
27.2	Apparels (cloths)	
27.3	Cosmetics, personal care products, and footwear	
27.4	Electronic and household items	
27.5	Dining /food items	
27.6	Jewellery	
27.7	Games and entertainment	
27.8	Movies	

28. Rank the following mall attributes which motivate you to buy from shopping malls

(Please assign rank 1 for the highest preference and 8 for the lowest preference)

Question Number	Attributes	Rank
28.1	Everything under one roof	
28.2	Entertainment facilities	
28.3	Quality of Service	
28.4	Air Conditioning	
28.5	Parking facility	
28.6	Variety of Stores	
28.7	Discounts and Offers	
28.8	Availability of various brands	

29. Factors lead to buying decisions

[Please ✓ mark in each cell for each statement that matches with your attitude.

5: Strongly agree, 4: Agree, 3: Moderate, 2: Lowest agree, 1: Not agree]

29.1 Arousal (Motivational) Factors

Question Number	Statements	5	4	3	2	1
29.1.1	Varieties of products in different brands					
29.1.2	Quality of products and better customer service					
29.1.3	Near to my residence or place of work					
29.1.4	Spacious food court and Entertainment facilities					
29.1.5	Sales discount enhances the shopping					

29.2 Comfort and Convenience (Physical)Factors

Question Number	Statements	5	4	3	2	1
29.2.1	Layout and parking facility of the mall					
29.2.2	Clean, attractive and convenient physical facilities (lift, escalator, etc.)					
29.2.3	Children play area, rest places, and well clean wash rooms					
29.2.4	Convenient billing system					
29.2.5	Ease of reaching to all floors and ample seating arrangement					
29.2.6	Availability of Trolleys/pick up buckets					

29.3 Marketing mix

29.3.1	Product	5	4	3	2	1
29.3.1.1	Variety of products at good quality					
29.3.1.2	Demonstration of products / durables					
29.3.1.3	Availability of branded products					
29.3.1.4	Availability of products of new style and designs					
29.3.2	Price					
29.3.2.1	Reasonable price					
29.3.2.2	Stable Price					
29.3.2.3	Discounts					
29.3.3	Place					

29.3.3.1	Convenient and Easily reachable location					
29.3.3.2	Mall ambience					
29.3.3.3	Nearness to City					
29.3.4	Promotion					
29.3.4.1	Offering discount (price, premium, coupons, special offers etc.)					
29.3.4.2	Offers some products at a discount and everyday low price					
29.3.4.3	Advertisement					
29.3.4.4	Visually attractive display of stores					
29.3.4.5	Lots of items on sale holds special sales/exhibits and other promotional events / recreational services /activities etc.					

29.4 Economic and Social Factors(Economic and social benefits)

	Statements	5	4	3	2	1
29.4.1	Benefiting consumers by quality products in offers and discounts					
29.4.2	Time and money saving					
29.4.3	Improves standard of living					
29.4.4	Creating employment and Getting tax to the government					

29.5 Patronage Factors

	Statements	5	4	3	2	1
29.5.1	Convenient location					
29.5.2	Adequate space for parking					
29.5.3	Quality of products and services					
29.5.4	Variety of entertainment					
29.5.5	Fresh and healthy food in food courts					
29.5.6	Discounts and Offers					

30. Dimensions of Shopping Mall Service Quality

(Please ✓ mark in each cell for each statement that matches with your attitude)

5: Strongly agree, 4: Agree, 3: Moderate, 2: Less agree, 1: Not agree)

30.1 Tangibles:

Question Number	Statements	5	4	3	2	1
30.1.1	The appearance of physical facilities/outlet.					
30.1.2	The appearance of personnel/sales associates (appropriately, smartly dressed).					
30.1.3	Equipment used to provide the service.					
30.1.4	Communication materials associated with the products displayed clearly, easy to read, informative and appealing.					

30.2. Reliability

Question Number	Statements	5	4	3	2	1
30.2.1	Consistency and dependability of shopping mall personnel performance					
30.2.2	Performing services right the first time itself					
30.2.3	Performing the services at the designated time					
30.2.4	Accuracy in billing (safe payment and receipt)					
30.2.5	Accurate and on time home delivery					

30.3 Responsiveness:

Question Number	Statements	5	4	3	2	1
30.3.1	Willingness and readiness to help customers and provide prompt service.					
30.3.2	Readiness to act on customer's requests					
30.3.3	Calling a customer back quickly after a query.					
30.3.4	Giving prompt service.					
30.3.5	Having an efficient help-line or customer service desk.					

30.4. Assurance:

Question Number	Statements	5	4	3	2	1
30.4.1	Well trained sales staff, with relevant knowledge and skill to perform their tasks.					
30.4.2	Sales staff are customer concerned, interested in helping customers, friendly and respectful.					
30.4.3	Sales staffs are greeted me friendly					
30.4.4	Sales staff makes customers feel safe in their transactions.					
30.4.5	Presence of security staff, secure payment method, return policy and after-sales guarantees					

30.5 Empathy:

Question Number	Statements	5	4	3	2	1
30.5.1	Sales staff provides individualized attention / customized service.					
30.5.2	Sales staffs deal with customers in a caring way.					
30.5.3	Sales staff recognize regular customers					
30.5.4	Explanation of payment methods.					
30.5.5	Provision of information about products and offers.					
30.5.6	Provision for better complaint procedures.					

31. The following are the satisfaction derived from the shopping malls in Kerala.
(Please ✓ mark in each cell- Rate according to your preference) (5: Strongly agree, 4: Agree, 3: Moderate, 2: Less agree, 1: Not agree)

Question Number	Statements	5	4	3	2	1
31.1	I am satisfied with the motivational or arousal efforts of the shopping mall					
31.2	I am satisfied with the physical facilities or comfort and convenience in the shopping mall					
31.3	I am satisfied with the availability of products in the shopping mall					
31.4	I am satisfied with the price of products and service of the shopping mall					
31.5	I am satisfied with the place of the shopping mall					
31.6	I am satisfied with the promotional activities of the shopping mall					
31.7	I am satisfied with the economic, social and patronage efforts of the shopping mall					
31.8	I am satisfied with the overall service quality of the shopping mall					