Impact Factor (SJIF): 6.092 E-ISSN: 2583-1615

International Journal of Research in Academic World

Received: 09/July/2024 IJRAW: 2024; 3(8):284-289 Accepted: 18/August/2024

An Investigation on How Consumers Behave When it Comes to Shopping Mall Attractiveness, with a Focus on the City of Udaipur

*1Bhavna Sanadhya

*1Assistant Professor, Department of Business Administration, SMB PG Government College, MLSU University, Nathdwara, Rajasthan, India.

Abstract

Over the past few decades, India has witnessed an astounding expansion in the number of shopping malls. Nevertheless, Udaipur's malls haven't been able to reliably offer customers a one-stop shop. This study uses data from an urban consumer survey to investigate malls' appeal from the viewpoint of the customers. This research examines three shopping centers that serve as geographical representations of Udaipur. This essay aims to investigate the allure of shopping centers by examining the attitudes and behaviors of consumers toward these establishments. Additionally, the study suggests determining what makes a perfect mall from the viewpoint of the customer. Six aspects influenced shoppers' attitudes toward malls were identified by this study: price parity, product knowledge, relaxed shopping, prestige shopping, proximity & convenience, and any-day-visit. The survey also determined the attributes of a mall that consumers take into account when they visit: overall attractiveness, personnel, ease of shopping, amenities and atmosphere, and convenience. Mall managers may create successful retail strategies to achieve the intended values by using the attractiveness factor classification to reveal general insights about the concept of an ideal mall and to investigate the behavior and attitude of shoppers toward malls.

Keywords: Shopping malls, retail, consumer attitude, consumer behavior, Udaipur, mall attractiveness

Introduction

The Indian retail industry, which is made up of both organized and unorganized sectors, has been developing at one of the quickest rates in the country for the past several years. Despite being largely unstructured at first due to shifting consumer tastes and preferences, the retail sector in India is becoming more and more popular as well as organized. Over 90% of retailing in India is thought to be conducted in the unorganized sector, with the organized sector being mostly centered in metropolitan cities. One of the global retail industries with the quickest rate of growth is India. In the World Bank's Ease of Doing Business 2023 report, India came in at number sixty-three. The Economic Survey 2023-24, which was delivered to Parliament today by Smt. Nirmala Sitharaman, the Union Minister of Finance and Corporate Affairs, made this claim. Leveraging the anticipated robust economy, the long-term forecast indicates a gradual downturn, with an estimated 7.70% and 7.50% unemployment rate in 2025 and 2024, respectively. The following opportunity areas are expected to be crucial in determining India's employment prospects as it moves forward with its economic development. According to the United Nations Conference on Trade and Development's (UNCTAD) World Investment Prospects Survey 2022-2024, India would rank as the second-largest foreign direct investment (FDI) market for multinational companies during that time. India is one of the most alluring nations for international retailers. Retail titans like Tesco, Wal-Mart, and Marks & Spencer have already established themselves in the Indian market, and with multibillion-dollar investments from significant domestic players like Reliance Retail, the market is predicted to continue growing as Indian retailing sets out on a long-term growth trajectory. In terms of evolving forms and customer purchasing patterns, the entire idea of shopping has changed, sparking a revolution in Indian retail. The way merchants generate and provide value through their unique formats determines the success of the organized retail sector. In the next two years, South India is expected to have the highest concentration of big format malls and branded retail outlets in the organized retail sector, followed by the North, West, and East. Due to their enormous growth potential, Tier II cities like Noida, Amritsar, Kochi, and Gurgaon are becoming the preferred locations for the retail industry. A burgeoning middle class with more discretionary means is gravitating toward malls, viewing them as "one stop destinations," since they offer everything from groceries and veggies to shoes, clothes, cosmetics, furnishings, and home decor all under one roof. Malls are more than just places where various businesses set up shop; they are hubs where a number of brands develop their collective identity. Usually operating under the catchment area concept, malls prioritize offering convenience, variety, and experience. Increasing foot traffic and concentrating on the target demographic is their primary goal. We worry about India's evergreen marketing prospects and ever-changing consumer purchasing patterns in light of the amount of shopping malls that are springing up all over the place. In India, the mall culture is still relatively young compared to other emerging and developed nations. Hundreds of such mega malls can definitely be built as the nation strives to develop into a superpower with a sizable middle class.

Literature Review

Larger shopping centers may accommodate a greater selection of stores and provide a more comfortable atmosphere, which encourages customers to come back and stay longer (Ooi & Sim, 2007) [5]. Regular and foreign customers are drawn to shopping malls, and most developing cities choose to buy at these establishments over down-market locations (Maronick, 2007) [3]. Instead of a range of businesses with a limited depth and width, consumers may be drawn to a mall by the qualitative qualities of a certain amalgamation of stores (Meoli and Jennifer 1991) [4]. This is because customers in a crowded market require a measure of attraction that captures the substance of their preferences and can also be used practically when they have a choice of variety and several shopping center selections for journeys with different goals. The mall's attraction response is influenced by reinforcing stimuli, which are represented by the stores a client purchases at. Referred to as the reinforcement-affect model, an experimental study was carried out to demonstrate that a mall's consumer acceptance increased with the number of liked stores it featured. The display of point-of-sale posters and exhibits offering discounts and lower prices are among the in-store environment variables in shopping malls that drive impulsive buying behavior. Ambience within the mall indicates an atmosphere of elegance, sophistication, and beauty. The terms "atmospheric effect" and "in-store promotional effect" can also be used to describe these behavioral drivers (Zhou & Wong, 2004) [6]. Additionally, comfort is a key component of shopping center attraction. Mall managers can create suitable retailing strategies to cater to the needs of three main segments of shoppers: stress-free shoppers, demanding shoppers, and pragmatic shoppers. These segments help mall managers design mall attractions that offer entertainment, diversity, mall essence, convenience, and luxury from the perspective of shoppers (EL-Adly, 2007) [7].

The placement of shopping centers had to be strategic in order to draw in more customers. This meant paying closer attention to the atmosphere and adding amenities like restaurants, theaters, and gaming areas. Furthermore, research has been conducted on the relationship between the frequency of mall shopping and background variables, including demographics and shopping motivations. These variables are used to describe mall shoppers based on their age, income, family size, deal proneness, and functional shopping motivation (Roy, 1994) [8]. Two major groups of shoppers-functional economic and recreational shoppers-were found in this study on the "Correlates of Mall Visit Frequency." This study discovered a strong association between the number of visits and the level of motivation for recreational shopping. The Poissongamma model was employed in this study to describe food shopping excursions, and it also emphasizes the placement of a mall and its managerial consequences. In addition, the existence of bargain retailers and regular mall sales could draw in additional bargain-hunting customers. Based on these findings, strategic marketing outcomes might also be implemented (Woodside, 1992) [9]. For instance, unique mall activities and displays could encourage recreational mall visitors and boost recurrent rates.

Mall owners thought that in-store reward programs were a good way to keep customers coming back. This study determined whether a group of mall patrons was loyal and looked at how they evaluated the mall's features to help identify the qualities that made patrons respond loyally. Both behavioral and attitudinal indicators of customer loyalty were included in the survey instrument. Each respondent's annual percentage of product category purchases made at the mall was measured using the behavioral loyalty. Seven different groups were represented by the 28 shopping mall attributes. A significant amount of research has been done on retail establishments and the development of the retail Store Image measuring scale. (Albauum & Dickson, 1977) [10]. They discovered that although discount assortment significantly and favorably affected mall loyalty, the mall's surroundings had no bearing. The opinions of the mall varied between loyal and disloyal customers, which was another noteworthy discovery. As a result, there are two categories of mall patrons: loyal and disloyal. The low percentage of variance explained by the regression model and the fact that only one mall attribute-competitive prices-is positively perceived by devoted mall patrons are disadvantages of the aforementioned research. There is so more room to investigate the key components fostering loyalty to a particular mall because this does not provide a compelling argument for the significance of mall features in the minds of the devoted client.

Researchers have also looked into the phenomenon of relative choice in mall shopping, where a customer's decision to shop at a mall rather than another store depends on the options available to them and their patronage is reliant on those options. Significant changes occur in the shoppers' spending patterns, methods, dispositions, and way of life (Stoltman *et al*., 1991) [11]. Furthermore, those with particular purchasing inclinations could choose mall shopping, as with the browser. Because malls offer an easy means to evaluate stores across a variety of goods and a chance to accomplish numerous purchases in one trip, they may also reflect more economical or practical purchasing orientations. Stepwise regression was used in the study to analyze three criteria variables-recentness, frequency, and intention-across three malls. This study made clear that proper data collection techniques need to be prioritized and that there should be further research done on mall preference criteria before gathering information from respondents.

Research Objective

Based on a survey of customers in a megacity in the state of Rajasthan, the research goal was to examine the attractiveness of shopping malls, with an emphasis on the behavior and attitude of mall patrons toward them in order to identify the qualities of the perfect mall.

Research Design and Methodology

A structured questionnaire survey that was created with the study's objectives in mind and after researching scholarly literature served as the basis for the instruments used to collect the study's responses. There were two stages to the research. An exploratory study was carried out in the first phase to ascertain the public's perception of the three malls in the city and their respective attitudes toward them. A descriptive study that incorporated the first phase's findings was part of the second phase. The purpose of this phase was to extract all relevant information related to the study's goals. The questionnaire had clauses informing the respondents of the study's goal and guaranteeing that their information would not be disclosed for any other reason. The age ranges of the study's sample were widely dispersed throughout the three Udaipur malls that were selected. Because of time constraints and the need to cover both genders equally, stratified sampling was utilized to cover all age groups within them, whereas quota sampling was used to cover only one gender. For data analysis, SPSS 17 and sophisticated Excel tools were utilized. The semantic difference scale utilized in this study's questionnaire was made up of adjective pairs that were modified and adapted from Dickson & Albaum's original scale (1977) [10]. This scale measured behavior and attitude toward retail stores using 29 seven-point semantic difference items. Through in-depth interviews with 27 customers, the original scale of 29 pairs of adjectives was created, and its validity was demonstrated in a number of ways. To ensure that the entire city of Udaipur was covered, the malls where people were interviewed were selected based on how widely distributed they are geographically. In Udaipur, Rajasthan, the three malls that were surveyed were Nexus Celebration Mall, Lake City Mall, and Urban Square Mall.

The first mall in the city to offer world-class shopping and lifestyle experiences under one roof is Forum Celebration Mall in Udaipur... Constructed in an ethnic architectural style, the mall is the first iconic heritage mall in India. Its distinctive exterior blends ethnicity with contemporary amenities, making it a symbol of Udaipur that is both iconic and unique.

In the middle of the "City of Lakes" is Lake City Mall, a one-stop shop, dining, entertainment.

The Mall has made a name for itself in the retail industry by reflecting and facilitating consumers' lifestyles and providing accessible luxury with a "customer first" mindset.

Since we firmly believe that the needs of our customers come first, all of our initiatives and plans are focused on giving mall patrons a positive, healthy experience.

A one-stop shop, dining options, entertainment, and gaming area located in the heart of the "City of Lakes"

Ultimate Destination for Dining, Shopping, Entertainment, Work, and Hospitality is Urban Square Mall! With a total area of 1.8 million square feet, Urban Square Mall is the FIRST biggest mall in Rajasthan. Visit Urban Square Mall to discover the center of the city's retail and leisure scene. One of the cities in the nation with the quickest rate of growth is Udaipur. In the state of Rajasthan, it is the lack city. In 2024, the population is 617,000. With 66.1 percent of people literate, Udaipur has the second-highest rate in Rajasthan. Residents of Udaipur tend to be big spenders. The greatest market in terms of family income and overall consumption spending is Udaipur, a poor city. In 2023, the average yearly gross income of the participants was 1,22,993.06 in rupees. As one of the most competitive cities in the nation, Udaipur is regarded as a rising economic destination and is ranked as the greatest city in Asia and the second best in the world.

At an alarming rate, there have been extensive changes to commercial centers, flyovers, large roadways, and future supermarkets. Udaipur already has around eight large malls, which provides a solid foundation for the current investigation.

Analysis and Results

The writers suggested filling out a total of 150 questionnaires by going to the malls and gathering information from the patrons. Additionally, the questions were read aloud by the authors to certain respondents who were unfamiliar with specific English vocabulary. Three months were spent gathering the data. Because 21 of the questions were deemed incomplete, a total of 129 questionnaires were used in the data analysis. The sample strategy used was stratified sampling based on age, which was followed by quota sampling based on gender and malls. The age groupings included youths (15-20 years old), early earners (21-25 years old), newly settled or with children (26-35 years old), with family (36-50 years old), and retired or remaining in the workforce. 52.71 percent of the 129 responders were men and 47.29 percent were women. Shoppers from Nexus Celebration Mall made up 37.21 percent of the total, followed by Lack City Mall with 37.98 percent and Urban Square Mall with 24.81 percent. Of the respondents from Nexus Celebration Mall, a sizable chunk (46.93%) came from an income band of Rs. 30000 and above. The bulk of persons in Lack City made between Rs. 20,000 and Rs. 30,000 or more per year, whereas 50% of respondents at Urban Square were from lower income categories and made between Rs. 10,000 and Rs. 20,000 per year. The most popular group to visit malls with was a group of friends, then the entire family. When combined, the family members have a sizable portion as well. Some of them even like visiting the malls by themselves. Age cross-tabulations with the companies that operate the malls are important. The majority of teenagers and young people (86.2%) go to malls with their friends, whereas individuals between the ages of 36 and 50 (46.2%) go with their families. Most older adults over 50 who visit malls do it with their family, primarily children (39%). Of the 129 shoppers, 89% made purchases in one or more categories, and the remaining 11% made no purchases at all.

"Principal Components Analysis" was the extraction technique employed in component analysis. We obtained the rotational component matrix, the unrotated component matrix, and the coefficient matrix. For orthogonal rotation, "Varimax with Kaiser Normalization method" was employed. This was done to ensure that the attitude statements are unambiguously assigned to the factors and that their affiliation with the factors is evident. Additionally, a "scree plot" showing the variation shown by the factors was created, and this was followed by a component score coefficient matrix. Given that the data's Kaiser Meyer Olkin (KMO) measure of sample adequacy is 0.703, factor analysis can be performed with reasonable confidence. Eleven factors are included in the result, and they can account for 67.528% of the variation in the data set. The distribution of attitude statements among the components is better explained, nevertheless, by a factor analysis based on the identification of six variables. The data set's variation can be explained by these six factors 48.520% of the time. The rotated component matrix yields the attitudes corresponding to each factor. The components that made up each of them were observed and derived, as Table 1 (Appendix 1) illustrates. Six characteristics are included in the first component, "locality & convenience," which is related to visiting a place close to home or work, going to stores under one roof, going shopping primarily, and being a one-stop shop. The second aspect is referred to as "relaxed shopping" because it combines three characteristics: a pleasant area to spend time, a fun outing, and a relaxed feeling. The third component is referred to as "prestige shopping" and encompasses elements such as dressing up and a pricey, intricate purchasing procedure. "Product Knowledge," which includes the type of store identified and knowledge gained, is the fourth component. Aspects pertaining to weekday and weekend visits are expressed in the fifth element, "Any day visit." The final and sixth criterion, "price parity," is composed of two elements: the cost of branded items and housed products.

The retail shop image measurement scale developed by Dickson and Albaum (1977) [10] served as the model for the semantic difference scale utilized in this investigation. For this mall study, the attribute statements have been appropriately adjusted from the original scale. A set of general mall choice drivers is produced by factoring these attributes statements in the semantic differential scale. "Principal Components Analysis" was the extraction technique employed in component analysis. We obtained the rotational component matrix, the unrotated component matrix, and the coefficient matrix. For orthogonal rotation, "Varimax with Kaiser Normalization method" was employed. This was done to ensure that the qualities are unambiguously assigned to the factors and that there is no doubt about which factors they belong to. With a Kaiser Meyer Olkin (KMO) measure of sample adequacy of 0.805, the data appears to be sufficiently favorable to factor analysis. Nine factors are included in the result, and they can account for 68.331% of the variation in the data set. On the other hand, the distribution of qualities among the factors is better explained by a factor analysis that is performed using five factors. The data set's volatility may be explained by these five factors in 53.75% of cases. Cross Rotations are no longer present. The rotated component matrix is the source of each factor's properties. Any component's components that have factor loadings higher than 0.6 are regarded as being a part of that factor. The factors are listed in Table 2 (Appendix 1) together with the statements that correspond with them.

Factors have been named based on their properties, as Table 2 (Appendix 1) illustrates. Six characteristics relating to store selection, reputation, perception, class, look, and physical condition make up the first category, "overall attractiveness." The second factor is titled "amenities and attractiveness" since it encompasses three characteristics: elevators, restrooms, music, fragrance, and security. The third aspect, dubbed "personnel," comprises characteristics related to client class, salesman, service, and personnel. The fourth component is "shopping ease," which includes checkout, displays, and cleanliness. Convenience, which is represented in features like store space and a welcoming atmosphere, is the final and fifth aspect.

Conclusion

The study's findings were in excellent agreement with earlier research. The study's six main underlying factors-locality and convenience, relaxed shopping, prestige shopping, product knowledge, any day visit, and price parity-explain shoppers' attitudes toward malls. Similar data has been found by a number of pertinent investigations (Craig & Turley, 2004; Teller, 2008). The study's five main underlying factors-which are best explained by the personnel, shopping ease, overall attractiveness, amenities and atmosphere, and convenience-were disclosed from the viewpoint of the shopper. This validates the results of earlier research. Customer satisfaction with regard to selection, ambiance, convenience, sales personnel, refreshments, location, promotional activities, and merchandising policy are among the many fundamental success aspects of centrally planned and controlled shopping malls (Anselmsson, 2006).

The aspects that seem to influence mall visitors' behavior have been investigated in this study. The study's findings indicate that a mall's location was a key factor in choosing whether or not to visit it. It therefore becomes crucial to select a suitable location based on the catchment area. The malls may be situated close to residential neighborhoods or other densely populated regions in order to boost foot traffic. When compared to Udaipur's local markets, the products available in the malls were typically thought to be branded and of higher quality, which contributed to the widespread view that the malls were more expensive. However, this view has changed as a result of India's emerging mall culture. Mall marketers have to employ effective communication and promotion strategies to alter this view. To market the mall's offerings, many media combinations are used, such as radio advertisements and publications. Furthermore, age was a significant role in the way people behaved toward all of the malls. The parameters that exhibit a substantial variation with age include the quantity of purchases made by mall patrons, the company they typically visit with, and the amount of time they spend there. It also affected how often general outings occurred and how much was spent on each of them. The remaining demographic factors had less of an impact on how customers behaved. This justifies the choice to create age-appropriate attraction methods and focus on the complete value delivery process to encourage customers to stay longer and spend a larger percentage of their wallet. It's necessary to draw viewers in by boosting the number of things they impulsively buy in the categories they're interested in and to execute successful marketing campaigns. With more investigation, these data might contribute to creating a distinctive character for the shopping center. In the Indian retail scene, malls are a relatively new phenomenon that have been warmly welcomed by people of all ages and socioeconomic backgrounds. The concept of a mall was not clear to the consumers. It is imperative that mall management assist customers in distinguishing between malls and other retail variations. Clear positioning and communication regarding their format, layout, and value offerings were necessary for the retail malls and arcades. For a customer, this is important because they were unaware of the true distinctions between these different business models. On the other hand, there is a wide range of behavior, attitudes, and views toward malls. If more replies are gathered for each specific mall and maybe even if the total number of malls surveyed is raised, there is potential for additional analysis of the substantive data. Regression analysis, which finds the relative relevance of mall choice factors, and cluster analysis, which divides shoppers based on their attitudes toward malls, are some of the analyses that may be performed on bigger data sets.

Appendix 1: Tables

Table 1: 6 Factors Derived with Factor Loading

Factors	Key Attitudes	Factor Loading
Locality & Convenience		
V.4	Visit near Residence	0.640
V.5	Visit near Workplace	0.616
V.10	Visit near Home/Workplace	0.604
V.11	Stores under one roof	0.708
V.13	Mainly for shopping	0.821
V.23	One stop shop	0.647
Relaxed Shopping		
V.6	Good Place to spend time	0.562
V.7	Good Outing	0.733
V.25	Feel Relaxed	0.624
Prestige Shopping		
V.28	Expensive	0.726
V.29	Dress up	0.855
V.30	Sophisticated manner	0.787
Product Knowledge		
V.15	Gain Knowledge	0.794
V.16	Store types	0.763
Any Day Visit		
V.1	Weekend	0.721
V.2	Weekday	0.707
Price Parity		
V.19	Price of housed products	0.902
V.20	Price of branded products	0.888

Table 2: 5 Factors Derived With Factor Loading

Factors	Key Attitudes	Factor loading
Overall Attractiveness		
V.19	Selection of Stores	0.844
V.20	Reputation	0.628
V.21	Impression	0.858
V.22	Class	0.777
V.23	Appearance	0.743
V.24	Physical condition	0.807
Amenities & Atmosphere		
V.26	Elevators	0.742
V.27	Restrooms	0.782
V.28	Smell	0.651
V.29	Music	0.660
V.30	Security	0.685
Personnel		
V.8	Salesman	0.695
V.9	Service	0.776
V.11	Personnel	0.828
V.12	Customer Class	0.861
Shopping Ease		
V.15	Cleanliness	0.912
V.16	Checkout	0.888
V.17	Displays	0.858
Convenience		
V.1	Store Space	0.730
V. 4	Pleasant Atmosphere	0.739

References

1. Anselmsson, Johan. "Sources of customer satisfaction with shopping malls: A comparative study of different customers segments", The International Review of Retail, Distribution and Consumer Research. 2006; 16(1):115.
2. Craig AM and Turley LW. "Malls and consumption motivation: an exploratory examination of older generation and young consumers, *International Journal of Retail & Distribution Management*. 2004; 32(10):464.
3. Maronick TJ. "Specialty retail center's impact on downtown shopping, dining and entertainment", *International Journal of Retail & Distribution Management*. 2007; 35(7):556.
4. Feinberg, Richard A, Meoli and Jennifer. "A Brief History of the Mall", Advances in Consumer Research. 1991; 18(1):426.
5. Ooi JTL and Sim LL. "The magnetism of suburban shopping centers:do size and Cineplex matter ? " *Journal of property Investment and Finance*. 2007; 25(2):111.
6. Zhou L, Wong A. "Consumer Impulse Buying and In-Store Stimuli in Chinese Supermarkets", *Journal of International Consumer Marketing*. 2004; 16(2):37.
7. Mohammed Ismail El-Adly. "Shopping Mall Attractiveness: A segmentation Approach" *International Journal of Retail & Distribution Management*. 2007; 35(11):936
8. Roy, Abhik. "Correlates of Mall Frequency", Journal of Retailing. 1994; 70(2):139.
9. Woodside AG and RJ Trappey. "Finding out why customers shop your store and buy your brand: automatic cognitive processing models of primary choice", *Journal of Advertising Research*. 1992; 32(6):59.
10. Dickson, John and Albaum Gerald. "A Method for Developing Tailormade Semantic Differentials for Specific Marketing Content Areas", *Journal of Marketing Research*. 1977; 14(1):87.
11. Stoltman, Jeffrey J, Gentry, James W, Anglin and Kenneth A, "Shopping Choices: The Case of Mall Choice", Advances in Consumer Research. 1991; 18(1):434.