INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **_5000 WORDS_**.

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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, KurukshetraUniversity, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

CHANGING CONSUMER SHOPPING EXPERIENCE IN SHOPPING MALL OF INDIAN SHOPPERS

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ABSTRACT

Large scale organized players are fast making inroads replacing traditional stores with modern stores. Retail formats which are adoptions of western formats may not necessarily be suitable for Indian retail environment. Consumer shopping behavior in shopping malls explores the experience of consumers during shopping in malls. Beyond explaining the shopping activities that interest the shoppers most, important attributes of shopping experience, the frequency and purpose to visit the mall are also detailed. The findings of the study indicate applications to the marketers and managers for an effective, efficient and productive mall performance. The findings also provide a direct evidence that malls are now a day's treated as a one stop destination for various purposes like dining, entertainment, hanging out, information seeking and shopping, a phenomenon called as (shoppertainment) compelling mall managers to transform the malls that would offer stores with attractive product, merchandise, sophisticated atmospherics and facilities to lure the target customers.

KEYWORDS

Shopping Experience, Shopping Behavior, Shoppertainment Store Attribute.

INTRODUCTION

Retailing the biggest private sector in the world is of the prime movers of an economy. The real estate market in India continues to be on its buoyant growth trend. Specialized retailers, all over the world, are developing rapidly in segments such as consumer durables books, music, lifestyle goods household furnishings, healthcare and beauty. India is an emerging retail market and its retail sales are increasing by an average of 10percent a year. The globally respected consultancy firm A.T. Kearney (2004), has rated India as the most attractive retail market. Organized retailers from within and around the globe are on a spree to set up shop in the Indian market. This has intensified the level of competition amongst the players and the Indian consumers had the opportunity to experience the rapid exposure to brands. Retailers will have to be very much market oriented to meet up the customer expectation attitudes and behavioral variables. The shopping experiences of consumers are guided by their expectation. A shopping mall is a group of retail business planned, developed, owned and managed as a unit (Kotler, Armstrong, 2006. 407.) According to Mckeever et al. 1977, Prendergast et al. 1998) shopping mall as a part of urban panorama has been considered as consumers "nesting places" or habitant. (Swinyard, 1998) these places are important venues that enhance peoples experience. Experience is the consequence of acquiring and processing stimulation in the mall over repeated visits. Shopping, buying and utilizing are three activities which contribute the customer's behavior in holistic manner Tauber (1972)

LITERATURE REVIEW

Reid & Brown (1996) proposed that the customer's orientation towards shopping may shed light into the way he/she indulged in shopping and it also told the reason when he/she chooses a particular retail store including (shopping mall). Store atmosphere plays a vital role in consumer experience. Atmospheric involves a conscious designing of space to affect customer's sensory experience. (Koo,2003) in his study said a positive store experience enhanced satisfaction and would lead to increased shopping frequency, and therefore lead to increased sales. Store atmospheric specifically in reference to design and ambient factors, was a significant variable as it influences consumer preference, interpersonal service quality, merchandise quality and monetary price perception as well as shopping experience cost (Baker et al 2002; Thang & Tan 2003), Newman and Patel (2004), reported that sore atmosphere was one of the crucial factors and determinants of store choice.

Walkefield and Baker found out that the architectural design of the mall was the dimension which contributed the most to mall excitement, while a mall's interior design had strong influence on customer's desire to stay longer in mall. Wakefield and Baker (1998), also found a positive and strong relationship between malls layout and desire to stay/ mall excitement.

This tells us that the customer not only evaluates the product assortment inside the mall but they also do look for the intangible that the mall offers like colors, ambience, fragrance lighting and music Prior researches suggest that use of light colors exhibit a sense of spaciousness and impart a sense of excitement among the minds of the consumer more over even the use of serene music along with warm colors helped the mall by increasing the customer desire to stay (Solomon,1994 Peter Olson,1994) According to Sway (2007), scent marketing can make a consumer feel comfortable and put consumer in a good mood that could positively influence purchase decisions.

A positive emotional experience engendered by store atmosphere will increase the estimated spending and time spend in the store. According to Donovan et.al 1994) this partly is due to emotional variable evaluated apart from cognitive variable e.g. quality and price perception.

Lindquist (1974) included merchandise in his nine attributes list explaining that merchandise consisted of quality, assortment, service and price. Lindquist (1974), confined fact that merchandise was a key image factor.

Zimmer and Golden (1998), Chowdhury Reader and Sirvastava (1998) are the authors who accepted product quality and range as being important components in the store image developments. The fact that when the consumer's found products in the retail store attractive, they had positive perceptions thus the customers are satisfied towards the store. Tang and Tan (2003), as well Collins-Dodd and Lindey (2003), claimed that merchandise had an essential influence on the brand perception and store image as well. Sullivan et al. (2002), consumer tends to seek store with a greater assortment of merchandise to satisfy their needs. Lindquist (1974), Zimmer and Golden (1998), Chowdhury et al (1998) Mc Goldrick (2002) had studied price as one of the merchandise components. Thompson and Chen (1998) laid stress on the price/quality linkage where price means "not waste money and is linked to durability quality. Bhupta and Vaish (2010), in their study stated that the developers and retailers need to plan the merchandising by the consumer needs. Chebat, Sirgy and Grzesknoswiak (2010), opined that one way to generate more traffic is to build a strong mall image perceived by the shoppers delivering unique benefits.

Previous research conclusion regarding convenience and location were somewhat contradictory as well as one hand, Burns and Warren (1995), found, that consumer's travels beyond their local shopping area to other shopping centre in order to access a wider selection of products than that available locally, and this

satisfied the need of uniqueness. On this conclusion research based on consumer responses by SeVerin et al (2001) and Yilmaz (2004) showed that convenient location has the greatest impact on consumer's choice of center. Opening hours and time taken to reach the outlet are one of the main criteria which the consumers look for while selecting a shopping outlet (Kaufman, 1996). With retail location point of view, consumers give higher preference to shopping outlet which is nearby to their homes..Loudon and Bitta (1993), discovered that consumer's seeked high convenience, they despised spending time and effort for a particular product. They also found that convenience is also an important criterion for customers who would either visit or made purchase in a mall very infrequently.

According to Kaufmann (1996), consumers are getting more and more inclined towards "one stop destination" for their complete shopping desire. Huff (1964 and 1966) concluded that the convenience of access were the primary characteristics that consumers sought, when choosing a shopping center to visit. The demand of one stop shopping had been a major drives of increasing scale of operations in retail (Messinges and Narasimhan 1997), multipurpose shopping can take many forms. Ghosh (1986) briefly commented to both the shopper and retailer. Malls would afford those pursuing a multi-purpose agenda the opportunity to do so more effectively and in a pleasant environment.

Shopping centre entertainment was a strategic marketing tool that could extend a shopping centre's trading areas, lengthen shopper stays, and increased revenues for tenants (Shim & Eastlick 1998). That is, entertainment (such as movie theatres, food courts and fashion shows) could enhance the ambience of a shopping centre conducive to an exciting and pleasant experience for shoppers. Few studies have incorporated entertainment as an attribute of the shopping centre image. Beyond the pioneering shopping centre study that measured entertainment items including movie theatre and themed restaurants was conducted by Bellenger, Robertson and Greenberg (1977). The entertainment mix of a shopping centre could comprise *specialty entertainment* (such as movie theatres), *special event entertainment* (such as fashion shows) and *food* (such as food courts and cafés). Besides an entertaining and pleasant ambience, a safe shopping environment was also central to consumer patronage.

Convenience orientation was a key benefit that shopper's seeked in the modern environment. In this sense, consumer's perceptions of convenience (e.g., opening hours, location, and parking) would have a positive influence on their satisfaction with the service (Berry et al. 2002). Consumers' perceived expenditure of time and effort interacts to influence their perceptions of service convenience (Berry et al. 2002), and retail facilities can be designed to affect those time and effort perceptions. For example, a central location can reduce the transaction costs associated with shopping (e.g., transportation cost, time spent). In addition to a convenient location, other convenience incentives provided by retailers, such as longer operating hours or ample parking, can draw patrons to a store Hansen and Deutscher (1977–1978)

RESEARCH GAP

The forgoing discussion brings the fact that the rate of growth in the retail sector in India creates a requirement for research from the consumer's perspective. A very few detailed studies on consumers shopping experience related to malls had been done in an Indian context. Most of the studies are based on USA and European environment. The lack of studies in this domain has triggered the interest to bridge the gaps.

OBJECTIVES

From the above research gap the following objectives were derived to study about the shopping experience of the Indian consumers. The research was conducted keeping in view the following main objectives
a) To indentify various shopping activities of the customers.
b) To explore important attributes of shopping experience among Indian shopper
In order to understand the shopping experience dimension of consumer's, related to mall attributes the given model has been developed.

FIG.1: MODEL OF CONSUMER SHOPPING EXPERIENCE
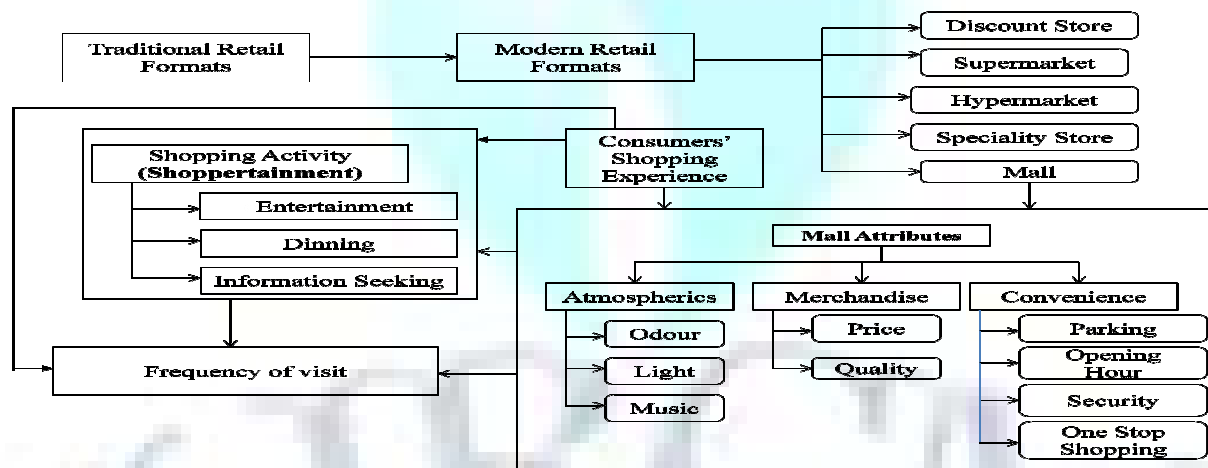
Source: Researcher

The Indian, consumer's are gradually moving from local Kirana shopping to mall shopping" with the number of domestic and international brands available in store. These modern retail formats provide a wide variety of products and services to customers and offer an ideal shopping experience with an amalgamation of product, entertainment and service all under a single roof. Indian consumers are fast embracing modern retail formats.

MODERN RETAIL FORMATS

1) Discount stores: Discount stores or factory outlets offer discounts on the MRP through selling in bulk reaching economies of scale or excess stock left over at the seasons. The product category range includes variety of perishable and non perishable goods.
2) Supermarket: This is a large, low cost, low margin high volume self service operation designed to serve the customer's need for food, luxury and household maintenance products. E.g. Food World, Subhiksha and Nilgiris
3) Hypermarket: Hypermarket in India deals with varied shops selling different types of essential commodities along with luxury items. The hyper market is mainly concentrated in urban areas only. It has a heterogeneous mixture of large and small individual retailers. Most of this hypermarket sells branded products of both domestic and international manufacturers. It offers product with different price brands for each and every section of the society. The operators of hypermarket are Reliance Retail, Bharti Wal Mart.
4) Specialty stores: These are stores that focus on specific market segments, specializing on particular products, gift items and so on. These include chains such as the Bangalore based kids Kemp, the Mumbai book retailer Crossword, Times Groups music chain Planet M.
5) Malls: It is the largest form of organized retailing. They lend an ideal shopping experience with an amalgamation of product, service and entertainment, all under a common roof.eg Shoppers stop.

The model indicates that the consumer's shopping experience depends upon the strategies adopted by the mall managers. Productive mall performers are those who provide dining, entertainment under one roof which affects the frequency of visits of the customers to the malls .The model explains that the consumer shopping experience depends upon the mall attributes including Atmospherics, Merchandise, and Convenience adopted by mall managers and shopping activities including Entertainment, Dining, and Information seeking (shoppertainment) influences the consumers shopping behavior which as a result affects the frequency of visit of the customers to the malls. The attributes derived are

MALL ATTRIBUTES

1) Atmosphererics: Atmospherics was defined by Kotler (1973), p.48 as "the effort to design buying environments to produce specific emotional effects in the buyer that enhance his/ her purchase probability". He referred to five – dimensional experience, based upon our five senses. Later research defined the term atmospherics to 'ambient factor's that emphasized sound (e.g. music), feel (environmentally based not product based (e.g. crowding, arousal), smell (overall odor) and sight (environment related e.g. (wall color).
2) Merchandise: A huge contributes to store loyalty lies with the relative offerings in terms of variety of assortment. Varity is the number of different merchandise categories a retailer sells while assortment refers to the number of item in a merchandise category.
3) Convenience: Convenience refers to the easiness that consumer seeks while shopping.
4) Shopping Activity: The favorite destinations for the people are now changing. Being a common utility product, a branded pair of jeans, and some leisure time in the cinema theatres or a general hangout, more urban crowds are attracted towards the mall. Several brand squeezed into one place Entertainment zones, shopping delights and food court. The whole concept of "Shoppertainment" is what's changing the scene of Indian Retail Industry.

RESEARCH METHODOLOGY

The research methodology for the study involved a research design comprising the elements of shopping activities and various attributes of malls that influence customers shopping experience. Shopping activities further comprised of Entertainment, Dining, Information seeking, and mall attributes comprising of Atmosphere, Merchandise and Convenience. A questionnaire in English was drafted. Each question was measured using five point Likert scale, which ranged 1 to 5, where 1 resembled the response as "strongly disagree" while 5 resembled "strongly agree" to measure 19 items. The questionnaire was divided into three parts. Part one employed questions to measure necessary and relevant demographic details of the respondents. Part two of the questionnaire used questions to capture the shopping behavior of the respondents (e.g. frequency of shopping, time taken while shopping in the mall, etc). Part three aimed at measuring the respondent's reaction towards the various dimensions of shopping experience. The data obtained by a pilot study was subjected to Reliability test and Cronbach alpha value .836 was obtained for the construct. Further it was scrutinized by industry expert and academicians for its validity. A few changes were incorporated on the suggestion of experts.
The questionnaire on the basis of sampling design was subjected to shoppers intercepted post shopping activity. The population of the study consisted of both male and female shoppers who come to shop in shopping mall in Delhi. Sampling frame consisted of shopping mall in Delhi in order to have representative sample, a list of selected retail stores in Delhi was generated. The sample size consisted of 500 shoppers as used in previous studies.
From the total number of 550 questionnaires, 500 were found completely usable for the purpose of the study. The percentage of the respondents was constructed depicting the complete demographic of the sample. **Table1** indicates the demographic profile of the respondents. There were (39.2%) of male respondent and (60.8%) of female respondents in the sample. The largest set of respondents was found to be of the age group 20-30 years (46%), following were the respondents of age group groups 31-40 years (24 %) and 41-50 years (16%) respectively. Unmarried respondents were found to be more as in the sample accounting for nearly (62.4%) and married respondents were about (37.6%) of the total sample. With respect to the educational level, graduates were the most recurring with (48%) followed by postgraduate (29 %.). Percentage of undergraduates included in the sample was (23%). About the occupation of the respondent the statistics revealed that (34%) of the respondents were salaried professionals, (50%) were students, (8%) were self employed, (7%) of the respondents were homemaker and a considerably low percent of the respondent with (1%) fell in the category of retired. According to the statistics in terms of monthly income, illustrated the major portion of the respondents were earning a monthly income ranging from 25000-50000 INR (40%), followed by the respondents who specified that had a monthly income of below 25000 INR accounting for (30%) of the total sample. Others who followed had 50000-75000 INR (21%), 75000- 100000 INR (8%) and above 100000 INR (1%).
Table 2 indicates the shopping behavior of the respondents included in the sample. The given table shows that the majority people i.e. (57%) visit malls for shopping and entertainment followed by dining (16%), window shopping (14%) and for information seeking (13%). The percentage of the respondents who visited malls not for shopping but for entertainment were (49%), for dining (21%) for information seeking (20%) and window shopping (10%). Majority of the respondents i.e. (50%) visited shopping malls with their friends, (30%) with their families, (15%) with their colleagues and the lowest number of respondents (5%) visited with their relatives. With regards to the percentage of average money spend while shopping in the malls, (72%) of the respondents spend <Rs 5000, between Rs 5000- 10000, (25%), Rs10000- 20000, (2%) and the Rs 20000-30000 (1%). The table indicates that (75%) of the respondents spend 1-3 hrs. in the mall, (11%) of the respondent spend 3-6 hrs, (10%) of the respondent spend <1 hr. and the lowest number of respondent i.e. (4%) >6 hrs. in the mall. In terms of frequency of visiting the shopping mall, results indicate that (61%) of the respondent visit the malls on the basis of their shopping needs where as about (23%) of the respondents visited once a week, (11%) of the respondents were found to be visiting the mall twice a week and a handful of the respondents were observed to visit the malls thrice a week.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Gender	Frequency	Percentage
Male	196	39.2
Female	304	60.8
Total	500	100

Age	Frequency	Percentage
<20	70	14
20-30	230	46
31-40	120	24
41-50	80	16
>50		
Total	500	100

Marital Status	Frequency	Percentage
Married	188	37.6
Unmarried	312	62.4
Total	500	100

Qualification	Frequency	Percentage
Undergraduate	115	23
Graduate	240	48
Postgraduate	145	29
Total	**500**	**100**

Occupation	Frequency	Percentage
Home maker	40	7
Self employed	80	8
Salaried	180	36
Retired	15	3
Student	230	46
Total	**500**	**100**

Approx Monthly Income	Frequency	Percentage
Below 25000	150	30
25000-50000	200	40
50000-75000	105	21
75000-100000	40	8
>100000	5	1
Total	**500**	**100**

SHOPPING BEHAVIOR OF THE RESPONDENTS

1) Visit shopping mall for shopping and

	frequency	percentage
Entertainment	285	57
Dining	80	16
Window shopping	70	14
Information seeking	65	13
Total	**500**	**100**

2) Visit shopping mall not for shopping but for

	frequency	Percentage
Entertainment	245	49
Dining	105	21
Window shopping	50	10
Information seeking	100	20
Total	500	100

3) Shopping companion

	frequency	percentage
Family	200	30
Friends	325	49
Relatives	15	9
Colleagues	10	12
Total	**500**	**100**

4) Average money spend

	frequency	percentage
<5000	360	72
5000-10000	125	25
10000-20000	10	2
20000-30000	6	1
>40000	0	0
Total	**500**	**100**

5) Average time spend

	frequency	percentage
<1 hr	50	10
1-3 hrs	375	75
3-6 hrs	55	11
>6 hrs	20	4
Total	**500**	**100**

6) Frequency of shopping visit

	frequency	percentage
Once a week	115	23
Twice a week	55	11
Thrice a week	25	5
As per shopping needs	305	61
Total	500	100

Source: Researcher

FIG.2: MALL ATTRIBUTES INFLUENCING CONSUMERS SHOPPING EXPERIENCE
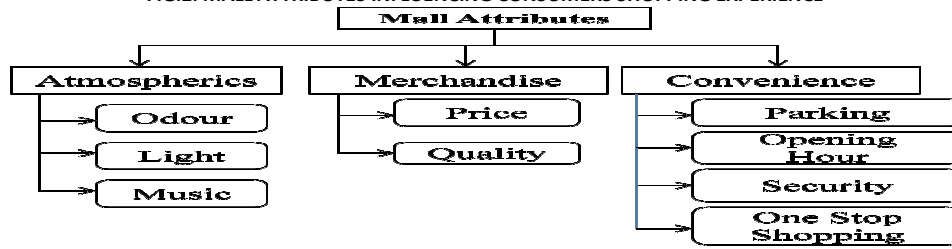
Source: Researcher

Findings of the study reveal that the entertainment emerges as the most significant activity at malls. Amongst the other important activities were dining and information seeking. The activity like window shopping is least important.

Interior design, décor and lighting of the malls were observed to have acceptance from the respondents. The respondents gave preference to the dimensions like merchandise and convenience. The respondents preferred one stop shopping, convenient opening hours, and parking facilities, wide product assortment and a place for recreation with friends and acquaintances. The study also reveals that the young customers of Delhi were favorably inclined towards the mall than their older counterparts. Atmospherics gave a positive store experience and enhanced the satisfaction which increased the shopping frequency. The design of the mall contributes to the mall excitement which influenced the customer's desire to stay longer in malls. The product quality, range and a store with greater assortment of merchandise satisfied their needs. Customers were more inclined towards "one stop destination" for their complete shopping desire.

LIMITATIONS

Some of the limitations too were identified in the study. The response of the respondents ranged from non response to partial response as they had come for shopping and entertainment and did not want to be intercepted fir a filling a questionnaire. Many were not ready to discuss the details of their response as they felt it was bothering their shopping visit.

Also shopping mall managers did not appreciate their shoppers being disturbed hence an inside shop interception for collecting response was not possible and the response was generated only outside shops.

An inside shop response would have generated a more valid data giving further detailed insight to the study being conducted.

CONCLUSION

In India the consuming class is emerging owing to the increasing income levels and dual career families with high disposable incomes. With the retailers eyeing their presence in the market, it is pertinent for them to identify the target shoppers as well as to identify the prime activities while shopping in an organized retail outlet and understand their needs/ desires of the targeted customers and deliver their offerings accordingly. Hence they can get not only maximum wallet shares of the customers but also their mind shares. A mall is a place where customers can get everything, and also is a good place to hangout with friends as a means of socialization along with purchase products of their interest and relevance. The findings of the present paper were quite similar to the literature reviewed, in a way that the customers were influenced by the music, color and lights of the malls which increased their desire to stay longer in them. The design of the store contributed to the mall excitement. Customers were more inclined towards one stop destination for their complete shopping desire as well as entertainment.

MANAGERIAL IMPLICATIONS

The result of the current study might have implications to the managers and marketers for an efficient, effective and productive mall performance. Malls are fast becoming a place for socialization and recreation and customers have high expectation from the malls. Hence mall managers should understand that malls have something more than a place to buy products. They should transform the malls in such a way that would offer energetic and vibrant stores with attractive product merchandise, scores of entertainment bundled with modern, more sophisticated atmospherics and facilities to enhance the shopping experience of the customers with the impact to lure the target customers.

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