

# Perception of Consumer Towards Selected Factors Affecting Choice of Shopping Mall in Ahmedabad City

MONA MEHTA\*<sup>1</sup> AND JAIMINI MAHIDA<sup>2</sup>

<sup>1</sup>Assistant Professor and <sup>2</sup>Research Scholar

Department of Family and Community Resource Management, Faculty of Family and Community Sciences,  
The Maharaja Sayajirao University of Baroda, Vadodara (Gujarat) India

## ABSTRACT

A shopping mall is typically, a shopping complex connected by walkways. It provides shopping as well as entertainment options to the target consumers. It usually, contains one anchor store, which consumes twenty five percent of its retail space. Today many shopping mall experiences of consumers are organized, stimulating, entertaining, cheerful, and colourful. Shopping malls are one among those formats which have started arising in large numbers. Shopping malls offered number of benefits against the normal markets. The consumer is attracted in mall due to various factors affecting buying behaviour. The objectives of the study were to find out the purchasing behaviour of the consumers in terms of frequency of visit, time spent, shopping day preference and shopping time preference of shopping malls in Ahmedabad city and to determine the perception of consumers towards selected factors affecting choice of shopping malls in Ahmedabad city. The study was descriptive in nature. The study was conducted in Ahmedabad city. A sample of 200 consumers was selected through convenience sampling method who visits the selected shopping malls of Ahmedabad city in once in a month. From each mall 50 respondents were selected. The data was collected through questionnaire which consisted of a scale on extent of satisfaction experienced with regards to factors affecting choice of shopping mall. The major findings male respondents were in majority as compared to the females and in terms of recreation factor it reflected that the male's perception showed that they preferred play areas for the children in the mall as they could leave their children and go for shopping whereas the female's perception showed that they did not prefer to leave their children alone while going for shopping. Hence, it could be concluded most respondents' perception of "convenience" and "utilitarian factor" as factors influencing their choice of shopping malls were most favourable for Ahmedabad city.

**Key Words :** Shopping mall, Consumer, Shopping complex, Children

## INTRODUCTION

In recent years, the expansion of organized retailing has initiated many revolutionary changes in India and as a result various types of modern retail outlets started functioning in the country. One such type of retail format is shopping mall which is a group of retail stores under one roof. In the views of Pookulangara and Knight (2013) shopping malls are expected to be frontrunners for the growth of organized retail in India. Shopping malls offer services to its consumers in the form of a convenient

access to a desirable mix of retailers within a managed environment to provide a satisfying and safe, shopping and leisure experience. Accessibility, a heterogeneous mix of retail outlets, unique environment, safety and leisure are the key service features that differentiate the retail experience of shopping malls from that of other shopping destinations, such as freestanding stores, departmental stores, focused malls, rejuvenated high streets vendors, retail parks, specialty and festival centers, as well as other television or e-retail stores, due to the seriously competition shopping malls have to be displayed a special

and favourable picture. The present-day shopping malls offer assortment of amusement choices, administrations, such as extravagance shopping, diversion zones, magnificence salons, cinemas and nourishment joints, to improve shoppers' involvement (Chebat and Michon, 2003).

The concept of shopping malls in India is undergoing a tremendous change. "From kiosks to large anchor stores shopping mall is a group of various large chain and small retail stores competing with each other under one roof (Khare, 2020). Malls have been constantly adapting and changing in both style and substance in order to attract increasingly sophisticated and fickle consumers. There are various factors which might affect shoppers' selection of a place to shop (Kim *et al.*, 2010).

Mall developers and retailers need to understand the psychology of consumers and gain a deep insight into the factors which give them satisfaction. Use of some of the exploratory factors are Ambience, Physical Infrastructure, Accessibility, Services and Convenience, Escape/Stress Relieving, Promotional Offers, Merchandize, Shopping Enjoyment, and Excitement were the most important factors influencing customers' perception about shopping malls.

Consumer perception is a marketing concept that outlines a consumers' opinion or view about a brand or a company by examining their experience with the company from the products' branding and services offered. Consumer perception can be positive or negative depending on the experience that a consumer has (Ha, 2004).

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The choice of shopping malls depends on how captivating and appealing they are to consumers mall loyalty is a consumer's preference to buy from a specific mall, which it has the connection with consumer choice (Ying and Aun, 2019). On this account, consumer preference has become the priority of the shopping mall to attract consumers and shoppers from time to time as continuous needs. A complimentary attitude towards the mall can be shown by the positive perception of consumer which means it can generate a positive image for the

mall as well (Tripathi and Tandon, 2008). Customers nowadays are more demanding than ever before as the unique shopping experience will only tend to draw the attention of the consumers to be pleased when spending their time in the mall chosen (Kursunluoglu, 2014). As stated that, satisfaction is a degree of meeting the needs at the end of a purchase (Oliver, 1999). The satisfaction is an assessment about how much the retailer could meet or exceed customer expectations (Boshoff and Gray, 2004). The role of customer satisfaction is determined by pre-sale expectations and post purchase perceived performance. Satisfied customers will definitely stay loyal and have the desire to revisit the shopping mall while dissatisfied customers are more likely to exit the transaction. Nevertheless, satisfied customers are more likely to spread the positive word-of-mouth about the shopping mall (Kursunluoglu, 2014).

### Objectives:

1. To find out the purchasing behaviour of the consumers in terms of frequency of visit, time spent, shopping day preference and shopping time preference of shopping malls in Ahmedabad city.
2. To determine the perception of consumers towards selected factors affecting choice of shopping malls in Ahmedabad city.

## METHODOLOGY

The research design for the present investigation was descriptive in nature. The sample for the present study were 200 shopping mall visitors. Purposive sampling technique was used for the collecting the data. For the present study questionnaire was developed. The tool consisted of statements on the scale were 41. The minimum and maximum possible score was 41 and 123. The minimum and maximum possible scores were divided into 3 categories on the basis of equal interval to determine the preferences into least favourable, moderately favourable and most favourable. Higher score of the respondent reflected on most favourable perception of consumers towards factors affecting choice of shopping malls and *vice versa*.

## RESULTS AND DISCUSSION

The findings of the study obtained through analysis of the data supported discussion and interpretation is presented here.

**Internal Environment:**

To find out Internal Environment of the shopping mall several statements were framed.

The data in the Table 1 revealed that perception of consumer in terms of Internal environment highlighted that majority (91.5 %) of the respondents agreed that shopping mall environment was attractive. Whereas very negligible *i.e.* (19 %) of the respondents disagreed that there was lack of pleasing soft music in the shopping mall. (Table 1)

**Service Experience:**

To find out Service experience of respondents several statements were framed.

The data revealed that perception of consumer in terms of service experience higher number (94 %) of the respondents agreed that shopping malls provided washrooms and drinking water facilities. Whereas very less (13.5 %) of the respondents disagreed that the staff members of the malls had adequate product knowledge. (Table 2)

Table 1 : Frequency and percentage distribution of the respondents according to Perception of Consumers towards Selected Factors Affecting Choice of shopping malls in terms of Internal Environment								
Sr. No.	Perception of Consumers towards Internal Environment	Respondents (n=200)						Weighted mean scores (3-1)
		Agree		Undecided		Disagree		
		f	%	f	%	f	%	
1.	The shopping mall environment was attractive	183	91.50	11	5.50	6	3.00	2.89
2.	The infrastructure quality of shopping mall was good	163	81.50	15	7.50	22	11.00	2.71
3.	The Interior design of the retail stores was trendy and decorative	170	85.00	22	11.00	8	4.00	2.81
4.	Large corridors and space availability for waiting area was available	157	78.50	25	12.50	18	9.00	2.70
5.	Attractive interiors of wall and flooring schemes	171	85.50	20	10.00	9	4.50	2.81
6.	Adequate Lighting in a shopping mall	177	88.50	15	7.50	8	4.00	2.85
7.	Pleasing physical surroundings	142	71.00	34	17.00	24	12.00	2.59
8.	Variety of games to enjoy	141	71.50	38	19.00	21	10.50	2.60
9.	Pleasing soft music in the mall	134	67.00	38	19.00	28	14.00	2.53
	Total Weighted Mean							2.71

Table 2 : Frequency and percentage distribution of the respondents according to Perception of Consumers towards Selected Factors Affecting Choice of shopping malls in terms of Service experience								
Sr. No.	Perception of Consumers towards Service Experience	Respondents (n=200)						Weighted mean scores (3-1)
		Agree		Undecided		Disagree		
		f	%	f	%	f	%	
1.	Washrooms and drinking water facilities were available	188	94.00	8	4.00	4	2.00	2.92
2.	The malls offer hassle free billing options	158	79.00	18	9.00	24	12.00	2.67
3.	The staffs of the malls have good marketing skills and knowledge about the products	138	69.00	37	18.50	25	12.50	2.57
4.	The malls offer common facilities and membership cards for retail stores	147	73.50	31	15.50	22	11.00	2.63
5.	Overall cleanliness and hygiene were maintained in shopping mall	174	87.00	18	9.00	8	4.00	2.83
6.	Trolleys and baskets were available which helps me in my shopping experience	176	88.00	14	7.00	10	5.00	2.83
7.	The staff members of the malls have adequate product knowledge	132	66.00	41	20.50	27	13.50	2.52
8.	The staff members were more attentive and respectful	151	75.50	26	13.00	23	11.50	2.64
	Total Weighted Mean							2.70

**Convenience:**

To find out Convenience of respondents to the shopping mall several statements were framed.

The data in Table 3 revealed that perception of consumer in terms of convenience reflected that majority (89.5 %) of the respondents agreed that the timings of the malls and felt that it was convenient to shop. Very negligible (9 %) of the respondents disagree that shopping mall was not a place where they could buy all needs. (Table 3)

**Utilitarian factor:**

To find out utilitarian factors affecting choice of shopping mall several statements were framed.

The data in Table 4 revealed that perception of consumer in terms of utilitarian factor that majority (92 %) of the respondents agreed that variety of reputable products were available in different retail stores of shopping mall. Whereas very less *i.e.* (13.5 %) of the respondents disagree that shopping mall does not provide opportunity for social interaction. (Table 4)

**Demonstration:**

To find out Demonstration affecting choice of shopping mall several statements were framed.

The findings in the Table 5 revealed that perception of consumer in terms of demonstration reflected that majority (90.5 %) of the respondents agreed that overall quality of displaying products in the shopping mall was attractive. Whereas very less *i.e.* (18.5 %) of the respondents disagreed that no free gifts were available with purchase of goods and products in shopping mall. (Table 5)

**Recreation:**

To find out Recreation affecting choice of shopping mall several statements were framed.

The findings of the Table 6 revealed perception of consumer in terms of recreation reflected that most (76.5 %) of the respondents agreed that the mall had provision of children play area. Whereas very less *i.e.* (41 %) of the respondents disagreed that they were not visiting shopping mall only for applying mehndi (Table 6).

An attempt was made in present research to assess

**Table 3 : Frequency and percentage distribution of the respondents according to Perception of Consumers towards Selected Factors Affecting Choice of shopping malls in terms of Convenience**

Respondents (n=200)								
Sr. No.	Perception of Consumers towards Convenience	Agree		Undecided		Disagree		Weighted mean scores (3-1)
		f	%	f	%	f	%	
1.	The location of the mall was convenient	170	85.00	13	6.50	17	8.50	2.77
2.	The timings of the malls were convenient	179	89.50	13	6.50	8	4.00	2.86
3.	No feeling of suffocation due to good quality of air conditioning in shopping mall	160	80.00	25	12.50	15	7.50	2.73
4.	The shopping mall was one-stop shopping place where all the needs were fulfilled	163	81.50	19	9.50	18	9.00	2.73
5.	Sufficient parking space availability in shopping mall	162	81.00	21	10.50	17	8.50	2.80
Total Weighted Mean								2.76

**Table 4 : Frequency and percentage distribution of the respondents according to Perception of Consumers towards Selected Factors Affecting Choice of shopping malls in terms of Utilitarian factor**

Respondents (n=200)								
Sr. No.	Perception of Consumers towards Utilitarian factor	Agree		Undecided		Disagree		Weighted mean scores (3-1)
		f	%	f	%	f	%	
1.	Variety of reputable products available in different retail stores under one shopping mall	184	92.00	11	5.50	5	2.50	2.89
2.	Products of one's own choice available at shopping mall	167	83.50	19	9.50	14	7.00	2.76
3.	Provides opportunity for social interaction	141	83.50	32	16.00	27	13.50	2.57
4.	Retail stores of shopping malls offers out latest trends in market	166	83.00	23	11.50	11	5.50	2.77
Total Weighted Mean								2.75

**Table 5 : Frequency and percentage distribution of the respondents according to Perception of Consumers towards Selected Factors Affecting Choice of shopping malls in terms of Demonstration**

Respondents (n=200)								
Sr. No.	Perception of Consumers towards Demonstration	Agree		Undecided		Disagree		Weighted mean scores (3-1)
		f	%	f	%	f	%	
1.	The overall quality of displaying products in the mall are quite attractive	181	90.50	15	7.50	4	2.00	2.89
2.	Regular price contest was held	136	68.00	36	18.00	28	14.00	2.54
3.	Premium offers with attractive rates	153	76.50	33	16.50	14	7.00	2.70
4.	Free gifts available with purchase of goods and products	124	62.00	39	19.50	37	18.50	2.43
5.	Gift coupons available on certain amount of products purchase	149	74.50	30	15.00	21	10.50	2.64
6.	Coupon's redemption schemes offered by shopping mall	154	77.00	29	14.50	17	8.50	2.69
7.	Money off offers on products available in mall	143	71.50	14	7.00	29	14.50	2.43
8.	Good packaging of products leads to impulsive purchase	153	76.50	26	13.00	21	10.50	2.66
9.	Sales, letters, circulars, text messages, emails for direct publicity	146	73.00	33	16.50	21	10.50	2.63
Total Weighted Mean								2.62

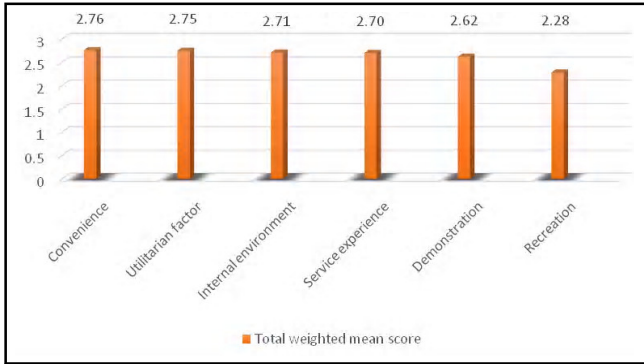
**Table 6 : Frequency and percentage distribution of the respondents according to Perception of Customers towards Selected Factors Affecting Choice of shopping malls in terms of Recreation**

Respondents (n=200)								
Sr. No.	Perception of Customers towards Recreation	Agree		Undecided		Disagree		Weighted mean scores (3-1)
		f	%	f	%	f	%	
1.	Availability of children play area in the mall are quite attractive	153	76.50	29	14.50	18	9.00	2.68
2.	Visiting shopping mall only for applying mehndi	95	47.50	23	11.50	82	41.00	2.07
3.	Visiting shopping mall only for dine-in purpose	112	56.00	26	13.00	62	31.00	2.25
4.	Visiting shopping mall to watch a movie	125	62.50	23	11.50	52	26.00	2.37
5.	Visiting shopping mall when any event is organized and special guest or invitees are invited	100	50.00	28	14.00	72	36.00	2.14
6.	Visiting shopping mall for relaxation purpose like massage or space	100	50.00	32	14.00	68	34.00	2.16
Total Weighted Mean								2.28

the perception of consumer towards selected factors affecting choice of shopping mall. It consisted of statements related to the perception of consumer regarding "Internal environment", "service experience", "convenience", "utilitarian factor", "demonstration" and "recreation" and the findings from the weighted mean scores revealed that "convenience" was found to be the most favourable factor affecting perception of consumer towards choice of shopping malls and the scores for "recreation" was least favourable factor affecting perception of consumer towards choice of shopping malls (Table 7 and Fig. 1).

**Table 7 : Total Weighted Mean score for Perception of Consumer Towards Selected Factors Affecting Choice of shopping mall**

Respondents (n=200)		
Sr. No.	Perception of Consumer Towards Selected Factors Affecting Choice of shopping mall	Total weighted mean Scores (3-1)
1.	Convenience	2.76
2.	Utilitarian factor	2.75
3.	Internal environment	2.71
4.	Service experience	2.70
5.	Demonstration	2.62
6.	Recreation	2.28
Overall weighted mean		2.64



**Fig. 1 : Total Weighted Mean score of Perception of Consumer Towards Selected Factors Affecting Choice of shopping mall**

**Conclusion :**

The data was collected from the respondents to find out perception of consumer towards selected factors affecting choice of shopping malls from Ahmedabad city. The mean age of the respondent was 36 years. Maximum number of respondents were males. The data regarding education qualification revealed that 44 percent of the respondents were post graduates. Further the data revealed that 64 % of the respondents were employed. The data regarding marital status revealed that 55 per cent of the respondents were married. The data regarding total annual income of the respondent’s family revealed that 61.3 percent of the respondents at the time of data collection income ranging between less than or equal to 6 lacs rupees.

The analysis in terms of the weighted mean scores calculated for perception of consumers towards selected factors affecting choice of shopping mall revealed that respondents had It was also observed that with regards to convenience most of the respondents had most favourable opinion towards the timings of the malls and felt that it was convenient to shop. Also, in utilitarian factor majority of the respondents had most favourable opinions on variety of reputable products available in

different retail stores of shopping mall. Whereas in terms of recreation factor majority of the respondents had most favourable opinion on availability of children play area.

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