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Motivation to Shop in Malls and Shopper Behaviour in Malls

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ABSTRACT

The retail industry has added to the economic growth of many countries and is definitely one of the fastest growing and dynamic industries in the world today. Consumer's needs are changing, competitors are entering the market arena, and technology is introducing new retailing methods to the industry. At the same time, retailing is also changing rapidly because of the fast-changing environment in which retailers operate. Hence, to survive and sustain the market, retailers need to know how to keep shoulder to shoulder of these changes to attract new customers and retain them. Shopping mall is a social and recreation meeting place attracting youngsters and seniors. Shopping malls viewed as a place not only for shopping but also for recreation and entertainment. The present study aims at understanding the shopper's motivation to shop in malls and shopper behavior in malls. The study is confined to the malls located in Chennai city. Any attempt to understand the behavior of the shoppers would help the mall to concentrate on the factors influencing the consumer decision making only to formulate strategies to achieve twin objectives namely fostering relationship with customers and staying ahead of the competitors.

KEYWORDS: Shopping mall, motivation, shopper behaviour

INTRODUCTION

The retail industry has contributed to the economic growth of many countries and is undoubtedly one of the fastest changing and dynamic industries in the world today. Consumer's needs are changing, competitors are entering the market arena, and technology is introducing new retailing methods to the industry. This give rise to the emergence of the concept organized retailing, which aims at providing an ideal shopping experience for the consumer based on the advantages of large-scale purchases, consumer preference analysis, excellent ambience and choice of merchandise, in a large number of cities in India with many business houses investing in this segment. There are different retail formats in India and shopping mall is one among them that has gained patronage particularly among the urban shoppers. Hence It has become pertinent to know about the behavior of the shoppers who make visits to the malls in order to formulate strategies to win their confidence and continued loyalty.

Shoppers Motives

Shoppers exhibit various behaviors in their shopping activity. They have both personal and social motives for shopping. Some shoppers use goods and services, including shopping behavior patterns to construct and maintain their social realities (Sirgy, 1985). Shopping is among the most enjoyable leisure-time activities for many people (Lau and Chan, 2005). Tauber (1972) introduced the notion that there may be other motives behind shopping apart from that concerned with provision (role playing). In addition to these personal motives, five social motives were also identified. Shopping may be identified as providing an opportunity to enjoy social interaction with others (social experience); Further motives are identified as the opportunity to interact and communicate with staff and customers who share common interests (communication), or to enjoy being the center of attention in a shopping situation (status or authority).Time is also relevant in influencing shoppers shopping behavior. Research also indicates that the amount of time a shopper has for shopping will influence the consumer's selection and purchase strategies.

Shopper Behavior

The past few decades have seen significant and diverse changes in consumer habits and lifestyles (Sondhi, 2006). Traditionally, shoppers are known to follow an established sequence of processes when shopping. Shoppers usually search for information to identify and compare alternatives. In the traditional shopping mode, shoppers might visit stores, discuss the purchase with friends, consult buying guides, talk to store employees, seek out ads, or just visit the mall to look around.

AIMS OF THE STUDY

The present study aims at understanding the shopper's behavior in malls. Any attempt to understand the behavior of the shoppers would help the mall to concentrate on the factors influencing the consumer decision making only to formulate strategies to achieve twin objectives namely fostering relationship with customers and staying ahead of the competitors.

SCOPE OF THE STUDY

The scope of the study relates to shoppers' behavior in malls and the study is confined to the malls located in Chennai city. Chennai city boast of having seven malls and many upcoming malls, since two malls do not have the features of entertainment, they have been deliberately left out of the study.

OBJECTIVES OF THE STUDY

1. To study the demographic profile of shoppers in mall.
2. To assess the existing shopping pattern in malls.
3. To study the behaviour of shoppers in malls.
4. To offer suggestions for improvement, attracting and retaining the shoppers of shopping malls based on the results of the study.

RESEARCH QUESTIONS

The researcher attempted to answer the following questions

1. What are the characteristics of shoppers and their behaviour in malls?
2. Is there any difference in behaviour of shoppers?

METHODOLOGY

Descriptive research design was followed in this research to find out relationship among variables like the existing purchase practices and shopper behaviour. A sample of 513 shoppers has been selected from five malls of Chennai City for the study. The sampling technique used for collecting data is convenience sampling. The present study is completely based on the primary data, collected with the help of structured questionnaire by meeting the shoppers at mall. A structured questionnaire was prepared based on the objectives of the study.

A pilot study conducted to ascertain the reliability (.754) of these instruments for the present population. Representative samples of 93 shoppers were taken for this purpose. With an interval of two weeks, the survey was administered throughout the day to ensure coverage of morning, afternoon and evening shoppers on both weekdays and weekends. Modifications were done on the questionnaire based on the study.

The collected data were analyzed by the appropriate statistical tools. Factor analysis was used to reduce the items and one way Anova was used to find out the significant difference.

LIMITATIONS OF THE STUDY

The scope of the study is confined to Chennai city only. Convenience sampling was used to select the sample respondents, as random sampling could not be used due to non-availability of population details. The descriptive variables related to so many aspects of shopping behavior had been measured with the help of five-point scale.

HYPOTHESIS OF THE STUDY

To accomplish the objectives of the study, the following hypotheses were formulated. They are:

1. There is a significant difference between shopping patterns among demographic variables (a) gender (b) age (c) occupation (d) annual income.
2. There is significant difference in motivation to shop variables and demographic variables (a) gender (b) age (c) occupation (d) annual income.
3. There is significant difference in shopper behaviour and demographic variables (a) gender (b) age (c) occupation (d) annual income.

RESULTS AND DISCUSSION

Demographic profile of shoppers

Demographic profile of the respondents was constructed based on the data collected. A completed profile of the respondents who participated in the survey is presented in Table 1.

The sample consist of 295 (57.5%) of male shoppers and 218 (42.5%) female shoppers. Based on the age of shoppers 75 (14.6%) are below 20 years, 199 (38.8%) are of 21-30 years, 159 (31.0%) 31-40 years, 80 (15.6%) are of 41 years above. The educational qualifications of shoppers are 75 (14.6%) students, 131 (25.5%) graduates, 299 (58.3%) Postgraduates and 8 (1.6%) others (doctorate and diploma holders). The occupation statuses of shoppers shows that are 160 (31.2%) students, 234 (45.6%) employed, 35 (6.8%) homemakers and 84 (16.4%) retired.

TABLE 1
Demographic profile of the respondents

Characteristics	Measuring Group	Frequency	Percent
Gender	Male	295	57.5
	Female	218	42.5
Age	Below 20 years	75	14.6
	21-30 years	199	38.8
	31-40 years	159	31.0
	41 years and above	80	15.6
Education	School level	75	14.6
	Graduate	131	25.5
	Post graduate	299	58.3
	Others	8	1.6
Occupation	Student	160	31.2
	Employed	234	45.6
	Home maker	35	6.8
	Retired	84	16.4
Marital status	Married	242	47.2
	Unmarried	271	52.8
Type of family	Nuclear	385	75.0
	Joint	128	25.0
Annual income	Less than Rs.300000	97	18.9
	Rs.300001 - Rs.500000	106	20.7
	Rs.500001 - Rs.700000	146	28.5
	Rs.700001 and above	164	32.0

Source: Primary

Marital statuses of the shoppers are 242 (47.2%) married and 271 (52.8%) unmarried. The type of family shows that 385 (75%) belongs to nuclear family and 128 (25%) joint family. Annual income of the shoppers show that 97 (18.9%) has less than Rs.300000, 106 (20.7%) has an annual income of Rs. Rs.300001 - Rs.500000, 146 (28.5%) has Rs.500001 - Rs.700000 and 164 (32%) has Rs.700001 and above.

Shopping pattern and demographic

Table -2
One way ANOVA : Shopping pattern and demographic

Shopping pattern	Demographic	Sum of Squares	df	Mean Square	F	Sig.
Shopping day preference	Gender	11.261	1	11.261	66.317	.000
	Age	14.537	3	4.846	29.539	.000
	Occupation	15.191	3	5.064	31.112	.000
	Annual income	13.028	3	4.343	26.002	.000
Occasion that influence visit	Gender	6.859	1	6.859	34.876	.000
	Age	1.547	3	.516	2.481	.060
	Occupation	3.121	3	1.040	5.080	.002
	Annual income	1.733	3	.578	2.784	.040
Preferred time to visit mall	Gender	.028	1	.028	.028	.866
	Age	124.881	3	41.627	55.798	.000
	Occupation	50.008	3	16.669	18.664	.000
	Annual income	8.537	3	2.846	2.920	.034
Distance travelled	Gender	55.855	1	55.855	57.560	.000
	Age	4.692	3	1.564	1.455	.226
	Occupation	9.407	3	3.136	2.943	.033
	Annual income	41.317	3	13.772	13.734	.000
Mode of transport	Gender	10.714	1	10.714	19.790	.000
	Age	1.446	3	.482	.858	.463
	Occupation	2.782	3	.927	1.659	.175
	Annual income	7.059	3	2.353	4.273	.005
Type of visit	Gender	1.410	1	1.410	8.153	.004
	Age	2.859	3	.953	5.581	.001
	Occupation	1.434	3	.478	2.753	.042
	Annual income	2.081	3	.694	4.026	.008
Frequency of visit	Gender	21.233	1	21.233	50.295	.000
	Age	.118	3	.039	.085	.968
	Occupation	1.253	3	.418	.902	.440
	Annual income	.363	3	.121	.260	.854
Shopping companion	Gender	2.175	1	2.175	4.564	.033
	Age	81.127	3	27.042	83.662	.000
	Occupation	75.895	3	25.298	75.854	.000
	Annual income	8.285	3	2.762	5.922	.001
Number of stores visited	Gender	.121	1	.121	.147	.702
	Age	14.361	3	4.787	5.997	.001
	Occupation	14.340	3	4.780	5.988	.001
	Annual income	10.188	3	3.396	4.211	.006
Time spent in mall	Gender	97.217	1	97.217	130.154	.000
	Age	5.422	3	1.807	1.943	.122
	Occupation	.564	3	.188	.200	.896
	Annual income	21.095	3	7.032	7.818	.000
Amount spent	Gender	209.434	1	209.434	89.095	.000
	Age	317.525	3	105.842	49.284	.000
	Occupation	233.906	3	77.969	33.726	.000
	Annual income	346.268	3	115.423	55.197	.000

Source: Primary

From Table 2 showing that a one-way ANOVA was used to test the mall shopping pattern. Mall shopping pattern differed significantly among shoppers based on gender. The F value for shopping day preference (66.317), occasion that influence visit (34.876), distance travelled (57.560), mode of transport (19.790), type of visit (8.153), frequency of visit(50.295), shopping companion (4.564), time spent in mall (130.154) and amount spent (89.095), which is significant at 0.05 level. Preferred time to visit mall and number of stores visited do not show significant difference. Hence, the stated hypothesis no 1(a) is partially accepted.

Shopping pattern among shoppers based on age (below 20 years, 21-30 years, 31-40 years and 41 years and above) shows that shopping pattern differed significantly among shoppers based on age. The F value for shopping day preference (29.539), Preferred time to visit mall (55.798) type of visit (5.581), shopping companion (83.662), number of stores visited (5.997) and amount spent (49.284), which is significant at 0.01 level. Occasion that influence visit, distance travelled, mode of transport, frequency of visit and time spent in mall do not show significant difference. Hence, the stated hypothesis no 1(b) is partially accepted.

Shopping pattern among shoppers based on occupation (student, employed, homemaker and retired) shows that mall shopping pattern differed significantly among shoppers based on occupation. The F value for shopping day preference (31.112), occasion that influence visit (5.080), preferred time to visit mall (18.664), distance travelled (2.943), type of visit (2.753), , shopping companion (75.854), number of stores visited (5.988), and amount spent (33.726), which is significant at 0.05 level. Mode of transport, frequency of visit and time spent in mall do not show significant difference. Hence, the stated hypothesis no 1(c) is partially accepted.

Shopping pattern among shoppers based on annual income (Less than Rs.300000, Rs.300001 - Rs.500000, Rs.500001 - Rs.700000, and Rs.700001 and above). Mall shopping pattern differed significantly

among shoppers based on annual income. The F value for shopping day preference (26.002), occasion that influence visit (2.784), preferred time to visit mall (2.920), distance travelled (13.734), mode of transport(4.273), type of visit (4.026), shopping companion (5.922), number of stores visited (4.211), time spent in mall (7.818) and amount spent(55.197), which is significant at 0.05 level. Frequency of visit to mall does not show significant difference. Hence, the stated hypothesis no 1 (d) is partially accepted.

FACTOR ANALYSIS

Motivation to shop in malls

Shopper's motivation to shop in malls has measured using nineteen items. Factor analysis used to reduce the items for measuring motivation for shopping. Principal component analysis has carried out to categorize the nineteen items of motivation for shopping. The latent variable was Motivation for Shopping and the observed variables were the nineteen items of motivation for shopping Table 3.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.608
Bartlett's Test of Sphericity	Approx. Chi-Square	10811.195
	df	171
	Sig.	.000

Kaiser-Mayor-Okin (KMO) measure of sampling adequacy and Bartlett's test of sphericity are used to determine if the study could confidently step forward to next one. Bartlett's test of sphericity should be significant (p<.05) in order for the factor analysis to be considered appropriate, while the minimum value for a good factor analysis is 0.6 for Kaiser-Meyer-Olkin (KMO) index (Pallant, 2001). In the above table Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.608 and Bartlett's test of sphericity showed the significant result (p<.01) in motivation for shopping. This initial result presents that it is a good factor analysis.

TABLE - 3
Factor analysis of motivation to shop

FACTOR ITEMS	Factor Loadings	Eigen value	Variance (%)	Cumulative variance
Achievement shopping				
I like to feel smart about my shopping trip	.860	4.256	22.399	22.399
It feels good to know that my shopping trip was successful	.802			
It is important to accomplish what I had planned on a particular shopping trip	.801			
It is disappointing when I have to go to multiple stores to complete my shopping.	.749			
A good store visit is when it is over very quickly.	.729			
On a particular shopping trip, it is important to find items I am looking for.	.715			
Value shopping				
I enjoy hunting for bargains when I shop	.854	3.027	15.930	38.329
I enjoy looking for discounts when I shop	.798			
I go shopping when there are sales	.775			
I look for offers	.612			
Idea shopping				
I go shopping to keep up with the new fashions.	.888	2.405	12.657	50.985
I go shopping to keep up with the trends	.800			
Social shopping				
I go shopping with my friends or family to socialize.	.937	2.129	11.207	62.193
Shopping with others is a bonding experience	.922			
Adventure				
To me, shopping is an adventure	.910	2.021	10.638	72.831
Shopping makes me feel like I am in my own universe	.892			
Gratification shopping				
When I'm in a down mood, I go shopping to make me feel better	.860	1.935	10.185	83.016
I go shopping when I want to treat myself to something special	.742			
To me, shopping is a way to relieve stress.	.614			
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 6 iterations				

The principle components analysis was the method used to arrive at a factor solutions and the factors were then rotated based on the varimax approach. The nineteen items has distributed among six factors. Eigen value, which is the equivalent number of variables, which the new factor represents, is greater than a recommended level of 1 for the extracted six factors. Of the nineteen items, only six factors were extracting with a cumulative variance of 83.016 percent. This indicates that the six factors explained 10.185 per cent variance of the motivation to shop. However, among these six factors, factor 1 had a greater Eigen value and 22.399 per cent of variance.

Shopper behaviour in malls

Shopping behavior of the respondents has measured using sixteen items. To reduce the items and to design a model for measuring shopping behavior, factor analysis has used. Principal component analysis has carried out to categorize the sixteen items of shopping behavior. The latent variable was shopping behavior and the observed variables were the sixteen items of shopping behavior Table 4.

TABLE – 4
Factor analysis of shopper behaviour in malls

FACTOR ITEMS	Factor Loadings	Eigen value	Variance (%)	Cumulative variance
Impulse buying		3.035	18.966	18.966
When I go shopping I buy things that I had not intended to purchase	.849			
I am a person who makes unplanned purchases	.805			
It is fun to buy spontaneously	.653			
I do not plan my purchase	.627			
Quality conscious		2.965	18.534	37.500
I am more conscious about the quality	.840			
I prefer quality product	.812			
I am ready to pay more for quality product	.765			
I prefer quality service	.759			
Risk taking		2.846	2.780	17.378
When I buy a wrong product, I go through financial and pscycological confusion	.916			
I take risk either when it is a low unit value purchase or sometimes to break the monotony	.835			
I take risks when the shopping is related to products wherein trial and error is possible	.824			
Information gathering		2.447	15.295	70.173
I look for more information and references in case of high price products.	.857			
I seek information on the price, alternatives available and after sales services	.823			
If I do not find something I am looking for I will ask the sales staff out there	.623			
Time and money spent		1.571	9.817	79.990
I spent more time in mall	.910			
I would spend more money than expected	.626			
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 7 iterations				

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.668
Bartlett's Test of Sphericity	Approx. Chi-Square	7027.360
	df	120
	Sig.	.000

Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.668 for the shopper behaviour items and Bartlett's test of sphericity showed the significant result (p<.00). This initial result presents that it is a good factor analysis.

The above table clearly exhibits the results of factor analysis conducted for the sixteen shopping behavior items. The sixteen items has distributed among five dimensions. Eigen value, which is the equivalent number of variables, which the new factor represents, is greater than a recommended level of 1 for the extracted five dimensions. Of the sixteen items, only five dimensions has extracted with a cumulative variance of 79.990 per cent. This indicates that the five dimensions explained 9.817 per cent variance of the Shopping Behavior. However, among these five dimensions, dimension 1 had a greater Eigen value and 3.035 per cent of variance.

Motivation to shop in malls and demographic

From Table 5 showing that a one-way ANOVA was used to test the motivational variable to shop (achievement shopping, value shopping, idea shopping, social shopping, adventure shopping and gratification shopping) among gender (male and female). Motivation to shop differed significantly across the male and female shoppers. The F value for achievement shopping, value shopping, idea shopping, social shopping and adventure shopping are 102.565, 210.205, 125.742, 118.340, 49.146 that is highly significant and gratification shopping do not show significant difference between genders. Hence, the stated hypothesis no 2 (a) is partially accepted.

Table -5

One way ANOVA : Motivational variable to shop in malls and demographic						
Motivation to shop in malls	Demographic	Sum of Squares	df	Mean Square	F	Sig.
Achievement shopping	Gender	2167.647	1	2167.647	102.565	.000
	Age	238.388	3	79.463	3.178	.024
	Occupation	198.287	3	66.096	2.635	.049
	Annual income	42.947	3	14.316	.564	.639
Value shopping	Gender	1890.592	1	1890.592	210.205	.000
	Age	191.393	3	63.798	5.158	.002
	Occupation	41.053	3	13.684	1.081	.357
	Annual income	426.148	3	142.049	11.930	.000
Idea shopping	Gender	376.378	1	376.378	125.742	.000
	Age	170.539	3	56.846	16.673	.000
	Occupation	37.625	3	12.542	3.417	.017
	Annual income	87.227	3	29.076	8.137	.000
Social shopping	Gender	211.125	1	211.125	118.340	.000
	Age	39.245	3	13.082	6.145	.000
	Occupation	58.830	3	19.610	9.382	.000
	Annual income	12.920	3	4.307	1.975	.117
Adventure shopping	Gender	134.492	1	134.492	49.146	.000
	Age	36.033	3	12.011	4.084	.007
	Occupation	16.546	3	5.515	1.851	.137
	Annual income	133.845	3	44.615	16.232	.000
Gratification shopping	Gender	5.251	1	5.251	1.035	.309
	Age	18.991	3	6.330	1.250	.291
	Occupation	1.547	3	.516	.101	.959
	Annual income	70.796	3	23.599	4.755	.003

Source : Primary

Based on age group (below 20 years, 21-30 years, 31-40 years and 41 years and above) it is observed that motivation to shop differed significantly across the age group. The F value for achievement shopping, value shopping, idea shopping, social shopping and adventure shopping are 3.178, 5.158, 16.673, 6.145, 4.084 which is significant at 0.05 level and gratification shopping do not show significant difference between shoppers based on age group. Hence, the stated hypothesis no 2 (b) is partially accepted.

Based on occupation (student, employed, homemaker and retired) it is observed that, motivation to shop differed significantly across shoppers based on occupation. The F value for achievement shopping, idea shopping and social shopping 2.635, 3.417, 9.382 which is significant at 0.05 level and the F value for value shopping, adventure shopping and gratification shopping do not show significant difference between occupation of shoppers. Hence, the stated hypothesis no 2(c) is partially accepted.

Based on annual income (Less than Rs.300000, Rs.300001 -Rs.500000, Rs.500001 - Rs.700000, Rs.700001 and above) it is observed that, motivation to shop differed significantly across shoppers based on annual income The F value for value shopping, idea shopping, adventure shopping and gratification shopping are11.930, 8.137, 16.232, 4.755, which is significant at 0.01 level. Achievement shopping and social shopping do not show significant difference between different income group shoppers. Hence, the stated hypothesis no 2 (d) is partially accepted.

Shopper behaviour and demographic

From Table 6 showing that a one-way ANOVA was used to test the shopper behaviour in malls (Impulse buying, Quality conscious, Risk taking Information gathering and Time and money spent) and gender (male and female). Shopper behaviour in malls differed significantly among shoppers based on gender. The F value for impulse buying, quality conscious, Risk taking, information gathering, time and money spent are 62.409, 233.023, 27.831, 52.975 and 8.383, which is significant at 0.01 level. Hence, the stated hypothesis no 3 (a) is accepted.

Table - 6

One way ANOVA: Shopper behaviour and demographic						
Shopper behaviour	Demographic	Sum of Squares	df	Mean Square	F	Sig.
Impulse buying	Gender	352.308	1	352.308	62.409	.000
	Age	89.696	3	29.899	4.835	.003
	Occupation	88.143	3	29.381	4.749	.003
	Annual income	139.594	3	46.531	7.647	.000
Quality conscious	Gender	1717.024	1	1717.024	233.023	.000
	Age	258.721	3	86.240	8.403	.000
	Occupation	155.179	3	51.726	4.942	.002
	Annual income	165.076	3	55.025	5.267	.001
Risk taking	Gender	139.846	1	139.846	27.831	.000
	Age	214.350	3	71.450	14.587	.000
	Occupation	278.569	3	92.856	19.458	.000
	Annual income	133.878	3	44.626	8.826	.000
Information gathering	Gender	312.662	1	312.662	52.975	.000
	Age	66.700	3	22.233	3.469	.016
	Occupation	119.603	3	39.868	6.324	.000
	Annual income	128.213	3	42.738	6.797	.000
Time and money spent	Gender	15.088	1	15.088	8.383	.004
	Age	10.723	3	3.574	1.969	.118
	Occupation	7.174	3	2.391	1.312	.270
	Annual income	7.363	3	2.454	1.347	.258

Source: Primary

Shopper behaviour in malls (Impulse buying, Quality conscious, Risk taking, Information gathering and Time and money spent) among shoppers based on age group (below 20 years, 21-30 years, 31-40 years and 41 years and above) shows Shopper behaviour in malls differed significantly among shoppers based on age. The F value for Impulse buying, Quality conscious, Risk taking, Information gathering are 4.835, 8.403, 14.587, 3.469, which is significant at 0.05 level. Time and money spent do not show significant difference between shoppers based on age. Hence, the stated hypothesis no 3(b) is partially accepted.

Shopper behaviour in malls (Impulse buying, Quality conscious, Risk taking, Information gathering and Time and money spent) among shoppers based on occupation (student, employed, homemaker and retired) shows that shopper behaviour in malls differed significantly among shoppers based on occupation. The F value for Impulse buying, Quality conscious Risk taking, Information gathering are 4.749, 4.942, 19.458 and 6.324, which is significant at 0.01 level. Time and money spent do not show significant difference between shoppers based on occupation. Hence, the stated hypothesis no 3 (c) is partially accepted.

Shopper behaviour in malls (Impulse buying, Quality conscious, Risk taking, Information gathering and Time and money spent) among

shoppers based on annual income (Less than Rs.300000, Rs.300001 - Rs.500000, Rs.500001 - Rs.700000, Rs.700001 and above) shows that shopper behaviour in malls differed significantly among shoppers based on annual income. The F value for Impulse buying, Quality conscious, Risk taking, Information gathering are 7.647, 5.267, 8.826, 6.797, which is significant at 0.01 level. Time and money spent do not show significant difference between shoppers based on annual income. Hence, the stated hypothesis no 3 (d) is partially accepted.

SUGGESTION FOR FURTHER RESEARCH

There are many areas on which further research can be conducted to gain a better understanding of shopper behaviour in malls in India. First, as this study is limited in location and sample size, subsequent research should consider a larger and more diverse sample drawn from every part of the country. This is because a geographically and demographically diverse sample is important for the purpose of clear generalization. Second, it is also important to examine loyalty, lifestyle and attitude towards the mall from a different or broader perspective.

CONCLUSION

The growing consuming class coupled with the entry and expansion of organized sector in recent years has set the pace for the corporate investment in retail business. As human behavior is a complex phenomenon, the buying motives that drive the consumers to the shopping malls need to be analyzed in right perspective in order to ensure the repatronage of the consumers. In addition, there is an exceptional growth in the urban consumer tastes and preferences have undergone a sea of changes.

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