



## Understanding of Retailers Towards Shopping Malls in Bengaluru and Chennai Cities

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### ABSTRACT

*Many developed nations have already witnessed the noteworthy mall culture which has redefined "Retail mall marketing" in the current days of marketing scenario for the maximum disposable income groups as well as for developed families. This emphasis, the emergence of malls, as significant and prominent end for shopping, entertainment and socialization has turned the face of the retail business in India as well as metro Cities like Delhi, Mumbai, and Bangalore and Chennai have received colossal economic and social contributions from these malls making them one of the most vital and high-tech cities which also made together in growth with on par with global development. In this context the paper foster to study the understanding of retailers towards shopping malls in Bengaluru and Chennai cities. The paper gone through suitable and adequate, relevant review of earlier study to bring out the gap of study. Therefore, the main aim of this paper is to identify the role and impact of mall retailer in study area. The study adopts convenience sampling method of 268 respondents by application of ANOVA and t-test. The major findings show that there is a prime and significant influence of mall retailers in study area.*

**KEYWORDS : Mall Marketing, Retail, Entertainment, Socialization and Business.**

### INTRODUCTION

Shopping, buying and utilizing are three activities which constitutes the Shopping mall in a holistic manner (Tauber, 1972). Myriad number of literatures is available which have identified various dimensions and concepts of customers' buying and consumption retailers. However, very few literatures are available which have described about the various constructs of shopping Mall and even fewer numbers of researchers have focused on Indian Retailers.

According to Assael (1987), shopping mall is the most unique for malls which the Retailers exhibit. Gifts, clothing, groceries, gifts and household items are some of the most common type of shopping which Retailers indulge in a highly frequent manner. But according to Dholakia (1999), occasion and motives are also some crucial points which influence the Retailers shopping mall. For example, for some Retailers, shopping is all about getting the best deal out of bargaining, for some (especially teenagers or the young crowd) shopping is a means of getting acquainted and interact more with others in a social context and for some it is a way of breaking out from the regular monotonous professional and personal routine (Reid and Brown, 1996).

It is also possible, that the motives behind two Retailers shopping at the same store could be same or different. Same motives may arise as when the customers look for convenience, shopping experience etc, whereas motives may vary as a result of compulsion or by free choice. Compulsion shopping happens when the customer is forced to indulge in shopping and for him/her it could be a great deal of burden, in this case he/she will try to finish of the work in minimum time that too with minimum effort. While for the other customer who see shopping as a mean of enjoyment, may consider shopping as a form of sport, in this case he/she will not mind sparing extra time and effort while searching and evaluating various alternatives available to him. The study done by Underhill (1999) revealed that, shopping is very distinctive in nature, its more to just purchasing what one wants but it also includes the customers acceptance of the product, brand or stores as well, using multiple senses like- seeing, smelling, tasting, hearing and even tasting (at times). Solomon (1994), proposed five types of shoppers which he identified from his study on customers of western countries.

### REVIEW OF RELATED LITERATURE

The study come across the following earlier studies they are; Wakefield and Baker (1998) found out that the architectural design of the mall was the dimension which contributed the most to the mall excitement, while a malls interior design had the strong

influence on customers' desire to stay longer in the mall. Waker field and Baker (1998) also found a positive and strong relationship between the malls layout and desire to stay/mall excitement. This tells us that customers not only evaluate the product assortments inside the mall but they also do look for the intangibles that the mall offers like colors, ambience, fragrance, lighting and music.

According to a study conducted by Loudon and Britta (1993), a better Interior design actually helps to elevate the image of the mall over a period of time. Complementing the discussed findings is the study conducted by Lui (1997) which revealed that today's Malls have seen a paradigm shift in the kind of interior which the designers choose for their malls; from a very relaxed environment to architecturally lavish, affluent and sophisticated design. Prior researches suggest that use of light colors exhibits a sense of spaciousness and calmness whereas bright colors impart a sense of excitement among the minds of the Retailers; moreover, even the use of serene music along with warm colors helped the mall by increasing the customers' desire to stay (Solomon, 1994; Peter and Olson, 1994). All in all, atmospheric characteristics are basically an extension to the product assortments and could be manipulated positively to enhance buyers' mood and comprehension, hence affecting malls, and to elevate the mall image. On the basis of the above discussed literatures, our research postulates the first proposition. The present study concentrates on the understanding of retailers towards shopping malls in Bengaluru and Chennai cities.

### MALL MARKETING SHOPPING DIMENSIONS

#### i) Convenience Dimension

Operating hours and time taken to reach the outlet are one of the main criteria which the Retailers look for while selecting a shopping outlet (Kaufman, 1996). As evident from the theory of retail location, Retailers give higher preference to shopping outlet which is nearby their homes. Loudon and Bitta (1993) also discovered that Retailers seek high convenience; they despise spending time and effort finding parking space, department or a particular product; they also found that convenience is also an important criterion for customers who are either visiting or making purchase in a mall very infrequently. Also, according to Kaufmann (1996), Retailers are getting more and more inclined towards a "one stop destination" for their complete shopping desire, thereby complementing the theory of emergence of the mall culture.

#### ii) Escape Dimension

Malls, because of their exciting, lavish and sophisticated environments proffer a sense of relief and break to the customers from the

same monotonous and routine rituals of job and personal works. Underhill (1999 and 2005) explained that many modern malls have started to offer a myriad level of sensory stimulus. A trip to shopping malls can provide an individual/family a very economic means of entertainment, leisure and recreation with a great deal of effort-less planning.

### iii) Exploration Dimension

According to Tauber (1972), Malls attract shoppers by offering an opportunity to learn new trends i.e. Exploration. In fact, customers perceive the process of accumulating information by exploring various products or stores (both new and old) as a sense of benefit (Wakefield and Baker, 1998). Retailers always look for new and upgraded product and their desire for variety can only be met through the process of exploration. So, it is of utmost importance to the mall management to offer a variety of products and alternatives for an improved mall performance (Kaufmann, 1996).

### iv) Flow Dimension

Bloch et al (1994) and Lui (1997) have explained the meaning of "Flow" as a blissful state of absorption which is associated with the forgetting about the sense of time. For example if the mall experience is good the customers will not mind the time which they have spent inside the mall while shopping or enjoying and may even have a high desire to spend more time inside the mall thus resulting in better performance of the mall. Moreover, visiting a mall alone is also not perceived as a sense of negativity which however, is present in case of watching movies alone or dining out alone.

### v) Role enactment Dimension

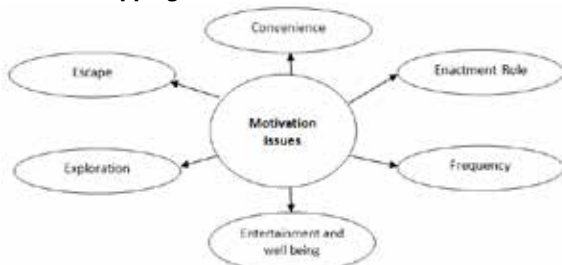
People behave in manner which is socially accepted or expected depending on the cohort they belong to. For example, shopping of household items in metros cities is done by housewives and shopping for clothes and other related accessories are done by individuals. Wakefield and Baker (1998) observed that hedonic shoppers (those who seek pleasure in shopping) were noticed to visit malls more than utilitarian shoppers (those fulfill the duty of shopping). Solomon (1994) also elicited that some shoppers enjoy bargaining and that they see shopping as a sport. Thus, in a nutshell we may say that Retailers enact their social roles by shopping or visiting a mall.

### vi) Social Dimension

Shopping offers an individual an opportunity to socialize, it often result in meeting up with old friends or new acquaintances. Researches done by Tauber (1972); Wakefield and Baker (1998) have posit that the opportunity of socialization is an important factor related shopping experience. In addition to this, Loudon and Bitta (1993) have highlighted that most of the people prefer to shop at location where employees' shopping mall towards them are cordial and courteous. Teens (even families) in particular have shown a great tendency of visiting and recreating at shopping malls because of the economic cost of entry.

The researcher is attempting to understand the influence of all the six dimensions related to shopping experience with regards to motivation towards visiting a mall. Thus, the researchers postulate the dimensions of shopping motivation issues in the form of Figure.

**Figure: Influence of Shopping Dimensions on motivation for shopping at Malls**



### RESEARCH PROCEDURE

Selection of sample is an important aspect of descriptive research. It has been decided to confine the present study to the shopping mall retailers in Bengaluru and Chennai Cities. The study confines two ma-

for cities in Indian namely Bengaluru and Chennai. 268 retailers were selected by convenience random sampling technique adopted and the data collected May 2014. Relevant and suitable technique such as Anova and t-test were applied so as to bring adequate and true representative of total population in order to draw meaningful conclusion and generalization.

### RESULT AND DISCUSSION

**Table 1: Mean SD and F value for Importance of variables wise Age of the respondents**

Variables	Age	N	Mean	SD	t/F-Value	Level of Significance
Product Strategies	25-35	133	27.98	4.38	7.206	Significant at 0.001 level
	35-45	78	26.12	5.94		
	Above-45	57	25.39	4.04		
	Total	268	26.89	4.93		
Price Strategies	25-35	133	16.83	3.46	8.013	Significant at 0.001 level
	35-45	78	16.64	1.80		
	Above-45	57	14.98	3.15		
	Total	268	16.38	3.08		
People Strategies	25-35	133	34.45	4.40	30.713	Significant at 0.001 level
	35-45	78	37.42	5.93		
	Above-45	57	30.19	6.22		
	Total	268	34.41	5.85		
Related Mall Business	Male	201	29.48	5.74	2.398	Not Significant
	Female	67	27.73	4.96		
Related Marketing Strategies	Male	201	46.71	10.52	2.550	Not Significant
	Female	67	43.15	9.67		
Product Strategies	Male	201	27.62	4.93	4.641	Significant at 0.001 level
	Female	67	24.70	4.28		
Price Strategies	Male	201	16.79	3.07	4.051	Significant at 0.001 level
	Female	67	15.16	2.77		
Place Strategies	Male	201	3.49	0.87	0.811	Not Significant
	Female	67	3.34	1.37		

**Source: Compiled from primary data.**

It indicates that Table 1 related mall business, 25-35 age group of retailers (mean=28.08), 35-45 age group higher mean value than the other groups (mean=30.01), above 45 age group (mean=29.96). It is result that related marketing strategies, age group 25-35 (mean=44.58), 35-45 age group (mean=45.41), above 45 age group (mean=49.26) have the age group of higher than the other groups. It is shows that product strategies, 25-35 age group of retailers higher mean value (mean=27.98) than the other groups, 35-45 age group of retailers (mean=26.12), above 45 age group of retailers (mean=25.39).

It is revealed that price strategies, age group 25-35 higher (mean=16.83), 35-45 age group (mean=16.64), above 45 age group (mean=14.98) than the other group. Indicate that place strategies age group 25-35 (mean=3.52), 35-45 age group higher (mean=3.56), above 45 age group (mean=3.14) than the other. It is found that promotion strategies, age group 25-35 (mean=30.30), 35-45 age group (mean=30.06), above 45 age group (mean=31.44) have higher value of age group than the other. It is refers that people strategies, age group 25-35 (mean=34.45), 35-45 age group higher (mean=37.42), above 45 age group (mean=30.19) than the other groups. It is infers that process strategies, age group 25-35 (mean=14.94), 35-45 age group (mean=14.41), above 45 age group (mean=15.33) have the higher value of age group than the other age groups.

It is also evident from the Table1 In the case of related mall busi-

ness, gender male retailers obtained higher (mean=29.59) than the female retailers. Thus the male retailers have high self-concept than the female retailers. It is concluded that related marketing strategies, male retailers have secured more (mean=46.75), than the female retailers (mean=43.15). Thus the male retailers have high self-concept than the female retailers. In the case of product strategies, male retailers have secured more (mean=27.62) than the female retailers (mean=24.70). Thus the male retailers have high self-concept than the female retailers. It is refers that price strategies, male retailers have secured more (mean=16.79) than the female retailers (mean=15.16). Thus the male retailers have high self-concept than the female retailers. It is revealed that place strategies, male retailers have secured more (mean=3.49) than the female retailers (mean=3.34). Thus the male retailers have high self-concept than the female retailers.

### MANAGERIAL IMPLICATIONS

As more and more malls are coming up in the Bengaluru and Chennai Cities, competition in this domain will soon intensify and become fierce. It is of utmost importance to mall management to understand the needs/desires of the targeted customers and deliver their offerings accordingly so that they can get not only the maximum wallet shares of the customers but also their mind shares. The results of the current study have many implications to the managers and marketers for an efficient, effective and productive mall performance.

Malls are fast becoming a place for socializing and recreation (apart from shopping), and customers have set high expectations from the malls. They see malls as a one stop destination for various

purposes like dining, watching movies, hanging out, meeting new/ old friends and shopping. Hence, mall managers should understand that malls have become something more than a place to buy products and they should transform the malls that would offer energetic and vibrant stores with attractive product merchandises, scores of entertainment bundled with modern, more sophisticated atmospherics and facilities, necessary to lure the target customers. Retailer of Bengaluru and Chennai also gave high acceptance to dimensions like Exploration, Convenience and Social. The customers preferred one stop shopping, wide product assortment and a place for recreation with friends and acquaintances. Mall managers and marketers should bundle all the mentioned items while designing criteria which the mall has to offer to the customers, in order to lure them, make them to stay longer and spend more.

Thus to conclude, the present study also reveals that young generation of the Bengaluru and Chennai Cities were found to have favorably inclined towards the mall than their older counterparts. Mall managers and marketers should develop new strategies in order to attract more and more youth crowd by employing new technologies, vibrant color schemes and futuristic whereas they should also devise ways of attracting older crowd by offering complete family entertainment along with a great shopping experience. It is further stated that from the analysis it is evident that there is an impact of understanding of retailers towards shopping malls in Bengaluru and Chennai cities.

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