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Shopping Experience and Satisfaction of Outshoppers in Shopping Malls in Selected Cities in Tamilnadu

KEYWORDS

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Introduction

Retailing in India is currently estimated to be a USD 200 billion industry, of which organized retailing makes up 3 percent or USD 6.4 billion. By 2020, organised retail is projected to reach USD 23 billion and in terms of market share it is expected to rise by 20 to 25 per cent. The report also predicts a stronger retailer growth than that of GDP in the coming five years Development of mega malls in India is adding new dimensions to the booming retail sector. Shopping experience in the nation of shopkeepers is changing and changing very fast. **Malls** are fast becoming sought-after entertainment hotspots. From a situation where there were no malls about a decade ago, the country has 3000 malls translating to over 100 million sq.ft. is available mall space by the end of 2020

Review of Literature

Many studies have suggested that, consumers' perceptions of shopping center attributes helps constitute store image and further influence consumer shopping behaviour in general retailing contexts **(Bearden, 1977; Carpenter and Moore, 2006; McDonald, 1991)**. The stream of literature in this field started almost five decades ago. **Martineau (1958)**, the first researcher to investigate specific dimensions of store image, proposed four dimensions of store attributes: layout and architecture, symbols and colours, advertising and sales personnel. The concept was expanded b y later researchers, including **Linquist (1974)**, who discovered nine different retail attributes that contribute to store image, namely, merchandise, service, clientele, physical facilities, comfort, promotion, store atmosphere, institutional factors and post-transaction satisfaction. Later, through determinant attribute analysis, **Bearden (1977)** identified seven salient store characteristics that influence consumer patronage decisions concerning where to shop. Those attributes are price, quality of merchandise, selection, atmosphere, location, parking and sales people. **Bearden** further stated that store atmosphere, location, parking facilities and friendliness of store people are the salient factors that influence consumer store patronage. As a result store attributes such as service offering, activities, facilities and convenience have major influence on customer satisfaction and loyalty **(Chang and Tu, 2005)**. Indian consumers were also found to be price sensitive and quality conscious **(Tuli and Mookerjee, 2004).**

Statement of the Problem

This study focuses on inter market patronage by examining the characteristics of "out shoppers" – those consumers who forego the convenience of hometown shopping and travel to out-of-town markets to purchase products. By understanding the outshopper, marketers can develop unique market offerings designed specifically to attract the patronage of consumers within this important segment .

Objectives

1. To study the socio economic status of Outshoppers in Shopping Malls in Selected citites in Tamilnadu
2. To find out the level of Awareness and Perception of Outshoppers towards Shopping Malls
3 To evaluate the level of Shopping Experience of Outshoppers in Shopping Malls
4. To critically evaluate the influences of Outshoppers Personaity on their Buyer Behaviour
5. To measures the level of Satisfaction experienced by the Outshoppers and then future loyalty towards Shopping Malls

Methodology

The current study is descriptive in nature. Descriptive study is a fact finding investigation with adequate interpretation. The present study depended on primary and secondary sources of information.

Study Area

This study is mainly confined to Coimbatore, Madurai, Tiruchirappali, Salem and Tiruppur (Tier II cities) in Tamilnadu, Retailing in modern cities are receiving global recognition and attention and this emerging market is witnessing a significant change in its growth and investment pattern. The Indian retail industry accounts for 10% of GDP and 8% of Employment. Shopping malls contribute to business more significantly than traditional markets. In Coimbatore we have an excellent potential opportunities for upcoming Shopping Malls

Sampling Design

The study had opted for convenient cluster based sampling techniques for collecting data from 200 Outshoppers in Shopping Malls in Tier II cities in Tamilnadu. The size of the sample is 170 according to the responses from the respondents.

Data Source

Data base of the study includes both primary and secondary data, Primary data will be collected through individuals using structured questionnaire. The secondary data required for the study will be collected from journals, published documents and details of educational loan disbursed by banks.

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Scope of the study

In India Retail Sector, Shopping Malls is taking a shape of an industry worth Rs 17000 Cr. In Major cities the most favorite place for the shopping is shopping Malls. All big players are trying to establish their market share in the region. The current study concentrates on analysis of out shopper behavior towards shopping malls in Tier II cities in Tamilnadu. The main factor of consumer is buying power, which in result, determines their buying behavior and perception of brands in shopping malls. Shopping Malls offers family outing, the fun & entertainment, shopping and eating junction. Age of the consumer is the most important factor in shopping Malls in daily footfalls. Different age group consumers visit different shopping malls and they impact on the buying behavior.

ANALYSIS AND INTERPRETATION

Demographic details (Part I)

	Frequency	Percentage
1. Gender		
Male	71	43.2
Female	99	59.8
Total	170	100
2. Age		
16-21	19	11.0
22-25	58	33.8
26-30	41	24.3
31-35	30	17.6
36 and above	23	13.2
Total	170	100
Qualification		
Undergraduate	36	21.3
Graduate	79	46.3
Post-Graduate	53	30.9
Doctorate	3	1.5
Total	170	100
4. Marital status		
Married	68	39.7
Unmarried	103	60.3
Total	170	100
below 10,000	24	14.0
10,000-20,000	39	22.8
20,001-30,000	56	33.1
30,001-40,000	23	13.2
above 40,000	29	16.9
Total	170	100
6. Occupation		
1. Student	50	29.4
2. Business/ self employed	44	25.7
3. Service	53	30.9
4. Others	24	14.0
Total	170	100

Out of 170 respondents, about 136 questionnaires were found completely usable for the purpose of the study. Percentage analysis of the respondents were constructed based on the demographic profile. There were 43.2 percent of male respondents and 59.8 percent are female respondents. The largest set of respondents was found to be of the age group 22-25 years (33.8 %). Majority of the respondents are unmarried and single. No case of divorced/widowed was found. With respect to the educational level, graduates were the most with 46.3%. Percentage of undergraduates included in the sample was at 21.3%. According to the statistics in terms of monthly income illustrated that major proportion of respondents were earning a monthly income ranging from 20,001-30,000 INR (33.1%) followed by respondents who specified that had a monthly income of 10,001-20,000 INR accounting for 22.8 % of the total sample, others who followed had 30,001-40,000 INR (16.9%), below 10,000 INR (14%) and above 40,000 INR (13.2 %). About the occupation of the respondents, the statistics revealed that 30.9% of respondents were service professionals, 29.4% were students, 25.7% were self-employed.

Shopping Behavior (Part II)

	Frequency	Percentage
I. Average Time spent for shopping (in Hours)		
0.5- 1	15	8.8
1.5- 2	51	30.1
2.5- 3	40	23.5
3.5- 4	29	16.9
above 4	35	20.6
Total	170	100
2. Stores Visited		
1-2 stores	16	9.6
3-4 stores	48	27.9
5-6 stores	50	29.4
7-8 stores	18	10.3
more than 9	39	22.8
Total	170	100
3. Frequency of Visit		
Daily	14	8.1
Once in every 7 days	68	39.7
Once in every 14 days	50	29.4
Once in every 30 days	30	17.6
Once in 45 days or higher	9	5.1
Total	170	100
4. Monthly spending in the mall		
Less than 5 %	15	14.7

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6-10 %	32	31.6
11-15 %	18	18.4
16-20 %	15	15.4
More than 20 %	20	19.9
Total	100	100
Table II. Shopping habits of the sample		

Table II. Indicates the shopping behavior of the respondents included in the sample. The given table tells that majority of the respondents (30.1 %) spend about one and a half hours to two hours for shopping purpose while 23.5% of respondents spend two and a half hours to three hours for shopping purpose. There were even a good percentage of respondents who shop for more than 4 hours accounting for 20.6% of the total sample a very less percent of respondents (8.8%) was observed, who spend half an hour to one hour for shopping.

In terms of number of stores visited, 29.4% of respondents were found to be visiting 5-6 stores while shopping, followed by 27.9 % visiting 3-4 stores, a good set of respondents were also found (22.8 %), who visit more than 9 stores for their shopping purpose. A considerably low percent of respondents accounting for 10.3 % and 9.6 % of the total sample were found to visit 7- 8 stores and 1-2 stores respectively. In terms of number of times visiting the shopping mall, the result indicates that only 8.1 % of respondents visited the malls on a daily basis whereas about 40 % of respondents visited the malls at least once in a week (see Table II). 17.6 % of respondents were found to be visiting the malls at least once in a month whereas only a handful of respondents (5.1 %) were observed to visit the malls once in 45 months or higher. With regards to the percentage of monthly income spent in the malls; Table II Indicates that 31.6% of respondents spend about 6-10 % of their monthly income, while shopping in the malls. Table II also indicates that 19.9% spent more than 20 %, 18.4 % of respondents spent 11-15%, 15.4 % of respondents were found to spend 16-20 %, and remaining 14.7 % of respondents spend less than 5% of their monthly expenditure in the shopping malls.

Reactions towards shopping dimensions (Part III)

a) Aesthetics							
1. the interior design of the mall attracts me	4.35	4.37	3.99	4.16	3.98	4.17	0.013
2. I notice the interior color usage of the mall	3.31	3.69	3.44	3.71	3.84	3.52	0.174
3. I notice the texture of the mall's interior	4.6	4.25	4.12	3.89	3.66	4.12	0.018
4. The Lightning and decoration of the mall	4.54	4.44	4.12	3.8	3.36	4.05	0.02
attracts me							
5. I am feel good whenever I am in the mall	4.64	4.48	4.14	3.89	3.14	4.06	0.015
b) Convenience							
6. I visit the mall because its very near to my residence or place of work	3.69	3.75	3.74	3.37	3.28	3.57	0.239
7. I Visit the mall because the parking space of the mall is good	2.55	2.58	3.42	3.53	2.9	3.01	0.308
8. The mall has convenient store hours everything(dining, movies, shopping etc)	3.54	3.3	3.64	3.64	3.37	3.54	0.254
	3.94	3.95	3.94	4.25	3.94	3.98	0.634
c) Escape							
10. whenever I feel bored I visit the mall	4.39	4.34	3.13	2.16	2.15	3.41	0.067
11. whenever I feel lonely I visit the mall	4.12	4.1	2.15	2.14	2.13	3.01	0.631
12. Whenever I am stressed, I visit the mall	4.03	3.98	2.25	2.23	2.12	3.02	0.025
13. I get the feeling of relaxation when I visit the mall	4.05	4.02	3.14	3.15	2.19	3.47	0.014
14. I visit the mall to escape from bad weather	3.92	3.78	2.16	2.32	2.35	3.03	0.339
15. I visit the mall to avoid traffic congestion	3.69	3.42	2.92	2.89	2.36	3.05	0.124
16. to escape from the monotonous job routine, I visit the mall	3.65	3.63	3.54	3.01	2.27	3.22	0.245
d) Exploration							
17. Mall is a good place to find out what is new	449	4.44	4.281	4.11	4.01	4.28	0.03
18.It's a good learning experience for me whenever I visit the mall	4.05	4.01	3.74	3.72	3.44	3.79	0.023

The results revealed that Out shoppers prefer to visit malls mainly because of the vibrant and attractive interior design of the mall (4.17); the shopping mall is the place where they get everything (3.98); good place to hangout with friends as a means of socializing (3.98); as they sell products of their interest and relevance (3.96).

FINDINGS

The one way ANOVA scores for 27 items given by the respondents of various above mentioned age groups. The result from the given table shows that out of 27 items of shopping dimensions, 11 items were found to vary significantly between the different age groups (as "p" value $\leq$ 0.05). Of these, 5 items belonged to escape dimensions which suggest that younger respondents visit the malls for the main purpose of escapism from boredom, stress, bad weather, bad traffic and loneliness while this wasn't true with the case of older respondents. Likewise, younger respondents gave higher preferences to the two items in the Exploration dimensions namely discovering and examining new products. In social dimension the item which varied significantly was "I enjoy visiting the mall with my friends" as younger respondents agreed more to this than the older respondents. This indicates that

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younger respondents prefer to visit the mall as means of socialization and to hang out with their friends.

SUGGESTIONS

As more and more malls are coming up in the cities in Tamilnadu, 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. Aesthetics were valued high by the customers, items related to the aesthetics like interior design, décor and lightning of the malls were observed to have received high acceptance from the respondents. Managing atmospherics is of great strategic importance, resulting in an appropriate differentiation and positioning. The results of the study could help marketers in framing the atmospherics in a very strategic manner.

CONCLUSION

Customers 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. The current study also revealed that young customers of the 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.

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