ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON CONSUMER BEHAVIOR IN SHOPPING MALL WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Shopping was no longer limited to a mere buying activity. It has become synonymous with splurging time and money. People simply go about roaming through the shopping mall in order to peep through the window of the shop and often ending up buying something the like. The consumers desire a combination of comfort and suitability which the shopping malls cater to and so this format of shopping has become so popular all over the world, and especially so in India. The provision of various services by shopping mall is common today. It is bubbling with retailing activities. Due to various modern infrastructure facilities and job opportunities, people from other parts of the state migrate to India.

INTRODUCTION AND DESIGN OF THE STUDY
The latest trend in the corporate universe is of the emergence of the shopping malls.

Shopping malls are an emerging trend in the global area. the first thing that comes in our mind about the shopping malls in that it is a big enclosed building housing a variety of shops or products. According to historical evidences shopping malls came into existence in the middle ages, though it was not called so. The concept of departmental stores came up in the 19th century with the industrial revolution. **Consumers** wanted a better shopping experience and this demand gave rise to the emergence of shopping malls in India.

Originally the first of the shopping malls was opened in Paris. Then the trend followed in the other metros over the world, and there was spree of shopping malls coming up at various places. In this age of mass production and mass consumption, the concepts of shopping malls is most modern method of attracting consumers. The concept of **shopping** was altered completely with the emergency of these shopping malls.

Shopping was no longer limited to a mere buying activity. It has become synonymous with splurging time and money. People simply go about roaming through the shopping mall in order to peep through the window of the shop and often ending up buying something the like. The consumers desire a combination of comfort and suitability which the shopping malls cater to and so this format of shopping has become so popular all over the world, and especially so in India. The inclusion of amenties like restaurants, multiplexes, and car parks attract more and more crowds to shopping malls, that are considered family hangout zones.

Which are the top 3 shopping malls in Coimbatore?
To begin with there aren't 5 malls in Coimbatore only 3,**Brookfields** , **Fun mall** and the quite recently opened **prozone**. Among these three Brookefields is the one i would go on a shopping spree because it has more floors and better shops compared to others and more over its in the center of the city and very difficult to miss. A great place to hangout with your friends with food courts, a multiplex and everything else that u need.

The next in line is **fun mall,** it is not as spacious as brooks but good enough to suit your needs. Its that same as brooks but a smaller version. The parking is not as luxurious as it should be for mall and the traffic there can give you an awful headache.

The reason why i choose this to be at the bottom of my preference list is that is comparative new and a portion of it is still in construction. So basically you can't expect a lot here. Maybe in the future it may become way more popular than brooks but as of today i wouldn't prefer it.

OBJECTIVES OF THE STUDY:
1. To study the customer buying behavior in modern shopping malls .
2. To know the factors influencing to buying things in shopping malls.
3. To measure the level of customer satisfaction towards the services provided by the shopping malls.

SCOPE OF THE STUDY:
The provision of various services by shopping mall is common today. It is bubbling with retailing activities. Due to various modern infrastructure facilities and job opportunities, people from other parts of the state migrate to India. The present study attempts to understand consumer behaviour in shopping malls for various services offered in Coimbatore city and tries to understand the Consumer's behaviour. The present research is an attempt to understand the various consumer services provided by the shopping malls in Coimbatore city. The study would help businessmen, government policy makers, and corporate for future reference.

IMPORTANCE OF THE STUDY
There is a dynamic change in the usage of products from one consumer to another consumer, since they are not alike, the shopping pattern of consumers will vary constantly over a period of time based on their needs, personality, lifestyle and their usage pattern. The important and purpose of this study is to assess the consumer buying behavior towards the shopping mall and their shopping pattern of products. This study will determine the general characteristics of the buying pattern of the consumer, factors that are influencing the consumer to shop in the malls, how it will affect the shopping pattern, how they spend to purchase the products, what made them to become the loyal consumer. Finally the study will determine the buying behavior pattern has made the repurchase intention in the shopping mall.

LIMITATIONS OF THE STUDY:
The present study is constrained by time, cost and physical limitations of the researcher. The scope of the present study is restricted to Coimbatore region only. Additionally, the perception of respondents towards shopping malls may differ according to their personal experiences and achievements. The findings and results of the study will be based on the responses sought from the sample under study

STATEMENT OF PROBLEM :
Modern life has completely change the way of shopping. The shopping malls are provide all the products that a man desires. Family income are seeing a jump in recent times resulting, consumers spending more amount for shopping. Mall shopping culture has increasing nowadays, customers are expecting more from the shopping malls. This study tries to identify the customer perception and satisfaction towards modern shopping malls.

SIGNIFICANCE OF THE STUDY:
Retail shops / outlets in India are spread across Coimbatore city in high and busy street, neighborhood strips, shopping centers and shopping malls. The present study will help to understand the consumer behavior in shopping mall with special reference to Coimbatore region. It will also try to measure the marketability of malls. The purpose of this research is to focus on the retail shops development and community interaction aspects of Coimbatore city shopping malls. The Present research on shopping mall

development and redevelopment can more comprehensively address the importance of malls to the communities in which they are located. Broadly, neglected areas of research are the community and economic contributions of shopping malls. These are critical issues, given the age of shopping malls worldwide, the need for adjacent area redevelopment and requirement of large public subsidies for infrastructure construction. The present study will also give suggestions to enhance the effectiveness of Retail shops through shopping malls.

The study attempts to provide recommendations / suggestions which can be used for effective management of shopping malls and induct revolution and continuously appreciate the dynamics of change so as to have competitive edge in the survival and growth of shopping malls in Coimbatore. Shopping mall is the fastest route for business expansion which offers an excellent business model particularly for service organizations waiting to extend their networks and reach to the consumers

Methodology used:
Area of study:
The area of the study is restricted to Coimbatore city.

ANALYSIS AND INTERPRETATION
AVERAGE RANK ANALYSIS:
Table no :1 describes the visit to shopping malls, how far the following factors are important. Important factors for shopping mall

Reasons	Rank	I	II	III	IV	V	VI	VII	Score	Mean	R
	Value	7	6	5	4	3	2	1			
socialization	No	34	35	20	14	27	50	17	802	4.07	III
	Score	238	210	100	56	81	100	17			
Seeking Status	No	31	20	26	46	32	23	19	812	4.12	II
	Score	217	120	130	184	96	46	19			
Branded products	No	33	17	21	24	39	43	20	757	3.68	IV
	Score	231	102	105	96	117	86	20			
Variety of products	No	34	31	30	16	36	42	8	838	4.25	1
	Score	238	186	150	64	108	84	8			
Source of Information	No	16	22	27	33	44	35	30	743	3.7	V
	Score	112	132	135	132	132	70	30			
Introduction of new Products	No	21	16	29	20	46	35	30	706	3.5	VI
	Score	147	96	145	80	138	70	30			

(R-RANK)
From the above table it is clear that out of the total respondents for the study important factors for shopping mall. Most of the respondents have given top priority variety of products, followed by factors like to Seeking status, Socialization, branded products, source of information, and introduction of new products.

It's concluded that the respondents have given top priority for Variety of products.

CHI-SQUARE ANALYSIS
Table showing the relationship between the there is no significant relationship between the frequently visit of shopping mall and personal factors of the respondents. So the null hypothesis is rejected

Null Hypothesis:
There is no significant relationship between the frequently visit of shopping mall and personal factors of the respondents. So the null hypothesis is rejected

Personal factor	Chi-square	p-value	S/NS
Age	3.045	.550	NS
Gender	11.904	.156	NS
Marital status	2.568	.633	NS
Educational qualifications	9.594	.652	NS
Occupational status	21.244	.169	NS
Monthly income	11.007	.528	NS
Type of family	5.871	.209	NS
Family size	11.101	.520	NS
Place of living	13.656	.091	NS

Note: S-Significant (P-Value <0.05) Ns-Not Significant (P-

Sources of data:
The study is based on primary data. The primary data has been collected with the help of structured questionnaire; an adequate care has been exercised to collect unbiased data from the respondents.

Statistical tools used:
The following statistical tools have been used to analyze the primary data.
•   Ranking Analysis
•   Chi-Square Test

Limitation of the study:
•   The area was wide since it is confined only to Coimbatore city so results cannot be universally accepted.
•   The study is limited to the sample size of 100 respondents only. So this cannot be a "full proof"
•   The researcher has collected data by convenient sampling using questionnaire and there is a possibility of certain deviations.

Value >0.05)

The above table shows that there is no significant relationship between the frequency of usage of nestle products and personal factors of the respondents. Hence the null Hypothesis is rejected.

FINDINGS, SUGGESTIONS AND CONCLUSION
FINDINGS:
Average rank analysis:
It is concluded that respondents have given top priority for variety of products to visiting the   shopping mall.

Chi-Square:
There is no significant relationship between the frequently visit of shopping mall and personal factors of the respondents. So the null hypothesis is rejected

SUGGESSTIONS
Affordable Price:
The rate of the products can be reduced so that all levels of consumers buy and satisfy their needs and wants.

Tuff Competition:
As mall emerged, retailers are getting suffered in meeting out their needs.

Location of Mall in Semi-Urban:
The malls were located in urban areas only. Many consumers gave their constraint as mall should be at their reachable location.

CONCLUSION
The purpose of the research is to analyze the customer attitude towards fun mall in Coimbatore city, which is found to be positive. Today's one of the multi storey shopping mall is fun mall. The

shopping mall accommodate every taste, pocket and style. Also, the city of Coimbatore offers sample shopping opportunities to tourists who came here to spend vocation. From the study it is revealed that a majority of customers do prefer to shop at fun mall as it is convenient place to buy anything they desire. Most respondents expressed that fu mall is just not a place to shop due to its constant availability,   but has also created an ideal environment for social interaction for people of all ages. Also fun mall offer excellent parking facilities, create value for money, credit / debit card facilities, and so on.

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