Customer Perception Towards Shopping Mall In Mangalore City Area

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Abstract— Retail industry is changing rapidly and experiencing development, modernization, progression, mix. Retailers attempt to satisfy clients' prerequisites by having the right stock at the right esteem and flawless spot. The perspective of Indian purchasers has encountered a genuine change throughout late years. The Indian buyer today needs to lead a presence stacked with luxury and comfort. They basically needn't bother with availability of things; they similarly need better experience, organization and feeling. Consumer behaviour is not only concerned with the processes in which financial transaction are involved but also included non financial transaction. Main objective of this paper is to analyses customer perception towards shopping mall in Mangalore.

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I. INTRODUCTION

Retailing incorporates all the exercises included in offering products and administration specifically to last shoppers. Retail industry is changing quickly and going through expansion, modernization, advancement, combination. Retailers endeavor to fulfill customers' requirements by having the right stock at the right value and perfect spot. The state of mind of Indian buyers has experienced a real change in the course of recent years. The Indian purchaser today needs to lead an existence loaded with extravagance and solace. They simply don't need accessibility of items; they likewise need better experience, administration and feeling. This has prompted development of shopping centers where a shopping, amusement and better office is all accessible under one rooftop. The tastes of current era are evolving quickly. Shopping centers, aside from the experience of shopping give spots of diversions; they have turned into one stop answer for different needs of the clients from amusement to purchasing every day basic supplies. Customary markets which are seen as a straightforward union of supply and request however shopping centers add to business all the more essentially

II. OBJECTIVES OF THE STUDY

- To know the meaning of consumer behaviour.
- To analyses customer perception towards shopping mall.
- To know the nature of activities of consumers at mall

III. METHODOLOGY

The study involved a sample of eight hundred customer from various malls of Mangalore city area. Primary data were collected based on a pre-designed Questionnaire, where questions were prepared on a 5-point Likert scale. The scope of the study was limited only to Mangalore city. The researcher has used Chi-Square test to prove the hypothesis

IV. LITERATURE REVIEW

The process of effective marketing must begin with careful evaluation of problems faced by potential consumers. This s because according to marketing concept, marketing efforts must focus on consumer needs. A service that does not provide an answer to buyer's problem will not be sought or accepted by customrs, even if other aspects of marketing mix, such as advertising are perfectly designed and executed.Consumer behaviour consists of the activities people engage in when selecting, purchasing and using products so as to satisfy needs and desires. Such activities involve mental and emotional processes. Consumer behaviour includes both the behaviour of ultimate consumers and business behaviour of organisation purchases. The study of Consumer behaviour is an emerging science. Marketing educators aided by research in other field such as psychology, sociology, Anthropology and economics are continually trying to advance the state of Consumer behaviour theories to improve their usefulness both as descriptions and predictors of behaviour.(Zikmund and D'Amico).Consumers make many buying decisions everyday. Most large company's research consumer buying decisions in great detail to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy and why they buy. Marketers can study consumer purchase to find answers to questions about the why's of consumer buying behaviour.The central questions for marketers are: How do consumers respond to various marketing efforts? The company that really understands how consumers will respond to different product features, prices and advertising appeals has a great advertisement over its competitors. The starting point is stimulus response model of buyer behaviour. Market stimuli consists of 4 p's – product, price, place and promotion. Other stimuli include major forces and events in buyer's environment.(Philip Kotler and Gary Armstrong). 6 Major underlying factors that explain attitude of shoppers towards malls emerging from the study are locality and convenience,relaxed Shopping, prestige shopping, product knowledge, any day visit and price parity. The 3 study reveals that the location of the mall was an important consideration while deciding to

visit it. The product offered in the malls are generally perceived to be branded and superior quality which in turn leads to the general perception of the malls to be expensive when compared to local malls. He has the opinion that the mall culture is still in nascent stages in India when compared to developed and developing countries.(Serjo Thomos, Bharate Pathak).His study revealed that young customers of the Raipur city were found to have favourabely inclined towards the mall than their older counter parts. He has opinion that mall manager and marketers should develop new strategies in order to attract more and more youth crowd By employing new technologies, vibrant colour schemes and futuristic .whereas they should also devise ways of attracting older crowd by offering complete family entertainment along with a great Shopping experience. This study revealed that the customer preferred one stop shopping, wide product assortment and a place for recreation with friends and acquaintances. aesthetics were valued high by the Raipur consumers, items related to interior design, décor and lightning of the malls were observed to have received high acceptance from the respondents. (Rupesh kumar Tiwari, Anish Abraham)

V. DATA ANALYSIS & INTERPRETATION

	Frequency	Percentage
1. Gender		
Male	269	33.6
Female	531	66.4
2.age		
Below 25	300	37.5
25-35	231	28.9
35-45	163	20.6
Above 45	106	13
3. Academic Qualification		
Undergraduate	263	32.9
Graduate	369	46.1
Post-Graduate	168	21
4. Marital status		
Married	312	39
Unmarried	488	61
5. Monthly Income		
below 10,000	119	14.8
10000-30000	268	33.5
30000-50000	244	30.5
Above 50000	169	21.2
6. Occupation		
Student	280	35
Salary class	188	23.65
Professional	94	11.75
Business	119	14.8
homemaker	119	14.8
7.area of location		
Urban	619	77.5
rural	181	22.5

Product frequently purchased	No of respondents	Percentage
Footwear	150	18.75
Grocery	256	32
Garments	169	22.13
Electronics	19	2.38
Furniture	50	6.25
Food	156	19.5

Correlation matrix

	One-stop shop	Value For money	quality	Window shopping	outing	parking	Promotional activities	Hygiene
One-stop shop	1	0.68	0.97	0.92	0.97	0.72	0.66	0.68
Value for money	0.68	1	0.54	0.71	0.49	0.41	-0.10	-0.08
Quality	0.97	0.54	1	0.92	0.98	0.82	0.76	0.77
Window shopping	0.92	0.71	0.92	1	0.87	0.82	0.52	0.51
Outing	0.97	0.49	0.98	0.87	1	0.71	0.81	0.82
Parking	0.72	0.41	0.82	0.87	0.71	1	0.54	0.53
Promotional activities	0.66	-0.10	0.76	0.52	0.81	0.54	1	0.99
Hygiene	0.68	-0.08	0.77	0.51	0.82	0.53	0.99	1

Research hypothesis one stop shop is major factor influencing purchase.
H0: there is no relationship between one stop shop and purchase
H1: there is relationship between one stop shop and purchase

	Observed	Expected	Difference	Difference Sq.	Diff. Sq. / Exp Fr.
Strongly disagree	31	0.2 (160)	-129.00	16641.00	104.01
Disagree	95	0.2 (160)	-65.00	4225.00	26.41
Neutral	261	0.2 (160)	101.00	10201.00	63.76
Agree	363	0.2 (160)	203.00	41209.00	257.56
Strongly agree	50	0.2 (160)	-110.00	12100.00	75.62
					527.350

The Chi^2 value is 527.35. The P-Value is < 0.001. The result is significant .null hypotheses is rejected

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Research hypothesis value of the product is major factor influencing purchase.
H0: there is no relationship between value for money and purchase
H1: there is relationship between value for money and purchase

	Observed	Expected	Difference	Difference Sq.	Diff. Sq. / Exp Fr.
strongly disagree	82	0.2 (160)	-78.00	6084.00	38.02
disagree	150	0.2 (160)	-10.00	100.00	0.62
Neutral	361	0.2 (160)	201.00	40401.00	252.51
agree	181	0.2 (160)	21.00	441.00	2.76
Strongly agree	26	0.2 (160)	-134.00	17956.00	112.22
					406.138

The Chi^2 value is 406.138. The P-Value is < 0.001. The result is significant at p=≤0.05.null hypothesis is rejected

Research hypothesis quality of the product is major factor influencing purchase
H0: there is no relationship between quality and purchase
H1: there is relationship between quality and purchase

	Observed	Expected	Difference	Difference Sq.	Diff. Sq. / Exp Fr.
Strongly disagree	19	0.2 (160)	-141.00	19881.00	124.26
Disagree	113	0.2 (160)	-47.00	2209.00	13.81
Neutral	219	0.2 (160)	59.00	3481.00	21.76
Agree	344	0.2 (160)	184.00	33856.00	211.60
Strongly agree	105	0.2 (160)	-55.00	3025.00	18.91
					390.325

The Chi^2 value is 390.325. The P-Value is < 0.001. The result is significant at p=≤0.05

Research hypothesis fun is major factor influencing visiting the mall
H0: there is no relationship between fun and visiting
H1: there is relationship between fun and visiting

	Observed	Expected	Difference	Difference Sq.	Diff. Sq. / Exp Fr.
Strongly disagree	69	0.2 (160)	-91.00	8281.00	51.76
Disagree	112	0.2 (160)	-48.00	2304.00	14.40
Neutral	194	0.2 (160)	34.00	1156.00	7.22
Agree	331	0.2 (160)	171.00	29241.00	182.76
Strongly disagree	94	0.2 (160)	-66.00	4356.00	27.22
					283.362

The Chi^2 value is 283.362. The P-Value is < 0.001. The result is significant at p=≤0.05

VI .finding of the study

- There is no much influence in consumer buying behavior after setting up of the mall.
- There is correlation between various factors which influence consumer to purchase in the mall
- Majority of the respondents visit mall for the purpose of entertainment and fun and not for the product or brand.

VII. Implication of the study.

More and more malls are coming up in Mangalore city and competition is becoming intensify and 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. Shopping centers are quick turning into a spot for mingling and diversion (aside from shopping), and clients have set exclusive standards from the shopping centers. They see shopping centers as an one stop destination for different purposes like eating, viewing cinema, hanging out, meeting new/ old companions and shopping. Thus, shopping center chiefs ought to comprehend that shopping centers have gotten to be something more than a spot to purchase items and they ought to change the shopping centers that would offer fiery and dynamic stores with alluring item stocks, scores of stimulation packaged with cutting edge,

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more advanced atmospherics and offices, important to draw the target clients.

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