CONSUMER SHOPPING EXPERIENCE IN SHOPPING MALLS OF SELECTED INDIAN CITIES

ABSTRACT
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ABSTRACT

1. Introduction

The word "Retail" originates from a French-Italian word retailer which means someone who cuts off or sheds a small piece from something. Retailing is the set of activities that market products or services to final consumers for their own personal or household use. It does this by organizing their availability on a relatively large scale and supplying them to customers on a relatively small scale. India is witnessing the changing life styles, increased incomes, the demographic variability and vibrant democracy. Indian retailing is expanding and is expected to reach at US$900 billion by 2014 according to a report by global consultancy and research firm, Price Waterhouse Cooper (PWC). Modern retail which presently account for only 4-6 percent of the total market is likely to increase its share to over 30% by 2013 Das (2011). The industry is expected to play important role in the Indian economic growth. The concept of shopping is evolving in to and hypermarkets, supermarkets, specialty stores and other formats. Retail industry is one of the key upcoming sectors in India contributing major to employment generation. India has one of the largest numbers of retail outlets in the world. The retail sector is experiencing exponential growth, with retail growth development taking place not just in major cities, but also in Tier-II and Tier-III cities. India’s growing population and urbanization provides a huge market for organized retail. Growing economic prosperity and transformation in consumption pattern drives retail demand. India ranked fourth among the 30 countries that was surveyed in Global Retail Development Index and ranked sixth in the 2011 Global Apparel index.

According to Mohanty & Panda (2008), retailing in India occupies important place in the socio-economic growth strategy of the country. India is witnessing retailing boom being propelled by increasing urbanization, rising purchasing power parity (PPP) of ever growing India’s middle class, changing demographic profiles heavily tilted young population, technological revolution, intense globalization drive etc.

Nagesh (2007) described that Indian retailing world would see a change in the next five years, driving consumption boom ever seen in the history of any country. From a drought situation we would see flood of modern retail, so Indian retail will be on a
steady ground of sustained growth year after yearend thereafter.

Shiv Kumar (2009), Executive Director and leader of Retail and Consumer Practices Price Warehouse Co-operatives, also holds the opinion that retailing is the next sunrise segment of the economic development of the country.

Changing life styles are promoting changes in retail environment. Time constraints and traffic congestion, increase in disposable incomes has created a need for new types of retail format. Getting the right product at right time at lowest possible cost is an advantage of consumers in the edge of retail transformation.

Formats in Indian Organized Retail Sector

- Discount stores
- Supermarket
- Hypermarket:
- Specialty stores:
- Malls
- Mom-and-pop store
- Vending
- E-Tailers:
- Category Killers

Major Retail Players in India

- Pantaloon:
- Trent (TATA):
- RPG Group:
- Reliance
- AV Birla Group

2. Shopping Experience

Experience is an intangible process of interaction between people and the world that exists in human’s mind and is triggered by new interactions (Davis, 2003). A shopping experience is a specific kind of experience influenced by consumer's
motivations, goals and expectations of the activity. These may create different types of experiences such as physical, sensual, cognitive, emotional and aesthetic (Forlizzi & Battarbee, 2004). Experiences play a critical role in shopping and consumption contexts. People shop to acquire products, obtain information about products, or for the enjoyment of the shopping activity itself (Tauber, 1972). A shopping experience is affected by the reasons people buy. The studies have developed taxonomies of supermarket shoppers in an attempt to infer shopping motivations from distinct types of shoppers, such as economic or apathetic shopper (Stone, 1954). Other studies have developed taxonomies based on the orientations to product use (Dardin & Reynolds, 1971), patronage and shopping behaviour (Stephenson & Wiliett, 1969), use of product information (Moschins, 1976), shopping enjoyment (Bellenger & Korgaonkar, 1980), and the retail attribute preferences (Bellenger, Robertson, & Greenberg, 1977; Dardin & Ashton, 1974). Shopping experience can be driven towards the maximization of utility and efficiency (e.g. an economic shopping trip, a convenient shopping trip), or towards entertainment (Lewison, 1997; Westbrook & Black, 1985).

Shopping experience is mainly created through the store environment, and through service offered at the checkout (Dawes & Rowley, 1998). Moreover, a shopping experience is highly affective, creating positive or negative feeling to shoppers depending on several in store elements such as crowding, noise, music etc. From the management view researchers have recognized the importance of affective reaction in shoppers. Emotion that is expressed while shopping affects a variety of responses, such as approach behaviour (Hui, Dube & Chebat, 1997), spending levels (Donovan & Rossiter, 1982), retail preference and choice (Dawson, Bloch & Ridgway, 1990), willingness to buy (Baker, Grewal & Levy, 1992), and shopping satisfaction (Machleit & Eroglu, 2000a). Consequently, over the past years, researchers and practitioners have attempted to identify factors that negatively affect the shopping experience, and create negative emotions for shoppers.

3. Literature Review

Shopping Experience

The Shopping environment means the type of environment and the way people shop; it has evolved with time from the primitive to the modern day retail shop to the online or virtual stores. It was observed that consumers’ behavior changes with the type of
shopping environment (Sinha & Uniyal, 2005). A detailed study of the subject related to shopping attitudes and the behaviors resulted in knowing the individuals shopping habit. This was further explored that perceptions of individuals have influence on shopping behavior which include store choice based on numerous factors like consumer demographics and psychographics (Cheng, Yee-Man & Hui, 2002; Darden & Ashton, 1974; Hansen & Deutscher, 1977), segmentation (Sinha, 2003) & need recognition (Bruner, 1986). It was also found that the product category also have varying impact on different consumers (Vijayasarathy & Jones, 2000).

**Atmospherics**

Wakefield and Baker (1998) examined the relationship between three factors—tenant variety, mall environment and consumer shopping involvement and studied the influence of these factors on shopper excitement and desire to stay at a mall. The findings revealed a differential influence from the three factors. Tenant variety had the biggest impact on shoppers’ excitement, while the mall environment had the greatest influence on their desire to stay. Consideration was given to environmental factors by grouping them into music, lighting and temperature, layout, architectural design and interior decor. The findings revealed differential influence from the environmental factors on excitement and desire to stay.

Kamal and Agarwal (2010) studied the importance of retail store atmospherics for shoppers in general and for shoppers of different demographic profile. The results revealed that atmospherics was a key success of organised retailers in India. Shoppers attached great importance to internal ambience of retailers.

**Store Design**

Ahmed, Glingold and Dahari (2007) assessed consumer behavior towards shopping malls in a non-western country, specifically, Malaysia. A survey of Malaysian university students was conducted to assess the mall-directed shopping habits and shopping orientations of young adults. A total of 132 usable surveys were obtained from five university campuses in the Klang Valley region of Malaysia. The findings revealed that the Malaysian students were motivated to visit malls primarily by the interior design of the mall.
Pricing

Catherine, Vijayalakshmi and Magesh (2013) identified the in store decisions of shoppers in an apparel showroom. The factors considered were store brand, promotions and displays, price, information and labels, flyers and circulars, convenience and merchandise and clothing fitness. The results revealed that in store merchandising and convenience created more interest to purchase among shoppers. Price is one of the store characteristics which influence the consumers’ experience and patronage decision concerning where to shop. The reason for the consumer considering a shopping centre is pricing. Pricing influences the shopping behavior and store patronage.

Merchandise

Arnold, Handerman and Tigert (1996) surveyed low price departmental store shoppers in five different cities in the US and Canada. They found that a store which was identified as being the best on the performance attributes such as location convenience, price and assortment of merchandise was more likely to be patronized by customers. It also revealed that a store identified as having a strong community reputation not only directly affected store choice but also moderated the effect of location, price, and assortment attributes.

Sales Personnel

Hedrick et al., (2005) proposed that store environment and store atmospherics influenced customer's expectations on the retail. They conducted a study on sales people and store atmosphere, and identified that customer's perceptions of a salesperson’s attributes and relationship building behaviors’ were important drivers of customer satisfaction. In retail, intentions were usually determined by a willingness to stay in the store, willingness to repurchase, willingness to purchase more in the future and willingness to recommend the store to others.

Convenience

McCarthy (1980) included transport mode / travel attributes as qualitative characteristics that influenced the choice in shopping destination. Using the factor
analytical technique, five sets of qualitative generalized attributes were generated. These generalized attributes included trip convenience, trip comfort, and trip safety, shopping area attraction and shopping area mobility. He found that those generalized attributes, which was obtained from attitudinal information, was significant in an individual's choice of shopping area. Arnold, Handerman and Tigert (1996) surveyed low price departmental store shoppers in five different cities in the US and Canada. They found that a store which was identified as being the best on the performance attributes such as location convenience, price and assortment of merchandise was more likely to be patronized by customers. It also revealed that a store identified as having a strong community reputation not only directly affected store choice but also moderated the effect of location, price, and assortment attributes.

Service

Naik, Gantasala and Prabhakan (2010) conducted a research to know the factors that impact customer satisfaction. The purpose was to describe applied to service quality dimension in retail business, to know service quality dimensions that made customer satisfied and to know service quality dimensions that were dominant in influencing customer satisfaction. The study revealed that service offered by retail units had positive impact and were significant in building customer satisfaction. Service quality dimensions were crucial for customer satisfaction in retailing.

Sales Promotion

Ubeja (2013) conducted a study to investigate the customer satisfaction with respect to sales promotion mix and group of factors in shopping malls and variations in the customer satisfaction with respect to sales promotion mix and group of factors across gender. It was found that female those were dependent or independent were more conscious about sales promotion which was related to on the lucky and gift offers in shopping malls, male were also conscious about monetary benefit offers getting customer satisfaction in Jabalpur city. Customers were attracted to any type of sales promotion mix which was available in shopping malls.

4. Research Gaps

Literature review perused above helps identify certain research gaps. The major research gaps are listed below.
a) From the above mentioned studies it can be evaluated that there is a need to develop a composite model describing various factors affecting shopping experience. The researchers have considered these factors separately, and not holistically.

b) Limited research studies have been carried out to investigate the difference between shoppers in terms of priority they place on different dimensions of shopping experience.

c) Limited research work has been carried out exploring the relationship between mall attributes and overall shopping experience of mall shoppers in Indian context.

d) There are some studies which carried out to examine the shopping behaviour in organised and unorganised retail among Indian shoppers but they have limitations.

Thus the above gaps explored by emerging literature have resulted in establishing the need for future research titled Consumer Shopping Experience in Shopping Malls of Selected Indian Cities. There is a need to explore the phenomenon in Indian context.

5. Research Question

To enable a more comprehensive understanding of customer shopping experience in organized retail environment, this study seeks to address the following research questions.

Q1. What are the key factors of shopping experience in the organized retail environment?

Q2. To what extent do the determinants of shopping experience, impact on the overall shopping experience of customers in organized retail environment?

Q3. Does shopping experience vary by gender, age, marital status, qualification, occupation and income?

6. Research Objectives

From the research problem the following objectives was derived to study about the shopping experience of the Indian consumers. The research was conducted keeping in view the following main objectives:
a) To identify the factors of shopping experience of consumers in shopping malls.

b) To find out the key factors of shopping experience which consumers perceive important while shopping.

c) To explore the differences in shopping experience of respondents across the demographic variables.

d) To assess the impact of various factors of mall attributes on overall shopping experience of the customers.

e) To suggest specific strategies to shopping mall managers to improve the shopping experience of customers.

7. Conceptual Model

Source: Developed by the Researcher

The extracted model above derived from the literature review and previous researches shows proposed framework to serve as foundation of our study. Purpose of this study is to analyze the factors affecting shopping experience of the customers. It analyzes the differences on the various factors of mall attributes and overall shopping across
demographic variables and also examines the impact of the mall attributes on overall shopping experience of the customers. The dimensions included for the study are Atmospherics, Store design, Pricing, Merchandise, Sales Personnel, Convenience, Service, and Sales Promotion.

It tries to explain the key factors of shopping experience in shopping mall. To assess the impact of mall attributes on overall shopping experience of customers and accordingly suggesting the strategies to shopping mall managers for improving overall shopping experience of the customers.

8. Research Hypotheses

Three types of hypotheses were formulated in the light of objectives. They are mentioned below.

H01: Establishing the differences between mean score of Mall attributes across demographics.

The hypotheses to establish the difference on the dimensions of mall attribute across gender; age, marital status, qualification, occupation and income in retail environment are as follows [Hypotheses H01.1- H01.48]

Atmospheric

H01.1: There is no significant difference on mean scores of Atmospherics across gender.

H01.2: There is a significant difference on mean scores of Atmospherics across gender.

H01.3: There is no significant difference on mean scores of Atmospherics across Age.

H01.4: There is a significant difference on mean scores of Atmospherics across Age.

H01.5: There is no significant difference on mean scores of Atmospherics across Marital Status.

H01.6: There is a significant difference on mean scores of Atmospherics across Marital Status.
$H_{01.4}$: There is no significant difference on mean scores of Atmospherics across Qualification.

$H_{01.4}$: There is a significant difference on mean scores of Atmospherics across Qualification.

$H_{01.5}$: There is no significant difference on mean scores of Atmospherics across Occupation.

$H_{01.5}$: There is a significant difference on mean scores of Atmospherics across Occupation.

$H_{01.6}$: There is no significant difference on mean scores of Atmospherics across Income.

$H_{01.6}$: There is a significant difference on mean scores of Atmospherics across Income.

**Store Design**

$H_{01.7}$: There is no significant difference on mean scores of Store Design across Gender.

$H_{01.7}$: There is a significant difference on mean scores of Store Design across Gender.

$H_{01.8}$: There is no significant difference on mean scores of Store Design across Age.

$H_{01.8}$: There is a significant difference on mean scores of Store Design across Age.

$H_{01.9}$: There is no significant difference on mean scores of Store Design across Marital Status.

$H_{01.9}$: There is a significant difference on mean scores of Store Design across Marital Status.

$H_{01.10}$: There is no significant difference on mean scores of Store Design across Qualification.

$H_{01.10}$: There is a significant difference on mean scores of Store Design across Qualification.

$H_{01.11}$: There is no significant difference on mean scores of Store Design across Occupation.
$H_{a1.11}$: There is a significant difference on mean scores of Store Design across Occupation.

$H_{o1.12}$: There is no significant difference on mean scores of Store Design across Income.

$H_{a1.12}$: There is a significant difference on mean scores of Store Design across Income.

**Pricing**

$H_{o1.13}$: There is no significant difference on mean scores of Pricing across Gender.

$H_{a1.13}$: There is a significant difference on mean scores of Pricing across Gender.

$H_{o1.14}$: There is no significant difference on mean scores of Pricing across Age.

$H_{a1.14}$: There is a significant difference on mean scores of Pricing across Age.

$H_{o1.15}$: There is no significant difference on mean scores of Pricing across Marital Status.

$H_{a1.15}$: There is a significant difference on mean scores of Pricing across Marital Status.

$H_{o1.16}$: There is no significant difference on mean scores of Pricing across Qualification.

$H_{a1.16}$: There is a significant difference on mean scores of Pricing across Qualification.

$H_{o1.17}$: There is no significant difference on mean scores of Pricing across Occupation.

$H_{a1.17}$: There is a significant difference on mean scores of Pricing across Occupation.

$H_{o1.18}$: There is no significant difference on mean scores of Pricing across Income.

$H_{a1.18}$: There is a significant difference on mean scores of Pricing across Income.

**Merchandise**

$H_{o1.19}$: There is no significant difference on mean scores of Merchandise across Gender.
$H_{a1.19}$: There is a significant difference on mean scores of Merchandise across Gender.

$H_{01.20}$: There is no significant difference on mean scores of Merchandise across Age.

$H_{a1.20}$: There is a significant difference on mean scores of Merchandise across Age.

$H_{01.21}$: There is no significant difference on mean scores of Merchandise across Marital Status.

$H_{a1.21}$: There is a significant difference on mean scores of Merchandise across Marital Status.

$H_{01.22}$: There is no significant difference on mean scores of Merchandise across Qualification.

$H_{a1.22}$: There is a significant difference on mean scores of Merchandise across Qualification.

$H_{01.23}$: There is no significant difference on mean scores of Merchandise across Occupation.

$H_{a1.23}$: There is a significant difference on mean scores of Merchandise across Occupation.

$H_{01.24}$: There is no significant difference on mean scores of Merchandise across Income.

$H_{a1.24}$: There is a significant difference on mean scores of Merchandise across Income.

**Sales Personnel**

$H_{01.25}$: There is no significant difference on mean scores of Sales Personnel across Gender.

$H_{a1.25}$: There is a significant difference on mean scores of Sales Personnel across Gender.

$H_{01.26}$: There is no significant difference on mean scores of Sales Personnel across Age.
$H_{a1.26}$: There is a significant difference on mean scores of Sales Personnel across Age.

$H_{01.27}$: There is no significant difference on mean scores of Sales Personnel across Marital Status.

$H_{a1.27}$: There is a significant difference on mean scores of Sales Personnel across Marital Status.

$H_{01.28}$: There is no significant difference on mean scores of Sales Personnel across Qualification.

$H_{a1.28}$: There is a significant difference on mean scores of Sales Personnel across Qualification.

$H_{01.29}$: There is no significant difference on mean scores of Sales Personnel across Occupation.

$H_{a1.29}$: There is a significant difference on mean scores of Sales Personnel across Occupation.

$H_{01.30}$: There is no significant difference on mean scores of Sales Personnel across Income.

$H_{a1.30}$: There is a significant difference on mean scores of Sales Personnel across Income.

Convenience

$H_{01.31}$: There is no significant difference on mean scores of Convenience across Gender.

$H_{a1.31}$: There is a significant difference on mean scores of Convenience across Gender.

$H_{01.32}$: There is no significant difference on mean scores of Convenience across Age.

$H_{a1.32}$: There is a significant difference on mean scores of Convenience across Age.

$H_{01.33}$: There is no significant difference on mean scores of Convenience across Marital Status.

$H_{a1.33}$: There is a significant difference on mean scores of Convenience across Marital Status.
$H_{01,34}$: There is no significant difference on mean scores of Convenience across Qualification.

$H_{a1,34}$: There is a significant difference on mean scores of Convenience across Qualification.

$H_{01,35}$: There is no significant difference on mean scores of Convenience across Occupation.

$H_{a1,35}$: There is a significant difference of Convenience across Occupation.

$H_{01,36}$: There is no significant difference of Convenience across Income.

$H_{a1,36}$: There is a significant difference of Convenience across Income.

Service

$H_{01,37}$: There is no significant difference on mean scores of Service across Gender.

$H_{a1,37}$: There is a significant difference on mean scores of Service across Gender.

$H_{01,38}$: There is no significant difference on mean scores of Service across Age.

$H_{a1,38}$: There is a significant difference on mean scores of Service across Age.

$H_{01,39}$: There is no significant difference on mean scores of Service across Marital Status.

$H_{a1,39}$: There is a significant difference on mean scores of Service across Marital Status.

$H_{01,40}$: There is no significant difference on mean scores of Service across Qualification.

$H_{a1,40}$: There is a significant difference on mean scores of Service across Qualification.

$H_{01,41}$: There is no significant difference on mean scores of Service across Occupation.

$H_{a1,41}$: There is a significant difference on mean scores of Service across Occupation.

$H_{01,42}$: There is no significant difference on mean scores of service across Income.

$H_{a1,42}$: There is a significant difference on mean scores of service across Income.
Sales Promotion

$H_{01.45}$: There is no significant difference on mean scores of Sales Promotion across Gender.

$H_{a1.45}$: There is a significant difference on mean scores of Sales Promotion across Gender.

$H_{01.44}$: There is no significant difference on mean scores of Sales Promotion across Age.

$H_{a1.44}$: There is a significant difference on mean scores of Sales Promotion across Age.

$H_{01.45}$: There is no significant difference on mean scores of Sales Promotion across Marital Status.

$H_{a1.45}$: There is a significant difference on mean scores of Sales Promotion across Marital Status.

$H_{01.46}$: There is no significant difference on mean scores of Sales Promotion across Qualification.

$H_{a1.46}$: There is a significant difference on mean scores of Sales Promotion across Qualification.

$H_{01.47}$: There is no significant difference on mean scores of Sales Promotion across Occupation.

$H_{a1.47}$: There is a significant difference on mean scores of Sales Promotion across Occupation.

$H_{01.48}$: There is no significant difference on mean scores of Sales Promotion across Income.

$H_{a1.48}$: There is a significant difference on mean scores of Sales Promotion across Income.
**H02: Establishing the differences on mean score of overall shopping experience across demographics.**

The hypotheses to establish the difference on the dimensions of overall shopping experience across gender; age, marital status, qualification, occupation and income in retail environment are as follows [Hypotheses H02.1- H02.6]

**H02.1:** There is no significant difference on mean scores of Overall Shopping Experience across Gender.

**H02.1:** There is a significant difference on mean scores of Overall Shopping Experience across Gender.

**H02.2:** There is no significant difference on mean scores of Overall Shopping Experience across Age.

**H02.2:** There is a significant difference on mean scores of Overall Shopping Experience across Age.

**H02.3:** There is no significant difference on mean scores of Overall Shopping Experience across Marital Status.

**H02.3:** There is a significant difference on mean scores of Overall Shopping Experience across Marital Status.

**H02.4:** There is no significant difference on mean scores of Overall Shopping Experience across Qualification.

**H02.4:** There is a significant difference on mean scores of Overall Shopping Experience across Qualification.

**H02.5:** There is no significant difference on mean scores of Overall Shopping Experience across Occupation.

**H02.5:** There is a significant difference on mean scores of Overall Shopping Experience across Occupation.

**H02.6:** There is no significant difference on mean scores of Overall Shopping Experience across Income.

**H02.6:** There is a significant difference on mean scores of Overall Shopping Experience across Income.
**H03**: Investigating the impact of mall attributes on overall shopping experience

The hypotheses to identify the impact of mall attributes on overall shopping experience are given below [Hypotheses $H_{03.1}$-$H_{03.8}$]

$H_{03.1}$: There is no significant and positive impact of Atmospherics on Overall Shopping Experience.

$H_{03.2}$: There is a significant and positive impact of Atmospherics on Overall Shopping Experience.

$H_{03.3}$: There is no significant and positive impact of Store Design on Overall Shopping Experience.

$H_{03.4}$: There is a significant and positive impact of Store Design on Overall Shopping Experience.

$H_{03.5}$: There is no significant and positive impact of Pricing on Overall Shopping Experience.

$H_{03.6}$: There is a significant and positive impact of Pricing on Overall Shopping Experience.

$H_{03.7}$: There is no significant and positive impact of Merchandise on Overall Shopping Experience.

$H_{03.8}$: There is a significant and positive impact of Merchandise on Overall Shopping Experience.

$H_{03.9}$: There is no significant and positive impact of Sales Personnel on Overall Shopping Experience.

$H_{03.10}$: There is a significant and positive impact of Sales Personnel on Overall Shopping Experience.

$H_{03.11}$: There is no significant and positive impact of Convenience on Overall Shopping Experience.

$H_{03.12}$: There is a significant and positive impact of Convenience on Overall Shopping Experience.

$H_{03.13}$: There is no significant and positive impact of Services on Overall Shopping Experience.
Hₐ₃.7:  There is a significant and positive impact of Services on Overall Shopping Experience.

H₀₃.8:  There is no significant and positive impact of Sales Promotion on Overall Shopping Experience.

Hₐ₃.8:  There is a significant and positive impact of Sales Promotion on Overall Shopping Experience.

9. Research Methodology

The study is descriptive in nature. The population of the study consisted of shoppers who come to shop in shopping malls and retail stores in Delhi & NCR, Allahabad Lucknow Cuttack and Bhubaneswar. The sampling frame consisted of shopping malls and retail stores in Delhi & NCR Allahabad, Lucknow Cuttack and Bhubaneswar. The sample size was 1200 shoppers of nine cities namely, Delhi, Gurgaon, Faridabad, Noida Ghaziabad, Lucknow, Allahabad, Cuttack and Bhubaneswar. Convenience sampling was employed for collecting the data from mall shoppers.

The research instrument consisted of a structured questionnaire drafted in English and the respondents were required to indicate their responses. The questionnaire was designed with the help of literature available. All the questions in the questionnaire were close ended. The survey instrument, questionnaire contained items under broad heads of 9 dimensions that influence the shopping experience of the consumers at shopping malls. The instrument employed for the study comprised of questions on demographics, shopping behavior, and dimensions of mall attributes and overall shopping experience. Each question would be measured using five point Likert scale, which ranged 1 to 5, where 1 resembled the response as “strongly disagree” 2” disagree” 3 “neither agree nor disagree” 4 agree “while 5 resembled “strongly agree”.

10. Statistical Technique

Descriptive statistics (e.g. mean) was used to measure the central tendency of the data. It was used to obtain the insight into shopping behavior of the respondents. For presentation bar charts have been used. For ascertaining the differences among different groups of mall shoppers, t-test and analysis of variance (ANOVA) were used. In order to test the impact of mall attributes on overall shopping experience of
the customers visiting shopping mall multiple regression analysis was used. The statistical analysis was carried out with the help of SPSS 18.0. The statistical tests involved EFA, t-test, ANOVA and Regression Analysis.

**Exploratory Factor Analysis**

EFA is used to ensure that the instrument used actually represent the variables measure to be investigated as EFA attempts to discover the nature of the constructs influencing a set of responses. The key objective of using EFA were to determine the number of common factors influencing a set of measures and the strength of the relationship between each factor and each observed measure.

**t-test**

The t-test being a parametric test was used for judging the significance of a sample mean or significance of difference between the means of two samples in case of small sample (s) when population variance is not known (Kothari, 2004). The test is based on t distribution. The t-distribution is similar to normal distribution in appearance. However, as compared to the normal distribution, the t-distribution has more area in the tails and less in the centre (Malhotra, 2006).

**Analysis of Variance (ANOVA)**

Analysis of Variance (ANOVA) was used for examining the difference in the mean value of the dependent variable associated with the effects of the controlled independent variables. The test is also used for judging the significance of multiple correlation coefficients.

**Regression Analysis**

Regression analysis was used to examine the relation of a dependent variable to specified independent variables. Regression analysis being a descriptive method of data analysis (such as curve fitting) without relying on the assumptions about underlying processes generating the data. When paired with assumptions in the form of statistical model, regression can be used for prediction, inference, and hypothesis testing, and modeling of causal relationships. These uses of regression rely heavily on the model assumptions being satisfied.
11. Limitations

Some of the important limitations of the study were.

a) The first limitation arises of its survey design. A survey design relies on self report data, which may be inaccurate or manipulated by participants and/or environmental factors. Additionally non-random selection of the subjects may influence generalisability of the findings.

b) Scope of this study was limited to shopping malls. A comparison to the existing competition from high streets and potential competition from emerging formats like internet retailing can give a better picture of organised retail in India.

c) Some of the respondents were not really co-operative, and the answers given by them may be biased.

d) The lack of time and funds limited further and more extensive research and

e) As the store managers did not allow interacting with the customers in store, the accessibility of the customers was a problem.

12. Summary of Findings

a) It was found that significant differences existed across male and female mall shoppers on the factor of atmospherics, pricing, merchandise and convenience.

b) It was also observed that significant differences exist across the different age groups of mall shoppers on the dimensions of atmospherics, store design, pricing, sales personnel, convenience, service, sales promotion and communication and overall shopping experience.

c) The findings also revealed that a significant difference existed across married and unmarried mall shoppers on the factor of atmospherics, store design, pricing, sales personnel, convenience, service, sales promotion and communication and overall shopping experience of the shopping mall.

d) Findings revealed that significant difference existed across the different educational qualifications of the mall shoppers on the dimensions of atmospherics, store design, pricing, sales personnel, convenience, service, and overall shopping experience of the shopping mall.
e) Across occupation respondents reported significant difference on the factor of store design, pricing, merchandise convenience, sales communication and promotion and overall shopping experience of the shopping mall.

f) Significant difference was found across the different income group of the respondents on the dimensions of atmospherics, layout and design, merchandise, sales personnel convenience and overall shopping experience of the shopping mall.

It was observed that seven factors have positive impact and one factor have negative impact on overall shopping experience of the shopping mall customers. The seven factors having positive impact were “atmospherics”, “store design”, “merchandise”, “sales personnel”, “convenience”, “service”, and “sales promotion”. “Shopping convenience had the highest impact on overall shopping experience among all the dimensions with Beta = 0.314, this impact is highly significant as significant vale is 0.000. This was concluded that consumers gave maximum importance to convenience which included, closeness to home and workplace, less travelling time, easy to locate, parking, facilities for elderly and physically challenged persons, play and rest areas for children, availability of changing and fitting rooms and payment facility.

“Store design of the mall had the least impact on overall shopping experience among all factors with Beta= 0.018, this impact was insignificant as significance value was 0.533. This may be because consumers may not be satisfied with the space and design, displays, sign and art work may not be easy to read, informative and appealing to them. Six factors with significantly positive impact were atmospherics”, “merchandise”, “sales personnel”, “convenience”, “service”, and “sales promotion and factor i.e. “pricing” having significantly negative impact on overall shopping experience. “ store design having insignificantly positive impact on overall shopping experience.

The study also revealed that the respondents highly rated the importance for shopping for all needs at a time, quality of merchandise, variety of merchandise, availability of parking facility and friendliness of staff. This result to a large extent corresponds to most of the studies previously reviewed those of Bearden (1977), Alhemoud (2008). The lowest ratings of importance were attached by the respondents to after sale service and facility of payment through store card.
## Summary of Hypotheses Testing

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Results</th>
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<tbody>
<tr>
<td><strong>Atmospherics</strong></td>
<td></td>
</tr>
<tr>
<td>$H_{o1.1}$ There is no significant difference on mean scores of Atmospherics across Gender.</td>
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<td>$H_{o1.2}$ There is no significant difference on mean scores of Atmospherics across Age.</td>
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<tr>
<td>$H_{o1.5}$ There is no significant difference on mean scores of Atmospherics across Occupation.</td>
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<td>$H_{o1.6}$ There is no significant difference on mean scores of Atmospherics across Income.</td>
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<tr>
<td><strong>Store Design</strong></td>
<td></td>
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<tr>
<td>$H_{o1.7}$ There is no significant difference on mean scores of Store Design across Gender.</td>
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<td>$H_{o1.9}$ There is no significant difference of Store Design across Marital Status.</td>
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<td>$H_{o1.10}$ There is no significant difference on mean scores of Store Design across Qualification.</td>
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<td>$H_{o1.11}$ There is no significant difference on mean scores of Store Design across Occupation.</td>
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<td>$H_{o1.12}$ There is no significant difference on mean scores of Store Design across Income.</td>
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<tr>
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<tr>
<td>$H_{o1.13}$ There is no significant difference on mean scores of Pricing across Gender.</td>
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<td>$H_{o1.14}$ There is no significant difference on mean scores of Pricing across Age.</td>
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<td>$H_{o1.15}$ There is no significant difference on mean scores of pricing across Marital Status.</td>
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<td>$H_{01.16}$</td>
<td>There is no significant difference on mean scores of pricing across Qualification.</td>
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<td>$H_{01.17}$</td>
<td>There is no significant difference on mean scores of pricing across Occupation.</td>
</tr>
<tr>
<td>$H_{1.18}$</td>
<td>There is no significant difference on mean scores of pricing across Income.</td>
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**Merchandise**

| $H_{01.19}$ | There is no significant difference on mean scores of Merchandise across Gender. | Rejected |
| $H_{01.20}$ | There is no significant difference on mean scores of Merchandise across Age. | Accepted |
| $H_{01.21}$ | There is no significant difference on mean scores of Merchandise across Marital Status. | Accepted |
| $H_{01.22}$ | There is no significant difference on mean scores of Merchandise across Qualification. | Accepted |
| $H_{01.23}$ | There is no significant difference on mean scores of Merchandise across Occupation. | Rejected |
| $H_{01.24}$ | There is no significant difference of Merchandise across Income. | Rejected |

**Sales Personnel**

| $H_{01.25}$ | There is no significant difference on mean scores of Sales Personnel across Gender. | Accepted |
| $H_{01.26}$ | There is no significant difference on mean scores of Sales Personnel across Age. | Rejected |
| $H_{01.27}$ | There is no significant difference on mean scores of Sales Personnel across Marital Status. | Rejected |
| $H_{01.28}$ | There is no significant difference on mean scores of Sales Personnel across Qualification. | Rejected |
| $H_{01.29}$ | There is no significant difference on mean scores of Sales Personnel across Occupation. | Accepted |
| $H_{01.30}$ | There is no significant difference on mean scores of Sales Personnel across Income. | Rejected |

**Convenience**

| $H_{01.31}$ | There is no significant difference on mean scores of Convenience across Gender. | Rejected |
| $H_{01.32}$ | There is no significant difference on mean scores of Convenience across Age. | Rejected |
| \(H_{0.33}\) | There is no significant difference on mean scores of Convenience across Marital Status. | Rejected |
| \(H_{0.34}\) | There is no significant difference on mean scores of Convenience across Qualification. | Rejected |
| \(H_{0.35}\) | There is no significant difference on mean scores of Convenience across Occupation. | Rejected |
| \(H_{0.36}\) | There is no significant difference on mean scores of Convenience across Income. | Rejected |

**Service**

| \(H_{0.37}\) | There is no significant difference on mean scores of Service across Gender. | Accepted |
| \(H_{0.38}\) | There is no significant difference on mean scores of Service across Age. | Rejected |
| \(H_{0.39}\) | There is no significant difference on mean scores of Service across Marital Status. | Rejected |
| \(H_{0.40}\) | There is no significant difference on mean scores of Service across Qualification. | Rejected |
| \(H_{0.41}\) | There is no significant difference on mean scores of Service across Occupation. | Rejected |
| \(H_{0.42}\) | There is no significant difference on mean scores of Service across Income. | Accepted |

**Sales Promotion**

<p>| (H_{0.43}) | There is no significant difference on mean scores of Sales Promotion across Gender. | Accepted |
| (H_{0.44}) | There is no significant difference on mean scores of Sales Promotion across Age. | Rejected |
| (H_{0.45}) | There is no significant difference on mean scores of Sales Promotion across Marital Status. | Accepted |
| (H_{0.46}) | There is no significant difference on mean scores of Sales Promotion across Qualification. | Accepted |
| (H_{0.47}) | There is no significant difference on mean scores of Sales Promotion across Occupation. | Rejected |
| (H_{0.48}) | There is no significant difference on mean scores of Sales Promotion across Income. | Accepted |</p>
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<tr>
<td><strong>H₀₂.₂</strong></td>
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<tr>
<td><strong>H₀₂.₃</strong></td>
</tr>
<tr>
<td><strong>H₀₂.₄</strong></td>
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<td><strong>H₀₂.₅</strong></td>
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<tr>
<td><strong>H₀₂.₆</strong></td>
</tr>
<tr>
<td><strong>H₀₃.₁</strong></td>
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<tr>
<td><strong>H₀₃.₂</strong></td>
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<td><strong>H₀₃.₃</strong></td>
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<tr>
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<tr>
<td><strong>H₀₃.₇</strong></td>
</tr>
<tr>
<td><strong>H₀₃.₈</strong></td>
</tr>
</tbody>
</table>
13. Conclusion

From the present study it can be concluded that customers who shopped at malls were young people within the age group of 20-30 years. The study also indicated that most of the consumers who shopped at malls were having undergraduates or postgraduate degree and most of the customers were female. It was also found that customers who shopped at shopping malls were financially well off. The majority of the customers visit shopping malls as per their shopping needs and spend around 1-3 hrs in the malls. The purpose for visiting a mall was shopping by most of the customers followed by entertainment. Most of the customers visited shopping malls on Sundays and spend an average of Rs 5000 to 10000 per shopping visit.

The respondents highly rated the importance for shopping for all needs; at a time, quality of merchandise, variety of merchandise, availability of parking facility and friendliness of staff. The lowest ratings of importance were attached by the respondents to after sale service and facility of payment through store card.

Conclusions drawn from the test of difference were that no significant difference existed on the factors of atmospherics across occupation, store design across gender, pricing across income, merchandise across age, marital status and qualification, sales personnel across gender and occupation, service across gender and occupation, sales promotion across gender, marital status, qualification and income. Significant difference was also not found on the dimension of overall shopping experience across gender.

The study investigated the impact of mall attributes on overall shopping experience of the mall shoppers concluded that convenience had the highest impact on the overall shopping experience of the customers followed by service, merchandise, atmospherics, sales promotion, sales personnel and store design.

14. Managerial Implications

The recommendations to the shopping mall managers from the conclusions drawn from the study indicate a tremendous scope for future growth. To capitalize future potential, malls in India can overcome the current related issues to increase efficiency
levels and falling footfalls by providing them better shopping experience. A well
developed and implemented strategy is essential for the success of malls in India.
From the outcome of the findings the following suggestion are recommended to the
retailers.

The factor that has the highest impact on the shopping experience is convenience.
Therefore, mall managers should focus on the following parameters of shopping
convenience. The retailers should provide the sufficient place for parking for the
customers' vehicle. Wheel chairs should be made available for elderly and physically
challenged persons. For ease of payment facilities of credit and debit card should be
provided by the retailers. The retailers should provide the entertainment and
amusement programmes enabling the customers to spend more time to increase sales
in the store. The retailers should provide with the entertainment facilities such as park
for the kids. The retailers should provide with exchange and return adjustments,
quickest dispatching and fast and efficient billing. Retailers should have continuous
an effective feedback system by allowing the consumers to express their grievances
and their shopping experience.

Merchandise also has a significant impact on the shopping experience of the
customers so the retailers should focus on the strategies taking into consideration of
its target customers. The retailers should stock with variety and quality of
merchandise. Product range must be increased in the store in order to attract more and
more customers in the stores. The width as well as the length of the varieties of the
product must be substantially increased. Products must be available all the time in the
stores as customers have the tendency to perceive unavailability if not get their
desired product. Retail outlets can further appeal to the female customers by offering
more products, especially for women. They can provide a shopping experience that
women are particularly attracted to. In this way, retail chains can expand their
customer base as the retail outlets have a large base of potential customers.

Sales personnel also had the positive impact on the shopping experience of the
customers. The quality of interaction between the sales personnel and customers are
also important in enhancing shopping experience of the customers. Hence, retailers
should train their sales personnel and back office staff in such a way so that they can
maintain the good customer relation with their regular customers. The sales personnel
should intimate about the new arrivals of latest merchandise to the prospect customers.

Atmospherics factor was also considered important by the mall shoppers. Hence, retailers should make sure that their mall atmosphere offers a mall environment that is pleasing to multiple senses, to ensure that it is conducive for shoppers to stay and spend more time and money. Managing atmospherics is a strategic task, affecting the success of a mall.

Promotional effectiveness can be improved by delivering content directly to the point where customers make decisions whether the point is at a new product display or in a checkout line. Interactive displays can deliver product information, social recommendations and easy access. Signage can also build brand value within the store by enhancing the shopping experience. Signage and artwork helps customers to easily find locations within the store such as fitting rooms, customer assistance and various departments. Sales promotion should form an important visibility enhancing dimension for retailers to communicate about the discounts and offers timely to customers bringing them into the stores.

Attention of the retailers must be directed towards aspect of services by providing after sale service, accurate and on time home delivery, fast and efficient billing, check out time and mode of payment. These may be because the customers are hard press for time and look for convenience in terms of shopping time and duration.

Retailers should place high priority on having deep insights in shopping preference and needs to create a pleasant and satisfying shopping experience for core customer segments. The majority of the respondents belong to the younger generation, so their needs should be taken into consideration while deciding the marketing strategy. Younger respondents demand branded products at reasonable and fixed prices, and have a tendency to avoid bargaining. So the organized retailers should make sure about the availability of branded products at reasonable price all the time. Therefore, the retailers can take into consideration the above suggestions while formulating the retail strategies.
15. Future Research Directions

On the basis of extensive literature survey within the limited scope of the study this research has revealed some very interesting findings which if explored further will provide valuable results and add to the research literature. They are as follows:

a) The present study confines itself to malls only and does not cover various other formats that exist in the retail sector thus the future study can be done on other retail formats.

b) The study focussed on the shopping experience of the customers. Further research can be conducted on the outcomes of the shopping experience such as loyalty and word of mouth.

c) Further research is recommended by carrying out comparative study among the cities because the residents in other parts of the country may have different shopping behaviour and attitude in respect of organised retail.

d) The present study could be replicated which would help in re-examining the validity of the findings.

e) Researchers can improve on the methodology adopted in the present study. For instance they can add newer dimensions to the questionnaire. This might lead to the improvement in bringing newer findings.
CONSUMER SHOPPING EXPERIENCE IN SHOPPING MALLS OF SELECTED INDIAN CITIES

THESIS
SUBMITTED FOR THE AWARD OF THE DEGREE OF
Doctor of Philosophy
in
Business Administration

By
SHAHLA JAHAN CHANDEL

Under the supervision of
Dr. Asif Ali Syed
(Assistant Professor)

DEPARTMENT OF BUSINESS ADMINISTRATION
FACULTY OF MANAGEMENT STUDIES AND RESEARCH
ALIGARH MUSLIM UNIVERSITY
ALIGARH (INDIA)
2014
Dedicated

to

My Parents

&

Husband

THESIS
CANDIDATE'S DECLARATION

I, Shahla Jahan Chandel, Department of Business Administration certify that the work embodied in this Ph.D thesis is my own bonafide work carried out by me under the supervision of Dr. Asif Ali Syed at Aligarh Muslim University, Aligarh. The matter embodied in this Ph.D. thesis has not been submitted for the award of any other degree.

I declare that I have faithfully acknowledged, given credit to and referred to the research workers wherever their works have been cited in the text and the body of the thesis. I further certify that I have not willfully lifted up some other's work, para, text, data, result, etc. reported in the journals, books, magazines, reports, dissertations, theses, etc., or available at web-sites and included them in this Ph.D. thesis and cited as my own work.

Date: 26/02/14

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CERTIFICATE FROM THE SUPERVISOR

This is to certify that the above statement made by the candidate is correct to the best of my knowledge.

Signature of the Supervisor: ..................................................
Name & Designation: Dr. Asif Ali Syed
Department: Business Administration

(Signature of the Chairman of the Department with seal)
CHAIRMAN
Dept. of Business Administration
A.M.U., Aligarh
COURSE/COMPREHENSIVE EXAMINATION/PRE-SUBMISSION SEMINAR COMPLETION CERTIFICATE

This is to certify that Ms. Shahla Jahan Chandel, Department of Business Administration has satisfactorily completed the course work/comprehensive examination and pre-submission seminar requirement which are part of her Ph.D. programme.

Date: 01/02/14

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CHAIRMAN
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Candidate’s Name: Shahla Jahan Chandel

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THESIS
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Shahla Jahan Chandel
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Chapter 1
INTRODUCTION

Chapter Overview

This chapter introduces an overview of retail industry and describes the shopping experience and shopping motivations. It discusses the rational for this study which embarks on the significance of shopping experience in the organized retail environment. This chapter discusses the objectives of the research and a discourse on the applied research framework. At the end of the chapter discusses the chapter schema of the entire thesis clearly establishing the flow and progression from one chapter to the next.

1.1 Indian Retail Industry: An Overview

The word “Retail” originates from a French-Italian word retailer which means someone who cuts off or sheds a small piece from something. Retailing is the set of activities that market products or services to final consumers for their own personal or household use. It does this by organizing their availability on a relatively large scale and supplying them to customers on a relatively small scale. Retailer is a person, agent, agency, company or organization who is instrumental in reaching the goods or merchandise or services to the end user or ultimate consumers. India is witnessing the changing life styles, increased incomes, the demographic variability and vibrant democracy. Indian retailing is expanding and is expected to reach at US$900 billion by 2014 according to a report by global consultancy and research firm, Price Waterhouse Coopers (PWC). According to Mckinsey Report, the rise of Indian consumer market estimated that the Indian consumer market would grow four times by 2025. India constitutes to be among the first attractive countries for global retailers. Modern retail has captured 22% share in total retail by 2010 with the expansion of 12 millions outlets and provision of creating 1.5 million jobs in 2 - 3 years. Modern retail which presently account for only 4-6 percent of the total market is likely to increase its share to over 30% by 2013 (Das, 2011). The industry is expected to play important role in the Indian economic growth. The concept of shopping is evolving in hypermarkets, supermarkets, specialty stores, discount stores and other retail formats.
Retail Industry is one of the key upcoming sectors in India contributing major to employment generation. India has one of the largest numbers of retail outlets in the world. The retail sector is experiencing exponential growth with retail growth development not in major cities but also in Tier-II and Tier-III cities. India’s growing population and urbanisation provides a huge market for organised retail. Growing economic prosperity and transformation in consumption pattern drives retail demand. India ranked fourth among the 30 countries that was surveyed in Global Retail Development Index and ranked sixth in the 2011 Global Apparel Index.

According to FICCI (2012) report the Indian retail sector accounts for over 20% of the country’s Gross Domestic Product (GDP) and contributes 8% to total employment. The report further highlighted that hypermarkets (currently accounting for 14 per cent of mall space) would witness immense growth in the Indian landscape.

According to Mohanty & Panda (2008) retailing in India occupies important place in the socio-economic growth strategy of the country. India is witnessing retail boom due to increasing urbanization, rising purchasing power parity (PPP), of India’s middle class, changing demographic profiles, increasing number of young population, technological revolution and intense globalization drive etc.

Sahu (2010) described about rise in consumer confidence, improvement in profitability and aggressive expansion plans in the organized retail space. Analysts believed that retailers could attract foreign investments by spinning off their subsidiaries into separate companies which can provide a great opportunity for the improvement of this sector.

Nagesh (2007) described that Indian retailing world would see a change in the next five years, driving consumption boom ever seen in the history of any country. From a drought situation flood of modern retail would be seen. So, Indian retail would be on a steady ground of sustained growth year after.

Akash (2009) said that anywhere in the world retail business in India plays a crucial role in an economy. Retail in India has the potential to add value over Rs 2,00,000 crore ($45 billion) business by the year 2010 generating employment for 2.5 million people in various retail operations and over 10 million additional workforce in retail
support activities including contract production and processing, supply chain and logistics, retail real estate development and management.

Gibson (2007) CEO Retail Association of India opined that modern retailing is growing faster than expected. The current growth rate is around 30 percent and the sector is expected to grow at 40-50 percent on a yearly basis.

Shivkumar (2009) Executive Director and leader of Retail and Consumer Practices Price Warehouse Co-operatives opined that retailing is the next sunrise segment of the economic development of the country.

Changing life styles are promoting changes in retail environment. Time constraints and traffic congestion, increase in disposable incomes has created a need for new types of retail format. Getting the right product at right time at lowest possible cost is an advantage of consumers in the edge of retail transformation.

1.1.1 Evolution of Retailing

Retailing in India has a long history. Barter is considered to be the oldest form of retail trade. Retail in India has evolved to support the unique needs to our country since independence. Early retailing in India can be traced back to the weekly haats where vendors used to put their offerings on sale. Kirana stores have traditionally dominated the Indian retail market for a long-time. Most of the retail stores in India are business of small scale operated by small families utilizing household labour. The corner grocery store was the only choice available to the consumer especially to urban areas. This was slowly giving way to international formats of retailing. The traditional food and grocery segment has seen the emergence of supermarket grocery chains convenience stores and fast food chains.

Further, transformation was witnessed during the early years of 21st century with the opening of the numerous supermarkets, departmental stores, chain stores, discount stores, malls and emergence of hypermarket across the country. The shopping at these stores were enjoyed by the affluent and upper middle class as they offered the facilities of shopping ambience, atmospherics, a single point of purchase and wide variety of goods. Now a day's people are looking for better quality product at cheaper
rate, better service and ambience for shopping and better shopping experience.

In order to appeal to all classes of the society, retail stores would have to identify with different lifestyles. This trend is already visible with the emergence of stores with an essentially “value for money” image. The attractiveness of the other stores actually appeals to the existing affluent class as well as those who aspire to be part of this class. Hence, one can assume that the retailing revolution is emerging along the lines of the economic evolution of society.

**Table 1.1: Evolution of Modern Retailing in India**

<table>
<thead>
<tr>
<th>Decade /Years</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Early 1980’s</td>
<td>Peddlers, vegetables, vendors, neighbourhood Kirana store, sole clotting on consumer durables.</td>
</tr>
<tr>
<td>1980-1990</td>
<td>Few organized retail players from textile industry—Bombay Dyeing, Raymonds, S.Kumars, Grasim</td>
</tr>
<tr>
<td>1991</td>
<td>Turning Point with liberalized economy i.e. dilution of stringent laws, NAZ, International players enter into Indian Market</td>
</tr>
</tbody>
</table>

(Source: A Report by Ernst & Young for IBEF, www.ibef.org/download%5c Retail_220708.pdf)

Since, the dawn of the new millennium organized retail has shown three phases of development in India while we are anticipating fourth one:

- **First Phase:**
  
  This was the starting point for the take-off of organized retailing where the main focus areas were entry, growth and expansion strategies with importance being accorded to top line revenue growth.

- **Second Phase:**
  
  In this phase the focus shifted to expanding the product range and geographic reached by building a wider network of outlets.

- **Third Phase:**
  
  This was the current phase, projected to continue till the year 2011. In this phase, the emphasis was on technological enhancements, supply chain management, backend operations, technology and process improvement.
- **Fourth Phase:**

  In the fourth phase, many decisive changes are anticipated. These include mergers and acquisitions, consolidations and shakeouts and involving huge investments.

<table>
<thead>
<tr>
<th>Year</th>
<th>Growth</th>
<th>Function</th>
</tr>
</thead>
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<tr>
<td>2000</td>
<td>First Phase</td>
<td>Entry, Growth, Expansion, Top Line forces.</td>
</tr>
<tr>
<td>2005</td>
<td>Second Phase</td>
<td>Range, Portfolio, Former Options.</td>
</tr>
<tr>
<td>2008</td>
<td>Third Phase</td>
<td>End to end supply chain management, Backend operation, Technology.</td>
</tr>
<tr>
<td>2011</td>
<td>Fourth Phase</td>
<td>M&amp;A, Shakeout, Consolidation, High Investment</td>
</tr>
</tbody>
</table>

(Source: Ernst & Young) 2012

It was only in the year 2000 that the economists put a figure to it: Rs. 400,000 crore which was expected to develop around Rs. 800,000 crore by the year with an annual increase of 20 per cent. Retailing in India is unorganized with poor supply chain management perspective. According to a recent survey by some of the retail consulting bodies, an overwhelming proportion of the Rs. 400,000 crore retail markets are unorganised. In fact, only Rs. 20,000 crore segment of the market is organized. As much as 96 per cent of the 5 million-plus outlets are smaller than 500 square feet area. This means that India per capita retailing space is about 2 square feet compared to 16 square feet in the United States. Thus India's per capita retailing space is the lowest in the world. (Source: KSA Technopark (I) Pvt. Ltd. the Indian operation of the US. Based Kurt Salmon Associates.)

**1.1.2 Structure of Retail Industry**

The organised retail segment in India is projected to be 9 per cent of the total retail market by 2015 and 20 per cent by 2020. Hypermarket would be the largest retail segment accounting for 21 per cent of the total retail space by 2013-14. (IBEF: January 16, 2012) www.ibef.org.
The retail industry continued in India in the form of Kirana till 1980. Soon after the modernization of the retail sector in India many companies started entering in the retail industry like Bombay Dyeing, "Grasim etc. The retail sector in India can be widely split into the organized and the unorganized sector.

1.1.2.1 Organized Retail Sector

After 50 years of unorganized retailing and fragmented Kirana stores, the Indian retail industry has finally begun to move towards modernization, systematization and consolidation. Today, modernization is the catch phrase and the key in understanding retail in the next decade. Traditional retailers had localized operations. This localized nature of the industry is changing as retailers face lower growth rates and threatened profitability in home markets. New geographies help them to sustain top line growth in addition to enabling global sourcing and encasing on global advantages of getting the best products at optimum prices.

As a result of good performance of IT, service and infrastructure sectors there has been a boom in retail trade in India owing to a gradual increase in the disposable incomes of the middle class households. More and more players are entering in the retail business in India to introduce new formats like malls, supermarkets, discount stores, department stores and also even changing the traditional looks of bookstores, chemist shops, and furnishing stores.

The Indian retail market has been gaining strength and riding on the sound vibes generated by a robust. The sound economy has given more disposable incomes to the consumer who demand better products, services and better shopping environment.
Table 1.3: Indian Retail Market Segment

<table>
<thead>
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<th>Retail Segments</th>
<th>% Organized Retail</th>
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<tbody>
<tr>
<td></td>
<td>2004</td>
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<tr>
<td>Clothing, Textiles &amp; Fashion Accessories</td>
<td>13.6%</td>
</tr>
<tr>
<td>Jewellery</td>
<td>2.0%</td>
</tr>
<tr>
<td>Watches</td>
<td>39.6%</td>
</tr>
<tr>
<td>Footwear</td>
<td>25.0%</td>
</tr>
<tr>
<td>Health &amp; Beauty Care Services</td>
<td>6.0%</td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>1.8%</td>
</tr>
<tr>
<td>Consumer Durables, Home, Appliances / equipments</td>
<td>7.8%</td>
</tr>
<tr>
<td>Mobile handsets, Accessories &amp; Services</td>
<td>6.5%</td>
</tr>
<tr>
<td>Furnishings, Utensils, Furniture-Home &amp; Office</td>
<td>6.7%</td>
</tr>
<tr>
<td>Food &amp; Grocery</td>
<td>0.5%</td>
</tr>
<tr>
<td>Out of Home Food (Catering) Services</td>
<td>5.7%</td>
</tr>
<tr>
<td>Books, Music &amp; Gifts</td>
<td>9.8%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>2.6%</td>
</tr>
<tr>
<td><strong>Total Growth</strong></td>
<td>3%</td>
</tr>
</tbody>
</table>

(Source: The India Retail Story India Retail Report 2009 © Images F&R Research)

1.1.2.2 Unorganized Retail Sector in India

The unorganized retail refers to the traditional formats of low-cost retailing e.g. the local Kirana shops, general stores, hand cart, paan/beedi shops and the vendors on the pavement etc. The report Indian Retail Sector (2010) states that this sector constitutes about 97% of the total retail trade. As 70% of the employment is generated in agriculture sector hence, this form of retailing is widely seen in those areas of the urban parts. There is a lot of hue and cry in the sector for opening direct investment sector from the foreign players but government cannot neglect the interests of small players. One of main reason of not opening this sector to FDI is that it may shrink the employment in the unorganized sector and expand in the organized sector. Though
organised sector is growing faster rate but unorganised sector is still preferred by the customers as they are more convenient and easy to approach. Total number of traditional retailers is estimated to be 13 million by Technopak Advisers Pvt. Ltd. The classification of the unorganised retail universe by category is shown below.

1.1.2.2.1 Categories of Traditional Retailers

- **Fruit & vegetable sellers** - Sells fruits and vegetables.
- **Food stores** - Result of bakery products. Also sells dairy and processed food and beverages.
- **Non-vegetable Store** - Sells chicken and mutton.
- **Kirana I** - Sells bakery products, dairy and processed food, home and personal care and beverages.
- **Kirana II** - Sells categories available at a kirana store plus cereals, pulses, spices and edible oils.
- **Apparel** - Sells men’s wear, women’s wear, innerwear, kids and infant wear.
- **Footwear** - Sells men’s wear, women’s wear, kid’s wear.
- **Customer durables and IT** - Sells electronics, durables and IT products.
- **Furnishing** - Sells home lines and upholstery.
- **Hardware** - Sells sanitary ware, door fitting tiles.
- **General mechanize** - Includes lighting, stationery, toys, gifts and crockery.

1.1.3 Formats in Indian Organised Retail Sector

Formats are new to the Indian market place and have emerged rapidly over the past five years. The impact of the alterations in the format of the retail sector changed the lifestyle of the Indian consumers. The evident increased in consumerist activity has already chipped out a money making recess for the retail sector of Indian economy. These modern retail formats are encouraging development of well-established and efficient supply chains in each segment ensuring efficient movement of goods from
farms to kitchens which will result in huge savings for the farmers as well as for the nation. The Indian retail industry is categorised into different retail formats on the basis of the retail operation. The formats are basically defined on the basis of the size of the outlet, the pricing strategy followed, type of merchandise sold and the location.

- **Discount stores:**

  Discount stores or factory outlets offer discounts on the MRP through selling in bulk, reaching economies of scale or excess stock left over at the seasons. The product category range includes varieties of perishable and non-perishable goods.

- **Supermarket:**

  This is a large, low cost, low margin, high volume, self-service operation designed to serve the customers' need for food, luxury and household maintenance products. e.g., Food World, Subhiksha and Nilgiris.

- **Hypermarket:**

  Hypermarket in India deals with varied shops selling different types of essential commodities along with luxury items. The hypermarket is mainly concentrated in urban areas only. It has a heterogeneous mixture of large and small individual retailers. Most of these hypermarkets sell branded products of both domestic and international manufacturers. It offers products with different price brands for each and every section of the society. The operators of hypermarket are Reliance Retail, Bharti Wal Mart.

- **Specialty stores:**

  These stores focus on specific market segments, specializing on particular products, gift items and so on. These include chains such as the Bangalore based kids Kemp, the Mumbai book retailer Crossword and Times Groups music chain Planet M.

- **Malls:**

  It is the largest form of organized retailing in India. All types of mixed products and services including entertainment and food are offered to customers under a roof. Malls are located mainly in metro cities, in proximity to urban outskirts and ranges from 60,000 sq ft to 70,000 sq ft and above.
They provide an ideal shopping experience with an amalgamation of product, service and entertainment all under one roof. Examples are Ambience mall, Ansal Plaza, Shipra mall etc.

- **Mom-and-pop stores:**
  These are family owned business catering to small sections. These are individually handled retail stores and have a personal touch of the owner.

- **Vending:**
  Vending is a relatively new entry in the retail sector. Beverages, snacks and other small items can be bought via vending machine.

- **E-Tailers:**
  These are retailers providing online buying and selling of products and services.

- **Category Killers:**
  These are small specialty store that offers a variety of categories. They are known as Category Killers. They focus on specific categories such as electronics and sporting goods. This is also known as Multi Brand Outlets or MBO’s.

1.1.4 Major Retail Players in India

Due to the growth of retail in India a number of domestic business giants have entered the retail industry and are planning to do so in the near future. The major retail players in India are as follows.

- **Pantaloons:**
  Pantaloons Retail (India) Limited is one of the biggest retailers in India with more than 1000 stores across 71 cities and employs over 30,000 people. It has more than 12 million sq. ft retail space located across the country. The company owns and manages multiple retail formats that cater to a wide cross-section of the Indian society and captures almost the entire consumption basket of the Indian consumer. In 2001, Pantaloons launched country's first hypermarket Planet Retail “Big Bazaar”. The group’s subsidiary companies
include Home Solutions Retail India Ltd., Pantaloons Industries Ltd., Galaxy Entertainment and Indus League Clothing. The group also has joint venture companies with a number of partners including French retailer Etam group, Lee Cooper, Manipal Healthcare, Talwalkar’s, Gini & Jony and Liberty Shoes. A group company, Planet Retail owns the franchisee of international brands like Marks & Spencer, Debenhams, Next and Guess in India.

- **Trent (TATA):**

Trent (Tata) was established in 1998. Trent operates some of the nation’s largest and fastest growing retail store chains. Trent runs lifestyle chain. Westside is one of India’s largest and fastest growing chains of lifestyle retail stores. Star Bazaar, a hypermarket chain, Landmark, books and music chain, and Fashion Yatra are a complete family fashion store. It started with Westside in 1998. It is a lifestyle retail chain which offers clothes, footwear and accessories for men, women, children along with furnishings and a range of home accessories. It was followed up in 2004 with Star India Bazaar, a hypermarket with a large assortment of products including staple foods, beverages, health and beauty products, vegetables, fruits, dairy and non-vegetarian products at the lowest prices. In 2005, it acquired Landmark, India’s largest book and music retailer. This chain has a range of over 100,000 titles in books and music. In recently signed deal it also stocks movies, toys, gift items and stationery. Trent has agreed to anchor 12 malls set up at its Westside, Landmark and Star India Bazaar outlets by DLF Universal Ltd across the country. This accounts to about 27 locations and totalling about a million square feet of space.

- **RPG Group:**

RPG Group is one of the earlier entrants in the Indian retail market. It entered into food and grocery retailing in 1996 with its retail food world stores. Later, it also opened the pharmacy and beauty care outlets “Health & Glow”.

- **Reliance:**

Reliance is one of the biggest players in Indian retail industry. More than 300 Reliance Fresh stores and Reliance Mart are quite popular in the Indian retail market.
• **AV Birla Group:**

AV Birla Group has a strong presence in Indian apparel retailing. The brands like Louis Philippe, Allen Solly, Van Heusen, and Peter England are quite popular. It is also investing in other segments of retail.

1.1.5. **Advantages of Modern Retailing**

• **Employment Generation:**

Modern retailing has generated employment in various retail operations and more than 10 millions in indirect retail activities including contract production and processing, supply chain and logistics, retail real estate development and management.

• **Increasing Efficiency in Agriculture:**

The concept of middleman in food supply chain is matter of yesterday. Farmers are cultivating crops as per the demand of retailers. Customers benefitted by reduced pricing while the farmers are receiving higher returns for their produce. Only organized retail provides mass marketing of processed and package foods.

• **Enhanced Shopping Experience for Consumers:**

Trends of shopping with entertainment are gaining momentum because of time and traffic congestion. Organised retails offer one stop shopping with many product baskets at single location. These formats add experience of large scale purchase, consumer preference, excellent ambience and choice of merchandising.

• **Creating Positive Social Change:**

Retailing leads to improvement in local infrastructure by providing adequate parking facilities, ATM, safe and secure environment which encourages the setting up of 24 hrs. It provides convenience and hygienic ambience to the consumers etc. This provides social change in the industry.

• **Economies of Scale:**

They are going for vertical integration from outlets to establish malls.
1.1.6 Challenges: Indian Retail Industry

The challenge faced by the Indian organized retail sector is the lack of retail space. The rise in the real estate prices due to increase in demand from the Indian organized retail sector which is posing a challenge to its growth. Indian retailers have to shell out more for retail space. It is affecting their overall profitability in retail. Shortage of trained manpower is a challenged faced by the organized retail sector in India. The Indian retailers are facing difficulty in finding trained person and a part of that to pay more in order to retain them. This brings down their profit levels. The Indian government has allowed 51% foreign direct investment (FDI) in the India retail sector to one brand shops only. (Business Line, January 25th, 2006, internet edition). Thus, it is difficult for the entry of global retail giants to organized retail sector in India. Despite from the challenges faced by the Indian organized retail sector the global retail giants like Tesco, Wal-Mart, and Metro AG are entering the organized retail sector in India indirectly through franchisee agreement and cash and carry wholesale trading. Many Indian companies are also entering the Indian organized retail sector like Reliance Industries Limited, Pantaloons, and Bharti Telecoms but they are facing stiff competition from these global retail giants. To face the competition discounting is becoming an accepted practice. This too brings down the profit of the Indian retailers and is one of the challenge faced the Indian organized retail sector. To stay in the market and prosper the organised retail sector will have to deal with these challenges.

1.1.7 Factors Contributing To the Growth of Retail Sector

Indian economy is indicating a prosperous future with a growth of 8%. The consistent economic growth resulted in a decent rise in income level of the middle class. The thickening of the pocket of the consumer resulted in a revolution of the retail industry. Many International brands have entered the market with the growth in organized retailing, unorganized retailers have brought drastic changes in their business models. Many factors are responsible for the growth of retail sector. The driving forces towards development can be broadly classified as below:
• **Rising Income:**

Over the past decade, India’s middle and high income population has grown at a rapid. Though this growth is more evident in urban areas, it has also taken place in rural areas also. The growing high income population is triggering the demand for consumer goods, leading to the higher quality/higher priced products. The major cause of retail growth in India is rising disposable incomes in middle class and lower middle class with increase in employment opportunities for young adults in Information Technology sectors.

• **Increasing Number of Dual income Nuclear Families:**

The factors contributing to prosperous retail sector in India is of hefty pay packets, nuclear family along with increasing working women population and dual income in family. The urban woman is literate and in many cases employed. There is a greater work pressure and increased commuting time. With a swift in a family structure, nuclear families have become a significant component of urban markets. Besides all these factors the increase in the variety, quality and availability of products, higher spending power has led to the growing popularity of supermarkets. With the increase in double household income people do not have much leisure time and seek the convenience of one stop shopping in order to make the best use of their time.

• **Changing Lifestyle and Consumer Behaviour:**

The urban woman is literate and some are employed. People are having dual income and hard press of time. This has changed the shopping behaviour in urban India over past few years with consumers looking for convenience. That is, they want everything under one roof and a bigger choice of products. Due to increasing working population comfortable life, travel and leisure are given importance. These key factors are growth drivers of retail sector in India which now boast of retailing almost all the preferences of life – apparel and accessories, Appliances, Electronics, cosmetics and Toilets cries etc.

• **Entry of the Corporate Sector:**

The level of interest in retailing as a growth opportunity has increased. Since decade many organisations in India have been dealing directly with the primary distributional channel to reach consumers. Today, customer are
taught first hand by means of retailing. As we are aware ITC has taken to retailing as a serious business prepositions and a strategic move. Corporate giants in India like Bharti, Reliance and A.V. Birla have started on their retail initiatives. A few others like Tata and Raheja’s who are already into retailing are fast diversifying into retailing new categories like food. The retail advancement is amazing as corporate giants are currently spearheading the retail growth in India.

- **Foreign Retailers Looking for Entry Options:**

The increasing attractiveness of the sector has drawn the interest of the global retailers. With the opening of the economy, more and more Multinational companies (MNCs) have entered the Indian business arena through joint ventures, franchisees or even self owned stores. The first MNC entered the business was Spencer’s, had a tie up between the RPG Group and Dairy Farm Internationals. The foreign retailers cannot start operations on their own because of FDI restrictions on the sector. Number of companies including Wal-Mart, Tesco, Kingfisher, Metro, Carrefour and Ahold are exploring entry options. In apparel, Benton, Lifestyle and Zegno are already in business and Dairy Farm has number of retailing joint ventures in India.

- **Technological Impact:**

Technology is the most dynamic change agent in the retailing industry. The drastic change in retailing is due to the computerization of the various operations in the retail sector including inventory management, billing and payments, database management, use of bar coding, point-of-sale terminals and Management Information System (MIS). This technology provides the retailer with better and timely information about their operations. The technology also performs tasks as preventing threat, promoting the stores goods and creating better shopping atmosphere. This is done with the help of televisions, video walls, in store video networks to let customers select and buy products. They make a customer’s life much easier by facilitating the use of credit cards, debit cards and smart cards. Toll free numbers have brought about a revolution in customer ordering and feedback mechanisms. These also pave the way for tele-shopping and net-net shopping. Emerging technologies also facilitate just in time management of certain products within the store.
• **Emerging Rural Market:**

The rural market is beginning to emerge as an important consumption area, accounting for over one-third of the demand for most key consumer durables and non-durable products. In response, the manufacturer of consumer goods both FMCGs and durable have began developing new products.

• **Consumerism Cycle:**

The consumer cycle starts with the industry dictating the market. The distributor gains control over the market overtime. At this stage the distributor becomes an important link between manufacturer and customer. When the market starts developing and expanding its horizons, retailers turn into the vital link into the supply chain. India is entering the third stage where retailers control the market. Being the closest link to the consumer in supply chain, retailers benefit accordingly. Manufacturers realized that retailer’s recommendations matter particularly in smaller towns where retailers are authority or opinion leaders. The changing shopping attitudes of the Indian consumers today desires value-added products and services with good ambiance and brands which only retailer can provide. Hence, good retailer relations are must. Manufacturers are ready to pay fees to get retailers to stock products or display charges to place it.

1.1.8 Impact of Organised Retail on other Sectors

The organised retailing has created a niche for itself by successfully overcoming drawbacks of unorganised retailing such as poor inventory management insensitivity to customer expectations and reluctance to invest or human capital. The impacts of organised sector on other sectors are explained below:

• **Impact on Consumers:**

With the entry of organised retail consumers spending has increased. Consumers are provided with wider variety and quality under one roof at competitive prices. All the income groups have benefited through organised retail purchase but the lower income consumers have saved more.
• **Impact on Unorganised Sector:**

With the entry of organised sector unorganised sector has also gained in terms of business as the overall retail economy is growing. It has also benefitted in terms of its quality enhancement due to competition given by organised sector. They are adopting improved business practices and technology up gradation to face competition. To retain and attract customers small retailers have adopted the policy of extending more credit to its customers.

• **Impact on Employment:**

Employment potential of the Indian economy has increased by providing direct employment to people in various sectors like small manufacturing sector especially food processing, textiles and apparel. The unemployment rate will be reduced besides this construction packing, information technology (IT), transfer and other infrastructure sectors will offer employment opportunities. Organized retail sector also generates a number of jobs for unskilled labour for the tasks of sorting, grading and labelling besides giving employment to professionals and skilled labour. It may adversely affect employment in unorganized retail and the trade intermediaries associated with traditional supply channels but the additional jobs created will be much higher than those that are lost.

• **Impact on Manufacturers:**

Large manufacturers have started feeling the competitive impact of organized retail through price and payment pressures. Entry of organized retail is transforming the logistics industry. This will create significant positive externalities across the economy. Manufacturers have started building and responding their brand strength and set up dedicated teams to deal with modern retailers.

• **Impact on Global Players:**

It will help global players by providing them with the avenues for investments. The global players are attracted to enter in Indian market due to favourable demographic and psychographic changes in Indian consumer class and the rising affluence of young population.
• **Impact on Rural Population:**

Rural population is also going to be benefited by retail revolution i.e. organized retail. The entry of organized sector into rural areas will provide them with experience of urban lifestyle, quality producers and employment opportunities. India's first rural mall, ITC Champal Sagar, DCM Shriram group's Maryali bazaar, retail giants like Reliance, Spencer's and Subhiksha are already expanding in semi urban and rural areas.

• **Impact of Technology:**

Retail industry is technology intensive. Retailers are using their distribution and information systems work closely with their vendors to predict consumers demand, shorten lead time and reduce inventory holding and saving cost. The online system link point of sales terminals to the main office where detailed analysis of sales by item, classification stores or vendor are carried out online. Data base retailing help in tracking information on existing and potential customers. Thus, the development and use of technology such as computerized accounting/inventory control is an important benefit of organized retailing.

• **Impact on Government Revenue:**

Another significant advantage of organized retailing is its contribution to government revenue. Unorganized retailers don't normally pay taxes and most of them are not even registered for sales tax, vat and income tax. Organized retailers by contrast are corporate entities and hence fill tax returns regularly. The growth of organized retail has contributed in steady rise in tax receipts for the central, state and local government.

• **Impact on Investments:**

Organized retail is attracting inward both at domestic and global level and several industries like IT industries, cold chain infrastructure, logistics and warehouse distribution services in order to strengthen the supply chain. Thus, overall investment in retail sector is increasing and it helps in economic growth of the country.
1.2. Shopping Experience

Experience is an intangible process of interaction between people and the world that exists in human’s mind and is triggered by new interactions (Davis, 2003). A shopping experience is specific kind of experience influenced by consumer’s motivations, goals and expectations of the activity.

These may create different types of experiences such as physical, sensual, cognitive, emotional and aesthetic (Forlizzi & Battarbee, 2004). Experiences play a critical role in shopping and consumption contexts. People shop to acquire products, obtain information about products, or for the enjoyment of the shopping activity itself (Taubir, 1972). A shopping experience is affected by the reasons people buy. The study have developed taxonomies of supermarket shoppers in an attempt to infer shopping motivations from distinct types of shoppers such as economic or apathetic shopper(Stone,1954).Other studies have developed taxonomies based on the orientations to product use (Dardin & Reynolds, 1971), patronage and shopping behaviour (Stephenson & Willett, 1969), use of product information (Moschins, 1976), shopping enjoyment (Bellenger & Korgaonkar, 1980) and the retail attribute preferences (Bellenger, Robertson, & Greenberg, 1977; Dardin & Ashtton, 1974). Shopping experience can be driven towards the maximization of utility and efficiency (e.g. an economic shopping trip, a convenient shopping trip) or towards entertainment (Lewison, 1997; Westbrook & Black, 1985).

The utilitarian dimension of shopping experience has been characterised as task related and rational (Batra & Ahtola, 1991) and related closely to whether or not a product acquisition mission was accomplished (Babin, & Griffin, 1994). Entertaining shopping experiences are similar to task orientation of utilitarian shopping motives but they result to hedonic fulfilment, such as experiencing fun and amusement (Babin et al., 1994; Langrehr, 1991; Roy, 1994; Wakefield & Baker, 1998).

Shopping experience is mainly created through the store environment and service offered at the checkout (Dawes & Rowley, 1998). Moreover, a shopping experience is highly affective, creating positive or negative feeling to shoppers depending on several in store elements such as crowding, noise, music etc. From the management view researchers have recognized the importance of affective reaction in shoppers.
Emotion that is expressed while shopping affects a variety of responses, such as approach behaviour (Hui, Dube & Chebat, 1997), spending levels (Donovan & Rossiter, 1982), retail preference and choice (Dawson, Bloch & Ridgway, 1990), willingness to buy (Baker, Grewal & Levy, 1992), and shopping satisfaction (Machleit & Eroglu, 2000a). Consequently, over the past years researchers and practitioners have attempted to identify factors that negatively affect the shopping experience and create negative emotions for shoppers.

Therefore, past studies revealed that the shopping experience might be affected by related factors which include but not limited to number of store-to ambience (temperature, scent, music etc. of the store) (Baker, 1986; Bruner, 1990b; Donovan & Rossiter, 1982; Fried & Berkowitz, 1979; Gorn, 1982), service quality (Siu & Cheung, 2001), store image (Corstjens & Doyle, 1983; Curhan 1973), and situational elements (crowding, time, and budget availability by the consumers) (Donovan & Rossiter, 1982; Levy & Weitz, 2005). These lead to increase levels of stress for the supermarket shopper (Aylott & Mitchell, 1998) and may serve to create a new form of shopper who have no interest in or actively dislike shopping and appear to endure rather than enjoy the whole experience (Reid & Brown, 1996).

For virtual shopping, in browsing situations, the actual experience of shopping may be the only purpose of the shopper (Bloch et al. 1989) and it may satisfy the shopper’s need for fantasies, feelings and fun (Holbrook and Hirschman, 1982). Further, irrespective of the original motive, shopping as an activity has an innate potential for entertainment and heightened emotions (Bellenger et al., 1976). Experience can be an object of the shopper but it can also be an outcome of the shopping activity through exposure of the environmental cues. Shopping environments produce experiential reactions and emotions when shoppers are exposed to and process experimental cues. (Donovan & Rossiler, 1982; Kaltcheva & Weitz, 2006). The cues can create a memorable experience itself. Experience during shopping matters to consumers. They also matter to marketers because of their role in shaping favourable consumer attitudes, moods and behaviours. The products and services bundled around these products become commoditised. The only real source of differentiation and competitive advantage is the experience that a firm would be able to offer its customer (Pine & Gilmore, 1998).
Atmospheric elements influence approach behaviour by inducing positive emotions such as pleasure or arousal (Donovan & Rossiter, 1982, Sherman et al., 1997). Machleit and Eroglu (2000) found that the emotions induced during offline shopping experiences vary with the retail context (grocery store, mall, discount stores) and emotional responses are better captured in the wider typologies (Izard, 1977; Plutchik, 1980) than in the pleasure arousal dominance measure of Mehrabain and Russell (1974).

According to Dewey, 1963; Gupta and Vajic, 1999; Mathur (1971) experiences have been defined in several ways which all highlight their potential to produce an emotional involvement with the object of the experience. Mathur (1971) detailed the growth quality, intensity, meaning and values as outcomes of an experience. Product experience was valued by consumers over and above marketer information because it created memorable experience by the consumer.

Retail agglomerations are defined as a cluster of stores within a clearly defined spatial area. The former created retail agglomerations include shopping malls, galleries, strip centers or factory outlets whereas the latter “evolved” retail agglomerations encompass town centres, shopping strips or high/ shopping streets, retail parks (Berman and Evans, 2009). Store location is favoured by both consumers and tenants. Consumers are attracted to agglomerations since they offer a great selection of products in one place and the shopping experience can be facilitated and enriched overall by infrastructural facilities (e.g. public washrooms or recreational areas) as well as non-retail related offerings i.e. bars, eateries, cinemas (Teller et al., 2008). Furthermore, tenants can benefit from the same infrastructure (e.g. road networks or parking facilities) and the overall stream of consumers that they themselves did not necessarily generate (Ingene, 1984). Consumers are influenced by the accessibility or overall atmosphere of the retail format.

The following are some of the most important factors that affect the shopping experience:

a) Ambience factors comprising three of background features that may or may not be consciously perceived but affect human senses (such as scent, music, and noise)
b) Design factors comprising of features that relate to the image of the store (e.g. layout) and are directly perceptible by shoppers.

c) Social factors comprising of people in the environment, shoppers, and sales personnel.

d) Situational factors comprising of store events that occur randomly and affect the shoppers experience within the store.

Different retail formats are characterized by very specific attributes that are perceived to be relevant for consumers. With the preference and experiences of consumers such attributes are proposed to have an effect on the evaluated attractiveness and consequently the patronage behaviour of retail formats within relevant set of consumers. Attractiveness can be understood as a multi-faced construct operationalized by at least three dimensions. The attractiveness of an agglomeration is related to the share of time and choice/ visit of consumers relative to that of the competition (Finn and Lauviere, 1996). The following attributes have an influence on the attractiveness of the formats from consumer’s point of view.

1.2.1 Dimension of Shopping Experience

1.2.1.1 Convenience

This factor accounts for the evaluation of the convenience regarding overcoming the distance between the point of origin e.g. household, workplace and the format. It encompasses not only spatial and temporal dimensions concerning to how easy and how quickly the destination can be reached but also considers perceived obstacles on the way such as, traffic jams, travel frequencies of trains/busses and road work (Ingene, 1984). This factor has been seen as crucial for different dimensions of store but also agglomeration attractiveness and actual choice behaviour (Reimrs & Clulow, 2004; Leo & Philippe, 2002; Arentze & Timmermans, 2001; Bearden, 1977).

1.2.1.2 Parking Conditions

Agglomeration had become preferred shopping destinations for multi-purpose shopping trips with automobiles being used as the preferred means of transport (Bacon, 1995). The availability of free parking spaces and the type of parking
facilities offered at agglomerations at the time of the shopping trip is thus an integrative part of perceived accessibility of a retail location (Leo and Philippe, 2002; Tang et al., 2001; Van der Waerden et al., 1998). The convenience of overcoming the distance between the parking spaces, the agglomeration and consequently the tenants can be seen as the last step to enter the shopping destination and therefore, is an important dimension of attractiveness (Bearden, 1997; Bellenger, 1977).

1.2.1.3 Tenant Mix

The type of retail and non retail tenants i.e. bars, eateries, entertainment facilities under one roof represents the range of possibilities to satisfy consumers wants, needs and minimizing the logistics of the shopping endeavour (Teller & Reutteres, 2008; Leo & Philippe, 2002; Dellaert et al., 1998; Wakefield and Baker, 1998). A mix of tenants generates a cumulative attraction of retail location for consumers. Late it referred to the role of retail stores as the organic source of attraction (Nelson, 1955).

1.2.1.4 Sales Personnel

Sales personnel are an important factor that influences the consumers shopping experience. This includes the characteristics of the sales personnel in terms of friendliness, competency and supportiveness (Anselmsson, 2006; Ruiz et al., 2004). These factors are strongly related to the retail tenant mix and are seen as antecedents of both the attractiveness of the retail stores in general and consequently the attractiveness of retail format (Woodside & Trappey, 1992).

1.2.1.5 Atmospheres

Consumers in retail shopping are comforted with a set of visual/tactile, auditory stimuli that are either actively or passively used by the retail management (Michon et al., 2005; Hoffman and Turkey, 2002) Consumers perceive this stimulus as an atmosphere which is proposed to have an effect on the evaluation of the attractiveness of the retail format and their shopping behaviour. A store environment is determined by consumers in part by their interaction with an interpretation of stores atmospheres (Warren & Burns, 2002). Kotler (1973) was the first to use and define the term "atmospheres" as the international control and structuring of environmental cues. He
indicated atmospheric as the conscious designing of space to create certain effect in buyers that enhance his purchase probability. The environmental factors are odour, light, design and music.

1.2.1.6 Orientation and Infrastructure Facilities

This factor accounted for the convenience related to searching, locating and accessing stores. It was influenced by the arrangement of tenants as well as the case of orientation within the retail location. A related factor was the infrastructural facilities offered to consumers (Baker et al., 2002). This includes the availability of ATMs, washrooms and recreational areas (Bellenger, 1977). As with parking conditions these factors contributed to the convenience of the shopping trip within the premises of an agglomeration and were therefore, seen to influence the evaluation of attractiveness of the agglomeration (Reimers & Cklulow, 2009).

Most of the recent literature in trade journals and academic studies seems to indicate that the mall shopping experience needs to be exciting to the frequented (Stolman et al., 1991) and to stimulate purchase (Babin & Darden, 1996). The excitement increased at shopping malls resulted to stay and shop and come back over and over (Wakefield & Baker, 1998).

Shopping is the major source of relaxation as well as household choice. For most purpose means physical visit to shopping site. The site most frequently visited is either a supermarket or a shopping mall. Going shopping is major source of relaxation as well as a household choice Oakley (1974) noted that shopping was one of the activities with the most positive attribute of being able to talk to other while doing work.

1.2.1.7 Merchandise

Merchandise is an important attribute because it represents the core product of shopping center based on Berman and Evans studies (Sit et al., 2003). The roles of merchandise are also supported by Wakerfield and Baker (1998) which highlighted the merchandising and tenant variety as stimuli. This induced purchasing in a shopping mall setting and influenced the consumer image of the mall. This included
the product range offered in terms of the width and breath of assortments of the retail stores, merchandise value in terms of the price value ratio, overall price level and the number of price promotions available (Leo and Philippe, 2002; Baker et al., 2002; Van Kennoe et al., 1999; Bearden, 1977).

1.2.1.8 Service

Services refer to the facilities provided to the customers while shopping. Shopping mall provides services in terms of ambulance, escalators, lifts, sign boards and restrooms. Sit et al., (2003) stated that both personal and communal services were central to the shopping mall image because they represented the augmented product that supported the core product (merchandising) and also add value to the total shopping experiences of the customers.

1.3 Shopping Motives

There were many reasons to go shopping in a market based economy (Tabber, 1972). Social reasons were particularly important “shopping was spectacle in which one was both performer and spectator. It was seen and being seen, meeting and being met, a way of interacting with others (Lunt & Livingstone, 1992)

The motives for going shopping had been described as:

- Interaction with family
- Utilitarian shopping motive
- Shopping for pleasure
- Shopping is pleasant even if you do not buy anything
- Shopping is fun
- Shopping gives break from daily routine
- To shop as a way of getting out of the house
- Get together with friends while shopping
- Shopping environments be exciting
- Family approves the shopping
• Family enjoys the shopping process
• Interact with store employees while shopping
• Obtain products easily and quickly
• Compare prices and quality easily

1.4 Rational for the Study

Large scale organized players are moving fast and replacing traditional stores with modern stores. Retail formats are the adoptions of western formats which may not be suitable for Indian retail environment. The scope of the study is to explore the shopping experience of Indian shoppers at organized retail outlet. It explains the shopping activities which interest the shoppers, important attributes of shopping experience, the frequency and purpose to visit the mall. It also explains the promotional activities that are more productive for the retailers and the promotional strategies of mall that are source of attraction for consumers. It helps the mall management and the retailers to develop and implement successful marketing and promotional strategies by understanding the Indian consumers and their behavioural activities to the competitive environment. Mall management should have a good understanding of the consumer’s attitude and perception of the mall and its store. It is also important for them to understand consumption patterns to how frequently they visit and the purchases made.

1.5 Research Objective

From the research problem the following objectives was derived to study about the shopping experience of the Indian consumers. The research was conducted keeping in view the following main objectives:

a) To identify the factors of shopping experience of consumers in shopping malls.
b) To find out the key factors of shopping experience which consumers perceive important while shopping.
c) To explore the differences in the shopping experience of respondents across demographic variables.
d) To assess the impact of various factors of mall attributes on overall shopping experience of customers.

e) To suggest specific strategies to shopping mall managers to improve the shopping experience of customers.

1.6 Research Framework

The research framework adopted in this research is illustrated below:

![Research Framework Diagram]

Fig. 1.1 Research Framework

Source: Developed by Researcher

1.7 Summary

Retailing in India has a long history which can be traced back to weekly haats where vendors put their offerings for sale. Retailing consists of a set of activities that markets products or services to final consumers for their use. The early 21st century witnessed numerous supermarkets, departmental stores, chain stores and malls developing across India. The organised retail sector is experiencing growth not only in major cities but also in Tier II and Tier III Indian cities. Retail industry is one of the key employment generating sectors in India. Today people are looking for better quality product at cheaper rates, better service an ambience for shopping and better shopping experience. Shopping reasons have extended from shopping for acquiring
products to seeking for enjoyment and entertainment also. Important shopping motives people have in a shop are for fun, getting together with friends, breaking from daily routine and getting out from home. Going shopping is the major source of relaxation. Customers have pre decided reasons into shopping activity to make their shopping experience better and useful. Some of the factors are the attractiveness of retail formats, accessibility, parking facilities, product range, and merchandise, safety and security.

1.8 Chapter schema

Thesis work has been divided into five chapters; a brief outline of the chapter schema is presented in the following paragraph:

*Chapter One “Introduction”* provides an overview of the study. It begins with the introduction of the retail industry. It discusses the dimensions of shopping experience. Further it explains the rationale for the study, research objectives and research framework.

*Chapter Two “Literature Review”* of this study illustrates literature relevant to the mall attribute, shopping experience and various shopping activities of the consumers.

*Chapter Three “Research Methodology”* discusses research methodology adopted for the present research. It deals with the need for research, research objectives, research design and research constructs and items. The conceptual model of research is also illustrated. The chapter focuses on the process of development of research instrument, establishing the validity and reliability of the instrument tool and methods adopted to gather data. The later part of the chapter presents the research hypotheses and limitations of the study.

*Chapter Four “Data Analysis and Interpretation”* discusses the profile and the shopping behaviour of the respondents. The data analysis has been carried out through various statistical techniques such as Independent sample t-test, ANOVA test and multiple regression. Furthermore the chapter presents the empirical analysis and hypothesis testing and discusses the main result that emerged from the analysis.

*Chapter Five “Findings and Conclusion”* draws the finding, discussion and conclusion of the study and discusses the managerial implications. In the end, it suggests the direction for future study so that this effort can be extended further.
Chapter – 2

LITERATURE REVIEW

This chapter reviews the literature related to the theme of this research. With studies on various aspects of the theme pouring in at an incessant pace, the literature has grown manifold. This chapter presents a comprehensive review of the literature especially on attributes of shopping experience available both in the international and national context. The review covers both conceptual and empirical contributions to the subject of study.

The chapter is composed of nine parts which intend to present a holistic theoretical basis in order to allow and justify an in-depth analysis of empirical findings. The first part clarifies the concept of consumer decision-making process. The second summarizes the overview of creating relationship with consumers. Third concept reviews the purchase decision process, whereas the fourth reviews the factors contributing to choice of retailers. Fifth process comprises of studies on experience marketing and sixth section review the customer experience management followed by the review of concept of shopping as an experience. Customer experience in retail environment is reviewed in eight sections and last section of this research comprises of mall attributes.

2.1 Consumer Decision Making Process

The consumer's decision-making process regarding purchasing in traditional retail stores has been well explained by the Consumer Decision-Making Process Model (Engel, Blackwell & Miniard, 1986). This model consists of the steps of problem recognition, information search, alternative evaluation, purchase and post-purchase behavior as illustrated in Figure 2.1. The process begins with a recognized need based on an internal stimulus or an external stimulus (problem recognition step). Then consumers search for information to solve the problem and evaluate the alternatives. The purchase decision may include what to purchase, when to purchase, from whom to purchase, and how to pay for it. Finally, consumers evaluate the degree of satisfaction/dissatisfaction with the product/service (Engel, Blackwell & Miniard, 1986).
Fig. 2.1: Consumer Decision-Making Process

Source: Engel, Blackwell and Miniard, 1986

This decision-making process can be also applied to online shopping. In the problem recognition step, consumers may be stimulated by Internet ads such as banners and other visual ads and recognize a purchase need. In this step, the Internet serves as a stimulus. Specifically, the information search and evaluation of alternatives are conducted at the same time in online shopping (Kim, 2006). In the information search step, consumers gather information by surfing the Internet in order to resolve the problem. The Internet provides a variety of information from the retailer regarding product details such as product price, dimensions, specifications, characteristics, quality, and warranty policies. The consumer is usually able to obtain detailed information about the product with greater clarity and a higher degree of analysis within a shorter period of time online than in brick-and-mortar stores. In addition, evaluations (e.g., product and service evaluation) are often available in the virtual community from those who have purchased the product on the internet. The alternative evaluation step has become convenient online because many internet retailers competitively provide higher quality services for Internet surfers to use (Butler & Peppard, 1998).

The choice and purchase decision in online shopping include product choice as well as decisions regarding brand, quantities, retailer selection, and payment method on the web. In the post-purchase step, consumers confirm their decision, evaluate their experience and their degree of satisfaction and form intentions for future purchases. This final step of the Consumer Decision-Making Process is very important for a sound and continued relationship between retailers and their consumers (Butler & Peppard, 1998).

The proposed model focuses on information search, evaluation of alternatives and choice/purchase decision stages of the Consumer Decision-Making Process. It is proposed that online shopping beliefs can be key predictors of consumers' attitudes.
toward online shopping and purchase intentions at the website of the multichannel retailer. Specifically, the beliefs about online shopping behaviour are defined by beliefs about four behavioural dimensions in this proposed conceptual model based on application of Consumer Decision-Making Process. These behavioural dimensions are belief about searching for information at the website of the multichannel retailer, belief about evaluating alternatives at the website of the multichannel retailer, belief about choosing products at the website of the multichannel retailer and belief about purchasing products at the website of the multichannel retailer.

*Generational and family influences*

There are also studies on generational differences and family influences on shopping preferences. Moore and Carpenter (2008) studied generational demographics to determine spending habits and shopping experiences for each group. They found that the “silent” generation those born between 1925-1942 enjoyed shopping. They were very particular about quality and country of origin and less price sensitive yet fiscally conservative, i.e., they would purchase an expensive quality product, but they did not frivolously spend money on impulse or unnecessary purchases. Boomers enjoyed shopping the least, looked for quality but were price sensitive and were more concerned about location, service and prices. The millennials enjoyed shopping the most, were the least concerned about quality but the most with the prestige associated with their purchases. Family communication patterns and lifestyles also influence the purchasing habits of young adults as found by Hsu and Chang (2008). Young adults in families that are considered high concept-oriented, which encourage discussion and evaluating alternatives, tended to be more fashion-cognizant. As a result, they shopped more frequently and made more shoes and clothing purchases than young adults from pragmatic, socio-oriented families that emphasized harmony and pleasant family relationships. The young adults from high concept-oriented families also tended to be fashion opinion leaders and found fashion trends and brands to be relatively important.

2.2 Creating Relationship with Consumers

A consumer relationship is a process between a consumer and a company consisting of meetings involving resource exchanges between the company's and the consumer's
value creation processes. Consumer relationship management (CRM) is about creating "consumer values" through a strong and long lasting relationship between the consumer and the company. It requires that both parts adapt to each other in such a way to create consensual values. In simplified words, it is both the company's and the consumer's responsibility to create a good relationship with each other (Storbacka & Lehtinen, 2000). Consumption is often short-sighted and most purchases are not planned purchases that consumers have long experiences from (Mossberg, 2003).

A genuine interface for interaction and shared benefits is a condition for a successful relationship. This is the ultimate scenario for a company but it is not easy to create a relationship with a consumer. The actual responsibility to develop a relationship lies with the company. The companies cannot expect that the consumer should carry the responsibility for the relation. When the responsibility is the consumer's the development of the relationship is limited by the consumer's competence. In most industries the companies have, in comparison with its consumers, a greater understanding of how value can be created in a specific industry. Companies should take advantage of this knowledge to help clients to think in new ways to create value for themselves (Storbacka & Lehtinen, 2000).

The purpose of relationship marketing and CRM is to build long-term relationships and not to limit the actions of each sale occasion. Consumer loyalty cards and consumer clubs is an example of how to adapt the communication to different groups and individuals and to reach a more deep and long-term relation with the consumer (Schmidt & Sköld, 2004). Communication with a company's consumers used to mainly be done through advertising. Nowadays the communication and the relations with the consumers can be done more elaborated and in many different ways. Advertising still plays a major role as a communication tool, but it is necessary to combine and support it with other options to achieve the best result (Martenson, 2009).

Storbacka & Lehtinen (2000) is pointing out that it is essential to consider a consumer relationship as a process, since it consists of several meetings and steps. Easey (2004) argues that each consumer is unique and in the fashion retail segments the consumers to be treated and provided with personal products.
According to Adjie and Clark (2010) loyalty and satisfaction are two of the primary goals of relationship marketing. Consumer loyalty is a consumer’s repeat of a purchase that is triggered by the marketing activities of a company. Adjie and Clark (2010) explains further that the consumers will continue to deepen the relationship as long they find the relationship beneficial. Relationship proneness means that consumers have a tendency to engage in a relationship with a company or a specific brand. It is not always careful to invest in relationships with consumers who are low on the relationship proneness since they are not liable to engage in a long-term relationship. Consumers with a higher level of relationship proneness will tend to strengthen the depth of the relation and reach a stronger relationship between quality and behavioural loyalty.

Dahlen (2002) argues that the company must get to know their consumers and in turn have greater opportunity to become more personal in their communication towards them. Strong relationships evolve over time and therefore, companies must know their consumers better. Field (2010) argues that traditional ad campaigns have given way to new marketing tools such as relationship marketing in order to interact with the consumers. The focus is in the dynamics to understand today’s consumers.

2.3 Purchase Decision Process

A consumer’s purchase decision process consists of three general aspects: motivation, involvement and satisfaction (Kotler & Keller, 2006). Motivation is the drive to take an action to achieve the goals. Involvement is the level of perceived personal importance and interest evoked by a stimulus within a specific situation (Blackwell, Miniard & Engel, 2006). Furthermore the offering of the products will be successful if it delivers satisfaction to the customers.

A consumer chooses between different products and the choice is based on which product is perceived to deliver the most value. Then consumers’ satisfaction reflects their personal judgments from products’ performance in relation to their expectations. If consumer’s perceived performance matches their expectations, then the result of the consumer is satisfied (Kotler & Keller, 2006). The online shopping decision making process consists of three steps. It includes information seeking, comparison of
alternatives and the last step is decision making. The results of this factor will directly influence on a consumer’s purchasing behaviour (Li & Zhang, 2002). Potential consumers seem to make use of a two stage process to accomplish purchase decision (Hauble & Trifts, 2000). Firstly, consumers are exhibited with a large set of products assortment to let them screen and identify the promising alternatives that a website provides. This is in order to appear to meet their needs, which then appears to be an impact on a shopper’s satisfaction. Secondly, consumers evaluate the chosen products for consideration in greater depth. Then they do relative comparisons across the considered items based on some desirable attributes and finally a decision is made.

2.4 Factors Contributing to Choice of Retailer

According to Barnes (2003) it is important for the companies to view the relationship form their customer’s perspective. The relationship consists of more than just the customers buying product and services regularly. This is due to customers being aware of the difference between repeat buying, based on convenience, non-emotive factors like price or situations where the customers return repeated times to the same company or brand because they have a special feeling for them. What a brand or company means to a customer is dependent on how it fits with the customers values.

Barnes (2003) states that various forms of value exist, firms can create a type of value contributing to functional customer relationships based on; access, convenience, timeliness, product quality, value for money, competency and communications among others. These factors can result in customers dealing with a firm again or to buy a brand again and again. Other forms of value are those dealing with the customers feeling and emotions life: goals, interests, shared history, beliefs, sense of commitment, reliance, social support, trust etc. When these types of value exits it contributes to emotional loyalty, importantly and more lasting relationships leading to customers choosing being resistant to competition from competitors that can seem more convenient and efficient.

Barnes (2003) also states that meaningful customer relationships are those characterised by high level of emotional value which is created by more than functional and instrumental components. The company and the customer should share
something in common it can be background, interests, values and beliefs. For companies to be able to develop strategies leading to meaningful customer relationships they have to gain a deeper understanding of the customers. This can be attained by gaining knowledge about the customers, what role the brand plays in the customer’s life, now and in the future, as well as being aware of the expectations of the customers. Real meaning derives from anticipation and a company addressing issues that the customer does not expect them to address.

Stores have for long been viewed as strictly a place for making transactions but, according to Hu & Jasper (2006) stores has since the early years of modern retailing also served as a place for socializing and not only a place for purchasing goods. Some retailers, like discount chains, often focuses strongly on cost cutting approaches in terms of for promotion self-service which might lead to a decreasing social atmosphere in the store. According to Hu & Jasper (2006) value cannot simply be defined as price versus utility and therefore the experiential value that a store can provide in terms of playfulness and aesthetic appeal, enhances the customer value. The authors also state that shopping is a socially visible behaviour which means that consumer seeks to satisfy a social need when shopping, often done while accompanied by friends or family. Consumers not only shop because of personal reasons but also for social motives likes social experience outside the home, communication with other or reflecting a desire to be part of a certain reference group. To be able to attract customer back, stores have to be able to introduce social cues making the shopping environment more personal to the customers by relevant to their lifestyles and values. Social cues can take two forms; personalised customer service and in-store graphics that states social meaning. The interaction between customers might also have an impact on consumer perception of store image and the general shopping behaviour.

Andreassen & Lindestad (1998) claimed that by being exposed to information as well as gaining experience customers develop a corporate image in their mind. Corporate image plays an important role when being successful in attracting and retaining customers especially when companies within the same industry are becoming more and more similar. Corporate image can influence customer satisfaction, customer loyalty and sometimes even impact the perceived quality of a product, since that
brand reputation often is defined as “a perception of quality associated with the name”. Corporate image can also be an outgoing information channel for existing and potential customers since it affects customer loyalty and hence the degree to which one is willing to spread positive word of mouth.

Gehrt and Yan (2004) claim that consumer behaviour is affected by situational factors such as physical, social and temporal influences. The authors also remind us that time scarcity has a significant impact on consumer’s product and store choice. There are important differences among the formats in terms of availability of product information, ability to compare products, degree of human intermediation, access, speed of delivery and amount of shopping time required. According to Gerth and Yan (2004) in terms of time spent finding a certain product stores that offer catalogues were regarded as the most efficient. The authors also claim that elderly people placed importance mainly on low prices, the atmosphere of the stores and the quality of merchandise while younger people tended to emphasize the selection of merchandiser and convenience.

2.5 Experience Marketing

2.5.1 What is Experience Marketing?

The term experience can be interpreted in different ways. It is for used to express a process, participation in an activity, the emotions that are felt through different stimuli and as an outcome of learning experiences (Poullsson & Kale, 2004). Pine and Gilmore (1998, p. 98) described experience as something that occurs when a company intentionally uses services as the stage and goods as props, to engage individual customers in a way that creates a memorable event. According to Schmitt (1999, p. 57) experiences “provide sensory, emotional, cognitive, behavioural and relational values” which occurs “as a result of encountering, undergoing or living through things”. Poullsson and Kale, (2004, p. 270) developed the definition of commercial experiences as “engaging acts of co-creation between a provider and a consumer wherein the consumer perceives value in the encounter and in the subsequent memory of that encounter.” The value in experience comes from its intensity and the feelings of delight associated with it. Since experiences are co-created (Poullsson & Kale, 2004;
Tynan & McKechnie, 2009), the marketing practitioner should be flexible when responding to customer needs. The provider of experiences should come up with values that their customers will value. The value proposition offered should be a combination of sensory, relational, emotional, functional/utilitarian, social and informational values (Tynan & McKechnie, 2009).

The consumption of experiences is traditionally associated with entertainment and leisure industries such as amusement parks and theaters. Today, many industries such as tourism, restaurants, manufacturing and retailing offer experiences to their customers in order to compete on the market (Pine & Gilmore, 1998; Poulsson & Kale, 2004).

2.5.2 Experience Marketing as a Tool

Some retailers use experiences as a marketing tool by offering fun events, astonishing displays and promotional activities that draw the customers to the store (Poulsson & Kale, 2004). According to Pine and Gilmore (1998) experiences are created every time a company manages to engage their customers in a personal or memorable way. Retailers should create marketing experiences and captivate their customers by tying design elements and staged events to a coherent theme. Further, the retailers should, focus on creating positive impressions and eliminating negative ones, engage all five senses to support the theme and create memorable experiences. Schmitt (1999) presented an implementation tool for marketing managers, suggesting experiences can be provided through communications, displays of visual and verbal identity, co-branding, product presence, spatial environments, electronic media and people. These experience providers must be managed coherently, consistently and by paying attention to detail. According to Poulsson and Kale (2004) a successful experience should contain a mixture of relevance, novelty, surprise, learning and engagement in order to provide meaningful value to the customer. The more elements of this mix a marketer can offer the greater intensity of the experience to its customer.

There is an increase in experience orientation among retailers which can be seen in the variety of activities that they engage in to satisfy their customers. A study by Backstrom and Johansson (2006) showed the techniques retailers use when trying to
create compelling in-store experiences for their customers; (1) *Education and knowledge intermediaries* provide help and instructions on how to use products. The use of technology is used more frequently to make the knowledge more easy and fun. (2) *Inspiration* means presenting products in interesting ways to provide the customer with suggestions and ideas on combinations or the usage of products. (3) *Innovation* and facilitating cross-shopping by combining product categories that usually is not bought in the same store to enhance the in-store experience. (4) *Try-out opportunities* allows and encourages the customers to test the, fit, feel, taste or performance of products in the store. This increases the possibility of a pleasurable experience as well as help consumers visualize the benefits of the product offering. (5) *Stimulating senses* attracts the consumers’ attention. Besides the usage of music or scents many stores entretain their customers with the help of technology-induced movement (Backstrom & Johansson, 2006). Sensory experiences add value such as aesthetics or excitement to products (Schmitt, 1999). By using multiple sensory cues retailers can increase the effect and make it a more memorable (Pine & Gilmore, 1998) and positive experience for customers (Tynan & McKechnie, 2009).

**Personal variables affecting experience**

People's reactions to retail settings are not universal. Different types of consumers behave differently when exposed to the same atmospheric stimulus (Turley & Milliman, 2000). Different individuals perceive experiences differently because they are personal and develop from the interaction between a staged event and the state of mind (Pine & Gilmore, 1998). By interacting with the customers the retailer is able to engage them in the experience (Poulsson & Kale, 2004).

Backstrom and Johansson (2006) present a theoretical framework for aspects that traditionally are said to influence customers’ in-store experience. The framework consists of personal and situational variables. Personal variables like age and mood influence consumers’ experiences. Situational variables consist of elements in the store environment that influences consumers. These variables correlate with different aspects that influence in-store experiences. Consumers that are in a good mood tend to evaluate the store positively whilst consumers that feel worn out or tired may evaluate the store more negatively.

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A study by Eroglu and Machleit (1993) showed that customers experience the shopping environment differently depending on their shopping motives. Task-oriented customers experience more crowding and less satisfaction with the shopping environment than non-task oriented customers. The task-oriented customer pays little attention to the aspects of the store environment that do not help them achieve their goal (Korgaonkar, 1981; Eroglu & Machleit, 1993). Non-task-oriented shoppers are shoppers who sees shopping and browsing as a form of recreation or entertainment. These types of recreational customers are more engaged in information seeking and pay more attention to stimulating and surprising environmental cues. This makes an attractive decor and effective in-store merchandising key in attracting recreational shoppers (Bellenger & Korgaonkar, 1980).

2.6 Customer Experience Management

According to Schmitt (2003) management should strive strategically to create holistic experience that possess, at the same time, sense, feel, think, act and relate qualities. We all believe that customer satisfaction creates customer loyalty. Satisfaction is an outcome-oriented attitude deriving from customers who compare the performance of the product with their experience of it. If the product is below customer's expectations, customers will be dissatisfied, if it is above expectations, customers will be satisfied. Experience, in contrast, is process oriented. Experience provides much more guidance because it forces you to identify the details that result in satisfaction. If you pay attention to the experience, satisfaction occurs naturally. Providing powerful and compelling customer experiences will set you apart from your competitors in a way that focusing on simple satisfaction never will.

Schmitt (2003) defines Customer Experience Management (CEM) as the process of strategically managing a customers' entire experience with a product or a company. Many successful CEM projects employ experiential hybrids that produce several experiences. The CEM framework uses customer oriented, dynamic concept — the experiential platform — to articulate the positioning of a company, brand or product. CEM must be a seamless process that starts with customer insight, continues with a platform that includes input, and ends in a customer-experience driven implementation. The customer encounters the experience in direct experience with the
product, in its look and feel, in commercially produced communications, and in store design. The author groups the customer experience into following categories:

- Sense experience: appeals to the five senses; customer value is created through sight, sound, touch, taste and smell
- Feel experience: appeals customer's inner feelings and emotions; customer value is created through affective experiences that range from mildly positive moods linked to a brand to strong emotions of joy and pride.
- Think experience: appeals to the intellect; it creates value for customers by engaging them creatively
- Act experience: appeals to behaviours and lifestyles; creating value for customers by showing them alternative lifestyles or alternative ways of doing business
- Relate experience: contains social experiences. It creates value for the customer by providing a social identity and sense of belonging.

Schmitt (2003) presents a model on how to build the Experiential Platform; as important part of business and marketing strategy is what managers call “positioning,” how the company wants customers to perceive the organisation, its brands and its products but almost nobody takes implementing the statement seriously because it contains no information about how to accomplish that task. Building as experiential platform has several managerial benefits: first, it captures insight about customers because it is developed out of their experiential world, second, it provides coordination, and third, it is specific and therefore as excellent sketch for implementation. The platform Figure 2.2 forms the basis for the subsequent three implementation steps, the brand experience, the customer interface and innovations groups.
Fig. 2.2: Strategy Components of an Experiential Platform

Source: Schmitt, 2003

Experiential positioning depicts what the brand stands for. It is equivalent to the positioning statement of traditional management and marketing but it replaces the vague positioning statement with a meaningful and useful strategy component that is full of imagery and relevant to the buyers and users of the brand. The experiential positioning should be tangible enough that we immediately know what it is. At the same time, it should be intriguing so that we can launch innovative implementations. At times, companies need to update the experiential platform, for example, when implementing their business in different countries.

Experiential value promise (further referred to as EVP) identifies in experiential terms, the specific value the customer can expect from the brand. It is experiential equivalent to the functional proposition which is often common because it focuses solely on functional product attributes and benefits. Since, the EVP states what the customer will get as an experience; the company must fulfill this promise or the customer will be disappointed.

Overall implementation theme links the positioning and value promise to actual implementation. In other words, it summarises the style and content of the core message that the company will use across implementations in the brand experience, the customer experience and future innovations.

The experiential platform has been developed to provide differentiation and value to the customer. It is everything that you put in front of the customer. There is much more to the experience a product/brand provides than its experiential and functional features. The look and feel surrounding the product is another key aspect of the
experience. Customers do not just get a product features, they get a product with a name, logo and signage and they buy it in a store or on the internet where it is displayed in a certain way (Schmitt 2003).

Ibrahim (2002) also states that a positive mood can result from customers pursuing either type of shopping and that as entertaining shopping experience in influenced by three broad categories: retailer attributes, customer attributes and the transport/travel attributes. By performing this study about shopping centre experiences, Ibrahim (2002) concludes that three retail factors, two customer factor and five transport factors contribute to an entertaining shopping experience (Figure 2.3).

![Diagram](image)

**Fig. 2.3: Model of an Entertaining Shopping Experience**

Source: Ibrahim, 2000

Ibrahim (2002) states that customers view malls as a place not only for shopping but also for other activities, such as entertainment, socialising with friends and browsing with no intention of buying. Travel costs are often considered a contributing decision factor however, the author mentions that travel costs compromise many other factors which may be more important than the conventional measures, for example: the trip
effort, tension, reliability and trip comfort. The location of the store is important as well as the design of the transportation facilities so that they facilitate an enjoyable shopping experience.

2.7 Shopping as an Experience

Shopping is considered as one of the oldest activities that are being taken into practice by the human race with high level of involvement and regularity involvement. Over the years shoppers' attitude and behaviours towards this routine activity has been changing. The marketers and retailers are coming up with new innovations in the practice of retailing which has been providing new paradigms in the way shoppers have been disposed towards their act of shopping. This has also led to a body of knowledge that aims to understand the orientation of shoppers towards shopping.

Consumers are a driving force when it comes to shopping, which in turn drives the trade and the different shopping malls. Consultants in the retail industry have discerned that it has become increasingly popular to purchase in shopping malls. The future shopping mall will be large to the surface and volume, and the leisure time of the consumers increase to be located close to the shops. The consultants are talking about "shoppertainment" shopping as entertainment and an experience, and a part of the modern lifestyle. Consumers want to have it all together and today's consumer is increasingly demanding and challenging. Restaurants, activities, exhibitions and events are taking an increasingly larger place in the shopping malls, which in turn is very space-demanding. People as consumers must realize themselves by the shopping experience and to gain a positive feeling (Backman, 2006).

In general, there are two ways to shop: to buy to fulfill a need – the commercial perspective or to buy for the shopping experience – the enjoyment perspective. The enjoyment perspective can be that the consumer shop to get an experience in terms of nice company with other consumers, relaxation, reality escape, new knowledge, endorsement or inspiration. The experience of the purchase can be at least as important as the product range. If many stores offer similar products and prices, the experience can be the determining factor when choosing shopping mall (Schmidt & Skold, 2004). It is important to make it fun for consumers to buy and consume and it means that companies need to focus on other things than just the core product (Mossberg, 2003). If consumers are having fun they will spend more time and money
in the store and retail business must mix more entertainment into their business concept to attract more traffic to the stores and keep consumers there longer (Anderson, 2008).

Mossberg (2003) further, describes different competitive strategies which are to give the consumer an experience. The first strategy is to enhance the enjoyment and that the specific product, company, shopping mall or event is seen as a package. A consumer is always looking for something more. Different types of shopping centres with a focus not only on shopping but in the activities play a major role as attractive. Another strategy to reach a consumer experience is to offer the consumer something extra. It is not only about to exceeding consumer expectations but also about giving the consumer what he/she has not even thought of. Experiences are often associated with sensations of luxury and exclusivity, taking time to really enjoy something. Many experiences are exclusive investment in one’s well being and the consumer feels an affinity for a product or brand. Pine & Gilmore (1999) explains that consumers are participating in the shopping experience in different ways. In some cases, it requires a mental presence, but in most cases when it comes to shopping and services, a physical presence is necessary and in some cases the consumer is a co-producer to the experience.

Mossberg (2003) is pointing out that the experience that we often think of is entertainment where consumers through their senses passively absorbing an experience. The difference between entertainment and education is that teaching involves active participation but also can be entertaining to engage the audience. The third field is about an aesthetic experience and the consumer immerse in an event or in the environment itself. It would be most favourable if the mall becomes a multidimensional social space and not just a regular shopping mall.

Pine & Gilmore (1999) explain that these different experience fields have in common that there is all about a transformation and a shift in time and space. Consumers like to experience something beyond the everyday life. Mossberg (2003) states that "Experiential business concept" is defined as a company's overall concept to consumers. Individuals' physical, mental and emotional experiences are maximized in the company's offer. An experience is a situation that captivates the consumer and
lifts him out of the normal everyday environment. The experience's strength is
governed by the individual's level of commitment and involvement.

2.8 The Customer Experience in the Retail Environment

Retailers are, in addition to selling merchandise or services, also concerned with
making the shopping experience more rewarding for their customers (Keh & Teo,
2001). In order to increase the value customer receive from the merchandise,
provision of customer service is established through a set of activities and programs.

According to Wikstrom (1995) when it comes to business development nowadays
great focus is put on the customer. One example is the customer as the co-producer.
By engaging the customer in the production process, the author claims that the
relationships between the buyer and seller are longer and that it creates value in
several ways. The customer represents input into the own consumption which can be
regarded as a production process that creates value for the individual or the family.
The whole process is about creating value with the customer and incorporating the
customer's value creation into the system. The co-production activities take place in
one of the activities in a value-creating process.

The shopping environment means the type of environment and the way people shop;
it has evolved with time from the primitive to the modern day retail shop to the online
or virtual stores. It was observed that consumers' behaviour changes with the type of
to shopping attitudes and the behaviours resulted in knowing the individuals shopping
habit. This was further explored that perceptions of individuals have influence on
shopping behaviour which include store choice based on numerous factors like
consumer demographics and psychographics (Cheng, Yee-Man & Hui, 2002; Darden
& Ashton, 1974; Hansen & Deutscher, 1977), segmentation (Sinha, 2003) and need
recognition (Bruner, 1986). It was also found that the product category also have
varying impact on different consumers (Vijayasanthi & Jones, 2000). Dholakia
(1999) shopping was making physical visits to a shopping site. It is being considered
to be a household task as well as forms of recreation, relaxation and entertainment.
Shopping was considered as a gendered activity in which women in which responsible
for the household shopping (South and Spitz, 1994; Falm and Axelrod 1990).
ccording to Oakley (1974) shopping was the most positive attribute of being a sure activity along with work. According to Dholakia (1999), Howard (2007) shopping was considered to be a leisure pursuit and with the rapid development of the upping centres, both retailers and developers were trying to make it more pleasure ivity.

opping orientations reflected categories of shopper styles and represented consumer’s needs for products and services. Moschis (1992) defined shopping entations as shopper patterns that include consumer activities, interest, and ctions about the shopping process. According to Lemkin, Hawer, and Darden (1986); Shim and Mahoney (1992) reported that shopper orientations reflected nal, economic, recreational, and social motives for shopping.

perience played a critical role in shopping and consumption context. People upped to acquire products, obtain product information for the enjoyment of the ivity itself (Tauber, 1972). According to Gentile, Spiller and Nochi (2007) the customer experience originated from a set of interactions between a customer and a duct, a company or a part of its organization which provoked a reaction. This xperience was personal and implied the customer involvement at different levels tional, emotional, sensorial, physical and spiritual. Solomon (2002) stated xperience as the consequence of acquiring and processing stimulation over time. It has been one of the personal selection factors that affect perception.

uer and Schwager (2007) described customer experience as an internal and effective response customer and had direct or indirect contact with a company. rect contact occurred in the course of purchase, use, and service which were itated by the customer. Indirect contact involved unplanned encounters with resentatives of a company’s products, service or brands and had been taken in the m of word of mouth recommendations or criticisms, advertising, news reports, and views. Schmitt (1999) experiential marketers focused on creating experience for his customers. According to Schmitt (2003) consumers want to be sold on more than ttributes; they wanted to be entertained, emotionally affected and creatively lled. In order to appeal to the emotions of the consumers, the experience could be conveyed.
Grewal, et al., (2003) stated that most marketing executives in consumer packaged goods, manufacturing and retailing fields considered important to understand and enhance the customer experience. Many researchers found that survival in today's economic climate and competitive retail environment required more than just low prices and innovative products, to compete effectively and business would focus on the customer experience. (Grewal et al., 2009; Verhoef et al., 2009).

Shaw and Ivens (2005) showed that 85 percent of senior business managers believed in differentiation solely on the traditional elements such as price, product and quality and had no longer sustainable-competitive advantage. More senior managers held the customer experience as the next competitive battleground.

A number of qualitative studies had identified the major factors which influenced the customer experience. Verhoef et al., (2009) proposed a conceptual model, in which the determinant of customer experience was discussed, that included social environment, the service interface, retail atmosphere, assortment, price and promotions. The model also showed that affects of considered determinants on the customer experience was moderated by consumers goals for the shopping trips.

Jones (1999) used the critical incident technique with 724 incidents and found two broad groups and nine factors were characteristics of entertaining shopping experience. The two broad groups were retailer factor and customer factors. The retailer factor included selection, prices, store environment and sales people while customer factor included social, task, time, involvement and financial resources.

Ibrahim and Wee (2000a) attempted to extend Joes (1999) exploratory investigation in the Singapore context. The study identified and aimed to analyse the factors that would be significant in affecting the entertaining shopping experience. Reichheld (2006) claimed that exceptional customer experience was created on average, a five percent in customer loyalty. According to Kakabadse et al., (2006) single percentage investment in customer care programmes had the potential to generate 10 percent gain in customer loyalty and sales. The customer experience positively influenced customers purchase behaviour (Babin & Attaway 2000; Turley & Millan 2000). Experience had been the consequence of acquiring and processing stimulation over time. It had been one of the personal selection factors that affect
perception (Solomon 2004). It can be concluded that in today's competitive retail environment it is very necessary for the retailers to create superior shopping experience for their customers.

2.9 Mall Attributes

The researchers had been trying to identify the attractiveness dimensions of shopping malls that affect the shopping experience of the customers. According to Nichols et al., (2002) shopping mall was a place where variety of retail outlets were situated under one roof, and was usually anchored by one or more stores like departmental stores. Tauber (1972) pointed out that the opportunity of socialization was an important factor related to shopping experience Ahmed et al., (2007) stated that shopping mall was a place for socialization and recreation. According to Ng (2003) shopping malls were not only a centre for shopping but also a community centre for social and recreational activities.

2.9.1 Atmospherics

Martineau (1958) proposed four dimensions of store attributes: layout, architecture, symbols and colours, advertising and sales personnel.

Linguist (1974) discovered nine different retail attributes that contributed to store image, namely, merchandise, service, clientele, physical facilities, comfort, promotion, store atmosphere, institutional factors and post-transaction satisfaction. Among these product related considerations (e.g. assortment, quality and price) appeared to be the most critical dimensions while Ghosh (1990) introduced eight elements: location, merchandise, store atmosphere, customer services, price, advertising, personal selling, sales incentive programs. Bloch et.al., (1994) examined the effect of mall physical environment on consumers' emotional states and found that malls were viewed by consumers as a place not only for shopping, but also for other activities such as entertainment.

Later Bearden (1977) identified seven store characteristics that influenced consumer experience and patronage decisions concerning where to shop. Those attributes were price, quality of merchandise, selection, atmosphere, location, parking and
salespeople. (Bearden, 1977) further stated that store atmosphere, location, parking facilities and friendliness of store people were the salient factors that influenced consumer store patronage.

Vaughn and Hansotia (1977) opined that merchandise and convenience seemed to be the two underlying dimensions which consistently appeared every time. Merchandise quality, merchandise variety, atmosphere of shopping area, availability of sale items and ease of shopping comparisons were all component parts of the dimension.

According to Bodkin & Lord (1977) the main reason for consumer choosing a shopping centre was because of the facility be apart from having specific shop, attractive service and pricing.

Bellenger et al., (1977) found that some consumers placed the greatest value in convenience and economic attributes including convenience to home, accessibility and the presence of services such as banks and restaurants. On the other hand, researchers emphasized on recreational attributes including atmosphere, fissionability, variety of stores and merchandise.

Wakefield and Baker (1998) examined the relationship between three factors—tenant variety, mall environment and consumer shopping involvement and studied the influence of these factors on shopper excitement and desired to stay at malls. The findings revealed a differential influence from the three factors. Tenant variety had the biggest impact on shoppers excitement while the mall environment had the greatest influence on their desire to stay. Consideration was given to environmental factors by grouping them into music, lighting, temperature, layout, architectural design and interior decor. The findings revealed differential influence from the environmental factors on excitement and desire to stay. Architectural design had the strongest positive effect on desire to stay but no effect was on excitement.

Jantan and Kamaruddin (1999) conducted a study in Malaysia to examine the factors towards store image that determined the choice of retail outlets. This was investigated through image attributes of store which influenced shopping behaviour of consumers in Malaysia. The attributes studied were location, merchandise, price, physical facilities, promotion, advertising, store atmosphere and service. The results revealed
that out of seven attributes of store image, location merchandise, price and service emerged salient attributes affecting store patronage.

LeHew, Burgess and Wesley (2002) investigated the feasibility of customer loyalty towards an enclosed mall. The purpose of their research was to determine if a loyal group exists and if so, investigate their assessment of mall characteristics to provide better understanding of those attributes influencing a loyal response. The findings clearly stated that price, store personnel and store display, merchandise, mall facilities, atmosphere and location influenced the mall loyalty of customers.

Baker (2004) explored the adolescent girls experiences in mall, their patronage behaviours and motivations. The results indicated five characteristics of the mall environment that influenced the girls’ perceptions of their experiences those were comfort, safety, retail mix, accessibility and atmosphere.

Hedrick et al., (2004) proposed that store environment and store atmospherics influenced customer’s expectations on the retail. They study was conducted on sales people and store atmosphere. They identified that customer’s perceptions of a salesperson’ attributes and relationship building behaviours’ were important drivers of customer satisfaction. In retail, intentions were determined by willingness to stay in the store, willingness to repurchase, willingness to purchase more in the future and willingness to recommend the store to others.

Wilhelm and Mottner (2005) in the study focused on the shopping mall preferences of teens 12-17, a trend setting segment that tends to be heavy users of enclosed shopping malls. The finding indicated that the most important attributes in teens’ choice of a mall were, how friendly and welcoming the mall was to teens and whether the mall contained ‘cool’ stores. Further, the most preferred or ‘ideal’ mall (i.e. the one with the greatest overall utility), across all respondents, was one that has ‘lots of’ everything (cool stores, entertainment options, etc.), was a good place to hang out with friends and attractively designed. Teens choose to go to a mall with lots of experiential characteristics (skateboard and theme parks, cultural and live music events, theatres etc.) than to go to the typical status-quo mall with a movie theatre (76% versus 4 %) respectively, everything else being equal.
Michon et al., (2005) explored the role of mall atmospherics and its interaction effects of the mall environment on shopping behaviour. The results of the study indicated that ambient odours positively influenced shoppers’ perceptions only under the medium retail density condition. Mood has little direct effect on the perception of product quality.

Anselmsson (2006) found that selection was the most important determinant of shopping mall choice, followed by atmosphere / ambience of the mall and third most important determinant of satisfaction was convenience which included opening hours, parking, ease of movement and ability to find one’s location in the mall. If a shopping centre enjoyed high visiting rates a better strategy might be focussed on present customers and build relationships by improving satisfaction management. The focus would then be on atmosphere, refreshments, convenience and performance of the store personnel. On the other hand if a centre was behind competitors and needs to increase sales and visit frequency, management should focus more on promotional activities and location aspects in terms of improving geographical convenience.

Backstrom and Johansson (2006) studied factors that influenced consumers in- store experience. In store experiences are constituted by traditional values such as the behaviour of the personnel, a satisfactory selection of products, price and a layout that facilitates the store visit.

Michon et al., (2008) identified the influence of mall environment on female fashion shoppers’ value and behaviour. The results indicated that mall atmospherics had no or little effect on the utilitarian value of low- or high-fashion oriented shoppers.

Tendei and Crispen (2009) investigated the influence of in store shopping environment on impulse buying among consumers. The results revealed that among poor consumers, economic factor such as cheaper prices, coupons and helpful shop assistances were more likely to influence impulse buying. On the other hand, factors with an atmospherics effect such as music, fresh scent and ventilation had been important for keeping consumer longer in shops although they were unlikely to directly influence impulse buying.

Kamal and Agarwal (2010) studied the importance of retail store atmospherics for shoppers in general and for shoppers of different demographic profile. The results revealed that atmospherics was a key success of organised retailers in India. Shoppers
attached great importance to internal ambience of retailers. Ambience was considered to be an attracting element not only to males but to female shoppers also. Research found that male shoppers had slightly more importance to atmospherics than female shoppers. As compared to middle aged shoppers, teens and young aged shoppers found ambience more important. Although it was found that atmospheric was important for all income group shoppers. Research advocates that as education level of shopper's increased importance attached to retail store internal ambience also increased. It concluded that ambience was important for all occupation groups but business occupation respondents and other category respondents which consisted of CA, doctors, lawyers, and students attached much importance to atmospherics.

Ahmad (2012) investigated the attractiveness factors influencing shoppers satisfaction, loyalty and word of mouth in Saudi mall centres. The attractiveness factors were namely aesthetic, convenience, convenient and accessibility, product variety, entertainment, and service quality. The findings revealed that attractiveness factors aesthetic, convenience, convenient and accessibility product variety entertainment and service quality had a positive effect on Saudi shopping mall shoppers. The most significant factor was product variety.

Atmospherics is considered to be the retail attribute that contributes to the store image. The shoppers take into consideration the environment of the shopping area while choosing a shopping centre. The mall environment such as music, lighting and temperature influence the shopper to spend more time. Store atmosphere influences the shopping behaviour of the consumers and helps to build the loyalty and patronage towards a particular store. Teens are the heavy users of shopping malls. For them the mall was the place to hangout and entertainment. They selected the mall which had lots of experiential characteristics such as skateboard, theme park, live music events and theatres etc. The ambient order positively influences the shoppers perception of retail condition. The mall atmospherics has no or little effect on the female fashion shoppers. The atmospherics effect such as music, fresh scent and ventilation is important for keeping consumer to stay longer in shops and influence impulse buying. Ambience is attracting element not only for males but for female shoppers also. As compared to middle age shoppers atmospherics is more important to teens and young aged shoppers. For all income groups of shoppers atmospherics is important factor while selecting a place for shopping.
2.9.2 Store Design

Martineau (1958) proposed four dimensions of store attribute i.e. layout and architecture, symbols and colours, advertising and sales personnel.

McCarthy (1980) included transport mode / travel attributes as qualitative characteristics that influenced the choice in shopping destination. Using the factor analytical technique, five sets of qualitative generalized attributes were generated. These generalized attributes included trip convenience, trip comfort, trip safety, shopping area attraction and shopping area mobility. He found that those generalized attributes which was obtained from attitudinal information, was significant in an individual's choice of shopping area.

Kumar (1983) in his research found 'shelf exposure', 'exposure to others buying' and 'window display' as major in-store influences in hypermarkets. His study revealed that 47 percent males were more susceptible to shelf display influence than females 39 percent. He cited 'retail environment' 25 percent as the second major in-store influence and 'exposure to others buying' 21 percent as the third major influencing factor resulting in buying behaviour.

The relationship between three factors--tenant variety, mall environment and consumer shopping involvement were examined by Wakefield and Baker (1998). They studied the influence of these factors on shopper excitement and desire to stay at a mall. Their findings indicated a differential influence from the three factors. Tenant variety had the biggest impact on shoppers excitement while the mall environment had the greatest influence on their desire to stay. Wakefield and Baker (1998) gave more in-depth consideration to environmental factors by grouping them into music, lighting and temperature, layout, architectural design and interior decor. They found differential influence from the environmental factors on excitement and desire to stay. Architectural design had the strongest positive effect on desire to stay but no effect was found on excitement.

Clark and Hwang (2000) conducted a study to compare customer satisfaction between American and Korean discount stores. Twenty items were used to measure customers satisfaction with retail outlets in each country. These were helpfulness of sales person, friendliness, number of sales people, politeness, store layout, ease in finding things,
Abeles (1993) points out that cleanliness, assortment of department, quality level, merchandise selection, fashionableness, willing to exchange, fairness of adjustment, credit and charge account, value of money, price level, special sales, advertising, location, other store customer. Finding revealed that the customers in both countries were mainly affected by merchandise value and advertisement factors.

LeHew, Burgess and Wesley (2002) investigated the feasibility of customer loyalty towards an enclosed mall. The purpose of their research was to determine if a loyal group exists and if so, investigate their assessment of mall characteristics to provide better understanding of those attributes influencing a loyal response. The findings clearly stated that price, store personnel and store display, merchandise, mall facilities, atmosphere and location influenced the mall loyalty of customers.

Martin and Turley (2004) focused their study on the attitudes of the older segment of Generation Y consumers (19 to 25 yrs) towards mall, and on their consumption motivation. They found that Generation Y consumers were more likely to be objectively rather than socially motivated to consume. They also found that objective motivations to consume predict an individual consumer’s perception of as shopping mall’s ambience, layout, and his or her involvement in the shopping process.

Rajaguru and Matanda (2006) studied consumers perception of store and product attributes and customer loyalty in Indian context. Store attributes were assessed in the dimensions of store appearance, service quality and convenience of store. Product attributes dimensions investigated include product quality, price and availability of new products. In their study, customer loyalty was considered as repeated purchasing behaviour of consumer towards a store. The results suggested that except product price, other store and product attributes have positive effects on customer loyalty. Store attributes such as service quality and convenience of store and product attributes such as product quality, price and availability of new products, showed significance towards customer loyalty.

Anselmsson (2006) found that selection as the most important determinant of shopping mall choice, followed by atmosphere / ambience of the mall and third most important determinant of satisfaction was convenience, which included opening hours, parking, ease-of-movement and ability to find one’s location in the mall. If a shopping centre enjoyed high visiting rates, a better strategy might be focussed on present
customers and build relationships by improving satisfaction management. The focus would then be on atmosphere, refreshments, convenience and performance of the store personnel. On the other hand, if a centre was behind competitors and needs to increase sales and visit frequency, management should focus more on promotional activities and location aspects in terms of improving geographical convenience.

Yildirim et al., (2007) focused on the effects of a store window type (flat or arcade) on consumers’ perception of store windows (promotion, merchandise and fashion) and shopping attitudes (intentions for store entry and purchase) in the context to retail outlets. To test the assumption that there are relationships between various types of store windows and consumers perception of store windows and shopping attitudes, they conducted a study based upon digital pictures of two types of store windows hypothetically located in a big store. Results revealed that consumers seem to have a more positive perception of flat windows than arcade windows with respect to promotion, merchandise and fashion.

Ahmed, Ghingold and Dahari (2007) assessed consumer behaviour towards shopping malls in a non western country, specifically, Malaysia. A survey of Malaysian university students was conducted to assess the mall directed shopping habits and shopping orientations of young adults. A total of 132 usable surveys were obtained from five university campuses in the Klang Valley region of Malaysia. The findings revealed that the Malaysian students were motivated to visit malls primarily by the interior design of the mall, products that interested them, opportunities for socializing with friends, and convenient one stop shopping. Further, analysis showed that younger respondents had more favourable dispositions or shopping orientations towards malls than somewhat older respondents. Post secondary students in the Klang Valley of Malaysia were frequent and long staying visitors to shopping malls, typically visiting six stores per two and half hrs mall visit. And, more than one-third of respondents visited three or more different shopping malls during the previous 30 days. It was observed that Malaysian shopping behaviour was found similar to that observed of western shoppers in prior shopping studies.

Bhatnagar (2009) examined the extent to which the various factors comprising the internal vibes of the stores influenced the visitors. The author found that the seven attributes against which the opinion was taken were lighting in the store, colour
scheme, window display, smell, music, design layout and cleanliness. Further, explained that in the present age, goods were not being consumed for their use or exchange value, but were also consumed as signs of luxury, exoticism and excess. Thus, consumers need to be seduced and delighted when they come to a store for shopping. Stores with a beautiful display, perfect lighting coupled with appealing smell and music could create sensations and affect consumer shopping attitude and patronage behaviour.

Banerjee (2012) conducted a study to identify the attractiveness dimensions of shopping malls in the Indian context. He identified nine important dimensions determining the attractiveness of shopping mall namely, mall image, entertainment, convenience, ambience, security, lifestyle time saving, architecture and reward. The study revealed that shopping mall image was the most important attractiveness dimension of shopping mall to consumers in India.

Singh and Sahay (2012) explored the composition of shopping experience for shoppers in the metropolitan areas of Delhi, National Capital Region (Delhi NCR) in India. The findings revealed that shoppers visualised shopping experience as a combination of five factors: ambience, physical infrastructure, marketing focus, security, convenience and safety.

Wel, Hussain, Omar and Nor (2012) conducted a study to find the criteria for selection of retail outlets while purchasing different types of product. The important determinants of retail store selection in Malaysia was categorised as store personnel and physical characteristics of the store, advertising by the store, store convenience, merchandise, store layout, peer influence, product variety and quality, services offered by store. The finding of the study suggest that consumer retail choice was influenced by many factors and at the same time, results also showed that retail selection decision differed according to the types of goods purchased.

Catherine, Vijayalakshmi and Magesh (2013) aimed in identifying in store decisions of shoppers in an apparel showroom. The factors considered were store brand, promotions and displays, price, information, labels, flyers, circulars, convenience merchandise and clothing fitness. The results revealed that in store merchandising and convenience created more interest to purchase among shoppers.
Layout and design is an important store attribute which the shoppers prefer while selection of the shopping centres. Window display and shelf exposure influence the store choice behaviour in hypermarket of male and female shoppers. Architectural design of the shopping mall has positive effect on desire to stay in the mall but it does have affect on excitement. Store display influences the loyalty of shoppers towards the mall. In particular, students are motivated to visit the malls primarily by the interior design of the mall. Stores with beautiful display create sensation and affect consumers shopping attitude and patronage behaviour. Shoppers generally, look at stores layout as important determinant of retail store selection.

2.9.3 Pricing

Bearden (1977) identified seven store characteristics that influenced consumer experience and patronage decisions concerning where to shop. Those attributes were price, quality of merchandise, selection, atmosphere, location, parking and salespeople. Bearden further stated that store atmosphere, location, parking facilities and friendliness of store people were the salient factors that influenced consumer store patronage.

According to Bodkin and Lord (1977) the main reason for consumer choosing a shopping centre was because of the facility be apart from having specific shop, attractive service and pricing.

Arnold, Handerman and Tigert (1996) surveyed low price departmental store shoppers in five different cities in the US and Canada. They found that a store which was identified as being the best on the performance attributes such as location convenience, price and assortment of merchandise was more likely to be patronized by customers. It also revealed that a store identified as having a strong community reputation not only directly affects store choice but also moderated the effect of location, price, and assortment attributes.

Kim and Kang (1997) identified seven factors influencing the patronage of malls, power centres and factory outlets only lower prices, easy product return and convenience, were regarded as important by patrons of all four retail format.

The mall shopping attitude explained by Shim and Eastlick (1998) as the shopper’s attitude towards a variety of dimensions including location, variety of stores, parking,
mall employee behaviour, price, quality, customer service, promotional activity
ambience, mall amenities, safety, food and refreshments. They suggested that mall
patrons' attitudes towards malls was assessed by shoppers' cognitive belief about the
importance and their effective evaluation of those attributes. They surveyed twelve
shopping mall attributes to evaluate the importance mall patrons placed on them.
They corresponded to the most common attributes measured in past patronage
research i.e. price, tenants, variety of stores, personnel, customer service, promotions,
merchandise quality, mall facilities, parking, atmosphere, ambience, location,
refreshments available and safety.

Jantan and Kamaruddin (1999) conducted a study in Malaysia to examine the factors
towards store image that determined the choice of retail outlets. This was investigated
through image attributes of store which influenced shopping behaviour of consumers
in Malaysia. The attributes studied were location, merchandise, price, physical
facilities, promotion and advertising store atmosphere and service. The results
revealed that out of seven attributes of store image, location merchandise, price and
service emerged salient attributes affecting store patronage.

Clark and Hwang (2000) conducted a study to compare customer satisfaction between
American and Korean discount stores. Twenty items were used to measure customers
satisfaction with retail outlets in each country. These were helpfulness of sales person,
friendliness, number of sales people, politeness, store layout, ease in finding things,
cleanliness, assortment of department, quality level, merchandise selection,
unfashionableness, willing to exchange, fairness of adjustment, credit and charge
account, value of money, price level, special sales, advertising, location, other store
customer. Finding revealed that the customers in both countries were mainly affected
by merchandise value and advertisement factors.

Farhangmehr, Marques and Silva (2001) expressed hypermarket as a symbol of
modernization. They opined that it not only changed the traditional retailing structure
but also the consumption behaviour of people. Their results showed that, for
consumers, the hypermarket was the preferred type of retail store due to convenience
and low prices.
LeHew, Burgess and Wesley (2002) investigated the feasibility of customer loyalty towards an enclosed mall. The purpose of their research was to determine if a loyal group exists and if so, investigate their assessment of mall characteristics to provide better understanding of those attributes influencing a loyal response. The findings clearly stated that price, store personnel, store display, merchandise, mall facilities, atmosphere and location influenced the mall loyalty of customers.

Fox, Montgomery and Lodish (2004) found that households that preferred to spend more at grocery stores also preferred to spend more at mass merchandisers like hypermarkets. Consumer expenditures were found to respond more to varying levels of assortment (in particular at grocery stores) and promotion than price.

Choo, Jung and Pysarchik (2004) noted that Indian consumers’ attitude towards new products were changing significantly and this could increase their intention to shop in new retail formats such as supermarkets, hypermarkets, malls. Thus, product attributes such as quality, price and availability of new products were important constructs within the Indian context. The closer a retail centre is located to where a consumer lives or works, the more convenient it would be for them to shop there. However, the vast body of out shopping research empirically showed that consumers will not always visit their closest retail facility. In the process of seeking to maximise value, consumers might visit a more distant centre if it offers better entertainment or convenience opportunities. In the context of the latter, out of town malls sought to compensate for their outlying location by offering consumers other forms of convenience such as one stop shopping and easier access and parking.

Majumdar (2005) in his study on customer loyalty in shopping malls found that mall accessibility and mall ambience had a significant influence on mall loyalty. Beyond mall loyalty, value perception (price-quality) and overall store impressions were also found to be significant predictors of store loyalty. He stated that if the customers were not satisfied with the shopping malls as such their loyalty to particular store will decline and therefore, suggested that it was essential for the mall managers to see that sound strategies were implemented to maintain a satisfactory level of patronage and loyalty.
Rajaguru and Matanda (2006) studied consumers’ perception of store and product attributes and customer loyalty in Indian context. Store attributes were assessed in the dimensions of store appearance, service quality and convenience of store. Product attributes dimensions investigated include product quality, price and availability of new products. In their study, customer loyalty was considered as repeated purchasing behaviour of consumer towards a store. The results suggested that except product price, other store and product attributes have positive effects on customer loyalty. Store attributes such as service quality and convenience of store and product attributes such as product quality, price and availability of new products showed significance towards customer loyalty.

Memon (2006) cited in his study that about 50% of the people purchased their products from organised retail stores (hypermarkets / malls) 28% still buy from wholesale distributors who sell in bulk and rest 22% bought from small Kirana stores around their households. As per his findings a combination of price and location policy was the single most important factor for the buyer and a combination of price and availability of product was the second component. Availability of wide variety of products at one place was another factor scoring 20% of the respondents’ liking for retail stores, while ambience and service quality scored only 16% and 6% respectively.

Tendei and Crispen (2009) investigated the influence of in store shopping environment on impulse buying among consumers. The results revealed that among poor consumers, economic factors such as cheaper prices, coupons and helpful shop assistances were more likely to influence impulse buying. On the other hand, factors with an atmospherics effect such as music, fresh scent and ventilation had been important for keeping consumer longer in shops although they were unlikely to directly influence impulse buying.

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Price is one of the store characteristics which influence the consumers experience and patronage decision concerning where to shop. The reason for the consumer considering a shopping centre is pricing. Pricing influences the shopping behaviour, and store patronage. Among poor consumers the economic factor such as cheaper price is taken into consideration while choosing a shopping centre.

2.9.4 Merchandise

Linquist (1974) discovered nine different retail attributes that contributed to store image, namely, merchandise, service, clientele, physical facilities, comfort, promotion, store atmosphere, institutional factors and post-transaction satisfaction.

Bearden (1977) identified seven store characteristics that influenced consumer experience and patronage decisions concerning where to shop. Those attributes were price, quality of merchandise, selection, atmosphere, location, parking and salespeople. Bearden further stated that store atmosphere, location, parking facilities and friendliness of store people were the salient factors that influenced consumer store patronage.

Bellenger et al., (1977) found that some consumers placed the greatest value in convenience and economic attributes including convenience to home, accessibility, and the presence of services—such as banks and restaurants. On the other hand, researchers emphasized on recreational attributes including atmosphere, fissionability, variety of stores and merchandise.

Vaughn and Hansotia (1977) opined that merchandise and convenience seemed to be the two underlying dimensions which consistently appeared every time. Merchandise quality, merchandise variety, atmosphere of shopping area, availability of sale items and ease of shopping comparisons was all component parts of the dimension.

Houston and Nevin (1980) identified three major factors or dimensions of shopping mall image from the marketing manager's perspective. The three factors were mall assortment, mall convenience and market posture. They suggested that the concept of store image.

Davies (1995) expressed that the way retail location was dominated by the idea that the primary role of the retail store or the retail centre was to attract the shopper to the
location. An alternative paradigm exists of taking retailing to where there were people, either at home or in crowds and this was likely to become more important for a number of reasons. Just because a crowd exists does not mean that the people in it could be easily converted to being shoppers. A number of factors would determine the levels of sales: the complementarily of the merchandise with the primary activity being followed by the crowd, the ease with which they can exit from that activity, the associated issue of how much time they perceived was available to them and the level of crowding.

Arnold, Handerman and Tigert (1996) surveyed low price departmental store shoppers in five different cities in the US and Canada. They found that a store which was identified as being the best on the performance attributes, such as location convenience, price assortment of merchandise was more likely to be patronized by customers. It also revealed that a store identified as having a strong community reputation not only directly affected store choice but also moderated the effect of location, price, and assortment attributes.

Mall shopping attitude explained by Shim and Eastlick (1998) as the shopper’s attitude towards a variety of dimensions included location, variety of stores, parking, mall employee behaviour, price, quality, customer service, promotional activity ambience, mall amenities, safety, food and refreshments. They suggested that mall patrons’ attitudes towards malls was assessed by shoppers’ cognitive belief about the importance and their effective evaluation of those attributes. They surveyed 12 shopping mall attributes to evaluate the importance mall patrons placed on them. They corresponded to the most common attributes measured in past patronage research i.e. price, tenants, variety of stores, personnel, customer service, promotions, merchandise quality, mall facilities, parking, atmosphere, ambience, location, refreshments available and safety.

Jantan and Kamaruddin (1999) conducted a study in Malaysia to examine the factors towards store image that determined the choice of retail outlets. This was investigated through image attributes of store, which influenced shopping behaviour of consumers in Malaysia. The attributes studied were location, merchandise, price, physical facilities, service, store atmosphere promotion and advertising. The results revealed that out of seven attributes of store image, location merchandise, price and service
emerged salient attributes affecting store patronage.

Christiansen et al., (1999) examined the effects of mall 'entertainment value' from the consumers' perspective on mall profitability. Consumers basically defined entertainment as some activity that provided a diversion or relief from normal day-to-day activities and could include people watching movies, theatre, entertainment, retail stores, shopping itself, restaurants, bars and even the architecture and interior design of the mall itself. The study found the evidence which demonstrated that there was a positive relationship between entertainment and mall profitability and value.

Clark and Hwang (2000) conducted a study to compare customer satisfaction between American and Korean discount stores. Twenty items were used to measure customers satisfaction with retail outlets in each country. These were helpfulness of sales person, friendliness, number of sales people, politeness, store layout, ease in finding things, cleanliness, assortment of department, quality level, merchandise selection, fashionableness, willing to exchange, fairness of adjustment, credit and charge account, value of money, price level, special sales, advertising, location, other store customer. Findings revealed that the customers in both countries were mainly affected by merchandise value and advertisement factors.

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Fox, Montgomery and Lodish (2004) found that households that preferred to spend more at grocery stores also preferred to spend more at mass merchandisers like hypermarkets. Consumer expenditures were found to respond more to varying levels of assortment (in particular at grocery stores) and promotion than price.

Sinha and Banerjee (2004) studied the store choice behaviour of shoppers from buyer characteristics. The results revealed that shoppers gave prominence to proximity of the store, merchandise and service, while food (grocery) stores were chosen more on the basis of their proximity and long term association with merchandise and service.
contributing to enhance utility. Consumer durables stores were chosen based on merchandise and personal referrals, with ambience affecting their choice slightly. Stores dealing in apparel, books and music were chosen purely on ambience.

Choo, Jung and Pysarchik (2004) noted that Indian consumers' attitude towards new products were changing significantly and this could increase their intention to shop in new retail formats such as supermarkets, hypermarkets, malls. Thus, product attributes such as quality, price and availability of new products were import constructs within the Indian context. Theory says that, the closer a retail centre is located to where a consumer lives or works, the more convenient it should be for them to shop there. However, the vast body of out shopping research empirically showed that consumers will not always visit their closest retail facility. In the process of seeking to maximise value, consumers might visit a more distant centre if it offers better entertainment or convenience opportunities. In the context of the latter, out of town malls seeked to compensate for their outlying location by offering consumers other forms of convenience such as one stop shopping and easier access and parking.

Majumdar (2005) in his study on customer loyalty in shopping malls found that mall accessibility and mall ambience had a significant influence on mall loyalty. Beyond mall loyalty, value perception (price-quality) and overall store impressions were also found to be significant predictors of store loyalty. The findings revealed that if the customers were not satisfied with the shopping malls their loyalty to particular store will decline and therefore it was essential for the mall managers to see that sound strategies were implemented to maintain a satisfactory level of patronage and loyalty.

Rajaguru and Matanda (2006) studied consumers' perception of store and product attributes and customer loyalty in Indian context. Store attributes were assessed in the dimensions of store appearance, service quality and convenience of store. Product attributes dimensions investigated includes product quality, price and availability of new products. In their study, customer loyalty was considered as repeated purchasing behaviour of consumer towards a store. The results suggested that except product price, other store and product attributes have positive effects on customer loyalty. Store attributes such as service quality and convenience of store and product attributes such as product quality, price and availability of new products, showed significance towards customer loyalty.
Memon (2006) cited in his study that about 50% of the people purchased their products from organised retail stores (hypermarkets / malls), 28% still buy from wholesale distributors who sell in bulk and rest 22% bought from small Kirana stores around their households. As per findings a combination of price and location policy was the first most important factor for the buyer, and a combination of price and availability of product was the second component. Availability of wide variety of products at one place was another factor scoring 20% of the respondents' liking for retail stores while ambience and service quality scored only 16% and 6% respectively.

Visser et al., (2006) studied the importance of apparel store image attributes as perceived by female consumers by means of eight focus groups. Results indicated that merchandise and clientele were perceived as the most important dimensions followed by service. Physical facilities were the least important tends to the regional shopping malls as well.

Uniyal and Gandhi (2007) carried out a primary study in order to understand the behaviour and attitude of shoppers towards malls in Mumbai, India. Some of the findings were that frequency of visit to malls clearly depends on whether the mall was in the vicinity of their residence or workplace. Youngsters visit malls more frequently as for them it was more of a hang out area where they indulged in window-shopping and entertain themselves with games and food. The most preferred mode of transport to the mall was the car. However, for those who don't own a vehicle, the most preferred means of local transport was usually trains and cabs / autos. Malls were visited mainly for shopping, the variety of brands they house, entertainment (movies and other events), recreational activities like sports and games, consumption of a variety of food items, as an outing destination with families, as sophisticated hangout area with friends.

Rathod and Patel (2008) investigated the importance of different criteria for the selection of retail outlets amongst the customers. They found that availability of variety had been given highest importance by customers, second priority had been given to service quality and third most important criteria was convenient location.
lhemoud (2008) studied the product selection process from Kuwaiti nationals based on their shopping habits in co-operative supermarkets. The study expanded the concept of consumer satisfaction and included an evaluation of the post purchase effective response.

The study explored the attributes that influenced the patronage decision of supermarket consumers in Kuwait. He identified four image dimensions labelled merchandise, personnel, accessibility and promotions. The study revealed merchandise image was the most salient in determining the frequency of supermarket shopping. None of the demographic characteristics of consumers had an impact on the perceived importance of the promotion image. Most of the differences among the categories of the consumers' demographic characteristics were found in the accessibility image.

Hampion, Hunt and Hunt (2010) studied to develop and understand the relationship between store image, merchandise quality and willingness to buy. The findings revealed that store image influenced consumer's evaluations and affects their willingness to buy. If the store image was seen as high, merchandise quality would be likely to be seen as positive and this would lead to an increase willingness to try from the retailer.

Evagan and Kaur (2010) mentioned six factors upon whose adaptability the success of any shopping mall would depend. Those were value for money, customer delight, formation security, credibility, store charisma and product excellence. The authors stipulated that the modern day customers laid more emphasis on value for money. However, almost equal weightage had been given to comfort and enjoyment while shopping from malls. But simultaneously, customers also cared for factors like personal information security and payment security. Hence, they wished to buy from a mall that shopping mall which was more reliable from these perspective.

Johanty (2012) evaluated the consumers' attitude towards nearby market and shopping malls. The analysis was categorised on the basis of reasons, age, education, id income criterion towards patronizing a store by demographics and unfolding the consumer's preference to shopping malls. The results revealed no significant association of the preference to nearby market with the education and income of the
respondents but age was found associated with preference. The study concluded that the respondents preferred visiting nearby markets irrespective of education, income but the people with lower age group were more attracted to the malls. It also revealed that males were mostly affected by merchandise while females were affected by convenience and the service quality.

Banerjee (2012) conducted a study to identify the attractiveness dimensions of shopping malls in the Indian context. He identified nine important dimensions determining the attractiveness of shopping mall namely, mall image, entertainment, convenience, ambience, security, lifestyle, time saving, architecture and reward. The study revealed that shopping mall image was the most important attractiveness dimension of shopping mall to consumers in India.

Jhamb and Kiran (2012) opined that consumers preferred emerging retail formats due to its significant product attributes like improved quality, variety of brands, assortment of merchandise and store attributes like parking facility, trained sales personnel and complete security.

Ahmad (2012) investigated the attractiveness factors influencing shoppers satisfaction, loyalty and word of mouth in Saudi mall centres. The attractiveness factors were aesthetic, convenience, accessibility, product variety, entertainment, and service quality. The findings revealed that attractiveness factors aesthetic, convenience, accessibility product variety entertainment and service quality had a positive effect on Saudi shopping mall shoppers. The most significant factor was product variety.

Wel, Hussain, Omar and Nor (2012) conducted a study to find the criteria for selection of retail outlets while purchasing different types of product. The important determinants of retail store selection in Malaysia was categorised as store personnel and physical characteristics of the store, advertising by the store, store convenience and merchandise store layout, peer influence, product variety and quality and services offered by store. The findings of the study suggests that consumer retail choice was influenced by many factors and at the same time, results also showed that retail selection decision differed according to the types of goods purchased.

Catherine, Vijayalakshmi and Magesh (2013) aimed in identifying in store decisions of shoppers in an apparel showroom. The factors considered were store brand,
omotions and displays, price, information and labels, flyers and circulars, nvenience and merchandise and clothing fitness. The results revealed that in store rchandising and convenience created more interest to purchase among shoppers.

rchandise is an aspect of store image. It is the factor that portrays the store image the consumers mind. The consumers evaluate the store which provides with sortment and quality of merchandise. Grocery stores and consumer durables stores are chosen based on the merchandise. When checking the feasibility of customer’s ality towards an enclosed mall it was determined that the loyal group exist because merchandise provided by the retail store. Generally, the customers looked upon the ors such as product quality, price and availability of new products. These build the consumer loyalty and repeat purchase towards a store. In apparel shopping, female consumers considered merchandise as an important dimension while choosing the ice to shop. Consumers prefer the retail store which had a variety of products at one ice. Shopping behaviour of when classified by genders it was found that males are mostly affected by merchandise than females. Product variety also influencedopper’s satisfaction, loyalty and word of mouth. The in store merchandise created ore interest for purchase among shoppers.

1.5 Sales Personnel

artineau (1958) proposed four dimensions of store attributes: layout and architecture, mbols and colours, advertising and sales personnel.

arden (1977) identified seven store characteristics that influenced consumer erience and patronage decisions concerning where to shop. Those attributes were ce, quality of merchandise, selection, atmosphere, location, parking and sales ople. Further it was stated that store atmosphere, location, parking facilities and endliness of store people were the salient factors that influenced consumer store patronage.

all shopping attitude explained by Shim and Eastlick (1998) as the shopper’s itude towards a variety of dimensions including location, variety of stores, parking, ll employees behaviour, price, quality, customer service, promotional activity ibility, mall amenities, safety, food and refreshments. They suggested that mall
patrons' attitudes towards malls was assessed by shoppers' cognitive belief about the importance and their effective evaluation of those attributes. They surveyed twelve shopping mall attributes to evaluate the importance of mall patrons placed on them. They corresponded to the most common attributes measured in past patronage research i.e. price, tenants, variety of stores, personnel, customer service, promotions, merchandise quality, mall facilities, parking, atmosphere, ambience, location, refreshments available and safety.

Reynolds & Beatty (1999) found that a good customer salesperson relationship contributes to a pleasant shopping experience and reduces risk perception, especially during the final stages of the decision making process (Solomon, 1986). A customer oriented approach that signifies empathy, expertise and competence enhances customer satisfaction and store loyalty (Clopton et al., 2001).

Clark and Hwang (2000) conducted a study to compare customer satisfaction between American and Korean discount stores. Twenty items were used to measure customers satisfaction with retail outlets in each country. These were helpfulness of sales person, friendliness, number of sales people, politeness, store layout, ease in finding things, cleanliness, assortment of department, quality level, merchandise selection, fashionableness, willing to exchange, fairness of adjustment, credit and charge account, value of money, price level, special sales, advertising, location, other store customer. Findings revealed that the customers in both countries were mainly affected by merchandise value and advertisement factors.

Abubakar and Clulow (2002) investigated the customer rating of importance of several attributes associated with supermarket shopping. The researchers also reviewed the satisfaction rating of attributes. The result suggested that since retail format had become very standardized, corporate reputation was rated high and might be a source of sustainable competitive advantage. Accessibility was considered important, as was quality of service, especially the friendliness and efficiency of check out personnel.

LeHew, Burgess and Wesley (2002) investigated the feasibility of customer loyalty towards an enclosed mall. The purpose of their research was to determine if a loyal group exists and if so, investigate their assessment of mall characteristics to provide
etter understanding of those attributes influencing a loyal response. The findings clearly stated that price, store personnel and store display, merchandise, mall facilities, atmosphere and location influenced the mall loyalty of customers.

Jedrick et al., (2005) proposed that store environment and store atmospherics influenced customer’s expectations on the retail. They conducted a study on sales people and store atmosphere and identified that customer’s perceptions of salespersons’ attributes and relationship building behaviours’ were important drivers of customer satisfaction. In retail, intentions would be determined by a willingness to stay in the store, willingness to repurchase, willingness to purchase more in the future and willingness to recommend the store to others.

Wilhelm and Mottner (2005) in their study focused on the shopping mall preferences of teens 12-17, a trend setting segment that tends to be heavy users of enclosed shopping malls. The findings indicated that the most important attributes in teens’ choice of a mall to frequent were, how friendly and welcoming the mall was to teens and whether the mall contained ‘cool’ stores. Further, the most preferred or ‘ideal’ mall (i.e. the one with the greatest overall utility), across all respondents, was one that has ‘lots of’ everything (cool stores, entertainment options, etc.), was a good place to hang out with friends and attractively designed. Teens choose to go to a mall with lots of experiential characteristics (skateboard and theme parks, cultural and live music events, theatres, etc.) than to go to the typical status-quo mall with a movie theatre 76% versus 4%, respectively), everything else being equal.

Berblanche & Boshoff (2006) suggested that retailers will have to accept that it is not only what they are marketing but also how it is done. The personal (face-to-face) interaction between retail staff and shoppers is of critical importance as it effects shopping time. Sales personnel are required to offer instant services, full attention and make customer feel willingness to help (Molina & Gil-Saura, 2009). It is important, that sales personnel has sufficient knowledge about products offered in store and they are able to handle complain (Ghosh, Tripathi & Kumar, 2010). Highly skilled, motivated and helpful sales personnel with good manners, leads to customer’s willingness to visit store again and is one of the success factors in retailing (Ghosh, Tripathi & Kumar, 2010; Vogel, Evanschitzky & Ramaseshan 2008). Favourable perceptions of shopping quality, checkout speed, shopping efficiency and quality of
time spent shopping leads to satisfaction, further satisfaction leads to repeat patronage intentions and positive word-of-mouth (Anic & Radas, 2006). Molina & Gil-Saura (2009) found that customer expectations are more positive if there are more sales people visible in the store. Expectations are positive because customers believe that personnel will help them.

Alhemoud (2008) studied the product selection process from Kuwaiti nationals based on their shopping habits in cooperative supermarkets. The study expanded the concept of consumer satisfaction and included an evaluation of the post purchase affective response. The study explored the attributes that influenced the patronage decision of supermarket consumers in Kuwait. Four image dimensions were identified as merchandise, personnel, accessibility and promotions. The study revealed merchandise image was the most salient in determining the frequency of supermarket shopping. None of the demographic characteristics of consumers had an impact on the perceived importance of the promotion image. Most of the differences among the categories of the consumers' demographic characteristics were found in the accessibility image.

Tendei and Crispin (2009) investigated the influence of in store shopping environment on impulse buying among consumers. The results revealed that among poor consumers, economic factor such as cheaper prices, coupons and helpful shop assistances were more likely to influence impulse buying. On the other hand, factors with an atmospherics effect such as music, fresh scent and ventilation had been important for keeping consumer longer in shops although they were unlikely to directly influence impulse buying.

Jhamb and Kiran (2012) opined that consumers preferred emerging retail formats due to its significant product attributes like improved quality, variety of brands, assortment of merchandise and store attributes like parking facility, trained sales personnel and complete security.

Sales personnel are the factor which adds to the store image. Friendliness of the store personnel influence the consumer store patronage and mall loyalty. It was observed that consumer's perception of salesperson attribute and relationship building behaviour was important drivers of consumer's satisfaction. The intention was
determined by willingness to stay in the store, willingness to repurchase, willingness to purchase in near future and willingness to recommend the store to others. Among the poor consumers the helpful shop assistance was more likely to influence impulse buying.

2.9.6 Convenience

Huff (1964; 1966) concluded that the comparative size of the centres and the convenience of access were the primary characteristics that consumers sought when choosing a shopping centre to visit.

Brunner and Mason (1968) investigated the importance of driving time upon the preferences of consumers towards regional shopping centres. They expressed that although it was recognized that population, purchasing power, population density, newspaper circulation were the factors that determined the shopping habits of consumers. Factor which was generally overlooked was the driving time required to reach the centre. The study revealed, that the driving time required to reach a centre was highly influential in determining consumer shopping enter preferences.

According to Cox and Cooke (1970) customers gave importance of driving time when choosing a shopping centre. They concluded that location and attractiveness was important determinants of consumer shopping centre preferences.

Bearden (1977) identified seven store characteristics that influenced consumer experience and patronage decisions concerning where to shop. Those attributes were price, quality of merchandise, selection, atmosphere, location, parking and salespeople. Further stated that store atmosphere, location, parking facilities and friendliness of store people were the salient factors that influenced consumer store patronage.

Vaughn and Hansotia (1977) opined that merchandise and convenience seemed to be the two underlying dimensions which consistently appeared every time. Merchandise quality, merchandise variety, atmosphere of shopping area, availability of sale items and ease of shopping comparisons was all component parts of the dimension.

Bellenger et al. (1977) found that some consumers placed the greatest value in convenience and economic attributes including convenience to home, accessibility,
and the presence of services such as banks and restaurants. On the other hand, researchers emphasized on recreational attributes including atmosphere, fissionability, variety of stores and merchandise. The main reason for consumer choosing a shopping centre was because of the facility be apart from having specific shop, attractive service and pricing (Bodkin and Lord 1977).

McCarthy (1980) included transport mode/travel attributes as qualitative characteristics that influenced the choice in shopping destination. Using the factor analytical technique, five sets of qualitative generalized attributes were generated. These generalized attributes included trip convenience, trip comfort and trip safety, shopping area attraction and shopping area mobility. He found that those generalized attributes which was obtained from attitudinal information was significant in an individual's choice of shopping area.

Houston and Nevin (1980) identified three major factors or dimensions of shopping mall image from the marketing manager's perspective. The three factors were mall assortment, mall convenience and market posture. They suggested that the concept of store image.

Arnold, Handeorman and Tigert (1996) surveyed low price departmental store shoppers in five different cities in the US and Canada. They found that a store which was identified as being the best on the performance attributes such as location convenience, price and assortment of merchandise was more likely to be patronized by customers. It also revealed that a store identified as having a strong community reputation not only directly affected store choice but also moderated the effect of location, price and assortment attributes.

Kim and Kang (1997) identified seven factors influencing the patronage of malls, strip malls, power centres and factory outlets, only lower prices, easy product return and convenience (trading hours) were regarded as important by patrons of all four retail format.

George et al., (1997) studied the importance of trade areas and retails site selection. To meet the increased competition from power centres, malls should be transformed into municipal and customer service centres. To be competitive, mall developers were attempting to attract community service facilities such as libraries, health and social
services. Customer service amenities such as extra restrooms, diaper-changing stations, better parking and day-care facilities were essential. They suggested that whether the location for a mall was an isolated site, a clustered site or otherwise, a site should not be simply selected because it was available. A suitable site must have the right combination of access, visibility, size, topography, drainage, zoning, utilities, and traffic and travel barriers.

Marjanen (1997) found that visitors of supermarkets and department stores considered parking as one of the most important store-choice variables. Van der Waerden and Borgers (1994) found empirical evidence of a strong relation between the location of the chosen parking lot and the location of visited stores. The probability for customers to visit stores in the surrounding of the chosen parking was higher than visiting stores located at some distance.

Waerden, Borgers and Timmermans (1998) discussed the effects of changing the parking situation in the surrounding of shopping centres on consumers store choice behaviour. The consumers' choice of supermarkets was influenced by store characteristics and also by parking lot characteristics. The probability of choosing a parking lot decreases with an increasing size, suggesting that customers want to avoid long walking distances.

Jantan and Kamaruddin (1999) conducted a study in Malaysia to examine the factors towards store image that determined the choice of retail outlets. This was investigated through image attributes of store which influenced shopping behaviour of consumers in Malaysia. The attributes studied were location, merchandise, price, physical facilities, promotion and advertising store atmosphere and service. The results revealed that out of seven attributes of store image, location merchandise, price and service emerged salient attributes affecting store patronage.

Clark and Hwang (2000) conducted a study to compare customer satisfaction between American and Korean discount stores. Twenty items were used to measure customers satisfaction with retail outlets in each country. These were helpfulness of sales person, friendliness, number of sales people, politeness, store layout, ease in finding things, cleanliness, assortment of department, quality level, merchandise selection,
fashionableness, willing to exchange, fairness of adjustment, credit and charge account, value of money, price level, special sales, advertising, location, other store customer. Findings revealed that the customers in both countries were mainly affected by merchandise value and advertisement factors.

Farhangmehr, Marques and Silva (2001) expressed hypermarket as a symbol of modernization. They opined that it not only changed the traditional retailing structure but also the consumption behaviour of people. Their results showed that, for consumers, the hypermarket was the preferred type of retail store, due to convenience and low prices.

Abubaka and Clulow (2002) investigated the customer rating of importance of several attributes associated with supermarket shopping. The researcher also reviewed the satisfaction rating of attributes. The result suggested that since retail format had become very standardized, corporate reputation was rated high and might be a source of sustainable competitive advantage. Accessibility was considered important, as was quality of service especially, the friendliness and efficiency of check out personnel.

LeHew, Burgess and Wesley (2002) investigated the feasibility of customer loyalty towards an enclosed mall. The purpose of their research was to determine if a loyal group exists and if so, investigate their assessment of mall characteristics to provide better understanding of those attributes influencing a loyal response. The findings clearly stated that price, store personnel and store display, merchandise, mall facilities, atmosphere and location influenced the mall loyalty of customers.

The relationship between three factors—tenant variety, mall environment and consumer shopping involvement were examined by Wakefield and Baker (1998) and studied the influence of these factors on shopper excitement and desire to stay at a mall. Their findings indicated a differential influence from the three factors. Tenant variety had the biggest impact on shoppers’ excitement, while the mall environment had the greatest influence on their desire to stay. Wakefield and Baker gave more in-depth consideration to environmental factors by grouping them into music, lighting and temperature, layout, architectural design and interior decor. They found differential influence from the environmental factors on excitement and desire to stay.
Architectural design had the strongest positive effect on desire to stay, but no effect on excitement.

Martin and Turley (2004) focused their study on the attitudes that the older segment of Generation Y consumers (19 to 25 yrs) had towards a mall, and on their consumption motivation. They found that Generation Y consumers were more likely to be objectively rather than socially motivated to consume. They also found that objective motivations to consume predict an individual consumer's perception of a shopping mall's ambience, layout, and his or her involvement in the shopping process.

Reimers and Clulow (2004) conducted a comparative study on spatial convenience in shopping strips and shopping centres. The findings yielded three important insights: the shopping centre was found to offer consumers' greater spatial convenience. The findings add support to the notion that the demise of the shopping strip could be linked to its inability to satisfy the needs of a convenience-oriented society and while the shopping strip might be at a competitive disadvantage in terms of spatial convenience and market mechanisms.

Sinha and Banerjee (2004) studied the store choice behaviour of shoppers from buyer characteristics. The results revealed that shoppers gave prominence to proximity of the store, merchandise and service, while food (grocery) stores were chosen more on the basis of their proximity and long-term association with merchandise and service contributing secondarily to enhance utility, consumer durables stores were chosen based on merchandise and personal referrals with ambience affecting their choice slightly. Stores dealing in apparel, books and music were chosen purely on ambience.

Majumdar (2005) in his study on customer loyalty in shopping malls found that mall accessibility and mall ambience had a significant influence on mall loyalty. Beyond mall loyalty, value perception (price-quality) and overall store impressions were also found to be significant predictors of store loyalty. It was stated that if the customers were not satisfied with the shopping malls as such their loyalty to particular store will decline and therefore it was essential for the mall managers to see that sound strategies were implemented to maintain satisfactory level of patronage and loyalty.
In a study of the impact of daily schedules on shopping behaviour, (Arentze, Oppewal and Timmermans, 2005) found that the busier the schedule the greater the likelihood the nearest centre would be chosen.

Mehta (2006) studied the expectations of people of Ludhiana, India, towards overall shopping experience and entertainment towards shopping malls. It was found that people didn’t just buy a product in the mall, they buy an experience. On being asked to rank the features in the mall that would attract the customers, people gave the following ranking in the order of preference: shopping experience, eating joints, entertainment, apparel section, jewellery, music/books section, reasonable prices, decoration items and beauty salons. Certain suggestions to make the mall more appealing to the customers like free parking for the regular customers/ heavy purchasers. Such customers might be issued a parking card which ensured free earmarked parking. Malls with PVR multiplex should offer “weekend specials” like classics, movies for children, etc.

Rajaguru and Matanda (2006) studied consumers’ perception of store and product attributes and customer loyalty in Indian context. Store attributes were assessed in the dimensions of store appearance, service quality and convenience of store. Product attributes dimensions investigated includes product quality, price and availability of new products. In their study, customer loyalty was considered as repeated purchasing behaviour of consumer towards a store. The results suggested that except product price, other store and product attributes have positive effects on customer loyalty. Store attributes such as service quality and convenience of store and product attributes such as product quality, price and availability of new products, showed significance towards customer loyalty.

Anselmson (2006) found that selection as the most important determinant of shopping mall choice followed by atmosphere/ambience of the mall and third most important determinant of satisfaction was convenience which included opening hours, parking, ease-of-movement and ability to find one’s location in the mall. If a shopping centre enjoyed high visiting rates a better strategy might be focussed on present customers and build relationships by improving satisfaction management. The focus would then be on atmosphere, refreshments, convenience and performance of the store personnel. On the other hand, if a centre was behind competitors and needs
to increase sales and customers frequent visit management should focus more on promotional activities and location aspects in terms of improving geographical convenience.

Memon (2006) cited in his study that about 50% of the people purchased their products from organised retail stores (hypermarkets / malls), 28% still buy from wholesale distributors who sell in bulk and rest 22% bought from small Kirana stores around their households. As per his findings a combination of price and location policy was the single most important factor for the buyer and a combination of price and availability of product was the second component. Availability of wide variety of products at one place was another factor scoring 20% of the respondents' liking for retail stores while ambience and service quality scored only 16% and 6% respectively.

Gupta (2006) examined the extent to which different promotional frames attached shoppers' perception towards product service and made a positive buying decision. Significant difference was found in two groups of discount and non-discount category, seasonal sales and non-seasonal sales, coupons and non-coupons, so far as indicators like general characteristics and physical characteristics. Location convenience was concerned but no significant difference was found in two groups of membership discounts and non-memberships discounts. Further suggested that store retailers should provide a setting that would allow consumers to shop for their needs and wants in the market place and they should find ways to tailor their environments to attract customers and increase patronage.

Kalhan (2007) studies the impact of organized retail on unorganized retail shops. Major findings revealed that 70% of unorganized retailers reported falling sales. This fall in sales is due to superior shopping environment, convenience, availability of variety, ambience of shop, availability of parking space and perception of quality of products sold in organized retail setup.

El Adly (2007) identified the attractiveness factors of UAE shopping malls from the shoppers perspective and then segmented shoppers according to these attractiveness factors. The study identified six mall attractiveness factors from the namely comfort, entertainment, diversity, mall essence, convenience, and luxury.
Rathod and Patel (2008) investigated the importance of different criteria for the selection of retail outlets amongst the customers. They found that availability of variety had been given highest importance by customers, second priority had been given to service quality and third most important criteria was convenient location.

Retailing focused on satisfying the different hierarchy of needs of customers. The four attributes of the retail centre that influenced the temporal convenience it offered was: one-stop shopping, trading hours, enclosure and proximity to home / work Clulow and Reimers (2009).

Alhemoud (2008) studied the product selection process from Kuwaiti nationals based on their shopping habits in co-operative supermarkets. The study expanded the concept of consumer satisfaction and included an evaluation of the post purchase affective response.

The study explored the attributes that influenced the patronage decision of supermarket consumers in Kuwait. Four image dimensions were identified labelled merchandise, personnel, accessibility and promotions. The study revealed merchandise image was the most salient in determining the frequency of supermarket shopping. None of the demographic characteristics of consumers had an impact on the perceived importance of the promotion image. Most of the differences among the categories of the consumers’ demographic characteristics were found in the accessibility image.

According to Rajagopal (2009) shopping malls generated more business than traditional markets which were viewed as simple convergence of supply and demand. Buyers and sellers were attracted towards the shopping mall which provided enough time to make choices as well as recreational means of shopping. Due to competition between malls, congestion of markets and traditional shopping centres had led mall developers and management to consider alternative methods to build excitement with customers. The study examined the impact of growing congestion of shopping mall in urban areas on shopping conveniences and shopping behaviour. Based on the survey of urban shoppers, the study analyzed the cognitive attributes of the shoppers towards attractiveness of shopping malls and intensity of shopping. The results of the study
revealed that ambience of shopping malls, assortment of stores, sales promotions and comparative economic gains in the mall attracted higher customer traffic to the malls.

Thang & Tan (2003) and Dalwadi et al., (2010) supported that consumers’ choice of shopping malls over traditional market stores is influenced by various factors like location, ambience, assortment, sales promotion schemes and in-store services.

Raut & Das (2011) easy accessibility to the store was treated as a major service factor by the customer. It was followed by variables like proximity of store to the residence, credit facility by the store, less traffic, free home delivery, fast billing and effective complaint handling system, good after sales service, convenient location, error free billing and easy product return policy by the store.

Mohanty (2012) evaluated the consumers attitude towards nearby market, and shopping malls. The analysis was categorised on the basis of reasons, age, education, and income criterion towards patronizing a store by demographics and unfolding the consumer’s preference to shopping malls. The results revealed no significant association of the preference to nearby market with the education and income of the respondents, but age was found associated with preference. The study concluded that the respondents preferred visiting nearby markets irrespective of education, income, but the people with lower age group were more attracted to the malls. It also revealed that males were mostly affected by merchandise while females were affected by convenience and the service quality.

Banerjee (2012) conducted a study to identify the attractiveness dimensions of shopping malls in the Indian context. Nine important dimensions were identified determining the attractiveness of shopping mall namely, mall image, entertainment, convenience, ambience, security, lifestyle time saving, architecture, and reward. The study revealed that shopping mall image was the most important attractiveness dimension of shopping mall to consumers in India.

Jhamb and Kiran (2012) opined that consumers preferred emerging retail formats due to its significant product attributes like improved quality, variety of brands and assortment of merchandise and store attributes like parking facility, trained sales personnel and complete security.
Ahmad (2012) investigated the attractiveness factors influencing shoppers satisfaction, loyalty and word of mouth in Saudi mall centres. The attractiveness factors were namely aesthetic, convenience, convenient and accessibility, product variety, entertainment and service quality. The findings revealed that attractiveness factors aesthetic, convenience, convenient and accessibility product variety entertainment and service quality had a positive effect on Saudi shopping mall shoppers. The most significant factor was product variety.

Singh and Sahay (2012) explored the composition of shopping experience for shoppers in the metropolitan areas of Delhi, National Capital Region (Delhi NCR) in India. The findings revealed that shoppers visualised shopping experience as a combination of five factors: ambiance, physical infrastructure, marketing focus, convenience, safety and security.

Wel, Hussain, Omar and Nor (2012) conducted a study to find the criteria for selection of retail outlets while purchasing different types of product. The important determinants of retail store selection in Malaysia was categorised as store personnel and physical characteristics of the store, advertising by the store, store convenience and merchandise store layout, peer influence, product variety and quality and services offered by store. The findings the study suggests that consumer retail choice was influenced by many factors and at the same time results also showed that retail selection decision differed according to the types of goods purchased.

Devdas and Manohar (2012) conducted a study on various shopping values and the mall attributes across age and gender. The results found that the difference existed between various age group of customers with respect of location factor.

Catherine, Vijayalakshmi and Magesh (2013) aimed in identifying in store decisions of shoppers in an apparel showroom. The factors considered were store brand, promotions, displays, price, information, labels, flyers, circulars, convenience, and merchandise and clothing fitness. The results revealed that in store merchandising and convenience created more interest to purchase among shoppers.

Consumer while selecting a shopping centre for visit seeks comparative size of the centre and the convenience of access. It is found that driving time to reach a centre
was highly influential in determining consumer shopping centre preference. The consumer choice of supermarket is influenced by parking condition. While checking the feasibility of customer loyalty towards a shopping mall it was found that location influenced the mall loyalty of customers. Generally convenience is important determinant of satisfaction in selecting of shopping mall which includes opening hours, parking, and ease of movement. There is no association of the preference to nearby market with the education and income of the consumers but age has an association with preference. The consumers preferred visiting nearby markets irrespective of education, income, but consumers with lower age group are more attracted to malls. The female consumers are more affected by the convenience dimension. Consumer visualised shopping experience in a mall by its convenience, safety and security.

2.9.7 Service

Linguist (1974) discovered nine different retail attributes that contributed to store image, namely, merchandise, service, clientele, physical facilities, comfort, promotion, store atmosphere, institutional factors and post-transaction satisfaction.

According to Bodkin and Lord (1997) the main reason for consumer choosing a shopping centre was because of the facility be apart from having specific shop, attractive service and pricing.

Kim and Kang (1997) identified seven factors influencing the patronage of malls, strip malls, power centres and factory outlets, only lower prices, easy product return and convenience (trading hours) were regarded as important by patrons of all four retail format.

George et al., (1997) studied the importance of trade areas and retails site selection. They stated that to meet the increased competition from power centres, malls should be transformed into municipal and customer service centres. To be competitive, mall developers were attempting to attract community service facilities such as libraries, health and social services. Customer service amenities such as extra restrooms, diaper-changing stations, better parking and day care facilities were essential. They suggested that whether the location for a mall was an isolated site, a clustered site or
otherwise, a site should not be simply selected because it was available. A suitable site must have the right combination of access, visibility, size, topography, drainage, zoning, utilities, traffic and travel barriers.

Bellenger et al. (1977) found that some consumers placed the greatest value in convenience and economic attributes including convenience to home, accessibility, and the presence of services such as banks and restaurants. On the other hand, researchers emphasized on recreational attributes including atmosphere, fissionability, variety of stores and merchandise.

Mall shopping attitude explained by Shim and Eastlick (1998) as the shopper’s attitude towards a variety of dimensions including location, variety of stores, parking, mall employees behaviour, price, quality, customer service, promotional activity ambience, mall amenities, food and refreshments and safety. They suggested that mall patrons’ attitudes towards malls was assessed by shoppers’ cognitive belief about the importance and their effective evaluation of those attributes. They surveyed twelve shopping mall attributes to evaluate the importance mall patrons placed on them. They corresponded to the most common attributes measured in past patronage research i.e. price, tenants, variety of stores, personnel, customer service, promotions, merchandise quality, mall facilities, parking, atmosphere, ambience, location, refreshments available and safety.

Jantan and Kamaruddin (1999) conducted a study in Malaysia to examine the factors towards store image that determined the choice of retail outlets. This was investigated through image attributes of store which influenced shopping behaviour of consumers in Malaysia. The attributes studied were location, merchandise, price, physical facilities, promotion and advertising store atmosphere and service. The results revealed that out of seven attributes of store image, location merchandise, price and service emerged salient attributes affecting store patronage.

Clark and Hwang (2000) conducted a study to compare customer satisfaction between American and Korean discount stores. Twenty items were used to measure customers satisfaction with retail outlets in each country. These were helpfulness of sales person, friendliness, number of sales people, politeness, store layout, ease in finding things,
cleanliness, assortment of department, quality level, merchandise selection, fashionableness, willing to exchange, fairness of adjustment, credit and charge account, value of money, price level, special sales, advertising, location, other store customer. Findings revealed that the customers in both countries were mainly affected by merchandise value and advertisement factors.

Abubaka and Clulow (2002) investigated the customer rating of importance of several attributes associated with supermarket shopping. The researcher also reviewed the satisfaction rating of attributes. The result suggested that since retail format had become very standardized, corporate reputation was rated high and might be a source of sustainable competitive advantage. Accessibility was considered important, as was quality of service, especially the friendliness and efficiency of check out personnel.

LeHew, Burgess and Wesley (2002) investigated the feasibility of customer loyalty towards an enclosed mall. The purpose of their research was to determine if a loyal group exists and if so, investigate their assessment of mall characteristics to provide better understanding of those attributes influencing a loyal response. The findings clearly stated that price, store personnel and store display, merchandise, mall facilities, atmosphere and location influenced the mall loyalty of customers.

Sinha and Banerjee (2004) studied the store choice behaviour of shoppers from buyer characteristics. The results revealed that shoppers gave prominence to proximity of the store, merchandise and service, while food (grocery) stores were chosen more on the basis of their proximity and long-term association with merchandise and service contributing secondarily to enhance utility, consumer durables stores were also chosen based on merchandise and personal referrals with ambience affecting their choice slightly. Stores dealing in apparel, books and music were chosen purely on ambience.

Rajaguru and Matanda (2006) studied consumers' perception of store and product attributes and customer loyalty in Indian context. Store attributes were assessed in the dimensions of store appearance, service quality and convenience of store. Product attributes dimensions investigated include product quality, price and availability of new products. In their study, customer loyalty was considered as repeated purchasing
behaviour of consumer towards a store. The results suggested that except product price, other store and product attributes have positive effects on customer loyalty. Store attributes such as service quality and convenience of store and product attributes such as product quality, price and availability of new products, showed significance towards customer loyalty.

Memon (2006) cited that about 50% of the people purchased their products from organised retail stores (hypermarkets/malls), 28% still buy from wholesale distributors who sell in bulk and rest 22% bought from small Kirana stores around their households. As pert the findings a combination of price and location policy was the single most important factor for the buyer and a combination of price and availability of product was the second component. Availability of wide variety of products at one place was another factor scoring 20% of the respondents’ liking for retail stores, while ambience and service quality scored only 16% and 6% respectively.

Visser et al. (2006) studied the importance of apparel store image attributes as perceived by female consumers by means of eight focus groups. Results indicated that merchandise and clientele were perceived as the most important dimensions followed by service. Physical facilities were the least important tends to the regional shopping malls as well.

Kainth and Joshi (2008) examined the customers and retailers satisfaction towards malls of Jalandhar in Punjab, India. The results showed that the quality was the most preferred attribute of customer while shopping at the mall. Replacement guarantee, cash discount and free gifts were the most effective incentive schemes which the retailers were using for attracting the customers to their shops in the malls.

Rathod and Patel (2008) investigated the importance of different criteria for the selection of retail outlets amongst the customers. It found that availability of variety had been given highest importance by customers, second priority had been given to service quality and third most important criteria was convenient location.

Naik, Gantasala and Prabhakan (2010) conducted a research to know the factors that impact customer satisfaction. The purpose was to describe applied to service quality dimension in retail business, to know service quality dimensions that made customer satisfied and to know service quality dimensions that were dominant in influencing
customer satisfaction. The study revealed that service offered by retail units had positive impact and were significant in building customer satisfaction. Service quality dimensions were crucial for customer satisfaction in retailing.

Mohanty (2012) evaluated the consumers’ attitude towards nearby market and shopping malls. The analysis was categorised on the basis of reasons, age, education, and income criterion towards patronizing a store by demographics and unfolding the consumer’s preference to shopping malls. The results revealed no significant association of the preference to nearby market with the education and income of the respondents but age was found associated with preference. The study concluded that the respondents preferred visiting nearby markets irrespective of education, income, but the people with lower age group were more attracted to the malls. It also revealed that males were mostly affected by merchandise while females were affected by convenience and the service quality.

Ahmad (2012) investigated the attractiveness factors influencing shoppers satisfaction, loyalty and word of mouth in Saudi mall centres. The attractiveness factors were namely aesthetic, convenience, convenient and accessibility, product variety, entertainment, and service quality. The findings revealed that attractiveness factors aesthetic, convenience, convenient and accessibility product variety entertainment and service quality had a positive effect on Saudi shopping mall shoppers. The most significant factor was product variety.

Service is an attribute that contributes to a store image. The main reason for consumers choosing a shopping centre was because of attractive service, and easy product return. Generally, while selecting a site for shopping consumers look upon the presence of service such as banks, extra restrooms and restaurants. Female consumers are mostly affected by the service quality of the shopping centre.

2.9.8 Sales Promotion

Martineau (1958) proposed four dimensions of store attributes: layout and architecture, symbols and colours, advertising and sales personnel.

Linguist (1974) discovered nine different retail attributes that contributed to store image, namely, merchandise, service, clientele, physical facilities, comfort, promotion, store atmosphere, institutional factors and post-transaction satisfaction.
Vaughn and Hansotia (1977) opined that merchandise and convenience seemed to be the two underlying dimensions which consistently appeared every time. Merchandise quality, merchandise variety, atmosphere of shopping area, availability of sale items and ease of shopping comparisons was all component parts of the dimension.

The mall shopping attitude explained by Shim and Eastlick (1998) as the shopper’s attitude towards a variety of dimensions including location, variety of stores, parking, mall employee behaviour, price, quality, customer service, promotional activity ambience, mall amenities, food, refreshments and safety. They suggested that mall patrons attitudes towards the malls was assessed by shoppers’ cognitive belief about the importance and their effective evaluation of those attributes. They surveyed twelve shopping mall attributes to evaluate the importance mall patrons placed on them. They corresponded to the most common attributes measured in past patronage research i.e. price, tenants, variety of stores, personnel, customer service, promotions, merchandise quality, mall facilities, parking, atmosphere, ambience, location, refreshments available and safety.

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Parsons (2003) analyzed common promotional activities employed by shopping mall marketers which were ranked by a sample of customers on their likelihood of encouraging increases in the two key performance indicators used by shopping malls sales and visits. Whilst mall-wide sales are the preferred promotion, a combination of general entertainment and price-based promotions were found to be a strong alternative way to encourage visits and spending.

Fox, Montgomery and Lodish (2004) found that households that preferred to spend more at grocery stores also preferred to spend more at mass merchandisers like hypermarkets. Consumer expenditures were found to respond more to varying levels of assortment (in particular at grocery stores) and promotion than price.

Gupta and Kaur (2006) examined the extent to which different promotional frames attracted shoppers' perceptions towards product service and made a positive buying decision. It was stated that retail location of a store and the distance that the customers travelled to shop were basic criteria in their store choice decisions. During analysis it was that customers considered price discounts as an important promotional tool in the malls. It also found that seasonal sales had a positive effect on both patronage and spending. Major promotional tools on the basis of which the customers preferred to visit the stores in the malls were promotional strategies. Stores using advertising, promotions, seasonal sales and private labels on a particular category of products had caused people to perceive the benefit of buying a product at one store to be higher than it is.

Gupta (2006) examined the extent to which different promotional frames attached shoppers’ perception towards product service and made a positive buying decision. Significant difference was found in two groups of discount and non-discount category, seasonal sales and non-seasonal sales, coupons and non-coupons, so far as indicators like general characteristics and physical characteristics. Location convenience was concerned but no significant difference was found in two groups of membership discounts and non-memberships discounts. Further suggested that store retailers should provide a setting that would allow consumers to shop for their needs and wants in the market place and they should find ways to tailor their environments to attract customers and increase patronage.
Kainth and Joshi (2008) examined the customers and retailers satisfaction towards malls of Jalandhar in Punjab, India. Results showed that the quality was the most preferred attribute of customer while shopping at the mall. Replacement guarantee, cash discount and free gifts were the most effective incentive schemes which the retailers were using for attracting the customers to their shops in the malls.

Alhemoud (2008) studied the product selection process from Kuwaiti nationals based on their shopping habits in co-operative supermarkets. The author expanded the concept of consumer satisfaction and included an evaluation of the post purchase affective response.

The study explored the attributes that influenced the patronage decision of supermarket consumers in Kuwait. The author identified four image dimensions labelled merchandise, personnel, accessibility and promotions. The study revealed that merchandise image was the most salient in determining the frequency of supermarket shopping. None of the demographic characteristics of consumers had an impact on the perceived importance of the promotion image. Most of the differences among the categories of the consumers' demographic characteristics were found in the accessibility image.

Das & Kumar (2009) studied the impact of sales promotion on consumers shopping experiences. A major finding revealed that keeping product satisfaction constant, sales can be improved by enhancing shopping experience which includes convenience of shopping, ease of locating products, easy check in and checkouts, customer friendly sales people and customer friendly policies. Secondly, finding reveals that purchase decision for the same product under same promotion at different stores may vary because difference in shopping experiences provided by different stores. Further this, study shows that promotion played a limited role on consumers buying behaviour where, only small percentage of people were attracted to such sales promotion and waited for it. Study lastly emphasizes on the importance of shopping experience (ease of shopping, parking space, convenience etc.) for positively impacting consumer buying behaviour.

Devgan and Kaur (2010) mentioned six factors, upon whose adaptability the success of any shopping mall would depend. Those were value for money, customer delight,
information security, credibility, and store charisma and product excellence. The authors explicated that the modern day customers laid more emphasis on value for money; however, almost equal weightage had been given to comfort and enjoyment while shopping from malls. But simultaneously, customers also cared for factors like personal information security and payment security. Hence they wished to buy from only that shopping mall which was more reliable from these perspectives.

Banerjee (2012) conducted a study to identify the attractiveness dimensions of shopping malls in the Indian context. Nine important dimensions were determined determining the attractiveness of shopping mall namely, mall image, entertainment, convenience, ambience, security, lifestyle time saving, architecture, and reward. The study revealed that shopping mall image was the most important attractiveness dimension of shopping mall to consumers in India.

Wel, Hussain, Omar and Nor (2012) conducted a study to find the criteria for selection of retail outlets while purchasing different types of product. The important determinants of retail store selection in Malaysia was categorised as store personnel and physical characteristics of the store, advertising by the store, store convenience and merchandise store layout, peer influence, product variety and quality, and services offered by store. The findings of the study suggests that consumer retail choice was influenced by many factors and at the same time results also showed that retail selection decision differed according to the types of goods purchased.

Catherine, Vijayalakshmi and Magesh (2013) aimed in identifying in store decisions of shoppers in an apparel showroom. The factors considered were store brand, promotions and displays, price, information and labels, flyers and circulars, convenience and merchandise and clothing fitness. The results revealed that in store merchandising and convenience created more interest to purchase among shoppers.

Ubeja (2013) conducted a study to investigate the customer satisfaction with respect to sales promotion mix and group of factors in shopping malls and variations in the customer satisfaction with respect to sales promotion mix and group of factors across gender. It was found that female those were dependent or independent were more conscious about sales promotion which was related to on the lucky and gift offers in
shopping malls, male were also conscious about monetary benefit offers getting customer satisfaction in Jabalpur city. Customers were attracted to any type of sales promotion mix which was available in shopping malls.

Advertising is one of the dimensions of store attributes. Advertising and promotion is the retail attribute that contributes to the store image. Price based promotion was found to be a strong way to encourage visits and spending. Customers considered price discounts as an important promotional tool in the malls. Seasonal sales had a positive effect on both patronage and spending. Generally major promotional tool on the basis on which the customers prefer to visit the stores in the malls were promotional strategies.
2.10 Shopping Model

![Shopping Model Diagram]

Source: Devdas and Monohar, 2011
Figure 2.4 shows the shopping model developed by Devdas and Manohar (2011) depicting shopping mall attractiveness. The above model described as internal variable and external variable. External variable that affected the shopping experience were entrance, exterior display, architectural style, surrounding stores, address and location, parking availability, traffic and congestion, height size and colour of building.

Internal variable that influenced the shopping experience included flooring/ carpeting/ painting, lighting, music, scents, merchandise, temperature, cleanliness, layout of the stores, restroom and waiting areas. The dimensions according to which the consumers evaluated the shopping experience at shopping mall with entertainment centres were shopping ambience, layout of store, variety of shops service offered at mall. It was found that the factors that influenced the shopping experience were shopping ambience, availability of different types of shops, entertainment offered at malls parking facility, ease of shopping, good product quality, pride and prestige attached shopping. The shoppers visited shopping malls with entertainment centres for making use of all facilities under one roof.

2.11 Research Gap

Literature review perused above helps to identify certain research gaps. The major research gaps are listed below:

a) From the above mentioned studies it can be evaluated that there is a need to develop a composite model describing various factors affecting shopping experience. The researchers have considered these factors separately and not holistically.

b) Limited research studies have been carried out to investigate the difference between shoppers in terms of priority they place on different dimensions of shopping experience.

c) Limited research work has been carried out exploring the relationship between mall attributes and overall shopping experience of mall shoppers in Indian context.

d) There are some studies which carried out to examine the shopping behaviour in
organised and unorganised retail among Indian shoppers but they have limitations.
Thus, the above gaps explored by emerging literature have resulted in establishing the need for future research titled Consumer Shopping Experience in Shopping Malls of Selected Indian Cities. There is a need to explore the phenomenon in Indian context.

2.12 Summary

Shopping is an activity in which consumer browses the available goods or services presented by one or more retailers with the intent to purchase a suitable selection of them. It may be considered as a leisure activity as well as economic one. The shopping experience can range from delightful to terrible based on variety of factors including how the customer is treated, convenience and mood. Shopping mall is a place where variety of retail outlets are situated under one roof and is usually anchored by one or more stores. It is a place for socialization and recreation activities. The researchers have identified the attractiveness dimensions of shopping mall that affects the shopping experience of the customers. Due to increasing competition in modern retailing sector, retailers making considerable efforts to commit more consumers to their stores and have made increase the frequency and amount of purchase available. Therefore, the importance of strengthening store loyalty and developing new strategies towards this might be obtained by providing customer satisfaction, trust-value perception and store image variables (service quality, store atmosphere, comparative price perception, discount perception, supermarket opportunities, post purchase applications, product quality perception and mall location). The stores in shopping malls had employed common promotional activities such as sales and encouragement to motivate the shoppers to make frequent visits to the mall. Thus, the study attempts to identify the factors influencing the shopping experience of the customers in shopping malls.

This chapter has provided the theoretical framework for studying the research problem. Next chapter i.e. Chapter 3 “Research Methodology” will provide details on research hypothesis, research model, research question, objectives of the study research design and the procedures followed for conducting the study. It will also detail the instrument development process, data collection and data analysis procedures.
Chapter – 3

RESEARCH METHODOLOGY

Research methodology refers to the research process, the procedural framework within which the research is being conducted. This methodology as defined by Leedey and cited by Remenyi et al., (1998) is an optional framework within which the facts are placed so that their meanings may be seen more clearly. This chapter discusses the research problem and its objectives. The research design and methodology adopted in the study are elaborated. The chapter details on various research constructs and stages of development of the research instrument. It illustrates the conceptual model of this study and discusses the concepts of reliability, validity, sampling technique and methods of data collection used in this research work. The research hypotheses and a brief overview of data analysis technique along with limitations of the study are also highlighted.

3.1. Research Problem

Retailing is one of the largest industry in India and one of the biggest sources of employment in the country. Retail environment in India are showing interesting trends. Rapid growth is occurring not only in terms of purchase, but also in terms of store formats that retailers are bringing in the market. The Indian consumer is seeking more value in the form of consistent availability, improved quality, pleasant shopping environment, financing option and competitive pricing. Customers tastes and preferences are changing leading to radical transformation in lifestyle and spending patterns which in turn are giving rise to new business opportunities. Therefore, it has a vast scope for the research and as the retailing environment is changing rapidly, leading to shoppers expectation. Consumers shopping expectations are changing continuously so in such environment it is necessary to understand consumers choice of preference and expectations towards shopping mall. Consumers shopping experience may offer insights into how and why the consumer shops and the attributes that customer chooses during shopping in shopping malls. It would help the retailers to gain better understanding of their customers choice and preferences will also enable them to ascertain which mall attributes should be emphasized in retailing strategy to allow retailers to create a more centric shopping experience.
3.2 Research Question

To enable more comprehensive understanding of customer shopping experience in organized retail environment, this study seeks to address the following research questions.

Q1. What are the key factors of shopping experience in the organized retail environment?

Q2. To what extent do the determinants of shopping experience, impact on the overall shopping experience of customers in organized retail environment?

Q3. Does shopping experience vary by gender, age, marital status, qualification, occupation and income?

To answer these research questions an elaborated research design was developed by adopting a quantitative research technique, these research questions were translated and expressed into specific research objectives in order to design a primary study.

Research questions evolved from literature review were framed in the form of hypotheses assessing the group variables to address the objective of the study. The demographic variables of the study were evaluated on the basis of various dimensions of shopping experience. These dimensions are as follows:


2. Significance of Age group with Atmospherics, Store Design, Pricing, Merchandise, Sales Personnel, Convenience, Service, Sales Promotion and Overall Shopping Experience.


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7. Significance of Overall Shopping Experience on Demographics (gender, age, marital status, qualification, occupation, income).

8. Significant impact of various factors of Mall Attributes on Overall Shopping Experience of shopping mall customers.

3.3 Research Objective

The following objectives were derived to study about the shopping experience of the Indian consumers:

1. To identify the factors of shopping experience of consumers in shopping malls.

2. To find out the key factors of shopping experience which consumers perceive important while shopping.

3. To explore the differences in the shopping experience of respondents across the demographic variables.

4. To assess the impact of various factors of mall attributes on overall shopping experience of the customers.

5. To suggest specific strategies to shopping mall managers to improve the shopping experience of customers.

3.4 Conceptual Model of Research

The objectives were investigative shopping experience of Indian retail customers impacting there in retail shopping experience. The objectives assess the Indian consumerism shopping prospective and experience. Indian consumers are demographically unique from developed world retail. Retail customers characteristics
need to be explored for profiling and segmenting them from their behavioral and experiential retail analysis in the present Indian retailing scenario.

Demographic, Sociographic and Economic variables need to be explored for customers segmentation to explore the interactive effect of the above objectives. Consumers with demographic domains studied are Gender, Age, Marital Status, Qualification, Occupation and Income.

Figure 3.1 illustrates the conceptual model of the study. The conceptual model of research presents the variables based on the literature review and their relationship with each other and their interactive effect on the demographic profile of the customers and overall shopping experience.

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Fig. 3.1: Conceptual Model of Research
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Source: Developed by Researcher

The purpose of this study was to analyze the factors affecting shopping experience of the customers. It analyse the differences on the various factors of mall attributes and overall shopping experience across demographic variables and also examines the impact of mall attributes on overall shopping experience of the customers.
The dimensions included in the study are Atmospheres, Store Design, Pricing, Merchandise, Sales Personnel, Convenience, Service, Sales Promotion and Overall Shopping Experience. The sub factor of atmospheres includes lighting, smell and air quality and music. The store design sub factor includes space and design, price display, sign and artwork. Pricing sub factor includes low price and reasonable price relative to product. Merchandise sub factor include quality, variety, number of brands available and the availability of preferred brands. Sales personnel sub factor include trained and knowledge, dress, customer concerned, friendly, courteous and respectful. Convenience sub factor includes close to house, close to work place, safe and secure, convenient opening hours, shop for all needs at a time, parking facility, availability of wheelchair, play and rest areas, changing and fitting room, facility of payment through credit/debit card.

Service sub factor includes exchange and return adjustment, fast and efficient billing, check out time, after sale service, customer complaints, home delivery and mode of payment. Sales promotion sub factor includes product and promotional display, attractive point of purchase, special offers and sales, payment through store card and use of celebrity endorsement in advertising. Overall shopping experience statement include overall perception of shopping mall, memorable experience, delighted by shopping, entertainment facilities, good services and pleasure to visit malls.

Hence, the above proposed conceptual model of research was developed on the basis of previous literature. This shall be the foundation for conducting the research and will answer the research question that was presented earlier. The research hypotheses are listed in the next section.

3.5 Research Hypotheses

Hypotheses deals with the expected results to be obtained from a research enquiry. Hypotheses are generally based upon scientific theory, allowing for both prediction and testability (Goodwin, 2008). The various dimensions based on which the research hypotheses was designed are shown in following (Table 3.1, 3.2).
Table 3.1: Hypotheses of Difference across Socio Demographic Variables

<table>
<thead>
<tr>
<th>S No</th>
<th>Retail Attributes</th>
<th>Socio Demographics Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Retail Atmospheric</td>
<td>Gender, Age, Marital Status, Qualification, Occupation, Income</td>
</tr>
<tr>
<td>2</td>
<td>Retail Store Design</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Retail Pricing</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Retail Merchandise</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Retail Sales Personnel</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Retail Convenience</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Retail Services</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Retail Sales Promotion</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Overall Shopping Experience</td>
<td></td>
</tr>
</tbody>
</table>

Table 3.2: Hypotheses of Impact

<table>
<thead>
<tr>
<th>S No</th>
<th>Retail Attributes (Dependent Variable)</th>
<th>Independent Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Retail Atmospheric</td>
<td>Overall Shopping Experience</td>
</tr>
<tr>
<td>2</td>
<td>Retail Store Design</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Retail Pricing</td>
<td></td>
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<tr>
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<td></td>
</tr>
<tr>
<td>8</td>
<td>Retail Sales Promotion</td>
<td></td>
</tr>
</tbody>
</table>

Three types of hypotheses were formulated in the light of objectives. They are mentioned below:

**H01**: Establishing the differences on mean score of mall attributes across demographics.

The hypotheses to establish the difference on the dimensions of mall attribute across gender; age, marital status, qualification, occupation and income in retail environment are as follows: [Hypotheses H01.1- H01.48]
Atmospheric

$H_{01.1}$: There is no significant difference on mean scores of Atmospherics across Gender.

$H_{a1.1}$: There is a significant difference on mean scores of Atmospherics across Gender.

$H_{01.2}$: There is no significant difference on mean scores of Atmospherics across Age.

$H_{a1.2}$: There is a significant difference on mean scores of Atmospherics across Age.

$H_{01.3}$: There is no significant difference on mean scores of Atmospherics across Marital Status.

$H_{a1.3}$: There is a significant difference on mean scores of Atmospherics across Marital Status.

$H_{01.4}$: There is no significant difference on mean scores of Atmospherics across Qualification.

$H_{a1.4}$: There is a significant difference on mean scores of Atmospherics across Qualification.

$H_{01.5}$: There is no significant difference on mean scores of Atmospherics across Occupation.

$H_{a1.5}$: There is a significant difference on mean scores of Atmospherics across Occupation.

$H_{01.6}$: There is no significant difference on mean scores of Atmospherics across Income.

$H_{a1.6}$: There is a significant difference on mean scores of Atmospherics across Income.

Store Design

$H_{01.7}$: There is no significant difference on mean scores of Store Design across Gender.

$H_{a1.7}$: There is a significant difference on mean scores of Store Design across Gender.
$H_{0.8}$: There is no significant difference on mean scores of Store Design across Age.

$H_{a.8}$: There is a significant difference on mean scores of Store Design across Age.

$H_{0.9}$: There is no significant difference on mean scores of Store Design across Marital Status.

$H_{a.9}$: There is a significant difference on mean scores of Store Design across Marital Status.

$H_{0.10}$: There is no significant difference on mean scores of Store Design across Qualification.

$H_{a.10}$: There is a significant difference on mean scores of Store Design across Qualification.

$H_{0.11}$: There is no significant difference on mean scores of Store Design across Occupation.

$H_{a.11}$: There is a significant difference on mean scores of Store Design across Occupation.

$H_{0.12}$: There is no significant difference on mean scores of Store Design across Income.

$H_{a.12}$: There is a significant difference on mean scores of Store Design across Income.

**Pricing**

$H_{0.13}$: There is no significant difference on mean scores of Pricing across Gender.

$H_{a.13}$: There is a significant difference on mean scores of Pricing across Gender.

$H_{0.14}$: There is no significant difference on mean scores of Pricing across Age.

$H_{a.14}$: There is a significant difference on mean scores of Pricing across Age.

$H_{0.15}$: There is no significant difference on mean scores of Pricing across Marital Status.

$H_{a.15}$: There is a significant difference on mean scores of Pricing across Marital Status.

$H_{0.16}$: There is no significant difference on mean scores of Pricing across Qualification.
$H_{a1.16}$: There is a significant difference on mean scores of Pricing across Qualification.

$H_{01.17}$: There is no significant difference on mean scores of Pricing across Occupation.

$H_{a1.17}$: There is a significant difference on mean scores of Pricing across Occupation.

$H_{01.18}$: There is no significant difference on mean scores of Pricing across Income.

$H_{a1.18}$: There is a significant difference on mean scores of Pricing across Income.

Merchandise

$H_{01.19}$: There is no significant difference on mean scores of Merchandise across Gender.

$H_{a1.19}$: There is a significant difference on mean scores of Merchandise across Gender.

$H_{01.20}$: There is no significant difference on mean scores of Merchandise across Age.

$H_{a1.20}$: There is a significant difference on mean scores of Merchandise across Age.

$H_{01.21}$: There is no significant difference on mean scores of Merchandise across Marital Status.

$H_{a1.21}$: There is a significant difference on mean scores of Merchandise across Marital Status.

$H_{01.22}$: There is no significant difference on mean scores of Merchandise across Qualification.

$H_{a1.22}$: There is a significant difference on mean scores of Merchandise across Qualification.

$H_{01.23}$: There is no significant difference on mean scores of Merchandise across Occupation.

$H_{a1.23}$: There is a significant difference on mean scores of Merchandise across Occupation.
$H_{01.24}$: There is no significant difference of on mean scores Merchandise across Income.

$H_{a1.24}$: There is a significant difference on mean scores of Merchandise across Income.

Sales Personnel

$H_{01.25}$: There is no significant difference on mean scores of Sales Personnel across Gender.

$H_{a1.25}$: There is a significant difference on mean scores of Sales Personnel across Gender.

$H_{01.26}$: There is no significant difference on mean scores of Sales Personnel across Age.

$H_{a1.26}$: There is a significant difference on mean scores of Sales Personnel across Age.

$H_{01.27}$: There is no significant difference on mean scores of Sales Personnel across Marital Status.

$H_{a1.27}$: There is a significant difference on mean scores of Sales Personnel across Marital Status.

$H_{01.28}$: There is no significant difference on mean scores of Sales Personnel across Qualification.

$H_{a1.28}$: There is a significant difference on mean scores of Sales Personnel across Qualification.

$H_{01.29}$: There is no significant difference on mean scores of Sales Personnel across Occupation.

$H_{a1.29}$: There is a significant difference on mean scores of Sales Personnel across Occupation.

$H_{01.30}$: There is no significant difference on mean scores of Sales Personnel across Income.

$H_{a1.30}$: There is a significant difference on mean scores of Sales Personnel across Income.
Convenience

$H_{01.31}$: There is no significant difference on mean scores of Convenience across Gender.

$H_{a1.31}$: There is a significant difference on mean scores of Convenience across Gender.

$H_{01.32}$: There is no significant difference on mean scores of Convenience across Age.

$H_{a1.32}$: There is a significant difference on mean scores of Convenience across Age.

$H_{01.33}$: There is no significant difference on mean scores of Convenience across Marital Status.

$H_{a1.33}$: There is a significant difference on mean scores of Convenience across Marital Status.

$H_{01.34}$: There is no significant difference on mean scores of Convenience across Qualification.

$H_{a1.34}$: There is a significant difference on mean scores of Convenience across Qualification.

$H_{01.35}$: There is no significant difference on mean scores of Convenience across Occupation.

$H_{a1.35}$: There is a significant difference on mean scores of Convenience across Occupation.

$H_{01.36}$: There is no significant difference on mean scores of Convenience across Income.

$H_{a1.36}$: There is a significant difference on mean scores of Convenience across Income.

Service

$H_{01.37}$: There is no significant difference on mean scores of Service across Gender.

$H_{a1.37}$: There is a significant difference on mean scores of Service across Gender.

$H_{01.38}$: There is no significant difference on mean scores of Service across Age.

$H_{a1.38}$: There is a significant difference on mean scores of Service across Age.
$H_{0.39}$: There is no significant difference on mean scores of Service across Marital Status.

$H_{a.39}$: There is a significant difference on mean scores of Service across Marital Status.

$H_{0.40}$: There is no significant difference on mean scores of Service across Qualification.

$H_{a.40}$: There is a significant difference on mean scores of Service across Qualification.

$H_{0.41}$: There is no significant difference on mean scores of Service across Occupation.

$H_{a.41}$: There is a significant difference on mean scores of Service across Occupation.

$H_{0.42}$: There is no significant difference on mean scores of service across Income.

$H_{a.42}$: There is a significant difference on mean scores of service across Income.

Sales Promotion

$H_{0.43}$: There is no significant difference on mean scores of Sales Promotion across Gender.

$H_{a.43}$: There is a significant difference on mean scores of Sales Promotion across Gender.

$H_{0.44}$: There is no significant difference on mean scores of Sales Promotion across Age.

$H_{a.44}$: There is a significant difference on mean scores of Sales Promotion across Age.

$H_{0.45}$: There is no significant difference on mean scores of Sales Promotion across Marital Status.

$H_{a.45}$: There is a significant difference on mean scores of Sales Promotion across Marital Status.

$H_{0.46}$: There is no significant difference on mean scores of Sales Promotion across Qualification.
$H_{01.45}$: There is a significant difference on mean scores of Sales Promotion across Qualification.

$H_{01.47}$: There is no significant difference on mean scores of Sales Promotion across Occupation.

$H_{01.47}$: There is a significant difference on mean scores of Sales Promotion across Occupation.

$H_{01.48}$: There is no significant difference on mean scores of Sales Promotion across Income.

$H_{01.48}$: There is a significant difference on mean scores of Sales Promotion across Income.

$H_{02}$: Establishing the differences on mean score of overall shopping experience across demographics.

The hypotheses to establish the difference on the dimensions of overall shopping experience across gender, age, marital status, qualification, occupation and income in retail environment are as follows: [Hypotheses $H_{02.1}$-$H_{02.6}$]

$H_{02.1}$: There is no significant difference on mean scores of Overall Shopping Experience across Gender.

$H_{02.1}$: There is a significant difference on mean scores of Overall Shopping Experience across Gender.

$H_{02.2}$: There is no significant difference on mean scores of Overall Shopping Experience across Age.

$H_{02.2}$: There is a significant difference on mean scores of Overall Shopping Experience across Age.

$H_{02.3}$: There is no significant difference on mean scores of Overall Shopping Experience across Marital Status.

$H_{02.3}$: There is a significant difference on mean scores of Overall Shopping Experience across Marital Status.

$H_{02.4}$: There is no significant difference on mean scores of Overall Shopping Experience across Qualification.
$H_{0.4}$: There is a significant difference on mean scores of Overall Shopping Experience across Qualification.

$H_{0.5}$: There is no significant difference on mean scores of Overall Shopping Experience across Occupation.

$H_{0.6}$: There is a significant difference on mean scores of Overall Shopping Experience across Occupation.

$H_{0.7}$: There is no significant difference on mean scores of Overall Shopping Experience across Income.

$H_{0.8}$: There is a significant difference on mean scores of Overall Shopping Experience across Income.

$H_{0.3}$: Investigating the impact of mall attributes on overall shopping experience

The hypotheses to identify the impact of mall attributes on overall shopping experience are given below: [Hypotheses $H_{0.3.1}$. $H_{0.3.8}$]

$H_{0.3.1}$: There is no significant and positive impact of Atmospherics on Overall Shopping Experience.

$H_{0.3.1}$: There is a significant and positive impact of Atmospherics on Overall Shopping Experience.

$H_{0.3.2}$: There is no significant and positive impact of Store Design on Overall Shopping Experience.

$H_{0.3.2}$: There is a significant and positive impact of Store Design on Overall Shopping Experience.

$H_{0.3.3}$: There is no significant and positive impact of Pricing on Overall Shopping Experience.

$H_{0.3.3}$: There is a significant and positive impact of Pricing on Overall Shopping Experience.

$H_{0.3.4}$: There is no significant and positive impact of Merchandise on Overall Shopping Experience.

$H_{0.3.4}$: There is a significant and positive impact of Merchandise on Overall Shopping Experience.
$H_{0.5}$: There is no significant and positive impact of Sales Personnel on Overall Shopping Experience.

$H_{a.5}$: There is a significant and positive impact of Sales Personnel on Overall Shopping Experience.

$H_{0.6}$: There is no significant and positive impact of Convenience on Overall Shopping Experience.

$H_{a.6}$: There is a significant and positive impact of Convenience on Overall Shopping Experience.

$H_{0.7}$: There is no significant and positive impact of Services on Overall Shopping Experience.

$H_{a.7}$: There is a significant and positive impact of Services on Overall Shopping Experience.

$H_{0.8}$: There is no significant and positive impact of Sales Promotion on Overall Shopping Experience.

$H_{a.8}$: There is a significant and positive impact of Sales Promotion on Overall Shopping Experience.

3.6 Research Design

A research design is the framework or plan for study used as a guide in collecting and analysing data. There are two types of research designs are exploratory and conclusive research design. In Figure 3.2 the coloured boxes indicate the research design considered for this study. The goal of exploratory research is to discover ideas and insights. The goal of the conclusive research is to test specific hypotheses and examine specific relationships. This requires that the researcher clearly specify the information needed. Conclusive research is typically more formal and structured than exploratory research. It is based on large representative samples and data obtained are subjected to quantitative analysis (Malhotra, 2006).
Fig. 3.2: Classification of Research Design

Source: Adapted from Malhotra, N.K. (2006)

This study uses conclusive research design. Under conclusive research descriptive research is carried out. Descriptive research is usually concerned with describing a population with respect to important variables. To describe the characteristics of certain groups and to determine the proportion of people who behave in a certain way. Descriptive statistics is used to examine the relationships between variables. Under descriptive research, cross sectional design is used when information is collected from any given sample of population. Elements are chosen only once and longitudinal design is used when a fixed sample of population elements is measured repeatedly on the same variable.

3.7 Sampling Procedure

The population of the study consisted of shoppers who come to shop in shopping malls and retail stores in Delhi and NCR, Allahabad, Lucknow, Cuttack and Bhubaneswar. The sampling frame consisted of shopping malls and retail stores in Delhi and NCR, Allahabad Lucknow Cuttack and Bhubaneswar. To determine the sample size total number of footfalls in shopping malls were calculated. The sample
size was found to be 1200 shoppers. The participants in this study were active male and female mall shoppers (N=1200) who visit shopping malls.

Overall multistage sampling was restored for data collection. First stage, cities from India was identified for the study. The cities identified for the study have been sorted into multistage of Indian retail life cycle. The second reason being that they are the major cities of the country with an urban population based on more than half million residents and retail shoppers. Third reason being all cities have a sizeable number of retail malls. Delhi and NCR are at maturity stage of retail development in the Indian retail landscape. Lucknow and Allahabad are in growth phase of retail life cycle stage. Bhubaneswar and Cuttack are the emerging retail cities, hence, they can be classified as in the introduction stage of Indian retail life cycle stage. Second stage the list of stores and shopping malls were generated from each city.

Finally, within identified shopping malls and stores convenience sampling was used for data collection. In convenience sampling, the sample is selected on the basis of the convenience of the respondents and the researcher. The shoppers who were available and willing to participate in the study were selected for the survey. Despite, limitations, convenience sampling allows for the attainment of a large sample data in a short duration of time (Dyer, 1995; Gravetter & Forzano, 2003.) Convenience sampling technique is suitable when the sample for the study meet the requirement of the study Goodwin (2008). Thus, the use of convenience sampling in this study is considered acceptable.

3.8 Data Collection

Both primary and secondary data was used in order to conduct this research. This research was carried out by using news paper articles, internet reports, and academic journals from sites such as Science Direct and Emerald Insight, textbooks, industry reports etc. Data from academic journals and textbooks was particularly useful in reviewing the existing literature. The study employed the survey method which used a questionnaire. There are many types of survey method but in this case a self administered questionnaire was selected as a means of data collection.
The data was collected from individual male and female customers who come to shop in shopping malls. The researcher visited each of the 9 selected cities viz Delhi and NCR, Allahabad, Lucknow, Cuttack and Bhubaneswar and conducted the survey. The data was collected using mall intercept survey method when customers have ended the shopping.

For the present study, 1400 mall shoppers were personally approached for participation in the study. Out of them 1200 shoppers responded positively.

Table 3.3: City Wise Classification of Data

<table>
<thead>
<tr>
<th>City</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>356</td>
</tr>
<tr>
<td>Gurgaon</td>
<td>144</td>
</tr>
<tr>
<td>Faridabad</td>
<td>116</td>
</tr>
<tr>
<td>Noida</td>
<td>106</td>
</tr>
<tr>
<td>Ghaziabad</td>
<td>90</td>
</tr>
<tr>
<td>Allahabad</td>
<td>94</td>
</tr>
<tr>
<td>Lucknow</td>
<td>126</td>
</tr>
<tr>
<td>Cuttack</td>
<td>78</td>
</tr>
<tr>
<td>Bhubaneswar</td>
<td>94</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1200</strong></td>
</tr>
</tbody>
</table>

However, due care has been taken in selecting the sample to ensure that the sample represents the population. The data was collected during six months time period.

3.9 The Research Instrument

The research instrument consisted of a structured questionnaire drafted in English and the respondents were required to indicate their responses. The questionnaire was designed with the help of literature available. All the questions in the questionnaire were close ended. The survey instrument, questionnaire contained items under broad heads of eight dimensions of mall attributes and one dimension of overall shopping experience. The instrument employed for the study comprised of questions on demographics, shopping behavior, and dimensions of mall attributes and overall
shopping experience. Each question was measured using five point Likert scale starting from “Strongly Disagree” to “Strongly Agree”.

3.9.1 Instrument Development

The research instrument was developed in stages

Stage 1: Identification of measures/constructs and drafting of questionnaire

Stage 2: Pilot testing

Stage 3: Modification of questionnaire

Survey questionnaire was designed to investigate the factors affecting shopping experience among Indian customers in shopping malls. A questionnaire is essentially a data capturing instrument. It lists all the questions to which the researcher wants the respondents to answer and it records the responses. Hence, the two main purposes of questionnaire are:

- To draw the accurate information from the respondent.
- To provide a standard format on which facts, comments and experiences can be recorded.

The research instrument consisted of structured questionnaire and the respondents were required to indicate their responses. Questionnaire survey has been widely acknowledged as an efficient tool for assessing the shopping experience of individuals on a particular subject.

Pilot testing of the measurement instrument was necessary to validate the items and the whole scale. This is because some of the measurement items were developed or modified to conduct this research and the questions in the instrument were newly compiled to form a new questionnaire. The pilot testing was conducted in a series of steps. Before the final survey, instrument was set up, preliminary questionnaire was developed and tested to validate the scale items to be used in the study. The initial task in developing the scale was to devise the item pool from previous studies. Then the preliminary survey questionnaire was distributed to the experts to gain their
feedback regarding the content, layout, wording and ease of understanding the measurement items. They were also asked to offer suggestions for improving the proposed scale and to edit the items to enhance clarity, readability, and content adequacy. The feedback was taken into account in revising the questionnaire and it was finally drafted based on the pilot findings and on the comments and suggestions of the experts.

Closed questions are also known as fixed response. This type of questions force the respondent to choose one or more responses from a number of possible replies provided in the question. These types of questions provide quantitative data. There are two broad groups of closed questions they are dichotomous and multiple choice.

Dichotomous questions allow only two possible answers, for example yes/no, true/false etc. This is the simplest of all closed questions. Multiple choice questions present a list of possible responses from which the respondent may choose. Multiple choice questions must be designed carefully to incorporate all possible answers.

The type of questions used in this study was closed questions. The closed questions offer many advantages on both time and money. By restricting the answer set, it is easy to calculate percentages and other hard statistical data over the whole group or over any subgroup of participants. Closed format questions also make it easier to track opinion over time by administrating the same, questionnaire to different but similar participant groups at regular intervals. Finally, closed format questions allow the researcher to filter out useless or extreme answers that might occur in an open format questions.

The questionnaire used in this had closed question with 43 statements. Statements 1-37 consisted of mall attributes that affects the consumers shopping experience and 38-43 statements consisted of statements related to overall shopping experience. Each item employed a five point Likert Scale fully anchored by strongly disagree to strongly agree. Data on demographics and shopping behavior was also collected.
3.9.2 Scale Refinement and Validation

There is necessity to develop valid and reliable measures and this would enable proper framework for establishing dimensions under study. Unless reliability and validity are established, it is hard to standardize the measurement scales, without which it is difficult to know whether the scales actually measures what they are suppose to measure. In present study, the data was collected through a questionnaire which was subjected to factor analysis in order to unearth the latent factors based on factor loadings. Then the instrument was subjected to tests of reliability and validity, thereby ensuring operationalisation and standardization of the data.

3.9.3 Reliability and Validity of the Instrument

Sound measurement must meet the tests of reliability and validity. Validity refers to the extent to which these inferences are sound. A researcher’s interpretation of a score is valid if it yields accurate conclusions about the variable. Validity, therefore, is not a characteristics of the research instrument itself, the term refers to the ways a researcher interprets and uses measurement results. Researcher make inferences from measurement results about how much of the variable being measured is present. Measures of variables should have validity and reliability (Cronbach, 1971; Nunnally, 1978) in order to draw valid inferences from the research.

The validity of a measurement instrument refers to how well it captures what it is designed to measure (Rosenthal and Rosnow, 1984). Several different types of validity are of concern: Content validity, the degree of correspondence between the item selected to constitute a summated scale and its conceptual definition; criterion validity, the degree of correspondence between a measure and a criterion variable, usually measured by their correlation and construct validity, the ability of a measure to confirm a network of related hypothesis generated from a theory of constructs.

In this study, the content validity of measurement instrument was assessed by asking experts to examine it and provide feedback for revision. The expert panel included two professors and two marketing heads of the companies. After they reviewed the questionnaire changes were made to clarify and eliminate ambiguous statements and questions according to their recommendations. Also, in pilot test each question was
examined for its clarity and relevance to conduct this research, which resulted in some modifications to the questions. This is a subjective but systematic evaluation of how well the content of scale represents the measurement task at hand.

Reliability refers to the consistency of measurement results and the extent to which they are accurate, error free, and stable. Reliable measurement results are reproducible and generalizable to other instrument occasions. Reliability evidence most often is reported as a correlation coefficient. In classical test theory reliability is defined mathematically as the ratio of the variation of the true score and the variation of the observed score. Unfortunately, there is no way to directly observe or calculate the true score, so variety of methods is used to estimate the reliability of a test (Goodwin, 1997).

Researchers make inferences from measurement results about how much of the variable being measured is present. Reliability deals with how consistently similar measures produce similar result (Rosenthal & Rosnow, 1984), and it has two dimensions of repeatability and internal consistency (Zigmund, 1995). Internal consistency refers to the ability of a scale item to correlate with other items in the scale that are intended to measure the same construct. Items measuring the same construct are expected to be positively correlated with each other. A common measure of the internal consistency of a measurement instrument is Cronbach’s alpha (Cronbach 1951).

If the reliability is not acceptably high, the scale can be revised by altering or deleting the items that have scores lower than predetermined cut off point. If a scale used to measure a construct has an alpha value greater than 0.70, the scale is considered reliable in measuring the construct (Hair, Anderson, Tatham & Black, 1998; Nunally, 1978; Leedy 1997). According to Schuessler (1971), a scale is considered to have a good reliability if it has an alpha value greater than 0.60. In this research, the multi item scales measuring the various items and dimensions were checked for reliability by determining Cronbach Alpha and an Alpha value of 0.60 or greater was considered reliable.
Table 3.4: Reliability Statistics of Complete Scale

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>0.902</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Items</td>
<td>43</td>
</tr>
</tbody>
</table>

Combined alpha score for the instrument is 0.902 (Table 3.4) which indicates excellent internal consistency of the set of items of the scales.

3.10 Factor Analysis

Factor analysis is a multivariate statistical procedure primarily used for data reduction and summarization i.e. large numbers of correlated variables are reduced to a set of independent underlying factors. Structure of interrelationships among large numbers of variables can thus be studied by defining a set of common underlying dimensions, known as factor or dimensions. This leads to summarization and data reduction.

Field (2009) explains that there are two approaches to locate the underlying dimensions of the data i.e. Factor Analysis and Principle Component Analysis. Factor analysis derives a mathematical model from which the factors are estimated while Principle Component Analysis decomposes the original data into a set of linear variables (Dunteman, 1990). Factor Analysis can estimate underlying factors which the Principle Component Analysis establishes where linear components exist in the data and how a particular variable contributes to that component.

Guadagnoli and Velicer (1988) did an extensive literature review and concluded that solutions generated from Principle Component Analysis differ little from those derived by factor analysis. According to Field (2009) it is psychometrically sound procedure and therefore, it has been employed in this study to identify the underlying factors in the data. Principle Component Analysis is based on the correlation matrix of the variables involved and correlations usually need a large sample size before they stabilize. Tabachnick, Fidell & Osterlind, (2001) cited advice from Comrey & Lee (1992) regarding sample size: 50 cases is very poor, 100 is poor, 200 is fair, 300 is good, 500 is very good, and 1000 or more is excellent. In this study the sample size was 1200 which is excellent for conducting Principle Component Analysis.
While deciding how many factors to retain, Field (2009) compares Kaiser Threshold of considering the factors having Eigen value greater than 0.7. Jolliffe (1972) rationalizes reducing Kaiser's threshold from 1 to around 0.7 to reflect the fact that we are dealing with Principle Component Analysis and not factor analysis. An important tool in interpreting factors is Factor Rotation. Without rotation most of the variables have high loadings on the most important factor and small loadings on the other. This makes interpretation difficult therefore rotation means that the factor axes are turned about the original until variables are loaded maximally to only one factor Field (2009). With varimax rotational approach there tends to be some high loadings close to -1 or +1, thus, indicating a clear positive or negative association between the variable and the factor close to 0 , indicating a clear lack of association. Thus, varimax rotation gives clear separation of factors and it has been utilized in this study.

In this study, KMO measure of sampling adequacy was also calculated. This suggests that data is adequate for factor analysis. Bartlett’s test of Sphericity was calculated which suggested that null hypothesis correlation matrix was derived from a population in which variables were non collinear or not related.

3.11 KMO and Bartlett test

The Kaiser Meyer Olkin (KMO) measure of sampling adequacy determines whether the data is adequate for factor analysis Field (2009). Kaiser( 1974) recommended bare minimum value of 0.5, values between 0.5-0.7 are mediocre, values between 0.7-0.8 are good, values between 0.8-0.9 are great and value greater than 0.9 are superb (Field 2009; Hutcheson& Sofroniou,1999).

Bartlett’s test of sphericity is a statistical test for the presence of correlation among variables. It provides the statistical probability that the correlation matrix has significant relation among at least some of the variables. Thus, a significant Bartlett’s test of sphericity is also required (Hair et al., 1998). The KMO measure of sampling adequacy test as shown in Table 3.5 was found to be 0.879 and Bartlett’s test value was highly significant.
Table 3.5: Kaiser-Meyer-Olkin Results

<table>
<thead>
<tr>
<th>Test</th>
<th>Test Statistics</th>
<th>Degree of Freedom</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaiser-meyer-Olkin</td>
<td>0.879</td>
<td>780</td>
<td>.000</td>
</tr>
<tr>
<td>Measure of Sampling Adequacy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bartlett's Test of Sphericity</td>
<td>16080.577</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3.12 Factor Analysis Results

Once it was ascertained that factor analysis is an appropriate technique, the items were subjected to exploratory factor analysis with Principle axis factoring and Varimax rotation (Arnold & Reynolds, 2003; Hair et al., 1998; Nunnally, 1978). Principle axis factor is a multivariate procedure which rotates the data such that maximum variability are projected onto axis (Pallant, 2007; Tabachnick & Fidell, 2001). Varimax rotation, suggested by Kaiser in 1958, is often used to see how grouping of items measure the same concept (Kaiser, 1958).

Once the number of factors was determined, the resultant factor matrix was interpreted. To facilitate interpretation, the factors were rotated. Diekhoff (1992) stated that the factors which explain the most variance are rotated to make their meaning clearer. For the purpose of this study, the factors were rotated according to Varimax criterion. To enhance interpretation of factor matrix, loading greater than 0.40 was noted (Hair et al., 1998; Rossiter, 2002) thus one item was eliminated from the scale. The remaining 43 items had factor loadings more than 0.4 (Table 3.6) When the total data collected was subjected to factor analysis, nine factors were identified and together they explain 59.293% variance.
<table>
<thead>
<tr>
<th>S No.</th>
<th>Dimension</th>
<th>Statement</th>
<th>Factor Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Atmospherics</td>
<td>1 The lighting is appropriate.</td>
<td>0.610</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 The smell and air quality is pleasant.</td>
<td>0.677</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3 The music suits to my mood</td>
<td>0.604</td>
</tr>
<tr>
<td>2</td>
<td>Store Design</td>
<td>4 The space design and allocation is fine and spacious</td>
<td>0.564</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5 The price displays are clear.</td>
<td>0.551</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6 The sign and artwork is easy to read, informative and appealing</td>
<td>0.503</td>
</tr>
<tr>
<td>3</td>
<td>Pricing</td>
<td>7 Price with respect to competitors is low.</td>
<td>0.661</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8 It has reasonable price relative to product.</td>
<td>0.653</td>
</tr>
<tr>
<td>4</td>
<td>Merchandise</td>
<td>9 Quality of merchandise is good.</td>
<td>0.560</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10 There is a variety of merchandise.</td>
<td>0.532</td>
</tr>
<tr>
<td></td>
<td></td>
<td>11 Number of brands are available</td>
<td>0.655</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 There is availability of preferred brands.</td>
<td>0.653</td>
</tr>
<tr>
<td>5</td>
<td>Sales Personnel</td>
<td>13 Sales personnel are well trained with relevant knowledge and skills.</td>
<td>0.444</td>
</tr>
<tr>
<td></td>
<td></td>
<td>14 The sales personnel are well dressed.</td>
<td>0.678</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15 Sales personnel are customer concerned, friendly, courteous and respectful.</td>
<td>0.641</td>
</tr>
<tr>
<td>6</td>
<td>Convenience</td>
<td>16 It is close to my house.</td>
<td>0.691</td>
</tr>
<tr>
<td></td>
<td></td>
<td>17 It is close to my workplace.</td>
<td>0.723</td>
</tr>
<tr>
<td></td>
<td></td>
<td>18 I feel safe and secure while shopping</td>
<td>0.722</td>
</tr>
<tr>
<td></td>
<td></td>
<td>19 It has convenient opening hours.</td>
<td>0.566</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20 One can shop for all needs at a time</td>
<td>0.727</td>
</tr>
<tr>
<td></td>
<td></td>
<td>21 It is easy to find parking facility.</td>
<td>0.587</td>
</tr>
<tr>
<td></td>
<td></td>
<td>22 Wheel chairs for the elderly and physically challenged persons are available persons</td>
<td>0.649</td>
</tr>
<tr>
<td>S No.</td>
<td>Dimension</td>
<td>Statement</td>
<td>Factor Loading</td>
</tr>
<tr>
<td>-------</td>
<td>------------------</td>
<td>---------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>23</td>
<td></td>
<td>Play and rest areas for kids and children are available.</td>
<td>0.616</td>
</tr>
<tr>
<td>24</td>
<td></td>
<td>Changing and fitting rooms are available</td>
<td>0.589</td>
</tr>
<tr>
<td>25</td>
<td></td>
<td>Facility of payment through credit/debit card is available.</td>
<td>0.589</td>
</tr>
<tr>
<td>26</td>
<td>Service</td>
<td>It provides exchange and return adjustments.</td>
<td>0.568</td>
</tr>
<tr>
<td>27</td>
<td></td>
<td>It provides fast and efficient billing.</td>
<td>0.622</td>
</tr>
<tr>
<td>28</td>
<td></td>
<td>It takes less time to check out.</td>
<td>0.635</td>
</tr>
<tr>
<td>29</td>
<td></td>
<td>It provides after sale service.</td>
<td>0.566</td>
</tr>
<tr>
<td>30</td>
<td></td>
<td>Customer complaints are properly handled.</td>
<td>0.573</td>
</tr>
<tr>
<td>31</td>
<td></td>
<td>Accurate and on time home delivery is provided.</td>
<td>0.497</td>
</tr>
<tr>
<td>32</td>
<td></td>
<td>Payment mode is convenient.</td>
<td>0.475</td>
</tr>
<tr>
<td>33</td>
<td>Sales Promotion</td>
<td>It has attractive product and promotional displays.</td>
<td>0.581</td>
</tr>
<tr>
<td>34</td>
<td></td>
<td>The point of purchase is attractive.</td>
<td>0.581</td>
</tr>
<tr>
<td>35</td>
<td></td>
<td>It provides special offer and timely announcement of sales.</td>
<td>0.562</td>
</tr>
<tr>
<td>36</td>
<td></td>
<td>Facility of payment through store card is available.</td>
<td>0.595</td>
</tr>
<tr>
<td>37</td>
<td></td>
<td>There is good use if celebrity endorsement in advertising</td>
<td>0.621</td>
</tr>
<tr>
<td>38</td>
<td>Overall</td>
<td>Overall perception of my experience at shopping mall is positive</td>
<td>0.585</td>
</tr>
<tr>
<td>39</td>
<td>Shopping</td>
<td>I feel shopping mall offers me more than just products and services, but</td>
<td>0.600</td>
</tr>
<tr>
<td></td>
<td>Experience</td>
<td>also a memorable experience.</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td></td>
<td>I am delighted about doing shopping in the shopping mall.</td>
<td>0.664</td>
</tr>
<tr>
<td>41</td>
<td></td>
<td>Malls have good entertainment facilities.</td>
<td>0.721</td>
</tr>
<tr>
<td>42</td>
<td></td>
<td>Services provided are good.</td>
<td>0.565</td>
</tr>
<tr>
<td>43</td>
<td></td>
<td>It gives me pleasure to visit malls</td>
<td>0.645</td>
</tr>
</tbody>
</table>
After pertaining the Exploratory Factor Analysis, 43 items were retained which measured nine dimensions of the scale again, Cronbach alpha coefficients were used to assess the scale reliabilities. The reliability coefficients ranged from 0.703 to 0.776 the values suggested that the scales were reliable and could be used for further analysis (Table 3.7).

Table 3.7: Cronbach’s Alpha Value

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of Dimension</th>
<th>No of items</th>
<th>Cronbach Alpha Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Atmospherics</td>
<td>3</td>
<td>0.774</td>
</tr>
<tr>
<td>2</td>
<td>Store Design</td>
<td>3</td>
<td>0.713</td>
</tr>
<tr>
<td>3</td>
<td>Pricing</td>
<td>2</td>
<td>0.776</td>
</tr>
<tr>
<td>4</td>
<td>Merchandise</td>
<td>4</td>
<td>0.703</td>
</tr>
<tr>
<td>5</td>
<td>Sales Personnel</td>
<td>3</td>
<td>0.743</td>
</tr>
<tr>
<td>6</td>
<td>Convenience</td>
<td>10</td>
<td>0.743</td>
</tr>
<tr>
<td>7</td>
<td>Service</td>
<td>7</td>
<td>0.769</td>
</tr>
<tr>
<td>8</td>
<td>Sales Promotion</td>
<td>5</td>
<td>0.736</td>
</tr>
<tr>
<td>9</td>
<td>Overall Shopping Experience</td>
<td>6</td>
<td>0.730</td>
</tr>
</tbody>
</table>

3.13 Statistical Technique

Descriptive statistics was used to measure the central tendency of the data. It was used to obtain the insight into shopping behavior of the respondents. For presentation, bar charts have been used. For ascertaining the differences among different groups of mall shoppers, t-test and analysis of variance (ANOVA) were used. In order to test the impact of mall attributes on overall shopping experience of the customers visiting shopping mall multiple regression analysis was used. The statistical analysis was carried out with the help of SPSS 18.0.
3.13.1 Exploratory Factor Analysis

EFA is used to ensure that the instrument used actually represent the variables measure to be investigated as EFA attempts to discover the nature of the constructs influencing a set of responses. The key objective of using EFA was to determine the number of common factors influencing a set of measures and the strength of the relationship between each factor and each observed measure.

3.13.2 t-test

t-test being a parametric test was used for judging the significance of a sample mean or significance of difference between the means of two samples in case of small sample (s) when population variance is not known (Kothari, 2004). The test is based on t distribution. The t-distribution is similar to normal distribution in appearance. However, as compared to the normal distribution, the t-distribution has more area in the tails and less in the centre (Malhotra, 2006).

3.13.3 Analysis of Variance (ANOVA)

ANOVA was used for examining the difference in the mean value of the dependent variable associated with the effects of the controlled independent variables. The test is also used for judging the significance of multiple correlation coefficients.

3.13.4 Regression Analysis

Regression analysis was used to examine the relation of a dependent variable to specified independent variables. Regression analysis being a descriptive method of data analysis (such as curve fitting) without relying on the assumptions about underlying processes generating the data. When paired with assumptions in the form of statistical model, regression can be used for prediction, inference, and hypothesis testing, and modeling of causal relationships. These uses of regression rely heavily on the model assumptions being satisfied.

The various stages of conducting the research is presented in the flow chart given below (Figure 3.3).
Fig. 3.3: Stage Model

Source: Developed by Researcher
3.14 Limitation

Every study has its share of limitations. This study too has certain limitations. Important ones are listed below:

1. The first limitation arises of its survey design. A survey design relies on self-report data which may be inaccurate or manipulated by participants and/or environmental factors. Additionally non-random selection of the subjects may influence generalisability of the findings.

2. Scope of this study was limited to shopping malls. A comparison to the existing competition from high streets and potential competition from emerging formats like internet retailing can give a better picture of organised retail in India.

3. Some of the respondents were not really co-operative and the answers given by them may be biased.

4. The lack of time and funds limited further and more extensive research.

5. As the store managers did not allow interacting with the customers in store, the accessibility of the customers was a problem.

3.15 Scope of the study

The scope of the study has been limited to the identification of the impacting factors which determine the shopping experience of customers visiting shopping malls.

The cities identified for the study have been sorted into multi stages of the Indian retail life cycle stage. The second reason being that the selected cities are the major cities of the country with an urban population of more than half a million residents and retail shoppers. Third, being all cities have a sizeable number of retail malls.

Delhi and NCR are at maturity stage of retail development in the Indian retail landscape. Lucknow and Allahabad were identified to be included in the sample being a high growth city with retail boom moving into this city. Presently, they are in the growth phase of the retail life cycle stage and Bhubaneswar and Cuttack are the emerging retail cities, hence, they can be classified as in the introduction stage of the Indian retail life cycle stage.

In order to arrive at a definite conclusion from this research, the shopping malls were chosen for the study. The major shopping malls which were visited were as follows:
Delhi (Ambience mall, Select City Mall, TDI Mall, V3S Mall, Pacific Mall, West Gate Mall, EDM, Metro Walk Mall, Eros Metro Mall and CTC Plaza).

Gurgaon (Sahara Mall, MGF Metropolitan Mall, Ambience Mall, Eros EF3 Mall, DLF City Centre, Mega Mall, Gold Souk and DLF Star Mall)

Faridabad (Parsynath City Mall, The Great India Place, Crown Plaza, SLF Mall, SRS World and Coupon Mall)

Noida (DLF Town Square, Sab Mall, East End Mall, Waves, The Great India Place, Sab Mall and Centrestage Mall).

Ghaziabad (Shipra Mall, Pacific Mall, Fun Republic, Westend Mall, Silver City, MMX MALL, Mahagun Metro Mall and Galaxy Mall).

Lucknow (Sahara Ganj Mall, Waves, Fun Republic and Inox).

Allahabad (Atlantis Mall and Big Bazaar)

Cuttack (Mall A Mall, Atlantis Mall, Big Bazaar and Reliance Fresh).

Bhubaneswar (Pal Heights, Maruti Mall and Vishal Mega Mart).

The responses were collected by the researcher within a period of six months. The respondents have been restricted to Delhi and NCR, Lucknow, Allahabad, Cuttack and Bhubaneswar regions.

3.16 Summary

This chapter has exhaustively discussed the methodology adopted for the research study. Research objectives, research question and conceptual model of research have been mentioned. Research hypotheses were formulated and research design was presented. The study design included quantitative approach. Data collection section included a discussion of population, sample size, and survey procedures. In the scale refinement section, the details of scale refinement have been discussed. It also discusses the Exploratory Factor Analysis. Research stages model has been figured. The statistical technique used for analyzing the data has been explained. In the end, the major limitations of the study are presented. The next chapter i.e. chapter 4 Data Analysis and its interpretation is discussed.
Chapter 4
DATA ANALYSIS AND INTERPRETATION

Chapter Overview

The chapter starts with the description of the Demographic data. The results of the data analysis and its interpretation are presented. The data was collected with respect to the research objectives and ensuing research hypotheses. Subsequently, data analysis is carried out through various statistical techniques such as descriptive statistics, Independent sample t-test, ANOVA test, and Regression. Finally, chapter discusses the results of the hypotheses.

4.1 Description of Demographic Data

The demographic data included Gender, Age, Marital Status, Qualification, Occupation and Income of the respondents. The data summary for these demographic variables and the description of the respondents in terms of the chosen demographic variables are as follows.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>536</td>
<td>44.7</td>
</tr>
<tr>
<td>Female</td>
<td>664</td>
<td>55.3</td>
</tr>
<tr>
<td>Total</td>
<td>1200</td>
<td>100</td>
</tr>
</tbody>
</table>

The Table 4.1 shows that majority of the respondents 55.3% were female and 44.7% were males. It shows that there is more number of female shoppers than males.
Table 4.2: Responses on the Basis of Age

<table>
<thead>
<tr>
<th>Age (Years)</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;20</td>
<td>356</td>
<td>29.7</td>
</tr>
<tr>
<td>20-30</td>
<td>470</td>
<td>39.2</td>
</tr>
<tr>
<td>31-40</td>
<td>205</td>
<td>17.1</td>
</tr>
<tr>
<td>41-50</td>
<td>119</td>
<td>9.9</td>
</tr>
<tr>
<td>&gt;50</td>
<td>50</td>
<td>4.2</td>
</tr>
<tr>
<td>Total</td>
<td>1200</td>
<td>100</td>
</tr>
</tbody>
</table>

The Table 4.2 shows that out of the sample collected 29.7 % belong to the age group of <20 years, 39.2 % are in the age group of 20-30 years, around 17.1 % belong to the age group of 31-40 years, 9.9 % belong to the age group of 41-50 years and 4.2 percent are above 50 years of age. Therefore, the maximum number of respondents lies within the group of 20-30 years of age.

Table 4.3: Responses on the Basis of Marital Status

<table>
<thead>
<tr>
<th>Marital status</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>482</td>
<td>40.2</td>
</tr>
<tr>
<td>Unmarried</td>
<td>718</td>
<td>59.8</td>
</tr>
<tr>
<td>Total</td>
<td>1200</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 4.3 shows that out of the total number of respondents 40.2 % were married and 59.8 % were unmarried.

Table 4.4: Responses on the Basis of Qualification

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>541</td>
<td>45.1</td>
</tr>
<tr>
<td>Graduate</td>
<td>378</td>
<td>31.5</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>281</td>
<td>23.4</td>
</tr>
<tr>
<td>Total</td>
<td>1200</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 4.4 shows that out of the total respondents 45.1 % were undergraduates, 31.5 percent were graduates and 23.4 % were postgraduates.
Table 4.5: Responses on the Basis of Occupation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home maker</td>
<td>128</td>
<td>10.7</td>
</tr>
<tr>
<td>Self employed</td>
<td>184</td>
<td>15.3</td>
</tr>
<tr>
<td>Salaried</td>
<td>266</td>
<td>22.2</td>
</tr>
<tr>
<td>Retired</td>
<td>43</td>
<td>3.6</td>
</tr>
<tr>
<td>Student</td>
<td>579</td>
<td>48.3</td>
</tr>
<tr>
<td>Total</td>
<td>1200</td>
<td>100</td>
</tr>
</tbody>
</table>

The Table 4.5 shows that around 10.7% of the total respondents were home maker, 15.3% were self employed, 22.2% were salaried, 3.6% were retired and 48.3% are students. Hence, this study comprises of students a frequent visitor of malls.

Table 4.6: Responses on the Basis of Monthly Family Income

<table>
<thead>
<tr>
<th>Monthly Income (Rs)</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 25000</td>
<td>384</td>
<td>32.0</td>
</tr>
<tr>
<td>25000-50000</td>
<td>490</td>
<td>40.8</td>
</tr>
<tr>
<td>50001-75000</td>
<td>211</td>
<td>17.6</td>
</tr>
<tr>
<td>75001-100000</td>
<td>74</td>
<td>6.2</td>
</tr>
<tr>
<td>&gt;100000</td>
<td>41</td>
<td>3.4</td>
</tr>
<tr>
<td>Total</td>
<td>1200</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 4.6 shows that out of total respondents 32.0% had a monthly income below Rs 25000, 40.8% have an income of Rs 25000-50000, 17.6% had an income of Rs 50001-75000, 6.2% had an income of Rs 75001-100000 and 3.4% had an income of above Rs 100000.
4.2 Description of Shopping Behaviour

Descriptive statistics was used to explore the data and to obtain the insight into the shopping behaviour of the respondents. For presentation bar charts, have been used.

Table 4.7: Visit Mall for Shopping and for Other Activities

<table>
<thead>
<tr>
<th>Shopping and Other Activities</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>650</td>
<td>54.2</td>
</tr>
<tr>
<td>Dining</td>
<td>220</td>
<td>18.3</td>
</tr>
<tr>
<td>Window shopping</td>
<td>154</td>
<td>12.8</td>
</tr>
<tr>
<td>Information seeking</td>
<td>176</td>
<td>14.7</td>
</tr>
<tr>
<td>Total</td>
<td>1200</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Fig. 4.1: Visit Mall for Shopping and for Other Activities

The data distribution indicates that majority of the respondents visit malls for shopping with entertainment (54.2 %), 18.3% of the respondents visit malls for shopping with dining, 12.8% visit malls for window shopping and 14.7% of the respondents visit shopping mall to seek information. (Table 4.7, Fig. 4.1)
Table 4.8: Visit Mall not for Shopping but for Other Activities

<table>
<thead>
<tr>
<th>Other Activities</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>523</td>
<td>43.6</td>
</tr>
<tr>
<td>Dining</td>
<td>318</td>
<td>26.5</td>
</tr>
<tr>
<td>Window shopping</td>
<td>188</td>
<td>15.7</td>
</tr>
<tr>
<td>Information seeking</td>
<td>171</td>
<td>14.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Fig. 4.2: Visit Mall not for Shopping but for Other Activities

About 43.6% of the respondents visit malls not for shopping but for entertainment, 26.5% visit malls for dining 15.7% for window shopping and 14.3% for information seeking. Table 4.8, Fig. 4.2 diagrammatically presents the reason for customers visiting shopping mall.
Table 4.9: Shopping Companion

<table>
<thead>
<tr>
<th>Shopping Companion</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>422</td>
<td>35.2</td>
</tr>
<tr>
<td>Friends</td>
<td>616</td>
<td>51.3</td>
</tr>
<tr>
<td>Relatives</td>
<td>55</td>
<td>4.6</td>
</tr>
<tr>
<td>Colleagues</td>
<td>107</td>
<td>8.9</td>
</tr>
<tr>
<td>Total</td>
<td>1200</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Fig. 4.3: Shopping Companion

Table 4.9, Fig. 4.3 indicates that majority of the respondents visit shopping malls with their friends 51.3%, 35.2% visit malls with their family, 4.6% with relatives and 8.9% with their colleagues.
Table 4.10: Average Money Spend (Rs.) per Visit

<table>
<thead>
<tr>
<th>Average Money Spend (Rs.) per Visit</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5000</td>
<td>593</td>
<td>49.4</td>
</tr>
<tr>
<td>5001-10000</td>
<td>394</td>
<td>32.8</td>
</tr>
<tr>
<td>10001-20000</td>
<td>128</td>
<td>10.7</td>
</tr>
<tr>
<td>20001-40000</td>
<td>52</td>
<td>4.3</td>
</tr>
<tr>
<td>&gt;40000</td>
<td>33</td>
<td>2.8</td>
</tr>
<tr>
<td>Total</td>
<td>1200</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Fig. 4.4: Average Money Spend (Rs.) per Visit

Table 4.10, Fig. 4.4 shows that 49.4% of the respondents spend Rs. <5000 per visit, 32.8% spend Rs. 5001-10000, 10.7% spend Rs. 10001-20000, 4.3% of the respondent spend between Rs. 20001-40000 while 2.8% spend less than Rs. 40000 per visit in malls.
Table 4.11: Average Time Spend per Visit

<table>
<thead>
<tr>
<th>Average Time Spend per Visit</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1hr</td>
<td>177</td>
<td>14.8</td>
</tr>
<tr>
<td>1-3hr</td>
<td>741</td>
<td>61.8</td>
</tr>
<tr>
<td>3-6 hr</td>
<td>222</td>
<td>18.5</td>
</tr>
<tr>
<td>&gt;6 hr</td>
<td>60</td>
<td>5.0</td>
</tr>
<tr>
<td>Total</td>
<td>1200</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Fig 4.5: Average Time Spend per Visit

The data distribution indicates that majority of the respondents spend 1-3 hrs per visit (61.8%), 18.5% spend 3-6 hrs while 14.8% of the respondents spend <1 hr. Very few respondents spend > 6 hrs that account for only 5%. Table 4.11, Fig. 4.5 graphically represents the summary of respondents on the average time spend in the shopping mall per visit.
Table 4.12: Frequency of Visit

<table>
<thead>
<tr>
<th>Frequency of Visit</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a week</td>
<td>312</td>
<td>26.0</td>
</tr>
<tr>
<td>Twice a week</td>
<td>235</td>
<td>19.6</td>
</tr>
<tr>
<td>Thrice a week</td>
<td>147</td>
<td>12.3</td>
</tr>
<tr>
<td>As per shopping needs</td>
<td>506</td>
<td>42.2</td>
</tr>
<tr>
<td>Total</td>
<td>1200</td>
<td>100.0</td>
</tr>
</tbody>
</table>

![Pie chart showing frequency of visits](chart.png)

**Fig 4.6: Frequency of Visit**

Table 4.12, Fig 4.6 gives the summary of the respondents of frequency of visit to the shopping malls. 26.0% of the respondents visit shopping malls once a week for various purposes, 19.6% visit twice a week while 12.3% visit thrice a week, and majority of the respondents (42.2%) visit shopping malls as per their shopping needs.
Table 4.13: Day of Visit

<table>
<thead>
<tr>
<th>Day of Visit</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday</td>
<td>165</td>
<td>13.8</td>
</tr>
<tr>
<td>Sunday</td>
<td>469</td>
<td>39.1</td>
</tr>
<tr>
<td>Weekly low price day</td>
<td>157</td>
<td>13.1</td>
</tr>
<tr>
<td>Any day</td>
<td>409</td>
<td>34.1</td>
</tr>
<tr>
<td>Total</td>
<td>1200</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Fig. 4.7: Day of Visit

Table: 4.13, Fig. 4.7 shows that 13.8% of the respondents visit shopping malls on Saturday, 39.1% visit on Sunday, 13.1% on weekly low price day while 34.1% of the total respondents visit any day to malls for shopping or any other related activities.
Table 4.14: Time of Visit

<table>
<thead>
<tr>
<th>Time of Visit</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>155</td>
<td>12.9</td>
</tr>
<tr>
<td>Afternoon</td>
<td>434</td>
<td>36.2</td>
</tr>
<tr>
<td>Evening</td>
<td>611</td>
<td>50.9</td>
</tr>
<tr>
<td>Total</td>
<td>1200</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Fig 4.8: Time of Visit

Table 4.14 and the fig. 4.8 show that 12.9% of the total respondents visit shopping malls in the morning, 36.2% in afternoon and 50.9% in the evening for shopping or related activities.
Table 4.15: Mode of Transport

<table>
<thead>
<tr>
<th>Mode of Transport</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two wheeler</td>
<td>267</td>
<td>22.3</td>
</tr>
<tr>
<td>Four wheeler</td>
<td>366</td>
<td>30.5</td>
</tr>
<tr>
<td>Public transport</td>
<td>567</td>
<td>47.3</td>
</tr>
<tr>
<td>Total</td>
<td>1200</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Fig. 4.9 Mode of Transport

Table 4.15, fig. 4.9 shows that 22.3% of the totals respondents use two wheeler, 30.5% use four wheeler while 47.3% use public transport for a visit to a shopping mall.
Table 4.16: Identification of Key Factors of Shopping Experience

<table>
<thead>
<tr>
<th>Mall Attributes</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>One can shop for all needs at a time.</td>
<td>4.51</td>
</tr>
<tr>
<td>Quality of merchandise is good.</td>
<td>4.43</td>
</tr>
<tr>
<td>There is a variety of merchandise.</td>
<td>4.32</td>
</tr>
<tr>
<td>It is easy to find parking facility.</td>
<td>4.31</td>
</tr>
<tr>
<td>Sales personnel are customer concerned friendly, courteous and respectful</td>
<td>4.25</td>
</tr>
<tr>
<td>Facility of payment through credit/debit card is available.</td>
<td>3.76</td>
</tr>
<tr>
<td>Changing and fitting rooms are available</td>
<td>3.75</td>
</tr>
<tr>
<td>The space design and allocation is fine and spacious</td>
<td>3.73</td>
</tr>
<tr>
<td>It has attractive product and promotional displays</td>
<td>3.71</td>
</tr>
<tr>
<td>The sales personnel are well dressed.</td>
<td>3.69</td>
</tr>
<tr>
<td>Sales personnel are well trained with relevant knowledge and skills</td>
<td>3.67</td>
</tr>
<tr>
<td>It provides special offer and timely announcement of sales</td>
<td>3.66</td>
</tr>
<tr>
<td>It has convenient opening hours</td>
<td>3.65</td>
</tr>
<tr>
<td>The music suits to my mood</td>
<td>3.64</td>
</tr>
<tr>
<td>The smell and air quality is pleasant.</td>
<td>3.63</td>
</tr>
<tr>
<td>It takes less time to check out</td>
<td>3.63</td>
</tr>
<tr>
<td>The price displays are clear</td>
<td>3.63</td>
</tr>
<tr>
<td>The lighting is appropriate</td>
<td>3.61</td>
</tr>
<tr>
<td>There is availability of preferred brands.</td>
<td>3.60</td>
</tr>
<tr>
<td>It has reasonable price relative to product.</td>
<td>3.69</td>
</tr>
<tr>
<td>The sign and artwork is easy to read, informative and appealing</td>
<td>3.66</td>
</tr>
<tr>
<td>Number of brands are available</td>
<td>3.59</td>
</tr>
<tr>
<td>Wheel chairs for the elderly and physically challenged persons are available</td>
<td>3.55</td>
</tr>
<tr>
<td>I feel safe and secure while shopping.</td>
<td>3.48</td>
</tr>
<tr>
<td>It provides fast and efficient billing.</td>
<td>3.42</td>
</tr>
<tr>
<td>It is close to my house.</td>
<td>3.38</td>
</tr>
<tr>
<td>It is close to my workplace.</td>
<td>3.35</td>
</tr>
<tr>
<td>Play and rest areas for kids and children are available.</td>
<td>3.29</td>
</tr>
<tr>
<td>Payment mode is convenient</td>
<td>3.27</td>
</tr>
<tr>
<td>It provides exchange and return adjustments</td>
<td>3.25</td>
</tr>
<tr>
<td>The point of purchase is attractive.</td>
<td>3.23</td>
</tr>
<tr>
<td>Price with respect to competitors are low</td>
<td>3.20</td>
</tr>
<tr>
<td>Accurate and on time home delivery is provided</td>
<td>3.19</td>
</tr>
<tr>
<td>Customer complaints are properly handled.</td>
<td>3.15</td>
</tr>
<tr>
<td>There is good use of celebrity endorsement in advertising</td>
<td>3.15</td>
</tr>
<tr>
<td>It provides after sale service.</td>
<td>3.09</td>
</tr>
<tr>
<td>Facility of payment through store card is available</td>
<td>3.02</td>
</tr>
</tbody>
</table>
4.3 Identification of Key Factors of Shopping Experience

Mean of thirty seven mall attributes are shown in above Table 4.16 in a descending order. The descriptive statistics revealed that the respondents highly rated the importance for shopping for all needs at a time, quality of merchandise, variety of merchandise, availability of parking facility and friendliness of staff. This results, to a large extent, corresponds to most of the studies previously reviewed as that of Bearden (1977), Alhemoud (2008) etc. The lowest ratings of importance were attached by the respondents to after sale service and facility of payment through store card.

4.4 Hypothesis Testing

Hypothesis testing is a method for testing a claim or hypothesis about a parameter in a population, using data measured in a sample. In this method, we test some hypothesis by determining the likelihood that a sample statistic could have been selected, if the hypothesis regarding the population parameter were true. Hypotheses formulated are tested using ANOVA, t test statistics and Multiple Regression.

H01: Establishing the differences on mean score of Mall attributes across demographics.

H01.1: There is no significant difference on mean scores of Atmospherics across Gender.

<table>
<thead>
<tr>
<th>Table 4.17: Atmospherics across Gender: t-test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>--------</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
</tbody>
</table>

To analyse the difference in a mean value of atmospherics as a dimension of shopping experience on the basis of gender, student t test was applied.

It is noted that the mean value for females is 3.67 and for males 3.57 on the dimension of atmospherics. This indicates that the females have high satisfaction level on the dimension of atmospherics of shopping malls than males. The reported t value is 2.02
and sig=0.04 which is less than .05 (at 95% level of confidence), which indicates there is a significant difference between the behaviour of males and females. (Table 4.17)

Hence, null hypothesis $H_{01.1}$: stating that there is no significant difference on mean scores of atmospherics across gender is rejected. So, we can say that there is a significant difference on the factor of atmospherics among mall shoppers across gender.

$H_{01.2}$: There is no significant difference on mean scores of atmospherics across age.

**Table 4.18: Atmospherics across Age: ANOVA**

<table>
<thead>
<tr>
<th>AGE</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;20</td>
<td>356</td>
<td>3.54</td>
<td>0.93</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-30</td>
<td>469</td>
<td>3.71</td>
<td>0.85</td>
<td></td>
<td></td>
</tr>
<tr>
<td>31-40</td>
<td>205</td>
<td>3.59</td>
<td>0.78</td>
<td>2.48</td>
<td>0.02</td>
</tr>
<tr>
<td>41-50</td>
<td>119</td>
<td>3.70</td>
<td>0.94</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;50</td>
<td>51</td>
<td>3.48</td>
<td>1.12</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of atmospherics as a dimension of shopping experience on the basis of age one way ANOVA was applied.

It is also noted that the respondents belonging to the age group of 20-30 obtained maximum mean value of 3.71 on the dimension of atmospherics. This indicates that the customers belonging to this age group have high satisfaction level on the dimension of atmospherics of shopping malls however respondents belonging to the age group of >50 showed lowest satisfaction (m = 3.48) as compared to other age group respondents. The result of one way ANOVA test shows that F value = 2.48 and sig = 0.02 which is less than .05 (at 95% level of satisfaction), which indicates there is significant difference between the behaviour of different age group of consumers (Table 4.18).

Hence, null hypothesis $H_{01.2}$ stating that there is no significant difference on mean scores of atmospherics across age is rejected. We can assume that there is a significant difference on the factor of atmospherics among mall shoppers across age.
Table 4.19: Atmospheres across Marital Status: t-test

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>481</td>
<td>3.60</td>
<td>0.93</td>
<td>0.807</td>
<td>0.03</td>
</tr>
<tr>
<td>Unmarried</td>
<td>718</td>
<td>3.64</td>
<td>0.86</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of atmospheres as a dimension of shopping experience on the basis of marital status student t test was applied.

It is noted that the mean value for married is 3.60 and for unmarried is 3.64 on the dimension of atmospheres. This indicates that most of the unmarried respondents were having high satisfaction level on the dimension of atmospheres of shopping malls than married. It is observed that the t value is 0.807 and sig = 0.03 which is less than 0.05 (at 95% level of confidence) which indicates that there is significant difference. (Table 4.19)

Hence null hypothesis $H_{0.1.3}$ stating there is no significant difference on mean scores of atmospheres across marital status is rejected. We can assume that there is a significant difference on the factor of atmospheres among mall shoppers across marital status of the respondents.

Table 4.20: Atmospheres across Qualification: ANOVA

<table>
<thead>
<tr>
<th>Qualification</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>541</td>
<td>3.57</td>
<td>0.86</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduate</td>
<td>377</td>
<td>3.72</td>
<td>0.89</td>
<td>3.05</td>
<td>0.044</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>282</td>
<td>3.60</td>
<td>0.93</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of atmospheres as a dimension of shopping experience on the basis of qualification one way ANOVA was applied.
It was noted that the graduates have obtained maximum mean value of 3.72 on the dimension of atmospherics. This indicates that the respondents who were graduate had high satisfaction level on the dimension of atmospherics however the respondents who were undergraduates showed less satisfaction (m=3.75) as compared to others. The result of one way ANOVA test reveals F value = 3.054 and sig = 0.044 which is less than 0.05 (at 95% level of confidence), which indicates that there is significant difference. (Table 4.20)

Hence, null hypothesis $H_0$: stating that there is no significant difference on mean scores of atmospheric across qualification is rejected. This specifies that there is a significant difference on the factor of atmospherics across qualification.

$H_{01.5}$: There is no significant difference on mean scores of atmospherics across occupation.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home maker</td>
<td>127</td>
<td>3.59</td>
<td>0.99</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self employed</td>
<td>184</td>
<td>3.55</td>
<td>0.85</td>
<td>2.372</td>
<td>0.06</td>
</tr>
<tr>
<td>Salaried</td>
<td>266</td>
<td>3.69</td>
<td>0.87</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retired</td>
<td>44</td>
<td>3.29</td>
<td>1.09</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>579</td>
<td>3.65</td>
<td>0.86</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of atmospherics as a dimension of shopping experience one way ANOVA was applied.

It is noted that the salaried group of respondents have obtained maximum mean value of 3.69 on the dimension of atmospherics. This indicates that the salaried respondents possess have high satisfaction level on the dimension of atmospherics of shopping malls however the retired respondents showed less satisfaction (m=3.29) as compared to others. The result of one way ANOVA test reveals that F value = 2.372 and sig = 0.06 which is more than .05 (at 95% level of confidence), which indicates that there is no significant difference (Table 4.21).
Hence, null hypothesis $H_{0.6}$ stating that there is no significant difference on mean scores of atmospherics across occupation is not rejected. This specifies that there is no significant difference on the factor of atmospherics among mall shoppers across occupation.

$H_{0.6}$: There is no significant difference on mean scores of atmospherics across income.

<table>
<thead>
<tr>
<th>Monthly family income (Rs)</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;25000</td>
<td>384</td>
<td>3.46</td>
<td>0.89</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25000-50000</td>
<td>589</td>
<td>3.71</td>
<td>0.83</td>
<td>6.44</td>
<td>0.000</td>
</tr>
<tr>
<td>50001-75000</td>
<td>211</td>
<td>3.75</td>
<td>0.86</td>
<td></td>
<td></td>
</tr>
<tr>
<td>75001-10000</td>
<td>74</td>
<td>3.67</td>
<td>1.02</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;100000</td>
<td>41</td>
<td>3.41</td>
<td>1.14</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of atmospherics as a dimension of shopping experience one way ANOVA was applied.

It was noted that the respondents belonging to the income group of Rs. 50001-75000 have obtained maximum mean value of 3.75 this indicates that the respondents of this income group have high satisfaction level on the dimension of atmospherics of shopping mall whereas the respondents belonging to the income group of Rs. <100000 show less satisfaction (m= 3.41) as compared to other income groups The result of one way ANOVA shows that F value = 6.44 and sig. = 0.000 which is less than 0.05 (at 95% level of confidence) which states there is significant difference (Table 4.22).

Hence, null hypothesis $H_{0.6}$ stating that there is no significant difference of atmospherics across income is rejected. So we can assume that there is a significant difference on the factor of atmospherics among mall shoppers across income.


**H₀₁₇:** There is no significant difference of store design across gender.

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>536</td>
<td>3.649</td>
<td>0.83</td>
<td>0.15</td>
<td>0.87</td>
</tr>
<tr>
<td>Female</td>
<td>664</td>
<td>3.641</td>
<td>0.83</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of store design as a dimension of shopping experience on the basis of marital status student t test was applied.

It was observed that the mean value for males is 3.649 and for females are 3.641 on the dimension of layout and design. This indicates that the males had high satisfaction level on the dimension of store design of shopping malls than females. The results revealed that t value is 0.15 and sig = 0.87 which is more than 0.05 (at 95% level of confidence), which indicated no significant difference (Table 4.23).

Hence, null hypothesis **H₀₁₇ stating that there is no significant difference on mean scores of store design across gender is not rejected.** We can assume that there is no significant difference on the factor of store design among mall shoppers across gender.

**H₀₁₈:** There is no significant difference on mean scores of store design among across age.

<table>
<thead>
<tr>
<th>Age (Years)</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;20</td>
<td>356</td>
<td>3.52</td>
<td>0.80</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-30</td>
<td>470</td>
<td>3.66</td>
<td>0.81</td>
<td></td>
<td></td>
</tr>
<tr>
<td>31-40</td>
<td>205</td>
<td>3.73</td>
<td>0.71</td>
<td>5.657</td>
<td>0.000</td>
</tr>
<tr>
<td>41-50</td>
<td>119</td>
<td>3.86</td>
<td>0.92</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;50</td>
<td>50</td>
<td>3.42</td>
<td>1.27</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of layout and design as a dimension of shopping experience on the basis of age one way ANOVA was applied.
It is noted that the respondents belonging to the age group of 41-50 years obtained maximum mean value on the dimension of store design. This indicates that the customers belonging to this age group have high satisfaction level on the dimension of layout and design of shopping malls however the respondents belonging to the age group >50 years showed less satisfaction (m=3.42), as compared to other age group respondents. It is found that F value = 5.657 and sig = 0.000 which is less than 0.05 (at 95% level of confidence), which indicated that there is significant difference (Table 4.24).

Hence, null hypothesis $H_{0,1.8}$ stating that there is no significant difference on mean scores of store design across age is rejected. We can assume that that there is a significant difference on the factor of store design among mall shoppers across age.

$H_{0,1.9}$: There is no significant difference on mean scores of store design across marital status.

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>482</td>
<td>3.70</td>
<td>0.92</td>
<td>2.14</td>
<td>0.03</td>
</tr>
<tr>
<td>Unmarried</td>
<td>718</td>
<td>3.60</td>
<td>0.76</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of layout and design as a dimension of shopping experience on the basis of marital status student t test was applied.

It was also noted that the mean value for married respondents is 3.70 and for unmarried was 3.60 on the dimension of store design. This indicates that the married respondents have high satisfaction level on the dimension on store design of shopping malls than unmarried respondents. Since the t value is 2.45 and sig = 0.032 which is less than 0.05 (at 95% level of confidence), which indicated that there is significant difference (Table 4.25).

Hence null hypothesis $H_{0,1.9}$ stating that there is no significant difference on mean scores of store design across marital status is rejected. We can assume that there is a significant difference on the factor of store design among mall shoppers across marital status.
\textbf{H_{01.10}}: There is no significant difference on mean scores of store design across qualification.

\begin{table}[h]
\centering
\begin{tabular}{ |c|c|c|c|c|c| }
\hline
Qualification & N & Mean & Std. Dev & F & Sig \\
\hline
Undergraduate & 541 & 3.5662 & 0.812 & & \\
Graduate & 378 & 3.7222 & 0.840 & 4.48 & 0.01 \\
Postgraduate & 281 & 3.6928 & 0.868 & & \\
\hline
\end{tabular}
\end{table}

To analyse the differences in a mean value of store design as a dimension of shopping experience on the basis of qualification one way ANOVA was applied.

It was noted that the respondent belonging to the graduate group have obtained maximum mean value of 3.72 on the dimension of store design. This indicates that the respondents who were graduates have high satisfaction level on the dimension of store design however the respondents who were undergraduates showed less satisfaction (m=3.56) as compared to others. Since, F value = 4.487 and sig = 0.01 which is less than .05 (at 95% level of confidence) indicated that there is significant difference (Table 4.26)

Hence, null hypothesis \textbf{H_{01.10}} stating that there is no significant difference on mean scores of store design across qualification is rejected. We can assume that there is a significant difference on the factor of store design with qualification.

\textbf{H_{01.11}}: There is no significant difference on mean scores of store design across occupation.

\begin{table}[h]
\centering
\begin{tabular}{ |c|c|c|c|c|c| }
\hline
Occupation & N & Mean & Std. dev & F & Sig \\
\hline
Home maker & 128 & 3.5625 & 1.00893 & & \\
Self employed & 184 & 3.7355 & 0.80758 & 2.783 & 0.026 \\
Salaried & 266 & 3.7356 & 0.86041 & & \\
Retired & 43 & 3.4031 & 1.158 & & \\
Student & 579 & 3.6108 & 0.75697 & & \\
\hline
\end{tabular}
\end{table}

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To analyse the differences in a mean value of store design as a dimension of shopping experience on the basis of occupation, one way ANOVA was applied.

It was noted that the respondents belonging to salaried group have obtained maximum mean value of 3.7356 on the dimension of store design. This indicates that the salaried group have high satisfaction level on the dimension of store design of shopping malls, however the retired respondents showed lowest satisfaction (m=3.4031) as compared to others. It was found that F value = 2.783 and sig = .026 which is less than .05 (at 95% level of confidence), which indicated that there is a significant difference (Table 4.27)

Hence, null hypothesis $H_{0.11}$ stating that there is no significant difference on mean scores of store design across occupation is rejected. We can assume that there is a significant difference on the factor of store design among mall shoppers across occupation.

$H_{0.12}$: There is no significant difference on mean scores of store design among across income

<table>
<thead>
<tr>
<th>Monthly Family Monthly Family</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Family Income(Rs)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;25000</td>
<td>384</td>
<td>3.5000</td>
<td>0.82639</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25000-50000</td>
<td>490</td>
<td>3.7231</td>
<td>0.77465</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50001-75000</td>
<td>211</td>
<td>3.7962</td>
<td>0.82620</td>
<td>9.329</td>
<td>0.000</td>
</tr>
<tr>
<td>75001-100000</td>
<td>74</td>
<td>3.7117</td>
<td>1.0118</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;100000</td>
<td>41</td>
<td>3.1707</td>
<td>1.0195</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of store design as a dimension of shopping experience on the basis of income one way ANOVA was applied.

It was noted that the respondents belonging to the income group of Rs. 50001-75000 have obtained maximum mean value of 3.7962 which indicated that the respondents of this income group have high satisfaction level on the dimension of store design of shopping mall whereas the respondents belonging to the income group of Rs >100000
showed less satisfaction \( (m = 3.1707) \) as compared to other income groups. The result of one way ANOVA test revealed that F value = 9.329 and sig = 0.000 which is less than 0.05 (at 95% level of confidence) which indicates that there is a significant difference (Table 4.28).

Hence, null hypothesis \( H_{0.12} \) stating that there is no significant difference on mean scores of store design across income is rejected. We can assume that there is a significant difference on the factor of store design among mall shoppers across income.

\[ H_{0.13}: \text{There is no significant difference on mean scores of pricing across gender.} \]

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
<th>Std.dev</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>536</td>
<td>3.2099</td>
<td>1.0498</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>664</td>
<td>3.0218</td>
<td>1.1100</td>
<td>2.989</td>
<td>0.003</td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of pricing as a dimension of shopping experience on the basis of gender student t test was applied.

It is noted that the mean value for males is 3.2099 and for females \( m = 3.0182 \) on the dimension of pricing. This indicates that the males have high satisfaction level on the dimension of pricing of shopping malls than females. Since, t value is 2.989 and sig = 0.003 which is less than .05 (at 95% level of confidence) it indicates that there is a significant difference (Table 4.29).

Hence, null hypothesis \( H_{0.13} \) stating that there is no significant difference on mean scores of pricing across gender is rejected. We can assume that there is a significant difference on the factor of pricing among mall shoppers across gender.
H₀₁.₁₄: There is no significant difference on mean scores of pricing among mall shoppers across age.

Table 4.30: Pricing across Age: ANOVA

<table>
<thead>
<tr>
<th>Age (Years)</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;20</td>
<td>356</td>
<td>2.9382</td>
<td>1.0429</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-30</td>
<td>470</td>
<td>3.0989</td>
<td>1.0687</td>
<td>4.760</td>
<td>0.001</td>
</tr>
<tr>
<td>31-40</td>
<td>205</td>
<td>3.3098</td>
<td>1.0689</td>
<td></td>
<td></td>
</tr>
<tr>
<td>41-50</td>
<td>119</td>
<td>3.2815</td>
<td>1.8722</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;50</td>
<td>50</td>
<td>3.1058</td>
<td>1.2259</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of pricing as a dimension of shopping experience on the basis of income one way ANOVA was applied.

It was noted that the respondents belonging to the age group of 31-40 years obtained maximum mean value of 3.3098 on the dimension of pricing. This indicates that the customers belonging to this age group have high satisfaction level on the dimension of pricing of shopping malls however the respondents belonging to the age group 20-30 years showed less satisfaction (m=3.0989), as compared to other age group respondents. The result of one way ANOVA test shows that value F=4.760 and sig = 0.001 which is less than .05 (at 95% level of confidence) which indicates that there is a significant difference (Table 4.30).

Hence, null hypothesis H₀₁.₁₄ stating that there is no significant difference on mean scores of pricing across age is rejected. So we can assume that there is a significant difference on the factor of pricing among mall shoppers across age.

H₀₁.₁₅: There is no significant difference on mean scores of pricing across marital status.

Table 4.31: Pricing across Marital Status: t-test

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>N</th>
<th>Mean</th>
<th>Std.dev</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>482</td>
<td>3.2427</td>
<td>1.1043</td>
<td>3.592</td>
<td>0.000</td>
</tr>
<tr>
<td>Unmarried</td>
<td>718</td>
<td>3.0139</td>
<td>1.0663</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
To analyse the differences in a mean value of pricing as a dimension of shopping experience on the basis of marital status, student t test was applied.

It was noted that the mean value for married is 3.2427 and for unmarried is 3.0139 on the dimension of pricing. This indicates that the married group have high satisfaction level on the dimension of pricing of shopping malls than unmarried group. Since the t value is 3.592 and sig = 0.000 which is less than 0.05 (at 95% level of confidence) which indicates there is a significant difference (Table 4.31).

Hence, null hypothesis $H_{01.15}$ stating that there is no significant difference on mean scores of pricing across marital status is rejected. We can assume that there is a significant difference on the factor of pricing across marital status.

$H_{01.16}$: There is no significant difference on mean scores of pricing among across qualification.

<table>
<thead>
<tr>
<th>Qualification</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>541</td>
<td>2.9640</td>
<td>1.0952</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduate</td>
<td>378</td>
<td>3.2698</td>
<td>1.03963</td>
<td>9.366</td>
<td>0.000</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>281</td>
<td>3.1584</td>
<td>1.10712</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of pricing as a dimension of shopping experience on the basis of qualification, one way ANOVA was applied.

It was noted that the graduates have obtained maximum mean value of 3.2698 on the dimension of pricing. This indicates that the respondents who were graduates have high satisfaction level on the dimension of pricing of shopping malls however the respondents who were undergraduates showed less satisfaction ($m=2.9640$) as compared to others. The result of one way ANOVA test shows F value = 9.366 and sig = 0.000 which is less than 0.05 (at 95% level of confidence), which indicates there is significant difference (Table 4.32).

Hence, null hypothesis $H_{01.16}$ stating that there is no significant difference on mean scores of pricing across qualification is rejected. We can assume that there is a significant difference on the factor of pricing across qualification.

151
H01.17: There is no significant difference on mean scores of pricing across occupation.

Table 4.33: Pricing across Occupation: ANOVA

<table>
<thead>
<tr>
<th>Occupation</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home maker</td>
<td>128</td>
<td>3.0586</td>
<td>1.121</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self employed</td>
<td>184</td>
<td>3.4076</td>
<td>1.069</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaried</td>
<td>266</td>
<td>3.1729</td>
<td>1.104</td>
<td>5.93</td>
<td>0.000</td>
</tr>
<tr>
<td>Retired</td>
<td>43</td>
<td>3.2093</td>
<td>1.047</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>579</td>
<td>2.9819</td>
<td>1.061</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of pricing as a dimension of shopping experience on the basis of occupation, one way ANOVA was applied.

It was noted that the self employed have obtained maximum mean value of 3.4076 on the dimension of pricing. This clearly indicates that the self employed have high satisfaction level on the dimension of pricing of shopping malls however, the students showed less satisfaction (m=2.9819) as compared to others The result of one way ANOVA test shows F value = 5.93 and sig = 0.000 which is less than 0.05 (at 95% level of confidence) which indicates there is significant difference between the groups (Table 4.33).

Hence, null hypothesis $H_{o1.17}$: stating that there is no significant difference on mean scores of pricing across occupation is rejected. We can assume that there is a significant difference on the factor of pricing across occupation.

$H_{o1.18}$: There is no significant difference on mean scores of pricing across income.

Table 4.34: Pricing across Income: ANOVA

<table>
<thead>
<tr>
<th>Monthly Family Income (Rs)</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;25000</td>
<td>384</td>
<td>3.032</td>
<td>1.049</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25000-50000</td>
<td>490</td>
<td>3.160</td>
<td>1.084</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50001-75000</td>
<td>211</td>
<td>3.222</td>
<td>1.108</td>
<td>2.371</td>
<td>0.051</td>
</tr>
<tr>
<td>75001-10000</td>
<td>74</td>
<td>2.925</td>
<td>1.223</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;100000</td>
<td>41</td>
<td>2.865</td>
<td>1.024</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
To analyse the differences in a mean value of pricing as a dimension of shopping experience on the basis of income, one way ANOVA was applied.

It was noted that the respondents belonging to the income group of Rs 50001-75000 have obtained maximum mean value of 3.22, this indicates that the respondents of this income group have high satisfaction level on the dimension of pricing of shopping mall whereas the respondents belonging to the income group of Rs >100000 show less satisfaction. The result of one way ANOVA test shows F value = 2.371 and sig = 0.051 which is more than 0.05 (at 95% level of confidence) which indicates that there is no significant difference (Table 4.34).

Hence, null hypothesis $H_{0.1.8}$ stating that there is no significant difference on mean scores of pricing across income is not rejected. We can assume that is no significant difference on the factor of pricing across income.

$H_{0.1.9}$: There is no significant difference on mean scores of merchandise among across gender.

<table>
<thead>
<tr>
<th>Table 4.35: Merchandise across Gender: t-test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>--------</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of merchandise as a dimension of shopping experience on the basis of gender, student t test was applied.

It was noted that the mean value for males are 3.49 and for females 3.62 on the dimension of merchandise. This indicates that the females have high satisfaction level on the dimension of merchandise of shopping malls than males. The result revealed t value 2.72 and sig = 0.007 which is less than 0.05 (at 95% level of confidence) which indicates there is significant difference (Table 4.35).

Hence, null hypothesis $H_{0.1.9}$: stating that there is no significant difference on mean scores of merchandise across gender is rejected.

We assume that there is a significant difference on the factor of merchandise across gender.
H₀₁.₂₀: There is no significant difference on mean scores of merchandise across age.

Table 4.36: Merchandise across Age: ANOVA

<table>
<thead>
<tr>
<th>Age (Years)</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;20</td>
<td>356</td>
<td>3.518</td>
<td>0.794</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-30</td>
<td>470</td>
<td>3.608</td>
<td>0.728</td>
<td></td>
<td></td>
</tr>
<tr>
<td>31-40</td>
<td>205</td>
<td>3.557</td>
<td>0.742</td>
<td>2.133</td>
<td>0.075</td>
</tr>
<tr>
<td>41-50</td>
<td>119</td>
<td>3.668</td>
<td>0.917</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;50</td>
<td>50</td>
<td>3.350</td>
<td>1.007</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of merchandise as a dimension of shopping experience on the basis of age, one way ANOVA was applied.

It was noted that the respondents belonging to the age group of 41-50 obtained maximum mean value of 3.668 on the dimension of merchandise. This indicates that the customers belonging to this age group have high satisfaction level on the dimension of merchandise of shopping malls however the respondents belonging to the age group >50 shows less satisfaction (m = 3.355) as compared to other age group respondents. The result of one way ANOVA test shows F = 2.133 and sig = 0.075 which is more than 0.05 (at 95% level of confidence), which indicates that there is no significant difference (Table 4.36).

Hence, null hypothesis H₀₁.₂₀: stating that there is no significant on mean scores of merchandise across age is not rejected. We can assume that there is no significant difference on the factor of merchandise across age.

H₀₂₁: There is no significant difference on mean scores of merchandise with marital status

Table 4.37: Merchandise across Marital Status: t-test

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>482</td>
<td>3.56</td>
<td>0.825</td>
<td>0.194</td>
<td>0.846</td>
</tr>
<tr>
<td>Unmarried</td>
<td>718</td>
<td>3.57</td>
<td>0.758</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of merchandise as a dimension of shopping experience on the basis of marital status, student t test was applied.
It was noted that the mean value for married is 3.56 and for unmarried is 3.57 on the dimension of merchandise. This indicates that the unmarried group have high satisfaction level on the dimension of merchandise of shopping malls than married respondents. Since t-value is 1.94 and sig. = 0.846 which is more than 0.05 (at 95% level of confidence) so there is no significant difference between the groups (Table 4.37).

Hence, null hypothesis $H_{01.21}$: stating that there is no significant difference on mean scores of merchandise with marital status is not rejected. We can assume that there is no significant difference on the factor of merchandise cross marital status.

$H_{01.22}$: There is no significant difference on mean scores of merchandise across qualification.

<table>
<thead>
<tr>
<th>Qualification</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>541</td>
<td>3.551</td>
<td>0.783</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduate</td>
<td>378</td>
<td>3.566</td>
<td>0.770</td>
<td>0.391</td>
<td>0.677</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>281</td>
<td>3.602</td>
<td>0.810</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of merchandise as a dimension of shopping experience on the basis of qualification, one way ANOVA was applied.

It was noted that the postgraduates have obtained maximum mean value of 3.602 on the dimension of merchandise. This indicates that the respondents who are postgraduates have high satisfaction level on the dimension of merchandise of shopping malls however the respondents who are undergraduates show less satisfaction ($m=3.551$) as compared to others. The result of one way ANOVA test shows $F=0.391$ and sig = 0.677 which is more than 0.05 (at 95% level of confidence), which indicates there is no significant difference (Table 4.38).

Hence, null hypothesis $H_{01.22}$ stating that there is no significant difference on mean scores of merchandise across qualification is not rejected. We can assume that there is no significant difference on the factor of merchandise across qualification.
$H_{0.1.23}$: There is no significant difference on mean scores of merchandise across occupation.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home maker</td>
<td>128</td>
<td>3.449</td>
<td>0.849</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self employed</td>
<td>184</td>
<td>3.595</td>
<td>0.822</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaried</td>
<td>266</td>
<td>3.578</td>
<td>0.840</td>
<td>2.972</td>
<td>0.019</td>
</tr>
<tr>
<td>Retired</td>
<td>43</td>
<td>3.244</td>
<td>0.888</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>579</td>
<td>3.605</td>
<td>0.716</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of merchandise as a dimension of shopping experience one way ANOVA was applied.

It was noted that the students have obtained maximum mean value of 3.60 on the dimension of merchandise. This indicated that the students have high satisfaction level on the dimension of merchandise of shopping malls however the retired respondents show less satisfaction ($m=2.98$) as compared to others. The result of one way ANOVA test shows $F = 2.972$ and $\text{sig.} = 0.019$ which is less than 0.05 (at 95% level of confidence), which indicates there is significant difference (Table 4.39).

Hence, null hypothesis $H_{0.1.23}$: stating that there is no significant difference on mean scores of merchandise across occupation is rejected. We can assume that there is a significant difference on the factor of merchandise across occupation.

$H_{0.1.24}$: There is no significant difference on mean scores of merchandise across income.

<table>
<thead>
<tr>
<th>Monthly Family Income (Rs)</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;25000</td>
<td>884</td>
<td>3.483</td>
<td>0.784</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25000-50000</td>
<td>490</td>
<td>3.608</td>
<td>0.763</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50001-75000</td>
<td>211</td>
<td>3.646</td>
<td>0.749</td>
<td>2.590</td>
<td>0.035</td>
</tr>
<tr>
<td>75001-100000</td>
<td>74</td>
<td>3.618</td>
<td>0.887</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;100000</td>
<td>41</td>
<td>3.390</td>
<td>0.976</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
To determine the differences in a mean value of merchandise as a dimension of shopping experience on the basis of income, one way ANOVA was applied.

It was noted that the respondents belonging to the income group of Rs. 50001-75000 have obtained maximum mean value of 3.646, this clearly indicates that the respondents of this income group have high satisfaction level on the dimension of merchandise of shopping mall whereas the respondents belonging to the income group of Rs. >100000 (m=3.390) show less satisfaction. The result of one way ANOVA test shows F value = 2.590 and sig value 0.035 which is less than 0.05 (at 95% level of confidence), which indicates that there is significant difference (Table 4.40).

Hence, null hypothesis $H_{0,24}$: stating that there is no significant difference on mean scores of merchandise across income is rejected. We can assume that there is a significant difference on the factor of merchandise across income.

$H_{0,25}$: There is no significant difference on mean scores of sales personnel across gender.

Table 4.41: Sales Personnel across Gender: t-test

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>536</td>
<td>3.62</td>
<td>0.833</td>
<td>0.374</td>
<td>0.708</td>
</tr>
<tr>
<td>Female</td>
<td>664</td>
<td>3.64</td>
<td>0.927</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of sales personnel as a dimension of shopping experience on the basis of age, independent sample t test was applied.

It was also noted that the mean value for males are 3.62 and for females 3.64 on the dimension of sales personnel. This indicates that the females have high satisfaction level on the dimension of sales personnel of shopping malls than males. Since the t value is 0.374 and sig = 0.708 which is more 0.05 (at 95% level of confidence) which indicates that there is no significant difference (Table 4.41).

Hence, null hypothesis $H_{0,25}$ stating that there is no significant difference on mean scores of sales personnel across gender is not rejected. We can assume that there is no significant difference on the factor of sales personnel across gender.


$H_{01.26}$: There is no significant difference on mean scores of sales personnel across age.

<table>
<thead>
<tr>
<th>Age (Years)</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;20</td>
<td>356</td>
<td>3.48</td>
<td>1.04</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-30</td>
<td>470</td>
<td>3.675</td>
<td>0.78</td>
<td></td>
<td></td>
</tr>
<tr>
<td>31-40</td>
<td>205</td>
<td>3.676</td>
<td>0.77</td>
<td>5.07</td>
<td>0.000</td>
</tr>
<tr>
<td>41-50</td>
<td>119</td>
<td>3.843</td>
<td>0.85</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;50</td>
<td>50</td>
<td>3.640</td>
<td>0.92</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In order to determine the differences in a mean value of sales personnel as a dimension of shopping experience, one way ANOVA is applied.

It is noted that the respondents belonging to the age group of 41-50 years obtained maximum mean value of 3.843 on the dimension of sales personnel. This indicates that the respondents belonging to this age group have high satisfaction level on the dimension of merchandise of shopping malls however the respondents belonging to the age group <20 shows less satisfaction ($m = 3.48$) as compared to other age group respondents. The result of one way ANOVA test shows $F$ value = 5.07 and $sig = 0.000$ which is less than 0.05 (at 95% level of confidence) which indicates there is significant difference (Table 4.42).

Hence, null hypothesis $H_{01.26}$ stating that there is no significant difference on mean scores of sales personnel across age is rejected. We can assume that there is a significant difference on the factor of sales personnel across age.

$H_{01.27}$: There is no significant difference on mean scores of sales personnel across marital status.

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>482</td>
<td>3.72</td>
<td>0.839</td>
<td>2.81</td>
<td>0.005</td>
</tr>
<tr>
<td>Unmarried</td>
<td>718</td>
<td>3.58</td>
<td>0.811</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
To analyse the differences in a mean value of sales personnel as a dimension of shopping experience on the basis of marital status, independent sample t test was applied.

It was noted that the mean value for married respondents was 3.72 and for unmarried it was found to be 3.58 on the dimension of sales personnel. This indicates that the married respondents have high satisfaction level on the dimension of sales personnel of shopping malls than unmarried respondents. Since t value is 2.81 and sig = 0.005 which is less than 0.05 (at 95% level of confidence) which indicates that there is significant difference (Table 4.43).

Hence, null hypothesis $H_{01.27} \text{stating that there is no significant difference on mean scores of sales personnel across marital status is rejected.}$ We can assume that there is a significant difference on the factor of sales personnel across marital status.

$H_{01.28}: \text{There is no significant difference on mean scores of sales personnel across qualification.}$

<table>
<thead>
<tr>
<th>Qualification</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>541</td>
<td>3.52</td>
<td>0.944</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduate</td>
<td>378</td>
<td>3.71</td>
<td>0.811</td>
<td>9.22</td>
<td>0.000</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>281</td>
<td>3.76</td>
<td>0.836</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In order to determine the differences in a mean value of sales personnel as a dimension of shopping experience on the basis of qualification, one way ANOVA was applied.

It was noted that the postgraduates group of respondents have obtained maximum mean value of 3.76 on the dimension of sales personnel. This indicates that the respondents who are postgraduates have high satisfaction level on the dimension of sales personnel of shopping malls however the respondents who are undergraduates show less satisfaction ($m=3.52$) as compared to others. The result of one way ANOVA test shows $F$ value = 9.22 and $\text{sig} = 0.000$ which is less than 0.05 (at 95% level of satisfaction), which indicates there is significant difference (Table 4.44).
Hence, null hypothesis $H_{0.28}$ stating that there is no significant difference on mean scores of sales personnel across qualification is rejected. We can assume that there is a significant difference on the factor of sales personnel across qualification.

$H_{0.29}$: There is significant difference on mean scores of sales personnel across occupation.

Table 4.45: Sales Personnel across Occupation: ANOVA

<table>
<thead>
<tr>
<th>Occupation</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home maker</td>
<td>128</td>
<td>3.61</td>
<td>0.95</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self employed</td>
<td>184</td>
<td>3.74</td>
<td>0.78</td>
<td>2.20</td>
<td>0.067</td>
</tr>
<tr>
<td>Salaried</td>
<td>266</td>
<td>3.70</td>
<td>0.83</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retired</td>
<td>43</td>
<td>3.40</td>
<td>1.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>579</td>
<td>3.59</td>
<td>0.90</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of sales personnel as a dimension of shopping experience on the basis of occupation one way ANOVA was applied.

It was noted that the respondents belonging to self-employed group have obtained maximum mean value of 3.74 on the dimension of sales personnel. This indicates that the self-employed have high satisfaction level on the dimension of sales personnel of shopping malls however the retired respondents show less satisfaction ($m=3.40$) as compared to others. The result of one way ANOVA test shows $F$ value = 2.20 and sig. = 0.067 which is more than 0.05 (at 95% level of confidence) which indicates there is no significant difference (Table 4.45).

Hence, null hypothesis $H_{0.29}$: stating that there is significant difference on mean scores of sales personnel across occupation is not rejected. We can assume that there is no significant difference on the factor of sales personnel across occupation.
\( H_{01.30} \): There is no significant difference on mean scores of sales personnel among across income.

**Table 4.46: Sales Personnel across Income: ANOVA**

<table>
<thead>
<tr>
<th>Monthly Family Income (Rs)</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;25000</td>
<td>384</td>
<td>3.53</td>
<td>0.98</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25000-50000</td>
<td>490</td>
<td>3.700</td>
<td>0.79</td>
<td>2.76</td>
<td>0.026</td>
</tr>
<tr>
<td>50001-75000</td>
<td>211</td>
<td>3.704</td>
<td>0.84</td>
<td></td>
<td></td>
</tr>
<tr>
<td>75001-100000</td>
<td>74</td>
<td>3.702</td>
<td>0.85</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;100000</td>
<td>41</td>
<td>3.45</td>
<td>1.08</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of sales personnel as a dimension of shopping experience on the basis of income, one way ANOVA was applied.

It was noted that the respondents belonging to the income group of 50-75 have obtained maximum mean value of 3.704 this indicates that the respondents of this income group have high satisfaction level on the dimension of sales personnel of shopping mall whereas the respondents belonging to the income group of Rs.>100000(m=3.45) show less satisfaction as compared to others. The result of one way ANOVA test shows F value = 2.76 and sig = 0.026 which is less than 0.05 (at 95% level of confidence), which indicates there is significant difference (Table 4.46).

Hence, null hypothesis \( H_{01.30} \) stating that there is no significant difference on mean scores of sales personnel across income is rejected. We can assume that there is a significant difference on the factor of sales personnel across income.

\( H_{01.31} \): There is no significant difference on mean score of convenience across gender.

**Table 4.47: Convenience across Gender: t-test**

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
<th>Std.Dev</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>535</td>
<td>3.47</td>
<td>0.63</td>
<td>2.54</td>
<td>0.011</td>
</tr>
<tr>
<td>Female</td>
<td>665</td>
<td>3.88</td>
<td>0.65</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of convenience as a dimension of shopping experience based on gender, student t test was applied.
The mean value for females are 3.88 and for males 3.47 on the dimension of convenience. This indicates that the females have high satisfaction level on the dimension of convenience of shopping malls than males. Since, $t$ value is 2.54 and sig. $= 0.011$ which is less than 0.05 (at 95% level of confidence) which indicates there is a significant difference (Table 4.47).

Hence, null hypothesis $H_{01.31}$: stating that there is no significant difference on mean score of convenience across gender is rejected. We can assume that there is a significant difference on the factor of convenience across gender.

$H_{01.32}$: There is no significant difference on mean score of convenience across age.

<table>
<thead>
<tr>
<th>Age (Years)</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;20</td>
<td>356</td>
<td>3.28</td>
<td>0.640</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-30</td>
<td>470</td>
<td>3.41</td>
<td>0.624</td>
<td>11.12</td>
<td>0.000</td>
</tr>
<tr>
<td>31-40</td>
<td>205</td>
<td>3.55</td>
<td>0.619</td>
<td></td>
<td></td>
</tr>
<tr>
<td>41-50</td>
<td>119</td>
<td>3.52</td>
<td>0.651</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;50</td>
<td>50</td>
<td>3.71</td>
<td>0.728</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of convenience as a dimension of shopping experience based on age, one way ANOVA was applied.

The respondents belonging to the age group of >50 years obtained maximum mean value of 3.71 on the dimension of convenience. This clearly indicated that the customers belonging to this age group have high satisfaction level on the dimension of convenience of shopping malls however the respondents belonging to the age group of <20 shows less satisfaction ($m = 3.28$), as compared to other age group respondents. The result of one way ANOVA test shows $F$ value = 11.12 and sig. value is 0.000 which is less than 0.05 (at 95% level of confidence), which indicated there is significant difference (Table 4.48).

Hence, null hypothesis $H_{01.32}$ stating that there is no significant difference on mean scores of convenience across age is rejected. We can assume that there is a significant difference on the factor of convenience across age.
H$_{01.33}$: There is no significant difference on mean scores of convenience across marital status.

Table 4.49: Convenience across Marital Status: t-test

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>T</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>483</td>
<td>3.58</td>
<td>0.65</td>
<td>0.654</td>
<td>0.000</td>
</tr>
<tr>
<td>Unmarried</td>
<td>717</td>
<td>3.31</td>
<td>0.61</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of convenience as a dimension of shopping experience based on marital status, student t test was applied.

It was noted that the mean value for married is 3.58 and for unmarried is 3.31 on the dimension of convenience. This indicates that the married group have high satisfaction level on the dimension of convenience of shopping malls than unmarried respondents. The result shows t value is .65 and sig. = .000 which is less than 0 .05 (at 95% level of satisfaction), which indicates there is a significant difference (Table 4.49).

Hence, null hypothesis $H_{01.33}$ stating that there is no significant difference on mean scores of convenience across marital status is rejected. We can assume that there is a significant difference on the factor of convenience across marital status.

H$_{01.34}$: There is no significant difference on mean scores of convenience across qualification.

Table 4.50: Convenience across Qualification: ANOVA

<table>
<thead>
<tr>
<th>Qualification</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>540</td>
<td>3.28</td>
<td>0.65</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduate</td>
<td>379</td>
<td>3.54</td>
<td>0.55</td>
<td>24.6</td>
<td>0.000</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>281</td>
<td>3.52</td>
<td>0.69</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of convenience as a dimension of shopping experience on the basis of qualification, one way ANOVA was applied.

It was also noted that the graduates have obtained maximum mean value of 3.54 on the dimension of convenience. This indicates that the respondents who are graduates...
have high satisfaction level on the dimension of convenience of shopping malls however the respondents who are undergraduates show less satisfaction (m=3.28) as compared to others. The result of one way ANOVA test shows F value = 24.6 and sig. = 0.000 which is less than 0.05 (at 95% level of confidence) which indicates there is a significant difference (Table 4.50).

Hence, null hypothesis $H_{01.34}$ stating that there is no significant difference on mean scores of convenience across qualification is rejected. We can assume that there is a significant difference on the factor of convenience across qualification.

$H_{03.35}$: There is no significant difference on mean scores of convenience across occupation.

Table 4.51: Convenience across Occupation: ANOVA

<table>
<thead>
<tr>
<th>Occupation</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home maker</td>
<td>128</td>
<td>3.43</td>
<td>0.673</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self employed</td>
<td>184</td>
<td>3.65</td>
<td>0.607</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaried</td>
<td>266</td>
<td>3.52</td>
<td>0.634</td>
<td>13.66</td>
<td>0.000</td>
</tr>
<tr>
<td>Retired</td>
<td>43</td>
<td>3.50</td>
<td>0.840</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>579</td>
<td>3.29</td>
<td>0.613</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of convenience as a dimension of shopping experience based on occupation, one way ANOVA was applied.

It was noted that the self-employed have obtained maximum mean value of 3.65 on the dimension of convenience. This indicates that the self-employed have high satisfaction level on the dimension of convenience of shopping malls however the student respondents show less satisfaction (m=3.29) as compared to others. The result of one way ANOVA test shows F value = 13.66 and sig. = 0.000 which is less than 0.05 (at 95% level of confidence), which indicates there is a significant difference (Table 4.51).

Hence, null hypothesis $H_{01.35}$: stating that there is no significant difference on mean scores of convenience across occupation is rejected. We can assume that there is a significant difference on the factor of convenience across occupation.
$H_{01.36}$: There is no significant difference on mean scores of convenience across income.

**Table 4.52: Convenience across Income: ANOVA**

<table>
<thead>
<tr>
<th>Monthly Family Income (Rs)</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;25000</td>
<td>383</td>
<td>3.34</td>
<td>0.63</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25000-50000</td>
<td>490</td>
<td>3.41</td>
<td>0.64</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50001-75000</td>
<td>211</td>
<td>3.57</td>
<td>0.62</td>
<td>4.99</td>
<td>0.001</td>
</tr>
<tr>
<td>75001-100000</td>
<td>75</td>
<td>3.50</td>
<td>0.69</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;100000</td>
<td>41</td>
<td>3.27</td>
<td>0.74</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of convenience as a dimension of shopping experience based on income, one way ANOVA was applied.

It was noted that the respondents belonging to the income group of Rs. 50001-75000 have obtained maximum mean value of 3.57, this indicates that the respondents of this income group have high satisfaction level on the dimension of convenience of shopping mall whereas the respondents belonging to the income group of Rs. >100000 ($m=3.27$) show less satisfaction compared to others. The result of one way ANOVA test shows $F$ value $= 4.99$ and $sig = 0.001$ which is less than 0.05 (at 95% level of confidence), which indicated there is a significant difference (Table 4.52).

Hence, null hypothesis $H_{01.36}$ stating that there is no significant difference on mean scores of convenience across income is rejected. We can assume that is a significant difference on the factor of convenience across income.

$H_{01.37}$: There is no significant difference on mean scores of service among across gender.

**Table 4.53: Service across Gender: t-test**

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>T</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>536</td>
<td>3.45</td>
<td>0.71</td>
<td>0.51</td>
<td>0.60</td>
</tr>
<tr>
<td>Female</td>
<td>664</td>
<td>3.43</td>
<td>0.70</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of service as a dimension of shopping experience based on gender, student t test was applied.
It was noted that the mean value for males are 3.45 and for females 3.43 on the dimension of service. This indicates that the males have high satisfaction level on the dimension of service of shopping malls than males. Since t value is 0.51 and sig = 0.60 which is more than 0.05 (at 95% level of confidence) which indicated that there is no significant difference (Table 4.53).

Hence, null hypothesis $H_{0.37}$ stating that there is no significant difference on mean scores of service across gender is not rejected. We can assume that is no significant difference on the factor of service across gender.

$H_{0.38}$: There is no significant difference on mean scores of service across age.

<table>
<thead>
<tr>
<th>Table 4.54: Service across Age: ANOVA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (Years)</td>
</tr>
<tr>
<td>&lt;20</td>
</tr>
<tr>
<td>20-30</td>
</tr>
<tr>
<td>31-40</td>
</tr>
<tr>
<td>41-50</td>
</tr>
<tr>
<td>&gt;50</td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of service as a dimension of shopping experience on the basis of age, one way ANOVA was applied.

It was noted that the respondents belonging to the age group of 31-40 obtained maximum mean value of 3.60 on the dimension of service. This indicates that the customers belonging to this age group have high satisfaction level on the dimension of service of shopping malls however the respondents belonging to the age group <20 shows less satisfaction ($m = 3.37$), as compared to other age group respondents. The result of one way ANOVA test shows $F$ value $= 3.89$and sig. $= 0.004$ which is less than 0.05 (at 95% level of confidence), which indicated there is a significant difference (Table 4.54).

Hence, null hypothesis $H_{0.38}$ stating that there is no significant difference on mean scores of service across age is rejected. We can assume that is a significant difference on the factor of service across age.
Table 4.55: Service across Marital Status: t-test

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>482</td>
<td>3.56</td>
<td>0.72</td>
<td>3.89</td>
<td>0.004</td>
</tr>
<tr>
<td>Unmarried</td>
<td>718</td>
<td>3.37</td>
<td>0.68</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of service as a dimension of shopping experience on the basis of marital status, t test was applied.

It was noted that a mean value for married is 3.56 and for unmarried is 3.37 on the dimension of service. This indicated that the married group have high satisfaction level on the dimension of service of shopping malls than unmarried respondents. Since, t value is 3.89 and sig. = 0.004 which is less than 0.05 (at 95% level of confidence), which indicated there is a significant difference (Table 4.55).

Hence, null hypothesis $H_{01.39}$ stating that there is no significant difference on mean scores of service across marital status is rejected. We assume that there is a significant difference on the factor of service across marital status.

$H_{01.40}$: There is no significant difference on mean scores of service among across qualification.

Table: 4.56: Service across Qualification: ANOVA

<table>
<thead>
<tr>
<th>Qualification</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>541</td>
<td>3.36</td>
<td>0.72</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduate</td>
<td>378</td>
<td>3.54</td>
<td>0.63</td>
<td>3.89</td>
<td>0.004</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>281</td>
<td>3.48</td>
<td>0.75</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of service as a dimension of shopping experience on the basis of qualification, one way ANOVA was applied.

It was noted that the graduates have obtained maximum mean value of 3.54 on the dimension of service. This indicated that the respondents who are graduates have high satisfaction level on the dimension of service of shopping malls however the
respondents who are undergraduates show less satisfaction ($m=3.36$) as compared to others. The result of one way ANOVA test shows $F$ value $= 3.89$ and $\text{sig.} = 0.004$ which is less than 0.05 (at 95% level of confidence), which indicated there is a significant difference (Table 4.56).

Hence, null hypothesis $H_{01.40}$ stating that there is no significant difference on mean scores of service across qualification is rejected. We can assume that there is a significant difference on the factor of service across qualification.

$H_{041}$: There is no significant difference on mean scores of service across occupation.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home maker</td>
<td>128</td>
<td>3.46</td>
<td>0.78</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self employed</td>
<td>184</td>
<td>3.65</td>
<td>0.67</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaried</td>
<td>266</td>
<td>3.49</td>
<td>0.70</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retired</td>
<td>43</td>
<td>3.32</td>
<td>0.082</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>579</td>
<td>3.36</td>
<td>0.68</td>
<td>6.63</td>
<td>0.000</td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of service as a dimension of shopping experience on the basis of occupation, one way ANOVA was applied.

It was noted that the self-employed have obtained maximum mean value of 3.65 on the dimension of service. This indicates that the self-employed have high satisfaction level on the dimension of service of shopping malls however the retired respondents show less satisfaction ($m=3.32$) as compared to others. The result of one way ANOVA test shows $F$ value $= 6.63$ and $\text{sig} = 0.000$ which is less than 0.05 (at 95% level of confidence), which indicates there is significant difference (Table 4.57).

Hence, null hypothesis $H_{01.41}$: stating that there is no significant difference on mean scores of service across occupation is rejected. We can assume that there is a significant difference on the factor of service across occupation.
H_{01.42}: There is no significant difference on mean scores of service across income.

### Table 4.58: Service across Income: ANOVA

<table>
<thead>
<tr>
<th>Monthly Family Income (Rs.)</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;25000</td>
<td>384</td>
<td>3.38</td>
<td>0.73</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25000-50000</td>
<td>490</td>
<td>3.49</td>
<td>0.67</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50001-75000</td>
<td>211</td>
<td>3.448</td>
<td>0.74</td>
<td>1.43</td>
<td>0.220</td>
</tr>
<tr>
<td>75001-100000</td>
<td>74</td>
<td>3.48</td>
<td>0.62</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;100000</td>
<td>41</td>
<td>3.449</td>
<td>0.80</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of service as a dimension of shopping experience on the basis of income, one way ANOVA was applied.

It was noted that the respondents belonging to the income group of Rs. 25000-50000 have obtained maximum mean value of 3.49, this indicated that the respondents of this income group have high satisfaction level on the dimension of service of shopping mall whereas the respondents belonging to the income group of Rs. >25000 (m=3.38) show less satisfaction compared to others. The result of one way ANOVA test shows F value = 1.43 and sig. = 0.220 which is more 0.05 (at 95% level of satisfaction), which indicates there is no significant difference (Table 4.58).

Hence, null hypothesis H_{01.42} stating that there is no significant difference on mean scores of service across income is not rejected. We can assume that there is no significant difference on the factor of service with income.

H_{01.43}: There is no significant difference on mean scores of sales promotion across gender.

### Table 4.59: Sales Promotion across Gender: t- test

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>536</td>
<td>3.63</td>
<td>0.73</td>
<td>0.968</td>
<td>0.33</td>
</tr>
<tr>
<td>Female</td>
<td>664</td>
<td>3.67</td>
<td>0.69</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of sales promotion as a dimension of shopping experience on the basis of gender, independent sample t-test was applied.
It was noted that the mean value for females are 3.67 and for males are 3.63 on the dimension of sales promotion. This indicates that the females have high satisfaction level on the dimension of sales promotion of shopping malls than males. The t test results shows t value 0.968 and sig. = 0.33 which is more than 0.05 (at 95% level of confidence), which indicated there is no significant difference (Table 4.59).

Hence, null hypothesis \( H_{0.43} \): stating that there is no significant difference on mean scores of sales promotion across gender is not rejected. We can assume that there is no is no significant difference on the factor of sales promotion across gender.

\( H_{0.44} \): There is no significant difference on mean scores of sales promotion across age.

<table>
<thead>
<tr>
<th>Table 4.60: Sales Promotion across Age: ANOVA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (Years)</td>
</tr>
<tr>
<td>--------------</td>
</tr>
<tr>
<td>&lt;20</td>
</tr>
<tr>
<td>20-30</td>
</tr>
<tr>
<td>31-40</td>
</tr>
<tr>
<td>41-50</td>
</tr>
<tr>
<td>&gt;50</td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of sales promotion as a dimension of shopping experience on the basis of age, one way ANOVA was applied.

It was noted that the respondents belonging to the age group of 31-40 obtained maximum mean value of 3.77 on the dimension of sales promotion. This indicates that the customers belonging to this age group have high satisfaction level on the dimension of sales promotion of shopping malls however the respondents belonging to the age group >50 shows less satisfaction (m = 3.34) as compared to other age group respondents. The result of one way ANOVA test revealed F value = 4.75 and sig = 0.001 which is less than 0.05 (at 95% level of confidence) which indicates there is significant difference (Table 4.60).

Hence, null hypothesis \( H_{0.44} \): stating that there is no significant difference on mean scores of sales promotion across age is rejected. We assume that there is a significant difference on the factor of sales communication and promotion across age.
**H₀₁.₄₅**: There is no significant difference on mean scores of sales promotion across marital status.

**Table 4.61: Sales Promotion across Marital Status: t-test**

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>482</td>
<td>3.66</td>
<td>0.75</td>
<td>3.75</td>
<td>0.708</td>
</tr>
<tr>
<td>Unmarried</td>
<td>718</td>
<td>3.64</td>
<td>0.68</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of sales promotion as a dimension of shopping experience on the basis of marital status, independent t-test was applied.

It was noted that the mean value for married is 3.56 and for unmarried is 3.64 on the dimension of sales promotion. This indicated that the married group have high satisfaction level on the dimension of sales communication and promotion of shopping malls than unmarried respondents. Since the t-value is 3.75 and sig = 0.708 which is more than 0.05 (at 95% level of confidence) which indicated that there is no significant difference (Table 4.61).

Hence, null hypothesis **H₀₁.₄₅**: stating that there is no significant difference on mean scores of sales promotion across marital status is not rejected. We can assume that there is no significant difference on the factor of sales promotion with marital status.

**H₀₁.₄₆**: There is no significant difference on mean scores of sales promotion across qualification.

**Table 4.62: Sales Promotion across Qualification: ANOVA**

<table>
<thead>
<tr>
<th>Qualification</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>541</td>
<td>3.63</td>
<td>0.71</td>
<td>0.73</td>
<td>0.43</td>
</tr>
<tr>
<td>Graduate</td>
<td>378</td>
<td>3.58</td>
<td>0.67</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postgraduate</td>
<td>281</td>
<td>3.65</td>
<td>0.74</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of sales promotion as a dimension of shopping experience on the basis of qualification, one way ANOVA was applied.

It was noted that the postgraduates have obtained maximum mean value of 3.65 on the dimension of sales promotion. This indicates that the respondents who are
postgraduates have high satisfaction level on the dimension of sales promotion of shopping malls however the respondents who are undergraduates show less satisfaction (m=3.63) as compared to others. The result of one way ANOVA test shows $F$ value = 0.73 and sig. = 0.43 which is more than 0.05 (at 95% level of satisfaction) which indicates that there is no significant difference (Table 4.62).

Hence, null hypothesis $H_{01.46}: \text{stating that there is no significant difference on mean scores of sales promotion across qualification is not rejected.}$ We can assume that there is no significant difference on the factor of sales promotion across qualification.

$H_{01.47}: \text{There is no significant difference on mean scores of sales promotion across occupation.}$

<table>
<thead>
<tr>
<th>Occupation</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home maker</td>
<td>128</td>
<td>3.64</td>
<td>0.70</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self employed</td>
<td>184</td>
<td>3.80</td>
<td>0.75</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaried</td>
<td>266</td>
<td>3.66</td>
<td>0.70</td>
<td>4.16</td>
<td>0.002</td>
</tr>
<tr>
<td>Retired</td>
<td>43</td>
<td>3.35</td>
<td>0.90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>579</td>
<td>3.62</td>
<td>0.67</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of sales promotion as a dimension of shopping experience on the basis of occupation, one way ANOVA was applied.

It was noted that the self-employed have obtained maximum mean value of 3.66 on the dimension of sales promotion. This indicated that the self-employed have high satisfaction level on the dimension of sales promotion of shopping malls however the retired respondents show less satisfaction (m=3.35) as compared to others. The result of one way ANOVA test shows $F$ value = 4.16 and sig = 0.002 which is less than 0.05 (at 95% level of confidence), which indicates that there is significant difference (Table 4.63).

Hence, null hypothesis $H_{01.47}: \text{stating that there is no significant difference on mean scores of sales promotion across occupation is rejected.}$ We can assume that there is a significant difference on the factor of sales communication and promotion across occupation.
Table 4.64: Sales Promotion across Income: ANOVA

<table>
<thead>
<tr>
<th>Monthly Family Income (Rs)</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;25000</td>
<td>384</td>
<td>3.59</td>
<td>0.73</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25000-50000</td>
<td>490</td>
<td>3.68</td>
<td>0.69</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50001-75000</td>
<td>211</td>
<td>3.74</td>
<td>0.78</td>
<td>1.88</td>
<td>0.111</td>
</tr>
<tr>
<td>75001-100000</td>
<td>74</td>
<td>3.60</td>
<td>0.64</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;100000</td>
<td>41</td>
<td>3.60</td>
<td>0.86</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of sales promotion as a dimension of shopping experience on the basis of income one way ANOVA was applied.

It was noted that the respondents belonging to the income group of Rs. 50000-75000 have obtained maximum mean value of 3.74 this indicates that the respondents of this income group have high satisfaction level on the dimension of sales promotion of shopping mall whereas the respondents belonging to the income group of Rs. >25000 (m=3.59) show less satisfaction compared to others. The result of one way ANOVA test shows F value = 1.88 and sig = 0.111 which is more 0.05 (at 95% level of confidence), which indicates there is no significant difference (Table 4.64).

Hence, null hypothesis $H_{o1.48}$ stating that there is no significant difference on mean scores of sales promotion across income is not rejected. We can assume that there is a significant difference on the factor of sales promotion across income.

$H02$: Establishing the differences on mean score of overall shopping experience across demographics.

$H_{o2.1}$: There is no significant difference on mean scores of overall shopping experience across gender.

Table 4.65: Overall Shopping Experience across Gender: t- test

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
<th>Std Dev</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>536</td>
<td>3.69</td>
<td>0.75</td>
<td>0.78</td>
<td>0.43</td>
</tr>
<tr>
<td>Female</td>
<td>664</td>
<td>3.72</td>
<td>0.67</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
To analyse the differences in a mean value of overall shopping experience on the basis of gender, independent sample t test was applied.

It was noted that the mean value for male is 3.69 and for female is 3.72 on the dimension of overall shopping experience. This indicated that the females have high satisfaction level on the dimension of overall shopping experience of shopping malls than males. Since, t value is 0.78 and sig = 0.43 which is more than 0.05 (at 95% level of confidence), which indicated there is no significant difference (Table 4.65).

Hence, null hypothesis $H_{02.1}$: stating that there is no significant difference on mean scores of overall shopping experience across gender is not rejected. We can assume that there is no significant difference on the factor of overall shopping experience across gender.

$H_{02.2}$: There is no significant difference on mean scores of overall shopping experience across age.

**Table 4.66: Overall Shopping Experience across Age: ANOVA**

<table>
<thead>
<tr>
<th>Age (Years)</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;20</td>
<td>356</td>
<td>3.55</td>
<td>0.74</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-30</td>
<td>470</td>
<td>3.70</td>
<td>0.66</td>
<td></td>
<td></td>
</tr>
<tr>
<td>31-40</td>
<td>205</td>
<td>3.81</td>
<td>0.72</td>
<td>8.89</td>
<td>0.000</td>
</tr>
<tr>
<td>41-50</td>
<td>119</td>
<td>3.89</td>
<td>0.64</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;50</td>
<td>50</td>
<td>3.9</td>
<td>0.75</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of overall shopping experience on the basis of age, one way ANOVA was applied.

It was noted that the respondents belonging to the age group of 31-40 years was obtained maximum mean value of 3.81 on the dimension of overall shopping experience. This indicates that the customers belonging to this age group have high satisfaction level on the dimension of overall shopping experience of shopping malls however the respondents belonging to the age group <20 years showed less satisfaction ($m = 3.5$), as compared to other age group of respondents. The result of one way ANOVA test shows F value = 8.89 and sig = 0.000 which is less than 0.05 (at 95% level of confidence), which indicates there is a significant difference (Table 4.66).
Hence, null hypothesis $H_{02.2}$: stating that there is no significant difference on mean scores of overall shopping experience across age is rejected. We can assume that there is a significant difference on the factor of overall shopping experience across age.

$H_{02.3}$: There is no significant difference on mean scores of overall shopping experience across marital status.

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>483</td>
<td>3.86</td>
<td>0.70</td>
<td>6.36</td>
<td>0.000</td>
</tr>
<tr>
<td>Unmarried</td>
<td>718</td>
<td>3.60</td>
<td>0.69</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of overall shopping experience on the basis of marital status, student t test was applied.

It was noted that the mean value for married is 3.86 and for unmarried is 3.60 on the dimension of overall shopping experience. This indicated that the married group have high satisfaction level on the dimension of overall shopping experience of shopping malls than unmarried respondent. Since, t value is 6.36 and sig. = 0.000 which is less than 0.05 (at 95% level of confidence) which indicates there is significant difference (Table 4.67).

Hence, null hypothesis $H_{02.3}$: stating that there is no significant difference on mean scores of overall shopping experience across marital status is rejected. We can assume that there is a significant difference on the factor of overall shopping experience across marital status.

$H_{02.4}$: There is no significant difference on mean scores of overall shopping experience across qualification.

<table>
<thead>
<tr>
<th>Qualification</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>541</td>
<td>3.58</td>
<td>0.74</td>
<td>15.02</td>
<td>0.000</td>
</tr>
<tr>
<td>Graduate</td>
<td>378</td>
<td>3.80</td>
<td>0.63</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postgraduate</td>
<td>281</td>
<td>3.82</td>
<td>0.68</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
To analyse the differences in a mean value of overall shopping experience on the basis of qualification, one way ANOVA was applied.

It is noted that the graduates have obtained maximum mean value of 3.80 on the dimension of overall shopping experience. This indicates that the respondents who are graduates have high satisfaction level on the dimension of overall shopping experience of shopping malls however the respondents who are undergraduates show less satisfaction (m=3.58) as compared to others. The result of one way ANOVA test shows F value = 15.02 and sig = 0.000 which is less than 0.05 (at 95% level of confidence) which indicates there is a significant difference (Table 4.68).

Hence null hypothesis $H_{0.2.4}$: stating that there is no significant difference on mean scores of overall shopping experience across qualification is rejected. We can assume that there is a significant difference on the factor of overall shopping experience across qualification.

$H_{0.2.5}$: There is no significant difference on mean scores of overall shopping experience across occupation.

Table 4.69: Overall Shopping Experience across Occupation: ANOVA

<table>
<thead>
<tr>
<th>Occupation</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home maker</td>
<td>128</td>
<td>3.67</td>
<td>0.76</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self employed</td>
<td>184</td>
<td>3.84</td>
<td>0.70</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaried</td>
<td>266</td>
<td>3.86</td>
<td>0.67</td>
<td>9.60</td>
<td>0.000</td>
</tr>
<tr>
<td>Retired</td>
<td>43</td>
<td>3.67</td>
<td>0.79</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>579</td>
<td>3.60</td>
<td>0.72</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of overall shopping experience on the basis of occupation, one way ANOVA was applied.

It was noted that the salaried have obtained maximum mean value of 3.84 on the dimension of overall shopping experience. This indicates that the salaried have high satisfaction level on the dimension of overall shopping experience of shopping malls however the students show less satisfaction (m=3.60) as compared to others. The result of one way ANOVA test shows F value = 9.60 and sig = 0.000 which is less than 0.05 (at 95% level of confidence) which indicates that there is a significant difference (Table 4.69).
Hence, null hypothesis $H_{0.5}$: stating that there is no significant difference on mean scores of overall shopping experience across occupation is rejected. We can assume that there is a significant difference on the factor of overall shopping experience with occupation.

$H_{0.6}$: There is no significant difference on mean scores of overall shopping experience across income.

<table>
<thead>
<tr>
<th>Monthly Family Income (Rs.)</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;25000</td>
<td>384</td>
<td>3.53</td>
<td>0.75</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25000-50000</td>
<td>490</td>
<td>3.78</td>
<td>0.66</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50001-75000</td>
<td>211</td>
<td>3.84</td>
<td>0.63</td>
<td>9.60</td>
<td>0.000</td>
</tr>
<tr>
<td>75001-100000</td>
<td>74</td>
<td>3.78</td>
<td>0.79</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;100000</td>
<td>41</td>
<td>3.67</td>
<td>0.72</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To analyse the differences in a mean value of as a dimension of shopping experience once the basis of income, one way ANOVA was applied.

It was noted that the respondents belonging to the income group of 50000-75000 have obtained maximum mean value of 3.84, this indicates that the respondents of this income group have high satisfaction level on the dimension of overall shopping experience of shopping mall whereas the respondents belonging to the income group of Rs. > 25000 (m = 3.53) show less satisfaction compared to others. The result of one way ANOVA test shows F value = 9.60 and sig. = 0.000 which is less than 0.05 (at 95% level of confidence) which indicates there is a significant difference (Table 4.70).

Hence, null hypothesis $H_{0.6}$: stating that there is no significant difference on mean scores of overall shopping experience across income is rejected. We can assume that there is a significant difference on the factor of overall shopping experience with income.
H03: Investigating the impact of mall attributes on overall shopping experience.

In order to access the impact of independent variables on overall shopping experience as dependent variable, enter method of multiple regressions was applied.

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.608</td>
<td>0.510</td>
<td>0.493</td>
<td>0.56590</td>
<td>1.850</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), sales promotion, pricing, atmospherics, sales personnel merchandise, service, store design and convenience.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Square</th>
<th>Degree of Freedom</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>222.726</td>
<td>8</td>
<td>27.841</td>
<td>86.937</td>
<td>0.000</td>
</tr>
<tr>
<td>Residual</td>
<td>380.768</td>
<td>1189</td>
<td>.320</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>603.494</td>
<td>1197</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), sales promotion, pricing, atmospherics, sales personnel merchandise, service, store design convenience.

b. Dependent Variable: Overall shopping experience.

Model summary (Table 4.71) shows the value of R as 0.608, R² as 0.510 and adjusted R square value as 0.493 which indicates that this regression model explain about 51% of variation of dependent variable (overall shopping experience) due to independent variable (atmospherics, store design, merchandise, sales personnel, convenience, service and sales promotion). Durbin Watson value is 1.850 which is greater than 1.5 hence, no multicollinearity exists among the variables.

The ANOVA (Table 4.72) reveals that the F statistics of the regression model is statically significant at 0.05 levels implying the goodness of fit of the regression equation. (Model is statistically significant).

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Table 4.73: Regression- Coefficient- Impact of Mall Attributes on Overall Shopping Experience

<table>
<thead>
<tr>
<th>Variables</th>
<th>Un standardized coefficients</th>
<th>Standardized coefficients</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>Constant</td>
<td>0.772</td>
<td>0.119</td>
<td></td>
<td>6.509</td>
</tr>
<tr>
<td>Atmospherics</td>
<td>0.092</td>
<td>0.022</td>
<td>0.116</td>
<td>4.217</td>
</tr>
<tr>
<td>Store design</td>
<td>0.016</td>
<td>0.025</td>
<td>0.018</td>
<td>0.623</td>
</tr>
<tr>
<td>Pricing</td>
<td>-.086</td>
<td>0.018</td>
<td>-.132</td>
<td>-4.828</td>
</tr>
<tr>
<td>Merchandise</td>
<td>0.136</td>
<td>0.025</td>
<td>0.150</td>
<td>5.504</td>
</tr>
<tr>
<td>Sales personnel</td>
<td>0.065</td>
<td>0.022</td>
<td>0.081</td>
<td>3.008</td>
</tr>
<tr>
<td>Convenience</td>
<td>0.345</td>
<td>0.033</td>
<td>0.314</td>
<td>10.581</td>
</tr>
<tr>
<td>Service</td>
<td>0.209</td>
<td>0.030</td>
<td>0.209</td>
<td>7.021</td>
</tr>
<tr>
<td>Sales promotion</td>
<td>0.053</td>
<td>0.027</td>
<td>0.053</td>
<td>1.993</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Overall shopping experience.

Table 4.73 represents standardised regression coefficients which show the strength of impact and its positive/ negative direction. It also comprises of t and significant values to validate the hypothesis framed to measure the significant impact of dimensions of mall attributes on overall shopping experience.

The multiple regression equation of this model is \( Y = 0.772 + 0.092X_1 + 0.016X_2 + 0.086X_3 + 0.136X_4 + 0.065X_5 + 0.354X_6 + 0.209X_7 + 0.053X_8 \)

- \( X_1 = \text{Atmospherics} \)
- \( X_2 = \text{Store Design} \)
- \( X_3 = \text{Pricing} \)
- \( X_4 = \text{Merchandise} \)
- \( X_5 = \text{Sales Personnel} \)
- \( X_6 = \text{Convenience} \)
- \( X_7 = \text{Service} \)
- \( X_8 = \text{Sales Promotion} \)
H₀₃.₁: There is no significant and positive impact of atmospherics on overall shopping experience.

Table 4.73 shows Beta value as 0.116 which indicates positive impact of atmospherics on overall shopping experience. Since t value is 4.217 and sig. value is 0.000 which is less than 0.05 hence atmospherics has a significant impact on overall shopping experience of customers visiting the shopping mall. Hence, null hypothesis H₀₃.₁: stating that there is no significant and positive impact of atmospherics on overall shopping experience is rejected.

H₀₃.₂: There is no significant and positive impact of store design on overall shopping experience.

Table 4.73 shows Beta value as .018 which indicates the positive impact of design on overall shopping experience of customers visiting shopping malls. Since t value is 0.623 and sig. value is 0.533 which is more than .05 hence, design has no significant impact on overall shopping experience of customers visiting the shopping malls. Hence null hypothesis H₀₃.₂: stating that there is no significant and positive impact of store design on overall shopping experience is not rejected.

H₀₃.₃: There is no significant and positive impact of pricing on overall shopping experience.

Table 4.73 shows Beta value as -.132 which indicated the negative impact of pricing on overall shopping experience of customers visiting shopping malls. Since, t value is 4.828 and sig. value is 0.000 which is less than .05 hence pricing has a significant impact on overall shopping experience of customers visiting the shopping mall. Hence, null hypothesis H₀₃.₃: stating that there is no significant and positive impact of pricing on overall shopping experience is rejected.

H₀₃.₄: There is no significant and positive impact of merchandise on overall shopping experience.

Table 4.73 shows the Beta value to be 0.15 which indicates a positive impact of merchandise on overall shopping experience of customers visiting shopping malls. Since, t value is 5.504 and sig value is 0.000 which is less than 0.05 hence,
merchandise has a significant impact on overall shopping experience of customers visiting the shopping mall. Hence null hypothesis \( H_{0.4} \): stating that there is no significant and positive impact of merchandise on overall shopping experience.

\( H_{0.5} \): There is no significant and positive impact of sales personnel on overall shopping experience.

Table 4.73 shows the Beta value as 0.081 which indicates positive impact of sales personnel on overall shopping experience of customers visiting shopping malls. Since, t value is 3.008 and sig value is 0.003 which is less than 0.05 hence sales personnel has a significant impact on overall shopping experience of customers visiting the shopping mall. Hence null hypothesis \( H_{0.5} \): stating that there is no significant and positive impact of sales personnel on overall shopping experience is rejected.

\( H_{0.6} \): There is no significant and positive impact of convenience on overall shopping experience.

Table 4.73 shows that the Beta value as 0.314 which indicates positive impact of convenience on overall shopping experience of customers visiting shopping malls. Since t value is 10.58 and sig. value is 0.00 which is less than 0.05 hence, convenience has a significant impact on overall shopping experience of customers visiting the shopping mall. Hence, null hypothesis \( H_{0.6} \): stating that there is no significant and positive impact of convenience on overall shopping experience is rejected.

\( H_{0.7} \): There is no significant and positive impact of services on overall shopping experience.

Table 4.73 shows Beta value as 0.209 which indicates positive impact of service on overall shopping experience of customers visiting shopping malls. Since, t value is 7.021 and sig value is .000 which is less than 0.05 hence service has a significant impact on overall shopping experience of customers visiting the shopping mall. Hence, null hypothesis \( H_{0.7} \): stating that there is no significant and positive impact of services on overall shopping experience is rejected.
$H_{o3.8}$: There is no significant and positive impact of sales promotion on overall shopping experience.

Table 4.73 shows Beta value as .053 which indicates positive impact of sales communication and promotion on overall shopping experience of customers visiting shopping malls.

Since, t value is 1.993 and sig. value is 0.047 which is less than 0.05 hence sales promotions has a significant impact on overall shopping experience of customers visiting the shopping mall. Hence null hypothesis $H_{o3.8}$: stating that there is no significant and positive impact of sales promotion on overall shopping experience is rejected.

4.5 Summary Results of Hypotheses Testing

The summary of results of hypotheses testing through tests of differences: t-test and ANOVA, test of Impact: Regression is presented in Table 4.74.

Table 4.74: Results of Hypotheses Testing through Tests of Differences and Impact

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Sig.</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>$H_{o1.1}$ There is no significant difference on mean scores of Atmospherics across Gender.</td>
<td>0.04</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_{o1.2}$ There is no significant difference on mean scores of Atmospherics across Age.</td>
<td>0.02</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_{o1.3}$ There is no significant difference on mean scores of Atmospherics across Marital Status.</td>
<td>0.03</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_{o1.4}$ There is no significant difference on mean scores of Atmospherics across Qualification.</td>
<td>0.044</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_{o1.5}$ There is no significant difference on mean scores of Atmospherics across Occupation.</td>
<td>0.06</td>
<td>Accepted</td>
</tr>
<tr>
<td>$H_{o1.6}$ There is no significant difference on mean scores of Atmospherics across Income.</td>
<td>0.000</td>
<td>Rejected</td>
</tr>
<tr>
<td>Store Design</td>
<td></td>
<td>0.87</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>------------</td>
<td>-------</td>
</tr>
<tr>
<td>$H_{01.7}$ There is no significant difference on mean scores of Store Design across Gender.</td>
<td></td>
<td>0.00</td>
</tr>
<tr>
<td>$H_{01.8}$ There is no significant difference on mean scores of Store Design across age.</td>
<td></td>
<td>0.03</td>
</tr>
<tr>
<td>$H_{01.9}$ There is no significant difference on mean scores of Store Design across Marital Status.</td>
<td></td>
<td>0.01</td>
</tr>
<tr>
<td>$H_{01.10}$ There is no significant difference on mean scores of Store Design across Qualification.</td>
<td></td>
<td>0.026</td>
</tr>
<tr>
<td>$H_{01.11}$ There is no significant difference on mean scores of Store Design across Occupation.</td>
<td></td>
<td>0.00</td>
</tr>
<tr>
<td>Pricing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$H_{01.13}$ There is no significant difference on mean scores of Pricing across Gender.</td>
<td></td>
<td>0.003</td>
</tr>
<tr>
<td>$H_{01.14}$ There is no significant difference on mean scores of Pricing across Age.</td>
<td></td>
<td>0.001</td>
</tr>
<tr>
<td>$H_{01.15}$ There is no significant difference on mean scores of pricing across Marital Status.</td>
<td></td>
<td>0.000</td>
</tr>
<tr>
<td>$H_{01.16}$ There is no significant difference on mean scores of pricing across Qualification.</td>
<td></td>
<td>0.000</td>
</tr>
<tr>
<td>$H_{01.17}$ There is no significant difference on mean scores of pricing across Occupation.</td>
<td></td>
<td>0.000</td>
</tr>
<tr>
<td>$H_{1.18}$ There is no significant difference on mean scores of pricing across Income.</td>
<td></td>
<td>0.051</td>
</tr>
<tr>
<td>Merchandise</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$H_{01.19}$ There is no significant difference on mean scores of Merchandise across Gender.</td>
<td></td>
<td>0.007</td>
</tr>
<tr>
<td>$H_{01.20}$ There is no significant difference on mean scores of Merchandise across Age.</td>
<td></td>
<td>0.075</td>
</tr>
<tr>
<td>$H_{01.21}$ There is no significant difference on mean scores of Merchandise across Marital Status.</td>
<td></td>
<td>0.846</td>
</tr>
<tr>
<td>Ho</td>
<td>Statement</td>
<td>p-value</td>
</tr>
<tr>
<td>----</td>
<td>---------------------------------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Ho.22</td>
<td>There is no significant difference on mean scores of Merchandise across Qualification.</td>
<td>0.677</td>
</tr>
<tr>
<td>Ho.23</td>
<td>There is no significant difference on mean scores of Merchandise across Occupation.</td>
<td>0.019</td>
</tr>
<tr>
<td>Ho.24</td>
<td>There is no significant difference on mean scores of Merchandise across Income.</td>
<td>0.035</td>
</tr>
<tr>
<td></td>
<td><strong>Sales Personnel</strong></td>
<td></td>
</tr>
<tr>
<td>Ho.25</td>
<td>There is no significant difference on mean scores of Sales Personnel across Gender.</td>
<td>0.708</td>
</tr>
<tr>
<td>Ho.26</td>
<td>There is no significant difference on mean scores of Sales Personnel across Age.</td>
<td>0.000</td>
</tr>
<tr>
<td>Ho.27</td>
<td>There is no significant difference on mean scores of Sales Personnel across Marital Status.</td>
<td>0.005</td>
</tr>
<tr>
<td>Ho.28</td>
<td>There is no significant difference on mean scores of Sales Personnel across Qualification.</td>
<td>0.000</td>
</tr>
<tr>
<td>Ho.29</td>
<td>There is no significant difference on mean scores of Sales Personnel across Occupation.</td>
<td>0.067</td>
</tr>
<tr>
<td>Ho.30</td>
<td>There is no significant difference on mean scores of Sales Personnel across Income.</td>
<td>0.026</td>
</tr>
<tr>
<td></td>
<td><strong>Convenience</strong></td>
<td></td>
</tr>
<tr>
<td>Ho.31</td>
<td>There is no significant difference on mean scores of Convenience across Gender.</td>
<td>0.011</td>
</tr>
<tr>
<td>Ho.32</td>
<td>There is no significant difference on mean scores of Convenience across Age.</td>
<td>0.000</td>
</tr>
<tr>
<td>Ho.33</td>
<td>There is no significant difference on mean scores of Convenience across Marital Status.</td>
<td>0.000</td>
</tr>
<tr>
<td>Ho.34</td>
<td>There is no significant difference on mean scores of Convenience across Qualification.</td>
<td>0.000</td>
</tr>
<tr>
<td>Ho.35</td>
<td>There is no significant difference on mean scores of Convenience across Occupation.</td>
<td>0.000</td>
</tr>
<tr>
<td>Ho.36</td>
<td>There is no significant difference on mean scores of Convenience across Income.</td>
<td>0.001</td>
</tr>
<tr>
<td>Service</td>
<td>H_{01.37}</td>
<td>There is no significant difference on mean scores of Service across Gender.</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>-----------</td>
<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>H_{01.38}</td>
<td>There is no significant difference on mean scores of Service across Age.</td>
</tr>
<tr>
<td></td>
<td>H_{01.39}</td>
<td>There is no significant difference on mean scores of Service across Marital Status.</td>
</tr>
<tr>
<td></td>
<td>H_{01.40}</td>
<td>There is no significant difference on mean scores of Service across Qualification.</td>
</tr>
<tr>
<td></td>
<td>H_{01.41}</td>
<td>There is no significant difference on mean scores of Service across Occupation.</td>
</tr>
<tr>
<td></td>
<td>H_{01.42}</td>
<td>There is no significant difference on mean scores of Service across Income.</td>
</tr>
<tr>
<td>Sales Promotion</td>
<td>H_{01.43}</td>
<td>There is no significant difference on mean scores of Sales Promotion across Gender.</td>
</tr>
<tr>
<td></td>
<td>H_{01.44}</td>
<td>There is no significant difference of Sales Promotion across Age.</td>
</tr>
<tr>
<td></td>
<td>H_{01.45}</td>
<td>There is no significant difference on mean scores of Sales Promotion across Marital Status.</td>
</tr>
<tr>
<td></td>
<td>H_{01.46}</td>
<td>There is no significant difference on mean scores of Sales Promotion across Qualification.</td>
</tr>
<tr>
<td></td>
<td>H_{01.47}</td>
<td>There is no significant difference on mean scores of Sales Promotion across Occupation.</td>
</tr>
<tr>
<td></td>
<td>H_{01.48}</td>
<td>There is no significant difference on mean scores of Sales Promotion across Income.</td>
</tr>
<tr>
<td>Overall Shopping Experience</td>
<td>H_{02.1}</td>
<td>There is no significant difference on mean scores of Overall Shopping Experience across Gender.</td>
</tr>
<tr>
<td></td>
<td>H_{02.2}</td>
<td>There is no significant difference on mean scores of Overall Shopping Experience across Age.</td>
</tr>
<tr>
<td></td>
<td>H_{02.3}</td>
<td>There is no significant difference on mean scores of Overall Shopping Experience across Marital Status.</td>
</tr>
<tr>
<td>$H_{0.4}$</td>
<td>There is no significant difference on mean scores of Overall Shopping Experience across Qualification.</td>
<td>0.003</td>
</tr>
<tr>
<td>$H_{0.5}$</td>
<td>There is no significant difference on mean scores of Overall Shopping Experience across Occupation.</td>
<td>0.003</td>
</tr>
<tr>
<td>$H_{0.6}$</td>
<td>There is no significant difference on mean scores of Overall Shopping Experience across Income.</td>
<td>0.000</td>
</tr>
<tr>
<td>$H_{0.7}$</td>
<td>There is no significant and positive impact of Atmospherics on Overall Shopping Experience.</td>
<td>0.000</td>
</tr>
<tr>
<td>$H_{0.8}$</td>
<td>There is no significant and positive impact of Store Design on Overall Shopping Experience.</td>
<td>0.533</td>
</tr>
<tr>
<td>$H_{0.9}$</td>
<td>There is no significant and positive impact of Pricing on Overall Shopping Experience.</td>
<td>0.000</td>
</tr>
<tr>
<td>$H_{0.10}$</td>
<td>There is no significant and positive impact of Merchandise on Overall Shopping Experience.</td>
<td>0.000</td>
</tr>
<tr>
<td>$H_{0.11}$</td>
<td>There is no significant and positive impact of Sales Personnel on Overall Shopping Experience.</td>
<td>0.003</td>
</tr>
<tr>
<td>$H_{0.12}$</td>
<td>There is no significant and positive impact of Convenience on overall shopping experience.</td>
<td>0.000</td>
</tr>
<tr>
<td>$H_{0.13}$</td>
<td>There is no significant and positive impact of Service on Overall Shopping Experience.</td>
<td>0.000</td>
</tr>
<tr>
<td>$H_{0.14}$</td>
<td>There is no significant and positive impact of Sales Promotion on Overall Shopping Experience.</td>
<td>0.047</td>
</tr>
</tbody>
</table>

4.6 Summary

In this chapter the data collected is analysed using the research instrument with SPSS 18.0 and the analysis output is presented through charts and tables. The next chapter elaborates the findings and conclusions of this study and provide recommendation based on practical implications of the findings. The direction for future research is also presented.
Chapter – 5

FINDINGS AND CONCLUSION

Chapter Overview

This chapter presents the discussions and conclusions based on the findings of the study drawn on the basis of statistical results and theoretical background obtained from the comprehensive literature review in the relevant domain. In the first section of the chapter findings, of the study is discussed followed by the conclusion of the study and managerial implications. Finally, the chapter concludes with the suggestions for future research directions.

5.1 Findings of the Study

Table 5.1: Hypotheses (test of differences) testing result

<table>
<thead>
<tr>
<th></th>
<th>Atmospheres</th>
<th>Store Design</th>
<th>Pricing</th>
<th>Merchandise</th>
<th>Sales personnel</th>
<th>Convenience</th>
<th>Services</th>
<th>Sales promotion</th>
<th>Over all shopping experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Sig</td>
<td>NS</td>
<td>Sig</td>
<td>Sig</td>
<td>NS</td>
<td>Sig</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
</tr>
<tr>
<td>Age</td>
<td>Sig</td>
<td>Sig</td>
<td>Sig</td>
<td>NS</td>
<td>Sig</td>
<td>Sig</td>
<td>Sig</td>
<td>Sig</td>
<td>Sig</td>
</tr>
<tr>
<td>Marital status</td>
<td>Sig</td>
<td>Sig</td>
<td>NS</td>
<td>Sig</td>
<td>Sig</td>
<td>Sig</td>
<td>NS</td>
<td>Sig</td>
<td>Sig</td>
</tr>
<tr>
<td>Qualification</td>
<td>Sig</td>
<td>Sig</td>
<td>Sig</td>
<td>NS</td>
<td>Sig</td>
<td>Sig</td>
<td>NS</td>
<td>Sig</td>
<td>Sig</td>
</tr>
<tr>
<td>Occupation</td>
<td>NS</td>
<td>Sig</td>
<td>NS</td>
<td>Sig</td>
<td>NS</td>
<td>Sig</td>
<td>NS</td>
<td>Sig</td>
<td>Sig</td>
</tr>
<tr>
<td>Income</td>
<td>Sig</td>
<td>Sig</td>
<td>Sig</td>
<td>Sig</td>
<td>Sig</td>
<td>Sig</td>
<td>NS</td>
<td>NS</td>
<td>Sig</td>
</tr>
</tbody>
</table>

Sig- Significant, NS- Not Significant

Table 5.2 Hypothesis (test of impact) testing results

<table>
<thead>
<tr>
<th></th>
<th>Atmospheres</th>
<th>Store design</th>
<th>Pricing</th>
<th>Merchandise</th>
<th>Sales personnel</th>
<th>Convenience</th>
<th>Services</th>
<th>Sales promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over all shopping experience</td>
<td>Sig</td>
<td>NS</td>
<td>Sig</td>
<td>Sig</td>
<td>Sig</td>
<td>Sig</td>
<td>Sig</td>
<td>Sig</td>
</tr>
</tbody>
</table>

Sig- Significant, NS- Not Significant
The results for tests of differences were obtained by deploying t-test, and ANOVA. The findings are given below.

5.1.1 Results with Respect to Atmospherics across Demographic Variables

**Gender**

The result of this study indicates that there is a significant difference on the dimension of atmospherics based on gender. This implies that the atmospherics affects the shopping experience of males and females. The mean value for females is 3.67 and for males is 3.57 on the dimension of atmospherics. This indicates that the females have high satisfaction level on the dimension of atmospherics of shopping malls than males. Atmospherics affects on the choices and preferences of male and female shoppers. Kamal & Aggarwal (2010) found that more number of male respondents in comparison to female respondents find atmospherics as an important dimension. But keeping percentage of female and male respondents, they concluded that atmospherics is very important for female respondents also. Atmosphere received considerable attention in the marketing, retailing and organisational behaviour literature in the context of consumer response to the physical environment. Atmosphere relates to perceptions of the visual appeal of the architecture and window displays, appreciation of store variety, the comfort elements provided by cafes and restaurants, all of which are associated with positive evaluations of a shopping centre and hence likelihood to repatronise the store (Wakefield and Baker, 1998).

**Age**

The result of the study indicates that there is a significant difference on the dimension of atmospherics based on age. This implies that the atmospherics affect the shopping experience of the shoppers of different age groups. Respondents belonging to the age group of 20-30 years had obtained maximum mean value (m=3.71). This indicates that the customers belonging to this age group have high satisfaction level on the dimension of atmospherics of shopping malls, whereas the respondents belonging to the age group >50 years have minimum mean value (m= 3.48). Thus atmospherics, affects on the choices and preferences of shoppers of different age group. The present result supports the previous study of Kamal & Aggarwal (2010) who also found that as the age of the respondents' increases importance attached to the retail atmospherics decreases. This endorses that younger generation gives more weightage to retail store
atmospherics than older generation. People from different generations are assumed to experience differently in environmental stimuli which might be relevant in the evaluation of shopping centre atmosphere.

Marital Status

Significant difference had been observed by the data analysed on the dimension of atmospherics across marital status. This implies that the atmospheric affects the shopping experience of married and unmarried respondents. The mean value for married is 3.60 and for unmarried is 3.64 on the dimension of atmospherics. This indicates that the unmarried customers possess high satisfaction level on the dimension of atmospherics of shopping malls than married. Thus, atmospherics affects the choice and preference of married and unmarried shoppers.

Qualification

The result of the study indicates that there is a significant difference on the dimension of atmospherics across qualification. This implies that the atmospherics affect the shopping experience of customers having different educational qualifications. The mean value for respondents with graduate is 3.72 and for undergraduate is 3.57 on the dimension of atmospherics. This indicates that the graduate customers have high satisfaction level on the dimension of atmospherics of shopping malls than undergraduate. Thus, atmospherics affects the choice and preference of the shoppers having different educational qualification. Kamal & Aggarwal (2010) states that as education of the respondents increases importance of the retail store atmospherics increases. This is least important for the undergraduates and most important for professional education segment.

Occupation

Significant difference does not exist on the dimension of atmospherics across occupation. This implies that there is no difference in buying behaviour of customer occupation wise.

Income

The result of the study indicates that significant difference exist on the dimension of atmospherics across income. This implies that the atmospherics affects the shopping
experience of customers having different income level. The respondents belonging to
the income group of Rs 50000-75000 have maximum mean value 3.75 and the
respondents belonging to the income group of Rs >100000 had minimum mean value
3.41 on the dimension of atmospherics. This indicates that the customers belonging to
the income group of Rs 50000-75000 have high satisfaction level on the dimension of
atmospherics of shopping malls than others. Thus atmospherics affect the choices and
preferences of the shoppers belonging to different income group. The present result
supports the previous study of Kamal & Aggarwal, 2010 who found that the
importance of retail atmospherics increases as income of consumer increases.

5.1.2 Results with Respect to Store Design across Demographic Variables

Gender

No significant difference had been observed by the data analysed on the dimension of
store design across gender. Hence, the gender distribution does not affect the
consumer shopping experience.

Age

Significant difference had been observed by the data analysed on the dimension of
store design across age. This implies that the store design affects the shopping
experience of different age groups. Respondents belonging to the age group of 40-50
years have obtained maximum mean value (m=3.86). This indicates that the
customers belonging to this age group have high satisfaction level on the dimension
of store design of shopping malls whereas, the respondents belonging to the age group
>50 years had minimum mean value (m= 3.42). Thus store design affects the choices
and preferences of shoppers of different age group.

Marital Status

Significant difference had been observed by the data analysed on the dimension of
store design across marital status. This implies that the store design affect the
shopping experience of married and unmarried consumers. The mean value for
married is 3.70 and for unmarried are 3.60 on the dimension of store design. This
indicates that the married customers have high satisfaction level on the dimension of
store design of shopping malls than unmarried. Store design affects on the choices and
preferences of married and unmarried shoppers.
Qualification

Significant difference had been observed by the data analysed on the dimension of store design across qualification. This implies that the atmospherics affects the shopping experience of customers having different educational qualification. The mean value for graduates is 3.72 and for undergraduate are 3.56 on the dimension of store design. This indicates that the graduate customers have high satisfaction level the dimension of store design of shopping malls than undergraduate. Thus, store design affects on the choices and preferences of the shoppers having different educational qualification.

Occupation

Significant difference was observed by the data analysed on the dimension of store design across occupation. This implies that the store design have significant affect on the shopping experience of customers having different occupation. The mean value for salaried is 3.7356 and for self employed is 3.7355 on the dimension of store design. This indicates that the salaried customers have high satisfaction level on the dimension of store design of shopping malls than others. Thus, store design affects the choices and preferences of the shoppers belonging to different occupation.

Income

A significant difference was found by the result of the data analysed on the dimension of store design across income parameter. This implies that the store design affect the shopping experience of shoppers belonging to different income group. The respondents belonging to the income group of Rs 50000-75000 obtained maximum mean value m= 3.79 whereas the respondents belonging to the income group of Rs>100000 obtained minimum mean value m=3.17 as compared to others on the dimension of store design. Thus, store design affects the choices and preferences of shoppers belonging to different income group.

5.1.3 Results with Respect to Pricing across Demographic Variables

Gender

Significant difference had been observed by the result of the data analysed on the dimension of pricing across gender. This implies that the dimension of pricing affects
the shopping experience of males and females. The mean value for males is 3.20 and for females are 3.02. This indicates that males have high satisfaction level on the dimension of pricing of shopping malls than females. Pricing affects the choices and preferences of male and female shoppers.

**Age**

The data analysed on the dimension of pricing, among age parameter of respondents resulted in a significant difference. This implies that the pricing affect the shopping experience of different age groups. Respondents belonging to the age group of <20 year obtained maximum mean value \( m=3.938 \). This indicates that the customers belonging to this age group have high satisfaction level on the dimension of pricing of shopping malls, whereas the respondents belonging to the age group 20-30 years have minimum mean value \( m=3.098 \). Thus pricing affect the choices and preferences of shoppers age wise.

**Marital Status**

Significant difference was observed by the data analysed on the dimension of pricing across marital status. This implies that the pricing affects the shopping experience of married and unmarried consumers. The mean value for married is 3.24 and for unmarried are 3.01 on the dimension of pricing. This clearly indicates that the married customers have high satisfaction level on the dimension of pricing of shopping malls than unmarried. Thus, pricing affects the choices and preferences of married and unmarried shoppers.

**Qualification**

Significant difference was observed by the data analysed on the dimension of pricing across qualification. This implies that the pricing affects the shopping experience of customers having different educational qualification. The mean value for graduates is 3.269 and for postgraduate is 3.15 on the dimension of pricing. This indicates that the graduate customers have high satisfaction level on the dimension of pricing of shopping malls than postgraduate. Thus, pricing affects the choices and preferences of the shoppers having different educational qualification.
**Occupation**

Significant difference had been observed by the data analysed on the dimension of pricing across occupation. This implies that the pricing affects the shopping experience of customers having different occupation. The mean value for self-employed is 3.40 and for student is 2.98 on the dimension of pricing. This indicates that the self-employed customers have high satisfaction level on the dimension of pricing of shopping malls than others. Thus, pricing affects the choices and preferences of the shoppers belonging to different occupation.

**Income**

No significant difference had been observed by the data analysed on the dimension of pricing across income. This implies that the pricing does not affect the shopping experience of shoppers belonging to different income group.

**5.1.4 Results with Respect to Merchandise across Demographic Variables**

**Gender**

Significant difference was observed by the data analysed on the dimension of merchandise across gender. This implies that the dimension of merchandise affects the shopping experience of males and females. The mean value for female is 3.62 and for males is 3.49 on the dimension of merchandise. This indicates that the females have high satisfaction level on the dimension of merchandise of shopping malls than males. Merchandise affects on the choices and preferences of male and female shoppers which is supported by Alhemoud (2008) states that male and female shoppers had significantly different perception on the importance of merchandise. The study of Mohanty (2012) revealed that males are mostly affected by merchandise. The importance of apparel store image attributes as perceived by female consumers by means of eight focus group, merchandise and clientele was perceived to be the important dimension (Visser et al., 2006).

**Age**

The finding indicates that there is no significant difference on the dimension of merchandise among age groups. This implies that the merchandise does not affect the shopping experience based on different age groups. The result of this study indicates
that there is no significant difference on the factor of merchandise based on age. However, Alhemound (2008) in his study also found that different age groups of the consumers do not differ in the perception of the importance of merchandise.

**Marital Status**

The result of the study indicates that there was no significant difference on the dimension of merchandise across marital status. This implies that the merchandise does not affect the shopping experience of married and unmarried. The merchandise does not affect on the choices and preferences of married and unmarried shoppers. The result of this study contradicts the results of Alhemoud (2008) who found that significant difference exist on the rating of the importance of merchandise among married and unmarried shoppers.

**Qualification**

No significant difference had been observed by the data analysed on the dimension of merchandise across qualification. This implies that the merchandise does not affect the shopping experience of customers having different educational qualification. The merchandise does not affect on the choices and preferences of the shoppers having different educational qualification. The result of this study contradicts the result of the study of Alhemoud (2008) who also found that significant difference exist among the consumer's of different level of educational qualification on the importance of merchandise image.

**Occupation**

Significant difference had been observed by the result of the data analysed on the dimension of merchandise across occupation. This implies that the merchandise affects the shopping experience of customers having different occupation. The mean value for student is 3.60 and for retired are 2.24 on the dimension of merchandise. This indicates that the student customers have high satisfaction level on the dimension of merchandise of shopping malls than others. Thus, merchandise affects the choices and preferences of the shoppers belonging to different occupation. The result of this study states that significant difference exists on the dimension of merchandise based on occupation. This result contradicts the result of Alhemoud (2008) who found that significant difference does not exist on the importance of merchandise image based on employment.
**Income**

Significant difference had been observed by the data analysed on the dimension of merchandise across income. This implies that the merchandise affects the shopping experience of shoppers belonging to different income group. The respondents belonging to the income group of Rs 50000-75000 obtained maximum mean value $m=3.64$ whereas the respondents belonging to the income group of Rs $>100000$ obtained minimum mean value $m=3.39$ as compared to others on the dimension of merchandise. Thus merchandise affects on the choices and preferences of shoppers belonging to different income group. The result of the study shows that there is a significant difference on the choices and preferences of the shoppers across different groups. The findings supported to the earlier researcher Jhamb & Kiran (2012) that significant difference exist in the consumer preferences of product attributes namely improved quality, variety of brands, assortment of merchandise and easy availability of brands across income of consumers.

5.1.5 Results with Respect to Sales Personnel across Demographic Variables

**Gender**

No significant difference was observed by the results of data analysed on the dimension of sales personnel across gender. This implies that the sales personnel do not affect the shopping experience gender wise. Thus, the sales personnel do not affect on the choices and preferences of male and female shoppers. The result of the study indicates that difference does not exist on the dimension of sales personnel based on gender. The result of the present study is contrary to the result of Alhemond (2008) stated that significant difference exist on the importance of the dimension of sales personnel among gender. Bearden (1977) found that friendliness of store personnel influences consumer store patronage.

**Age**

Significant difference had been observed by the data analysed on the dimension of sales personnel among age. This implies that the sales personnel affect the shopping experience of the shoppers of different age groups. Respondents belonging to the age group of 41-50 years have obtained maximum mean value $m=3.84$. This indicates that the customers belonging to this age group have high satisfaction level on the dimension of sales personnel of shopping malls, whereas the respondents belonging to
the age group <20 years have minimum mean value m= 3.48. Thus, sales personnel affect on the choices and preferences of shoppers of different age group. However the, present study contradicts the study by Alhemond (2008) which states that significant difference does not exist among the different age groups regarding the importance of personnel image.

Marital Status

Significant difference had been observed by the data analysed on the dimension of sales personnel across marital status. This implies that the sales personnel affect the shopping experience of married and unmarried. The mean value for married is 3.72 and for unmarried are 3.58 on the dimension of sales personnel. This indicates that the married customers have high satisfaction level on the dimension of sales personnel of shopping malls than unmarried. Thus, sales personnel affect the choices and preferences of married and unmarried shoppers. However, the present study contradicts the study by Alhemond (2008) who found that significant difference does not exist in the importance of personnel image across marital status.

Qualification

Significant difference was observed by the data analysed on the dimension of sales personnel across qualification. This implies that the sales personnel affect the shopping experience of customers having different educational qualification. The mean value for graduates is 3.71 and for postgraduate are 3.76 on the dimension of sales personnel. This indicates that the postgraduate customers have high satisfaction level on the dimension of sales personnel of shopping malls than graduate. Thus sales personnel affects on the choices and preferences of the shoppers having different educational qualification. However the present study contradicts the study by Alhemond (2008) which states that significant difference does not exist in the importance of personnel image based on different educational qualification.

Occupation

No significant difference was observed by the data analysed on the dimension of sales personnel across occupation. This implies that the sales personnel do not affect the shopping experience of customers having different occupation. Sales personnel does not affect on the choices and preferences of the shoppers belonging to different occupation.
**Income**

Significant difference was observed by the data analysed on the dimension of sales personnel across income. This implies that the sales personnel affect the shopping experience of shoppers belonging to different income group. The respondents belonging to the income group of Rs 50000-75000 obtained maximum mean value m= 3.704, this indicates that the respondents belonging to this income group have high satisfaction level whereas the respondents belonging to the income group of Rs >100000 obtained minimum mean value m=3.45)show less satisfaction as compared to others on the dimension of sales personnel. Thus sales personnel affects on the choices and preferences of shoppers belonging to different income group. However the present study contradicts the study by Alhemoond (2008) which states that significant difference does not exist in the importance of personnel image based on income.

**5.1.6. Results with Respect to Convenience across Demographic Variables**

**Gender**

Significant difference was observed by the data analysed on the dimension of convenience across gender. This implies that the convenience affects the shopping experience of males and female shoppers. The mean value for females is 3.88 and for males are 3.47 on the dimension of convenience. This indicates that the females have high satisfaction level on the dimension of convenience of shopping malls than males. Thus the convenience affects on the choices and preferences of male and female shoppers. The finding is in line of the researcher Alhemoud, (2008) who found that significant different exist on the importance of convenience among gender. Mohanty (2012) also found that the females were mostly affected by the convenience of the store.

**Age**

Significant difference was observed by the data analysed on the dimension of convenience among age. This implies that the convenience affects the shopping experience of the shoppers of different age groups. Respondents belonging to the age group of >50 years have obtained maximum mean value m=3.71. This indicates that the customers belonging to this age group have high satisfaction level on the
dimension of convenience of shopping malls whereas the respondents belonging to the age group <20 years showed less satisfaction with minimum mean value m= 3.28. Thus, convenience affects on the choices and preferences of shoppers of different age group. The present finding is in line to the study of Devdas & Manhor (2012) who stated that significant difference exist between various age groups of the customers regarding to the mall attribute of location factor.

Marital Status

Significant difference was observed by the data analysed on the dimension of convenience across marital status. This implies that the convenience affects the shopping experience of married and unmarried shoppers. The mean value for married is 3.58 and for unmarried are 3.31 on the dimension of convenience. This indicated that the married customers have high satisfaction level on the dimension of convenience of shopping malls than unmarried. Thus, convenience affects on the choices and preferences of married and unmarried shoppers. The finding is in line to the researcher Alhemoud (2008) who opined that significant different exist on the importance of convenience image based on marital status.

Qualification

Significant difference was observed by the data analysed on the dimension of convenience across qualification. This implies that the convenience affects the shopping experience of customers having different educational qualification. The mean value for graduates is 3.54 and for postgraduate are 3.52 on the dimension of convenience. This indicated that the graduate customers have high satisfaction level on the dimension of convenience of shopping malls than postgraduate. Thus, convenience affect on the choices and preferences of the shoppers having different educational qualification. The finding is in line to the researcher Alhemoud (2008) who reported that significant different exist on the importance of convenience image based on qualification.

Occupation

Significant difference was observed by the data analysed on the dimension of convenience across occupation. This implies that the convenience affects the shopping experience of customers having different occupation. The mean value for
self-employed is 3.65 and for students are 3.29 on the dimension of convenience. This indicates that the self-employed customers have high satisfaction level on the dimension of convenience of shopping malls than others. Thus, convenience affects on the choices and preferences of the shoppers belonging to different occupation. However, the present finding contradicts to the researcher Alhemoud (2008) who reported that significant different do not exist on the importance of convenience image based on occupation.

**Income**

Significant difference was observed by the data analysed on the dimension of convenience across income. This implies that the convenience affect the shopping experience of shoppers belonging to different income group. The respondents belonging to the income group of Rs 50000-75000 obtained maximum mean value m= 3.57, this indicates that the respondents belonging to this income group have high satisfaction level whereas the respondents belonging to the income group of Rs >100000 obtained minimum mean value m=3.27 show less satisfaction as compared to others on the dimension of convenience. Thus convenience affects on the choices and preferences of shoppers belonging to different income group. The finding is in line to the researcher Alhemoud (2008) who stated that significant different existed on the importance of convenience image across different income group.

**5.1.7 Results with Respect to Service across Demographic Variables**

**Gender**

No significant difference was observed by the data analysed on the dimension of service across gender. Thus the service does not have any effect on the choice and preference of male and female shoppers. Thus, the present finding contradicts to the findings of Mohanty (2012) who found that females are mainly affected by the service quality of the retailers.

**Age**

Significant difference was observed by the data analysed on the dimension of service among age. This implies that the service affects the shopping experience of the shoppers of different age groups. Respondents belonging to the age group of 31-40 years have obtained maximum mean value m=3.60. This indicates that the customers
belonging to this age group have high satisfaction level on the dimension of service of shopping malls. Whereas the respondents belonging to the age group <20 years show less satisfaction with minimum mean value m = 3.37. Thus, service affects on the choices and preferences of shoppers of different age group.

**Marital Status**

Significant difference was observed by the data analysed on the dimension of service across marital status. This implies that the service affects the shopping experience of married and unmarried shoppers. The mean value for married is 3.56 and for unmarried are 3.37 on the dimension of service. This indicates that the married customers have high satisfaction level on the dimension of service of shopping malls than unmarried. Thus, service affect on the choices and preferences of married and unmarried shoppers.

**Qualification**

Significant difference was observed by the data analysed on the dimension of service across qualification. This implies that the service affects the shopping experience of customers having different educational qualification. The mean value for graduates is 3.54 and for postgraduate are 3.48 on the dimension of service. This indicates that the graduate customers have high satisfaction level on the dimension of service of shopping malls than postgraduate. Thus, service affects on the choices and preferences of the shoppers having different educational qualification.

**Occupation**

No significant difference was observed by the data analysed on the dimension of service across occupation. This implies that the service do not affects the shopping experience of customers having different occupation. Thus, services provided by the retailers do not affect the choice and preference of the shoppers belonging to different occupation.

**Income**

No significant difference was observed by the data analysed on the dimension of service across income. This shows that service as a dimension of shopping experience had no affect on the income level of the respondents.
5.1.8 Results with Respect to Sales Promotion across Demographic Variables

**Gender**

No significant difference was observed by the data analysed on the dimension of sales promotion across gender. This implies that sales promotion do not affects the shopping experience of males and female shoppers. Thus, the sales promotion do not affect on the choices and preferences of male and female shoppers. The finding are in line to the researcher Alhemoud (2008) who stated that no significant different exist on the importance of promotion image based on gender.

**Age**

Significant difference was observed by the data analysed on the dimension of sales promotion among age. This implies that the sales promotion affects the shopping experience of the shoppers of different age groups. Respondents belonging to the age group of 31-40 years have obtained maximum mean value \( m=3.77 \). This indicates that the customers belonging to this age group have high satisfaction level on the dimension of sales promotion of shopping malls, whereas the respondents belonging to the age group >50 years showed less satisfaction with minimum mean value \( m=3.34 \) as compared to other age group respondents. Thus, sales promotion affects on the choices and preferences of shoppers of different age group. The finding is not in line to the researcher Alhemoud (2008) who found that significant different does not exist on the importance of promotion image across different age group.

**Marital Status**

No significant difference was observed by the data analysed on the dimension of sales promotion across marital status. The finding is in line to the researcher Alhemoud (2008) found that significant difference does not exist on the importance of promotion image across marital status.

**Qualification**

No significant difference was observed by the data analysed on the dimension of sales promotion across qualification. This implies that the sales promotion does not affect the shopping experience of customers having different educational qualification. Thus, sales promotion do not affect on the choices and preferences of the shoppers.
having different educational qualification. The finding is in line to the researcher Alhemoud, (2008) who opined that significant different does not exist on the importance of promotion image based on qualification.

**Occupation**

Significant difference was observed by the data analysed on the dimension of sales promotion across occupation. This implies that the sales promotion affects the shopping experience of customers having different occupation. The mean value for self employed is 3.80 and for retired are 3.35 on the dimension of sales promotion. This indicates that the self employed customers have high satisfaction level on the dimension of sales promotion of shopping malls than others. Thus sales promotion affects on the choices and preferences of the shoppers belonging to different occupation. The finding of the present study contradicts to the researcher Alhemoud, (2008) who reported that significant difference exist on the importance of promotion image across different occupation.

**Income**

No significant difference was found by the data analysed on the dimension of sales promotion across income. This implies that the sales promotion does not affect the shopping experience of shoppers belonging to different income group. Thus, sales promotion do not affect on the choices and preferences of shoppers belonging to different income group. The finding is in line to the researcher Alhemoud, (2008) who reported that significant different does not exist on the importance of promotion image across different income group.

**5.1.9 Results with Respect to Overall Shopping Experience across Demographic Variables**

**Gender**

Significant difference was not observed by the data analysed on the dimension of overall shopping experience across gender. This indicates that the females have high satisfaction level on the dimension of overall shopping experience of shopping malls than males. Thus, the overall shopping experience does not affect on the choices and preferences of male and female shoppers.
Age

Significant difference was observed on the dimension of overall shopping experience across age. It has been noted that respondents belonging to the age group of 31-40 years have obtained maximum mean value $m=3.81$. This indicates that the customers belonging to this age group have high satisfaction level on the dimension of overall shopping experience of shopping malls whereas the respondents belonging to the age group $<20$ years show less satisfaction with minimum mean value $m=3.55$ as compared to other age group respondents. Thus, overall shopping experience affect on the choices and preferences of shoppers of different age group.

Marital Status

Significant difference was observed by the data analysed on the dimension of overall shopping experience across marital status. It has been noted that the mean value for married is 3.86 and for unmarried is 3.60. This indicates that the married customers have high satisfaction level on the dimension of overall shopping experience of shopping malls. Thus, overall shopping experience affect on the choices and preferences of the married and unmarried shoppers.

Qualification

Significant difference was reported by the data analysed on the dimension of overall shopping experience across qualification. The mean value for postgraduates is 3.82 and for undergraduate are 3.58 on the dimension of overall shopping experience. This indicates that the postgraduate customers have high satisfaction level on the dimension of overall shopping experience of shopping malls as compared to others. Thus, overall shopping experience affect on the choices and preferences of the shoppers having different educational qualification.

Occupation

Significant difference was reported by the data analysed on the dimension of overall shopping experience across occupation. The mean value for salaried is 3.86 and for student are 3.60 on the dimension of overall shopping experience. This indicates that the salaried customers have high satisfaction level on the dimension of overall shopping experience of shopping malls as compared to others. Thus, overall shopping experience affects on the choices and preferences of the shoppers having different occupation.
**Income**

Significant difference was observed by the data analysed on the dimension of overall shopping experience across income. The respondents belonging to the income group of Rs 50000-75000 have maximum mean value is 3.84 and the respondents belonging to the income group of Rs <25000 have minimum mean value is 3.53. This indicates that the customers belonging to the income group of Rs 50000-75000 have high satisfaction level on the dimension of overall shopping experience of shopping malls as compared to others. Thus, overall shopping experience affects on the choices and preferences of the shoppers belonging to different income group.

**5.2 Results of Hypotheses of Impact**

The hypotheses to investigate the impact of different variables were tested by applying multiple regressions. The outcomes are stated below:

**Atmospherics**

By analysing the data it was observed that atmospheric has a positive and significant impact on overall shopping experience of the customers visiting the shopping mall. However the findings are similar to Tendai and Crispen (2009) who found that atmospherics affects such as music, fresh scent, and ventilation had been important for keeping consumers longer in the shop although they were unlikely to directly influence the impulse buying. LewHew, Burges and Wesley (2002) also reported that atmospherics influenced the mall loyalty of the shoppers.

**Store Design**

By the data analysed it was observed that store design had insignificant impact on overall shopping experience of the customers visiting the shopping mall. However, the findings are contrary to the findings of (Baker et al, 1992; Babin and Attaway, 2000) that ambiance, design and layout of the malls evoked varying degrees of emotional reaction from the customers and motivates them to spend time in the mall.

**Pricing**

Analysing the data it was observed that pricing has significant impact on overall shopping experience of the customers visiting the shopping mall. Thus, price has an effect on shopper’s behavioural response. However, the findings are consistent with
other research findings as (Leo and Phillipe, 2002, Parsons, 2003) found that malls perceived to have stores with acceptable prices were likely to be favoured by the shoppers than malls with stores having unacceptable prices.

**Merchandise**

By the data analysed it had been observed that merchandise had positive and significant impact on overall shopping experience of the customers visiting the shopping mall. Thus, merchandise has an influence on shopper’s behavioural response. As a result, the current research is able to validate that merchandise has a significant influence on shopper’s satisfaction. Thus, the findings are also consistent with other researches Jantan and Kamaruddin (1999); LewHew, Burges and Wesley (2002); Rajaguru and Matanda (2006). They reported that product attributes such as product quality, price and availability of new products influenced customer satisfaction and mall loyalty. Catherine, Vijayalakshmi and Mangesh (2013) also opined that in store merchandise created more interest to purchase among shoppers. Consumers preferred the retail store which had a wide variety of products at one place. Product variety also influenced shopper’s satisfaction, loyalty and word of mouth.

**Sales Personnel**

Analysing the data it had been observed that sales personnel as a dimension had positive and significant impact on overall shopping experience of the customers visiting the shopping mall. Thus sales personnel have an effect on shopper’s behavioural response. However, Reynolds and Beathy (1999) also found that excellent customer salesperson relationships contribute to pleasant shopping experience and reduces risk perception, epically during the final stages of decision making process. According to Clopton et al. (2002) a customer oriented approach that signifies empathy, expertise, and competence enhances customer satisfaction and the store loyalty and encourages positive word of mouth communication.

**Convenience**

Analysing the data it had been observed that convenience as a dimension has positive and significant impact on overall shopping experience of the customers visiting the shopping mall. Thus, convenience has an effect on shopper’s behavioural response.
Convenience is considered as one of the most influential factor on shoppers’ satisfaction. The results are also consistent with other researches such as Sinha and Banerjee (2004) who reported that shoppers gave prominence to proximity of the store. The result also supports to the study of Anselmsson (2006) who opined that convenience which included opening hours, parking, ease of movement to be the important determinants of satisfaction.

**Service**

By the data analysed it was observed that services as a dimension had positive impact on overall shopping experience of the customers visiting the shopping mall. Thus, services have an effect on shopper’s behavioural response. Thus, findings are also consistent with other research findings of Naik, Gantasala and Prabhakan (2010) who found that service offered by retail units had positive impact and were significant in building customer satisfaction.

**Sales Promotion**

It was observed that sales promotion as a dimension had positive and significant impact on overall shopping experience of the customers visiting the shopping mall. Hence sales promotion has an effect on shopper’s behavioural response. However, the present study is in line with the study of Ubeja (2013) who reported that customers were attracted to any type of sales promotion mix which was available in shopping mall.

**5.3 Summary of Findings**

The main observations can be concluded as follows:

a) It was found that significant differences existed across male and female mall shoppers on the factor of atmospherics, pricing, merchandise and convenience.

b) It was also observed that significant differences existed across the different age groups of mall shoppers on the dimensions of atmospherics, store design, pricing, sales personnel, convenience, service, sales promotion and communication and overall shopping experience.

c) The findings also revealed that a significant difference existed across married and unmarried mall shoppers on the factor of atmospherics, store design, pricing, sales
personnel, convenience, service, sales promotion and communication and overall shopping experience of the shopping mall.

d) Findings revealed that significant difference existed across the different educational qualifications of the mall shoppers on the dimensions of atmospherics, store design, pricing, sales personnel, convenience, service, and overall shopping experience of the shopping mall.

e) Across occupation respondents reported significant difference on the factor of store design, pricing, merchandise convenience, sales promotion and overall shopping experience of the shopping mall.

f) Significant difference was found across the different income group of the respondents on the dimensions of atmospherics, store design, merchandise, sales personnel convenience and overall shopping experience of the shopping mall.

It was observed that seven factors have positive impact and one factor have negative impact on overall shopping experience of the shopping mall customers.

The seven factors having positive impact were “atmospherics”, “store design”, “merchandise”, “sales personnel”, “convenience”, “service”, and “sales promotion.”

“Shopping convenience had the highest impact on overall shopping experience among all the dimensions with Beta = 0.314, this impact was highly significant as significant value is 0.000. This concludes that consumers gave maximum importance to convenience which included, closeness to home and workplace, less travelling time, easy to locate, parking, facilities for elderly and physically challenged persons, play and rest areas for children, availability of changing and fitting rooms and payment facility.

“Store design” of the mall had the least impact on overall shopping experience among all factors with Beta= 0.018, this impact was insignificant as significance value was 0.533. This may be because consumers may not be satisfied with the space and design, displays, sign and art work may not be easy to read, informative and appealing to them.

Six factors with significantly positive impact were atmospherics”, “merchandise”, “sales personnel”, “convenience”, “service”, and “sales promotion and factor i.e.
“pricing” having significantly negative impact on overall shopping experience. “store design having insignificantly positive impact on overall shopping experience.

The study also revealed that the respondents highly rated the importance for shopping for all needs at a time, quality of merchandise, variety of merchandise, availability of parking facility and friendliness of staff. This result to a large extent corresponds to most of the studies previously reviewed by Bearden (1977), Alhemoud (2008). The lowest ratings of importance were attached by the respondents to after sale service and facility of payment through store card.

5.4 Conclusion

From the present study it can be concluded that customers who visited malls were young people within the age group of 20-30 years. The study also indicated that most of the consumers who shopped at malls were having undergraduates or postgraduate degree and most of the customers were female. It was also found that customers who visited malls were financially well off. The majority of the customers visited shopping malls as per their shopping needs and spend around 1-3 hrs in the malls. The purpose for visiting a mall was shopping by most of the customers followed by entertainment. Most of the customers visited shopping malls on Sundays and spend an average of Rs 5000 to10000 per shopping visit.

The respondents highly rated the importance for shopping for all needs at a time, quality of merchandise, variety of merchandise, availability of parking facility and friendliness of staff. The lowest rating of importance was done by the respondents to after sale service and facility of payment through store card.

Conclusions drawn from the test of difference were that no significant difference existed on the factors of atmospheres across occupation, store design across gender, pricing across income, merchandise across age, marital status and qualification, sales personnel across gender and occupation, service across gender and occupation, sales promotion across gender, marital status, qualification and income. Significant difference was also not found on the dimension of overall shopping experience across gender.

The study investigated the impact of mall attributes on overall shopping experience of the mall shoppers concluded that convenience had the highest impact on the overall
shopping experience of the customers followed by service, merchandise, atmospherics, sales promotion, sales personnel and store design.

5.5 Managerial Implication

The recommendations to the shopping mall managers from the conclusions drawn from the study indicate a tremendous scope for future growth. To capitalize future potential, malls in India can overcome the current related issues to increase efficiency levels and falling footfalls by providing them better shopping experience. A well developed and implemented strategy is essential for the success of malls in India. From the outcome of the findings the following suggestion are recommended to the retailers.

The factor that has the highest impact on the shopping experience is convenience. Therefore, mall managers should focus on the following parameters of shopping convenience. The retailers should provide the sufficient place for parking for the customers’ vehicle. Wheel chairs should be made available for elderly and physically challenged persons. For ease of payment facilities of credit and debit card should be provided by the retailers. The retailers should provide the entertainment and amusement programmes enabling the customers to spend more time and increasing sales in the store. The retailers should provide the entertainment facilities such as park for the kids. The retailers should provide with exchange and return adjustments. It should provide quickest dispatching and fast and efficient billing. Retailers should have continuous an effective feedback system by allowing the consumers to express their grievances and their shopping experience.

Merchandise also had a significant impact on the shopping experience of the customers so the retailers should focus on the strategies taking into consideration its target customers. The retailers should stock with variety and quality of merchandise. Product range must be increased in the store in order to attract more and more customers in the stores. The width as well as the length of the varieties of the product must be substantially increased. Products must be available all the time in the stores as customers have the tendency to perceive unavailability if not get their desired product. Retail outlets can further appeal to the female customers by offering more products. They can provide a shopping experience that women are particularly
attracted to. In this way, retail chains can expand their customer base as the retail outlets have a large base of potential customers.

Sales personnel also had a positive impact on the shopping experience of the customers. The quality of interaction between the sales personnel and customers are also important in enhancing shopping experience of the customers. Hence, retailers should train their sales personnel and back office staff in such a way so that they can maintain the good customer relation with their regular customers. The sales personnel should intimate about the new arrivals of latest merchandise to the prospect customers.

Atmospheric factors were also considered important by the mall shoppers. Hence, retailers should make sure that their mall atmosphere offers a mall environment that is pleasing to multiple senses, to ensure that it is conducive for shoppers to stay and spend more time and money. Managing atmospherics is a strategic task, affecting the success of a mall.

Promotional effectiveness can be improved by delivering content directly to the point where customers make decisions whether the point is at a new product display or in a checkout line. Interactive displays can deliver product information, social recommendations and easy access. Signage can also build brand value within the store by enhancing the shopping experience. Signage and artwork helps customers to easily find locations within the store such as fitting rooms, customer assistance and various departments. Sales promotion should form an important visibility enhancing dimension for retailers to communicate about the discounts and offers timely to customers bringing them into the stores.

Attention of the retailers must be directed towards aspect of services by providing after sale service, accurate and on time home delivery, fast and efficient billing, check out time and mode of payment. These may be because the customers are hard press for time and look for convenience in terms of shopping time and duration.

Retailers should place high priority on having deep insights in shopping preference and needs to create a pleasant and satisfying shopping experience for core customer segments. The majority of the respondents belong to the younger generation, so their needs should be taken into consideration while deciding the marketing strategy. Younger respondents demand branded products at reasonable and fixed prices and
have a tendency to avoid bargaining. So the organized retailers should make sure about the availability of branded products at reasonable price all the time.

The Table 5.3 shows factors in order of their impact on shopping experience of customers of shopping malls. Therefore, the retailers should pay attention according to their chronology of impact and consider above suggestions while formulating the retail strategies. Thus, the retailers can take into consideration the above suggestions while formulating the retail strategies.

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<tr>
<th>S.No</th>
<th>Dimensions</th>
<th>Beta Value</th>
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<tr>
<td>1</td>
<td>Convenience</td>
<td>0.314</td>
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<td>2</td>
<td>Service</td>
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<td>3</td>
<td>Merchandise</td>
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<td>Atmospherics</td>
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<td>Sales Personnel</td>
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<td>Sales Promotion</td>
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<td>7</td>
<td>Store Design</td>
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5.6 Future Research Direction

This research study has substantial scope of extension in terms of depth as well as breadth. Some of such areas are pointed below:

a) The present study confines itself to malls only and does not cover various other formats that exist in the retail sector thus the future study can be done on other retail formats.

b) The study focused on the shopping experience of the customers. Further research can be conducted on the outcomes of the shopping experience such as loyalty and word of mouth.

c) Further research is recommended by carrying out comparative study among the cities because the residents in other parts of the country may have different shopping behaviour and attitude in respect of organised retail.

d) The present study can be replicated which would help in re-examining the validity of the findings.
e) Researchers can improve the methodology adopted in the present study. For instance newer dimensions can be added to the questionnaire. This might lead to the improvement in bringing newer findings.

This dissertation makes several contributions in the field of retailing. As large players are moving into organised environment, this study will provide important implications for the mall developers and the retail managers for better marketing strategies. These findings will lead to better and more response by retailers to consumer shopping experience and identify issues as being core to understanding and driving the consumer shopping experience. The findings of the study confirm and substantiate the relevance of concept of consumer shopping experience in retail world. Hence, through this study a modest improvement in our understanding of consumer buying experience is done which will have significant benefits to consumers as well as to retailers.
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Appendices

Appendix 1: Questionnaire
Appendix 2: Research Publication
Dear Respondent,

I am a Research Scholar of Department of Business Administration AMU, Aligarh. My research topic is "Consumer Shopping Experience in Shopping Malls of Selected Indian Cities". I request you to kindly fill up the enclosed questionnaire. Your cooperation and feedback of the same would be appreciated and highly valued.

Respondents Demographic Profile

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<th>Gender:</th>
<th>Male</th>
<th>Female</th>
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<td>Age: (Yrs.)</td>
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<th>Marital status:</th>
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<td>Qualification</td>
<td>Undergraduate</td>
<td>Graduate</td>
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<td>Occupation:</td>
<td>Home maker</td>
<td>Self employed</td>
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| Approx. monthly family income in '000: | > 25000 | 25000-50000 | 50001-75000 | 75001-100000 | >100000 |

Shopping Behaviour

Visit shopping mall for shopping and:

(a) Entertainment  (b) Dining  (c) Window shopping  (d) Information seeking

Visit shopping mall not for shopping but for:

(a) Entertainment  (b) Dining  (c) Window shopping  (d) Information seeking

Shopping Companion:

(a) Family  (b) Friends  (c) Relatives  (d) Colleagues

(spouse, siblings, children)

Average money spend '000: per trip:

(a) <Rs.5000  (b) Rs.5000-10000  (c) Rs.10001-20000  (d) Rs.20001-40000

(e) Rs > 40000

Average time spend per visit:

(a) <1 hr  (b) 1-3 hr  (c) 3-6 hr  (d) >6 hr

Frequency of shopping visit:

(a) Once a week  (b) Twice a week  (c) Thrice a week  (d) As per shopping needs

Day of visit:

(a) Saturday  (b) Sunday  (c) Weekly low price day  (d) Any day

Time of visit:

(a) Morning  (b) Afternoon  (c) Evening

Transport:

(a) Two wheeler  (b) Four wheeler  (c) Public transport
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<td>Wheel chairs for the elderly and physically challenged persons are available.</td>
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<td>Play and rest areas for kids and children are available.</td>
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<td>Changing and fitting rooms are available.</td>
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<td>Facility of payment through credit/debit card is available.</td>
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<td>It provides exchange and return adjustments.</td>
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<td>Accurate and on time home delivery is provided.</td>
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<td>The payment mode is convenient.</td>
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<td>It has attractive product and promotional displays.</td>
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<td>The point of purchase is attractive.</td>
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<td>It provides special offer and timely announcement of sales.</td>
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<td>Facility of payment through store card is available.</td>
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<td>There is good use of celebrity endorsement in advertising.</td>
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<td>Overall perception of my experience at shopping mall is positive.</td>
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<td>I feel shopping mall offers me more than just products and service, but also a memorable experience.</td>
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<td>I am delighted about doing shopping in the shopping mall.</td>
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<td>Malls have good entertainment facilities.</td>
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<td>Services provided are good.</td>
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<tr>
<td>It gives me pleasure to visit malls.</td>
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CHANGING CONSUMER SHOPPING EXPERIENCE IN SHOPPING MALL OF INDIAN SHOPPERS

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ABSTRACT
Large scale organized players are fast making inroads replacing traditional stores with modern stores. Retail formats which are adaptations of western formats may not necessarily be suitable for Indian retail environment. Consumer shopping behavior in shopping malls explores the experience of consumers during shopping in malls. Beyond explaining the shopping activities that interest the shoppers most, important attributes of shopping experience, the frequency and purpose to visit the mall are also detailed. The findings of the study indicate applications to the marketers and managers for an effective, efficient and productive mall performance. The findings also provide a direct evidence that malls are now a day's treated as a one stop destination for various purposes like dining, entertainment, hanging out, information seeking and shopping, a phenomenon called as (shopertainment) compelling mall managers to transform the malls that would offer stores with attractive product, merchandise, sophisticated atmospheres and facilities to lure the target customers.

KEYWORDS
Shopping Experience, Shopping Behavior, Shopertainment, Store Attribute.

INTRODUCTION
Retailing the biggest private sector in the world is of the prime movers of an economy. The real estate market in India continues to be on its buoyant growth trend. Specialized retailers, all over the world, are developing rapidly in segments such as consumer durables books, music, lifestyle goods household furnishings, healthcare and beauty. India is an emerging retail market and its retail sales are increasing by an average of 10 percent a year. The globally respected consultancy firm A.T. Kearney (2004), has rated India as the most attractive retail market. Organized retailing, from within and around the globe are a very ripe to set up shop in the Indian market. This has intensified the level of competition amongst the players and the Indian consumers had the opportunity to experience the rapid expansion to brands. Retailers will have to be very much market oriented to meet up the consumer expectations and attitudes and behavioral variables. The shopping experiences of consumers are guided by their expectation. A shopping mall is a group of retail business planned, developed, owned and managed as a unit (Kotler, Armstrong, 2006. 407.) According to Mckeeever et al. 1977, Frenzeggs et al. 1998) shopping mall as a part of urban panorama has been considered as consumers “nesting places” or habitat. (Swinyard, 1998) these places are important venues that enhance peoples experience. Experience is the consequence of acquiring and processing stimulation in the mall over repeated visits. Shopping, buying and utilizing are three activities which contribute the consumer’s behavior in holistic manner Tacher (1972)

LITERATURE REVIEW
Reid & Brown (1996) proposed that the customer’s orientation towards shopping may shed light into the way he/she indulged in shopping and it also told the reason when he/she chooses a particular retail store including (shopping mall). Store atmosphere plays a vital role in consumer experience. Atmospheric involves a conscious designing of space to affect customer’s sensory experience. (Koo,2003) in his study said a positive store experience enhanced satisfaction and would lead to increased shopping frequency, and therefore lead to increased sales. Store atmospheric specifically in reference to design and ambient factors, was a significant variable as it influences consumer preference, interpersonal service quality, merchandise quality and monetary price perception as well as shopping experience cost (Baker et al 2002; Thang & Tan 2003, Newman and Patel 2004), reported that store atmosphere was one of the crucial factors and determinants of store choice. Walkfield and Baker found out that the architectural design of the mall was the dimension which contributed the most to mall excitement, while a mall’s interior design had strong influence on customer’s desire to stay longer in mall. Walkfield and Baker (1998) also found a positive and strong relationship between malls layout and desire to visit mall excitement.

This tells us the customer not only evaluates the product assortment inside the mall but they also do look for the intangible that the mall offers like colors, ambiance, fragrances lighting and music. Prior researches suggest that use of light colors exhibit a sense of spaciousness and impart a sense of excitement amongst the minds of the customer more over even the use of serenity music along with warm colors helped the mall by increasing the customer desire to stay (Kolomons,1994 Peter Olsen,1994) According to Sway (2007), scent marketing can make a consumer feel comfortable and put consumer in a good mood that could positively influence purchase decisions.

A positive emotional experience engendered by store atmosphere will increase the estimated spending and time spend in the store. According to Donovan et al. 1994) this partly is due to emotional variable evaluated apart from cognitive variable e.g. quality and price perception. Lindquist (1974) included merchandise in his nine attributes list explaining that merchandise consisted of quality, assortment, service and price. Lindquist (1974), confirmed fact that merchandise was a key image factor.

Zimmer and Golden (1996), Chowdhury Reader and Srivastava (1996) are the authors who accepted product quality and range as being important components in the store image developments. The fact that when the consumer’s found products in the retail store attractive, they had positive perceptions thus the customers are satisfied towards the store. Tang and Tan (2003), as well Collins-Dodd and Lindsey (2003), claimed that merchandise had an essential influence on the brand perception and store image as well. Sullivan et al. (2002), consumer tends to seek store with a greater assortment of merchandise to satisfy their needs. Lindquist (1974), Zimmer and Golden (1996) Chowdhury et al (1998) Mc Goldrick (2002) had studied price as one of the merchandise components. Thompson and Chen (1998) laid stress on the price-quality linkage where price meant “not waste money and is linked to durability quality. Shipta and Vaid (2010), in their study stated that the developers and retailers need to plan the merchandising by the consumer needs. Chebat, Sirgy and Grzeskowskik (2010), opined that one way to generate more traffic is to build a strong mall image perceived by the shoppers delivering unique benefits. Previous research conclusion regarding convenience and location were somewhat contradictory as well as one hand, Burns and Warren (1995), found, that consumer’s travels beyond their local shopping area to other shopping centre in order to access a wider selection of products than that available locally, and this
satisfied the need of uniqueness. On this conclusion research based on consumer responses by SettVein et al (2003) and Yilmaz (2004) showed that convenient location has the greatest impact on consumer’s choice of center. Opening hours and time taken to reach the outlet are one of the main criteria which the consumers look for while selecting a shopping outlet (Kaufman, 1996). With retail location point of view, consumers give higher preference to shopping outlet which is nearby to their homes. Loudon and Bitta (1993), discovered that consumer’s seeked high convenience, they despised spending time and effort for a particular product. They also found that convenience is also an important criterion for customers who would either visit or made purchase in a mall very infrequently.

According to Kaufman (1996), consumers are getting more and more inclined towards “one stop destination” for their complete shopping desire. Huff (1964 and 1966) concluded that the convenience of access was the primary characteristics that consumers sought, when choosing a shopping center to visit. The demand of one stop shopping has been a major driver of increasing scale of operations in retail (Mestres and Navaslanin 1997), multipurpose shopping can take many forms. Ghosh (1989) briefly commented to both the shop and retailer. Malls would afford those pursuing a multi-purpose agenda the opportunity to do so more effectively and in a pleasant environment.

Shopping centre entertainment was a strategic marketing tool that could extend a shopping centre’s trading areas, lengthen shopper stays, and increased revenues for tenants (Shim & Eastwick 1998). That is, entertainment (such as movie theatres, food courts and fashion shows) could enhance the ambience of a shopping centre conducive to an exciting and pleasant experience for shoppers. Few studies have incorporated entertainment as an attribute of the shopping centre image. Beyond the pioneering shopping centre study that measured entertainment items including movie theatre and themed restaurants was conducted by Bellenger, Roberton and Greenberg (1997). The entertainment mix of a shopping centre could comprise specialty entertainment (such as movie theatres), special event entertainment (such as fashion shows) and food (such as food courts and cafés). Besides an entertaining and pleasant ambience, a safe shopping environment was also central to consumer patronage.

Convenience orientation was a key benefit that shopper’s seeked in the modern environment. In this sense, consumer’s perceptions of convenience (e.g., opening hours, location, and parking) would have a positive influence on their satisfaction with the service (Berry et al. 2002). Consumers’ perceived expenditure of time and effort interacts to influence their perceptions of service convenience (Berry et al. 2002). and retail facilities can be designed to affect those time and effort perceptions. For example, a central location can reduce the transaction costs associated with shopping (e.g., transportation cost, time spent). In addition to a convenient location, other convenience incentives provided by retailers, such as longer operating hours or ample parking, can draw patrons to store.

Hansen and Deutscher (1977-1978)...

RESEARCH GAP

The foregoing discussion brings the fact that the rate of growth in the retail sector in India creates a requirement for research from the consumer’s perspective. A very few detailed studies on consumers shopping experience related to malls had been done in an Indian context. Most of the studies are based on USA and European environment. The lack of studies in this domain has triggered the interest to bridge the gaps.

OBJECTIVES

From the above research gap the following objectives were derived to study about the shopping experience of the Indian consumers. The research was conducted keeping in view the following main objectives

a) To identify various shopping activities of the customers.

b) To explore important attributes of shopping experience among Indian shopper

in order to understand the shopping experience dimension of consumer’s, related to mall attributes the given model has been developed.

FIG.1: MODEL OF CONSUMER SHOPPING EXPERIENCE

![Diagram showing the model of consumer shopping experience]

The Indian consumer's are gradually moving from local kirana shopping to mall shopping with the number of domestic and international brands available in store. These modern retail formats provide a wide variety of products and services to customers and offer an ideal shopping experience with an amalgamation of product, entertainment and service all under a single roof. Indian consumers are fast embracing modern retail formats.

MODERN RETAIL FORMATS

1) Discount stores: Discount stores or factory outlets offer discounts on the MRP through selling in bulk reaching economies of scale or excess stock left over at the seasons. The product category range includes variety of permissible and non-perishable goods.

2) Supermarket: This is a large, low cost, low margins high volume self service operation designed to serve the customer’s need for food, luxury and household maintenance products. E.g. Food World, Subhhksha and Nilgiris

3) Hypermarket: Hypermarket in India deals with varied shops selling different types of essential commodities along with luxury items. The hyper market is mainly concentrated in urban areas only. It has a heterogeneous mixture of large and small individual retailers. Most of this hypermarket sells branded products of both domestic and international manufacturers. It offers product with different price brands for each and every section of the society. The operators of hypermarket are Reliance Retail, Bharti Wal Mart.

4) Specialty stores: These are stores that focus on specific market segments, specializing on particular products, gift items and so on. These include chains such as the Banglore based kids Kemp, the Mumbai book retailer Crossword, Times Groups music chain Planet M.

5) Malls: It is the largest form of organized retailing. They lend an ideal shopping experience with an amalgamation of product, service and entertainment, all under a common roof eg Shoppers stop.
MALL ATTRIBUTES

1) Atmosphere: Atmosphere was defined by Kotler (1978), p.48 as "the effort to design buying environments to produce specific emotional effects in the buyer that enhance his/ her purchase probability". He referred to five- dimensional experience, based upon our five senses. Later research defined the term atmospherics to "ambient factors that emphasized sound (e.g. music), feel (environmentally based not product based (e.g. crowding, arousal), smell (overall odor) and sight (environment related e.g. wall color).

2) Merchandise: A huge component to store loyalty lies with the relative offerings in terms of variety of assortment. Variety is the number of different merchandise categories a retailer sells while assortment refers to the number of item in a merchandise category.

3) Convenience: Convenience refers to the easiness that consumer seeks while shopping.

4) Shopping Activity: The favorite destinations for the people are now changing. Being a common utility product, a branded pair of jeans, and some leisure time in the cinema theatres or a general hangout, more urban crowds are attracted towards the mall. Several brand squeezed into one place Entertainment zones, shopping delights and food court. The whole concept of "Shoppertainment" is what's changing the scene of Indian Retail Industry.

RESEARCH METHODOLOGY

The research methodology for the study involved a research design comprising of the elements of shopping activities and various attributes of malls that influence customers shopping experience. Shopping activities further comprised of Entertainment, Dining, Information seeking, and mall attributes comprising of Atmosphere, Merchandise and Convenience. A questionnaire in English was drafted. Each question was measured using five point Likert scale, which ranged 1 to 5, where 1 resembled the response as "strongly disagree" while 5 resembled "strongly agree" to measure 19 items. The questionnaire was divided into three parts. Part one employed questions to measure necessary and relevant demographic details of the respondents. Part two of the questionnaire used questions to capture the shopping behavior of the respondents (e.g. frequency of shopping, time taken while shopping in the mall, etc). Part three aimed at measuring the respondent's reaction towards the various dimensions of shopping experience. The data obtained by a pilot study was subjected to Reliability test and Cronbach alpha value 0.36 was obtained for the construct. Further it was scrutinized by industry expert and academicians for its validity. A few changes were incorporated on the suggestion of experts. The questionnaire on the basis of sampling design was subjected to shoppers intercepted post shopping activity. The population of the study consisted of both male and female shoppers who come to shop in shopping mall in Delhi. Sampling frame consisted of shopping mall in Delhi in order to have representative sample, a list of selected retail stores in Delhi was generated. The sample size consisted of 500 shoppers as used in previous studies. The total number of 500 questionnaires, 500 were found completely usable for the purpose of the study. The percentage of the respondents was constructed depicting the complete demographic of the sample. Table 1 indicates the demographic profile of the respondents. There were (39.2%) of male respondents and (60.8%) of female respondents in the sample. The largest set of respondents was found to be of the age group 20-30 years (46%), following were the respondents of age group groups 31-40 years (24 %) and 41-50 years (16%) respectively. Unmarried respondents were found to be more as in the sample accounting for nearly (62.4%) and married respondents were about (37.6%) of the total sample. With respect to the educational level, graduates were the most recurring with (48%) followed by postgraduate (29 %). Percentage of undergraduates included in the sample was (23%). About the occupation of the respondents the statistics revealed that (34%) of the respondents were salaried professionals, (50%) were students, (8%) were self-employed, (7%) of the respondents were housewife and a considerably low percent of the respondent with (1%) fell in the category of retired. According to the statistics in terms of monthly income, illustrated the major portion of the respondents were earning a monthly income ranging from 25000-50000 INR (40%), followed by the respondents who specified that had a monthly income of below 25000 INR accounting for (30%) of the total sample. Others who followed had 50000-75000 INR (21%), 75000-100000 INR (8%) and above 100000 INR (16%).

Table 2 indicates the shopping behavior of the respondents included in the sample. The given table shows that the majority people i.e. (57%) visit malls for shopping and entertainment followed by dining (16%), window shopping (14%) and for information seeking (13%). The percentage of the respondents who visited malls not for shopping but for entertainment were (40%), for dining (21%) for information seeking (20%) and window shopping (10%). Majority of the respondents.i.e. (50%) visited shopping malls with their friends, (30%) with their families, (15%) with their colleagues and the lowest number of respondents (5%) visited with their relatives. With regards to the percentage of average money spend while shopping in the malls, (72%) of the respondents spend <Rs 5000, between Rs 5000-10000, (25%), Rs 10000- 20000, (2%) and the Rs 20000-30000 (1%). The table indicates that (75%) of the respondents spend 1-3 hrs. in the mall, (11%) of the respondent spend 3-6 hrs, (10%) of the respondent spend <1 hr. and the lowest number of respondent i.e. (4%) >6 hrs. in the mall. In terms of frequency of visiting the shopping mall, results indicate that (61%) of the respondent visit the malls on the basis of their shopping needs whereas about (25%) of the respondents visited once a week, (11%) of the respondents were found to be visiting the mall twice a week and a handful of the respondents were observed to visit the malls thrice a week.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>196</td>
<td>39.2</td>
</tr>
<tr>
<td>Female</td>
<td>304</td>
<td>60.8</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;20</td>
<td>70</td>
<td>14</td>
</tr>
<tr>
<td>20-30</td>
<td>230</td>
<td>46</td>
</tr>
<tr>
<td>31-40</td>
<td>120</td>
<td>24</td>
</tr>
<tr>
<td>41-50</td>
<td>80</td>
<td>16</td>
</tr>
<tr>
<td>&gt;50</td>
<td>80</td>
<td>16</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>188</td>
<td>37.6</td>
</tr>
<tr>
<td>Unmarried</td>
<td>312</td>
<td>62.4</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
<tr>
<td>Qualification</td>
<td>Frequency</td>
<td>Percentage</td>
</tr>
<tr>
<td>--------------------</td>
<td>-----------</td>
<td>------------</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>115</td>
<td>23</td>
</tr>
<tr>
<td>Graduate</td>
<td>240</td>
<td>48</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>145</td>
<td>29</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home maker</td>
<td>40</td>
<td>7</td>
</tr>
<tr>
<td>Self employed</td>
<td>80</td>
<td>8</td>
</tr>
<tr>
<td>Salaried</td>
<td>180</td>
<td>36</td>
</tr>
<tr>
<td>Retired</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>Student</td>
<td>230</td>
<td>46</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Approx Monthly income</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 25000</td>
<td>150</td>
<td>30</td>
</tr>
<tr>
<td>25000-50000</td>
<td>200</td>
<td>40</td>
</tr>
<tr>
<td>50000-75000</td>
<td>105</td>
<td>21</td>
</tr>
<tr>
<td>75000-100000</td>
<td>40</td>
<td>8</td>
</tr>
<tr>
<td>&gt;100000</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>

**SHOPPING BEHAVIOR OF THE RESPONDENTS**

1) Visit shopping mall for shopping and

<table>
<thead>
<tr>
<th>Activity</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>255</td>
<td>57</td>
</tr>
<tr>
<td>Dining</td>
<td>80</td>
<td>16</td>
</tr>
<tr>
<td>Window shopping</td>
<td>70</td>
<td>14</td>
</tr>
<tr>
<td>Information seeking</td>
<td>65</td>
<td>13</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>

2) Visit shopping mall not for shopping but for

<table>
<thead>
<tr>
<th>Activity</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>245</td>
<td>49</td>
</tr>
<tr>
<td>Dining</td>
<td>105</td>
<td>21</td>
</tr>
<tr>
<td>Window shopping</td>
<td>50</td>
<td>10</td>
</tr>
<tr>
<td>Information seeking</td>
<td>100</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>

3) Shopping companion

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>200</td>
<td>30</td>
</tr>
<tr>
<td>Friends</td>
<td>325</td>
<td>49</td>
</tr>
<tr>
<td>Relatives</td>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td>Colleagues</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>

4) Average money spend

<table>
<thead>
<tr>
<th>Range</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5000</td>
<td>360</td>
<td>72</td>
</tr>
<tr>
<td>5000-10000</td>
<td>125</td>
<td>25</td>
</tr>
<tr>
<td>10000-20000</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>20000-30000</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>&gt;40000</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>

5) Average time spend

<table>
<thead>
<tr>
<th>Time</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1 hr</td>
<td>50</td>
<td>10</td>
</tr>
<tr>
<td>1-3 hrs</td>
<td>175</td>
<td>35</td>
</tr>
<tr>
<td>3-6 hrs</td>
<td>55</td>
<td>11</td>
</tr>
<tr>
<td>&gt;6 hrs</td>
<td>20</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>

6) Frequency of shopping visit

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a week</td>
<td>115</td>
</tr>
<tr>
<td>Twice a week</td>
<td>55</td>
</tr>
<tr>
<td>Thrice a week</td>
<td>25</td>
</tr>
<tr>
<td>As per shopping needs</td>
<td>305</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
</tr>
</tbody>
</table>

Source: Researcher
Findings of the study reveal that the entertainment emerges as the most significant activity at malls. Amongst the other important activities were dining and information seeking. The activity like window shopping is least important.

Interior design, decor and lighting of the malls were observed to have acceptance from the respondents. The respondents gave preference to the dimensions like merchandise and convenience. The respondents preferred one-stop shopping, convenient opening hours, and parking facilities, wide product assortment and a place for recreation with friends and acquaintances. The study also reveals that the young customers of Delhi were favorably inclined towards the malls than their older counterparts. Atmospheres gave a positive store experience and enhanced the satisfaction which increased the shopping frequency. The design of the mall contributes to the mall excitement which influenced the customer’s desire to stay longer in malls. The product quality, range and a store with greater assortment of merchandise satisfied their needs. Customers were more inclined towards one stop destination for their complete shopping desire.

LIMITATIONS

Some of the limitations too were identified in the study. The response of the respondents ranged from non-response to partial response as they had come for shopping and entertainment and did not want to be intercepted for filling a questionnaire. Many were not ready to discuss the details of their response as they felt it was bothering their shopping visit.

Also shopping mall managers did not appreciate their shoppers being disturbed hence an inside shop interception for collecting response was not possible and the response was generated only outside shops.

An inside shop response would have generated a more valid data giving further detailed insight to the study being conducted.

CONCLUSION

In India the consuming class is emerging owing to the increasing income levels and dual career families with high disposable incomes. With the retailers eyeing their presence in the market, it is pertinent for them to identify the target shoppers as well as to identify the prime activities while shopping in an organized retail outlet and understand their needs/desires of the targeted customers and deliver their offerings accordingly. Hence they can get not only maximum wallet shares of the customers but also their mind shares. A mall is a place where customers can get everything, and also is a good place to hangout with friends as a means of socialization along with purchase products of their interest and relevance. The findings of the present paper were quite similar to the literature reviewed, in a way that the customers were influenced by the music, color and lights of the malls which increased their desire to stay longer in them. The design of the store contributed to the mall excitement. Customers were more inclined towards one stop destination for their complete shopping desire as well as entertainment.

MANAGERIAL IMPLICATIONS

The result of the current study might have implications to the managers and marketers for an efficient, effective and productive mall performance. Malls are fast becoming a place for socialization and recreation and customers have high expectation from the malls. Hence mall managers should understand that malls have something more than a place to buy products. They should transform the malls in such a way that would offer energetic and vibrant stores with attractive product merchandise, scores of entertainment bundled with modern, more sophisticated atmospheres and facilities to enhance the shopping experience of the customers with the impact to lure the target customers.

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