ORIGINAL RESEARCH PAPER

Management

THE HOPPING MODE OF CUSTOMERS IN THEIR SHOPPING HABITS IN MALLS WITH REFERENCE TO COIMBATORE.

KEY WORDS: Hopping Mode, Shopping malls, Purchasing Behaviour

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ABSTRACT

Synopsis This is the study to provide an insight into mall attractiveness factors in a Tier-2 South Indian city like Coimbatore. The objective of the study is to explore and identify craze of Coimbatorians for malls, drastically changing their lifestyle. People consider malls as a one-stop destination for various purposes like dining, watching movies, hanging out, meeting new/ old friends and shopping. By making shopping malls a one stop-destination for all the needs of an individual customer, they can attract more footfalls at the shopping malls.

INTRODUCTION

The retail industry of India is booming at a rapid pace in the recent times. Tier 1 cities of India like Delhi, Mumbai, and Bangalore have received greater economic and social contributions from the malls not only in India but also around the globe. Spencer Plaza, Chennai, is the first mall to be opened up in Indian history and started its operation in the year 1863. Even, Tier-2 cities like Coimbatore are now witnessing the same phenomenon. In Coimbatore, already three such shopping malls have come up, and many more malls are all set to conquer the city.

The traditional shopping choice behavior of consumers was related to need recognition, when the consumer comes to know that consumer wants to purchase a product once the need has been recognized, then consumers moves on to search for information about the product and evaluates the alternatives available to consumers before finally makes a decision to purchase the product. Consumers might visit certain outlets stocking that product, consult consumers friends, buying guides or store employees about it. Even after making the purchase, consumers might reevaluate it shopping behavior of consumers is different in different cities.

Brooke fields are the first of its kind retail project in the city of Coimbatore. With several anchor retail outlets, leading local, national and international brands, hyper markets, food court, fine dining, family entertainment Centre, multiplex, business Centre, health club, hotel and parking - all under one roof, it is the ultimate shopping and entertainment experience. The mall promises something for everyone with its bewildering range of products spread over an area of about 4,50,000 sq. ft. Its great location and connectivity make it a convenient destination for locals and tourists alike. Wi-Fi Connectivity, ATM, money exchanger, mall gift vouchers and customer loyalty programs ensure an enhanced shopping experience.

Fun Republic Mall is a shopping mall in Peelamedu, Coimbatore, India. The mall has 6 levels with a total area of 5.25 lakh sq.ft. The mall has Shoppers Stop as its anchor store spread over 79,000sq.ft. The mall has a five screen multiplex operated by Fun Cinemas with a capacity of 1,119 seats. The mall has McDonalds restaurant spread over 3,470 sq.ft in two floors in addition to its food court. With several anchor retail outlets, leading local, national and international brands, hyper markets, food court, fine dining, family entertainment Centre, multiplex, business Centre, health club, hotel and parking - all under one roof, it is the ultimate shopping and entertainment experience.

Prozone Mall-Coimbatore is one of the largest vertically designed shopping malls in India, covering over 5,00,000 sq. ft. The mall was constructed by Prozone Intu Pvt. Ltd. and designed by Bentel Architects of South Africa. It is promoted by the UK-based Intu Properties Plc and Prozone. And there are 100 plus stores are there in mall, and many food courts are also available in prozone mall, it is the ultimate shopping and entertainment experience.

The various factors influencing the shoppers in their preference to visit shopping malls are such as the Stores locations, Entertainment environment, Cinema amenities, Events facilities etc.

Statement Of The Problem

The purpose of this paper is to assess the shopping habits in malls with entertainment factors in Coimbatore. This research aims to explore the shopping habits of customers at malls, who visit them due to the availability of large scale entertainment centers and also, to provide an insight of the role of entertainment variables in influencing the choice of mall and shopping behavior.

Operational Definition

Mall Mania: "mall mania is a entertainment attraction which is make loyal on entertainment sectors in a shopping mall. Mall creating mania on games sector which is include movie picture, shows, food courts, window shopping etc. Mall 'entertainment value' from the consumers' perspective is increase on mall profitability".

Objectives Of The Study

- To know the hopping mode of the customers in their shopping habits in malls
- To study the shopping frequency of the customers after the malls' advent
- To understand the decision making process towards buying from shopping malls.
- To study the demographic changes due to the emergence of shopping malls in Coimbatore.
- To identify the factors influencing the preference towards malls in Coimbatore.

Scope Of The Study

Shopping mall is essential for retailing and the entertainment sector which includes Movie Theater, Mall mania games, Events in which people get satisfied shopping in Coimbatore.

Research Methodolody

The research design is exploratory. Both primary data and secondary data were utilized. A survey method was employed and the data was collected with 300 respondents. 100 each from Fun mall, Broke fields and Prozone mall. The technique that is adopted in selecting sample for this research is convenient sampling. Percentage analysis and Weighted Average Method is applied for this study.

Analysis And Interpretation Of Data

63% of the respondents are male and the remaining 37% of them are female. 14% of the respondents are below-25 age and 54% of the respondents are between 26-30 ages, 20% of the respondents are between 31-35 ages and the remaining 12% of them are above 35 ages.

53% of the respondents are private employed and 18% of the respondents are government employee and the remaining 29% of them are business. 59% of the respondent's qualification is under graduate, 34% of the respondents are post graduate and the remaining 7% of them are in schooling. 8% of the respondent's family monthly income is below-Rs 25000, 49% of the respondent's monthly income is between Rs 26000-35000, 29% of the respondent's monthly income is between Rs 36000-50000 and the remaining 14% of the respondent's income is above Rs 50000.

59% respondents like Brooke fields, 25% of respondents are like Fun Republic, and 16% of the respondents are Prozone Mall 30% of the respondents known about the mall through the Advertisement, 49% respondents are by Friends, 19% of the respondents are by Relations and the remaining are by Others. 18% of the respondents are known about the mall through the Radio, 16% of the respondents are through the Television, 54% of the respondents by the magazine and the remaining respondents are by the Newspaper

14% of the respondents are traveling to the mall by Bus, 46% of the respondents are by Bike, 22% of the respondents by the Car, 16% of the respondents by Auto/Call taxi and the remaining 2% of them are by others. 14% of the respondents are visit the mall once a week, 14% of the respondents are visit the mall every two weeks, 58% of the respondents are visit the mall once a month and the remaining them are often visit the shopping mall.

14% of the respondents choose the mall for the purpose of shopping, 30% of the respondents for get-together, 32% of the respondents for entertainment and the remaining 24% of the respondents to spend their time. 15% of the respondents are purchase in shopping mall for good service, 55% of the respondents for branded product, 15% of the respondents for the friendly employee and the remaining 15% of the respondents are purchase in shopping mall for discounts as well as offers.

37% of the respondents are less than Rs 1000 spending money in mall, 38% of the respondents are spending Rs 1000-2000, 17% of the respondents are spending Rs 2000-3000 and remaining 8% of them are spending Rs 3000-4000. 29% of the respondents are like ATM, banking services in mall, 41% of the respondents are like quality of the multiplex theater, 14% of the respondents are like children's play area service and remaining 16% of the respondents like other facilities over the shopping mall.

44% of the respondents are spend their time in theater before mall came in to cities, 28% of the respondents are spend in park, 7% of the respondents are spend in amusement park, 10% of the respondents are spend in club and remaining 11% of the respondents are spend in other entertainment sector.

22% of the respondents are like games in mall, 14% of the respondents are like picture house in mall, 20% of the respondents like events/shows in mall and remaining 44% of respondents are like roaming entertainment in shopping mall.

14% of the respondents are considering shopping mall as meeting place, 24% of the respondents are considering as roaming place, 24% of the respondents are considering as get to gather place and remaining 38% of the respondents considering shopping mall as entertainment place.

88% of the respondents are saying that the mall is good place to meet friends and the remaining 12% of the respondents are saying no for mall is not good place to meet friends.

8% of the respondents are saying mall is a good place for people watching. 35% of the respondents like window shopping, 14% of respondents are like events/shows and the remaining 43% of the respondents are saying mall is good place for entertainment.

34% of the respondents are prefer mall movie theater for the atmosphere, 31% of the respondents are prefer for sound effects, 27% of the respondents are prefer for multiple screen and the remaining 9% of them are prefer mall movie theater for film print.

32% of the respondents are never bored because of Movie Theater, 19% of the respondents are not bored for events, 23% of the respondents are not bored for mall games and the remaining 26% of the respondents are never bored in people watching.

73% of the respondents visiting the mall with friends, 14% of the respondents are visiting with their family, 5% of the respondents are visiting with their neighbors, 7% of the respondents are visiting with their relatives and remaining 1% of the respondents are visiting with others to shopping mall.

6% of the respondents are visited 1-2 stores in shopping mall, 24% of the respondents are visited 3-4 stores, 26% of the respondents are visited 5-6 stores and remaining 45% of the respondents are visited more than 6 stores in shopping mall.

2% of the respondents are motivated by affordable price to shop in mall, 45% of the respondents are motivated in branded item, 40% of the respondents are motivated in trend and fashion and remaining 14% of the respondents are motivated to shop in shopping mall by socialize with friends .

37% of the people are satisfied with the pricing tag in shopping mall and remaining 63% of the respondents are not satisfy with the pricing tag in shopping mall shops.

2% of the respondents are prefer one malls to the city, 6% of the respondents are prefer two malls to the city, 55% of the respondents are prefer three malls to the city, 24% of the respondents are prefer four malls to the city and remaining 14% of the respondents are prefer five malls to the city.

Weighted Average Score Method

Average score was obtained for each level of behavior of respondents towards shopping mall. For this purpose a 5 point scaling procedure was used. The score was given from 5 to 1 Based on the scores average score was calculated for each level of behavior of respondents towards education.

Table Showing Influence the level of entertainment factor of respondent's behavior towards shopping mall

Respondents behavior on Entertainment	SA	A	N	DA	SDA	Total score	Weighted average score	Rank
Cinema	31	48	17	3	3	400	80	2
Games	52	18	26	4	2	414	82.8	1
Kids zone	18	38	14	28	4	338	67.6	4
Events/shows	29	25	34	12	2	365	73	3

The above exhibit indicates that the first rank has been given to the respondents mostly like the entertainment part of games. The last rank has been given to the respondents mainly visit the mall for kids zone.

Table showing the influence on the level of service factor of respondents behavior towards shopping mall

Respondents behavior on services	SA	A	N	DA	SDA	Total score	Weighted average score	Rank
Beauty parlor	38	37	20	6	1	407	81.4	1
Shopping caddies	26	44	24	2	6	380	76	3
First aid kid	22	58	12	9	1	391	78.2	2
Wheelchairs and walkers	12	26	54	8	2	338	67.6	4

The above exhibit indicates that the first rank has been given to the services of beauty parlor and the last rank has been given to the wheelchairs and walkers

Table showing the influence the level of respondents attitude towards shopping mall

Respondents behavior on services	SA	A	N	DA	SDA	Total score	Weighted average score	Rank
Do you consider shopping malls are the best place to find recent fashion in clothing	21	54	22	3	2	391	78.2	4
Do you consider shopping in malls as a "status symbol"	23	63	14	2	-	407	81.4	3
Does food court in the mall attract you the most	19	58	15	7	3	383	76.6	6
When you visit a mall, most of the times do you prefer window shopping	28	69	4	1	-	421	84.2	1
Do you think products available in the mall are of high quality than the products in local market	8	44	28	6	16	319	63.8	8
Do you think malls are the best place to hang out with your friends	39	49	11	3	-	420	84	2
Are you spending more on shopping and entertainment after the mall came into Coimbatore city	8	23	56	3	12	310	62	9
Do you think malls are safer places to shop than local markets	17	63	13	7	2	384	76.8	5
Do sales person in the mall treat you well than those in the local market.	3	34	28	30	7	294	58.8	10
Shopping experience is good in Coimbatore malls	16	24	49	9	4	338	67.6	7

The above Exhibit explains that the first rank has been mostly consumers are prefer window shopping. The last rank has been given to the respondent's sales person in the mall treat consumers well than in the local market.

The objective of the study was to analysis the changing consumer shopping habits of mall mania among students. The study has been carefully analyzed using the techniques of percentage analysis, weighted score analysis and chi- square analysis. The final chapter is an attempt to summarize the findings of the study based on which few suggestions have been made.

Weighted Average Score Method

- In service factor of the mall the respondents overall score given to the beauty parlor services.
- In entertainment factor of the mall the respondents overall score given to the games.
- In attitude towards shopping mall of the respondents overall score given to the sales person in the mall treat you well than those in the local market.

Suggestions

- Every one need a safe and secure place to do their shopping's so improving the security guards are necessary in every mall.
- A huge parking lot (both indoor and outdoor), ideal for defending or for setting up a trap with the help of radios.
- The environment and the atmosphere of the mall could have been improved in an easy attracting way.
- The healthier events are shows conducted in malls means it will be help full to the society and also it will make the profit more to the shopping mall.

CONCLUSION

The study gives a significant insight into people's preference towards malls. People prefer the shopping mall for the entertainment sector mostly. They also considering mall as the status symbol. In shopping mall When comes to the branded product and the price, now a Days when products were exchanged for prices are gone, and now the branded items is demanding a huge range of value-additions with the products. Since every company or every product cannot create these value-additions, malls have proven to be the single panacea to address customer expectations in cities. Moreover, a mall is seen as a 'state inside state', and it represents the perfect 'flash-mob' behavior of consumers. To sum up, 'malls 'means no-fuss, no-frills, no-fool environments for a no-compromise group of consumers.

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