

**A STUDY ON SHOPPING ATTITUDES OF YOUNG WOMEN  
IN MALLS OF COIMBATORE**

By  
FARHANA.C.M  
20PTA006

**Thesis Submitted To  
Avinashilingam Institute for Home Science and Higher Education for  
Women,  
Coimbatore – 641043**

**In Partial Fulfilment of the Requirements For**

**Master Degree In**

**MASTER OF BUSINESS ADMINISTRATION**

**(TOURISM AND TRAVEL MANAGEMENT)**

**May, 2022**

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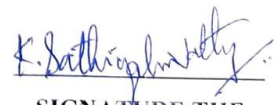
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**May 2022**

**CERTIFIED AS BONAFIDE RESEARCH WORK**

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## DECLARATION

I declare that the dissertation entitled “**Shopping Attitudes Of Young Women In Malls Of Coimbatore**” submitted by me for the degree of Master of Business Administration (MBA) in Tourism Management is the record of work carried out by me during the period from January 2022 to May 2022 under the guidance of **Dr. K.Sathiyabamavathy, MBA, M.Phil, Ph.D, SET**, Assistant Professor, Department of Tourism Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship, Titles in the University or any other University or other similar institution of Higher Learning.



Signature of the Supervisor



Signature of the Candidate

## ACKNOWLEDGEMENT

The success of this project lies in the hands of many people who have helped and guided me in completing the project. The researcher takes this opportunity to express her thanks and gratitude to each and every one of them.

It gives me immense pleasure and pride to place on record my sincere gratitude to all inspired and help me in this endeavour. After all the academic pursuit has led me draw inspiration for many source.

My sincere thanks to our beloved Chancellor **Dr. S.P. Thyagarajan, Vice Chancellor Dr. Bharathi Harishankar** and the **Registrar Dr. S. Kowsalya** Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore for giving us an opportunity to undertake the project work which forms part of the curriculum.

My special thanks to **Dr. P.Chitramani Dean, School of Commerce and Management**, for giving necessary help and support for the successful completion of my project.

I would express my sincere thanks to **Dr. Bindu V.T, MTA, M.Phil, PGDBA, Ph.D,** Assistant Professor (SG), Head (i/c) of Department of Tourism Management, and Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.

I wish to express my deep sense of gratitude and profound thanks to the project guide **Dr. K.Sathiyabamavathy, MBA, M.Phil, Ph.D, SET,** Assistant Professor, Department of Tourism Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore for being my inspiration and well-wisher, for her keen interest, valuable guidance and constant encouragement without whom this work would have not taken shape.

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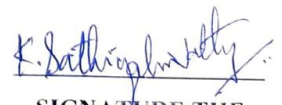
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## TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE.NO
I	<b>INTRODUCTION</b>	1
	1.1 Tourism	1
	1.2 Significance Of Tourism	2
	1.3 Formats In Indian Organized Retail Sector	3
	1.3.1 Mom-And-Pop Stores	3
	1.3.2 Department Stores	3
	1.3.3 Category Killers	3
	1.3.4 Malls	4
	1.3.5 Discount Stores	4
	1.3.6 Supermarkets	4
	1.3.7 Street Vendors	4
	1.3.8 Hypermarkets	4
	1.3.9 Kiosks	4
	1.4 Shopping Malls	5
	1.5 Importance Of The Shopping Malls	5
	1.6 Shopping Malls In Coimbatore	6
	1.7 Economy Growth Prospects Of The Study Area - Coimbatore	7
	1.7.1 Textiles	7
	1.7.2 Information Technology And Bpo	8
	1.8 Manufacturing	8
	1.8.1 AutoComponents	8
	1.8.2 Wet Grinders	8
	1.8.3 Pump Manufacturing	8
	1.8.4 Jewellery And GemsManufacturing	9
1.9 Need For TheStudy	9	
1.10 Scope of the Study	10	
1.11 Objectives of the Study	10	
1.12 Limitations of the Study	10	

II	<b>REVIEW OF LITERATURE</b>	12
	2.1 Introduction	12
	2.2 LiteratureReview	12
III	<b>RESEARCH METHODOLOGY &amp; STUDY AREA</b>	24
	3.1 Methodology	24
	3.2 Descriptive Research	24
	3.2.1 Definition	24
	3.3 Research Design	24
	3.4 Sample Design	25
	3.5 Source Of Data	25
	3.6 Data Collection	26
	3.7 Tools For Analysis	26
	3.7.1 Statistical Package For Social Sciences	26
	3.8 Analysis Of Data	27
	3.8.1 Frequency Analysis	27
	3.8.2 Descriptive Statistics	27
	3.9 About The Study Area	27
	IV	<b>ANALYSIS AND INTERPRETATION</b>
V	<b>FINDINGS, SUGGESTIONS AND CONCLUSION</b>	53
VI	<b>BIBILIOGRAPHY</b>	59
VII	<b>ANNEXURE</b>	65

## LIST OF TABLES

<b>FIG NO</b>	<b>TITLE</b>	<b>PAGE NO</b>
4.1	Age	30
4.2	Qualification	31
4.3	Marital Status	32
4.4	Family Income (/Month)	33
4.5	Usual mobility to get to the mall	34
4.6	Mode of payment	35
4.7	Source of awareness about shopping malls	36
4.8	Which media of advertisement is best suitable to advertise about shopping malls	37
4.9	How long have you been visiting the malls	38
4.10	How long do you stay in the mall while you go for shopping(average time)	39
4.11	How often do you visit the mall	40
4.12	With whom do you prefer to visit the mall	41
4.13	Preferred time to visit the mall	42
4.14	Do you prefer to purchase products in every visit	43
4.15	Do your family members prefer to purchase from this shopping mall	44
4.16	How much you spend in shopping mall per visit(in)on an average	45
4.17	Which are the malls you visited in Coimbatore	46
4.18	Among the malls which one you like the most	47
4.19	Do you prefer to recommend others women to visit shopping mall	48
4.20	Do you think malls are safer places to young women	49
4.2.1	Shopping experience of young women	50
4.2.2	Satisfaction level of product available in shopping mall.	50
4.2.3	Satisfaction level of facilities available in shopping mall.	51
4.2.4	Perception level of location and layout of shopping mall.	51
4.2.5	Problems faced by the consumers while shopping mall	52

## LIST OF FIGURES

<b>FIG NO</b>	<b>TITLE</b>	<b>PAGE NO</b>
4.1	Age	30
4.2	Qualification	31
4.3	Marital Status	32
4.4	Family Income (/Month)	33
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4.16	How much you spend in shopping mall per visit(in)on an average	45
4.17	Which are the malls you visited in Coimbatore	46
4.18	Among the malls which one you like the most	47
4.19	Do you prefer to recommend others women to visit shopping mall	48
4.20	Do you think malls are safer places to young women	49

# CHAPTER 1

## INTRODUCTION

### 1.1 TOURISM

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. In today's world, the tourism is no more a luxury or mere sight seeing. The recent advances in transportation and information technology have enabled the tourists to reach even the remote parts of the world by spending lesser money. Tourism industry has enormous career opportunities in hospitality and leisure activities. Tourism is travel for pleasure, Tourism may be international, or within the traveler's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Tourism is now a global industry involving millions of people in international as well as domestic travel every year. The World Tourism Organization estimated that international tourist arrivals grew by 4.4 percent in 2015 to reach a total of 1,184 million in 2015, this amounts to approximately 12 per cent of the World's population. Tourism comprised of the temporary movement of people to destination outside of their normal places of work and residences, the activities undertaken during the stay in those destination and the facilities created to cater for their needs. Tourism is multi-dimensional and can be compartmentalized in a number of ways. There are two major variables such as origin-destination relationship and the motivation for travel. Tourism can be divided into four categories such as international tourism, internal tourism, domestic tourism and national tourism. Major reasons for tourist travel are escape, from routine, relaxation, play, strengthening family bonding, prestige, social interaction, sexual opportunity, educational opportunity, and self-fulfillment and shopping.

Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries. In some cases tourism is of vital importance, due to the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment and economic advancement by working in the industry. Travel activity of the foreign tourist brings lot of money to the countries where they travel. Hence, tourism has become a source of income for the countries. Tourism is now developing as a great industry. Not only make

significant contribution to the foreign exchange earnings, employment, income generation and regional development but it also helps in the overall development of that area. Tourism is as such a part of socio-economic development as any other related activity. For these reasons NGOs and government agencies promote a specific region as a tourist destination, and support the development of a tourism industry in that area. The contemporary phenomenon of mass tourism may sometimes result in overdevelopment, however alternative form of tourism such as ecotourism seek to avoid such outcomes by pursuing tourism in a sustainable way.

## **1.2 SIGNIFICANCE OF TOURISM**

Tourism is an important, even vital, source of income for many regions and countries its importance was recognized in the Manila Declaration on World Tourism of 1980 as “an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on the international relations.

Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world's trade of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism.

The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, trains and taxicabs, hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, restaurants, casinos, shopping malls, music venues, and theatres. This is in addition to goods bought by tourists, including souvenirs.

## **WOMEN CONSUMER SATISFACTION**

Every women being is a consumer of different produces. If there is no consumer, there is no business. Therefore, women consumer satisfaction is very important to every business person. According to Philip Kotler consumer satisfaction is defined on, “personal feeling of pleasure resulting from comparing a product’s pursued performance in relation to his / her expectations”.

Consumer attitude measurements are taken on either potential buries or existing client’s buries in order to identify their characteristics. Women cconsumer surveys can provide the researcher with a wealth of information, valuable of the marketing function.

Detailed information regarding the consumer in a market will provide the basic platform for all marketing decisions. Marketing decision maker needs descriptive information about the total potential unit and dollar sales in each segment. Perhaps the most important one is that a seller needs to be aware of the relevant objective and need of consumer and how their objectives might best be served by the products.

The needs to satisfy the women consumer for success in any commercial enterprise is very obvious. The income of all commercial enterprise is derived from the payments received for the products and services supplied to its women consumers. If there is no consumer there is no business and there is no income. Then the core activity of any company is to attract and retain consumers. It is therefore no surprise that Peter Drucker the renowned management Guru has said “to satisfy the consumer is the mission and purpose of every business”.

### **1.3 FORMATS IN INDIAN ORGANISED RETAIL SECTOR**

In a country like India, where the population and economy are growing, the retail business is a booming one, and there are a number of retail formats.

#### **1.3.1 Mom-and-Pop Stores**

These are small family-owned businesses, which sell a small collection of goods to the consumers. They are individually run and cater to small sections of the society. These stores are known for their high standards of consumer service.

#### **1.3.2 Department Stores**

Department stores are general merchandisers. They offer to the consumers mid- to high-quality products. Though they sell general goods, some department stores sell only a select line of products. Examples in India would include stores like "Westside" and "Lifestyle"--popular departmental stores.

#### **1.3.3 Category Killers**

Specialty stores are called category killers. Category killers are specialized in their fields and offer one category of products. Most popular examples of category killers include electronic stores like Best Buy and sports accessories stores like Sports Authority.

#### **1.3.4 Malls**

One of the most popular and most visited retail formats in India is the mall. These are the largest retail format in India. Malls provide everything that a person wants to buy, all under one roof. From clothes and accessories to food or cinemas, malls provide all of this, and more. Examples include Spencers Plaza in Chennai or the Forum Mall in Bangalore.

#### **1.3.5 Discount Stores**

Discount stores are those that offer their products at a discount, that is, at a lesser rate than the maximum retail price. This is mainly done when there is additional stock left over towards the end of any season. Discount stores sell their goods at a reduced rate with an aim of drawing bargain shoppers.

#### **1.3.6 Supermarkets**

One of the other popular retail formats in India is the supermarkets. A supermarket is a grocery store that sells food and household goods. They are large, most often self-service and offer a huge variety of products. People head to supermarkets when they need to stock up on groceries and other items. They provide products for reasonable prices, and of mid to high quality.

#### **1.3.7 Street Vendors**

Street vendors, or hawkers who sell goods on the streets, are quite popular in India. Through shouting out their wares, they draw the attention of consumers. Street vendors are found in almost every city in India, and the business capital of Mumbai has a number of shopping areas comprised solely of street vendors. These hawkers sell not just clothes and accessories, but also local food.

#### **1.3.8 Hypermarkets**

Similar to supermarkets, hypermarkets in India are a combination of supermarket and departmental store. These are large retailers that provide all kinds of groceries and general goods. Saravana Stores in Chennai, Big Bazaar and Reliance Fresh are hypermarkets that draw enormous crowds.

#### **1.3.9 Kiosks**

Kiosks are box-like shops, which sell small and inexpensive items like cigarettes, toffees, newspapers and magazines, water packets and sometimes, tea and coffee. These are most commonly found on every street in a city, and cater primarily to local residents.

## **1.4 Shopping Malls**

Malls are a form of organised retailing. They lend an ideal shopping experience with an amalgamation of product, service and entertainment, all under a common roof. A mall is a place which has a collection of independent retail stores, service and a vast parking area; they also contain restaurants, banks, theaters, professionals' offices, service stations, etc. Mall shopping is a buzzword for Indian youth. Mall culture is viewed as a significant change in the life style of Indians, as shopping is no longer an activity of buying things but also viewed as a status symbol and a one-stop retail solution. Delhi, Mumbai and Bangalore have received greater economic and social contributions from malls and now it is the turn of the Tier-2 cities like Coimbatore.

A shopping mall, shopping center, shopping arcade, shopping precinct or simply mall is one or more buildings forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to easily walk from unit to unit, along with a parking area—a modern, indoor version of the traditional marketplace. The Oxford Advanced Learner's Dictionary defines a shopping mall 'as a large building or covered area that has many shops / stores, restaurants, etc. inside it. The shopping mall concept is a big hit with the sole purpose to provide everything under the sun under one roof or in one big complex. It also heralded in a new urbanization concept where everything was taken to the consumer in his comfort zone, suburbia.

## **1.5 Importance of the Shopping Malls**

Shopping malls are enclosed, climate controlled, lighted shopping centers with retail stores on one or both sides of enclosed walkway. Parking is usually provided around the perimeter of the mall. Shopping malls are classified as either regional (less than 1 million square feet) or super regional (more than 1 million square feet). Super regional centers are similar to regional centers, but because of their larger size, they have more anchors, specialty stores, and recreational opportunities and draw from a larger geographic area.

Shopping malls have several importance/advantages over alternative locations. First, because of the many different types of stores, the merchandise assortments available within those stores, and the opportunity to combine shopping with entertainment, shopping malls attract many shoppers and have a large trade area, they have become the Main Street for today's shoppers, generating significant pedestrian traffic in front of the mall stores. Teenagers hang

out and meet friends, older citizens in Nikes get their exercise by walking the malls, and families make trips to the mall an inexpensive form entertainment.

Second, retailers and their consumers don't have to worry about their external environment. The mall's management takes care of maintaining common areas and marketing the mall to attract consumers. Mall tenants can look forward to a strong level of homogeneous operations with the other stores. For instance most major malls enforce uniform hours of operation. Since most shopping malls are enclosed, consumers are protected from the weather.

Shopping malls, a late 20<sup>th</sup> century development, were created to provide for the consumer's need in a single, self-contained shopping area. In addition, shopping malls are facing several challenges. First, shopping malls appeal to consumers who have the time to enjoy wandering through stores, punctuated by a leisurely lunch or an afternoon movie. The increasing number of two-income families and families with a single household head is creating more time pressures for consumers, limiting the time they can devote to shopping. Freestanding locations, strip centers, and power centers are more convenient because consumers can park in front of a store, go in and buy what they want, and go about their other errands.

## **1.6 Shopping Malls in Coimbatore**

A shopping mall, shopping center/centre, shopping arcade, shopping precinct, or simply mall is one or more buildings forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to walk from unit to unit, along with a parking area - a modern, indoor version of the traditional marketplaces. With new innovations like escalators these evolved into shopping centers and with the rise of the automobile these evolved into shopping malls.

The retail industry of India is booming at a rapid pace in 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. Spencer plaza started its operation in the year 1863. Even, Tier-2 city like Coimbatore is 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 Coimbatorens are in josh with the advent of two malls and a few more are to come up in the city as they attract them with comfort, entertainment, fashion, food court, window shopping, multi-brand portfolio, quality, mall essence, convenience, attractiveness and luxury. This city is important for its revenue growth and high frequency of shopping attitude after the advent of malls.

Coimbatore, which is known as the ‘Manchester of South India’, has a population of about 34,72,578 according to 2011 census, with a GDP per capital of 19,930, standing next to Chennai and Kanchipuram. This shows that people of Coimbatore have deep pockets. It is said that Coimbatore revenue growth is nearly twice as much as all-India growth. Despite the slow moving national economy, revenue growth of Coimbatore zone was 65% in 2011 and it is the second highest, next only to the state capital, Chennai. A large number of Coimbatore consumers have at least one car and need parking space while shopping. This clearly shows that the shopping habits of the people of Coimbatore have changed and will keep changing.

The present study is intended to provide an insight into consumers’ perception towards mall shopping in a Tier-2 South Indian City Coimbatore by taking into account the three malls in the city viz., Fun Republic Mall, Prozone Mall and Brookefields Mall.

## **1.7 Economy Growth Prospects of the Study Area - Coimbatore**

### **1.7.1 Textiles**

Coimbatore houses a large number of small, medium and large textile mills. It also has textile research institutes like the Central Institute for Cotton Research (CICR)- Southern Regional station, South Indian Textiles Research Association (SITRA) and the Sardar Vallabhai Patel International School of Textiles and Management. The city also houses two of the Centers of Excellences (COE) for technical textiles proposed by Government of India, namely Meditech, a medical textile research centre based at SITRA and InduTech based in PSG College of Engineering and Technology. The Coimbatore region is famed for the quality of its cotton and dyed fabric. A large producer of the manufacture is exported to different countries. Exports include knitwear, woven apparel and home furnishings.

The growth of textiles naturally led to the inception of textile machinery manufacturing. Today, some of the best known global brands in textile machinery and component manufacturing are home grown enterprises. Even in the late 1800s, Coimbatore district had cotton cleaning and pressing factories and was exported to Mumbai (then

Bombay) and England. A spinning mill was established around this time and even back then, the textile industry employed over 300 people. The Southern India Mills' Association (SIMA) was established in 1933, is very active in the Coimbatore region and governs most of the Textile Industry in South India. SIMA has a membership spread across the southern states and protects the interests of the textile mills and its workers.

### **1.7.2 Information Technology and BPO**

The city is the second largest software producer in Tamil Nadu, next only to Chennai. IT and BPO industry in the city has grown greatly with the launch of TIDEL Park and other planned IT parks in and around the city. It is ranked at 17th among the global outsourcing cities. Huge Companies like Aditi Technologies, Cognizant Technology Solutions, Wipro, FORD, Robert Bosch GmbH, IBM, Tata Consultancy Services, Tata Elxsi, Dell, CSS Corp and KGISL having a presence in the city.

## **1.8 Manufacturing**

### **1.8.1 Auto Components**

Coimbatore has emerged as one of the most trusted outsourcing destinations for the auto component industry. Several factors have contributed to this growth, including ready availability of resources and skilled technical talent. Many auto component manufacturing companies are OE partners to multinational brands. Some of the auto component makers in Coimbatore include Robert Bosch GmbH, PRICOL, Craftsman Automation and Roots Industries.

### **1.8.2 Wet Grinders**

Coimbatore has more than 700 wet grinder manufacturers different types of wet grinders are manufactured and marketed all over India and in abroad. The term "Coimbatore Wet Grinder" was given a Geographical indication for wet grinders manufactured in Coimbatore. Coimbatore is also home for the manufacturers of mixies, grinders and its allied products.

### **1.8.3 Pump Manufacturing**

Coimbatore is also called as the pump city of Asia. The City houses large number of small scale engineering companies. The first motor to be manufactured in India came from a small engineering shop in Coimbatore. Today, the pump and motor manufacturing sector is among the largest engineering activities in the city. The pump manufacturing industry in

Coimbatore holds a major portion of the total Indian market share. The motor and pump industry supplies over 40% of India's requirements. The Major Pump manufacturers Aquasub engineering, Mahendra Pumps, Suguna pumps, Sharp Industries, Deccan Pumps, CRI Pumps, Texmo Industries, PVG Industries, Flowserve, Kirloskar Brothers & KSB Pumps have manufacturing base in the city.

#### **1.8.4 Jewellery and Gems Manufacturing**

Coimbatore is one of the major gold jewellery manufacturing hubs in India. The city is home to about 3000 jewellery manufacturing companies and to over 40,000 goldsmiths. Several jewellery retail chains are based in Coimbatore or have their manufacturing base in Coimbatore. The city is home to a number of companies, manufacturing, jewellery making machinery. The city is also a major diamond cutting and polishing centre in South India.

Coimbatore, the third largest city in Tamil Nadu, is strategically located between Chennai, Bangalore and Kochi. IT majors like Tata Consultancy Services, Cognizant, Spheris, Perot Systems and Bosch are operational. This tier II city has all the key pointers of infrastructure, including telecom, power, a highly skilled work force, a rapid pace of infrastructure development and a pro-active Government that is aggressively promoting the city.

#### **1.9 Need for the Study**

The importance of the study helps, attitudes of young women in malls at Coimbatore and what's they are expecting such as:

- The psychology of how young women consumers think, feel, reason and select between different alternatives (e.g., brands, products).
- The psychology of how the women consumer is influenced by her environment (e.g., culture, family, signs, media).
- The behaviour of women while shopping or making other marketing decisions.
- Limitations in women consumers' knowledge or information processing abilities influence decisions and marketing outcome.
- How women consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer.

### **1.10 Scope of the Study**

This report is an outcome of a study undertaken for the women consumers' attitudes towards Brook-fields, Prozone and Fun Republic mall in Coimbatore city, Tamil Nadu. The study analyses the women's opinion on mall shopping experience and their preference in mall shops. The study also focuses on identifying the factors influencing the women to visit the shopping malls and to make purchases there. The study also extends to cover the level of satisfaction of women on the products available in shopping malls and on the facilities available in the mall. The study also covers the perception of women regarding the location and layout of the shopping malls. Besides, the problems faced by the women while shopping at malls have also been taken into the scope of the study. The data is collected by means of distributed structural questionnaires to the people those who are visiting in the shopping malls. Which will help the women to recommend the shopping malls to the other.

### **1.11 Objectives of the Study**

The objectives of the study are as follows:

1. To understand the women's opinion towards shopping malls in Coimbatore city.
2. To identify the factors influencing women to prefer shopping malls and for making purchase decisions.
3. To measure the perception level of the respondents towards location and layout of shopping malls.
4. To ascertain the level of satisfaction of women towards the products and facilities of shopping malls.
5. To assess the problems faced by women while shopping at malls.
6. Which mall is most young women chooses for shopping.

### **1.12 Limitations of the Study**

The following are the limitations of the study:

The entire women population visiting the three malls was not considered due to lack of time and hence this study is confined to a sample of only 255 respondents. There are chances of respondents being biased. So the study is mainly based on the information given by the women consumers and the facts given by them are subject to their beliefs and attitudes. Since

the study has been undertaken only in Coimbatore city, the findings cannot be generalized as whole.

#### **1.14 Chapterization**

The following chapter and content analysis will apply to the research study

#### **Chapter 1-Introduction**

Tourism, Significance Of Tourism, Formats In Indian Organized Retail Sector, Shopping Malls, Importance Of The Shopping Malls, Shopping Malls In Coimbatore, Economy Growth Prospects Of The Study Area - Coimbatore, Manufacturing, Need For The Study, Objectives Of The Study, And Limitations of the Study.

#### **Chapter 2-Review of Literature**

In this chapter, Introduction of shopping attitude of young women attitude of young women at malls in Coimbatore, The review of literature is collected on shopping attitude of young women at malls in Coimbatore ,

#### **Chapter 3-Research and Methodology**

In this chapter, Methodology,Descriptive Research,Research Design,Sample Design,Source Of Data,Data Collection,Tools For Analysis,Analysis Of Data,About The Study Area

#### **Chapter 4-Analysis and Interpretation of Results**

In this chapter, data are analyzed in detail and interpreted in terms of the primary theme of the dissertation. The result of the analysis and its discussions are given to disclose the proposed research problem.

#### **Chapter 5-Findings, Suggestion, and Conclusion**

In this chapter, the research is concluded. The finding of the study is summarized. It also proposes various suggestions such as the shopping mall developments and young women challenges what they are facing at Coimbatore malls.

## CHAPTER 2

### REVIEW OF LITERATURE

#### 1.2 Introduction

The review of related literature involves the systematic identification, location, and analysis of documents containing information related to the research problem. The term is also used to describe the written component of a research plan or report that discusses the reviewed documents. These documents can include articles, abstracts, reviews, monographs, dissertations, other research reports, and electronic media.

Review of literature is essential for every researcher to carry on the investigation successfully. Review of literature will expose the researcher to previous research conducted, their area of study etc., which in turn would help to decide upon the area not studied upon and that which the study should concentrate on.

The review of literature helps the researcher to have a firsthand knowledge about the parallel work done by others. This enables to fix the title, objectives and methodology and to have a comprehensive understanding of the proposed study.

This Chapter aims to summarize the review of past studies that are related to this present study.

#### 1.3 Literature Review

Research dealing with shopping malls' attitudes, especially in the Young women is very less in number. Not many studies have empirically analysed the influence of an assortment of attributes on buying behavior in shopping arcades and malls and women' shopping experiences. An earnest attempt has been made to delve into the relevant researches done on the theme, presented henceforth as follows: **Memon (2006)** found that about 50% of the people purchase their products from organised retail stores (hypermarkets / malls), 28% still buy from wholesale distributors who sell in bulk and rest 22% buy from small Kirana stores around their households. As per his findings a combination of price and location policy is the single most important factor for the buyer, and a combination of price and availability of product is the second component. Availability of a large array of products at one place is another factor scoring 20% of the respondents' liking for retailing stores, while ambience and service quality scored only 16% and 6% respectively.

**Rajaguru and Matanda (2006)** studied consumers' perception of store and product attributes and consumer loyalty in Indian context. Store attributes are 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, consumer 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 consumer loyalty. Store attributes such as service quality and convenience of store and product attributes such as product quality, price and availability of new products, show significance towards consumer loyalty.

**Zameer (2006)** defined effective mall management as differentiating a mall from the rest, getting maximum footfalls, converting footfalls to purchase and keeping the tenants and the consumers happy and satisfied. According to him mall management entails retail– mix planning and tenant selection, lease management, facilities management, utilities management, parking and organizing events and collaborative promotions, which according to him are critical factors for the success of any shopping mall.

**Ahmed et al. (2007)** assessed international consumer behaviour in regards to 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 in that country. 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 have 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 2.5 hrs mall visit. And, more than one-third of respondents visited three or more different shopping malls during the previous 30 days. Generally, the observed Malaysian shopping behaviour was similar to that observed of western shoppers in prior shopping studies.

**El–Adly (2007)** determined the attractiveness factors of UAE shopping malls from the shoppers' perspective and then segmented shoppers according to these attractiveness factors. The study revealed six mall attractiveness factors from the shoppers' perspective: comfort, entertainment, diversity, mall essence, convenience, and luxury.

**Millan and Howard (2007)** examined shopping motives and behaviour in shopping centers' in Hungary, which had seen rapid and recent development in its retail structure. The data was collected through a mall intercept survey of 355 shoppers at seven large shopping centres in five major cities in Hungary. The findings revealed that Hungarian consumers tend to approach shopping as work, despite the rapid development of the retail industry in the country. Four shoppers' segments were identified using cluster analysis: relaxed utilitarians, strict utilitarian's, committed shoppers and browsers. The study highlighted that Hungarian consumer's lay emphasis on product-related shopping motives and they make most of their purchase decisions prior to their mall visit, and therefore, marketing campaigns should focus on providing information about retailers' offers beforehand. Social and recreational appeals for attracting consumers to the mall may not work 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 are as under: Frequency of visit to malls clearly depends on whether the mall is in the vicinity of their residence or workplace. Youngsters visit malls more frequently as for them it is more of a hangout area where they indulge in window-shopping and entertain themselves with games and food. The most preferred mode of transport to the mall is the car. However, for those who don't own a vehicle, the most preferred means of local transport is usually trains and cabs / autos. Malls are 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 a sophisticated hangout area with friends.

**Chandok (2008)** pointed out that the location of a retail store not only depends on the market and the product, but also on kinds of consumers it wants to target and the price band that the store needs to operate in. The author has discussed the factors that need to be considered while choosing any business model for starting up of a retail business, which primarily are: elements of the format, information technology, location and finance, keeping in view the overall strategy, the competitive forces and regulations.

**Kainth and Joshi (2008)** attempted to examine in depth the consumers and retailers satisfaction towards malls of Jalandhar in Punjab, India. Their results showed that the quality is the most preferred attribute of consumer while shopping at a mall. Replacement guarantee, cash discount and free gifts are the most effective incentive schemes which the retailers are using for attracting the consumers to their shops in the malls.

**Patel (2008)** investigated the decision making styles of Indian shoppers in shopping malls and studied the variations in these styles across different demographic variables. Mall intercept survey was conducted across 128 active mall shoppers, to study the decision making styles of Indian shoppers in shopping malls. The consumers' decision making styles were identified by a structured questionnaire and the responses captured in six styles by conducting factor analysis. These decision making styles were: price consciousness, quality consciousness, recreational, confused by over-choice, novelty consciousness and variety seeking. This study revealed that the average Indian shopper was not very brand conscious, but quite price and quality conscious. It was found that single (un-married) consumers are more price conscious than married consumers. Indian consumers are recreational in their shopping. Shopping is a fun activity for them. Young consumers between the age group of 11–20 years were found to be the most frivolous in their shopping.

**Rathod and Patel (2008)** attempted to know the importance of different criteria for the selection of retail outlets amongst the consumers. They found that availability of variety has been given highest importance by consumers, second priority has been given to service quality and third most important criteria is convenient location. **Srivastava (2008)** studied the changing retail scenario in India. Food, groceries and apparel purchase by consumers contribution to 52% of sales in malls. On an average, 75% of consumers spend about 1-3 hours in malls. Malls with multiplexes such as cinema theaters, food courts, and play areas for children are becoming the centers for family outings. Adult consumers give more importance to consumption motivation, whereas teenagers give more importance to socialization. Large malls have brought about huge growth potential and changes in the consumer buying behaviour.

**Tripathi (2008)** attempted to explain the emerging trends in the development of modern retail, and revealed that retailers would have to create new delivery formats that can cater to the huge mass of consumers, and suggested that a marketer has to address family sensibilities more rigorously to woo Indian consumers because shopping, entertainment and eating out are family events and it is a kind of group decision. The total amount of time spent by the consumers at the mall was higher, because of the time spent a entertainment, and they were also more likely to visit the food court.

**Trivedi (2008)** stated that where the organized sector poses a cut-throat competition for the kiranas, the fact still remains that India being a country with diversified social classes, there is a scope for both to survive. The emergence of a developed retail sector will pose a

competition rather than a threat to the traditional stores which would help these stores change their outlook and ways of working. Looking at the situation from a different perspective 'Karina' stores target the masses whereas organized retail services cater to a specific class of people. The mall going consumers are more or less global, that is, they have moved from price to value. This section is more value conscious, as they will buy the most exclusive item and concurrently, will want to acquire the finest price for it. A price conscious consumer, alternatively, will look at price alone and choose a product which is the cheapest.

**Anand and Sinha (2009)** conducted a study on format choice and found that even in case of a planned purchase, consumers tend to show both affective and cognitive search based behaviour.

**Bhatnagar (2009)** examined the extent to which the various factors comprising the internal vibes of the stores influence the visitors. The author concluded 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. She further explained that in the present age, goods are not only consumed for their use or exchange value, but are 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 can create sensations and affect consumer shopping attitude and patronage behaviour.

**Bhattacharjee (2009)** highlighted the attraction points of shopping food and groceries in hypermarkets. He identified seven attraction points to visit a store and a retail format: price, promotions, hangout place, product range, product mix, ease of travel and parking comfort. He further said that the tolerance to commute is lowering. The people are willing to go 4 km or even more for hypermarkets / shopping malls, while for small format modern stores not more than half a kilometer. Expectation for a kirana store is less than 500 meters.

**Kuruville et al. (2009)** explored the possibility that there are gendered differences in mall shopping attitude and behaviour. The study indicated that, overall, women have a more positive attitude to mall shopping and that they purchase fashion related categories more often than men. But men visit more often and spend more time and money. While most men and women spend 2–4 hours on an average at the malls, men reported spending more time and visiting more frequently. If the fact that mall shopping is usually a family affair is taken

into consideration, it could be that men perceive themselves as spending more time. But this explanation seems improbable, as both genders have not shown significant difference in their recreational approach to shopping. Malls seem to be popular destinations to purchase clothes, footwear and accessories for both men and women. Footwear and accessories also seem to be popular purchases. But in all categories women report more frequent purchase. At the same time, it is also reported that men spend more. One possible explanation can be that men spend on merchandise other than fashion, but it is more likely that as ‘the purse bearers’ of the family, men do spend more than the women.

**Rajagopal (2009)** found that the shopping malls contribute to business more significantly than traditional markets, which were viewed as simple convergence of supply and demand. Shopping malls attract buyers and sellers and induce consumers providing enough time to make choices as well as a recreational means of shopping. However, competition between malls, congestion of markets and traditional shopping centres has led mall developers and management to consider alternative methods to build excitement with consumers. 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 attract higher consumer traffic to the malls.

**Schmitt and Simonson (2009)** summarised the experience module that is experienced from a product or service. They defined the 4Ps (product, presentation, publication, properties) that determine image or style as an experience module. The determinants of shopping mall image or ambience discussed so far can be classified using the experience module of 4Ps. Therefore, it is judged that the satisfaction and dissatisfaction, which are the result variables for the experience that have been measured with the performance variables of the shopping mall by can be measured using the experience module 4Ps.

**Sinha and Krishnaswamy (2009)** stated that consumers show clear preferences in choosing a store. In most cases, they tend to set their expectations based on the positioning of store. They tend to associate store with the value propositions promised by the stores and respective formats. Store formats stand for their own mix of values that helps consumers maximise the benefit.

**Atiq (2010)** suggested that the Indian retailers should understand that retailing has to be taken as a brand in itself. A single large retailer should not be allowed to capture the larger market share. The Indian government should not make haste in inviting the foreign retailers, instead it should wait to see the great power of the Indian retailers. But then, Indian retailers have to master both the art and the science of retailing by looking at the way the giant retailers are organising and managing their activities. Indian retailer needs to be innovative and needs to understand the regional variations in consumer tastes.

**Baltas et al. (2010)** demonstrated that shopper characteristics are related to dispersion of patronage among more stores. Shopping behaviour appears to be partly driven by cost–benefit tradeoffs, suggesting differential responsiveness to incentives by consumers. This is particularly relevant for retailers who wish to design and implement communication and loyalty programs to defend their consumer base, since the responsiveness of targeted consumers determines the efficiency of these policies. They also suggested that loyalty programs can be more than a defensive means of keeping loyal consumers and sustaining loyalty levels. The challenge rests in targeting non-loyal consumers who are more likely to respond to marketing initiatives. They also showed that heavily spending and multi- member households tend to disperse supermarket patronage and both heavy grocery spenders and large families adopt such shopping patterns in order to find better deals and maximize value-for-money. Moreover, large households shop around aiming at a more precise matching of the diverse and heterogeneous product needs of their members. Much as a multi- store patronage may be an established shopping pattern for large families and heavy grocery spenders, retail managers can still try to increase their loyalty.

**Bhupta and Vaish (2010)** stated that developers and retailers need to plan the merchandising by the consumer needs. Just the way a store has to choose appropriate merchandise, so does a mall needs to have an excellent mix of good retailers. To get couple of anchor tenants is not enough to make a mall successful.

**Chebat et al. (2011)** opined that one way to generate more traffic in a mall is to build a strong mall image perceived by shoppers as delivering a unique bundle of benefits. Such effort has to be guided by a performance metric, namely a comprehensive measure of mall image. They hypothesized that mall image could best be conceptualized in terms of five major retail branding dimensions: access, store atmosphere, price and promotion, cross–

category assortment and within–category assortment.

**Devgan and Kaur (2011)** mentioned six factors, upon whose adaptability the success of any shopping mall would largely depend. These were value for money, consumer delight, information security, credibility, store charisma and product excellence. The authors explicated that the modern day consumers lay more emphasis on value for money; however, almost equal weight age is given to comfort and enjoyment while shopping from malls. But simultaneously, consumers also care for factors like personal information security and payment security. Hence they wish to buy from only that shopping mall which is more reliable from these perspectives.

**Lee et al. (2012)** found that the shopping malls in Sanlitun, Solana, Huatang and Indigo, which are all major commercial districts located in the central and northeastern parts of Beijing, were estimated to relative importance of four criteria for the location decision system. Since they are located on the same or major roads, these four commercial districts can be seen as competing commercial trade area accessible by the same consumers. Because China has unique price response to price change, product features, brand equity, and pricing schemata, the researchers limit the study object to Beijing area.

**Pirakatheeswari (2013)** pointed out that the Indian Retail sector is estimated to have a market size of about \$180 billion, but the organized sector represents only 2% share of this market. Liberalization of the Indian economy has brought an opening for consumer goods and this has helped many MNC's to serve with a wide variety of choices to Indian consumers. Consumers have shifted their demands towards foreign brands like Pizza hut, Mc Donald's and so on. The internet has also been a tool for this revolution as Indian consumers are more accessible to the growing influences of domestic and foreign retail chains.

**Ranjan (2014)** examined the impact of retail outlets and malls on the purchase behaviour of middle class consumers. He comments that the successful organised retail chains and also the malls in the country today operate at regional segments and are not aiming at the nationwide presence, at least for the time being. According to the author, in order to reach all classes of the society in India organised retail formats should design a comprehensive and prospective business model which offers the quality product / services at affordable prices and generate more socially balanced business.

**Wendy tand Sandra (2015)** focused on the shopping mall preferences of teens from 12 to 17 years of age, and indicated that the most important attributes in teens choice to

frequent a mall are: how friendly and welcoming the mall is to teens; whether the malls contains 'cool stores'; whether it is a good place to hang out with friends, and whether it is very attractively designed. Shopping mall image is the most important attractiveness dimension in India. Since the study is exploratory in nature and conducted in tier-2 city ,Coimbatore, it tries to examine the frequency of shopping and time spent on it before and after the presence of mall which might exhibit the 'mania towards malls - malls mania'. Factors analysis was done to derive a model for mall mania. Relationship between income level and visit to malls was also analyzed since there is a perception that only disposable income and high income group can afford mall culture.

**Balamurugan S. (2016)** explained that the retail sector in India can expect to witness a second big revolution in the not too distant future, in spite of setback faced due to the current economic slowdown. New market equilibrium will be achieved where both organized and unorganized retailers will be able to thrive. The market size too is expanding, giving enough scope for all. At the same time, organized retailing is expected to generate a large number of employment opportunities across its entire supply chain activities like procurement, logistics, preservation, repacking, merchandising, front-end sales, security, according, advertising and marketing. Specific advantages offered by the organized retail together with changing consumer behaviour and supporting environmental factors are likely to make a strong positive impact on the organized retail sector. Retailers need to analyze the forces that are affecting retail transformations. The success of new retail formats will depend heavily on consumer's acceptance.

**Jackson et al. (2016)** expressed that the consumer segments seek out relevant shopping venues based on their shopping wants and needs. Knowledge of the preferences of distinct consumer groups is useful in the development of marketing communications and promotional strategies, as well as for designing mall configurations that are likely to generate patronage and repatronage due to the value creating potential of the mall. Advertising materials could express the specific attributes the mall has to offer to the cohorts comprising its consumer base, either by gender, generation, or both. When a retailer or mall owner finds that a large segment of its consumers are from particular segments (e.g. generation, gender), the company can focus on segment relevant ways to facilitate and promote a shopping experience that will drive shopping value and create potential for repatronage.

**Sadeghi and Bijandi (2017)** revealed that there are two dimensions of the value of shopping. One is usability-orientated shopping and the other enjoy (welfare) - orientated shopping. It offers shoppers great sensory stimulation and recreational benefits. Olfactory marketing has become a science. This is based on the importance of creating a pleasant shopping experience for buyers.

**Tanwar et al. (2018)** pointed out that it is common to divide catchment areas into 1km, 2km, and 3km areas in practice. The inside of the catchment area, located within 1km, is called the primary trade area; the area located within 2km is the secondary trade area; and the area located within 3km the tertiary trade area. The size of the population in these three catchment areas or the number of consumers in this target market is extremely important to the developers and tenants.

**Abu Basher (2019)** found that consumer claims towards wide range of product choice of product all times, merchandise at lower price with convenience.

**Kumar and Vikkraman (2020)** studied by comparing organised and unorganised retail outlets and suggested that organised outlets and provide price, self-service, visual merchandising and essay accessible layout to find out the product.

**Lekshmi and Jawaharrani (2020)** found that the variable that had the most influence on the selection of shopping mall was the diversity of tenants. PwC also points out that the size of the shopping mall determines consumer attraction. Further, offline shopping malls are most actively being constructed in China, besides the Middle East and India. On the other hand, in the United States, a downward trend in the number of shopping malls has been reported.

**Obeja and Bedia (2020)** revealed that consumers are conscious about extra facilities and service provided by personal selling in shopping malls. They want hygiene and clean atmosphere in malls. Young consumers are most recreational in their shopping. Female are not conscious about price while shopping in malls. Number of the Studies has been done relating to factor affecting or key factor affecting towards retail store and shopping mall attributes. Based on the literature review this study has made attempts to investigate affecting factors of consumer satisfaction towards mall and relationships between consumer satisfactions.

**Shivakumar (2020)** pointed out that the shopping mall concept is a big hit with the sole purpose to provide everything under the sun under one roof or in one big complex. It also heralded in a new urbanization concept where everything was taken to the consumer in his comfort zone, suburbia. Consumers state that malls, supermarkets and hypermarkets are well organized and that there are no quality issues, the range of choices and value-for-money deals make them happy, the ambience is good, there are better deals across categories with more choices and they get everything under one roof and they get good deals on bulk buying and at the same there is more variety. Organized retail chain and mall stores are mushrooming in all major cities and towns of India. Apart from private players in the organized retail chain business like 'Shoppers Stop', 'Spencers', 'Food Bazar', 'Hypercity', 'Inorbit', 'Big Bazar' and so on, major industrial houses like Tata, Birla, Reliance, Bharti, etc. have entered the retail business and have announced very ambitious future expansion plans. Multinational retailers are also coming to India to set up retail chains in collaboration with big Indian companies. Modern retail formats such as hypermarkets, superstores, discount stores, convenience stores are widely present in major cities of India.

**Ambale (2020)** revealed that apart from location, merchandise price, income of the consumers & culture also had some impact on the failure cause of malls.

**Howard (2020)** found that shopping can be distinguished between mainstream retailing and leisure shopping. They stand on opposite sides of the spectrum. Mainstream retailing is the routine purchasing of goods. This is increasingly falling under time constraints, due to persons working longer hours, and greater female participation in the work place. Leisure shopping, on the other hand, is an outing that is not a means to an end. Shopping is only part of the experience that is enjoyed.

**Levy and Weitz (2021)** identified shopping mall image as the sum of functional and emotional attributes. The previous studies asserted that these several variables together determine the image of a shopping mall, which then influences consumers' selection of the shopping mall.

**Goodman and Remaud (2021)** found that the consumer's choice for retail store types identifies a segment that may assist in the sustainability of smaller stores if they cater to the attributes their target consumer seek. The study concluded with four major results: the store choice influences the seek. The study concluded with four major results: the store choice influences the depend on identifying three types of store format. The retailers can match their

offers with their target markets: and the rise in large store format is not necessarily the end of small retail.

## **CHAPTER 3**

### **METHODOLOGY**

Research methodology defines what the activity of research is, how to proceed, how to measure progress and what constitute success. The dictionary defines research as a studious inquiry or examination, especially an investigation or experimentation aimed at the discovery and interpretation of fact or practical application of such a new or revised theory or law. The purpose of research is to discover answer to the question through the application of scientific procedure.

Research methodology is a way to systematically solve the research problem. Why the research has been undertaken, what research problem has been identified, what data has been used such question are answered when a well structure methodology concerning the research problem is devised.

#### **3.2 Descriptive Research**

Descriptive Research is used to obtain information concerning the current status of the phenomena to describe “what exists” with respect to variables or conditions in a situation. The methods involved range from the survey which describes the status quo, the study which investigates the relationship between variables, to developmental studies which seek to determine changes over time.

##### **3.2.1 Definition**

According to Grinnell (1999) research is a structure inquiry that utilized acceptable scientific methodology to solved problem and create new knowledge that is general acceptable.

#### **3.3 Research Design**

Research design is the arrangement of conditions for collection and analysis of data in manner that aims to combine relevance to the research purpose without deviating from scientific procedure, the research design is the conceptual structure -the thing which research is conducted; measurement and analysis of data. Descriptive research design is used for the study where the questionnaire was given to the respondents to gather information systematically. For a better understanding concerning the behavioral styles of the

respondents, analytical research is also been utilized for the study where hypothetical relation between the variables could be established.

### **3.4 Sample Design**

A sample design is the framework, or road map, that serves as the basis for the selection of a survey sample and affects many other important aspects of a survey as well. In a broad context, survey researchers are interested in obtaining some type of information through a survey for some population, or universe, of interest. One must define a sampling frame that represents the population of interest, from which a sample is to be drawn. The sampling frame may be identical to the population, or it may be only part of it and is therefore subject to some under coverage, or it may have an indirect relationship to the population.

#### **Types of Universe:**

For the purpose of the study, the local peoples in and around the area of shopping malls in were selected as respondents.

#### **Sample Size:**

The sample size refers to the items to be selected from the universe to constitute a sample. The sample size of the study is 255.

#### **Sampling Procedure:**

The sampling procedure used is convenience sampling. The sample is selected on the basis of convenience in accessibility to respondents. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researchers.

### **3.5 Source of Data**

#### **Primary Data**

Primary data are that which are collected afresh and for the first time and thus happens to be original in character. In this study questionnaire is used to collect the primary data.

## **Secondary Data**

Published data and the data collected in the past or by other parties are called secondary data. The secondary data may be obtained from many sources, including literature, industry surveys, newspapers, internet and magazines.

### **3.6 Data Collection**

#### **Questionnaire:**

In this study primary data is collected through questionnaire. A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms. The respondents filled the multiple choice questions and Likert's Rating Scale questions.

#### **Questionnaire Design:**

The structured questionnaire consists of mainly two kinds of questions:

Multiple choice questions

Rating Scale Questions

### **3.7 Tools for Analysis**

Questionnaires used as the primary research instrument were distributed to respondents for their feedback. From the collected back questionnaires further coding and analysis was done for each question to reach at to the findings suggestions and thus come into the conclusion for the study. The scaling techniques used in the research method for the questionnaire is Likert's Five Point Scale. It considered of the points like strongly agree, Agree, Neutral, Disagree and strongly disagree.

#### **3.7.1 Statistical Package for Social Sciences**

The statistical analysis was done using the software SPSS version 20.0. SPSS Statistics is a software package used for interactive, or batched, statistical analysis. Long produced by SPSS Inc., it was acquired by IBM in 2009. The current versions are named IBM SPSS Statistics.

The software name originally stood for Statistical Package for the Social Sciences (SPSS), reflecting the original market, although the software is now popular in other fields as well, including the health sciences and marketing.

### **3.8 Analysis of Data**

Data were analyzed using methods such as:

Frequency Analysis

Descriptive Statistics

#### **3.8.1 Frequency Analysis**

A frequency is a descriptive statistical method that shows the number of occurrences of each response chosen by the respondents. The study of quantitatively describing the characteristics of a set of data is called descriptive statistics. Frequency analysis is a part of descriptive statistics. In statistics, frequency is the number of times an event occurs. Frequency analysis is an important area of statistics that deals with the number of occurrences and analyses measures of central tendency, dispersion, percentiles.

#### **3.8.2 Descriptive Statistics**

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis they found the basis of virtually every quantitative analysis of data.

### **3.9 About The Study Area**

The shopping malls covered under the study are Brookefields, Prozone and Fun Republic Mall in Coimbatore City, Tamil Nadu District.

#### **BROOKEFIELDS MALL**

Brookefields is a shopping mall located on Brooke Bond Road (Krishnasamy Road) in Coimbatore City. It was opened in late 2008. The mall has outlets from major clothing and apparel brands and a six screen multiplex cinema, along with a food court serving multi-cuisine dishes. The Mall was constructed by Brookfield's Estates Pvt. Ltd., An integrated real estate developer. The Mall was opened in a phased way. When the first shop was opened

on one side in 2009, construction was going on the other side. The Mall has a Food Court, Gaming Zone and Wi-Fi Connectivity along with usual facilities like Multistory Parking; IOB ATM. Chennai-based SPI Cinemas operate 'The Cinema' a six screen Multiplex cinema on the mall's top floor.

### **PROZONE MALL**

Prozone Mall Coimbatore is one of the largest horizontally designed shopping malls in India, covering over 500,000 sq ft (46,000 m<sup>2</sup>). It was opened on 19 July 2017 at Sivanandapuram, Saravanampatti Road, Coimbatore. It has some attracting places like Inox fun unlimited, etc. The mall is located near Saravanampatti, one of Coimbatore's faster-growing neighborhoods due to an influx of IT companies. It covers 12 acres (4.9 ha) of land on Sathy Road. The mall's large tenants include H&M and Spar stores. 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.

### **FUN REPUBLIC MALL**

Fun Republic Mall is a shopping mall in Peelamedu, Coimbatore City. This shopping mall was inaugurated in 2012 and managed by E-city Ventures which is a part of the Essel Group. It is located on the arterial Avanashi Road on a 3.5 acre site. The mall has 6 levels with a total area of 5.25 lakh sq.ft. Shoppers Stop is its anchor store and occupies over 79,000 sq. ft. The mall also features a five screen multiplex operated by Fun Cinemas with a capacity of 1,119 seats, and a McDonald's restaurant spread over 3,470 sq. ft on two floors in addition to its food court.

## **CHAPTER 4**

### **ANALYSIS AND INTERPRETATION**

#### **INTRODUCTION**

Analysis and interpretation are the central step in research process. Analysis of data means studying the tabulation material in order to determine the inherent fact for meaning. Interpretation refers to the task of drawing inferences from the collection fact after an analytical study. Interpretation is the device through which the factor that seems to explain what has been observed from the research in the study can be better understanding and also provides theoretical conception, which can serve as a guide for further research.

Researchers often find data analysis the most enjoyable part of carrying out a research study, since after all of the hard work and waiting they get the chance to find out the answers. If the data do not provide answers, that presents another opportunity for creativity. So, analyzing the data and interpreting the results are the reward for the work of collecting the data.

As with most other aspects of a study, analysis and interpretation of the study should relate to the study objectives and research questions. One often helpful strategy is to begin by imagining or even outlining the manuscript to be written from the data. The usual analysis approach is to begin with descriptive analyses, to explore and gain a feel for the data.

Analysis & interpretation is used in study as mentioned as follows:

- Demographic Profile
- Descriptive Statistics

## FREEQUENCY ANALYSIS

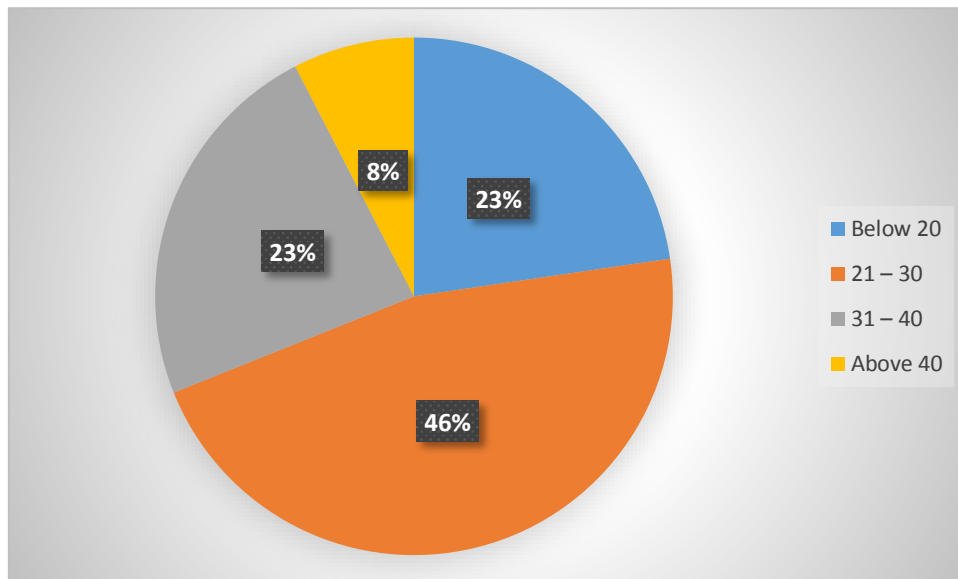
**Table 4.1.1**

### Age

Variables	Frequency	Percentage
Below 20 years	58	22.7
21 – 30 years	118	46.5
31 – 40 years	60	23.7
Above 40 years	18	7.1
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig .4.1.1.**

### Age

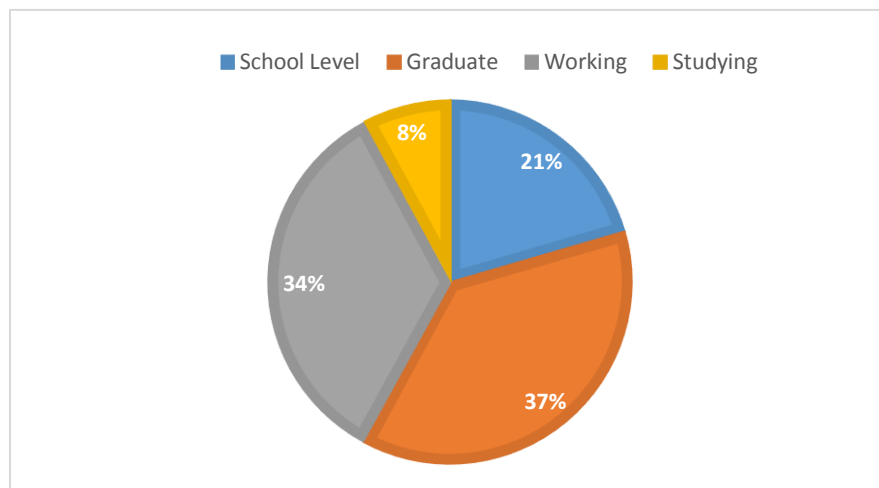


The above table 4.1.1 shows that out of 255 customers 46 percent of the respondents are 21-30 years, 23 percent of the respondents are Below 20 years, 23 percent of the respondents are 31-40 years, and 8 percent of the respondents are above 40 years. Thus the most of the respondents are 21-30 years.

**Table 4.1.2.**  
**Qualification**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
School Level	52	20.4
Graduate	95	37.3
Working	87	34.4
Studying	20	7.9
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig .4.1.2**  
**Educational Qualification**

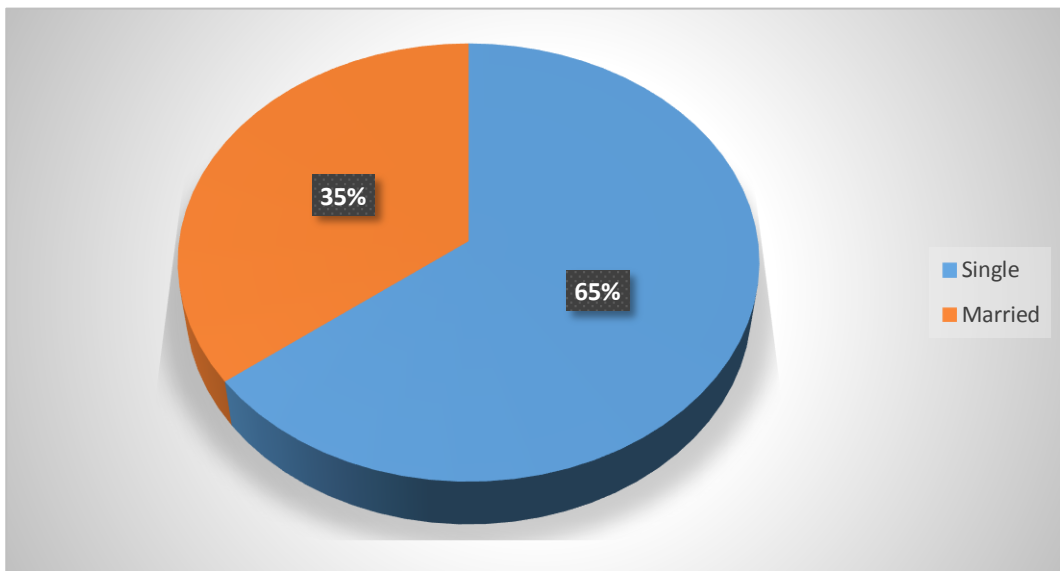


The above table 4.1.2 shows that out of 255 Customers 37 percent of the respondent are graduate, 34 percent of the respondents are working, 21 percent of the respondent are school level, 8 percent of the respondent are studying .Thus the most of the respondent are Graduate.

**Table 4.1.3.**  
**Marital status**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Single	164	64.5
Married	90	35.5
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig. 4.1.3.**  
**Marital status**

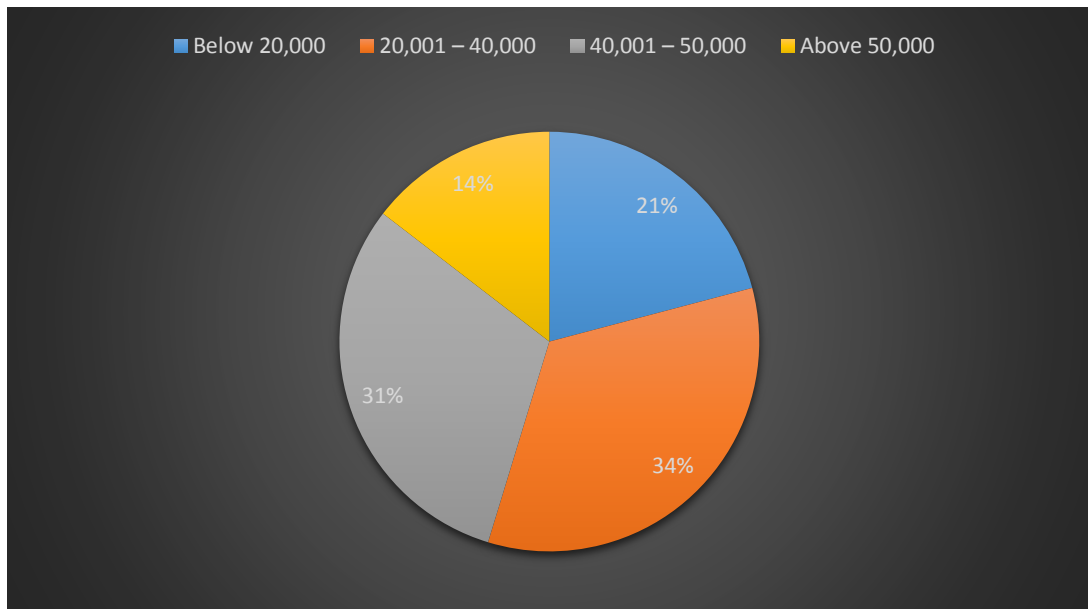


The above table 4.1.3 shows that out of 255 Customers 35 percent of the respondent are married and 65 percent of the respondent are Unmarried .Thus the most of the respondent are single.

**Table 4.1.4.**  
**Family income (/month)**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Below 20,000	53	20.8
20,001 – 40,000	86	33.9
40,001 – 50,000	78	30.8
Above 50,000	37	14.5
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig. 4.1.4**  
**Family income (/month)**

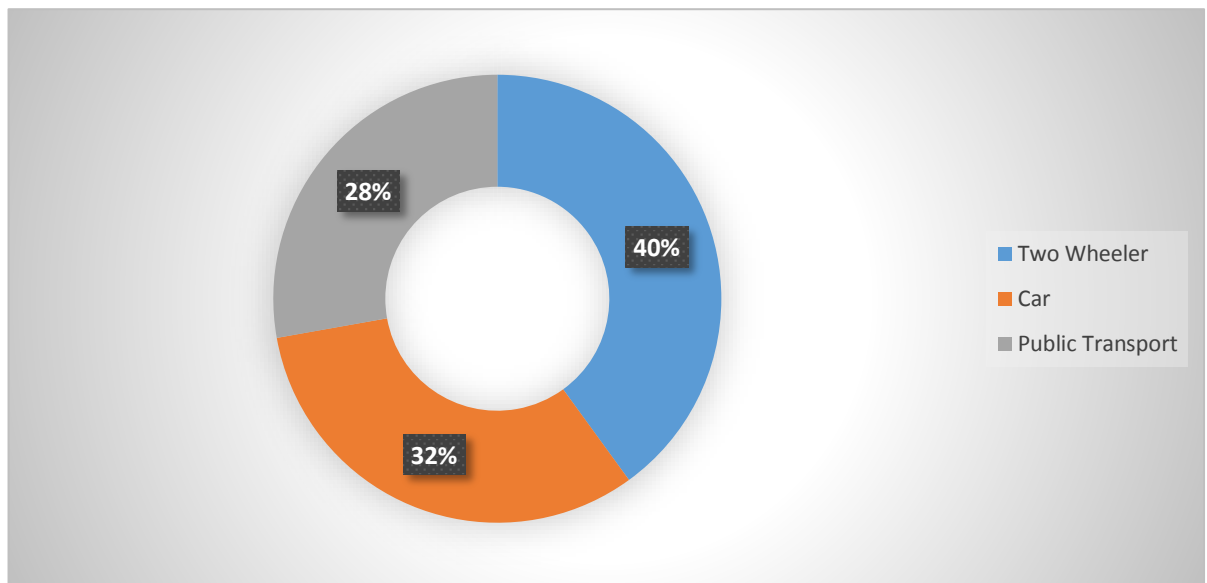


The above table 4.1.4 shows that out of 255 Customers 34 percent of the respondent were having 20,001- 40,000 ,31 percent of the respondents were having 40,001 - 50,000 , 21 percent of the respondent were having below 20,000 and 14 percent of the respondent were having above 50,000 .Thus the most of the respondent were having 20,001 - 40,000.

**Table.4.1.5.**  
**Usual mobility to get to the mall**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Two Wheeler	102	40.0
Car	82	32.2
Public Transport	71	27.8
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig.4.1.5**  
**Usual mobility to get to the mall**

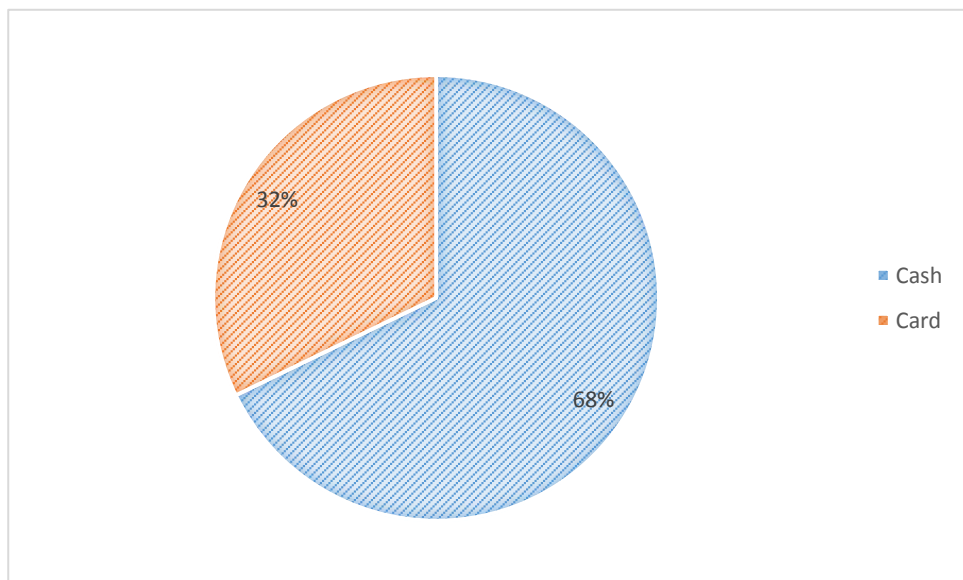


The above table 4.1.5 shows that out of 255 Customers 40 percent of the respondent were having usual mobility to get to the mall by Two wheeler. 32 percent of the respondent come to mall by car. And 28 percent of the respondent come to mall by public transport. The most respondent use to come the mall by two wheeler.

**Table.4.1.6**  
**Mode of Payment**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Cash	173	67.8
Card	82	32.2
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig.4.1.6.**  
**Mode of payment**



The above table 4.1.6 shows that out of 255 Customers 68 percent of the respondent were having mode of payment done by cash. 32 percent of the respondent where having mode of payment by Card. Cash is the most respondent used for payment

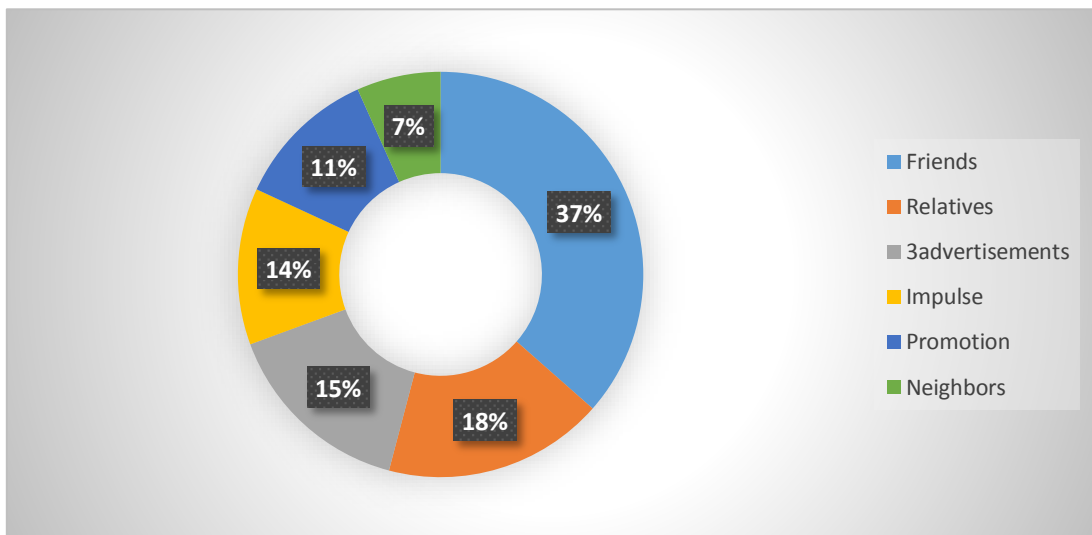
**Table 4.1.7.**

**What is the source of Awareness about Shopping malls?**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Friends	93	36.5
Relatives	45	17.6
Advertisement	39	15.3
Impulse	32	12.5
Promotions	29	11.4
Neighbors	17	6.7
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig 4.1.7.**

**What is the source of Awareness about Shopping malls?**



The above table 4.1.7 shows that out of 255 Customers 37 percent of the respondent were having awareness of shopping mall by friends. 18 percent of were having awareness from relatives. 15 percent of were having awareness from advertisements. 12 percent of were having awareness from impulse. 11 percent of were having awareness from promotion. And 7 percent of were having awareness from neighbours. The most respondent awareness about shopping malls by friends.

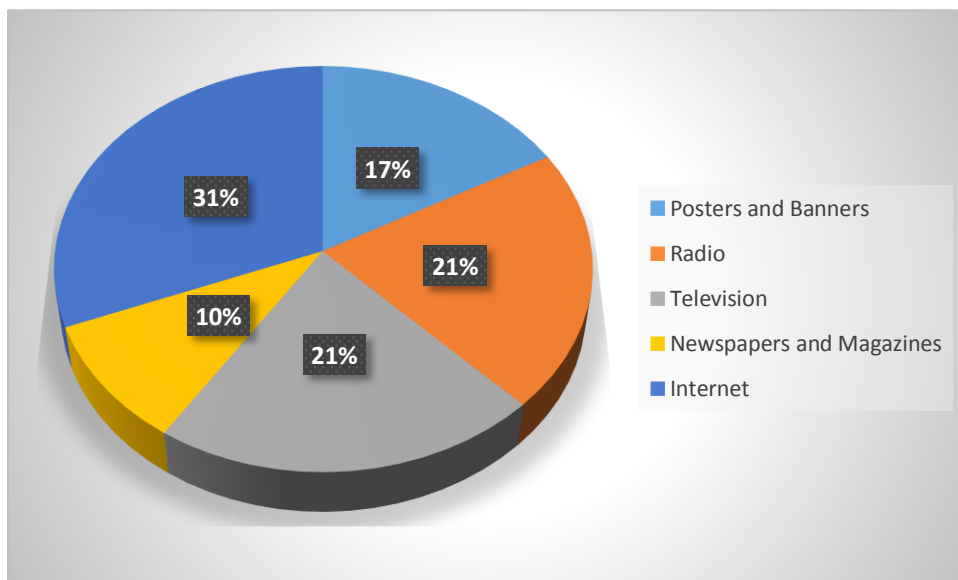
**Table 4.1.8.**

**Which media of advertisement is best suitable to advertise about Shopping Malls?**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Posters and Banners	43	16.9
Radio	53	20.8
Television	55	21.6
Newspapers and Magazines	25	9.8
Internet	79	31.0
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig 4.1.8.**

**Which media of advertisement is best suitable to advertise about Shopping Malls?**

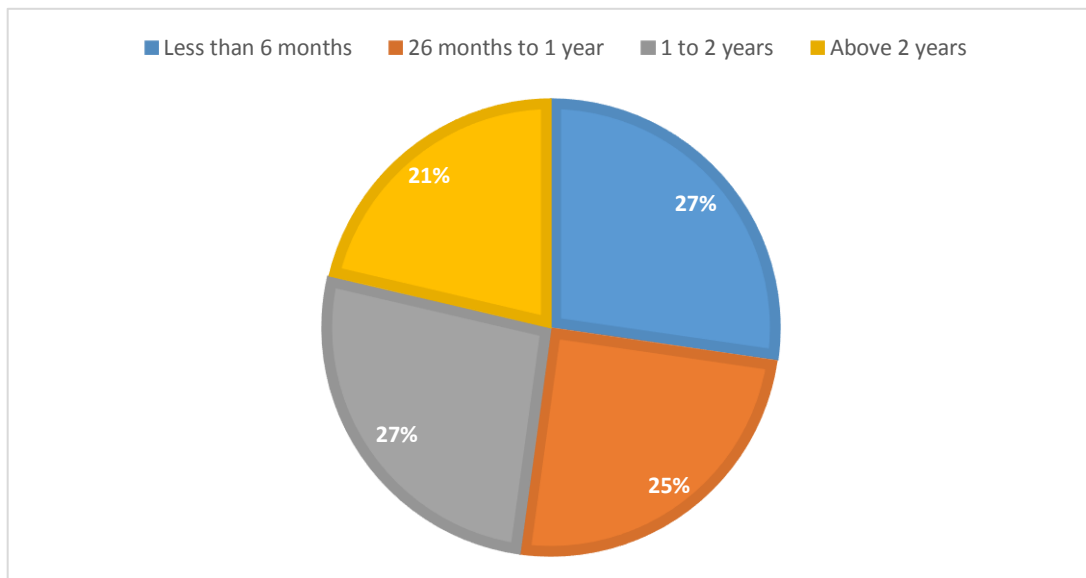


The above table 4.1.8 shows that out of 255 Customers 31 percent of the respondent were having suitable to advertise about shopping mall by internet.21 percent respondent selected radio and television.17 percent respondent selected posters and banners and 10 percent selected newspapers and magazines. The most respondent chose internet.

**Table 4.1.9.**  
**How long have you been visiting the Mall?**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Less than 6 months	69	27.6
26 months – 1 year	63	24.7
1 year – 2 years	67	26.5
Above 2 years	54	21.2
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig 4.1.9.**  
**How long have you been visiting the Mall?**



The above table 4.1.9 shows that out of 255 Customers 27 percent of the respondent were having visiting the mall less than 6 months and 1 to 2 years. 25 percent respondent visiting the mall 6 months to 1 year and 21 percent of respondent were having visiting the mall above 2 years.

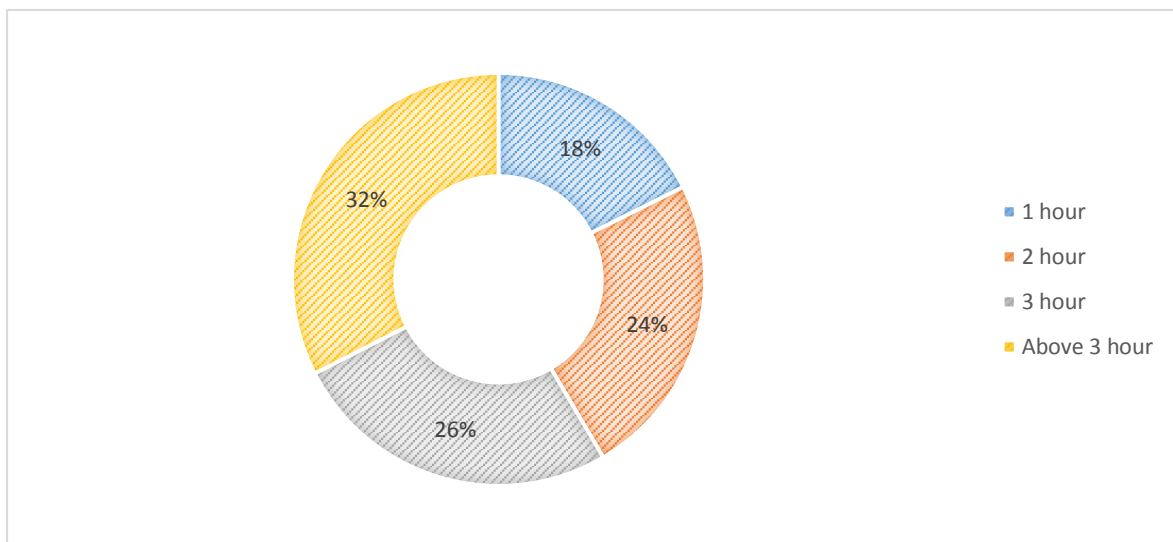
**Table 4.1.10.**

**How long do you stay in the Mall while you go for shopping (average time)?**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
1 hour	45	17.6
2 hour	61	23.9
3 hour	66	25.9
Above 3 hour	83	<b>32.5</b>
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig 4.1.10.**

**How long do you stay in the Mall while you go for shopping (average time) ?**

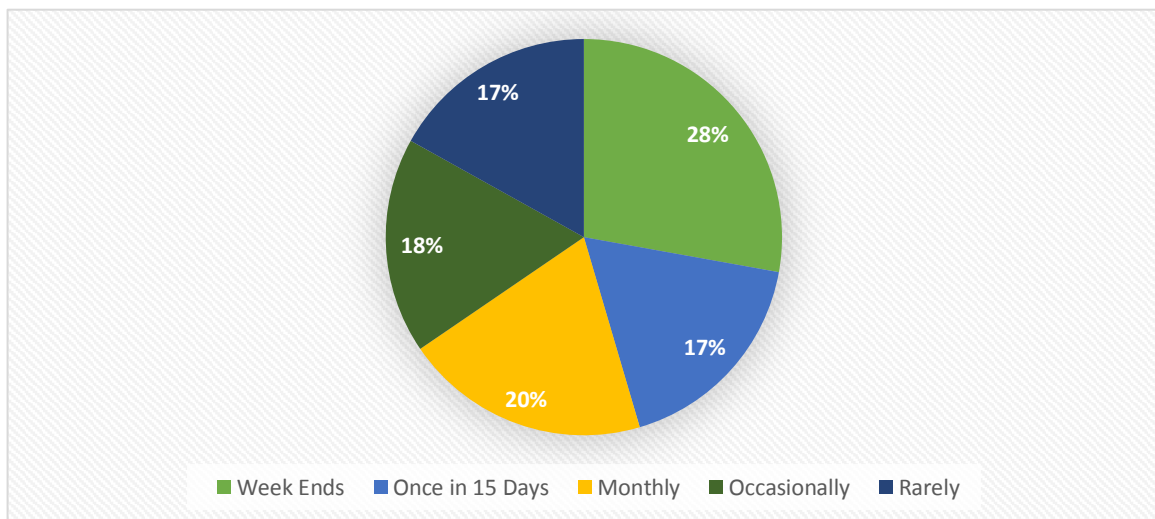


The above table 4.1.10 shows that out of 255 Customers 32 percent of the respondent were having average time for shopping above 3 hours.26 percent of the respondent average time is 3 hours.24 percent of the respondent were having average time for shopping 2 hours and 18 percent of the respondent were having average time for shopping 1 hours. The most people chose above 3 hour for shopping.

**Table 4.1.11**  
**How often do you visit the Mall?**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Week Ends	71	27.8
Once in 15 Days	45	17.6
Monthly	51	20.0
Occasionally	45	17.6
Rarely	43	16.9
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig 4.1.11**  
**How often do you visit the Mall?**

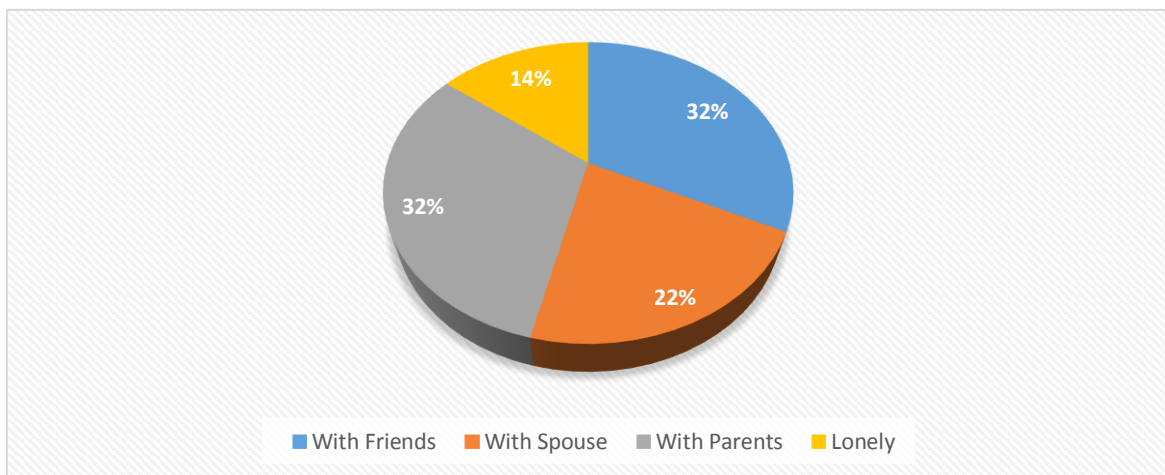


The above table 4.1.11 shows that out of 255 Customers 28 percent of the respondent were having visit the mall week ends.20 percent visit monthly.18 percent visit occasionally and 17 percent visit both ones in 15 days and rarely. The most respondent visit the mall at weekends.

**Table 4.1.12**  
**With whom do you prefer to visit the Mall?**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
With Friends	82	32.2
With Spouse	55	21.6
With Parents	81	31.8
Lonely	37	14.5
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig 4.1.12**  
**With whom do you prefer to visit the Mall?**

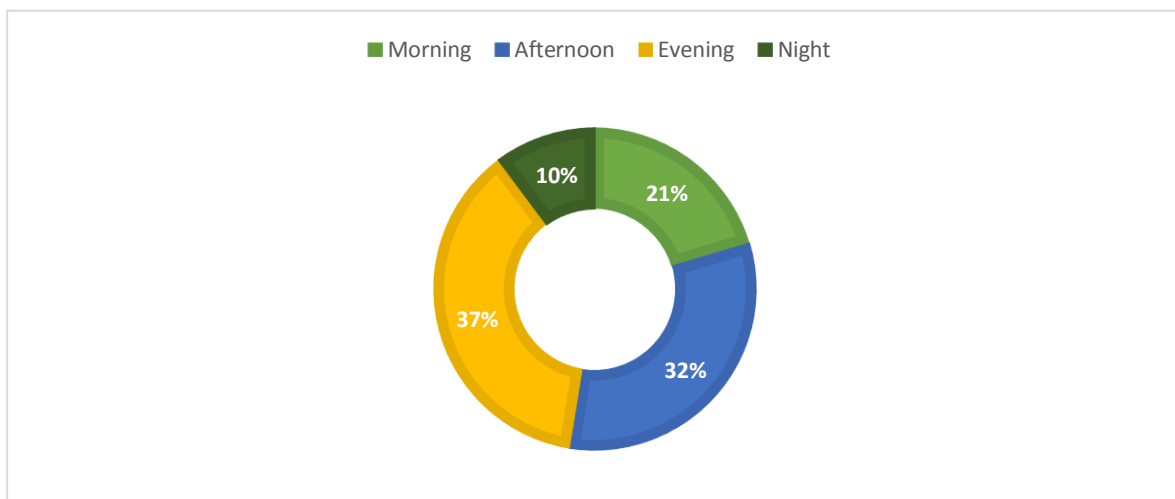


The above table 4.1.12 shows that out of 255 Customers 32 percent of the respondent were having best companion to visit the mall with friends and parents. 22 percent chose with spouse and 14 percent chose lonely.

**Table 4.1.13**  
**Preferred time to visit the mall**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Morning	52	20.4
Afternoon	82	32.2
Evening	95	37.3
Night	26	10.2
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig 4.1.13**  
**Preferred time to visit the mall**



The above table 4.1.13 shows that out of 255 Customers 37 percent of the respondent were having preferred time to visit the mall at evening.32 percent preferred at after noon.21 percent preferred at morning and 10 percent preferred at night.the most respondent prefer time to visit the mall at evening.

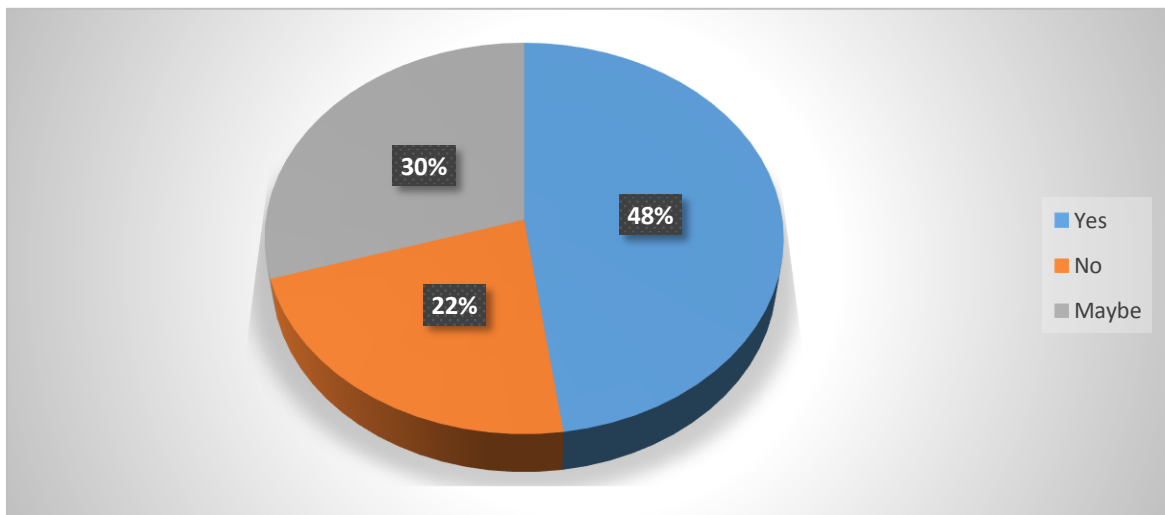
**Table 4.1.14**

**Do you prefer to purchase products in every visit?**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	122	47.8
No	57	22.4
Maybe	76	29.8
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig 4.1.14**

**Do you prefer to purchase products in every visit?**



The above table 4.1.14 shows that out of 255 Customers 48 percent of the respondent were having preferred to purchase goods in every visit choose yes. 30 percent chose maybe and 22 percent chose no.

The result is most respondent purchase goods in every visit.

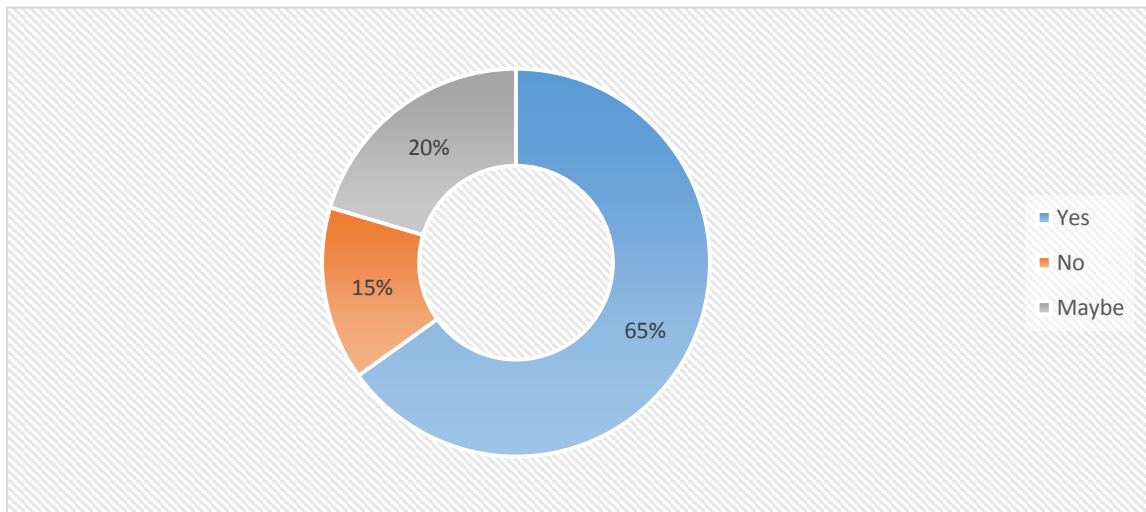
**Table 4.1.15**

**Do your family members prefer to purchase from this shopping mall?**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	166	<b>65.1</b>
No	37	14.5
Maybe	52	20.4
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig 4.1.15**

**Do your family members prefer to purchase from this shopping mall?**



The above table 4.1.15 shows that out of 255 Customers 65 percent of the respondent's family members prefer to purchase from this shopping mall choose yes, 20 percent choose May be, 15 percent choose No

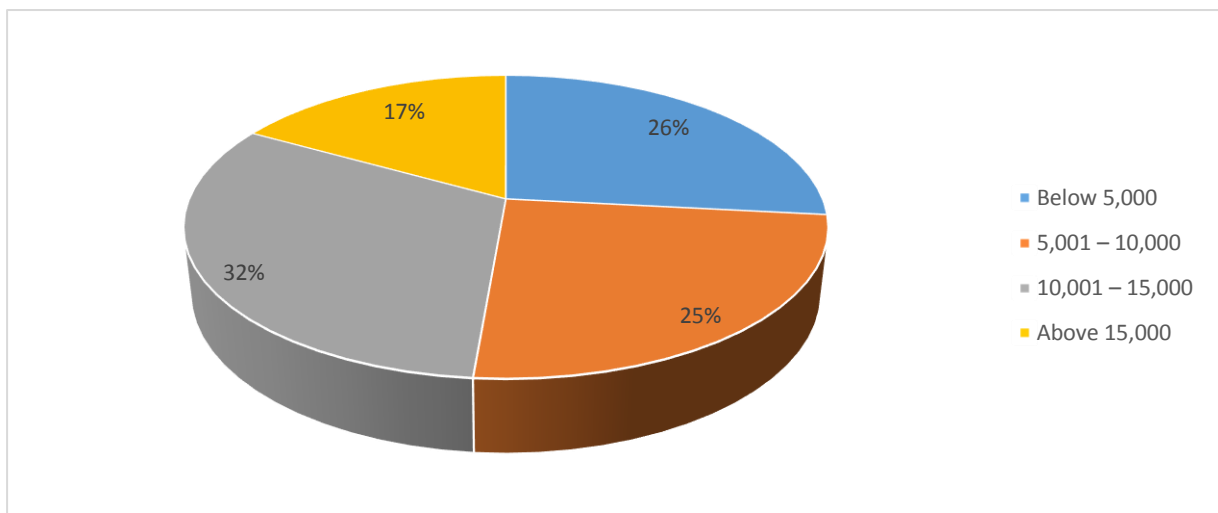
**Table 4.1.16**

**How much you spend in shopping mall per visit (in) on an average?**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Below 5,000	68	26.7
5,001 – 10,000	63	24.7
10,001 – 15,000	81	31.8
Above 15,000	43	16.9
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig 4.1.16**

**How much you spend in shopping mall per visit(in)on an average?**



The above table4.1.16 shows that out of 255 Customers 32 percent of the respondent were having spent in shopping mall10001-15000. 26 percent chose below 5000 .25 percent chose 5001-10000 and 17 percent chose above 15000.

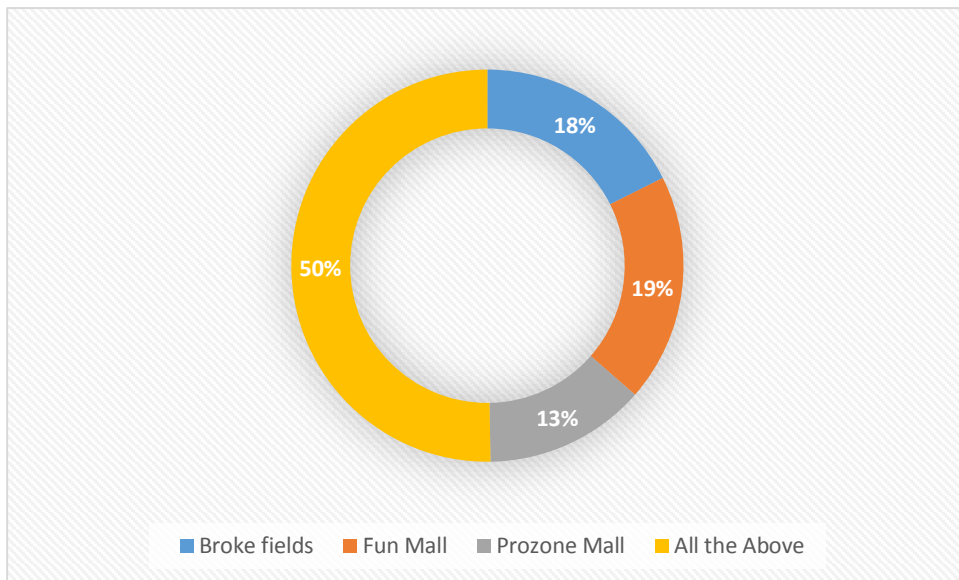
#### 4.1.17

#### Which are the malls you visited in Coimbatore

Variables	Frequency	Percentage
Broke fields	45	17.6
Fun Mall	48	18.8
Prozone Mall	34	13.3
All the Above	128	50.2
<b>Total</b>	<b>255</b>	<b>100.0</b>

#### 4.1.17

#### Which are the malls you visited in Coimbatore



The above table 4.1.17 shows that out of 255 Customers 50 percent of the respondent were having visited malls in Coimbatore all of the three malls.19 percent chose fun mall.18 percent chose Brooke fields mall and 13percent chose prozone mall.

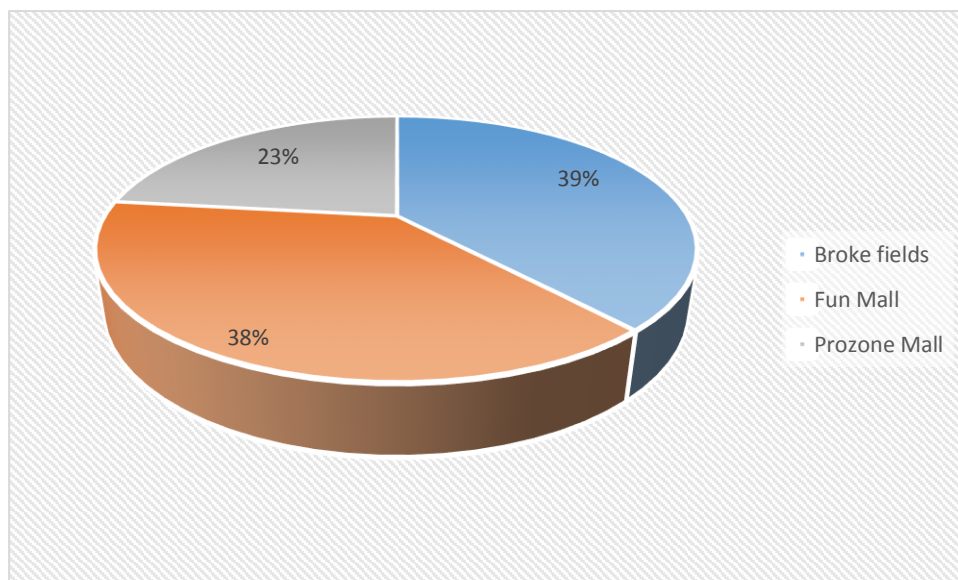
#### 4.1.18

#### Among the malls which one you like the most

Variables	Frequency	Percentage
Broke fields	98	38.4
Fun Mall	98	38.4
Prozone Mall	59	23.1
<b>Total</b>	<b>255</b>	<b>100.0</b>

#### 4.1.18

#### Among the malls which one you like the most



The above table 4.1.18 shows that out of 255 Customers 39 percent of the respondent were having most favorite mall is brookefields mall.38 percent chose fun mall and 23 percent chose prozone mall.the most respondent favorite mall is brookesfields mall.

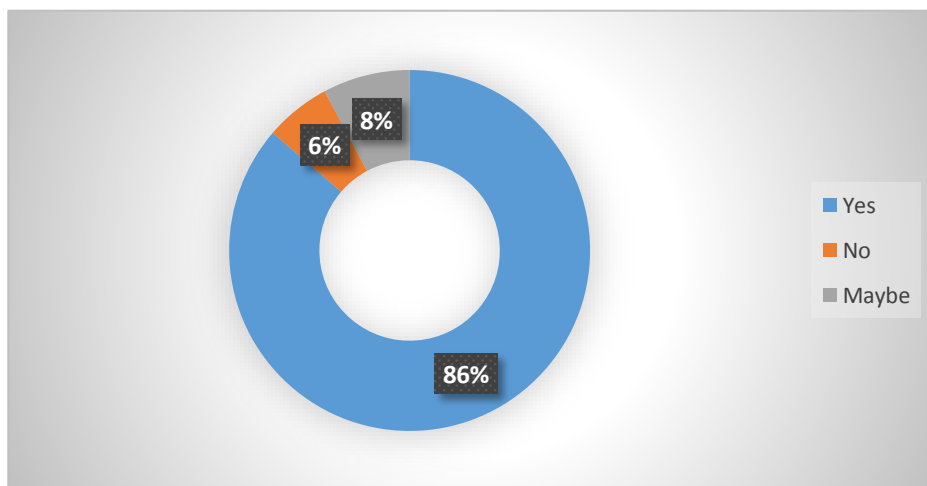
**Table 4.1.19**

**Do you prefer to recommend others women to visit shopping mall?**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	220	86.3
No	15	5.9
Maybe	20	7.8
<b>Total</b>	<b>255</b>	<b>100.0</b>

**Fig 4.1.19**

**Do you prefer to recommend others women to visit shopping mall?**



The above table 4.1.19 shows that out of 255 Customers 86 percent of the respondent were having recommended shopping malls to other women.8 percent said may be and 6 percent said no.

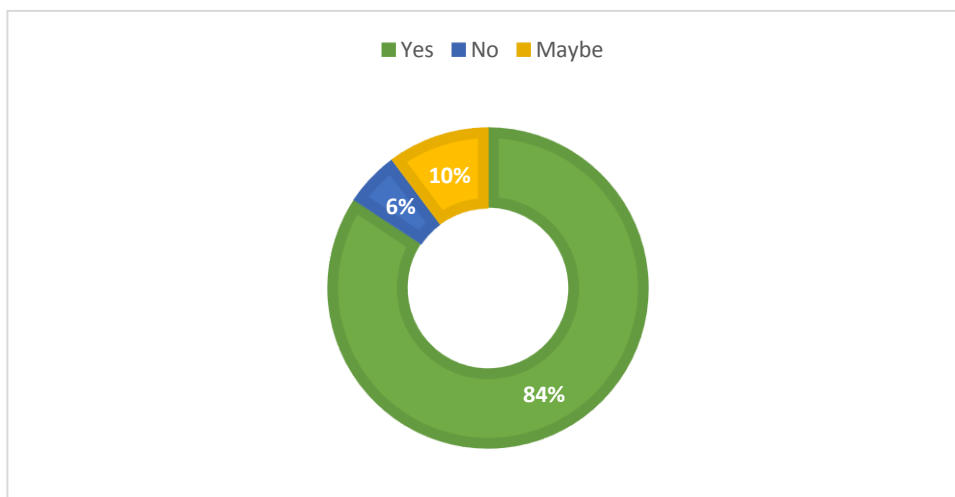
#### 4.1.20

**Do you think malls are safer places to young women?**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	215	84.3
No	14	5.5
Maybe	26	10.2
<b>Total</b>	<b>255</b>	<b>100.0</b>

#### 4.1.20

**Do you think malls are safer places to young women?**



The above table 4.1.20 shows that out of 255 Customers 84 percent of the respondent were having think mall is safer plays to young women.10 percent chose may be and 6 percent chose no.

## DESCRIPTIVE ANALYSIS

### 4.2.1.

#### Shopping experience of young women

Shopping experience of young women	N	Maximum	Minimum	Mean
Price	255	5	1	4.54
On trend	255	5	2	4.42
Brand	255	5	2	4.49
Convenient	255	5	2	4.36
Location	255	5	1	4.42
Store atmosphere	255	5	1	4.42
Product quality	255	5	2	4.46
Product display	255	5	2	4.40
Consumer friendly	255	5	2	4.41
Discount and offer	255	5	2	4.37
Family shopping	255	5	2	4.40

The about the table fig(4.2.1) shows the descriptive statistics on the Shopping experience of young women , The value range from 4.49 to 4.37 brand have highest mean value of 4.37 were as Discount and offer lowest mean value . This shows that branding is considered as important in shopping experience of young women.

### 4.2.2.

#### Satisfaction level of product available in shopping mall.

Satisfaction level of products in malls	N	Maximum	Minimum	Mean
price	255	5	2	4.31
Quality	255	5	2	4.30
Package	255	5	2	4.36
Display& variety	255	5	2	4.27
Services	255	5	2	4.29
Discount	255	5	2	4.21
Branded product	255	5	2	4.34
Quick billing	255	5	1	4.28
Wide choice	255	5	2	4.31

The about the table fig(4.2.2) shows the descriptive statistics on the Satisfaction level of product available in shopping mall , The value range from 4.36 to 4.21 brand have highest mean value of 4.36 were as Discount lowest mean value . This shows that package is considered as important in Satisfaction level of product available in shopping mall.

### 4.2.3.

#### Satisfaction level of facilities available in shopping mall.

Satisfaction level of products in malls	N	Maximum	Minimum	Mean
Lifts & Escalators	255	5	2	4.44
ATM	255	5	1	4.36
Parking facilities	255	5	1	4.39
Children game	255	5	2	4.34
Security	255	5	2	4.35
Overall maintenance	255	5	2	4.27
Signboard & Announcements	255	5	2	4.36
Roofgarden & banquet hall	255	5	2	4.26
Swimming pool	255	5	1	4.33

The about the table fig(4.2.3) shows the descriptive statistics on the Satisfaction level of facilities available in shopping mall, The value range from 4.39 to 4.26 Parking facilities have highest mean value of 4.39 were as Roof garden & banquet hall lowest mean value . This shows that parking facilities is considered as important in Satisfaction level of facilities available in shopping mall.

### 4.2.4

#### Perception level of location and layout of shopping mall.

Perception level of location and layout of shopping mall	N	Maximum	Minimum	Mean
Plays music	255	5	1	4.21
Centre music volume	255	5	1	4.14
Centre lighting	255	5	1	4.20
Centre temperature is comfortable	255	5	1	4.16
Attractive architecture	255	5	1	4.18
Centre decorated in an attractive fashion	255	5	1	4.20
Interior wall & floor colour schemes are attractive	255	5	1	4.23
Overall design of this centre is interesting	255	5	1	4.17
The layout makes it easy to get to the stores you want	255	5	1	4.20
Layout makes it easy to get to the food areas	255	5	1	4.18
Layout makes It easy to get to the restroom	255	5	1	4.16
Overall the layout makes it easy to get around.	255	5	1	4.17

Variety of food offered at the centre is excellent	255	5	1	4.17
Centre has an excellent variety of stores.	255	5	1	4.22
Centre has an excellent variety of goods	255	5	1	4.20
I enjoy spending time at this centre	255	5	1	4.18
Satisfied with the cleanliness of mall	255	5	1	4.20
Items on the shopping list were easy to find in the mall	255	5	1	4.25
Centre has the most reputed brands	255	5	1	4.19

The about the table fig(4.2.4) shows the descriptive statistics on the Perception level of location and layout of shopping mall , The value range from 4.25 to 4.14 Items on the shopping list were easy to find in the mall , have highest mean value of 4.14 were as Centre music volume lowest mean value . This shows that Items on the shopping list were easy to find in the mall is considered as important in Perception level of location and layout of shopping mall.

#### 4.2.5

##### **Problems faced by the consumers while shopping mall.**

<b>problems faced by the consumers while shopping mall</b>	<b>N</b>	<b>Maximum</b>	<b>Minimum</b>	<b>Mean</b>
High price	255	5	1	4.24
Inducement of salesmen to purchase other products	255	5	1	4.13
Impulsive buying	255	5	1	4.12
Only branded products are available	255	5	1	4.04
Parking cost	255	5	1	4.02
Retail store expenses are included in product cost	255	5	1	4.06
Long queue in billing	255	5	1	4.08
No exchange offers	255	5	1	4.10
Sales persons are not polite	255	5	1	4.07
Un hygienic	255	5	1	4.02

The about the table fig(4.2.5) shows the descriptive statistics on the Problems faced by the consumers while shopping mall, The value range from 4.24 to 4.02 High price have highest mean value of 4.37 were as Parking cost and Un hygienic lowest mean value . This shows that High price is considered as important in Problems faced by the consumers while shopping mall

## CHAPTER V

### SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

#### 5.1 INTRODUCTION

Shopping practices change over a period of time across different sections of women consumers. The shopping segments' of marketing have undergone a sea change with the advent of new technologies and women consumer philosophies. Thus young women consumers' perception and satisfaction have been regarded as a dynamic process.

On the basis of explicit or implicit beliefs, all marketing strategies and tactics are presented in women consumers' perception and satisfaction. Decisions based on explicit assumptions and sound theory and research are more likely to be successful than decisions based only on implicit perception. Thus, knowledge of women consumers' perception, attitude and satisfaction in different places of shopping malls can be an important competitive advantage.

The liberalization of Indian economy has brought in tremendous opportunities and challenges for shopping sector. The women consumers now have more power than ever before as they have more information access than ever before. Now-a-days marketers offer more services and products than ever before. Against this backdrop, the present study has been undertaken to study the women consumers' attitudes towards shopping malls in Coimbatore City, Tamil Nadu.

A voyager, who after finishing his voyage, reaches to destination and glances back to see the distance that he has covered for identifying the important landmarks he came across. Likewise, this chapter aims to summing up the key findings that are emerged from this study and also providing fruitful suggestions to improve the satisfaction of the mall shopping women consumers.

#### 5.2. Findings

Among the 255 responded, findings by help of frequency analysis 46 percent of the respondents are 21-30 years old, 37 percent of the respondent are graduate, 65 percent of the respondent are Unmarried, 34 percent of the respondent were having income 20,001- 40,000, 40 percent of the respondent were having usual mobility to get to the mall by Two wheeler, 68 percent of the respondent were having mode of payment done by cash, 37 percent of the respondent were having awareness of shopping mall by friends, 31 percent of the respondent were having suitable to advertise about shopping mall by internet, 27 percent of the respondent were having visiting the mall less than 6 months and 1 to 2 years, 32 percent of the respondent were having average time for shopping above 3 hours, 28 percent of the

respondent were having visit the mall week ends,32 percent of the respondent were having best companion to visit the mall with friends and parents,37 percent of the respondent were having preferred time to visit the mall at evening,48 percent of the respondent were having preferred to purchase goods in every visit choose yes, 65 percent of the respondent's family members prefer to purchase from this shopping mall choose yes,32 percent of the respondent were having spent in shopping mall 10001-15000, 50 percent of the respondent were having visited malls in Coimbatore all of the three malls, 39 percent of the respondent were having most favourite mall is Brooke fields mall, 86 percent of the respondent were having recommended shopping malls to other women,and 84 percent of the respondent were having think mall is safer plays to young women.

Among the 255 responded, by the help of descriptive analysis,Shopping experience of young women , The value range from 4.49 to 4.37 brand have highest mean value of 4.37 were as Discount and offer lowest mean value . This shows that branding is considered as important in shopping experience of young women, Satisfaction level of product available in shopping mall, The value range from 4.36 to 4.21 brand have highest mean value of 4.36 were as Discount lowest mean value, Satisfaction level of facilities available in shopping mall, The value range from 4.39 to 4.26 Parking facilities have highest mean value of 4.39 were as Roofgarden & banquet hall lowest mean value,Perception level of location and layout of shopping mall , The value range from 4.25 to 4.14Items on the shopping list were easy to find in the mall , have highest mean value of 4.14 were as Centre music volume lowest mean value , and Problems faced by the consumers while shopping mall, The value range from 4.24 to 4.02 High price have highest mean value of 4.37 were as Parking cost and Un hygienic lowest mean value .

### **5.3 Suggestion**

❖ It is found that majority of the respondents' family members prefer to purchase from the shopping mall. Hence, it is suggested that to attract more family audience several more branded products should be offered at attractive prices. Malls should give family audience a different exposure of shopping compared to the ordinary shopping. Ensuring proper parking facilities at a reasonable parking fees security guards at different places, polite and enthusiastic behaviour of the sellers, attractive and meaningful advertisements etc., will surely bring in more number of family audiences in the coming days.

❖ It is found that most of the respondents are staying in the mall for above3 hours and purchase goods in every visit. As most of the people come with family and they spend 3 hours on an average, they should be given with the facilities like sitting benches at every

floor, Television screens at every floor displaying advertisements of the shops at the mall in detail, displaying shop location maps at every floor and establishing packaged water shops or installing Water Doctors at each floor. This would certainly help the visitors/consumers to relax and deciding their purchase destination from wherever they are.

❖ It is found that higher price is identified as the first and foremost problem of the mall consumers in the present study. One of the main reasons for this is in malls only branded products (with high value) are being dealt with. Availability of branded products only has also been ranked as fifth problem in the study. Hence, it is suggested that the retailers in the mall may try to cut possible expenses (transportation, rent etc.) in order to reduce the price of the products or they may offer the products at reasonable discounts. Mall retailers are suggested to sell the branded products with reasonable/moderate price which may attract more consumers to the malls in future. Moreover, the mall owners may try to bring down the shop rents to certain extent (reasonable level) which may ultimately reduce the price of the products in the retail stores of the malls. Mall retailers may also try to deal with the branded products which are introduced recently with good quality and also available at attractive discounts. This would help solving the problem of higher price.

❖ It is found that the parking cost major problem faced by the mall consumers. There is a minimum cost of parking and thereafter depending on the increasing time parking costs will increase. The study revealed that most of the mall consumers felt that they are overcharged when they buy products. Higher parking cost will add up this pressure to the mall consumers. Hence, the mall owners should take this problem into consideration and try to reduce the parking cost to a reasonable level which may attract more crowd towards the mall. Moreover, the study reveals that most of the consumers are spending time in malls up to 3 hours. So the mall owners should at least try to reduce the minimum cost of parking thereby large number of people visiting the mall would be certainly benefitted. Though charging parking cost is one of the revenue sources of the owners, most of the time it creates a bad impression among the women consumers and becomes a burden to middle and low income group women consumers. Basically now a days low financial stability for women compared to men

❖ It is found that 'Product quality' is considered as the prime factor for shopping in malls. Shopping in malls itself is being considered as a quality. Besides mall shopping is well known for quality products. Most of the people come to the malls for knowing the recent trends in fashion. Hence, it is suggested to the retail shop owners of quality products in malls to their consumers quickly and convincingly. Many advertisement methods can be adopted to inform the quality product to the consumers. Now-a-days most of the young consumers want

to cope with the quality of the product and satisfying this need of young women will deliver loyal consumers to the mall retailers.

❖ It is found that 46.3 percent of the respondents are either satisfied regarding discounts & mall gift vouchers. Hence, it is suggested that the mall retailers should provide reasonable discounts to the women consumers which is the universal marketing strategy adopted everywhere. At least these discounts may be given on some special occasions (i.e., festival times). Besides, mall retailers should simplify the process of using gift vouchers for the convenience of the consumers. These things would certainly attract more and more women consumers in the coming days.

❖ It is found that 37percent of the respondents who are awareness about malls from friends have visited the malls. And 32percent of respondents visit the mall with friends. Hence, it is suggested that the mall retailers should notice this behavioral change of youth in the study area and they should take necessary steps to attract, satisfy and retain them in the future.

❖ It is found that more number of women consumers visiting the malls during evening time. Hence, it is suggested that the mall owners should make necessary prior arrangements in parking to meet out the crowd visiting the mall during that time. This would result in better service to the consumers visiting the mall during evening time.

❖ It is found that 'I enjoy spending time at this centre' has been identified as the highly correlated variable regarding the consumers' perception on location and layout of shopping malls. The prime objective of visiting malls by the consumers is enjoying their time thoroughly with their family or friends and making the shopping experience a fun & a relaxed one. Hence, it is suggested that, though malls are well-known place for entertainment and enjoyment, still more shops may be established which deals with most recent fashionable products and are specialized in arranging attractive window displays in order to attract more new consumers and also for satisfying and entertaining the existing consumers. This would in turn certainly boost the number of visitors to the mall as well as the sales of the mall. This will surely bring higher reputation to the malls.

❖ It is found that 14percent of the respondents spent an average amount above 50,000 in the mall per visit. Hence, it is suggested that the mall retailers can maintain and increase their sale and profit by providing quality products, satisfactory services, coping with recent trends of fashionable products, offering reasonable discounts, adopting effective advertising methods, appointing skilled salesmen etc. to these consumers which in turn may favour the consumer retention too.

- ❖ It is observed that all the mall retailers are charging some cost for the carry bags. This might be for complying to some standards. Hence, it is suggested that they may try to offer those carry bags at free of cost or they may offer cotton or jute bags to comply with norms and for being environmental friendly as well.
- ❖ It is also observed that parking costs during the weekends are higher compared to the normal week days. Hence, it is suggested that mall owners may take necessary steps to reduce the parking costs atleast during the weekends.
- ❖ It is also observed that new goers to mall are facing difficulties in identifying shops located at malls as they are so confused. Hence, it is suggested that appointing guides at each floor, displaying shop location map at each floor etc., would assist not only the new mall goers and the old ones too.

#### **5.4 CONCLUSION**

The women consumer attitude towards the malls is very clear in the study. They would like to see, touch and feel the commodities that they buy. Understanding this psychology for the women consumer many organizations have come to make purchase as a happy affair. Today, things are made available in one shop and one place. Shopping malls have become a part and parcel of daily life of people living in Metros and big cities.

Just a few years back, people had to make a choice among shopping, movies or hanging out on a holiday but thanks to the malls as all these jobs can be performed at the same time under the same roof and that too with a wonderful experience. And it is basically the experience and not the intention that counts when it comes to malls. The reason why shopping malls are so popular lies in their international appeal. It seems to be a thing of history when shopping malls had their presence only in places like Singapore and Dubai. In fact, now they are everywhere around us.

Women find these malls to be the best place to shop or hang out in summer heat as they offer free entry to a completely air conditioned complex with good music playing all around and loads of window shopping opportunity which is appreciated by one and all. Not to forget the numerous food joints that serve different cuisines meant to magnetize the taste buds of all the foodies. Though malls are equally popular among all ages, the true lovers of multiplexes are the young women for whom malls are the `ultimate place to be`.

The present study has been undertaken with a view to analyse the young women attitude towards mall shopping in Coimbatore City by taking into account the three malls viz., BROOKEFIELDS, PROZONE and FUN REPUBLIC Mall. The study revealed that the

women consumers are satisfied with the experience given by the shopping mall and they came to malls mainly for enjoyment and entertainment.

Based on the findings of the study several viable suggestions have been given. If these suggestions are implemented properly, this would result in improving the satisfaction of women consumers visiting BROOKEFIELDS, PROZONE and FUN REPUBLIC Mall. Besides, the consumer base, sales, profit and reputation of the malls would be promisingly enhanced.

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## **SHOPPING ATTITUDES OF YOUNG WOMEN IN MALLS OF COIMBATORE**

I am Farhana C.M, am pursuing 2<sup>nd</sup> year MBA in tourism and Travel Management, Avinashilingam Institute for home Science and Higher Education for Women, Coimbatore. As part of my research work a survey is being undertaken to study the opinions. Therefore, I request you to kindly fill this questionnaire with your opinions. All the information's will be used for the academic and research purposes only.

### **PART-A**

#### **DEMOGRAPIC FACTORS**

- 1) AGE:
  - a) BELOW 20
  - b) 21TO 30
  - c) 31 TO 40
  - d) ABOVE 41
  
- 2) QUALIFICATION
  - a) SCHOOL LEVEL
  - b) GRADUATE
  - c) WORKING
  - d) STUDYING
  
- 3) MARITAL STATUS
  - a) SINGLE
  - b) MARRIED
  
- 4) FAMILY INCOME (/MONTH)
  - a) BELOW 20000
  - b) 20001 TO 40000
  - c) 40001 TO 50000
  - d) ABOVE 50000
  
- 5) USUAL MOBILITY TO GET TO THE MALL
  - a) TWO WHEELER

- b) CAR
  - c) PUBLICTRANSPORT
- 
- 6) MODE OF PAYMENT
    - a) CASH
    - b) CARD
- 
- 7) WHAT IS THE SOURCE OF AWARENESS ABOUT SHOPPING MALL?
    - a) FRIENDS
    - b) RELATIVES
    - c) ADVERTISEMENTS
    - d) IMPULSE
    - e) PROMOTION
    - f) NEIGHBOURS
- 
- 8) WHICH MEDIA OF ADVERTISEMENT IS BEST SUITABLE TO ADVERTISE ABOUT SHOPPING MALLS?
    - a) POSTERS AND BANNERS
    - b) RADIO
    - c) TELEVISION
    - d) NEWS PAPERS AND MAGAZINES
    - e) INTERNET
- 
- 9) HOW LONG HAVE YOU BEEN VISITING THE MALL?
    - a) LESS THAN 6 MONTHS
    - b) 6 MONTHS TO 1 YEAR
    - c) 1 TO 2 YEARS
    - d) ABOVE 2 YEARS
- 
- 10) HOW LONG DO YOU STAY IN THE MALL WHILE YOU GO FOR SHOPPING (AVERAGE TIME)?
    - a) 1 HOUR
    - b) 2 HOUR
    - c) 3 HOUR

d) ABOVE 3 HOUR

11) HOW OFTEN DO YOU VISIT THE MALL?

a) WEEK ENDS

b) ONCE IN 15 DAYS

c) MONTHLY

d) OCCASIONALLY

e) RARELY

12) WITH WHOM DO YOU PREFER TO VISIT THE MALL?

a) WITH FRIENDS

b) WITH SPOUSE

c) WITH PARENTS

d) LONLY

13) PREFERRED TIME TO VISIT THE MALL

a) MORNING

b) AFTERNOON

c) EVENING

d) NIGHT

14) DO YOU PREFER TO PURCHASE GOODS IN EVERY VISIT?

a) YES

b) NO

c) MAY BE

15) DO YOUR FAMILY MEMBERS PREFER TO PURCHASE FROME THIS SHOPPING MALL?

a) YES

b) NO

c) MAY BE

16) HOW MUCH SPEND IN SHOPPING MALL PER VISIT (IN) ON AN AVERAGE?

a) BELOW 5000

- b) 5001-10000
- c) 10001-15000
- d) ABOVE 15000

17) WHICH ARE THE MALLS YOU VISITED IN COIMBATORE?

- a) BROOKFIELDS MALL
- b) FUN REPUBLIC MALL
- c) PROZONE MALL
- d) ALL THE ABOVE

18) AMONG THE MALLS WHICH YOU LIKE THE MOST?

- a) BROOKFIELDS MALL
- b) FUN REPUBLIC MALL
- c) PROZONE MALL

19) DO YOU PREFER TO RECOMMEND OTHERS WOMENS WOMENS TO VISIT SHOPPING MALL?

- a) YES
- b) NO
- c) MAY BE

20) DO YOY THINK MALLS ARE SAFER PLACES TO YOUNG WOMENS?

- a) YES
- b) NO
- c) MAY BE

PART-B

Choose the following statements, from 1 to 5,

1- How important are following features of a shopping experience to a young women?

5. Very important 4. Important 3. Neutral 2. Unimportant 1. Very Unimportant

	5	4	3	2	1
1. Price					
2. On trend					
3. Brand					
4. Convenient					
5. Location					
6. Store atmosphere					
7. Product quality					
8. Product display					
9. Consumer friendly					
10. Discount & offers					
11. Family shopping					

2- Satisfaction level about the products available in shopping mall?

5. Highly satisfied 4. Satisfied 3. Neutral 2. Dissatisfied 1. Highly Dissatisfied

	5	4	3	2	1
1. Price					
2. Quality					
3. Package					
4. Display and variety					
5. Services					
6. Discounts					
7. Branded products					
8. Quick billing					
9. Wider choice					

3- Satisfaction level about the facilities available in shopping mall?

5. Highly satisfied 4. Satisfied 3. Neutral 2. Dissatisfied 1. Highly Dissatisfied

	5	4	3	2	1
1. Lift & escalators					
2. ATM					
3. Parking facilities					
4. Children games.					
5. Security					
6. Overall maintenance					
7. Sign boards and announcement					
8. Roof garden & banquet halls.					
9. Swimming pool					

4- Perception level regarding location and layout of shopping mall?

5. Very good 4. Good 3. Medium 2. Fair 1. Poor

	5	4	3	2	1
1. Plays music					
2. Centre music volume					
3. Centre lighting					
4. Centre temperature is comfortable					
5. Attractive architecture					
6. Centre decorated in an attractive fashion					
7. Interior wall & floor colour schemes are attractive					
8. The overall design of this centre is interesting.					
9. The layout makes it easy to get to the stores you want					
10. The layout makes it easy to get to the food areas.					
11. The layout makes it easy to get to the restrooms.					
12. Overall, the layout makes it easy to get around					
13. The variety of food offered at the centre is excellent					
14. The centre has an excellent variety of stores					
15. This centre has an excellent variety of goods					
16. I enjoy spending time at this centre					
17. I am satisfied with the cleanliness of mall					
18. The items on the shopping list were easy for me to find in the mall					
19. This centre has the most reputed brands					

5- How important are following features of a shopping experience to a young women?

5. Strongly agree 4. Agree 3. Neutral 2. Not agree 1. Strongly agree

	5	4	3	2	1
1. Highly price					
2. Inducement of salesmen to purchase other products.					
3. Impulsive buying					
4. Only branded products are available					
5. Retail store expenses are included in product cost					
6. Long queue in billing					
7. No exchange offers					
8. sales persons are not polite					
9. Unhygienic					