

Mall Management: An analysis of customer footfall patterns in Shopping Malls in India

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Abstract- Mall management is a multifaceted and more complex business proposition. Mall culture is viewed as a significant change in the lifestyle of Indians. Malls have completely redefined the shopping experience. These malls have hoped to capitalize on teeming crowd, but it did not materialize, as per (Malls in India report, 2014) about 90% of the Malls are struggling to sustain. Today the deserted mall buildings e.g. Star City Mall, DLF Promenade are leased out to corporate offices and banquet halls owners.

The purpose of this study is to analyse the behaviour of mall shoppers that will drive footfalls in the malls. Like any other business thorough understanding of consumer is must, it is important to understand the consumer and shoppers profile in the catchment area, before leasing out space to anchor tenants in Malls.

Shopping Malls, as an industry is driven by real estate, not by retailing. Mall management has been identified as a critical factor for the success of mall. The study investigates the concept of mall management and indicates that success model of a mall does not depend on a single variable (retail brands) but a combination of multiple variables (real estate planning, zoning, anchor tenants, accessibility, connectivity).

Index Terms- Mall management, Shopper behaviour, yield management

I. INTRODUCTION

The purpose of this study is to understand the Indian mall shoppers by identifying their core characteristics including psychographics, demographics and shopping attitudes and its impact on shopping malls in India.

1. Introduction:

Mall development is taking place at a rapid pace in both Tier I and Tier II cities in India, driven by the organized retail sector. For the discerning Indian consumer, the malls are proving to be a panacea to all their shopping woes.

The packed parking areas, crowded food courts, brimming anchor stores and kids' zones are a testimony to the above. Increasing disposable incomes and paucity of quality time are creating a need for malls in the lives of affluent, urban Indian consumer. But, malls are shocked to learn that while people are spending a lot of time at these malls, they are not spending a lot of money. The objectives of this research study are therefore to classify mall shoppers by volume into heavy, medium and low rupee spenders and analyse difference between three groups in

(a) Demographics (b) Shopping orientations (c) Values and Lifestyle (d) Mall shopping attitude and behaviour.

II. REVIEW OF LITERATURE

MALL PATRONAGE:

Early researchers on mall patronage created gravitational models to determine patronage for shopping areas using multiple objective measures, such as distance, population density and mass(square footage of retail space)(Brunner and Mason, 1968; Huff,1963;Bucklin, 1967). Huff (1964) and Huff and Rust (1984) retail gravity model, provides a method for determining mall patronage based on the principle of cost (accessibility) versus utility (size). According to Moore and Mason (1969) who looked at the concept of retail centre patronage, the validity of these models and other approaches to trading area analysis using the concepts of mass and distance are debatable, since they presume similar retail centre patronage decisions from shoppers with similar incomes, educational levels and occupational classification. At this point, studies started having a rising customer focus. Later, studies focussed on subjective factors such as image attributes and consumers' shopping motives (Bellenger et al.,1977; Gentry and Burns, 1977-8; Nevin and Houston, 1980; Finn and Louviere, 1996; Stoltman, 1991). Wakefield and Baker (1998) examined the association between three factors- tenant variety, mall environment and shopping involvement, on shoppers' excitement and desire to stay at the mall to understand antecedents and consequences of excitement at the mall. LeHew al. (2002) enhanced the loyalty concept and studied mall attributes that influenced loyal patronage of malls while Zhuang al. (2006) studied the effect of situational variables on buying decisions. Hunter (2006) also determined the process by which image influenced patronage.

DECLINE IN MALL PATRONAGE

During the 1980s in the US, the mall was a fashionable destination for shopping and recreation (Kowinski, 1985). In the early 1990s Fienberg and Meoli (1991) reported that half of all retail sales were through malls. However, recent trends indicate that mall patronage is declining. According to the international Council of Shopping Centers, the mall industry has suffered through several years in which sales growth has not even matched the rate of inflation (Pacelle, 1997). Moreover, while malls sales are declining, the amount of retail mall space is increasing. Industry experts suggest three reasons. First, there are too many malls that look exactly same, with too many stores offering too much of the same merchandise (Ashley, 1997;

Templin, 1997). Due to paucity of time, consumers seek to maximize their shopping time (Ashley, 1997). Third, fewer consumers are expressing they go to the mall because they relish the experience (Berry, 1996; Chandler, 1995). Despite the seemingly bleak outlook for malls, there are some notable success stories. Even though people's lives are reportedly more time-pressed, they will find time to engage in activities they enjoy (Ashley, 1997). Mall developers are attempting to attract customers by creating an exciting shopping experience designed to attract and keep them at the mall (Cockerham, 1995). Academic research has also proved that consumer's attitude influences their decision to shop, from mall or catchment of stores, shopping centres environment (Finn and Louviere, 1990, 1996; Gentry and Bums, 1977). Customers seeking to maximize their shopping time will often drive past weaker malls to reach destination malls that have the finest variety of stores and merchandise (Ashley, 1997).

CONSUMER BEHAVIOUR

According to Tauber (1972), consumer behaviour consists of three distinct actions: shopping, buying and consuming. More progress has been achieved in identifying behavioural dimensions of buying and a number of theories on buying behaviour have been postulated in past research. However, fewer number has researched about the determining factors of consuming and shopping behaviour. Tauber (1972) also argued that shopping is more than simply purchase but also a leisure activity. In his study, Assael (1987) had discussed shopping behaviour as a typical form of consumer behaviour. Consumer behaviour can be defined as the behaviour that consumers demonstrate in search for, purchasing, using, evaluating and disposing of products and services that they expect will gratify their needs, Schiffman & Kanuk (2010).

Generally, there are many discussions about consumer shopping. Shopping has been described as an activity that refers to the procuring of consumer goods. It is also considered as an expressive activity such as shopping for consumer goods, dreaming about outfits and objects (Ramli, 2010). Lately, the study on shopping behaviour seems to imply that the main factors to attract customers and retain them are accessibility or location, new design, the assortment of retailers, leisure attraction, the communication mix, cost of access, customer services provided and the interaction between center, store and customer participants (Kirkup and Rafi (1999); Yusniza and Lee (2010)).

LOYALTY

Loyalty is stated by Dick and Basu (in Molina et al., 2008) as the blend of recurring patronage and encouraging attitude. However, behaviour shown through continuous purchases is actually defined as loyalty (Molina at al., 2008; Manana, 2009). Strongly held dedication to further repurchase a preferred or favoured product or service irrespective of situational control and marketing strategies that have potential to cause consumer switching activities, is defined as loyalty (Kotler and Keller, 2007; Manana, 2009). Brunner et al., (2010) described, repurchase likelihood, probability of long term choice, or switching manners are the measures of behavioural loyalty. Whereas in attitudinal aspect, brand inclination or emotional

commitment that is evaluated through repurchase intention, not considering other better choices, price acceptance and plan to communicate product or service to others is loyalty (Szczepanska & Gawron, 2011).

CONSUMER LOYALTY

Dick and Basu (1994), regarded the power of association between relative attitude of individual and their continuous purchasing behaviour as the consumer loyalty (Rittippant, Supradit, Virivasirimongkol & Skulareemit, 2009). If it is evaluated, it is taken as component of firm's wealth. Gremler & Brown (1996) defined consumer loyalty as the degree of consumer's repeat procuring or buying behaviour from a service supplier, having positive attitudinal nature towards the supplier and prefer this provider when require this service (Kheng, Mahamad & Ramayah, 2010). Consumer loyalty is considered as a positive perception about any object. (Szczepanska & Gawron, 2011).

MALL ATMOSPHERICS

Previous mall research (e.g., Bellenger, Greenberg and Robertson, 1977; Brown, 1991; Finn, McQuitty and Rigby, 1994; McGoldrick and Thompson, 1992) has reported the impact of mall atmospherics on behavioural responses, but has not examined the role of emotion in determining these behavioural responses. Because there are limited empirical studies on malls, marketing scholars have suggested a need for more research on consumer response to malls (e.g., Bloch, Ridgway and Dawson, 1994; McGoldrick and Thompson, 1992). Several store level studies have examined the effect of a single environmental element, such as music (Yalch and Spangenberg, 1990), color (Bellizi and Hite, 1992) and acent Spangenberg, Crowley and Henderson, 1996) on consumer emotion, but there are few studies that examine the effects of multiple environmental elements (cf. Baker, et al., 1992). Everett, Pieters and Titus (1994) aver that relatively little is known about the effects of the global configurations of aspects of the environment

CONSUMER INVOLVEMENT

Past theoretical and empirical work (Mano and Oliver, 1993; Richins and Bloch, 1986; Wakefield and Blodgett, 1994) work has shown that long term involvement is likely to influence emotional responses. Continuous and long-term involvement with shopping may increase a consumer's excitement with the shopping experience (Mano and Oliver, 1993). Thus, accounting for consumers' internal inclinations to enjoy shopping allows us to better understand the magnitude of any effects of the mall environment and tenant mix.

MALL PROMOTIONS

Mall promotions these days are as common a sight in shopping centres as the tenants themselves. Malls sometimes hold themed events especially during festivals, food festivals, handicraft exhibitions and celebrity visits which attract footfall and boost retailers' sales, but also provide a platform for opportunities in commercialisation (which means increased visibility and mileage, in the context of a mall). These events attract consumer durable companies, automobile companies, bringing in a lot of non core revenue because it helps them

promote the product among the relevant customers and built up a database of prospective customers. The brands are attracted to malls with high footfall and their target demographic. Retail Merchandising Units or kiosks are also a more permanent revenue stream. The promotional events include fashion shows, display of important cricket matches, football finals or the F1 grand prix. Often, these events are sponsored by the tenants of the mall who want to increase footfall. (Mall development and operations: An Indian perspective by Shelja Jose Kuruvilla and J Ganguli).

PROMOTIONS AND MARKETING IN A MALL

Promotional activities and events in a mall form an integral part of mall management. Organising cultural events has time and again proved vital in attracting consumers to a mall. Such activities may also act as a differentiator for a mall. Developers can formulate strategies for each mall according to the needs of the local consumers and meet the challenges posed by local/regional competitors. Ansal Plaza, the first mall in Delhi, is an example of a successful mall led by good promotions and marketing mall management practices. (Mall Management – A growing phenomenon in Indian Retail Industry June’2007).

ONLINE SHOPPING:

There have been intensive studies of online shopping attitudes and behaviour in the recent past. Most of these studies have tried to identify factors influencing or contributing to online shopping attitude and behaviour. The researchers seem to take different perspectives and focus on different factors in different ways. For example, Case et al. (2001) suggested that internet knowledge, income and educational level are dominant predictors of Internet purchases among university students. Bellman and colleagues (1999) reported that the online population is relatively younger, more educated, wealthier, although the gaps are gradually closing. They argued that demographics appear to play an important role in determining whether people use the internet, however, they also concluded that once people are online, demographics do not seem to be the key factors affecting purchase decision or shopping behaviour. Mishra S. (2009) also suggested that age and income show a strong relationship with purchasing behaviour. Banerjee et al. (2010) revealed that online shopping is significantly related with family income and frequency of internet usage and internet users with high disposable monthly incomes are more likely to engage in online shopping. This is one of the reasons that younger consumers are more open to online shopping (Dholakia and Uusitalo, 2002). They search for more products online and are more likely to agree that online shopping is more convenient (Sorce et al., 2005). Convenience along with other factors like price and wider selection influence the consumers’ attitude towards online shopping (Delafrroozn et al., 2009). Researchers

like Alam S. et al., (2008) explored additional factors like website design, reliability, customer service and security/ privacy significantly influencing young consumer perception of online shopping.

Perceived Risk was a major factor impacting consumer behaviour (Vijayarathy and Jones, 2000). Liebermann and Stashevsky (2002) and Forsythe and Shi (2003) provided evidence to support a relationship between perceived risk and frequency of use. Perceived risk is likely to have the greatest impact on sporadic internet shoppers, which precludes the conversion of Internet browsers into Internet shoppers (Forsythe and Shi, 2003; Cunningham et al., 2005). Risk perceptions and lack of trust were recognized as two major obstacles to the adoption of online shopping (Mukherji& Thomson, 2007). The model included several indicators belonging to four major categories: the value of the product, the shopping experience, the quality of service offered by the website and the risk perceptions of the Internet retail shopping. In a research conducted by Vellido et al. (2000), nine factors associated with users’ perception of online shopping were extracted. Among those factors, the risk perception of users was established (demonstrated) to be the main discriminator between people buying online and people not buying online. This evidenced that consumers’ attitude towards online shopping is a prominent factor affecting actual buying behaviour. Other discriminating factors were: control over and convenience of the shopping process, affordability of merchandise, customer service and ease of use of the shopping site.

In the Indian context, factors affecting online shopping are similar to global factors, but there may be some specific factors and an important point that needs to be considered is that the penetration of IT and its adoption in India has been slow. Convenience, Accessibility, Scope, Attraction, Reliability, Experience and Clarity are the important factors affecting online shopping in India (RRishi J.B., 2008). Amin and Amin (2010) found that gender plays an important role in online shopping. Females appear to be more concerned about personal privacy, trust, security and confidentiality while shopping online. A wide variety / range of product models are available with no need for a large physical space to store them.

1. Ease of shopping, sitting in comfortable confines of one’s home, no need to venture out when one is pressed for time.
2. Exchange policy.
3. Cash on delivery-Variou payment options like cash on delivery, net banking, and credit card to make payments.
4. Attractive deals on online shopping throughout the year.

The average footfall in a Delhi mall on weekdays is 35,000-40,000 and is 50,000-60,000 on weekends. Also, the following table summarizes the sizes of the most popular malls in Delhi-NCR:

| | NAME | LOCATION | YEAR (OPENED) | SIZE |
|---|-------------|----------------|---------------|----------|
| 1 | Ansal Plaza | Khel Gaon Marg | 1999 | 1,75,000 |

| | | | | |
|----|-------------------|-------------|------|-----------|
| 2 | Great India Place | Noida | 2007 | 15,00,000 |
| 3 | Select Citywalk | Saket | 2007 | 13,00,000 |
| 4 | Ambience | Gurgaon | 2007 | 8,67,000 |
| 5 | D Mall | Pitampura | 2010 | 3,50,000 |
| 6 | DLF Emporio | Vasant Kunj | 2008 | 3,20,000 |
| 7 | DLF Promenade | Vasant Kunj | 2009 | 9,20,000 |
| 8 | Living Style Mall | South Delhi | 2010 | - |
| 9 | Metro Walk | Delhi | 2007 | 2,20,000 |
| 10 | Square one Mall | Saket | 2005 | 85,000 |
| 11 | TDI Paragaon Mall | South Delhi | 2010 | - |

Delhi's Select Citywalk one of the most popular mall in the country – is designed keeping in mind the affluent females accustomed to shopping in posh South Delhi markets like Defence Colony, Khan Market and Greater Kailash I. The product mix was designed to offer quintessential Indian brands such as Good Earth, Fab India alongside international labels such as Zara, Mango, Tommy Hillfiger. Speaking of design, the layout of Select Citywalk is such that all brands have high visibility.

III. METHODOLOGY

Testing of Hypotheses:

H1: There is a significant difference in the **demographic profiles** of Type I, II, III (High, Medium and Low) spenders.

H2: There is a significant difference in the **shopping behaviour** of Type I, II, III (High, Medium and Low) spenders.

H3: There is a significant difference in the **mall attitude** of Type I, II, III (High, Medium and Low) spenders.

Sampling: Sample collected was of 200 mall shoppers. Quotas were established for gender and age so as to ensure adequate representation of both genders and different age groups. Survey process was conducted in major metros across India. These cities were picked up owing to a high degree of mall penetration in these cities. Popular malls in these cities were chosen to ensure homogeneity in tenant mix and size.

Data Collection: A mall intercept data collection was used as it is quicker and simpler to administer to respondents for mall related questions. Data was collected through self-administered questionnaires. Every 3rd customer leaving the mall was requested to participate in the survey.

IV. MEASUREMENT

- Demographic Variables: The demographic data collected included gender, age, marital status, income, profession, education. These 6 variables were framed on appropriate category scales.
- Mall Attitude: Twelve shopping mall attributes were chosen to evaluate the importance mall patrons place on these. These correspond to the most common attributes studied in past patronage research viz., Location, parking facilities, variety of stores, mall employee behaviour, price, quality, customer service, promotional activities, ambience, mall amenities, food courts and

safety provisions. Degree of importance of these shopping mall attributes were measured through Likert-type responses.

- Mall Activities: A multi-item inventory of mall activities was devised using the design of the current Indian malls, review of literature on malls and the type of outlets found in malls. The items for mall activities namely, shopping, dining out, watching movies, meeting friends, window shopping, kid's zone and enjoying the ambience.
- Purchases: Purchases made at the malls were collected on a five point scale (1-Never and 5-Very frequently). Items chosen were selected on the basis of types of outlets found in Indian malls. These included: movies, dining out, apparel, footwear, jewellery, knick knacks and home needs.
- Frequency of visits, time and money spent

V. FINDINGS - DISCUSSION, SUMMARY AND IMPLICATIONS

The demographic profile of the sample studied indicates that majority of the consumers are young (with approx. 60% of the Sample between 18-35 years of age), with an income of over a lac per month (almost 50% earn over 12 lacs p.a.) and 36% respondents are at least a graduate. This indicates that the malls attract the middle as well as the upper classes in the catchment, highly educated and young crowd.

Married couples who visited the malls are twice of the unmarried people who visited the malls. Also, the number of females visiting the malls is twice as many as males visiting mall.

Almost 22% of the samples were students. This means that their visit may not necessarily be converting into sales/ revenues as it is a well known fact that students often visit mall only for window shopping and sometimes also for entertainment like movies, dining out, bowling alleys, gaming zones etc.

Also, 48% of the respondents visited the mall only once a month and 74% of the respondents spend 2-3 hours on an average per mall visit. It also emerged that almost 64% of the respondents spend 3000-12000 rupees per month in malls.

frequency of visiting the mall; **low degree of positive correlation** between time and money spent at the mall. However, there is a **high degree of positive correlation** between incomes of the respondent and money spent at the mall.

There is a **moderate degree of positive correlation** between age of the respondent and money spent; age of the respondent and

VI. HYPOTHESES TESTING

| | INC | EDU | MARITAL | GENDER | PROFESSION | AGE |
|-------------|---------------------|----------------------|---------------------|---------------------|---------------------|---------------------|
| Chi-Square | 72.640 ^a | 111.680 ^a | 15.680 ^b | 25.920 ^b | 37.600 ^c | 25.920 ^a |
| df | 3 | 3 | 1 | 1 | 4 | 3 |
| Asymp. Sig. | .000 | .000 | .000 | .000 | .000 | .000 |

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 100.0.

c. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 40.0.

Differences in mall behaviour of different professions, age groups, genders, marital status, educational and income levels. Heavier spenders are often better qualified and with a higher disposable income.

| | VISITFREQ | TIMESPENT |
|-------------|---------------------|----------------------|
| Chi-Square | 72.640 ^a | 260.160 ^a |
| df | 3 | 3 |
| Asymp. Sig. | .000 | .000 |

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

There is a significant difference in the behavioural variables of the low, medium and heavy spenders in terms of the frequency of mall visit and time spent.

Hypothesis Testing of Behavioral Variables – mall activities (using ANOVA)

| | | Sum of Squares | df | Mean Square | F | Sig. |
|------------|----------------|----------------|-----|-------------|--------|------|
| Movies | Between Groups | 107.520 | 3 | 35.840 | 19.548 | .000 |
| | Within Groups | 359.360 | 196 | 1.833 | | |
| | Total | 466.880 | 199 | | | |
| Dining out | Between Groups | 26.899 | 3 | 8.966 | 3.928 | .009 |
| | Within Groups | 447.421 | 196 | 2.283 | | |
| | Total | 474.320 | 199 | | | |
| Apparel | Between Groups | 139.006 | 3 | 46.335 | 26.017 | .000 |
| | Within Groups | 349.074 | 196 | 1.781 | | |
| | Total | 488.080 | 199 | | | |
| Footwear | Between Groups | 81.832 | 3 | 27.277 | 14.831 | .000 |
| | Within Groups | 360.488 | 196 | 1.839 | | |
| | Total | 442.320 | 199 | | | |
| Jewellery | Between Groups | 16.091 | 3 | 5.364 | 5.104 | .002 |
| | Within Groups | 205.989 | 196 | 1.051 | | |
| | Total | 222.080 | 199 | | | |

| | | | | | | |
|--------------|----------------|---------|-----|--------|-------|------|
| Knick knacks | Between Groups | 22.918 | 3 | 7.639 | 3.828 | .011 |
| | Within Groups | 391.162 | 196 | 1.996 | | |
| | Total | 414.080 | 199 | | | |
| Homme needs | Between Groups | 31.730 | 3 | 10.577 | 5.241 | .002 |
| | Within Groups | 395.550 | 196 | 2.018 | | |
| | Total | 427.280 | 199 | | | |

There is a significant difference in the behaviour of high, medium and low spenders across all product categories.

VII. RECOMMENDATIONS

The first Indian malls came into existence almost 15 years ago, and path-breaking developments have started taking place in last few years. As a decade and a half is not a very long time to see significant changes in marketplace or shopping behaviour, malls should concentrate on the development of Retail brands rather than eyeing a higher return on investment. The focus should be on consumer delight and driving higher footfalls, which if properly catered to will convert into higher sales / revenues.

i. THOROUGH CATCHMENT ANALYSIS:

The catchment should support the development in terms of consumer footfall and spending. There should be a connect between the catchment area and the tenant mix of the malls. There should not be too many malls in the same catchment area, as they may cannibalize into each other's target segment. A case in point is the malls in Noida (The Great India Place, Sabmall, Centrestage Mall and Atta Market in Sector 18).

ii. OPTIMUM TENANT MIX:

Mall occupants should have relevance for the target consumers. A synergistic relationship between them, where presence of one retail brand drives sales for the other will result in mall profitability in the long run.

iii. ACCESSIBILITY AND CONNECTIVITY:

It is very important that the mall is accessible and well connected through public transport, along with adequate parking spaces.

iv. SIZE:

An average mall should be 80,000 sq ft or more to have the right number of retail brands for various categories viz. Apparel, footwear, jewellery, multiplexes, dining out, electronics etc. To make the adage – All shopping needs under one roof.

v. ZONING:

Ensuring at least one anchor on each floor and tenants like multiplexes, food courts etc. On higher floors will guide the shoppers to higher levels, which they would have normally avoided in absence of these temptations. Locating anchor stores at specific spots and clustering vanilla stores around them is a smart zoning technique to feed off the footfall generated by anchor.

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APPENDIX

(I) INCOME

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| <3 lacs | 16 | 8.0 | 8.0 | 8.0 |
| 3 to 6 lacs | 32 | 16.0 | 16.0 | 24.0 |
| Valid 6 to 12 lacs | 56 | 28.0 | 28.0 | 52.0 |
| >12 lacs | 96 | 48.0 | 48.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

(II) EDUCATION

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| graduate | 72 | 36.0 | 36.0 | 36.0 |
| post graduate | 100 | 50.0 | 50.0 | 86.0 |
| Valid doctoral degree | 16 | 8.0 | 8.0 | 94.0 |
| professional degree | 12 | 6.0 | 6.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

(III) MARITAL STATUS

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| married | 128 | 64.0 | 64.0 | 64.0 |
| Valid Unmarried | 72 | 36.0 | 36.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

(IV) GENDER

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|-----------|---------|---------------|--------------------|
| male | 64 | 32.0 | 32.0 | 32.0 |
| Valid female | 136 | 68.0 | 68.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

(V) PROFESSION

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------------|-----------|---------|---------------|--------------------|
| Valid salaried | 24 | 12.0 | 12.0 | 12.0 |
| self employed professional | 56 | 28.0 | 28.0 | 40.0 |

| | | | | |
|-------------|-----|-------|-------|-------|
| businessman | 16 | 8.0 | 8.0 | 48.0 |
| housewife | 60 | 30.0 | 30.0 | 78.0 |
| student | 44 | 22.0 | 22.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

(VI) AGE

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid 18 to 25 yrs | 52 | 26.0 | 26.0 | 26.0 |
| 26 to 35 yrs | 64 | 32.0 | 32.0 | 58.0 |
| 36 to 50 yrs | 64 | 32.0 | 32.0 | 90.0 |
| more than 50 yrs | 20 | 10.0 | 10.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

(VII) TIMESPENT

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Valid <1 hr | 8 | 4.0 | 4.0 | 4.0 |
| 1 to 2 hrs | 16 | 8.0 | 8.0 | 12.0 |
| 2 to 3 hrs | 148 | 74.0 | 74.0 | 86.0 |
| >3 hrs | 28 | 14.0 | 14.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

(VIII) MONEYSPENT

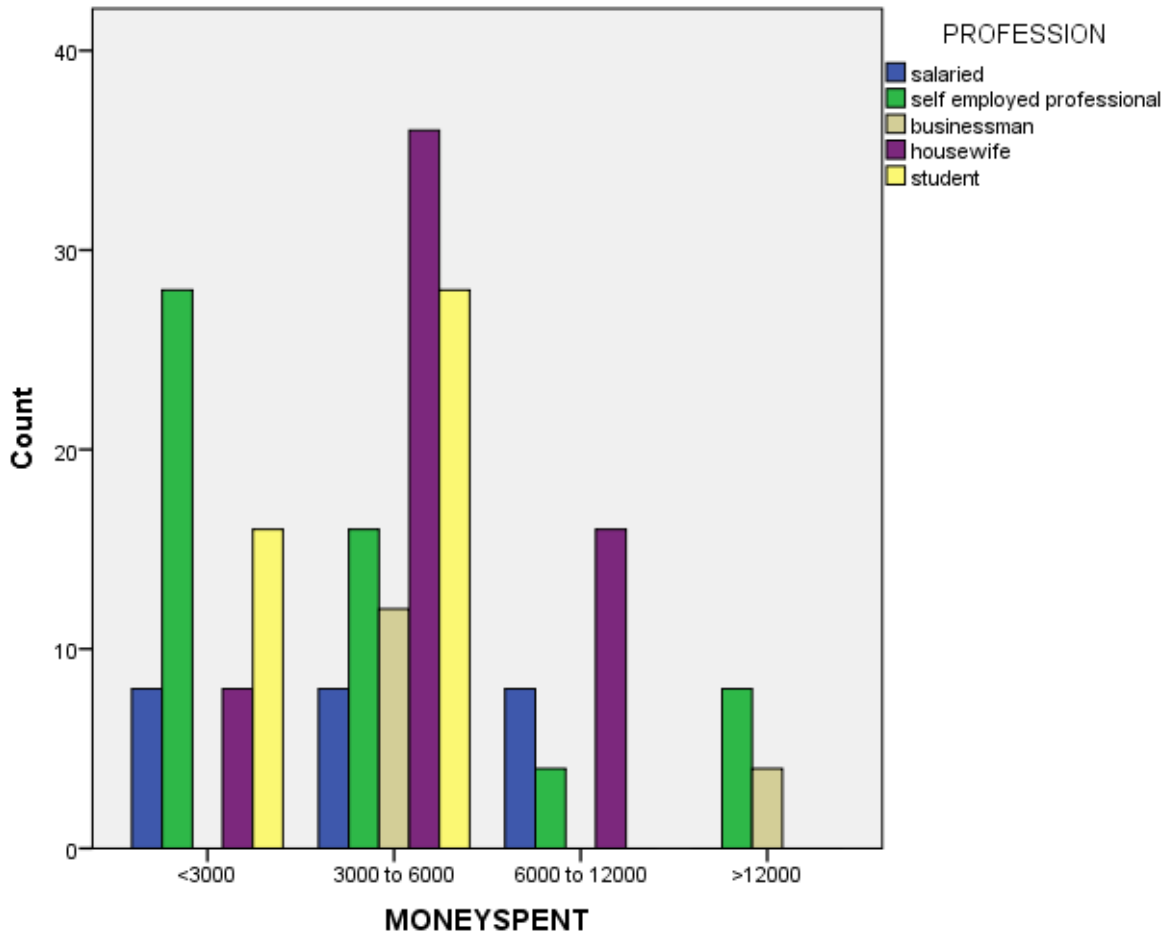
| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Valid <3000 | 60 | 30.0 | 30.0 | 30.0 |
| 3000 to 6000 | 100 | 50.0 | 50.0 | 80.0 |
| 6000 to 12000 | 28 | 14.0 | 14.0 | 94.0 |
| >12000 | 12 | 6.0 | 6.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

(IX) VISIT FREQUENCY

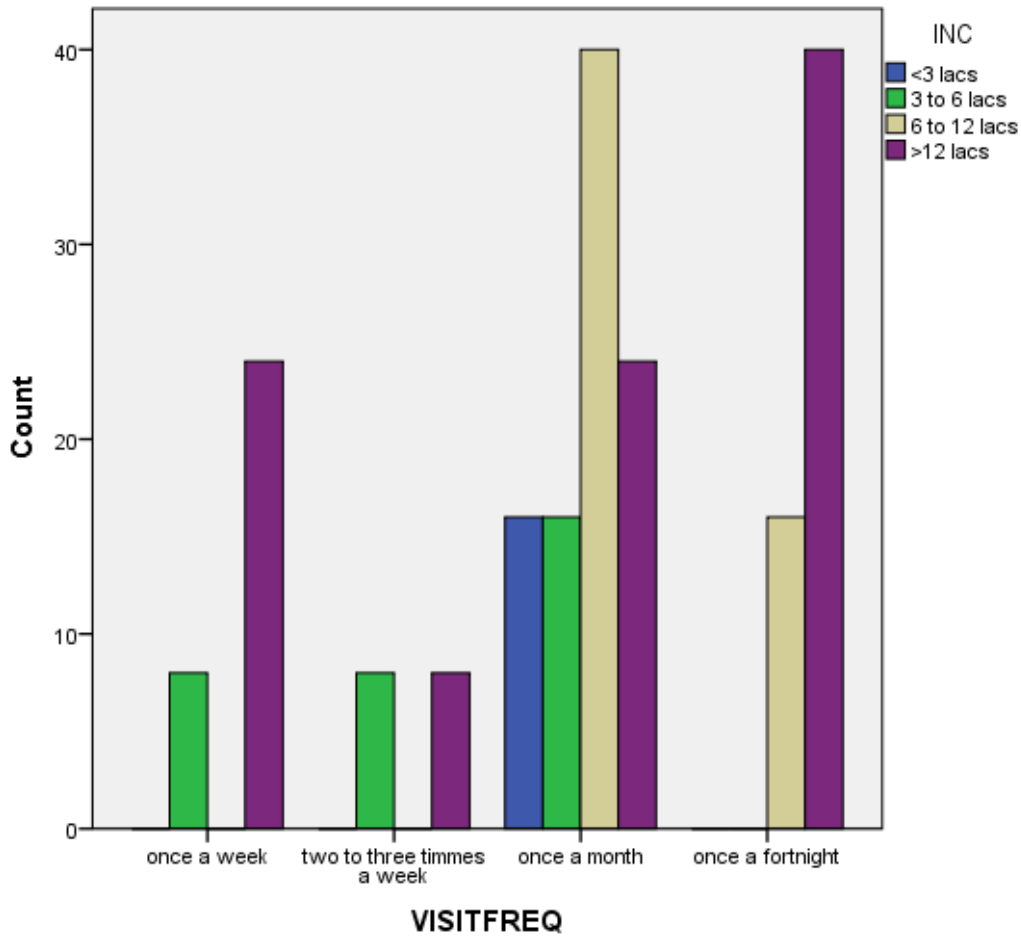
| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------|-----------|---------|---------------|--------------------|
| Valid once a week | 32 | 16.0 | 16.0 | 16.0 |
| two to three times a week | 16 | 8.0 | 8.0 | 24.0 |
| once a month | 96 | 48.0 | 48.0 | 72.0 |
| once a fortnight | 56 | 28.0 | 28.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

GRAPHS:

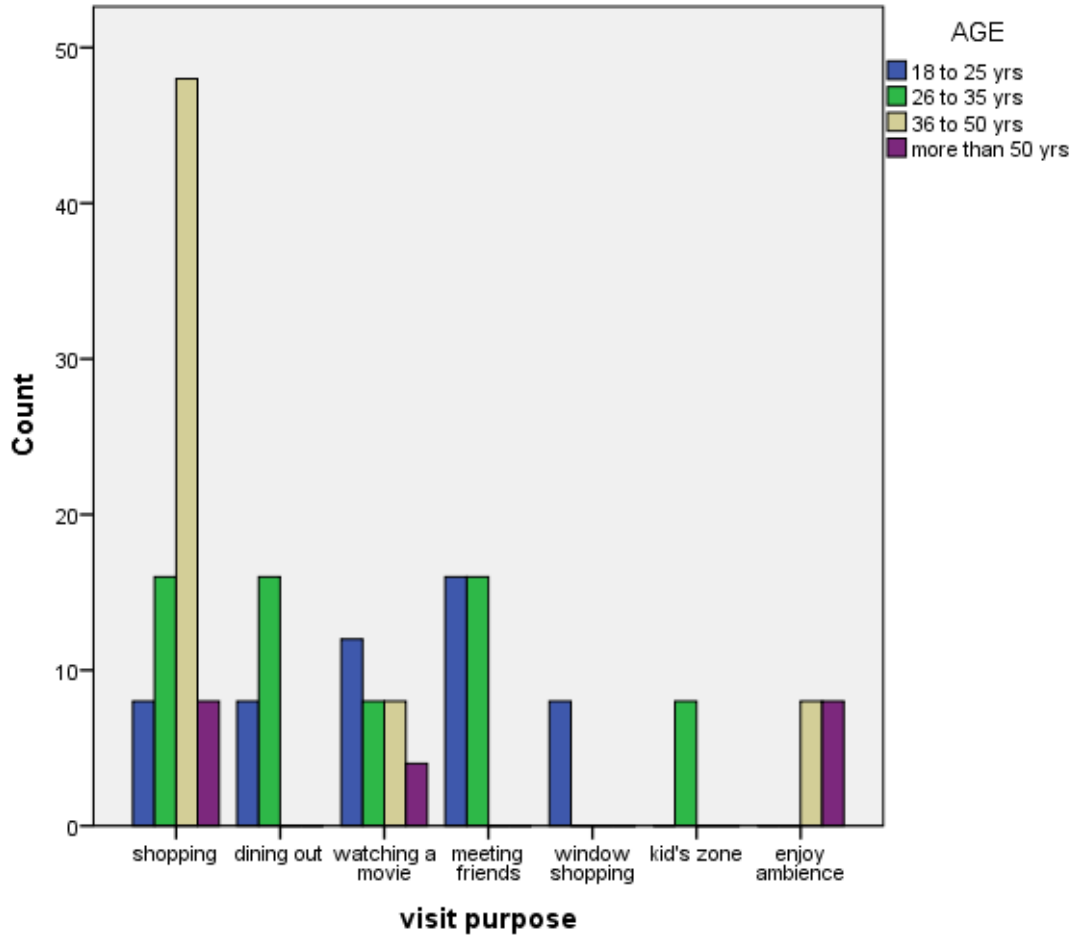
(I) Money spent by profession



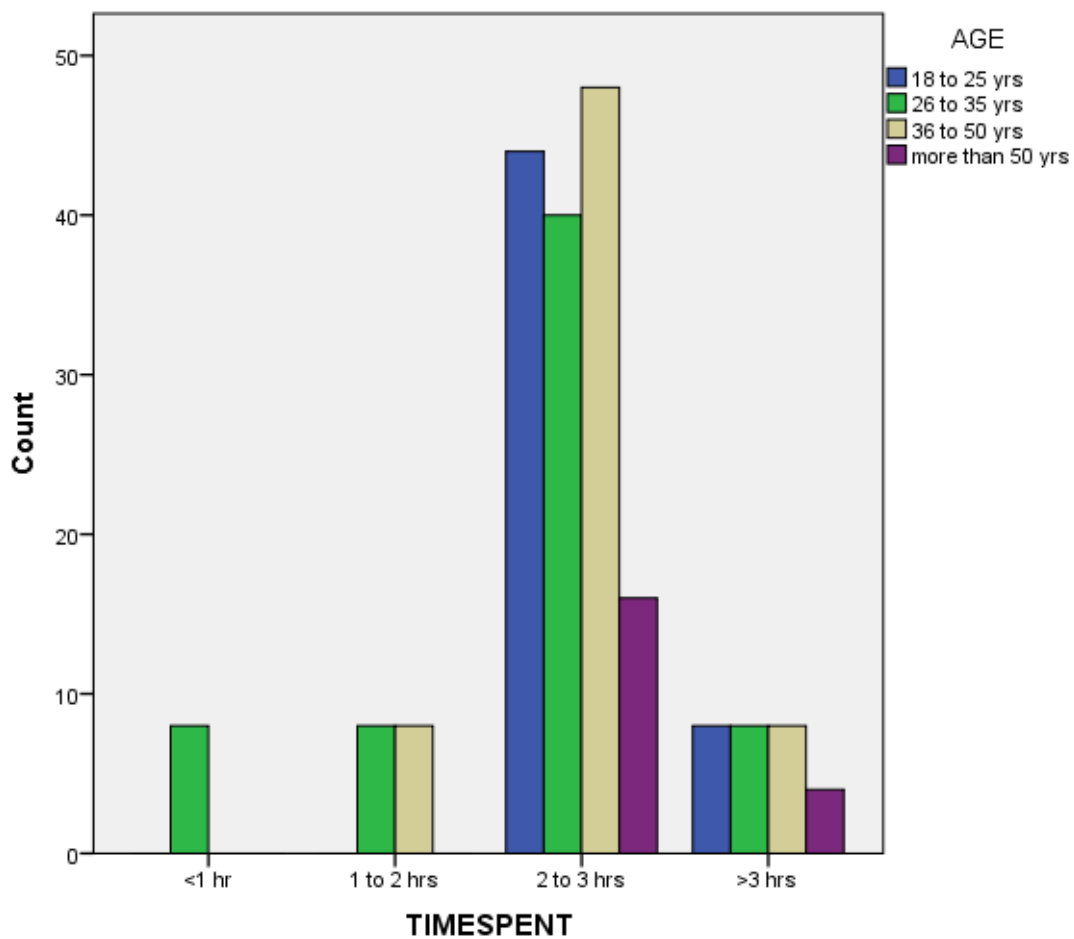
(II) Visit Frequency by Income



(III) Visit Purpose by Age



(IV) Time spent by Age



CORRELATIONS:

(i) Age and Money spent

| | | AGE | MONEYSPENT |
|------------|---------------------|--------|------------|
| AGE | Pearson Correlation | 1 | .293** |
| | Sig. (2-tailed) | | .000 |
| | N | 200 | 200 |
| MONEYSPENT | Pearson Correlation | .293** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 200 | 200 |

** . Correlation is significant at the 0.01 level (2-tailed).

(ii) Age and Visit Frequency

| | | AGE | VISITFREQ |
|-----------|---------------------|--------|-----------|
| AGE | Pearson Correlation | 1 | .349** |
| | Sig. (2-tailed) | | .000 |
| | N | 200 | 200 |
| VISITFREQ | Pearson Correlation | .349** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 200 | 200 |

** . Correlation is significant at the 0.01 level (2-tailed).

(iii) Income and Money spent

| | | INC | MONEYSPENT |
|------------|---------------------|--------|------------|
| INC | Pearson Correlation | 1 | .561** |
| | Sig. (2-tailed) | | .000 |
| | N | 200 | 200 |
| MONEYSPENT | Pearson Correlation | .561** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 200 | 200 |

** . Correlation is significant at the 0.01 level (2-tailed).

(iv) Money spent and Time spent

Correlations

| | | MONEYSPENT | TIMESPENT |
|------------|---------------------|------------|-----------|
| MONEYSPENT | Pearson Correlation | 1 | .077 |
| | Sig. (2-tailed) | | .277 |
| | N | 200 | 200 |
| TIMESPENT | Pearson Correlation | .077 | 1 |

| | | |
|-----------------|------|-----|
| Sig. (2-tailed) | .277 | |
| N | 200 | 200 |