

# Impact of Mall Attributes on Shoppers Shopping Behavior in UB City Mall of Bengaluru City

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## Abstract

Malls have seen an amazing development in India among the preceding couple of years. Notwithstanding, the shopping malls have not possessed the capacity to ruthlessly give a one stop goal to the shoppers in Bengaluru city. There is one city shopping mall considered over in this examination which speak to the city of Bengaluru. An example of 126 respondents was taken who are the visitors of mall or those for the most part buys are from mall. The information was gathered through the opinions including 34 parameters on five-point Likert scale. Measurable examination was conducted utilizing the software SPSS version 20 which indicated the Exploratory Factor Analysis and Multiple Regression of data. Seven mall attributes those are relaxation, entertainment, aesthetic design, accessibility, service offered at mall, mall image and shopping economy are relevant to the shoppers shopping behavior in UB City mall were found.

**Keywords:** Shopping Mall, Shoppers, Mall Attributes, Shopping Behavior and Bengaluru city.

## Introduction

The Indian marketplace especially in relation to retail has been going through a huge metamorphosis. The constant debate regarding the entry of organized retail groups such as Wal-Mart and its impact on the small and unorganized retailers has been the point of discussion on all print and electronic media. The escalated competitiveness among malls in significant urban areas of India has brought up an imperative issue of nature of mall administration. Mall administration infers situating mall, pulling in the best tenants, defining tenant mix strategies, promotions and facility administration. The arrival of malls in India, as focuses of social action, profoundly affects retailing. Retailers acquire space in malls with the expectation that the atmosphere and amenities of the malls give them a modest benefit. Designing malls according to shoppers favorites might be contributory in attracting shoppers to the malls and improving the general retail setting. Mall proprietors need to sort out the malls to fascinate in retailers and help them to gain profits. Indian retailers have concentrated on understanding the supply-side competences however should reconsider more about the demand of the market.

## **Experimental**

The most recent couple of years have seen a quickening increment of shopping centers in the Indian retail segment. The advancement of shopping malls happened not with a thought process of developing another retail arrange yet with the essential thought of building up a network community for individuals where they could meet for shopping, social movement and social collaboration. Step by step shopping centers expanded in immense numbers that they supplanted the road strip malls and progressed toward becoming shopping networks themselves. (Feinberg et al, 1991) [1]. Malls which are bigger could encourage assortment of shops and make charming condition for the shoppers, driving the shoppers to visit and remain longer (Ooi and Sim, 2007) [2]. The shopping centers pull in consistent and traveler shoppers towards incessant shopping and the greater part of the developing urban communities are disparaging the shopping centers contrasted with the descending commercial centers (Maronick, 2007) [3]. The shoppers might be pulled in to a mall by emotions evoked by subjective parts of a specific amalgamation of stores as opposed to an assortment of stores with a restricted profundity and width (Meoti et al, 1991) [4].

This is on the grounds that shoppers in a packed market, when have decision of assortment and a few strip mall alternatives for different reason trips, the need emerges for a proportion of fascination, which gets a handle on the quintessence of shopper's enjoying and can likewise be essentially connected. The stores which a client shops in speak to fortifying upgrades that add to the fascination reaction towards the shopping center. It was named as the support influence display and a test consider was led to demonstrate that the more affable stores that a mall housed, the more adequate the mall was to the purchaser.

The in-store condition factors in the shopping centers driving incautious purchasing conduct incorporate presentation of purpose of offers blurbs, showing advancing rebates and less expensive costs, while the air commitment alluding to delight, polish and allure is demonstrated by climate inside the shopping center. Such conduct drivers may likewise be alluded as in-store limited time impact and climatic impact. (Zhou and Wong, 2004) [5]. Besides, significant properties of mall engaging quality incorporate solace, excitement, decent variety, mall substance, accommodation, extravagance from the point of view of shoppers and such shopping mall appeal might be composed in reference to the three expansive portions of shoppers that incorporate calm shoppers, requesting shoppers, and down to business shoppers which empowers mall administrators to create suitable retailing procedures to fulfill each fragment (Mohammed Ismail & EL-Adly, 2007) [6].

The shopping centers should have been situated adequately with the goal that it builds footfalls of shoppers which would require more prominent consideration regarding feeling and the incorporation of related administrations, for example, gaming zones, theaters or eateries. Also, contemplates were done between mall shopping recurrence and foundation factors, both statistic and those identified with shopping inspirations, which describe shoppers at a mall based on useful shopping inspiration, bargain inclination, recreational shopping inspiration, age, salary and family estimate (Roy, 1994) [7].

This investigation of 'Associates of Mall Visit Frequency' had utilized the order of shoppers where two general classes in particular useful financial and recreational shoppers were

distinguished. This investigation found a high level of connection between the visit recurrence and level of recreational shopping inspiration. This investigation utilized a Poisson gamma model to clarify shopping for food trips and furthermore additionally features the administrative ramifications of such an examination and the situating angle for a shopping center. Besides, the nearness of markdown stores and successive shopping mall advancements may expand visits by arrangement inclined purchasers. Vital showcasing results could likewise be founded on these outcomes (Woodside, 1973) [8] example unique mall occasions and displays may make recreational shoppers visit shopping centers every now and again and increment the recurrent rates.

The in-store dependability programs were considered by mall proprietors a promising alternative for holding shoppers. This exploration found out if a steadfast mall gathering existed and furthermore inspected their evaluation of shopping mall qualities to give a superior comprehension of properties that prompted a faithful reaction. The overview instrument included both conduct and attitudinal proportions of client unwaveringness. The conduct devotion estimated every respondent's level of item class buys made yearly in the shopping center. There were 28 shopping mall qualities which spoke to seven unmistakable classifications. There had been colossal measure of research work did relating to retail locations and definition of the retail location Image estimation scale. (Dickson and Albaum, 1977) [9]. They found that while esteem combination had a huge and positive effect on shopping mall faithfulness, the mall condition did not have much impact. Another noteworthy finding was that the view of the mall was distinctive among the devoted and non-faithful shoppers.

Subsequently, mall shoppers can be isolated into faithful and non-steadfast gatherings. In any case, a disadvantage of the above research is the low level of difference clarified by the relapse show, and in addition just a single shopping mall property i.e. focused costs accepting a positive recognition by faithful mall shoppers. This does not present a solid case for the significance of shopping mall traits in the steadfast shoppers psyche and thus there is further extension to ponder the basic fixings urging devotion to a particular shopping center. Moreover, specialists had likewise explored into mall shopping as a relative decision wonder where a purchaser shops at shopping centers over different outlets subject to the decision given and the support is dependent upon the decision options. The shoppers experience essential changes in their way of life, ways of managing money, shopping inclinations and methodologies (Stoltman et al, 1991) [10].

## **Computational details**

### ***Research Problem***

The study of shoppers behavioral aspects is great importance for retail advertisers and this learning is connected to discover the purchasers needs and needs Velavan. A (2009) [11]. The shoppers' discernment and shopping conduct in urban areas like insightful. Bangalore shoppers looks for changed assortments of items yet retail malls offer just couple of assortments. Building amusement places into the mall is a strategy being utilized to draw in shoppers. An investigation with shopping conduct of Bangalore purchaser will comprehend

conduct of shopping mall guests and furthermore encourage the advertisers and retailers in confining their showcasing systems can be more equipped for meeting their needs.

### **Research Objectives**

1. To identify the mall attributes in UB City Mall.
2. To study the impact of mall attributes on shoppers shopping behavior.

### **Research Hypotheses**

**HO1:** There is no significant relationship between mall attributes and shoppers shopping Behavior.

### **Data Sources**

The study is based on both primary and secondary data

#### **Primary Data**

Primary data is collected through a well-framed and structured questionnaire to elicit the well-considered opinions of the respondents.

#### **Secondary Data**

The secondary data is collected from business periodicals, business journals, magazines, publications, reports, books, dailies, research articles, websites, manuals and booklets.

#### **Sample Size**

Sample chosen for the study covers UB City mall of Bengaluru City. Totally, 174 visitors are selected on Mall Intercept Survey method. Out of the sampling, 135 shoppers only returned the filled in questionnaires and of them, 126 only are usable. Hence, the exact sample of the study has 126.

#### **Statistical Tools for Analysis**

1. Exploratory Factor Analysis
2. Multiple Regression

### **Results and Discussion**

#### **Exploratory Factor Analysis**

#### **KMO & Bartlett's Test of Sphericity**

**Table 1: KMO & Bartlett's Test of Sphericity**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.760
Bartlett's Test of Sphericity	Approx. Chi-Square	1704.102
	Df	300
	Significance	.000

Before proceeding for factor analysis the eligibility of the data has to be tested by conducting KMO- Bartlett's test. This test is a measure of sampling adequacy and multivariate

normality among variables. The KMO value in this study is  $0.760 > 0.5$  which says that the sample taken is adequate. Bartlett's Test of Sphericity value is  $0.000 < 0.05$ , indicate multi normality among variables. Hence Factor Analysis is considered as an appropriate technique for further analysis of the data.

### Total Variance Explained

**Table 2: Total Variance Explained**

Component	Initial Eigen Values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.971	23.886	23.886	5.971	23.886	23.886	3.441	13.764	13.764
2	3.866	15.462	39.348	3.866	15.462	39.348	3.191	12.764	26.528
3	2.397	9.590	48.938	2.397	9.590	48.938	2.879	11.515	38.043
4	1.827	7.307	56.245	1.827	7.307	56.245	2.340	9.360	47.403
5	1.721	6.886	63.131	1.721	6.886	63.131	2.226	8.904	56.307
6	1.165	4.662	67.792	1.165	4.662	67.792	2.111	8.446	64.752
7	1.131	4.525	72.318	1.131	4.525	72.318	1.891	7.565	72.318
8	.834	3.338	75.655						
9	.777	3.108	78.763						
10	.660	2.641	81.404						
11	.609	2.437	83.842						
12	.542	2.168	86.010						
13	.460	1.838	87.848						
14	.420	1.678	89.526						
15	.393	1.571	91.097						
16	.387	1.550	92.647						
17	.295	1.178	93.825						
18	.278	1.111	94.93						

			6						
19	.240	.958	95.89 4						
20	.215	.859	96.75 3						
21	.208	.830	97.58 4						
22	.184	.736	98.32 0						
23	.167	.667	98.98 7						
24	.134	.534	99.52 1						
25	.120	.479	100.0 00						

On the basis of Varimax Rotation with Kaiser Normalization, 7 factors have been extracted. Each factor is constituted of all those variables that have factor loadings greater than 0.5. 25 variables were clubbed into 8 factors. 8 factors were extracted from the 27 variables used in the study. These 7 extracted factors explained 72.318 per cent of the variability in mall attributes of shoppers.

### Rotated Component Matrix

**Table 3: Rotated Component Matrix**

Factor No	Variable Covered	Factor Loading Value	Name of the Factor
1	Whenever I feel lonely I visit the mall	.898	<b>Relaxation</b>
	I can get everything(dining, movies, shopping etc.) in this Mall	.873	
	I Visit the mall because the parking area of the Mall is excellent	.822	
	Whenever I am stressed, I visit the mall	.744	
2	Different international brands	.846	<b>Entertainment</b>
	Inside fast food restaurants	.810	
	More no. of national brands	.741	
	A inside movie theatre	.702	
3	I like this inside design of the Mall	.904	<b>Aesthetic Design</b>
	Pleasant music	.876	
	Pleasant fragrance	.762	
	Attractive lighting arrangement	.665	
4	I enjoy hunting for bargains when I shop	.768	<b>Accessibility</b>
	I get feeling of low price goods in this mall	.766	

	Children's play or amusement center	.511	
5	Reasonable prices	.846	<b>Service offered at mall</b>
	Good quality products	.707	
	ATM, Banking and other FOREX facilities	.662	
6	Children's play area	.822	<b>Mall Image</b>
	Quality of multiplex theatre	.687	
	I visit the Mall because it's very near to my home or place of work	.529	
7s	Electronic billing system in every place of the mall	.865	<b>Shopping Economy</b>
	Less time to purchase goods because no queue	.730	
	I get more discount offers in this mall	.626	

### Multiple Regression

In order to access the impact of independent variables (mall attributes) on shopping behavior as a dependent variable, enter a method of multiple regressions was applied.

**HO1:** There is no significant relationship between mall attributes and shoppers' shopping behavior.

### Model Summary

**Table 4: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.729 <sup>a</sup>	.532	.504	.593	.532	19.151	7	118	.000	1.743

a. Predictors: (Constant), Shopping Economy, Aesthetic Design, Service offered at mall, Accessibility, Mall Image, Entertainment and Relaxation.

b. Dependent Variable: Shopping Behavior

- **R:** R represents the multiple correlations co-efficient with the range lies between -1 and +1. Since the R-value is 0.729 means that there is a high positive relationship between the mall attributes and shopping behavior of the mall shoppers.
- **R Square:** R<sup>2</sup> represents the coefficient of determination which lies between 0 and 1. Since the R square value is 0.532 i.e. 53.2 per cent of the explained variation is there in the shopping behavior of the mall shoppers.
- **Durbin-Watson statistic:** From the above table represents the Durbin-Watson statistic value is 1.743. It is closer to the standard value 2. So, that the assumption has almost certainly been met.

## ANOVA

Table 5: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	47.128	7	6.733	19.151	.000 <sup>b</sup>
	Residual	41.483	118	.352		
	Total	88.611	125			
a. Dependent Variable: Shopping Behavior						
b. Predictors: (Constant), Shopping Economy, Aesthetic Design, Service offered at mall, Accessibility, Mall Image, Entertainment and Relaxation.						

The ANOVA (Table 5) reveals that the F statistics of the regression model is statically significant at 0.05 levels implying the goodness of fit of the regression equation. (Model is statistically significant).

Table 6 denotes standardized regression coefficients which show the strength of impact and its positive/negative direction. It also comprises of t and significant values to validate the hypothesis framed to measure the significant impact of dimensions of mall attributes on the shopping behavior of mall shoppers.

The multiple regression equation of this model is:  $Y=MX+C$

*Y (Shopping Behavior)*

$$= 0.744 (\text{Constant}) + 0.057 (\text{Relaxation}) + 0.192 (\text{Entertainment}) \\ + 0.045 (\text{Aesthetic Design}) + 0.210 (\text{Accessibility}) + 0.194 (\text{Service offered at mall}) \\ + 0.077 (\text{Mall Image}) + 0.070 (\text{Shopping Economy}).$$

**Relaxation**

Table 6 shows Beta value as 0.060 which indicates positive impact of relaxation on the shopping behavior. Since the T value is 2.673 and significance value is 0.010 which is less than 0.05, so the relaxation has a significant impact on shopping behavior of shoppers visiting the shopping mall.

**Entertainment**

Table 6 shows Beta value as 0.254 which indicates positive impact of entertainment on the shopping behavior. Since the T value is 3.183 and significance value is 0.002 which is less than 0.05 hence entertainment has a significant impact on shopping behavior of shoppers visiting the shopping mall.

**Coefficient**

Table 6: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.744	.347		2.146	.034



	Relaxation	.057	.085	.060	2.673	.010
	Entertainment	.192	.060	.254	3.183	.002
	Aesthetic Design	.045	.057	.354	3.790	.031
	Accessibility	.210	.060	.278	3.502	.001
	Service offered at mall	.194	.059	.261	3.296	.013
	Mall Image	.077	.071	.487	1.079	.023
	Shopping Economy	.070	.054	.092	1.286	.001
a. Dependent Variable: Shopping Behavior						

### **Aesthetic Design**

Table 6 shows Beta value as 0.354 which indicates positive impact of aesthetic design on the shopping behavior. Since the T value is 3.790 and significance value is 0.031 which is less than 0.05 hence aesthetic design has a significant impact on shopping behavior of shoppers visiting the shopping mall.

### **Accessibility**

Table 6 shows Beta value as 0.278 which indicates positive impact of accessibility on the shopping behavior. Since the T value is 3.502 and significance value is 0.001 which is less than 0.05 hence accessibility has a significant impact on shopping behavior of shoppers visiting the shopping mall.

### **Service offered at mall**

Table 6 shows Beta value as 0.261 which indicates positive impact of service offered at mall on the shopping behavior. Since the T value is 3.296 and significance value is 0.013 which is less than 0.05 hence service offered at mall has a significant impact on shopping behavior of shoppers visiting the shopping mall.

### **Mall Image**

Table 6 shows Beta value as 0.487 which indicates positive impact of mall image on the shopping behavior. Since the T value is 1.079 and significance value is 0.023 which is less than 0.05 hence mall image has a significant impact on shopping behavior of shoppers visiting the shopping mall.

### **Shopping Economy**

Table 6 shows Beta value as 0.092 which indicates positive impact of shopping economy on the shopping behavior. Since the T value is 1.286 and significance value is 0.001 which is less than 0.05 hence shopping economy has a significant impact on shopping behavior of shoppers visiting the shopping mall.

## Suggestions

The present study proposes a model of the impact of mall attributes on the shopping behavior of mall UB City Mall shoppers. The study found that relaxation, entertainment, aesthetic design, accessibility, service offered at mall, mall image and shopping economy are impacting significantly the shopping behavior of mall shoppers. Therefore, UB City Mall enterprises should focus on the above mall attributes to provide enrich shopping behavior of mall shoppers

## CONCLUSION

The study investigated the impact of mall attributes on shopping behavior of the shoppers concluded that relaxation had the highest impact on the shopping behavior of the shoppers followed by entertainment, aesthetic design, accessibility, service offered at mall, mall image and shopping economy.

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