

A STUDY ON ENTRANT'S EXPECTATIONS OF SHOPPING MALLS IN COIMBATORE CITY

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Abstract

This study will be conducted with the aim to entrant's expectation in shopping malls. The study primarily focuses on the consumers re-enter buying behavior in a mall. It helps us to understand the mindset of the consumers, by which we can develop more products according to their needs. Primary data, which is the feedback received directly from the consumers, will be collected and represented in statistical form. The outcome so obtained will be analyzed and possible conclusions will be drawn. Recently, there has been an increasing trend in the number of shopping malls in Coimbatore. The growth factors for the shopping malls are the conscious citizens who prefer a sophisticated environment to shop and also with so many international brands making its presence in India, it has created the need to establish a place which has everything within one roof. The concept of shopping malls in India is largely gaining popularity as it attracts customers by way of excellent ambience, style and elegance, having the potential to make one shop and enjoy the experience as well.

Keywords: ambience, elegance, style, Accessibility, Window shopping.

1. INTRODUCTION OF THE STUDY

The malls have started slowly evolving in terms of contracts offered to retailer. Earlier all space was either sold or offered on fixed contract basis entering a fixed monthly rent plus the applicable common area maintenance charges. Thus only the occupiers were impacted by the extent of a mall's success in attracting adequate footfalls and revenues. However, new innovative contracts based on revenue sharing or profit sharing with certain percentage as minimum guarantee is becoming increasingly the norm. Consequently the tenant is assured of involvement and dedication of the mall management towards making it sources. Malls will continue to reinvest themselves in order to keep abreast with the new era of entrant's and to retain their existing patrons and consumer. The malls scenario and are effectively utilizing the social media to make it successful. Based on big regulatory or social and perceptual changes malls across the country will keep translating to prevent themselves from obsolete and also match or exceed global standards. Mall developers fought off these challenges by including boxes and stripes within new development tracts, so a new regional mall such as the Brandon mall in Texpa, Florida opened in 1994 with a brand-new target store and brick-facade. Strips flanking its entry. Shoppers parked at the main mall, shopped and then parked in front of various strips, shopping their way out of the parking lot. Yet this model could not rescue malls so developers started reinventing them as lifestyle centres. Retail was subsidized by dining and entertainment venues, and when the residential boom arrived around 2002 & 2003. At the same time, consolidation of mall owners was taking place, and one of the single biggest mall owners, general growth, was faced with task of stewarding these giants into the mall millennium.

2. STATEMENT OF THE PROBLEM

The problem of study is considered based on the motives on visiting malls among the whole which includes all categories covering the area of living and gender with different age group. At present need of people increases, the number of shopping places were increased. Researcher wants to know the peoples expectation and re-entering needs of shopping. Hence a study on "Entrant's expectations of shopping malls" is identified as the problem of the study.

3. OBJECTIVES OF THE STUDY

- To assess the factors considering entrant's expectations of shopping malls
- To identify the entrant's motivational factors for re-enter in to shopping malls
- To analyse the factors determining the level of entrant's satisfaction.
- To offer valuable suggestions for the shopping malls to fulfil the entrant's expectations.

4. RESEARCH METHODOLOGY

Research design:

The study is made with the intention to evaluate and entrant's expectation of shopping malls in Coimbatore city. The methodology of study comprises the area of the study, source of data, sample size and statistical tools.

Sample size:

For the purpose of the study 100 questionnaire were collected from the shopping mall entrant's. Convenience sampling method is administered in this study,

Data Collection:

Both the primary and secondary data is used to collect the details from the respondents.

Primary data:

The first hand information was collected by the researcher after finalizing the study areas. Primary data are collected from 100 sample respondents with the help of well-structured questionnaire, which is pre-tested.

Secondary data:

The primary data are supplemented by spat of secondary sources of data. It was collected through the library to facilitate proper understanding in this study.

Analytical Frame Work

The primary data collected through the well-structured questionnaire were classified and tabulated for analysis in accordance with outline laid down for the purpose at the time of developing the research design. To analyze the data and to draw inferences the following statistical tools were used to ensure the objectives drawn.

5. DATA ANALYSIS AND INTERPRETATION:

5.1 Primary motive of visiting malls

Sl. No.	Motives	No. of Respondents	Percentage
A	Shopping	18	18
B	Entertainment	34	34
C	Fun zones	16	16
D	Food	10	10
E	Watching a Movie	22	22
Total		100	100

Interpretation

From the above table it is clear that out of the total respondents taken for study, 34% of the respondents have visiting malls for the reason of entertainment motives, 22% of the respondents visiting malls for watching a movie, 18% of the respondents visiting malls for only the reason of shopping, 16% of the respondents visiting malls for only the reason of fun zones, 10% of the respondents visiting malls for food motives.

5.2 Frequency of visit to malls

Sl. No.	Malls	No. of Respondents	Percentage
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A	Daily	26	26
B	Weekly	13	13
C	Twice in a month	41	41
D	Monthly	20	20
Total		100	100

Interpretation

From the above table it is clear that out of the total respondents taken for study, 41% of the respondents visit twice in a month, 26% of the respondents visit malls on daily basis, 20% of the respondents make visit on monthly basis, 13% of the respondents visit malls on weekly basis.

5.3 Factors considering entrant's expectation of malls

Sl. No.	Expectation Factors	No. of Respondents	Percentage
A	Accessibility	15	15
B	Ambience	19	19
C	Entertainment	30	30
D	Rest and Relaxation	23	23
E	Window shopping	13	13
Total		100	100

Interpretation

From the above table it is clear that out of the total respondents taken for study, 30% of the respondents expected that entertainment factors have to be provided in the malls, 23% of the respondents expected that rest and relaxation factors have to be provided in the malls, 19% of the respondents expected that ambience factors have to be provided in the malls, 15% of the respondents expected that accessibility factors have to be provided in the malls, 13% of the respondents expected that window shopping factors have to be provided in the malls.

5.4 Motivational factors for Re-enter into malls.

Sl. No.	Re-entering Factors	No. of Respondents	Percentage
A	Proximity	10	10
B	Easy transaction	15	15
C	Parking facilities	22	22
D	Multiple shopping	29	29
E	Friendliness	8	8
F	Personal attention	12	12
G	Working hours	4	4
Total		100	100

Interpretation

From the above table it is clear that out of the total respondents taken for study, 29% of the respondents are re-entering malls for the reason of multiple shopping, 22% of the respondents are re-entering malls for the reason of parking facilities, 15% of the respondents are re-entering malls for the reason of easy transaction, 12% of the respondents are re-entering malls for the reason of personal attention, 10% of the respondents re-entering malls for the reason of proximity, 8% of the respondents re-entering malls for the reason of friendliness, 4% of the respondents re-entering malls for the reason of working hours.

5.5 Overall satisfaction about the goods and services provided in the malls

Sl. No.	Opinion	No. of Respondents	Percentage
A	Highly satisfied	18	18
B	Satisfied	26	26
C	Neither Satisfied Nor Dissatisfied	33	33
D	Dissatisfied	16	16
E	Highly dissatisfied	17	17
Total		100	100

Interpretation

From the above table it is clear that out of the total respondents taken for study, 33% of the respondents have an average level of satisfaction, 26% of the respondents are satisfied on goods and services provided in the malls, 18% of the respondents are highly satisfied, 17% of the respondents are highly dissatisfied and 16%

of the respondents are dissatisfied on goods and services provided by malls.

6. FINDINGS:

Majority of the respondents have visiting malls for the reason of entertainment.

Majority of the respondents visit malls twice in a month.

Majority of the respondents expected that entertainment factors have to be provided in the malls

Majority of the respondents are re-entering malls for the reason of multiple shopping at one place.

Majority of the respondents have an average overall satisfaction towards goods and services provided in the malls.

7. SUGGESTIONS:

- Mall developers and retailers should concentrate on Entertainment zones, seating facilities to take rest, availability of large food court, adequate entry and exit to the mall of these aspects to increase the foot fall in malls thereby they can increase the profit of the business as well as shoppers also exhausted to visit the malls.
- In order to achieve satisfaction and loyalty, provide services beyond the expectation of customers, greet every shopper at entrance and thank the shopper at exit of the mall, let the shoppers know that the mall management employees are available for their help, reward the regular visitors to mall by appreciation, the stores in the mall can identify VIP shoppers and special offers can be given to them.

8. CONCLUSIONS

This study identified that the gender, age, occupation and monthly income are the major components that affect the entrant's expectation and re-enter of malls among consumers. They all are preferred weekends on the day of entertainment in malls. From this study most of the respondents agree with different attributes of mall including entertainment, accessibility, ambience, window shopping etc. Thus, from this study it can be concluded that the entertainment features of mall will surely attract the re-enter of entrant's towards shopping mall.

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