



# DIVERGENT VALUE PERCEPTIONS IN THE RETAIL MALL LANDSCAPE IN KERALA; A MULTI-SEGMENT STUDY

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## **Abstract**

The retail transformation from traditional to modern has results a huge profit accumulation in many industries. The use of fast-paced & innovative strategies help in the creation of customer experiences which has ultimately enhanced the growth of businesses. There are several new retail formats, out of which emergence of shopping is a widely accepted strategy which is more focusing on destination and experiential retailing. The perception of shopping malls as a destination for experiential retail landscape has encourage shoppers to show their re-patronage behavioural intention towards such malls. Many national and international brands are coming to into the retail market in India to invest in shopping malls, that has contributing major developments in the Indian economy. Hence, the marketers are seeking to understand the attitudinal and behavioural intentions of mall shoppers. The study investigates the role of shoppers segments in differentiating the multidimensional concept of value perceptions of mall shoppers in the retail landscape in Kerala. The samples were drawn using mall intercept survey method which constitute a sample of 150 mall shoppers. One-way ANOVA and independent sample t test are adopted to analyse the influence of the dependent and independent variables. The study identified the different shopper segments based on their shoppers' profile and their demographic characteristics. In addition to that it also investigates the role of shopper segments in shaping level of value perceptions of mall shoppers in Kerala. In the case of Age group, consumers of age in between 25 to 50 shows more interests to visit shopping malls and their overall value perception is larger than the other shopper segments. Likewise, it is identified that weekday shoppers are showing higher value compared to weekend shoppers. In the case of age group, middle-aged shopper segment is exhibiting higher value perception than younger segments. In addition to that,

occupational segment found as a significant factor in determining mall shoppers' dimensions of their value perception.

**Keywords:** Shopping Malls, Value Perceptions, Shopper Segment, Demographic Characteristics, Shopper Profile, Occupation, Age group,

## 1.Introduction

The evolution of shopping malls in the retail market in India has contributed the development of the industry as a whole. The rise in consumerism, shopper's lifestyle, the enhancement of disposable income, all has contributed the outbreak of growth of experiential retail retailing in India. In the contemporary market scenario, shopping malls are considered as a destination for experiential than regular shopping setups. It is now considered as the fastest and most accepted retail format to capture the market and easy to connect shoppers. Even during the digital boom, shopping malls are getting higher acceptance because of the integration of specialised tenant mix and other experience-driven landscape. Now a day's shopping malls are perceived as a brand which has the power to drive the buying attitude and behaviour of consumers in the market. That's the reason why many national and international companies are approaching mall managers to get an outlet or tenant space to their products and services. The modernised outlook of shopping malls ensures the gratification and pleasure of shoppers to encourage them to exhibit greater engagement at malls that in turn results positive post-purchase behaviour. Malls are perceived as so powerful because it has the ability to control and persuasive the buying behavior of a larger shopper of different profile. What makes malls so unique is that it can easily retain as well as create shoppers within for a long span of time. The way shopping malls persuasive the attitudinal and behavioural engagement of shoppers is very effective and different from any other form of retail business. That is the reason why multinational marketers are very much keen to invest in shopping malls in the retail market of different countries, notably in India.

This study aims to investigate the whether there is any disparity in the value perceptions of mall shoppers in Kerala with respect to their profile and demographic characteristics. The study tried to confirm the effect of preferred day of visit, occupation, and age group on the dimensions of value of mall shoppers to establish the retail patronage behaviour in Kerala.

## 2. Objectives

- 1) To study the value perceptions of shoppers towards retail mall landscape in Kerala.
- 2) To explore the difference in value perceptions on retail mall landscape in Kerala with respect to preferred day of visit.
- 3) To analyses the differences in the value perceptions on retail mall landscape in Kerala with respect to age group
- 4) To investigate the differences in the value perceptions on retail mall landscape in Kerala with respect to occupation

### 3. Literature Review and hypotheses development

#### 3.1 Influence of Preferred Day of Visit on Value Perceptions of Mall Shoppers

Customer perceived value is reliant on how the market perceive the quality for the comparable pricing of the products. It is only susceptible to the consumer's judgment of the product or the service as compared to the competition (Gale, 1994). It is a connection developed between the consumer and product or individual and the supplier of services. After utilizing the good or service, the customer contributes the value (Butz & Goodstein, 1996). Individual characteristics do not affect weekend shopping patterns directly, but rather indirectly through the weekday shopping behaviour (Sugie, Zhang, & Fujiwara, 2003). Week part plays a significant role in determining instore marketing effectiveness (Ahlbom, Roggeveen, Grewal, Nordfalt, 2023). Hence if the preferred day have any influence on value propositions of shoppers must be analysed. The proposed hypothesis is;

**H1:** *There is no significant difference in the value perceptions of shoppers on retail mall landscape with respect to preferred day of visit*

#### 3.2 Influence of Age-group on Value Perceptions of Mall Shoppers

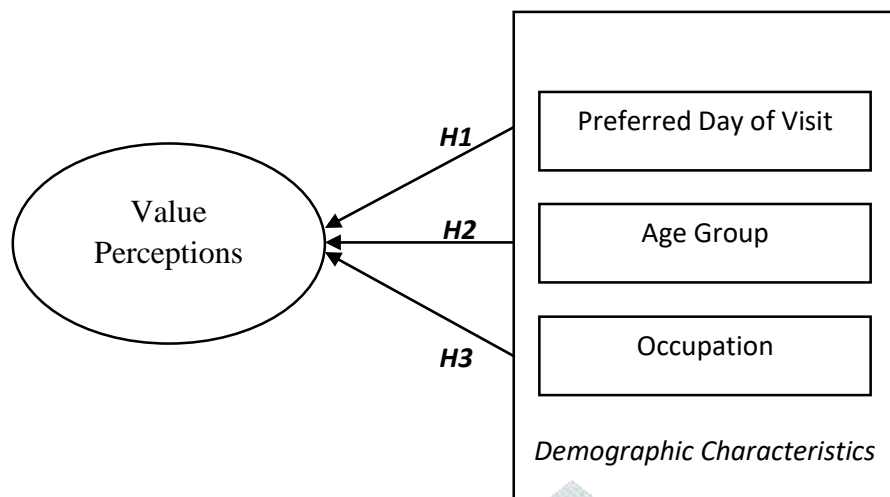
Age may be more salient for experienced shoppers. Mature customers are believed to be more careful regarding their time and effort in buying contrasted to younger shoppers (Fang et al., 2016). Adverse connection between selflessness and perceived value is stronger for older relative to younger buyers, in offline service appraisal scenarios (Sharma et al., 2012). Younger consumers don't care to put in greater effort, and older consumers place a higher value on quick support (Javalgi et al., 1990). Consumers' evaluation of benefits of a product on the basis of what is conceived and what is provided is conceptualised as perceived value (Zeithaml, 1988). But the difference in perceived value among different age group must be known to develop appropriate strategies to that segments. Hence the study developed a hypothesis for investigating the relationship. The hypothesis is;

**H2:** *There is significant difference among age group with respect to the value perceptions of shoppers towards retail mall landscape in Kerala*

#### 3.3 Influence of Occupation on Value Perceptions of Mall Shoppers

Employment is significant to the impression of the link between information quality and satisfaction (Landrum, Prybutok, & Zhang, 2010). It is also shown that service people contribute more priority to distinctive value as opposed to business people and experts (Srinivasa, Srivastava, & Bhanot, 2014). Occupation group buyers have major viewpoint dissimilarity as regards to the regular shopping retailers (Sharma & Lowalekar, 2015). Shopper segment based on occupation may have role in shaping shoppers' perceptions and behaviour. Hence the study aimed to evaluate the influence of occupational segmentation differences among shoppers to identify the disparity in their perceived value towards shopping malls. the proposed hypothesis is;

**H3:** *There is significant difference among occupation with respect to shoppers' the value perceptions of retail mall landscape in Kerala*

**Figure 1****Conceptual framework of the study****4. Research methodology and data collection****4.1 Methodology**

The study is descriptive and empirical in nature. We have depended on primary as well as many secondary data sources. The primary data were collected from 150 shoppers who regularly visit shopping malls in Kerala. Mall intercept survey method was adopted to draw the appropriate samples. The secondary data acquired from different sources such as magazines, newspapers and many websites. The analysis was conducted using One way ANOVA, Independent sample t test, mean standard deviation and percentage analysis. It is assumed that the sample is normally distributed because our study met all the conditions of Central Limit Theorem (CLT).

**5. Findings and Discussions**

The following section provides the detailed investigation of the influence of demographic and shopper profile on the dimensions of value perceptions of mall shoppers in Kerala.

**5.1 Value Perceptions of Shoppers towards Retail Landscape in Kerala**

Value perceptions is a multidimensional construct. Here it explains the trade of between benefits and cost received at visiting shopping malls in Kerala. The following table 1 is portraying shoppers' perceptions on value perceptions towards retail landscape in Kerala.

**Table 1**

*Value Propositions of Shoppers Towards Retail Mall Landscape*

Value Perceptions	Percentage (%)					Mean	SD
	SA	A	N	D	SD		
Visiting and shopping at malls gives me pleasure	30.7	61.3	2.7	3.3	2	4.15	.792



Time spent at shopping in a mall is truly enjoyable	33.3	58	5.3	2.7	.7	4.21	.717
Time spent at shopping in a mall is truly enjoyable	28	66.7	2	2	1.3	4.18	.686
The positive environment in the mall produces positive feeling and belief.	31.3	60	2.7	5.3	.7	4.16	.769
I feel better when I visit malls & it puts me in a good mood	19.3	58	5.3	12.7	4.7	3.75	1.057
When I spend time at malls, I feel time flies very quickly.	26	60	2.7	9.3	2	3.99	.919

(Source: Primary data)

(SA-Strongly Agree, A-Agree, N-Neutral, D-Disagree, SD-Strongly Disagree, SD-Standard Deviation)

According to the analysis results, the shoppers are exhibiting a stronger and positive outlook towards shopping malls in Kerala. Majority of shoppers (SA=30.7%, A=61.3%) are visiting and shopping at malls that gives them pleasure. According to them, time spent at shopping in a mall is truly enjoyable (SA=33.3%, A=58%). The respondents admitted that time spent at shopping in a mall is truly enjoyable (SA=28%, A=66.7%). They agree that positive environment in the mall produces positive feeling and belief (SA=31.3%, A=60%). Almost above 77% of the respondents admitted that they feel better when they visit malls & it puts in a good mood (SA=19.3%, A=58%). Majority of them felt that when they spend time at malls, the time flies very quickly (SA=26%, A=60%). Very few percentages of respondents disagreed with all these statements. In short according to shoppers' perspective, retail landscape in Kerala succeed to create acceptance in the minds of shoppers.

## 5.2 To Explore the Difference in the Value Perceptions on Retail Mall Landscape in Kerala with Respect to Preferred Day of Visit

Preferred day of visit is considering as one of the predominant shopper profiles. The following table 2 depicts the analysis on influence of preferred day of shoppers on the level of value perceptions toward shopping malls in Kerala. The proposed hypothesis is as follows:

**H1:** *There is no significant difference in the Value Perceptions of shoppers on retail mall landscape with respect to preferred day of visit*

**Table 2.***Influence of Preferred Day on Value Perceptions of Mall Shoppers*

Value Perception	Preferred Day of Visit				t value	P value
	Weekend		Weekday			
	Mean	SD	Mean	SD		
Visiting and shopping at malls gives me pleasure	4.13	.773	4.18	.821	.389	.698
Time spent at shopping in a mall is truly enjoyable	4.08	.748	4.36	.648	2.415	.0170*
Visiting malls is very interesting and exciting	4.23	.766	4.12	.569	.930	.354
The positive environment in the mall produces positive feeling and belief.	4.02	.878	4.33	.564	2.489	.014*
I feel better when I visit malls & it puts me in a good mood	3.57	1.067	3.97	1.007	2.341	.021*
When I spend time at malls, I feel time flies very quickly.	4.06	.827	3.89	1.025	1.096	.275
Overall Value Perceptions	24.095	3.064	24.863	2.939	1.552	.123

Source: Primary Data

\* denotes significant at 5% level

Since P value is less than .05, null hypothesis is failed to accept at 5 % level with regards to impact of preferred day on value preposition of shopping malls. Hence there is significant difference between weekdays and weekend shopping with regard to different dimensions of shoppers' value perceptions. In case of few elements of value perceptions, it is identified that preferred day is not a factor which differentiate level of value perceptions. According to the mean value, value perceptions of shoppers who prefer to visit malls on weekdays are higher than weekends.

### 5.3 To Understand the Differences in Value Perceptions on Retail Mall Landscape with Respect to Age Group.

Independent sample t test is applied to explore at what extent shoppers' age influence on different dimensions their value perceptions. The following table 3 depicts the analysis of age group segmentation on shoppers' value perceptions. The proposed hypothesis is as follows:

**H2:** *There is significant difference among age group with respect to value perceptions of shoppers towards retail mall landscape in Kerala*

**Table 3***Age group differences with respect to value perceptions of shoppers*

Value Perceptions	Age Group				T value	P value
	Up to 25		25-50			
	Mean	SD	Mean	SD		
Visiting and shopping at malls gives me pleasure	4.03	.792	4.56	.652	3.636	<.001**
Time spent at shopping in a mall is truly enjoyable	4.10	.740	4.56	.504	3.471	.001**
Visiting malls is very interesting and exciting	4.18	.759	4.17	.378	.185	.854
The positive environment in the mall produces positive feeling and belief.	4.07	.806	4.44	.558	2.594	.010*
I feel better when I visit malls & it puts me in a good mood	3.62	1.025	4.14	1.073	2.604	.010*
When I spend time at malls, I feel time flies very quickly.	3.96	.911	4.06	.955	.514	.608
Overall Vvalue Perceptions	23.964	2.965	25.916	2.750	3.501	.001**

*Source: Primary Data**\*\* denotes significant at 1% level**\* denotes significant at 5% level*

Since P value is less than .05, null hypothesis is failed to accept with regard to all except shoppers value perceptions dimensions such as “Visiting malls is very interesting and exciting” and “When I spend time at malls, I feel time flies very quickly”. Hence there is significance difference between ‘up to 25’ and ‘25-50’ age groups of consumers with respect to their value. The table 3 demonstrate that shoppers comes under the age group of ‘25-50’ exhibit higher value perceptions than that of younger groups.

#### **5.4 To Investigate the Differences in the Value Perceptions on Retail Mall Landscape in Kerala with Respect to Occupation**

Shoppers’ level of value perceptions may be depending up on the occupation of them. The following table 4 shows the analysis of influence type of occupation on the extent of their value perceptions towards shopping malls in Kerala. The proposed hypothesis is as follows:

**H3:** *There is significant difference among occupation with respect to shoppers’ value perceptions of retail mall landscape in Kerala*

**Table 4***Impact of Occupation on Value Perceptions of Mall Shoppers*

Value Perceptions	Occupation					F valu e	P valu e
	Profe ssiona l	Empl oyed	Self Emplo yed	Stude nt	Other s		
Visiting and shopping at malls gives me pleasure	4.67 (.516)	3.87 (.968)	4.60 (1.056)	4.11 (.691)	4.40 (.548)	2.90	.024 *
Time spent at shopping in a mall is truly enjoyable	4.50 (.548)	4.09 (.949)	4.80 (.561)	4.11 (.647)	4.60 (.548)	4.15	.003 *
Visiting malls is very interesting and exciting	4.17 (.408)	4.04 (.767)	4.07 (.458)	4.23 (.719)	4.20 (.447)	0.45	.774
The positive environment in the mall produces positive feeling and belief.	4.33 (.516)	3.91 (.733)	4.87 (.352)	4.10 (.794)	4.20 (.447)	4.36	.002 *
I feel better when I visit malls & it puts me in a good mood	3.50 (1.23)	3.61 (1.16)	4.53 (1.060)	3.66 (.983)	4.00 (1.23)	2.60	.039 *
When I spend time at malls, I feel time flies very quickly.	4.17 (.408)	3.70 (1.11)	4.00 (1.134)	4.04 (.848)	4.00 (1.23)	.713	.585
<b>Overall Value Perceptions</b>	<b>25.33</b> <b>(1.97)</b>	<b>23.21</b> <b>(3.82)</b>	<b>26.86</b> <b>(3.33)</b>	<b>24.24</b> <b>(2.61)</b>	<b>25.40</b> <b>(3.58)</b>	<b>4.02</b>	<b>.004</b> *

Source: Primary Data

\* denotes significant at 5% level

Since majority of P values are less than .05, the null hypothesis is failed to accept at 5% level with regard to value perceptions on shoppers with respect to their occupation. Hence there is significance difference among value perceptions based on occupation of mall shoppers in Kerala. .



Table 5

*Effect of Occupation on value perceptions of Shoppers; Post-Hoc Analysis*

Value Perceptions	Occupation					F valu e	P valu e
	Profess ional	Empl oyed	Self Emplo yed	Studen t	Others		
Visiting and shopping at malls gives me pleasure	4.67 <sup>b</sup> (.516)	3.87 <sup>a</sup> (.968)	4.60 <sup>ab</sup> (1.056)	4.11 <sup>ab</sup> (.691)	4.40 <sup>ab</sup> (.548)	2.90	.024 *
Time spent at shopping in a mall is truly enjoyable	4.50 <sup>ab</sup> (.548)	4.09 <sup>a</sup> (.949)	4.80 <sup>b</sup> (.561)	4.11 <sup>a</sup> (.647)	4.60 <sup>ab</sup> (.548)	4.15	.003 *
Visiting malls is very interesting and exciting	4.17 <sup>a</sup> (.408)	4.04 <sup>a</sup> (.767)	4.07 <sup>a</sup> (.458)	4.23 <sup>a</sup> (.719)	4.20 <sup>a</sup> (.447)	0.45	.774
The positive environment in the mall produces positive feeling and belief.	4.33 <sup>ab</sup> (.516)	3.91 <sup>a</sup> (.733)	4.87 <sup>b</sup> (.352)	4.10 <sup>a</sup> (.794)	4.20 <sup>ab</sup> (.447)	4.36	.002 *
I feel better when I visit malls & it puts me in a good mood	3.50 <sup>a</sup> (1.23)	3.61 <sup>ab</sup> (1.16)	4.53 <sup>b</sup> (1.060)	3.66 <sup>ab</sup> (.983)	4.00 <sup>ab</sup> (1.23)	2.60	.039 *
When I spend time at malls, I feel time flies very quickly.	4.17 <sup>a</sup> (.408)	3.70 <sup>a</sup> (1.11)	4.00 <sup>a</sup> (1.134)	4.04 <sup>a</sup> (.848)	4.00 <sup>a</sup> (1.23)	.713	.585
<b>Overall Value Perceptions</b>	25.33 <sup>ab</sup> (1.97)	23.21 <sup>a</sup> (3.82)	26.86 <sup>b</sup> (3.33)	24.24 <sup>ab</sup> (2.61)	25.40 <sup>ab</sup> (3.58)	4.02	.004 *

*Source: Primary Data*

\* denotes significant at 5% level

Based on Duncan Multiple Range Test (DMRT), professional shoppers are significantly differing with employed at 5% level but the self-employed, student and other shoppers are not differing with any other occupation of shoppers with respect to visiting and shopping at malls gives pleasure to them. There is no significant difference among professional and other shoppers at 5% level with regard to perception on 'time spent at shopping in a mall is truly enjoyable'. It is found that there is no significant difference among occupation of shoppers regarding their perception on 'visiting malls is very interesting and exciting'. In the case of perception on 'the positive environment in the mall produces positive feeling and belief', significant differences identified among employed, student and self-employed shoppers but this is not the same for professional and other shoppers. With respect to

value perceptions on 'I feel better when I visit malls & it puts me in a good mood', significant differences are identified between professional and self-employed shoppers. No such disparity is identified in the case of perception on 'When I spend time at malls, I feel time flies very quickly'. Since, P value is less than .05, null hypothesis is failed to accept at 5% level with regard to differences on value preposition on retail mall landscape in Kerala. The shoppers of both employed and self-employed shows a significant difference on their value perceptions.

## 7. Conclusion

Retail Landscape is considering as one of the successful retail formats that incorporate all the amenities and wider tenant mix to capture larger portion of the market in India. Shopping malls are perceived as the modernised invention that has effective influence on cognitive and affective behaviour of shoppers. Many national and international brands are taking outlets on lease at malls that attach the fame of shopping malls, which in turn results greater acceptance from the public. The study identified different segment of shoppers based on their demographic and shopper profile. It investigates the role of shopper segments in shaping level of value perceptions of mall shoppers in Kerala. it was found that age group, preferred day of shopping, and occupation is significantly demonstrating the differences on shoppers' value perceptions. In case of Age group, middle-aged shoppers of age in between 25 to 50 shows more interests to visit shopping malls and their overall perception is larger than the younger shopper segments. Likewise, it is identified that weekday shoppers are showing higher value perceptions compared to weekend shoppers. In the case of age group, middle-aged segments are exhibiting higher value perceptions than younger shoppers. In addition to that, occupation found as a significant factor in determining mall shoppers' value perceptions dimensions. So, in short, we can conclude that there are remarkable differences exist among different dimensions of value perceptions with respect to shopper segments constructed based on demographic characteristics and profile of shoppers in the retail landscape in Kerala.

## 8.Limitations of research and insight for future directions

The study is limited to an analysis of a few demographic and shopper profile variables such as occupation, age group and preferred day of visit. If we do deeper analysis by including income level, education, Locality, years of patronage etc., then our study will cover more area of relevance. We can also undertake an analysis of simultaneous influence of all these variables on attitude and behavioural engagement of shoppers towards retail landscape in Kerala by adopting techniques like multiple regression analysis and Multigroup Analysis.

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