MALL ENVIRONMENT: A PARADIGM SHIFT IN SHOPPING BEHAVIOUR OF FASHION SHOPPERS IN TAMILNADU

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Abstract
This study observes the cognitive influences of mall environment on changing the shopping behavior of the fashion shoppers in Tamil Nadu. Now days, malls plays an important role in attracting more shoppers and it has changed the patterns of shopping. It is believed that the mall is best place to shop or hang out to bring more footfalls. So the mall developers should focus on exterior and interior design of the mall as well the store formats to bring the convenient shopping pattern to the shoppers. Therefore, the study makes it easier to understand the mall environment in emerging retailing conditions in terms of design changes, architectural makeover and its value perception among shoppers. In this paper, we tried to highlight the various initiatives taken by the mall developers towards concrete design of the mall environment to change the shopping style of Tamilnadu shoppers.

Key words: Mall Environment, Modern Technology, Shoppers Behavior.

INTRODUCTION
India is slower in bringing the organized retail format when compared with foreign countries. The first Indian shopping mall was Spencer Plaza, built in Chennai in 1990. The retail sector in India has completely changed its appearance, and the environment has experienced fiery growth in the new millennium. As the population a income and spending power in the country has increased, retail legroom also extended and retail sales have also increased from shoppers those experiencing the shopping habits which pulled by the design of malls across cities and towns. These developments results of a number of changes that has taken place in India like socio-cultural changes, changes in the demographic profile, increasing literacy levels, growth in the Indian GDP, per capita income, and Purchasing Power. The Indian retail industry has witnessed extensive growth over the most recent. At present the Indian retail market is bursting with so many opportunities for the global retail leader to invest. According to , A.T. Kearney Global Retail Development Index (GRDI) 2011, ranks India is 4th place in retailing when compared with the other top 30 emerging countries in the world for retail development. The Business Monitor International (BMI) India Retail Report for the fourth-quarter of 2011 forecasts that the total retail sales will grow from US$ 411.28 billion in 2011 to US$ 804.06 billion by 2015. Indian retail sector accounts for 22% of the country's GDP and contributes to 8% of total employment. The emergence of malls, as an important destination for shopping, recreation and socialization hotspots has turned the face of the retail industry in India. In this scenario, mall managers are still implementing the motivation strategy to bring more shoppers. With the introduction of shopping malls in India, retail environment/mall environment is important dimension to be concentrated by mall developers and managers to attract shoppers. This study is conducted to identify the attractiveness dimensions of shopping malls in the Indian context, as these dimensions are the determinants of retail patronage behaviour among the Indian shoppers.

STATEMENT OF THE PROBLEM
The Indian retail industry has changed greatly and it is most dynamic and fast growing industry in India. Several retailers from India and foreign players have entered to bring organized retail format in form of mega malls or hyper market. Even several players entering the retail market they have not able to bring more footfalls. At this juncture the retail player made heavy investments on designing mall environments (exterior and interior) to motivate and bring emotional shopping to the shoppers to shop under sun roof. In the light of these observations, the following researchable questions could be probed:
1. Why preferred to shopping at mall?
2. What factors influence the shoppers to shop from mall environment?

REVIEW OF LITERATURE

Arslan, Sezer and Isigicok (2010) study exposes five shopping centre attractiveness factors from the young Turkish consumers' perspective : retail environment, comfort, conditions, socializing in a secure environment, accessibility, leisure.

Rajagopal (2011) shows that "major factors that affect shopping arousal among urban shoppers are recreational facilities, location, ambiance, and store attractiveness regarding products and services, brand value, and price".

Neelotpaul Banerjee(2012), found that shopping mall image is the most important attractiveness dimension of shopping mall to consumers. Stores in shopping malls must offer a variety of international and national brands, quality products at affordable prices, provide excellent services through well behaved and mannered staff, and keep a continuous supply of stocks. This will enhance the attractiveness and may build a positive brand image of the mall among the consumers which will lead to consumers" patronizing the mall.

Ala'Eddin Mohammad Khalaf Ahmad (2012), investigating the impact of attractiveness factors on shopper satisfaction and outcomes shopper loyalty and shopper positive WOM in the shopping malls industry in KSA. This research contributes to the services marketing discipline in finding out the role of the attractiveness factors namely (aesthetic, convenience and accessibility, product variety, entertainment, and service quality) in enhancing shopper satisfaction, loyalty, and positive WOM.

Mandila and Gerogiannis (2012) examined that, Music also is one of ambient condition that plays a vital role affecting the consumer buying behavior.

Rizwan et al., (2013), frequent to monitor that shopping malls lean to put up remarkable physical surrounding as extrinsic value to draw customers to the mall and stores. It has been demonstrated by research over the years that sound and music influence the shopping experience in retail atmospherics an d can affect the consumers in tangible ways.

Gaygen, (2013), investigating that Atmospherics have received a lot of attention from researchers, and music has received a large portion of that attention. Many in the field and some in the lab have identified relationships between affective qualities of music and specific behaviors of consumers.

OBJECTIVES OF THE STUDY
Based on the relevant literature of the attractiveness of *Mall Environment, Modern Technology, and Shoppers Behavior* the research objectives are:
1. To study the effect of modern technology on mall shoppers.
2. To observe the shoppers behavior towards mall environment.

METHODOLOGY
Research Strategy
Survey Method is to be followed for the study. Both primary and secondary sources of data are to be used. The study was undertaken with a well-structured questionnaire comprising close ended and Liker's 5 point scale type questionnaire, duly filled by the shoppers with varying demographic background. The questionnaire started with the shoppers demographic background and covered their mall shopping environment related information has discussed. The secondary data are to be gathered from the books, journals, magazines and web portals.

Area of the study
The current study explores the Mall Environment factor changing shopping behaviour of shoppers who visiting to shopping in Coimbatore City, Tamilnadu.

Sampling Design and Techniques
Sample design
Coimbatore also known as Kovai, is a city in India. Next to Chennai, It is the second largest city and urban agglomeration in the Indian state of Tamil Nadu. It is one of the fastest growing tier-II cities in India and a major textile, industrial, commercial, educational, information technology, healthcare and manufacturing hub of Tamil Nadu. It is often referred to as the Manchester of South India. The city is located on the banks of the Noyyal River surrounded by the Western Ghats and is administered by the Coimbatore Municipal Corporation. Coimbatore is the 4th largest metropolis in South India for the investment climate.

Sample Size
A convenient random sampling method is to be employed to elicit the necessary information from the mall shoppers in Coimbatore city, Tamilnadu. The sample size of 200 shoppers had made shopping at mall and hence the analysis was confined to these shoppers.

Period of the Study
The primary data were collected from October 2014 to February 2015.

Statistical Tools
The primary data which is to be collected from the shoppers are to be analyzed with the help of Statistical Package for Social Sciences (SPSS).The various statistical tools, such as percentage analysis, descriptive statistics, factor analysis and weighted average.

ANALYSIS AND DISCUSSION
Personal Data of Mall Shoppers: The Indian mall shoppers have different shopping behavior based on Gender, Marital status, Age, Educational Qualification, Occupation and Family monthly income. These variables played an important role and exercise a significant influence on Mall buying behaviour. Hence, an attempt was to stratify the profile of the whole sample before proceeding with the statistical analysis. The Table: 1 has shows that male shoppers 60.5%, single (unmarried) shoppers constituted 56.5% of the total sample size, 46.5% of the shoppers has nearby younger's under 20 to 25 years of Age, 44.5% of the shoppers are undergraduate, 42.0% of the shoppers are under student level and finally monthly family earnings for the shoppers 43.0% comes under Rs.10, 001 to Rs.20, 000.

Table-1 Personal Data of the Shoppers			
		Frequency	**Percentage (%)**
Gender	Male	121	60.5
	Female	79	39.5
Marital Status	Single	113	56.5
	Married	87	43.5
Age	20 to25 yrs	93	46.5
	26 yrs to 30 yrs	74	37.0
	31 and above	33	16.5
Education Qualification	Graduate	89	44.5
	Professional	48	24.0
	Others	63	31.5
Occupation	Student	84	42.0
	Employee	44	22.0
	Own Business	27	13.5
	Others	45	22.5
Family Monthly Income	Below Rs.10,000	44	22.0
	Rs.10,001 to Rs.20,000	86	43.0
	Rs.20,000 and above	70	35.0

Source: Primary data

The table 2: showing that, the shoppers after completing their shopping list 48.0% of the shoppers mode of payment is debit card,44% of the shoppers visit shopping mall whenever they needed to shop at mall, shoppers spent more than 3 hours daily with an percentage of 40.5%,mall shoppers spend money on their shopping list is more than 5000 with an percentage of 75.0%, mall shoppers mostly influenced by their friend and relatives with 59.5%, leisure is the implication to go to mall with an percentage of 39.0% and finally 48.0% shoppers mostly prefer to shop at mall because of more variety of products available.

Table-2			
		Frequency	**Percentage (%)**
Mode of payment	Cash payment	61	30.5
	Debit card	96	48.0
	Credit card	43	21.5
Visiting shopping mall	Frequently	33	16.5
	Occasionally	79	39.5
	Whenever needed	88	44.0
Hours of spent in mall	1 hr to 2hrs	43	21.5
	2 hrs to 3 hrs	76	38.0
	More than 3hrs	81	40.5
Money Spend on shopping	Below Rs.1000	58	29.0
	Rs.1001 to 2000	88	44.0
	Rs.2001 to 5000	34	17.0
	Above Rs.5001	58	29.0
Sources influencing shop at mall	Newspaper/Magazine	21	10.5
	Television	23	23.0
	Friends /Relatives	119	59.5
	Word of Mouth	37	18.5
Implication to go shopping mall	Leisure	78	39.0
	Social Place	25	12.5
	Relaxing	54	27.0
	Get together with friends /relatives	43	21.5
Preference to shop at mall	Status symbol	17	8.5
	Variety of product	96	48.0
	Time saving	54	27.0
	Price concern	33	16.5

Source: Primary data

Purchase Mall through Products and services
The survey also revealed that: 80.5% of the shoppers has purchased Groceries in the past 6 months survey has higher than in the study.56.% of the shoppers has shopping at Apparels, 44% of the shoppers has purchased through Electronic Goods and 24.5% of the shoppers has purchased through other products and services.

Predominant Factors Influencing Mall Environment of Fashion Shoppers
There are various key factors which have a direct posture on the environment of mall of fashion shoppers. These factors are generally identified with the use of factor analysis. Hence, in this respect, factor analysis has been extensively used to identify and analyze the key factors of mall environment which influence the fashion shoppers to shop at mall. In this regard, several statements regarding various aspects of Mall Environmental factor have been framed. These statements have to be systematically reduced to make the analysis worthy and meaningful. The factor analysis is used in this study with principal component method, test for Sphericity and KMO (Kaiser Meyer-Olkin) measure of sampling adequacy. The main aim of applying the factor analysis is to reduce the

numerous variables into meaningful factors. This reduction of variables into meaningful factors led to lessen the burden of tedious and lengthy analytical approaches.

Table - 3,KMO and Bartlett's Test for Mall Environment

Kaiser Meyer Olkin Measure of sampling Adequacy		0.585
Bartlett's Test of Sphericity	Approx. Chi-Square	1497.199
	Df	406
	Sig.	.000

The KMO and Bartlett's test for sampling adequacy for twenty-nine variables are found to be 0.585 and the chi-square value of Bartlett's test for Sphericity is 1497.199. This clearly indicated that all the twenty-nine variables are different and perfectly distributed in a normal distribution. This also emphasized that the factor analysis is suitable for twenty-nine variables of Mall Environment on fashion shoppers. The communality values for all the twenty-nine variables are represented in the table below.

Table - 4.22, Communalities for Mall Environment

Variables	Initial	Extraction
Architecture of the mall is good	1.000	.520
Green landscape	1.000	.565
Fountains and colour lights are fantastic	1.000	.680
Mall exterior paintings fell luxurious	1.000	.624
Floors are well fitted according to mall themes	1.000	.604
Front glass doors are attractive	1.000	.406
Automated front doors fell comfortable entry	1.000	.811
location with good transportation facilities	1.000	.750
parking facility available	1.000	.748
convenient operating hours	1.000	.625
No much crowded*	1.000	.531
Connected to the rest of the city.	1.000	.774
Very easy to locate the product varieties	1.000	.774
Billing and payment mode is good	1.000	.615
Convenient Information desk.	1.000	.809
Locker facility is good	1.000	.836
Safety and security service is good	1.000	.745
Lift and escalators are convenient	1.000	.528
Variety of national and international brands	1.000	.640
High quality products with affordable price	1.000	.697
Continuous stocks	1.000	.702
Demonstration is done by product experts.	1.000	.739
Rearranging the Display Case, Brushing and Re-Hanging the products	1.000	.664
Window display is good.	1.000	.752
Sales personnel behavior is nice & cordial	1.000	.746
Presence of movie theatres	1.000	.709
Presence of restaurants	1.000	.674
Children amusement corner	1.000	.547
Rest place available.	1.000	.535

Extraction Method: Principal Component Analysis.

From the above table it is found that out of twenty-nine variables, the variable 'Locker facility is good' (0.836) possess high communality value, whereas the variable 'Front glass doors are attractive' (0.406) acquired least value. This implied that the individual variances of twenty-nine variables have ranged from 40.6 percent to 83.6 percent respectively. Around 43.0 percent oscillation (83.6-40.6) is well established among twenty-nine variables. This implied individually that all the variables are adequately represented their contribution in the formation of factors. The number of factors emerged is presented in the table below.

Table - 4.23, Number of Factors Influencing Mall Environment

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.792	13.076	13.076	3.792	13.076	13.076
2	2.263	7.803	20.879	2.263	7.803	20.879
3	2.096	7.226	28.105	2.096	7.226	28.105
4	1.951	6.726	34.831	1.951	6.726	34.831
5	1.633	5.632	40.464	1.633	5.632	40.464
6	1.498	5.164	45.628	1.498	5.164	45.628
7	1.407	4.850	50.479	1.407	4.850	50.479
8	1.311	4.521	54.999	1.311	4.521	54.999
9	1.250	4.309	59.309	1.250	4.309	59.309
10	1.107	3.818	63.126	1.107	3.818	63.126
11	1.041	3.591	66.718	1.041	3.591	66.718
12	.932	3.214	69.932			
13	.887	3.058	72.989			
14	.859	2.962	75.951			
15	.823	2.836	78.788			
16	.724	2.496	81.284			
17	.708	2.442	83.726			
18	.606	2.089	85.815			
19	.580	1.999	87.814			
20	.524	1.807	89.621			
21	.498	1.718	91.339			
22	.481	1.660	92.999			
23	.447	1.543	94.542			
24	.374	1.290	95.832			
25	.325	1.122	96.954			
26	.284	.979	97.933			
27	.244	.842	98.776			
28	.195	.674	99.449			
29	.160	.551	100.000			

Extraction Method: Principal Component Analysis.

The above table explained that factor analysis by principal component method with varimax rotation has revealed eleven eigen values as 3.792, 2.263, 2.096, 1.951, 1.633, 1.498, 1.407, 1.311, 1.250, 1.107 and 1.041.This indicated that the eigen values greater than 1 led to the existence of eleven major factors with 66.718 percent of variance. These factors were subjected to continuous varimax rotation with respect to the correlation values and component-wise segregation which was given below:

Table - 4.24, Variables and Variables Loadings for the Factors of   Mall Environment

Variables / factors	Variable Loadings
Factor-1: Mall Ambience	
Automated front doors fell comfortable entry	.452
Architecture of the mall is good	.623
Green landscape	.428
Factor-2:Mall Attractiveness:	
Mall exterior paintings fell luxurious	406
Fountains and colour lights are fantastic	.444
Floors are well fitted according to mall themes	.393
Front glass doors are attractive	.329
Factor-3: Convenience:	
Convenient operating hours	.686
Convenient Information desk.	.681
Lift and escalators are convenient	.575
Factor-4: Safety and Security	
Locker facility is good	.766
Safety and security service is good	.526
Factor-5:Mall Amenities:	
Billing and payment mode is good	.563
Parking facility available	.546
Factor-6:Product Appearance	
Rearranging the Display Case, Brushing and Re-Hanging the products	.580
Window display is good.	-.537
Factor-7: Product Availability	
Very easy to locate the product varieties	.712
Continuous stocks	-.535
Variety of national and international brands	.550
High quality products with affordable price	.392
Factor-8: Enjoyment	
Presence of movie theatres	.608
Children amusement corner	.407
Presence of restaurants	.465
Factor-9: Store Personal Behaviour	
Sales personnel behavior is nice & cordial	.618
Demonstration is done by product experts.	.416
Factor-10:Transportation Connectivity	
Connected to the rest of the city.	.546
location with good transportation facilities	.472
Factor-11:Relaxing	
Rest place available.	-.466
No much crowded*	.472

Extraction Method: Principal Component Analysis, Rotation Method: Varimax with Kaiser Normalization.
Rotation converged in 29 iterations.

The rotated component matrix in the above table explained the variables loadings in each predominant factor of Mall Environments consisted of eleven factors. The first factor consisted of three variables and named as **'Mall Ambience'**. The second factor consisted of four variables and named as '**Mall Attractiveness'**. The third factor consisted of three variables which are named as **'Convenience'**. The fourth factor consisted of two variables and it is named as **'Safety and Security'**. The fifth factor consisted of two variables and it is called as '**Mall Amenities'**. The sixth factor which includes two variables and it is known as '**Product Appearance**'. The seventh factor consisted of four variables which suitably named as **'Product Availability'**. The eighth factor which includes three variables was named as **'Enjoyment'.** The ninth factor contained two variables which were

named as **'Store Personal Behaviour'**. The tenth factor contained two variables which were named as **'Transportation Connectivity'**. The eleventh and final factor contained two variables which were named as '**Relaxing'.**

FINDINGS
The findings arrived at from the foregoing of the study would be summarized hereunder:
1. 60.5 percent of shoppers are male shoppers.
2. 56.5 percent of the shoppers are single.
3. Majority of the shoppers are in the age group of between 20-25 years.
4. Education qualification of the mall shoppers are Graduates with 44.5 percent.
5. Occupation of the mall shoppers infer that 42.0 percent of the shoppers are students
6. 43.0 percent of the shoppers earning family income ranges between Rs.10,001- Rs.20,000
7. 48.0 percent of the shopper's mode of payment is debit card.
8. 44.0 percent of the shoppers visit shopping mall whenever they need to shop.
9. Majority (40.5 percent) of the shoppers spent more than 3 hours in shopping mall.
10. 44.0 % of the shoppers spent for shopping in mall range between 1001to 2000 for their shopping list.
11. 59.5 percent of the mall shoppers are influenced mostly by friends and relatives.
12. 39.0 percent of shoppers visit shopping mall for leisure.
13. 48.0 percent of the shoppers prefer to go shopping mall for variety of products.
14. Majorities of 80.5 % of the mall shoppers purchase groceries and a minimum of 24.5 % of the shoppers purchased other type of products and services such as music/video /games, computer software, furniture/household appliance and toys.
15. The study has identified which factor influences the mall shoppers to visit shopping mall; it includes mall ambience, mall attractiveness, convenience, safety and security, mall amenities, product appearance, product availability, enjoyment, store personal behaviour, transportation connectivity and relaxing.

SUGGESTION AND CONCLUSION
Today retail environment is changing day by day to attract more shoppers especially Mega malls. Shoppers visit mall for various motivational factor. Some of the motivational factors are mall ambience, mall attractiveness, convenience, safety and security, mall amenities, product appearance, product availability, enjoyment, store personal behaviour, transportation connectivity and relaxing and it has direct link between changing shopping behaviour of the mall shoppers and overall mall experience .finally suggesting that the mall environment to be attractive both exterior and interior of the mall and mall management system has to change to bring more footfall with variety of events and entertainment to retain and revisit the mall shoppers.

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