CONSUMER ATTITUDE TOWARDS SHOPPING MALLS IN COIMBATORE IN PERSPECTIVE OF CONSUMER INCOME

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Abstract
The paper aims to understand the Consumers Attitude towards shopping malls in perspective of Consumers Income. The purpose of this study is to highlight the Income of consumers as Independent variable towards attitude formation towards shopping malls. Since it stated in various study that income is a main factor to make a decision to choose a retail format to purchase, because the product price in shopping malls are felt to be more than other retail formats. The respondents were identified based on Coimbatore city Shopping Malls where the respondent was met for the data collection. A structured questionnaire was designed to collect information from the respondents. Totally 1000 sample were selected by adopting disproportionate to size sampling (Quota sampling), snow ball technique is used. As for the selection of consumers, a convenient sampling method was adopted.

Linear Multiple Regression Analysis was applied to find whether the consumers' attitude towards shopping malls does not differ significantly with Income variable. The result indicates that attitude like the first time for shopping, store visited in the mall, visiting time to the mall, distance travel to mall, transportation to use the shopping mall, purchase the shopping mall and suggestion mall purchase to others have significant to income. Attitude variables like Time spent for shopping and occasion of visit to shopping mall are not significant.

Keyword : Attitude, Shopping Mall, Buying behavior, Income.

Introduction
Shopping Malls merchandise is felt to have higher price compared to other retail formats due to the higher cost of operation. The Income is one of the main factors, which has the direct influence on purchasing in Shopping malls. Though the priority for individual or family would be Quality or lifestyle, the disposable income is one which decides in purchase decision making. Generally the products in Shopping malls is said to be costly, the average people would find difficult to purchase from shopping malls. On the other hand people, who are in higher income group, still stick into other formats of retail because of the convenience. Hence, it is the need of hour to identify the attitudinal factor which influenced by income of the respondents and how the income plays a major role in decision making.
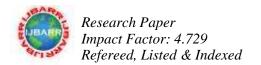
Review of Literature
Shopping is well thought-out as a household task as well as a form of recreation, relaxation, and hobby along with purchasing goods. As per the definition by **Lunt and Livingstone (1992)**, going out to shopping mall is a noticeable instant in spending. **Batra R. and Ahota O.T. (1991)** in their article on **"**Measuring the Hedonic and Utilitarian Sources of Consumer Attitudes" Until consumer make a purchase. The category includes hedonistic shoppers who give meaning to excitement and enjoyment they experience during the shopping trip. These kinds of shoppers consider shopping as a leisure activity and derive pleasure from it, along with the purchase of products. Many researchers have also declared that most of shoppers mingle both utilitarian and experiential values during their shopping actions. **Arora, A., and Rahate, V. (2008),** In India, malls have transformed shopping from a need driven activity to entertainment. **Bhattacharjee (2009)** identified seven attraction points to visit a store and a retail format: promotions, price, hangout place, product range, product mix, ease of travel and parking comfort. The people are ready to go 4 km or even more for shopping malls / hypermarkets, whereas for small format modern stores not more than half a kilometer and its less than 500 meters for a kirana stores. The authors of **"Shopping and the Fear of Others"** have found out that shopping malls have a significant role to play in the creation of the social identity of the shoppers as they are connected to particular societal set **(Arnould, 2000)**.

Research Gap
Based on the literatures reviewed, we found that there are many factors influence buying behavior and the vital factor to choose to purchase from shopping malls is Income. There is less number of researches in India to describe the impact of specific demographic factor to choose shopping malls.

Objectives
1. To know the consumers demographic profile towards shopping malls.
2. To examine the attitudinal factors influenced by Income factor towards shopping malls.

Research Methodology

The present study is based on the primary data collected during January 2017 to March 2017 in Coimbatore city. The respondents were the consumers from shopping malls in Coimbatore city. Totally 1000 sample was selected from four Shopping Malls, and 250 respondents in each shopping mall. A structured questionnaire was issued randomly to consumers in all 4 selected malls. 850 completed questionnaires were used for the analysis purpose.

Linear Multiple Regression Analysis was applied to find whether the consumers attitudinal factors influenced by Income factor towards shopping malls.
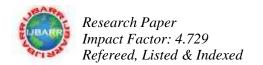
Hypothesis

To identify the significance of Income factor, each attitudinal factor is considered and relevant hypotheses are formulated for testing purpose.

Results and Discussions Demographic Profile

Demographic Distribution of the respondents Variables	Number	Percent
Age (in years)		
Below 25	342	40
26-35	196	24
36-45	167	20
46-55	58	7
56 and above	87	10
Gender		
Male	483	57
Female	367	43
Education		
School	262	31
Graduate	159	17
Post Graduation	182	21
Professional Degree	117	14
Other	130	15
Occupation		
Student	236	27.76
Employed	283	33.29
Entrepreneur / Businessman	112	13.17
Retired	41	4.82
Other	178	20.94
Monthly income (in Rs)		
Below 10,000	130	15.29
10,001 - 20,000	79	9.29
20,001 -30,000	249	29.29
30,001 - 40,000	121	14.23
40,001 – 50,000	118	13.88
50,001 – 1,00,000	58	6.82
100001 and above	95	11.17

Inference: About 40% of respondents are below 25 years of age group, 57% of respondents are male. 31% of the respondents have School education, 21% of respondents are postgraduates, 33.29% of the respondents are employed. It is found that, 29.29% of the respondents monthly income is 20,001 to 30,000.

Linear Multiple Regression Analysis: The current investigation developed nine hypotheses to test regarding objectives of this study. Each hypothesis tested for significant differences between groups towards consumers attitude towards shopping malls.

Linear Multiple Regression Analysis – Effect on consumer behaviour and income level of the respondents: To understand the effect of independent variables on the dependent variable namely consumer behaviour and level of income, Linear Multiple Regression model was employed. Nine independent variables were statistically related to income as dependent variable.

Ho: There is no significant difference between consumer behaviour and income level of the respondents.
H1: There are significant differences between consumer behaviour and income level of the respondents.

Table

Model Summary									
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Change Statistics**				
					R Square Change	**F Change**	**df1**	**df2**	**Sig. F Change**
1	.407[a]	.660	.157	1.68202	.660	18.559	9	840	.000

ANOVA[b]						
	Model	**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	472.552	9	52.506	18.559	.000[a]
	Residual	2376.526	840	2.829		
	Total	2849.078	849			

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**T**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	1.287	.384		3.348	.001
	First time for your shopping *X1*	.651	.171	.133	3.811	.000
	Store visited in the mall *X2*	.307	.055	.212	5.559	.000
	Time spent for shopping *X3*	-.045	.062	-.027	-.725	.469
	Visiting time to mall *X4*	-.200	.073	-.094	-2.742	.006
	Occasions to visit shopping mall*X5*	.011	.056	.007	.203	.839
	Distance travelled to mall *X6*	-.242	.047	-.177	-5.111	.000
	Transportation do you use for shopping *X7*	.105	.039	.086	2.691	.007
	How did you make the purchase in shopping mall *X8*	.322	.058	.188	5.545	.000
	Suggest mall purchase to other *X9*	.187	.078	.080	2.402	.017
a. Dependent Variable: monthly income						

Source: Computed from survey data

In order, to understand the effect of independent variable on the dependent variable namely consumer behaviour on shopping mall Linear Multiple Regression model was employed first time for your shopping, store visited in the mall, time spend for shopping, visited time to mall, occasions to visit shopping, distance to travel to the mall, transportation during the visit in the shopping mall, Making purchase the shopping mall and suggestion mall purchase to other were statistically related to customer behaviour as dependent variable. As shown in table-5.26, the model was significant and the r^2 value was 660 percent (i.e.) the effect on the dependent variable has been explained at 66 percent level. The results show that the first time for shopping (0.000), store visited in the mall (0.000), visiting time to the mall (0.006), distance travel to mall (0.00),

transportation to use the shopping mall (0.007), purchase the shopping mall (0.00) and suggestion mall purchase to others (0.017) have effected significantly for high realization on consumer in the shopping mall i.e. the standardized coefficient value is 0.212 which is greater than the other variables. Whereas, time spent for shopping (0.469) and occasion visit to shopping (0.839), did not have any effect on consumers behaviour on shopping mall.

Conclusion

Shopping malls are perceived as a retail format where products are priced higher compares to other retail formats, because of the cost of operation. Hence Consumers disposable Income creates an attitude to buy or making decision in purchasing from shopping malls play a prominent role. Through this study it has been identified that the first time for shopping, store visited in the mall, visiting time to the mall, distance travel to mall, transportation to use the shopping mall, purchase the shopping mall and suggestion mall purchase to others have effected significantly for high realization on consumer in the shopping mall. Time spent for shopping and occasion of visit to shopping mall did not have any effect on consumers behaviour on shopping mall.

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