A STUDY ON CONSUMER AWARENESS AND PREFERENCE TOWARDS MALL CULTURE WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

The expansion of multi-brand stores, integrated shopping malls, and retail chains is proof that consumer behavior is supportive of the expanding organized corporate sector. Space, atmosphere, and ease of use are starting to become key factors in attracting clients. Malls, home to several foreign and Indian brands and anchored by major retailers like Westside and Lifestyle, (refers to two of India's leading fashion and lifestyle retail chains that anchor malls and shopping centers by offering a wide range of clothing and life style products). are increasingly being viewed as image standards for local communities. This study has examined a number of factors that influence Indian customers' decisions to visit unorganized markets or retail malls. This study focuses on consumer preferences for shopping malls, as well as their awareness regarding the district's mall presence. Convenient sampling and the survey method were used to acquire the data. The major referrals are friends, and most consumers view time as factor, major responses are satisfied with the brands accessible.

KEY WORDS: Shopping malls, Mall culture, Awareness, Preference

1. INTRODUCTION

Generally speaking, a mall is a network of stores connected by walkways. It offers the target audience shopping and entertainment opportunities. Usually, it has one anchor store that takes up twenty-five percent of the retail area. A mall also has food courts, multiplexes, entertainment areas, and specialty shops selling clothing, accessories, home goods, and books. Space, ambiance, convenience, and a wide variety of options all influence retailer selection and attract customers to the shopping center.

In the city of Coimbatore, Brooke fields are the first retail project of its sort. It's the ultimate shopping and entertainment experience, with several anchor stores, top local, national, and worldwide brands, hypermarkets, food courts, fine dining, family entertainment centers, multiplexes, business centers, fitness clubs, hotels, and parking all under one roof.

The mall, spanning over 4,50,000 square feet, offers an overwhelming selection of products, ensuring there is something for every customer. Both residents and visitors will find it to be a handy destination due to its excellent location and connectivity.

There are plenty of places to eat and play, including a food court and a gaming park. For the convenience of visitors, a 70-room boutique hotel has been proposed inside the shopping center. The hotel also has other facilities like swimming pool, roof garden, and health club and banquet halls. An improved shopping experience is ensured via Wi-Fi connectivity, ATMs, money exchangers, gift cards for the mall, and customer loyalty programs. With its excellent value offer to businesses and customers, Brooke fields are poised to completely transform Coimbatore's retail landscape.

OBJECTIVES OF THE STUDY

- To find out how much people know about shops.
- To research consumers' inclination about malls.
- To find out what the public thinks of mall marketing tactics

REVIEW OF LITERATURE

Sinha and Banerjee (2004), a consumer's choice of retailer is thought to be a cognitive process. As the brand selection or any other buying decision is taken into consideration, it is thought to be an information processing process. It is fairly similar to choosing a brand, with the exception that shop choice is impacted by the geographical aspect, which is not necessary to take into account while choosing a brand.

Wirtz and Mattila (2001) made the case that low levels of pleasure are likely to result from a mismatch between the desired and actual arousal levels, even in cases where the service environment is viewed as appealing.

Lee, Ibrahim, and Hsueh-Shan (2005), shopping center features, supplementary services, value-added features, and special events are some of the store variables that affect how happy male customers are.

Verma and Madan (2011) noted that retailers are providing newer service aspects to give customers distinctive shopping experiences. However, it is still to be determined whether or if customers can notice these service dimensions and how they effect store patronage in new store layouts. They underlined that as the retail business is opening up and new formats are being introduced, the Indian retail environment is undergoing a radical transition, making it crucial to comprehend how customers perceive these stores. The goal of the study was to identify the critical elements that Indian consumers consider significant while assessing a retail format.

Vipul Jain (2010) The study's specific goals include determining the elements that contributed to the retail revolution, determining the gender preferences of retail departments, identifying the current retail clientele, and investigating the characteristics that draw customers to retail establishments. The poll uses both closed-ended and open-ended questions to target Lifestyle, Shoppers' Stop, Pantaloons, Westside, Ebony, Globus, and Big Bazaar. Data was gathered using exploratory and conclusive research methods, which include questionnaire design and secondary research. It was discovered that the desire for retail establishments can be influenced by a number of motivational factors. Additionally, it was discovered that customer service.

John William and Prabakar (2012) attempted to ascertain the elements that influence consumers' purchasing decisions at organized retailers; investigate consumer opinions of organized retailers; examine the promotional actions taken by organized retailers; and offer recommendations for enhancing the services offered by organized retailers. The study shows how different types of clients, as well as some general elements like personal interaction, affect how well a service is perceived. The characteristics of consumer perception that are consistent and shared by the majority of customers are physical aspects. Retail establishments must therefore develop their own techniques to draw clients over an extended period of time.

Narahari and Kuvad (2017) investigated how mall patrons behaved. Their study's primary goal is to comprehend mall patrons' purchase patterns and, if any, detect gender disparities in these patterns. The study primarily demonstrates that Bhavnagar shoppers are extremely satisfied with their total mall experience and feel completely at ease because they view it as a "One-Stop Shop" for a variety of goods and brands. However, there is a severe lack of client awareness regarding the safety measure. Overall, the study concludes that men and women do not significantly differ in their shopping experiences, preferences, or choices.

Rashmi, Poojary, and Deepak (2016) examine the variables affecting consumer behavior and how it affects mall loyalty. This paper's goal is to use structural equation modeling to investigate how customers behave toward shopping malls along six key variables. According to the study's findings, consumers' contentment and loyalty are positively impacted by their purchasing habits. This suggests that enhancing the elements that influence consumers' purchasing decisions will boost their contentment and allegiance to the retail establishments in particular shopping centers.

White (2008) stated that as customers' lifestyles have evolved, shopping malls are also adapting to keep customers coming in. Once of little relevance to shopping centers and malls, entertainment centers and destination venues are now becoming an increasingly important element of the mix because items alone aren't enough to draw in today's consumers.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The survey approach was used to investigate consumers' attitudes on shopping at malls and their knowledge of their existence. Information was gathered from prospective clients who visited Broke Fields in Coimbatore, Tamil Nadu.

DATA COLLECTION

There are main and secondary data in the study. Customers of Brooke fields Coimbatore were asked to complete a structured questionnaire in order to get primary data. Secondary data was gathered from websites, periodicals, brochures, and reports.

POPULATION & SAMPLING FRAME

The data was collected from the customers using a convenience sample technique.

TYPE OF DESIGN

The survey method was been employed to study the customer awareness and preference towards mall culture with reference to shopping mall the data were collected from the potential customers visting Brookfield Coimbatore city. To gather data, a sample of 150 respondents was selected. Approximately twenty-five surveys were found to be incomplete at based on data collected a structured survey was used to collect data from 125 respondents utilizing questions to measure awareness and preference levels.

DATA ANALYSIS

A combination of descriptive statistics and inferential analysis was applied. Frequency distribution s and percentages were used to summarize consumer awareness levels and then additionally correlation analysis, ANOVAs; post hoc test is used for to examine the potential relationship between the consumer awareness and their preference for mall culture systems in Coimbatore city.

LIMITIATIONS

The respondents in the city of Coimbatore provided the data. Since the results are location-specific, it's possible that the conclusions reached won't hold true in a different district with different socioeconomic circumstances. The replies provided by the respondents serve as the sole basis for the study on awareness of mall culture. It is possible to base the respondents' opinions on perception, satisfaction, and expectations.

2. ANALYSIS AND INTERPRETATION

2.1 Table 2:1 Demographic variables (N=125)

SL.NO	Demographic variables	categories	Frequency	Percentage
1.	AGE (in years)	15-25	35	28
		25-35	30	24
		35-45	20	16

		45-55	25	20
		55&above	15	12
2.	GENDERS	Male	75	60
		Female	50	40
3.	EDUCATION	Intermediate	30	24
		Under graduate	22	17.6
		Post graduate	25	20
		M.phil	20	16
		Ph. d	15	12
		others	13	10.4
4.	CURRENT OCCUPATION	Students	30	24
		Employed	35	28
		Entrepreneur	25	20
		Retired	20	16
		Others	15	12
5.	INCOME	Below 10,000	33	26.4
		10,000 - 20,000	30	24
		20,001 – 30,000	35	28
		30,001 – 40,000	9	7.2
		40,001 – 50,000	12	9.6
		50,001 & above	6	4.8

FINDINGS

From the above table 2:1 shows that shopping malls are mostly visited by the age group is 28% of the respondents belong to the age of 15-25, majority of the respondent shows that 60% of male mostly visited by the shopping malls belongs to 75, majority of the respondents 24% shows that students are mostly visited by the shopping malls belongs to 30, majority of the respondent 28% shows employed persons mostly visited shopping malls, 28% of the respondents belongs to income 30,000 plays a dominant role.

Table 2:2 Consumer preference & awareness about malls (N-125)

	Categories	**frequency**	**Percentage**
Frequency of visit	weekly	49	39.2
	monthly	40	32
	occasionally	36	28.8

FINDINGS

From the above table 2:2 shows that frequency of visit in shopping malls 39.2% majority of the respondents belongs to weekly visit the shopping malls.

Table 2:3 Accompanying people

	Categories	Frequency	Percentage
Accompanying person	Friends	63	50.4
	Colleague	24	19.2
	Neighbors	22	17.6
	Alone	10	8
	others	6	4.8

FINDINGS

From the above table 2:3 shows that accompanying person majority of the respondents 50.4% belongs to 63 are friends to visit the shopping malls.

Table 2:4 Influencers for visiting mall

	Categories	Frequency	Percentage
Influencers	Influenced	34	27.2
	Not influenced	28	22.4
	Cognitive	39	31.2
	Self	24	19.2

FINDINGS:

From the above table 2.4 shows that only 31.2% of the respondents visit the mall by advertising influence cognitive and other have neutral or nil influence.

Table 2:5 showing the purchase budget of respondents

	Categories	Frequency	Percentage
Purchasing budget	0-1000	12	9.6
	1001- 2000	33	26.4
	2001- 3000	30	24
	3001- 4000	41	32.8

	4001& above	9	7.2

FINDINGS:

From the above table 2.5 shows that 32.8% of respondents have purchase budget of zzhRs.3001-4000 above.

Table 2:6 Respondents plan for purchase

	Categories	**frequency**	**Percentage**
Major item purchased	Apparels	10	8
	Food product	15	12
	Jewellery	7	5.6
	Cosmetics	20	16
	Home appliance	6	4.8
	Health care	9	7.2
	Grocery	10	8
	Gift & toys	17	13.6
	Others	15	12
	All the above	16	12.8

FINDINGS:

The above table 2.6 shows that 16% of respondents cosmetics and 13.6 % of respondents in gifts and toy in their planned purchase.

Table 2:7 showing the visiting time of respondents

	Categories	**Frequency**	**Percentage**
Time of visit	Morning	36	28.8
	Afternoon	40	32
	Evening	49	39.2
	Categories	**Frequency**	**Percentage**
No of times visited	0 – 11	37	29.6
	11 – 20	42	33.6
	21 – 30	22	17.6
	30 & above	24	19.2

FINDINGS:

The above table 2.7 shows that majority 49% of respondents prefer evening time to visit the malls. Majority of 33.6% of respondents are No of times to visit.

Table 2:8 showing the respondent's main centre of attraction in a mall

	Categories	**Frequency**	**Percentage**
Main centre of magnetism in mall	Entertainment	33	26.4
	Food and beverages	41	32.8
	Variety of shops	30	24
	Others	9	7.2
	All the above	12	9.6

FINDINGS:

The above table 2.8 shows that major customers feel food and beverages. Variety of shops is the main centre of magnetism in malls**.**

Table 2.9 showing the customer feeling towards mall

Customer perception of one stop shop	**Categories**	**Frequency**	**Percentage**
	Agree	44	35.2
	Disagree	37	29.6
	Neutral	44	35.2

FINDINGS:

The above table 2.9 shows that major 35.2 % Agree and Neutral customer feel mall as one stop shop.

Table 2.10 factors contributing to customer satisfaction

	Categories	**Frequency**	**Percentage**
	Brands	53	42.4
	Price	10	8

Satisfaction level	Services	6	4.8
	Convenience	24	19.2
	Time factor	10	8
	Parking facility	22	17.6

FINDINGS:

The above table 2.10 shows that majority of 42.4 % of respondents are satisfied with the brands available.

Table: 2.11 ONE WAY ANOVA FOR AGE GROUP AND PURCHASE BUDGET

ANOVA					
purchase budget					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.022	4	5.755	2.960	.023
Within Groups	233.330	120	1.944		
Total	256.352	124			

Interpretation: The table shows one way test for age group and purchase budget since the p value is 0.23>0.05 is greater than the typical significance level(0.05). There is no statistically significant difference in purchase budgets across different age groups.

POST HOC TESTS

Table: 2.12 MULTIPLE COMPARISONS PURCHASE BUDGET AND AGE GROUP

Multiple Comparisons							
Dependent Variable: purchase budget							
	(I)age of the respondent	(J) age of the respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	15-25	25-35	1.15054*	.37913	.024	.1005	2.2006
		35-45	.96667	.42218	.155	-.2026	2.1360
		45-55	.40741	.39119	.836	-.6761	1.4909
		55 and above	.36232	.40689	.900	-.7646	1.4893
	25-35	15-25	-1.15054*	.37913	.024	-2.2006	-.1005
		35-45	-.18387	.39993	.991	-1.2916	.9238
		45-55	-.74313	.36707	.261	-1.7598	.2735
		55 and above	-.78822	.38375	.247	-1.8511	.2746
	35-45	15-25	-.96667	.42218	.155	-2.1360	.2026

		25-35	.18387	.39993	.991	-.9238	1.2916
		45-55	-.55926	.41138	.655	-1.6987	.5801
		55 and above	-.60435	.42633	.618	-1.7852	.5765
	45-55	15-25	-.40741	.39119	.836	-1.4909	.6761
		25-35	.74313	.36707	.261	-.2735	1.7598
		35-45	.55926	.41138	.655	-.5801	1.6987
		55 and above	-.04509	.39567	1.000	-1.1410	1.0508
	55 and above	15-25	-.36232	.40689	.900	-1.4893	.7646
		25-35	.78822	.38375	.247	-.2746	1.8511
		35-45	.60435	.42633	.618	-.5765	1.7852
		45-55	.04509	.39567	1.000	-1.0508	1.1410
Games-Howell	15-25	25-35	1.15054	.40806	.051	-.0035	2.3046
		35-45	.96667	.44769	.216	-.3115	2.2448
		45-55	.40741	.36187	.792	-.6244	1.4393
		55 and above	.36232	.41248	.903	-.8098	1.5344
	25-35	15-25	-1.15054	.40806	.051	-2.3046	.0035
		35-45	-.18387	.43381	.993	-1.4204	1.0527
		45-55	-.74313	.34455	.212	-1.7160	.2297
		55 and above	-.78822	.39738	.289	-1.9124	.3360
	35-45	15-25	-.96667	.44769	.216	-2.2448	.3115
		25-35	.18387	.43381	.993	-1.0527	1.4204
		45-55	-.55926	.39068	.612	-1.6870	.5684
		55 and above	-.60435	.43798	.644	-1.8569	.6482
	45-55	15-25	-.40741	.36187	.792	-1.4393	.6244
		25-35	.74313	.34455	.212	-.2297	1.7160
		35-45	.55926	.39068	.612	-.5684	1.6870
		55 and above	-.04509	.34978	1.000	-1.0427	.9525
	55 and above	15-25	-.36232	.41248	.903	-1.5344	.8098
		25-35	.78822	.39738	.289	-.3360	1.9124
		35-45	.60435	.43798	.644	-.6482	1.8569
		45-55	.04509	.34978	1.000	-.9525	1.0427
*. The mean difference is significant at the 0.05 level.							

Interpretation: The table 2.12 shows post hoc tests a positive value 1.15054 means that the first group in the comparison has a higher average purchase budget than the second group. A negative value (-1.15054) means that the first group has a lower average purchase budget than the second group. If the 95% confidence interval does not include zero, then the difference are significant, indicating a real effect of age group on purchase budget.

Table: 2.13 Homogeneous subset for age group and purchase budget

purchase budget				
			Subset for alpha = 0.05	
	Age of the respondent	N	1	2
Tukey HSD[a,b]	25-35	31	2.5161	
	35-45	20	2.7000	2.7000
	45-55	27	3.2593	3.2593
	55 and above	23	3.3043	3.3043
	15-25	24		3.6667
	Sig.		.284	.116
Means for groups in homogeneous subsets are displayed.				
a. Uses Harmonic Mean Sample Size = 24.457.				
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.				

Interpretation:

The table 2.13 shows since ANOVAs was not significant (p=0.23) and the post hoc test accounts for unequal group sizes but does not fully guarantee type 1 error control the results suggest that age group does not significantly impact purchase budget . The observed difference may be due to chance rather than a true effect.

Table: 2.14 CORRELATIONS FOR INFLUENCERS, PURCHASE BUDGET AND PLAN FOR PURCHASE

Correlations				
		influencers	purchase budget	plan for purchase
influencers	Pearson Correlation	1	.049	.207*
	Sig. (2-tailed)		.584	.020
	N	125	125	125
purchase budget	Pearson Correlation	.049	1	.611**
	Sig. (2-tailed)	.584		.000
	N	125	125	125
plan for purchase	Pearson Correlation	.207*	.611**	1
	Sig. (2-tailed)	.020	.000	
	N	125	125	125
*. Correlation is significant at the 0.05 level (2-tailed).				
**. Correlation is significant at the 0.01 level (2-tailed).				

INTERPRETATION

The results from table no: 2.14 reveal significant correlations between influencer, purchase budget, plan for purchase. Influencers positively correlated with plan for purchase(r = .207, P = .020), is low. Indicating that more targeted with enhanced plan for purchase and purchase of budget (r = .611, P = .000), high. However both plan for purchase and influencers (r = .207, P = .020) and (r = .611, P = .000) is low and high. Consequently, these findings for significant correlations exits among these dimensions within Coimbatore district shopping malls.

3. FINDINGS

The bulk of Brooke fields' clientele consists of younger people with highly influential buying habits. Various advertising mediums had an impact on distinct occupational habits, which eventually affected their impulsive purchasing behavior. With the exception of business class consumers, who would rather spend less than an hour, the majority of customers questioned like to shop once a month and spend one to two hours at Brooke fields in Coimbatore, regardless of their occupation. It has been noted that the majority of impulsive shoppers prefer to spend between Rs. 4001 and Rs. 5000 on their purchases, with food and home appliances accounting for 14% of planned purchases. It has been said that the three main considerations are quality, brand, and pricing.

4. SUGGESTION

Customers typically expect greater and greater levels of satisfaction from a store every time they enter. If organized retailers use the proper customer attraction and marketing strategies, they have the potential to grow significantly in the current retail sector. To increase client loyalty, retail managers must also ensure product variety and the availability of new products. Creating incentives to encourage clients to recommend your goods and services to friends and associates. An endorsement from them works far better and is far less expensive than any amount of advertising. It is frequently observed that customers visit the store to peruse rather than to make purchases, so visual management needs to be enhanced. In-store marketing aimed at encouraging repeat business should be implemented to attract customers. Therefore, it is essential to make the buying experience enjoyable for the customers. International shopping malls have been reported to host in-store promotions, such as random drawing prizes and fortunate draws for participants and surprise winners.

5 CONCLUSION

When it came to location, the majority of respondents were indifferent about how close the malls were to their houses. The explanation for this certainly would be because there are only a few shopping malls today and all the consumers want to experience this new form of buying, therefore, they do not mind even if they have to go a considerable distance to visit the shopping mall periodically. Few interviewees, meanwhile, connected their choice of shopping location to how close it was to their house.

The Indian retail industry has emerged as one of the fastest-growing and most dynamic, with a number of new firms joining the market. However, due of the significant upfront costs necessary to compete with other businesses and break even, none of them have yet experienced success. The India Retail Industry is gradually inching its way towards being the next thriving industry. The Indian retail market is currently growing steadily, supported by middle class households' increased spending power due to increases in their overall income and changing tastes and preferences for contemporary retail establishments. For the retail players to comprehend the degree to which certain elements

Malls offer a plethora of amenities under one roof, yet often fall short in terms of affordable goods. Because local markets offer essentially the same commodities at competitive prices, they become more well-known among the general public.When asked how frequently they visit malls for shopping, the customers gave a widely varied response. Few of the respondents frequented solely the mall whenever they would move out with the goal of shopping. Some people visited both in combination, which must rely on a number of variables. Based on the responses, it is possible to determine that customers who had previously only frequented unorganized markets with the intention of purchasing have now begun to take malls into consideration for particular product categories

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