



ATTITUDINAL CHANGES AMONG SHOPPING MALL CONSUMERS IN CHENNAI

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Introduction

Attitude of consumer is to express their behavioral aspects in a psychological notion. The attitudinal change is well related to behavioural changes of consumer with wide choice of availability. Many studies argued that there are two types of consumers with emotional attitude and logical attitude. In particular, the product need, existing fashion, life style/pattern, situations and motivations are the primary factor responsible for the attitudinal changes of consumers.

Consumer attitudes within the framework of marketing include a composite of highly interdependent components such as beliefs, feelings and behavioural intentions toward any object influencing a consumer's reaction to the same.

Some of the studies examined that there are three types of consumer attitude of feelings are upbeat feelings, warm feelings and negative feelings. Upbeat feelings of attitude are amused, delighted and playful of consumer. Attitudinal change of consumers may occur due to affectionate, contemplative and hopeful in the warm feeling. Negative feelings of consumer attitude are critical, defiant, offended will be in the impact of change. Level of involvement of mall consumer's attitude will be varied and related to their compliance, internalization and identification (Michael Solomon, Gary Basmosy, Soren Askegaard, Margaret K.Hogg 2009).

Consumers will develop and improve their attitude from stressed traditional pattern of shopping to the new era of shopping at a well organized retail place of shopping malls. A pleasant environmental mall is incorporating with mall consumer's attitude of emotional experiences of shopping and intention to buy. Attitude is created by them to turn around challenging task of older one to make the consumer go in for new trends of shopping.

Environment, development and effects of affective responses of consumer's goals and images about the malls are also being changed. Attitudinal changes of mall consumers may be occurred by the change of consumer's basic motivation, admired event associated with them, resolving two conflicting attitudes and changing consumer beliefs about brands (Leon G.Schiffman, Leslie Lazar Kanuk 2009).

Literature Review

Conducted a study on the possible reasons for visiting shopping centres and malls as well as selected attitudes towards shopping and assessed the significance and relevance of different objectives of the visit and evaluated the existence and the size of the continuum between two approaches towards shopping as: strictly pragmatic, and leisure and social experience as well.

(Marcin Gasior, Lukasz Skowron ,2014).

Rajesh Iyer, Jacqueline K. Eastman (2010) in their study "The Fashion conscious Mall Shopper: An Exploratory Study" examined that those mall shoppers who are fashion conscious a price conscious, variety seekers have a positive attitude towards shopping, and also engage in comparison shopping.

A study on how the shopping mall environment influences the shopping experience and approach behaviour of female fashion shoppers (Richard Michon, Hong Yu, Donna Smith, Jean-Charles Chebat , 2008).

Sipho Makgopa (2016) suggests that to determine the consumers' main reasons for visiting shopping malls from the South African perspective and to determine the frequency of visits of consumers at the shopping mall.

A study to identify major attributes in the selection of shopping malls, to analyze the impact of demographic and socio-economic variables in attitude formation towards malls (Yadav.S.K.S.,Mayank Sangal,Somnath kisan khatal ,2012).



As per Bijoy Karmakar, Smt. Preeti Shukla (2016) a study to emphasizing that consumer characteristics, needs and desires, attitudes, behavior and buying motives of the customers is of utmost importance in developing retailing strategies. This paper tries to identify the customer preference of organized retailing in India through a review.

Conducted a comparative study of the important aspects of how a mall has to manage more on matured consumers and teen consumers, should the older consumer be given more attention malls and the expectation of teen from malls (IyerSrinivasan , 2014).

A study on the impact of shopping mall attractiveness other characteristics of an ideal mall on the behavior and attitude of the shoppers (Sujo Thomas, Bharati Pathak, 2012).

An empirical research conducted to study the impulsive buying behaviour of customers in shopping malls, sales promotion and other factors affecting the impulse buying behaviour as well as products purchased impulsively (Snehal. Bhatt, Dr. Kerav Pandya, 2015) .

According to (10 Val Larsen, Ruthc Shelton, Newell D. Wright) a study to identify the attributes of shopping centers are affecting the consumer attitudes towards these shopping venues.

Gaps in the Literature

The meticulous reviews on consumer attitude indicated that several studies argued the factors influencing mall consumer attitude alone. But they did not address the issue of changes and its subsequent impact on mall consumer's attitude. Therefore, the present study completely deals with the attitudinal changes among the shopping mall consumers.

Objectives of the study

1. To identify factors influences attitudinal changes of consumers.
2. To find the changes of attitude of shopping mall consumers.
3. To examine the attitude of consumers in Chennai city.

Methodology

This study is based on both primary and secondary data is collected from the mall consumers through a structural questionnaire. The questionnaire consists of optional type questions and statement in Likert's five-point scale. The five-point scale ranges from strongly agree to strongly disagree.

The optional type questions have several options as well as yes or no questions. Total the questionnaire consists of two parts namely demographic and shopping details and attitudinal changes. The changing attitudes are measured through the psychological opinion of consumers in Likert's five-point scale.

Sample Design

The researcher adopted convenience sampling method to collect the respondents from the mall consumers. The researcher supplied the questionnaire in the top 5 popular malls in Chennai city. Totally the researcher circulated 250 questionnaire and able to receive 230 in a usable condition.

Data Analysis

After collecting in the responses from the mall consumer the data are systematically tabulate for the analysis purpose. The researcher used the factor analysis and linear multiple regression analysis for analyzing the data to meet the objectives.

Analysis and Discussions

Factors of Mall Consumer Attitude

After reviewing the national and international reviews pertaining into consumer perception, the researcher developed 33statements in Likert's five point scale along with the test of reliability. The application of factor analysis the principal competent method helped to reduce the variables into predominant factors.

Table-1,KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.881	
Bartlett's Test of Sphericity	Approx. Chi-Square	9851.678
	df	528
	Sig.	.000

From the above table it is found that the KMO measure of sampling adequacy is .881, Bartlett's test of veracity with the approximate Chi. Square value is 9851.678 is statistically significant at 5% level. This implies that the 33 variables are normally distributed and suitable for data reduction process.

Table-2 Total Variances

This leads to the derivation of predominant factors are shown in the following table.

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1 Atmosphere	9.686	29.353	29.353	3.634	11.011	11.011
2 Decoration	2.711	8.216	37.569	3.460	10.485	21.496
3 Cleanliness/Hygiene	2.285	6.924	44.493	2.929	8.877	30.373
4 Convenience	1.704	5.165	49.658	2.852	8.641	39.014
5 Working hours	1.543	4.674	54.332	2.842	8.613	47.627
6 Safety/Security	1.374	4.163	58.496	2.703	8.190	55.817
7 Parking Facility	1.259	3.815	62.311	2.143	6.493	62.311
8 Location	.952	2.886	65.196			
9 Entertainment/Recreational Facilities	.895	2.713	67.909			
10 Easy Accessibility	.833	2.523	70.433			
11 Funny activity	.762	2.309	72.742			
12 Ambience	.691	2.095	74.837			
13 Variety/Brand	.665	2.014	76.851			
14 Product	.633	1.917	78.768			
15 Escalator/Lift	.592	1.795	80.564			
16 Variety	.578	1.751	82.315			
17 Quality/Merchandise quality	.532	1.612	83.926			
18 Display	.506	1.532	85.458			
19 Store policies	.477	1.446	86.904			
20 Price	.460	1.395	88.300			
21 Offer/Discount scheme/Product offering	.405	1.227	89.526			
22 Service	.389	1.179	90.705			
23 Staff diligence	.371	1.124	91.829			
24 Credit card facility	.369	1.117	92.946			
25 Air-conditioning facilities	.325	.984	93.930			
26 Promotion	.317	.960	94.889			
27 Food courts	.293	.887	95.776			
28 Children play area	.262	.794	96.570			
29 Maintenance of rest room	.255	.773	97.343			
30 Emergency exit	.246	.745	98.088			
31 Easy transaction	.232	.702	98.790			
32 Provision of basket, wheel cart	.209	.633	99.423			
33 Customer Service/Sincerity in problem solving	.190	.577	100.000			

From the above table it is found that the 33 variables are reduced into 7 predominant factors with total variance of 62.311. They have individual variances. This shows that the 7 attitudinal changes that exists among the consumers in malls.

Table-3

The 7 predominant factors and their variable loadings are presented in the following Rotated Component Matrix.

Rotated Component Matrix ^a							
	Component						
	1	2	3	4	5	6	7
ATT.30 Emergency exit	.772						
ATT.32 Provision of basket, wheel cart	.768						
ATT.29 Maintenance of rest room	.711						
ATT.33 Customer Service/Sincerity in problem solving	.708						
ATT.31 Easy transaction	.678						
ATT.28 Children play area	.475						
ATT.8 Location		.706					
ATT.7 Parking Facility		.691					
ATT 9 Entertainment/Recreational Facilities		.651					
ATT 10 Easy Accessibility		.647					
ATT.6 Safety/Security		.605					
ATT.5 Working hours		.550					
ATT.11 Funny activity		.539					
ATT.21 Offer/Discount scheme/Product offering			.849				
ATT.20 Price			.798				
ATT.22 Service			.700				
ATT.19 Store policies			.541				
ATT.23 Staff diligence			.540				
ATT.25 Air-conditioning facilities				.780			
ATT.27 Food courts				.704			
ATT.26 Promotion				.697			
ATT.24 Credit card facility				.695			
ATT.3 Cleanliness/Hygiene					.806		
ATT.2 Decoration					.761		
ATT.4 Convenience					.746		
ATT.1 Atmosphere					.692		
ATT.18 Display						.707	
ATT.17 Quality/Merchandise quality						.629	
ATT.15 Escalator/Lift						.605	
ATT.16 Variety						.603	
ATT.12 Ambience							.715
ATT.13 Variety/Brand							.701
ATT.14 Product							.524
Extraction Method: Principal Component Analysis.							
Rotation Method: Varimax with Kaiser Normalization.							
a. Rotation converged in 7 iterations.							

From the above table it is found that the first factor consists of 6 variables. Variables of Emergency exit (.772), Provision of basket, wheel cart (.768), Maintenance of rest room (.711), Customer Service/Sincerity in problem solving (.708), Easy transaction (.678) and Children play area (.475). Therefore, this factor can be called Customer Service.

The second factor consists of 7 variables such as Location (.706), Parking Facility (.691), Entertainment/Recreational Facilities (.651), Easy Accessibility (.647), Safety/Security (.605), Working hours (.550) and Funny activity (.539). Therefore, this factor can also be called as Environment.



The third factor consists of 5 variables like Offer/Discount scheme/Product offering (.849), Price (.798), Service (.700), Store policies (.541) and Staff diligence (.540). Therefore, this factor can be called Store Policies.

The fourth factor consists of 4 variables are Air-conditioning facilities (.780), Food courts (.704), Promotion (.697) and Credit card facility (.695). Therefore, this factor can be called Promotion.

The fifth factor consists of 4 variables Cleanliness/Hygiene (.806), Decoration (.761), Convenience (.746), and Atmosphere (.692). Therefore, this factor can be called as Atmosphere.

The sixth factor consists of the 4 variables such as Display (.707), Quality/Merchandise quality (.629), Escalator/Lift (.605) and Variety (.603). Therefore, this factor can also be called as Variety.

The seventh factor consists of the 3 variables are Ambience (.715), Variety/Brand (.701) and Product (.524). Therefore, this factor can be called Product.

Findings And Conclusions

The researcher finds that many variables are depends on the attitudinal changes of mall consumers. The seven factors of attitudinal changes have been identified that the main variables of customer service, environment, stores policies, atmosphere, variety and product. The researcher concludes that most of the mall consumers respond that there is a significant change in the attitude or pattern of their shopping. For future research is to conduct the similar research study on other metropolitan's cities of India, and compare the attitudinal changes of among shopping mall consumers with other cities.

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