

## Shoppers Perception and their Decision to Purchase from Shopping Malls in Kochi

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### Abstract

The shopping malls in India is of recent origin. In today's world shopping malls are present in almost all the cities. In Kochi we have 5 Malls and every day thousands of shoppers are visiting this malls. But still the Shoppers decision to purchase from the shopping malls are influenced by consumer perception and in store facilities(Mall services). This paper focuses on shoppers buying behavior, Consumer perception and instore facilities. The data for this research was collected from 300 shoppers who visits shopping malls in Kochi using questionnaire. For data analysis we have used Chi-Square Test and Bivariate correlation. From this study We can understand that there is significant relationship between mall experience and shoppers Visits.. Here mall experience refers to the aggregate of all instore aspects such as lighting, air conditioning, interior designing, air quality, Cleanliness etc.

**Key Words:** Consumer behavior, consumer perception, instore facilities.

## 1. Introduction

A shopping mall plays a very important role in today's world. A Shopping center, is the modern version of the conventional marketplace. A mall is a range of self-governing retail stores, services, which is conceived, constructed, and maintained by a firm as an entity.

Shopping malls are recognized as the finest locations to hang around, especially during the summer days. The added motivation for this attraction is the free entry into the malls.

The soothing music played, the cooling settings in the malls and the exposure to window-shopping experiences attract the consumers. More to that, the food counters and the diversities offered to create a centre of attraction to the taste buds of all foodies is another quality.

But still the Shoppers decision to purchase from the shopping malls are influenced by consumer perception and in store facilities(Mall services). The study is undertaken to understand the association between the factors which influence consumer perception and its association with decision to purchase from shopping malls.

## 2. Review of Literature

Bhardwaj S., Sharma R. and Agarwal J. (2011) have discussed the perception of the customers towards the shopping malls. The research found that shopping malls are perceived to be a choice because of the eating joints and recreation centers in the malls, Brands and trends attract people toward malls. Customers prefer large variety of products that are available in the malls ranging from clothes, food items, electronic goods etc.

The research revealed that habits of consumers are affected by 'Word of Mouth' and their perception towards the malls is influenced significantly by the referrals. The researchers also found that 'customer service' is all about the customer's perception and it is a critical factor appealing the customers and motivating them to visit the outlet again.

## 3. Research Methodology and Hypothesis Development

Primary Data is collected by using survey method with the help of questionnaires. Sample size of this study was 300 & Random sampling method was adopted as a sampling technique. The research is conducted among the shoppers of malls in Kochi.

The tools used for data analysis are Chi-square test and bivariate Correlation.

## Hypothesis 1

Ho: There is no significant relationship between frequency of customers visits to mall and their Overall experience from the mall.

H1: There is a significant relationship between frequency of customers visits to mall and their overall experience from the mall.

## Hypothesis 2

H0: There is no significant relation between customers purchase behavior (customer perception) and instore facilities ( Mall services)

H1: There is significant relation between customers purchase behavior(customer perception) and instore facilities( Mall services)

## Hypothesis 3

Ho: There is no significant relation between customers visits to mall and parking facility

H1: There is a significant relation between customers visits to mall and parking facility

## Hypothesis 4

Ho: There is no significant relation between customers visits to mall and air conditioning in the mall

H1: There is a significant relation between customers visits to mall and air conditioning in the mall

## Hypothesis 5

Ho: There is no significant relation between customers visits to mall and cleanliness in the mall

H1: There is a significant relation between customers visits to mall and cleanliness in the mall

## Hypothesis 6

Ho: There is no significant relation between customers visits to mall and interior design in the mall

H1: There is a significant relation between customers visits to mall and interior design in the mall

### 4. Data Analysis and Findings

Table: 1

**Respondents visits to Mall \* respondents over all experience in the mall Cross tabulation**

Count		respondents over all experience in the mall				Total
		Excellent	Good	Fair	not satisfactory	
Respondents visits to Mall	Always	57	0	0	0	57
	Often	31	115	0	0	146
	sometimes	0	77	19	1	97
Total		88	192	19	1	300

From the above table we can understand that out of 88 respondents who rated over all experience in the mall as excellent , 57 always visits. This itself proves that Mall experience and Visits are related. Here mall experience refers to the aggregate of all instore aspects such as lighting, air conditioning, interior designing, air quality, Cleanliness etc.

Table: 2

**Chi-Square Tests**

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	215.654	6	.000

From Table 2 we can understand that  $P < 0.05$ , So  $H_0$  is rejected,  $H_a$  is accepted. Chi square is 0.000, So we can say that There is a significant relationship between frequency of customers visits to mall and their overall experience from the mall

Table: 3

**Correlations**

		respondent rating for mall services	Customer Decision on Final Purchase
respondent rating for mall services	Pearson Correlation	1	.674**
	Sig. (2-tailed)		.000
	N	300	300
Customer Decision on Final Purchase	Pearson Correlation	.674**	1
	Sig. (2-tailed)	.000	
	N	300	300

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Here, bivariate correlation coefficient is 0.674 which indicates a positive and

high correlation between customer perception and mall services. Customer perception here refers to customers purchase behavior whether to finalise the shopping, and mall service refers to all instore facilities and services available in the mall. Correlation is significant as P value is 0.000 and our Ha is accepted.

Table: 4  
**Correlations**

		Rspndents visits to Mall	respondents rating for parking facilities offered by the mall
Rspndents visits to Mall	Pearson Correlation Sig. (2-tailed) N	1  300	.711**  .000 300
respondents rating for parking facilities offered by the mall	Pearson Correlation Sig. (2-tailed) N	.711** .000 300	1  300

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Here bivariate correlation co efficient is .711 which indicate a high and positive correlation between Customers visits to mall and Parking facilities offered by the mall. Correlation is significant as P value is 0.000 and here we accept Ha.

Table: 5  
**Correlations**

		Rspndents visits to Mall	respondents rating for air conditioning
Rspndents visits to Mall	Pearson Correlation Sig. (2-tailed) N	1  300	.716**  .000 300
respondents rating for air conditioning	Pearson Correlation Sig. (2-tailed) N	.716** .000 300	1  300

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Here bivariate correlation co efficient is .716 which indicate a high and positive correlation between Customers visits to mall and Air conditioning in the mall. Correlation is significant as P value is 0.000 and here we accept Ha.

Table: 6  
Correlations

		Rspondents visits to Mall	respondents rating for cleanliness of the mall
Rspondents visits to Mall	Pearson Correlation	1	.750**
	Sig. (2-tailed)		.000
	N	300	300
respondents rating for cleanliness of the mall	Pearson Correlation	.750**	1
	Sig. (2-tailed)	.000	
	N	300	300

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Here bivariate correlation coefficient is .750 which indicates a high and positive correlation between Customers visits to mall and Cleanliness in the mall. Correlation is significant as P value is 0.000 and here we accept H<sub>a</sub>.

Table 7  
Correlations

		Rspondents visits to Mall	respondents rating for interior designing
Rspondents visits to Mall	Pearson Correlation	1	.737**
	Sig. (2-tailed)		.000
	N	300	300
respondents rating for interior designing	Pearson Correlation	.737**	1
	Sig. (2-tailed)	.000	
	N	300	300

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Here bivariate correlation coefficient is .737 which indicates a high and positive correlation between Customers visits to mall and Cleanliness in the mall. Correlation is significant as P value is 0.000 and here we accept H<sub>a</sub>.

## 5. Discussion

From Table 1 and Table 2, We can understand that there is significant relationship between Mall experience and Visits are related. Here mall experience refers to the aggregate of all in store aspects such as lighting, air conditioning, interior designing, air quality, Cleanliness etc. Therefore the management should give importance to all these aspects if they want to survive in the market. From Table 3 we can understand that bivariate correlation coefficient is 0.674 which indicates a positive and high correlation between customer perception and mall services. Customer perception here refers to customers purchase behavior whether to finalise the shopping, and mall service refers to all instore facilities and services available in the mall. There is significant relation between customers purchase behavior(customer perception) and instore facilities. Table 4 to 7, we have checked shoppers visits and Parking facility, Cleanliness, air-conditioning, interior designing etc of mall have any association. The test results show that these variable have a high and positive correlation.

## References

- [1] Bhardwaj S., Sharma R. and Agarwal J. (2011) Perception of Consumers towards Shopping Mall- A Case Study with reference to Aligarh and Mathura City.

