

**FACTORS DEFINING SHOPPING EXPERIENCE IN MALLS:
AN EMPIRICAL STUDY OF BENGALURU CITY**

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Abstract

This paper explains the composition of shopping experience for mall shoppers of Bengaluru city. The study assumes significance because Bengaluru city is a prominent destination attracting shoppers from all over the globe. An attempt has been made to portray shopper's expectations from shopping malls. The research uses data reduction with the help of Exploratory Factor Analysis (EFA) on a sample of 200 respondents from Bengaluru city and condenses a set of twenty-two malls attributes into a list of five comprehensible factors. Results of the study shows that mall shoppers of Bengaluru city view shopping experience as blend of five factors: convenience of location, atmospherics, security, amenities and safety. Shoppers assign differential weightage to these factors. Composition of these factors in terms of its constituents reveals distinct patterns. Findings of this research may be used as guidelines for development and management of shopping malls in Bengaluru city. Shopping malls making appropriate use of these insights are more likely to attract and sustain a higher level of footfalls. Capital intensive projects like shopping malls cannot afford to fail. This application-oriented study proposes new benchmarks for mall development and management and reduces the probability of taking wrong decisions. This paper is also a significant addition to the body of knowledge in the area of mall management and consumer behavior in Bengaluru city.

Key words: Shopping Mall, Shopping Experience, Mall management, Retail.

Introduction

Today the word 'Shopping Mall' has turned into a piece of individuals living in metro and huge urban communities. Shopping mall culture is mushrooming the nation over scene at a speedier pace. Scarcely any prior years' individuals felt that shopping centres are for upper working-class individuals however now shopping centre madness is basic among all individuals. Likewise, that prior individuals needed to settle on a decision among shopping stores or motion pictures yet today all that is

accessible under one stop shop with a decent shopping background. Today individuals trust that the shopping malls are the best place to shop or hang out.

Review of Literature

The demonstration of shopping goes past item procurement since purchasers additionally look for experiential and enthusiastic reasons, notwithstanding purchasing merchandise and enterprises. This part of shopping is investigated by

numerous researchers¹.²Empirically settled that a vast extent of retail customers are recreational customers who search for entertainment as the key take-away. Consequently, retailers and shopping centre engineers should endeavor to make shopping an engaging knowledge to separate them from the competition³.⁴Emphasized organization of shopping knowledge considering development of shopping centres in America. Positive shopping knowledge prompts expanded store enjoying, additional time spent in store, bigger ticket-measure and higher occurrence of spontaneous purchase⁵. Along these lines, it is urgent to include components that enhance encounter remainder of shopping. Synthesis of shopping knowledge has likewise been investigated in past by various specialists.⁶ Proposed that it goes past horse data handling and they added experiential point of view to it. Their model obliged experiential view that concentrated on the representative, hedonic, and stylish nature of utilization.⁷Also thought of grouping as Utilitarian and Hedonic variables.

Key Components of Customer Experience

Culture, technique, and processes

The association's culture is key to influencing a CX technique to work. Authority must show bolster for CX activities because the progressively outstretching influence through the association is significant. The solid proof of this social order ought to be found in the methodology and procedures that help it.

Goods and Services

The goods and services that the retailer offers should innate as per the general inclination of the client, and it must satisfy a need or request. The nature of the item or administration ought to likewise mirror the incentive for cash.

Customers are clearly at the focal point of CX

Yet, the organization's representatives are similarly as vital, if not more in this way, as they are in the immediate stream of conveying the customer encounter. Workers are the backers and evangelists for the organization. Likewise, providers and accomplices empower the creation, deals, and usage of the item or administration, expecting them to comprehend the association's system to speak to its image.

Information

Information incorporates the greater part of the substance, information, and examination that are conveyed among key partners: the customer and the association, by employees to different representatives, and from accomplices to customers through the conveyance and support of merchandizes.

Access

Access incorporates all the touch focuses through which a customer experiences a retail mark. The consistency of these touchpoints is the powerhouse factor in driving customer experience.

Research Gap

The renouncing exchange brings the way that the rate of development in the retail part in India makes a necessity for investigate from the customers' point of view. A not very many point by point thinks about on buyers shopping knowledge identified with shopping centres had been done in an Indian setting. The greater part of the investigations depends on USA and European condition. The absence of concentrates in this area has set off the enthusiasm to connect the gaps.

Research Problem

The motivation behind this paper is to survey client shopping background in shopping centres with diversion focuses in

Bengaluru. This examination means to investigate the shopping background of clients at shopping centres with diversion focuses who visit them because of the accessibility of extensive scale stimulation focuses and furthermore, to give a knowledge of the part of outer and inside factors in impacting the decision of shopping centre and shopping behaviour.

Research Methodology

Research Objectives

1. Identification of factors defining shopping experience in malls of Bengaluru city.
2. Identifying relative significance of these factors.
3. Suggesting strategies for improving shopping experience in Bengaluru city malls.

Data Collection

For the study, both primary and secondary data were collected.

Primary data

Primary data are those which are collected for the first time and which could be original in character. There are several methods of data collection, particularly in descriptive researches. This includes following methods. Observation Method, Interview Method, Collection of data through questionnaires, such as warranty cards, content analysis, projective techniques, depth interviews and systems audit etc.

Secondary data

The articles which were based on the related topic were taken from Newspapers & Magazines which were published. Literature from the research journals were taken to have an insight of the research problem so that the gap in this research was identified and hypotheses was formed. Last

but not the least Literature from Websites was also reviewed

Sample size

The questionnaire based on sampling design was subjected to shoppers intercepted post shopping activity. The population of the study consisted of both male and female shoppers who come to shop in shopping mall in Bengaluru. Sampling frame consisted of shopping mall in Bengaluru in order to have representative sample, a list of selected retail stores in Bengaluru was generated. The sample size consisted of 200 shoppers as used in previous studies. From the total number of 250 questionnaires, 200 were found completely usable for the purpose of the study. The percentage of the respondents was constructed depicting the complete demographic of the sample.

Statistical Tools

- Reliability Test,
- Frequencies and
- Exploratory Factor Analysis

Scope of the study

- The study will help to understand the shopping experience of the consumers at retail stores.
- The study will help to understand the loyalty building programs.
- The study is helpful to understand the departmental performances, staff ability to maintain long term relationship with customers.
- The study is helpful to understand the consumer behavior at retail outlets.

Limitations of the study

- The study was limited to Bengaluru only, thus it is not a very comprehensive study to represent the whole of the economy. Size of the sample is 200, which is of

course small in comparison to entire population.

- Respondents may have given bias information.
- Unavailability of current statistics on shopping malls was another limitation.

Data Analysis and Interpretation

Demographic information collected with the help of questionnaire was used to develop a profile of mall shoppers in Bengaluru using simple numbers and percentages. Data relating to mall attributes was subjected to data reduction with help of factor analysis using IBM SPSS (Version 20).

Insert Table 1

Gender

The sample of the study consists of 68 per cent male respondents and 32 per cent female respondents.

Age

The above table shows that out of the sample collected 37.0 per cent belong to the age group of 20-30 years, 25.5 per cent are in the age group of 31-40 years, around 16.0 per cent belong to the age groups of below 20 years and 41-50 years, 5.5 per cent belong to the age group of above 50 years. Therefore, the maximum number of respondents lies within the group of 20-30 years of age.

Marital Status

Table above shows that out of the total number of respondent's 67 per cent were married and 33 per cent were unmarried.

Qualification

Table above shows that out of the total respondents 49.0 per cent were postgraduates, 34.5 per cent were others (Diploma and graduates) and 16.5 per cent were undergraduates.

Occupation

The above Table shows that around 7.5 per cent of the total respondents were students, 31.0 per cent were self-employed, 47.0 per cent were salaried and 14.5 per cent were others. Hence, this study comprises of salaried respondents frequently visitor of malls.

Income

Table above shows that out of total respondents 15.0 per cent had income below Rs.25000, 25.5 per cent have an income of Rs.25000-50000, 23.5 per cent had an income of Rs.50001-75000, 24.0 per cent had an income of Rs.75001-100000 and 12.0 per cent had an income of above Rs100000.

Factor Output

Data was checked for suitability for factor analysis with help of correlation analysis, KMO test of sampling adequacy and Bartlett's test of sphericity (Boyd et al, 2002; Malhotra, 2004). Most variables had significant correlation between them. Both KMO Test of Sampling Adequacy value and Bartlett's Test of Sphericity value were found adequate (Table II). However, when data was subjected to Principal Component Analysis (PCA), communality value of some of the variables was less than 0.5. Those variables also had insignificant factor loadings. For refining result variables with lesser communality values were deleted following an iterative procedure. After three iterations resulting in deletion of three variables optimum output was obtained. This data set was checked for suitability for factor analysis.

Insert Table 2

Data set was then subjected to another round of Principal Component Analysis and Varimax rotation. Communalities for all nineteen variables were higher than 0.5 (Annexure I) indicating it to be an optimum

solution. Final solution explained 71.705% of total variance associated with the problem (Annexure II). Factor output comprised of five factors based on nineteen variables (Annexure III). Relevant factor loadings for each variable indicated that all the variables were adequately explained by derived factors. Factor output comprised of five factors representing specific forces shaping shopping experience in Bengaluru city malls. These are presented in the table given below.

Insert Table 3

Factor 1

This factor extracted in this research explained 18.934 per cent of variance. It comprised of five variables; mall conveniently located, crowd less chopping, opening hours, parking, changing and fitting rooms. These aspects add to comfort and convenience of location while shopping by making it easier for shoppers to reach and navigate through mall. Therefore, this factor was labelled as 'convenience of location'. Factor loadings for all five variables were significant ranging from 0.845 (for convenience) and 0.588 (for changing and fitting rooms). Probably it was due to the fact that Bengaluru city is a compact region with world-class infrastructure and connectivity where mall accessibility does not figure at all in the list of expectations that shoppers have from shopping malls.

Factor 2

This second factor in this research explained 35.348 per cent of variance. It comprised of three variables namely smell and air quality, space design and lighting. All these variables contribute to soft or hedonic aspects of shopping. Past researchers labelled similar bundles of variables as 'atmospherics' since affirmative action of these fronts improve atmospherics of a retail unit. All three variables had very high factor loadings on

factor one. It ranged from 0.869 (for smell and air quality) to 0.670 (for number of emergency gates available). Probably it was due to refined profile and higher expectations of South Indian shoppers as compared to shoppers in developing cities.

Factor 3

The third factor explained 48.409 per cent of total variance associated with the problem. It had only three safe about shopping cart, safe while using the escalator and safe against car break in's variables in it namely 'security'. These variables represent soft and hedonic attributes of a shopping mall hence this factor was labelled as 'security'. Factor loading for these three variables ranged from 0.891 (for safe about ATM crime) to 0.552 (for mall security is good). It seemed that mall shoppers of Bengaluru were not over-awed by superior dimensions of malls in Bengaluru city.

Factor 4

The fourth factor explained 48.661 per cent of variance. Two variables comprising it were size of the mall, restroom facilities and ATM facilities. These variables represent physical infrastructure of a shopping mall hence this factor was labelled as 'amenities'. Factor loading for these two variables ranged from 0.805 (for restrooms are clean) to 0.570 (for inside movie theatre). It seemed that mall shoppers of Bengaluru city were not over-awed by superior dimensions of malls in Bengaluru city.

Factor 5

The last factor explained 71.708 per cent of total variance associated with the problem. It had only three safety measures and checkout, mall security and safe against ATM crime variables in it namely 'safety'. These variables represent soft and hedonic attributes of a shopping mall hence this factor was labelled as 'safety'. Factor

loading for these three variables ranged from 0.889 (for safe about car break in's) to 0.608 (for safe about shopping cart). It seemed that mall shoppers of Bengaluru were not over-awed by superior dimensions of malls in Bengaluru city.

Directions for Future Research

Looking beyond composition of shopping experience for a single geographic or cultural market, it would be useful to collect a sample cutting across geographic or cultural boundaries. Such a study would help in highlighting differences between two markets and also point at possible sources/reasons for such differences. For single-market studies, deeper insight can be obtained by studying differences along demographic parameters of respondents like age, gender, income, occupation etc. Such a study would help practitioners in devising segment specific strategies.

Conclusion

Results of study reveal interesting patterns in terms of composition of shopping experience. Results can be used by mall developers and mall managers to make sure that they are able to provide superior shopping experience to their shoppers. It is all the more important for Bengaluru as it attracts shoppers from all across the globe. However, as time progresses, more and more countries shall have world-class malls. In that scenario some of the shoppers may satisfy their urge by visiting newly constructed world-class malls in their own countries or they may prefer some other shopping destination. So, Bengaluru city malls need to re-invent themselves in terms of elements of shopping experience so as to keep themselves relevant in the eyes of their target group.

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Table 1: Demographic profile of respondents

Demographic Group	Category	Frequency	Percentage
Gender	Male	136	68
	Female	64	32
	Total	200	100
Age	<20 years	32	16.0
	20-30	74	37.0
	31-40	51	25.5
	41-50	32	16.0
	>50	11	5.5
	Total	200	100
Marital Status	Married	134	67
	Unmarried	66	33
	Total	200	100
Occupation	Student	15	7.5
	Self Employed	62	31.0
	Salaried	94	47.0
	Others	29	14.5
	Total	200	100
Education	UG	33	16.5
	PG	98	49.0
	Others	69	34.5
	Total	200	100
Monthly Income	<25000	30	15.0
	25000-50000	51	25.5
	50001-75000	47	23.5
	75001-100000	48	24.0
	> 100000	24	12.0
	Total	200	100

Table 2: KMO & Bartlett’s Test of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.862
Bartlett's Test of Sphericity	Approx. Chi-Square	2217.628
	Df	171
	Significance	.000

Table 3: Factor Names

Factor No	Variables	Factor loading value	Factor Name
F1 18.934%	It is conveniently located.	.845	Convenience of location
	Crowd less shopping.	.789	
	It is easy to find parking facility.	.789	
	It has convenient opening hours.	.771	
	Changing & and fitting rooms are available.	.588	
F2 35.348%	The smell and air quality is pleasant.	.869	Atmospheric
	The space design, allocation is fine & spacious.	.784	
	The lighting is appropriate.	.752	
	Number of emergency gates availability.	.670	
F3 48.409%	I feel safe about ATM crime.	.891	Security
	I feel safe while using the escalator.	.847	
	Mall security is good.	.552	

F4 60.718%	Restrooms are clean.	.805	Amenities
	Restroom facilities are available.	.780	
	A inside movie theatre.	.570	
F5 71.708%	I feel safe about car break in's.	.889	Safety
	ATMs facilities are available.	.738	
	I feel safe about my shopping cart.	.608	