Shopping behaviour –Retail Stores practices with special reference to Chennai City

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ABSTRACT

The last decade has witnessed dynamism in Indian retail sector. Various urban areas have been at the hub of attraction with emergence of different kinds of organized retail formats gaining momentum. The emergence of malls, as an important and significant destination for shopping, recreation and socialization has turned the face of the retail industry in India. Cities in South India like Hyderabad, Chennai, and Bangalore have received colossal economic and social contributions from these malls making them one of the most prominent cities not only in India but also around the globe. Chennai is now eye witnessing the same phenomenon, described earlier as the “mall culture” (with malls already functioning and many more in the pipeline). Therefore, the main aim of this paper is to investigate the shopping behavior towards retail stores’ practices on seven important dimensions with special reference to Chennai city using F-test. The paper also tries to facilitate the mall developers, managers, marketers and operators with a perfect blend of necessary acumen, in terms of customer’s motives, required to offer the targeted customers so as to operate the mall with utmost productivity and performance.

Key Words : shopping behaviour, retail store practices, mall developers etc.,

INTRODUCTION

Shopping is regarded as one of the oldest activities that are being taken into practice by the human race with high level of involvement on a regular basis. The shoppers’ attitude and behavior towards this routine activity has been changing for many years. The marketers and retailers are coming up with new innovations in the practice of retailing which has been providing a new paradigm in the way shoppers have been disposed towards their act of shopping. This has also led to a body of knowledge that aims to understand the orientation of shoppers towards shopping.

Consumers are a driving force when it comes to shopping, which in turn drives the trade and the different shopping malls. Consultants in the retail industry have discerned which has become increasingly popular to purchase in shopping malls. The future shopping mall will be large on the surface and volume. The consultants are talking about “shoppertainment" shopping as entertainment and an experience, and a part of the modern lifestyle. Consumers want to have it all together and today's consumer has been increasingly demanding and challenging towards the innovations. Restaurants, activities, exhibitions and events are taking an increasingly larger place in the shopping malls, which in turn is very space demanding. People as consumers must realize themselves by the shopping experience and to gain a positive feeling.(Backman 2006)

LITERATURE REVIEW:

Few literatures are available which have described about the various constructs of shopping behavior and even fewer numbers of researchers have focused on Indian Consumers. Assael (1987) shopping behavior is the most unique for behavior which the consumers exhibit. Gifts, clothing, groceries, gifts and household items are some of the most common type of shopping which consumers indulge in a highly frequent manner.

According to Dholakia (1999), occasion and motives are also some crucial points which influence the consumers shopping behavior. For instance, some consumers, shopping is all about getting the best deal out of bargaining, and for some (especially teenagers or the young crowd) shopping is a means of getting acquainted and interact more with others in a social context and for some it is a way of breaking out from the regular monotonous professional and personal routine (Reid and Brown, 1996).

The motives behind two consumers, towards shopping at the same store could be the same or different. Same motives may arise as when the customers look for convenience, shopping experience etc, whereas motives must vary as a result of compulsion or by free choice. Compulsion shopping happens when the customer is forced to indulge in shopping and for him/her it could be a great deal of burden. In this case he/she will try to finish of the work in a minimum time that too with minimum effort. While for the other customers who see shopping as a means of enjoyment, may regard shopping as a form of sport. In this case he/she will not mind sparing extra time and effort while searching and evaluating for various alternatives available to him.

The study done by Underhill (1999) revealed that shopping is very distinctive in nature, its more to just purchasing what one wants but it also includes the customers acceptance of the product, brand or stores as well by using multiple senses like- seeing, smelling, tasting, hearing and even tasting (at times).

Harvinder singh (2013) has done his research survey with the help of exploratory factor analysis (EFA) on a sample of 200 respondents from city of Dubai and condenses a set of twenty-two mall attributes into a list of five comprehensible factors. Results of the study show that mall shoppers of Dubai view shopping experience as blend of five factors ambience, physical infrastructure, marketing focus, convenience and safety and security.

Monika Gupta (2014) researched on the ultimate objective of any shopping mall “image building”, resting on a specific set of attributes. The objectives contributing to image building include creation of brand equity, sales increase, new product acceptance, positioning, competitive retaliation/ creation of a corporate image. Researcher concluded that the attributes play a major role in building a specific mall image, thus, facilitating prospects in choosing a mall. The mall manager and retailers might focus on the said attributes to propose appropriate customer loyalty strategies for mall promotion and mall positioning. These strategies could be devised at various stages viz. shopping mall level and retailer level.

Solomon (1994), proposed five types of shoppers which he identified from his study on customers of western countries. They are:

The economic shopper: A balanced and more coherent kind of customer who tries to get the best deal so as to utilize his/her money efficiently and effectively.

The personalized shopper**:** Customer who will only shop at a store with which he/ she has formed a strong attachment.

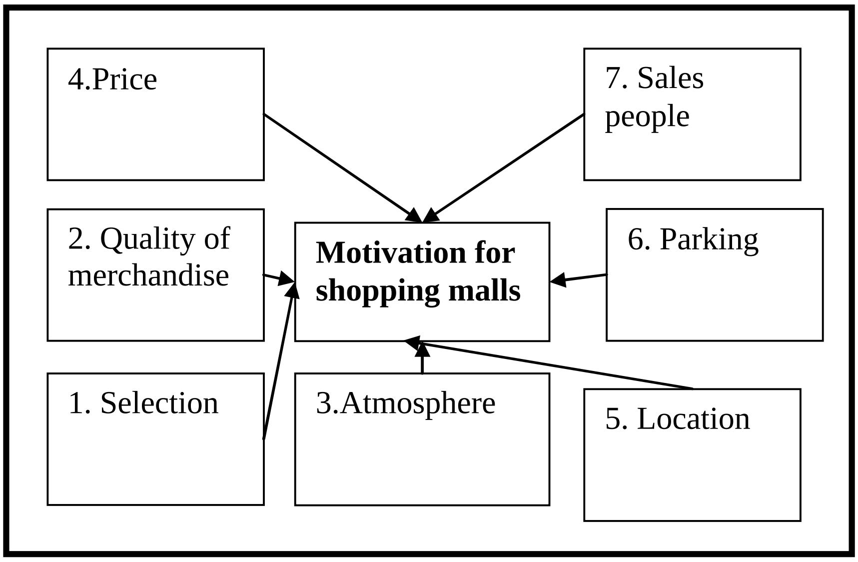
The ethical shopper: Customer is very conscious and concerned about the local stores and will prefer them over the big retail giants.

The apathetic shopper: Customer who doesn’t like to do shopping but does it because he/she considers as a necessary evil.

***The recreational shopper*:** For this customer, shopping is a means of socializing, spending leisure time and for him/her shopping is fun.
There are seven dimensions identified which elucidate the consumers' motives for visiting and shopping at malls (Bearden 1977). Following are the seven dimensions:

1. Selection
2. Quality of merchandise
3. Atmosphere
4. Price
5. Location
6. Parking, and
7. Sales people

Figure 1: Influence of Retail stores' dimensions on motivation to visit shopping malls



Bearden (1977) identified seven store characteristics that influenced consumer experience and patronage decisions concerning where to shop. Those attributes were
price, quality of merchandise, selection, atmosphere, location, parking and salespeople. (Bearden 1977) further stated that store atmosphere, location, parking facilities and friendliness of store people were the salient factors that influenced consumer store patronage.

1. Selection Dimension

Jantan and Kamaruddin (1999) conducted a study in Malaysia to examine the factors towards store image that determined the choice of retail outlets. This was investigated through image attributions of store which influenced shopping behaviour of consumers in Malaysia. The attributions studied were location, merchandise**, price,** physical facilities, promotion and advertising, store atmosphere and service. The results revealed that out of seven attributes of price, store image, location merchandise and service emerged salient attributes affecting store patronage. Wakerfield and Baker (1998) also found a positive and strong relationship between the malls layout and desire to mall excitement. This tells us that customers not only evaluate the product selection inside the mall but they also do look for the intangibles that the mall offers like colors, ambience, fragrance, lighting and music.

According to a study conducted by Loudon and Britta (1993), a better interior design actually helps to elevate the image of the mall over a period of time. Lui (1997) revealed that today's Malls have seen a paradigm shift in the kind of interior which the designers choose for their malls; from a very relaxed environment to architecturally lavish, affluent and sophisticated design. Prior researches suggest that the use of light colors exhibits a sense of spaciousness and calmness whereas bright colors impart a sense of excitement among the minds of the consumers. Moreover, even the use of serene music along with warm colors helped the mall by increasing the customers' desire to stay in the malls (Solomon, 1994; Peter and Olson, 1994). Above all, atmospheric characteristic is basically an extension to the product assortment and could be manipulated positively to enhance buyers' mood and comprehension, hence affecting their behavior, and to elevate the mall image.

2. Quality of merchandise dimension

Vaughn and Hansotia (1977) opined that merchandise and convenience seemed to be the two underlying dimensions which consistently appeared every time. Merchandise quality, merchandise variety, atmosphere of shopping area, availability of sale items, and ease of shopping comparisons were all component parts of the dimension.

According to Kaufmann (1996), consumers are getting more and more inclined towards a "one stop destination" for fulfilling their complete shopping desire, and thereby complementing the theory of emergence of the mall culture. This steers us to our second hypothesis:

3. Atmosphere dimension

Malls, because of their exciting, lavish and sophisticated environments proffer a sense of relief and break to the customers from the same monotonous and routine rituals of job and personal work. Underhill (1999) explained that many modern malls have started to offer a myriad level of sensory stimulus. Atmosphere of shopping malls can provide an individual/family a very economic means of entertainment, leisure and recreation with a great deal of effortless planning. This leads us to our third hypothesis:

4. Price dimension

Choo, Jung and Pysarchik (2004) noted that Indian consumers' attitude towards new products is changing significantly and this can increase their intention to shop in new retail formats such as supermarkets / hypermarkets / malls. Thus, product attributes such as quality, price and availability of new products are important constructs within the Indian context.

At least in theory, the accessibility of a retail center plays a pivotal role in shopping located to where a consumer. It is more convenient for him it is located at his dwelling place. However, the vast body of out–shopping research empirically shows that consumers will not always visit their closest retail outlets. In the process of seeking for maximum value, consumers may visit a more distant center if it offers better entertainment or convenience opportunities. In the context of the latter, out–of–town malls seek to compensate for their outlying location by offering consumers the other forms of convenience such as one–stop shopping and easier access and parking.

5. Location dimension

Researchers' conclusions regarding convenience and location are sometimes contradictory. On one hand, Burns DJ, Warren HB (1995) found that consumers travel beyond their local shopping area to other shopping centers in order to access a wider selection of products than that of available locally, and this satisfied 'a need for uniqueness'. At odds with this conclusion, research based on consumer responses by Yilmaz (2004) showed that a convenient location has the greatest impact on consumers' choice of center.

6. Parking dimension

According to Goodwin and McElwee (1999), some store attributions such as "senior citizen checkout," "senior citizen discounts," and "close/easy parking" have become important for elderly consumers to choose where to shop, while other studies show a different picture of elderly consumers. For example, some studies show that consumers 65 years of age do not seem to value certain benefits associated with the needs of mature consumers, such as places to rest while shopping, clearer labels, ease of locating items, and so on (Mason and Bearden, 1979).

7.Sales person dimension

Reynolds & Beatty (1999) found that a good customer salesperson relationship contributes to a pleasant shopping experience and reduces risk perception, especially during the final stages of the decision making process (Solomon, 1986). A customer oriented approach that signifies empathy, expertise and competence enhances customer satisfaction and store loyalty

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PURPOSE OF THE STUDY

1. To know the consumers' sensitivity on the kind of shopping.
2. To know the behavior of customers on mall culture of Chennai.

OBJECTIVE OF THE STUDY

The objective of the present study is to examine the impact of seven consumer's motives, such as selection, quality of merchandise, atmosphere, price, location, parking, and sales people on their shopping behavior.

HYPOTHESES:

Ho1: There is no significant different between the shoppers of different age groups towards selection of the shopping mall is **rejected.** In Second statement has not significant "I feel like in another world whenever I am in the mall". Hence null hypothesis is **accepted.**

Ho2: There is no significant different between the shoppers of different age groups towards quality of merchandise of the shopping mall is **accepted.** We can assume that there is a no significant difference on the shoppers of different age groups towards quality.

Ho3. There is no significant different between the shoppers of different age groups towards atmosphere of the shopping mall **is rejected**. We can assume that that there is a significant difference on the shoppers across age towards atmosphere. In last statement has not significant "This store has modern-looking equipment and fixtures" Hence null hypothesis is **accepted**

Ho4. There is no significant different between the shoppers of different age groups towards price of the shopping mall is **rejected.** We can assume that that there is a significant difference on the shoppers across age towards Price. First Statement has **not significant "price are fixed". Hence null hypothesis is accepted.**

Ho5. There is no significant different between the shoppers of different age groups towards location of the shopping mall is **accepted**. We can assume that there is a no significant difference on the shoppers of different age groups towards location.

Ho6. There is no significant different between the shoppers of different age groups towards parking of the shopping mall is **accepted**. We can assume that there is a no significant difference on the shoppers of different age groups towards Parking.

Ho7. There is no significant different between the shoppers of different age groups towards sales people of the shopping mall is **rejected.** We can assume that there is a significant difference on the shoppers of different age groups towards sales people.

4. RESEARCH METHODOLOGY

Sampling: The data has been collected from primary sources. The Primary data has been collected by means of a questionnaire and through personal interviews by employing to measure the responses of the consumers towards the selected shopping dimensions. A total of 124 respondents were selected out of 150, purely on a judgment sampling (making it a non-probability sampling technique) at two malls situated at Chennai Shopping Mall, who visited the malls between 6:00 pm – 8:30 pm. We infer that this is the prime time for the most genuine bunch of customers to visit the malls.

The questionnaire is divided into three parts:

Part I : Demographic details of the sample respondents

Part II : Shopping behaviour (Frequency of shopping, time taken while shopping in the malls, etc)

Part III: Opinions towards various dimensions of shopping as elicited by Bearden (1977)

This part employed a total of 27 questions which were adapted from Tauber (1972) and Bearden (1977) to cater to the seven selected shopping dimensions for the purpose of the study as depicted in our conceptual model. Each question was measured using a five point Likert scale, which ranged from 1 to 5, where 1 represents the response as "strongly disagree" while 5 represents "strongly agree".

RESULTS AND ANALYSIS

Table 1: Demographic profile of the shoppers ***(N= 124)***

S.No	Variable	Freq.	Per cent
1	**Gender**		
A	Male	60	48.4
B	Female	64	51.6
2.	**Age(in Yrs)**		
A	20.-30	29	23.39
B	31 -40	42	33.87
C	41 -50	26	20.97
D	51 – 60	18	14.52
E	Above 60	9	7.26
3.	**Marital Status**		
A	Married	90	72.6
B	Unmarried	34	27.4
C			
4	**Education**		
A	Upto secondary	21	16.94
B	Under graduate	22	17.74
C	Graduate	41	33.06
D	PG & above	26	20.97
E	Technical / professional	14	11.29

S.No	Variable	Freq.	Per cent
5	**Household income(in Rs) per month**		
A	Below 20000	17	13.71
B	20001-40000	44	35.48
C	40001-60000	30	24.19
D	60001-80,000	22	17.74
E	Above 80000	11	8.87
6.	**Occupation**		
A	Company Emp	31	25.0
B	Business Owner	36	29.03
C	Professional	27	21.77
D	Govt. employee	18	14.52
E	Others	12	9.68

Source : Primary data.

Part-I: Demographic characteristics of the respondents:

From a total of 150 respondents, about 124 questionnaires were found completely usable for the purpose of the study. The frequency and percentage of the respondents were constructed depicting the complete demographic characteristics of the sample as shown in table 1. The gender distribution of the respondents was quite even with 51.4% female respondents and 48.4 % male respondents. The dominant age group of the respondents was 31–40 Years (33.87%), followed by the respondents of age groups 20-30 years (23.39%), 41–50 years (20.97%), 51-60 years (14.52%) and above 60 years (7.26%) in that sequence.

Unmarried and single respondents were found to be less accounting for only 27% and married respondents were about 73% of the total sample.

Based on education, graduates constitute 33.06% followed by 21% post graduates and least 11.29 % of technical/professionals.

According to monthly income majority of the respondents were earning a monthly income ranging from 20,001-40,000 INR (35.48%) followed by 24.19% of the respondents with an income of 40,001-60,000 INR, others who followed had below 20,000 INR (13.71%), and above 80,000 INR (8.87%). It also revealed that 29.03% of respondents were business owners, 25% were company employees, 21.77% were professionals and a considerably low percent of respondents (9.68%) fell under the category of "Others" constituting retired, housewives, agriculturists etc.

Part-II: Shopping Behavior:

Table 2 indicates the shopping behavior of the respondents included in the sample. The given table tells that majority of the respondents 30% spend about one hour to one and half hours for shopping purpose while 24.19% of respondents spend one and half hours to two hours for shopping purpose. There were even a good percentage of respondents 20.97% who spend more than 2.5 hours and only 8% spend below one hour for shopping.

In terms of number of stores visited, 29.03% of respondents were found to be visiting 5-6 stores while shopping, followed by 27.42% visiting 3-4 stores, a good set of respondents were also found (21.77%), who visit more than 9 stores for their shopping purpose. A considerably low percent of respondents accounting for 11.29% and 10.48% of the total sample were found to visit 7-8 stores and 1-2 stores respectively. In terms of number of times visiting the shopping mall, the result indicates that only 8.87 % of respondents visited the malls on a daily basis whereas about 38.71 % of respondents visited the malls at least once in a week (see table 2). 17.6% of respondents were found to be visiting the malls at least once in a month whereas only a handful of respondents (5.65 %) were observed to visit the malls once in 45 days longer.

With regard to the percentage of monthly income spent in the malls table 2 indicates that 32.26% of respondents spend about 6-10 % of their monthly income, while shopping in the malls. Table 2 also indicates that 19.35% spent more than 20 %, 18.55 % of respondents spent 11-15%, 15.32 % of respondents were found to spend 16-20 %, and remaining 14.52 % of respondents spend less than 5% of their monthly expenditure in the shopping malls.

Table 2: Shopping behaviour of the shoppers (N=124)

S.No	Variable	Freq.	Per cent
1.	**Time spent for shopping (in hours)**		
a	Below 60 min	10	8.06
b	1 hour – 1.5 hours	37	29.84
c	1.5 hours- 2 hours	30	24.19
d	2 hours – 2.5 hours	21	16.94
e	Above 2.5 hours	26	20.97
2.	**Stores Visited**		
a	1-2 stores in shopping mall	13	10.48
b	3-4 stores in shopping mall	34	27.42
c	5-6 stores in shopping mall	36	29.03
d	7-8 stores in shopping mall	14	11.29
e	more than 9	27	21.77

3.	**Frequency of Visit**		
a	daily	11	8.87
b	Once in every 7 days	48	38.71
c	Once in every 14 days	34	27.42
d	Once in every 30 days	24	19.35
e	Once in 45 days or higher	7	5.65
4.	**Monthly spending in the mall**		
a	Less than 5 %	18	14.52
b	6 -10 %	40	32.26
c	11 – 15 %	23	18.55
d	16 – 20 %	19	15.32
e	More than 20 %	24	19.35

Source : Primary data.

Part III: Reactions towards shopping dimensions

As we have already discussed, there are a number of reasons (dimensions like quality of merchandise, atmosphere, parking, etc) why consumers shop or visit malls (Bloch et al. 1994). The response of each respondent was measured and compared among the various age groups using a one-way ANOVA. The obtained result has been presented in table 3. The figures in the table 3 are mean scores based on a 5-point Likert scale. The higher the mean score, the more respondents agree to the various items of the selected dimensions.

Keeping this thing in mind, we see that the shopping dimensions of selection and atmosphere obtained higher preference ratings as compared to the remaining dimensions. Notably, shopping dimensions of Quality of merchandise, location and parketing received the lower preference scores in contrast to the other dimensions. However, in general, most of the respondents accepted the fact that they did not shop/visit malls just to a place, where they can get everything (dining, movies, shopping etc) by escaping from boredom, stress, heavy traffic or loneliness.

It could be elicited from the study that the respondents visit the malls seeking positive experiences rather than to avoid negative situations. The results revealed that Chennai city customers prefer to visit malls mainly because of the vibrant and attractive interior atmosphere of the mall (4.17); satisfaction with quality (3.98); friendliness and courtesy (3.98); as they sell products of their interest and relevance (3.96) of sales people.

Theoretically, when we talk about the customers of different age groups, it is of the common belief that for different age groups have different reasons for shopping at malls. In order to investigate this belief we studied customers belonging to five different age groups such as 20-30 yrs, 31-40 yrs, 41-50 yrs, 51-60 yrs and those belonging to 60 years above. Table 3 shows one-way ANOVA scores for 27 items given by the respondents of various age groups. The result from the given table shows that out of 27 items on 7 shopping dimensions, 11 items were found to vary significantly between the different age groups (as “p” value < 0.05).

Of these, 5 items belonged to quality of merchandise dimensions which suggest that younger respondents visit the malls with due respect for quality of air/music temperature (ambient condition), quality products available all the time, satisfaction with quality, and price of the merchandise while this was not true with older respondents.

Likewise, younger respondents gave higher preferences to two items in the Price dimension, namely "prices are marked clearly on SELs" and "special store discounts are announced frequently". In sales person dimension the item which varied significantly was "sales persons are friendly and courteous" as younger respondents agreed more to this than the older respondents. This indicates that younger respondents prefer to visit the mall as means of socialization and to hang out with their friends.

Table 3: Shoppers" opinions towards shopping dimension:

Variables	Age					Total	Sig. p-value
	20-30 years	31-40 years	41-50 years	51-60 years	Above 60 yrs		
	Mean values						
1. Selection							
Certain stores are fun to visit because they sell products of my interest	3.78	4.07	4.02	4.00	3.93	3.96	0.012*
I feel like in another world whenever I am in the mall	3.31	3.69	3.44	3.71	3.84	3.60	0.174@
Selection reflects my own personality	4.60	4.25	4.20	3.89	3.66	4.12	0.018 *
Brand name is selected regardless of price	4.54	4.44	4.10	3.80	3.36	4.05	0.02 *
Brand selection and image attract me to purchase	4.64	4.48	4.14	3.89	3.14	4.06	0.015 *
2. Quality of merchandise							
This store provides ambient conditions [Temperature, lighting, sound/noise, music, smell, quality of air]	3.69	3.75	3.74	3.37	3.28	3.57	0.239 @
Quality products available all the time	2.55	2.58	3.5	3.53	2.9	3.01	0.308 @
All the products displayed are of good quality	3.54	3.3	3.84	3.64	3.37	3.54	0.254 @
Satisfied with quality of merchandise	3.94	3.95	3.94	4.15	3.94	3.98	0.634 @
The merchandise price is a good value for the money	4.39	4.34	3.13	2.70	2.50	3.41	0.067 @
3. Atmosphere							
The interior atmosphere of the mall attracts me	4.35	4.37	3.99	4.16	3.98	4.17	0.013*
I notice the interior color usage of the mall	4.03	3.98	2.60	2.30	2.12	3.00	0.025 *
I notice the texture of the mall's interior	4.05	4.00	3.24	3.15	2.9	3.47	0.014 *
Atmosphere of the mall attracts me on the lightning and decoration	4.03	3.96	3.34	3.29	3.08	3.54	0.000 **
This store has modern-looking equipment and fixtures	3.69	3.42	2.92	2.87	2.36	3.05	0.124@

*Significant at 5 per cent level; ** Significant at 1 per cent level; @ - Not Significant;

4. Price							
Prices are fixed	3.65	3.63	3.54	3.02	2.27	3.22	0.245 @
The prices are marked clearly on SELs	4.5	4.44	4.28	4.10	4.10	4.28	0.030 *
Special store discounts are announced frequently	4.05	4.01	3.74	3.72	3.44	3.79	0.023 *
5. Location							
I visit the mall because it is very near to my residence or place of work	3.92	3.78	2.7	2.42	2.35	3.03	0.339 @
I visit the mall to avoid traffic congestion	4.12	4.10	2.50	2.40	2.40	3.01	0.631 @
Mall is a good location to find out what is new	3.18	2.9	2.98	2.68	2.51	2.85	0.284@
6. Parking							
I Visit the mall because the parking space of the mall is good	3.68	3.65	3.72	3.43	3.26	3.55	0.414@
This store provides plenty of convenient parking for customers	2.94	3.26	3.75	3.57	3.17	3.34	0.162@
The road pattern is easily acessable to the customers	4.16	4.04	3.73	3.93	3.66	3.90	0.076 @
Salespeople							
The sales persons are friendly and courteous	4.43	4.18	4.14	3.9	3.27	3.98	0.000 **
Sales person dress and uniform are appealing	2.94	2.64	3.67	3.14	3.17	3.11	0.002 **
Salesperson of the stores willing to help	3.48	3.52	4.10	4.23	4.22	3.91	0.013*

*Significant at 5 per cent level; ** Significant at 1 per cent level; @ - Not Significant;

MANAGERIAL IMPLICATIONS

Malls are fast becoming a place for socializing and recreation (apart from shopping), and customers have set high expectations from the malls. They see malls as a one stop destination for various purposes like dining, watching movies, hanging out, meeting new/ old friends and shopping. Hence, mall managers should understand that malls have become something more than a place to buy products and they should transform the malls that would offer energetic and vibrant stores with attractive product merchandises, scores of entertainment bundled with modern, more sophisticated atmospherics and facilities, necessary to lure the targeted customers.

Atmosphere was valued high by the Chennai customers, and the items related to the atmosphere like interior design, décor and lightning of the malls were observed to have received high acceptance from the respondents. Managing atmosphere is of, a great strategic importance, resulting in an appropriate differentiation and positioning. The results of the study could help marketers in framing the atmosphere in a very strategic manner.

Customers of Chennai city also gave a high acceptance to dimensions like location, price, parking, and sales people. The customers preferred one stop shopping, wide product assortment and a place for recreation with friends and acquaintances. Mall managers and marketers should bundle all the mentioned items while designing criteria which the mall has to offer to the customers, in order to lure them, make them to stay longer by spend more time.

The current study also revealed that the young customers of the Chennai city were found to have favorably inclined towards the mall than their older counterparts. Mall managers and marketers should develop new strategies in order to attract more and more youth in crowds by employing new technologies and vibrant color schemes while devising ways of attracting older crowds by offering complete family entertainment along with a great shopping experience.

LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

Resource and time constraints led, the researchers to select a limited sampling frame for the purpose of the current research. Although the study offers exciting results and some great managerial implications, yet, they are not suitable for generalizing to the whole of Tamilnadu or the nation. The use of stratified sampling method by the researchers may have included as a sense of biasness for selecting the respondents. So, the researchers suggest the employment of probabilistic sampling and a large sample frame, for all future works towards this direction in order to maximize the reliability and generalizability of the results.

While the study was undertaken only, single mall was available. So the demographic profile of the customers may not be broader. The researchers also recommend to gather data from customers at more number of malls (as they open) in order to broaden the demographic profile. It is envisages that the research work is to be designed to examine the shopping behaviour of the entire nation by comparing with the various cultures which has become the highest need and desire.

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