

A Study of Attitude of Customer towards Shopping Malls

(In Reference to Delhi and NCR)

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Abstract

Retailing is one of the hottest and booming sector which generating more employment after agriculture sector. Basically retailing is a linking pin who make a bridge in between producer and consumer. In this research paper we study why customer choose shopping mall, attitude of consumer towards shopping mall, how much time spent by male/female as well as what types of problem they faced in malls. After grabbing the metro cities it moves towards the tier –II cities like Surat, Lucknow, Dehradun, Bhopal, Indore, Varanasi etc. This is a positive trend for the marketers to find out the behaviour of individual while shopping in the mall based on his/her demography so, that marketing expert helpful for targets segment them.

1. INTRODUCTION

The word retail is derived from French word “retailer” which means “to cut a piece off” or “to break bulk”. In other word we can say that retailing means distribution of consumer goods begin with the manufacture end at ultimate consumer between manufacturer and consumer, it is a middlemen or linking pin who makes a link in between producer and consumer. The consumer can be individual or even as organization and most families are the target customer.

In recent times it is the hottest sector in India. It expand there branches in India and presently the largest number of employment after agriculture sector. Asian market witness a shift in trend from traditional retailing to organized retailing driven by the liberalization on Foreign Direct Investment. In India it is the combination of organized and unorganized retail sector. Traditionally in India the scenario of retail sector was unorganized but bit by bit changing the customer preferences, tastes it become popular Kirana store, General store, Subzimandi etc. These all are the forms of unorganized retailing. More than 90% of Retailing in India fall into the unorganized sector, the organized sector more focus on big cities. In developed countries expected that it is established the way of selling consumer product. In India it is expected to grow 25-30% annually and would triple in size from Rs.35,000 crore in 2004-05 to Rs. 109, 000 crore (\$ 24 billion) by 2011- 2012. Basically, the concept of retail sector was started in the later half of 20th century today constitutes 20% GDP. It is the oldest and 3rd largest private industry in U.S.A. India has the highest retail outlet density in the world. The India retail sector is worth roughly Rs.1 billion (approx.) & 2% of this classified in organized sector. In one survey found that 12 million stores present in

India almost 95% are less than 500 sq.ft. in area. Expert says that in coming five years the graph of retailing sector in India to grow roughly 8.3%. The 85% of the retail boom which was focused only in the metros has started to infiltrate towards similar cities and towns. After grabbing the metro cities it moves towards the tier –II cities like Surat, Lucknow, Dehradun, Bhopal, Indore, Varanasi etc. This is a positive trend for the marketers to find out the behaviour of individual while shopping in the mall based on his/her demography so, that marketing expert helpful for targets segment them.

2. CAUSES TO CHOOSE SHOPPING MALLS BY PEOPLE

Due to following causes people choose the shopping malls:

- All the thing available under one roof.
- Different varieties of product available.
- Discount and offers
- Use of vouchers
- Air conditioning facilities
- Entertainment available there
- No bargaining there
- Family outing

3. POSITION OF RETAIL STORES AND REVENUE IN THE WORLD

Retail sector played very inevitable role in world with the total sale of US in trillion. Economic of Singapore, Srilanka, Malaysia, Hong Kong & Dubai are also heavily assisted by the retail industry. In America Retail is the 2nd largest industry both in number of establishment and number of employee. The retail industry employs more than 22 million Americans (approx.). Retail stores constitute 20% of U.S GDP and 3rd largest employer segment in U.S.A. China on the other hand has attracted several global retailers in recent times and worldwide retail sector having the revenue \$3.8 trillion (approximately). Today ,top 5 companies leading the world retail business out of them the first position U.S. company Walmart having 9,198 stores with 421.84 billion revenue ,in the 2nd position France Carrefour co. having 9,500 store with 120.297 revenue, 3rd U.S Krogger co. having 3,624 stores

with 81.1 revenue, another U.S co. Home Depot get a 4th position having 2,248 retail stores with 67.99 revenues and 5th position hold a Germany company Metro AG having 2,250 with 67.26 revenue.

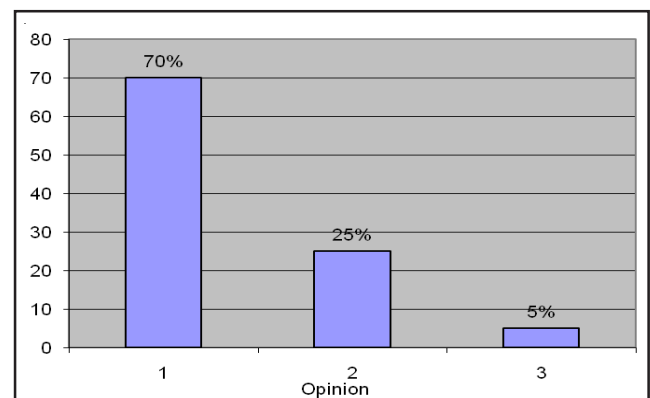
In our study we include the shopping malls in Delhi/NCR, and this study was conducted on 200 consumer {both male and female} buying behavior regarding retail shopping mall. In which we took a people on their age wise i.e 5 to 18 (teen) , 18 to 35 {young} 35 to 50 { mature young), 50 to 65 {old aged}. We include in our study the following TOP retail mall in Delhi/NCR

- Ansal Plaza
- City Square
- DLF City Centre
- West Gate Mall
- Cross River Mall
- TDI Mall
- Mamran Magic Mall
- North Square Mall
- Metro Walk Mall
- East Delhi Mall
- Pacific Mall
- Spice Mall
- Gold Sour
- Lahore Mall
- The Great India Place

4. ENVIRONMENT OF SHOPPING MALL

In the study about the environment of shopping mall and we found the following position of environment which shows by a chart.

Figure 1



According to above chart 70% shopping

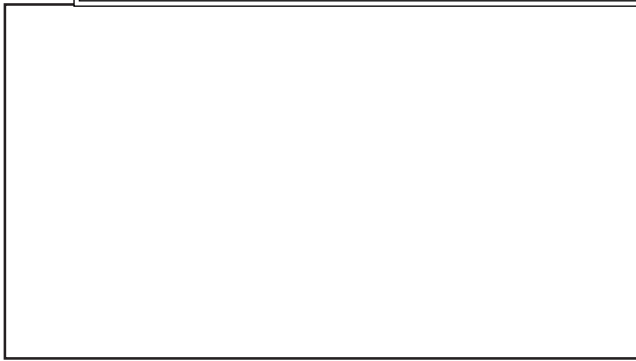
7. TIME SPENT BY MALE AND

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y, we analyse from
 teenager {both}
 in shopping mall .



According to this figure, in monthly consumer visit in Shopping Mall 49% in which the ratio of female visit in mall 29% that's is more than male 20%, , in weekly 32% the ratio of female also more 20% as compare to male 12% weekly and quarterly 18% people visit in shopping mall in which female 10% and male 8%.

6. INCOME WISE ATTITUDE FOR SHOPPING ANNUALLY

Figure 3

According to the below chart shows the shopping level of customers who visit in Shopping Mall. In 200 Respondent 70% are higher income people who visit in Mall, 20% are middle and only 10% of lower income group are visit in Shopping Mall. It means Mall is a good place for higher income people because every category product are visible here cheap and best price.

Mostly 80% {male} and 75% {female} teenager spend 2 hour time in Mall, male spend more than 2 hour in malls besides female

- In 18 to 35 age group people 70% Female spend as comparison to 60% Male spend 2 hours time in mall but the 26% male in the 3hrs time as comparison to 18% female and only 5% male spend more than 5 hour time there and 4% female just spend time there in 4 hour time only.
- In 35 to 50 age group people 60% female enjoy mall environment for 2 hour as comparison to 58% male.
- In 50 to 65 age group people in not so active people only 70% male spend 1 Hour time in shopping mall . In this age group 88% female wondering in mall for one hour .While 28% male of this age group spent 2 hour ,while 10% female of this group also spent two hour.2% male and female of this age group spent three hour in shopping mall.

After the study we found that female are always keen to visit the shopping malls. They visited in the shopping malls more times as comparison to male and female also spent more times in shopping malls.

8. PURPOSE BEHIND VISITING IN RETAIL MALL

Figure 4

