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- |   |    |
|---|----|
| <b>Impact of Employee Resilience on Job Performance Across Industries in India: Scientific Review and Exploration</b><br>Dr. S.C. Das, Shreni Kaushik                   | 01 |
| <hr/>   |    |
| <b>The Challenges of Manpower Planning in Public and Private Sector Organisations in Nigeria</b><br>Francis Chukwudi Anyim, Christopher Odogwu Chidi, Nuha Salihu Aremu | 12 |
| <hr/>   |    |
| <b>Statistical Evaluation of The Variables Driving The Customers' Behaviour in Shopping Malls of Udaipur (Rajasthan)</b><br>Nikhil Menaria, Dr. Anurag Mehta            | 22 |
| <hr/>   |    |
| <b>Human Disability as A Barrier to Employment Opportunities in Labour Market in Nigeria</b><br>Dr. Anyim, Francis Chukwudike, Aremu Nuhu Salihu                        | 29 |
| <hr/>   |    |
| <b>A Study of Job Satisfaction Level of Selected Private Hospital Employees in Udaipur City</b><br>Dr. Kulvinder Kaur, Dr. Sheela Dashora                               | 44 |
| <hr/>   |    |
| <b>Data Mining Based Cloud Computing in Education</b><br>Dr. Ashish Adholiya, Shilpa Adholiya   | 55 |
| <hr/>   |    |
| <b>Customer Satisfaction with E-commerce Services of Gardening Products</b><br>Dr. Shankar Chaudhary, Saurabh Singh Tomar   | 64 |
| <hr/>   |    |
| <b>Retelling of Myths in Contemporary Indian English Fiction</b><br>Neelima Bajaj   | 69 |
| <hr/>   |    |
| <b>Challenges Faced By Health Care Industry In Punjab</b><br>Dr. Harinder Singh Gill, Navalpreet Kaur   | 73 |

# STATISTICAL EVALUATION OF THE VARIABLES DRIVING THE CUSTOMERS' BEHAVIOUR IN SHOPPING MALLS OF UDAIPUR (RAJASTHAN)

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## Abstract

Culture of one point shopping stations and shopping malls have observed a great sense of attention from the customers for their final shopping destination and this resulted into significant progression in these retail formats in entire possible geographical locale of India during previous few years. However, the shopping centers particularly are still not the final option to reliably give a one stop goal or the shopping destination to the buyers in Udaipur and same can be observed in big cities also. This paper looks at the attractive and promising factors of shopping centers from the customers' viewpoint. There are near about eight most prominent shopping center points are incorporate for the study purpose in this research work. This paper proposes to examine the shopping center engaging quality wherein the endeavour is to study the conduct and mentality of the customers towards shopping centers. Moreover, the paper likewise proposes to determine the constituents of a perfect shopping mall or centre according to the visitors and buyers' perspective and lead into uncovering factors such as Ease and Convenience, Good Ambience for Comfortable Shopping, Product Information and Displays, Better Price Realization, Wide Category of Products, and Esteem Experience. The investigation also revealed that buyers and visitors also considers while visiting the shopping center that characteristics such as facilities and services, infrastructure and shopping environment, staff and sales support people, shopping environment etc drive the behaviour of customer in shopping malls. So, it is recommended that shopping mall administrators should consider all the aforementioned variables for offering delightful shopping experience to the customers.

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**Keywords:** Shopping Malls, Customer, Customer Behaviour, Shopping, Shopping Points/ Stations, Variables

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## Introduction

Shopping in India has seen an insurgency with the modification in customer behaviour and the entire configuration of shopping is also additionally modifying. Setting of new shopping phenomenon called malls or shopping center and now even the towns are humming with the shopping center mania. This advanced form of retail design for example shopping centers are described by shopping stores with greater level of product and service configuration, giving merchandise and enterprises that intrigue to purchasers, in a feel that is helpful for shopping. The ongoing development of shopping centers is changing the manner in which individuals shop. Today buyers search for several services and faculties such as cost/ price, comfort/

ease in shopping, accommodation, secure and spacious parking lot, amusement, bistros, food courts and kids play zone when they step into the shopping centers and they request the best of everything.

Now days it's not just wrapped up with delighted shopping, eating or watching a film, it's an involvement with itself, a lifestyle activity, and giving this experience is the thing that these shopping centers are developing as their Unique Selling Proposition. Shopping center culture in India and particularly in famous tourist destination cities like Udaipur has developed with a fantastic pace. Only a couple of years back, individuals needed to settle on a decision among shopping, films or hanging out on a vacation however on account of our shopping centers, every one of these occupations can be performed simultaneously, under a similar common and that too with a overall brilliant experience. The opportunity and availability to shop the garments and accessories, shoes and staples, while at the same time having facility for eating and amusement as multiplexes or computer game parlors, has been helpful to offer wonderful experience to shoppers. Contamination free, air cooled shopping experience with nice light effects in the shopping centers is desirable over the road shopping. The shopping center culture has become a sensation as far as changing the way of life of Indians the manner in which they are shopping and mingling. The changing life style, spending practices of customers, better income or salary and good segment designs, greater demographic descriptions have given different opportunities and also settled more difficulties for retailers.

## Review of Literature

Adholiya et al. (2019) in their study confirmed that factors such as tangible dimensions, intangible dimensions, and competitive infrastructural factors mainly drives the customers to visit the shopping malls and significantly contributes in the customer satisfaction, customer retention and revisit to the mall again. So, that study recommends that shopping malls should more precisely work on practises to improve their service dimension and factors associated with the

services, as direct relationship between the higher services quality and higher satisfaction rate of customer is confirmed by the study.

Rukmani et al. (2019) in their study on assessing the customer perception for shopping malls revealed that factors such as comfort at the shopping malls, feel of additional cheer and vitality due to light effects and infrastructure of the malls, are the variables which drives the customers to visit the shopping malls. The ambience of the shopping malls leads into experience the lifestyle in a new way and that is why customer loves to spent their time in shopping malls.

Widiyani (2018) confirmed that shoppers' intention or motives and their consideration to visit the shopping mall lies on shopping malls overall services facility and availability of all the assortment at the desirable price segment. Factors such as behaviour of the employees of shopping mall, security services, leisure and fun zone facilities, attractive architectural features, boards and signs, decorations, cleanliness, quality of product and services, public facilities, and number of public seats etc play significant role in customers' satisfaction and revisit to the shopping mall.

Kumar (2017) mentioned that shopping malls in India are witnessing immense growth because they had built up their image as the one stop shopping point and customer centric shopping hub where customer can get all the products of their need at comparatively cheaper price and can also enjoy the ambience of the mall. Study disclosed six different key variables that drive the customer satisfaction and revisit to the shopping malls are such as locality & convenience, relaxed shopping, prestige shopping, product knowledge, any day visit and price parity. The study also confirmed that ambience, infrastructure, behaviour of personnel, ease and convenient shopping atmosphere etc jointly build the attractiveness of the shopping malls and these also play vital role in customer revisit and satisfaction for the shopping mall.

Narahari and Kuvad (2017) opined that customer before visiting to a shopping mall also consider proximity to the shopping malls and frequent visit

to the mall driven through this variable significantly. They assured that if the prime purpose is shopping of daily goods or kirana only then shoppers prefer the local market or mandis for it rather than the shopping malls. So, that study recommends that shopping malls should be at the most prominent places or common route where customer can visit frequently.

Malik et al. (2015) confirmed that both the organized and unorganized retail sector in India is flourishing and consumers and their purchasing frequency have been increasing due to change in their shopping habits and consumption rate also. The change in income and lifestyle among all the other variables which drive the customer behaviour in shopping are the most significant variables. It was also mentioned by the researchers that in India to overcome the unorganized sector, organized sector have to work lot and should put tremendous effort to offer cheaper products to customers.

### Objectives of the Study

The evolution of shopping malls, hyper marts, strip marts and shopping centres have been evolved the way and behaviour of Udaipur people to shop. Exhibiting to the aforementioned retail or such other organized retail formats, people are switching their conventional buying behaviour into modern or more spending behaviour while shopping. This acceptance of shopping malls to shop have also changed the zone based buying behaviour so ultimately the practices of frequent shopping, impulse buying, driven purchasing etc have significantly affected the customer behaviour and acceptance of shopping mall culture and atmospherics for their shopping. This research work covers following research objectives:

1. To study the factors drive the customers' behaviour in Shopping malls.
2. To study the effect of demographic characteristics on factors drive the customers' behaviour in Shopping malls.

### Research Methodology

The present research work is explorative by nature

as it is designed to assess the significant factors that drive the customers' behaviour in shopping mall, and extent of association between the demographic variable of customer and the factors drive customers' behaviour in shopping mall. Sample population chosen for this study were the customer or shoppers' of the selected shopping malls (Celebration Mall, Big Bazar, Reliance - Paras Prime, Lake City Mall and V Mart) of Udaipur. A total number of 208 customer respondents were approached for their responses. A well structured questionnaire encapsulating all the possible variables identified from the literature study was offered to customer to know about their opinion for them. Out of the total customer approached 48 customers' responses were not found duly filled so that their responses were not encoded to the statistical analysis purpose. For selecting the customer respondent random convenience sampling method was followed and shopping mall selection was also based on random sampling. Questionnaire was used for the primary data collection and already published material was used for the secondary data. Questions in the questionnaire were broadly sectioned into section-A i.e. demographic section and questions related for shopping mall characteristics and factors that drive customers' behaviour were in section-B. Most of the questions in section-B were based on Likert scale and customer respondents were asked to give their opinion on that basis only. Following research variables were examined and questions were based on them:

Research Variables extracted from the literature available in journals, books, magazines, blogs, websites, and other sources are as follows:

- **Ease and Convenience** - this variable encapsulates all those factors and dimension that makes the shopping easy and convenient for the shopper such as shop floor design, merchandise arrangement, etc.
- **Good Ambience for Comfortable Shopping** - this variable incorporate all those dimension which ensures good floor area for easy navigation of shopper on the floor and proper display of signs too.
- **Product Information and Displays** - this variable incorporate variables related to



product display, product pricing, direction for the products etc.

- **Better Price Realization** - this variable incorporate price related factors such as value for the money, discounts, coupons and vouchers, cash backs, etc.
- **Wide Category of Products** - this variable incorporate products and their assortment related factors such as availability of brands, size, assortment, etc.
- **Esteem Experience** - This variable incorporate factor related to good experience of the customer at the shopping mall.
- **Facilities and Services** - this variable incorporate factors related to common facilities and services offered at shopping mall like green room, facility, water, parking etc.
- **Infrastructure** - This variable incorporate factor related to infrastructure such as lighting, escalator, common area, etc.
- **Staff and Sales Support People** - factors related to the shopping malls staff member and sales team were incorporated in this variable such as their behaviour and assistance, etc.

Opinions of the respondents for the above mentioned shopping mall variables were measured over five point likert scale and they were asked to rate their opinion in high impact to no impact (1 to 5).

## Research Hypotheses

$H_0$ : There is no impact of demographic variables on variables drive customers' behaviour at shopping malls.

$H_a$ : There is significant impact of demographic variables on variables drive customers' behaviour at shopping malls.

In order to test the significance of impact of demographic variables on variables drive

customers' behaviour at shopping malls Anova test was performed and their F and Sig. values were presented in next section to draw the inference.

$H_0$ : There is no relationship between shopping mall variables and customers' behaviour at shopping malls.

$H_a$ : There is significant relationship between shopping mall variables and customers' behaviour at shopping malls.

In order to test the significance of relationship between shopping mall variables and customers' behaviour at shopping malls regression test was performed and its coefficient and Sig. values were presented in next section to draw the inference.

## Data Analysis and Interpretation

Table 1: Reliability Statistics

Study Variables of Shopping Mall	$\alpha$ Statistics
Ease and Convenience	0.742
Good Ambience for Comfortable Shopping	0.733
Product Information and Displays	0.775
Better Price Realization	0.766
Wide Category of Products	0.709
Esteem Experience	0.763
Facilities and Services	0.809
Infrastructure	0.811
Staff and Sales Support Peoples	0.724

Source: Statistical Output

From the reliability test scores of Cronbach alpha ( $\alpha$ ) test it is noticed that all the test values are falling in the range in between 0.709 to 0.811 and all the values are found greater than the standard  $\alpha$  range i.e. 0.70. This leads into confirmation of goodness and quality of data and also confirms that the encoded data can be used for further statistical analysis.

**Table 2: Demographic Variables  
Frequency Distribution**

Demographic Variables		N	%
Gender	Male	78	48.75%
	Female	82	51.25%
Age (in Years)	18-30	38	23.75%
	30-45	62	38.75%
	45-60	48	30.00%
	60+	12	7.50%
Marital Status	Married	64	40.00%
	Unmarried	96	60.00%

Source: Statistical Output

The presented statistical output of demographic variables frequency distribution statistically depicted that a good mix of customer respondents was observed for the study purpose which is approximately equal gender distribution where

male participation is 78 (48.75%) and female customer participation is 85 (51.25%). So, no skenewss would be there for gender variable. As far as age distribution is concern higher participation of customers was observed from 30-45 years (62, 38.75%) age group, 48 (30.00%) customer respondents were of 45-60 years age group and 38 (23.75%) customers were of 18-30 years of age group. So, in context to the age wise distribution of customer respondents least participation was from 60+ years of age group respondents. It is because customers of more than 60+ year age group do not like to spend more time on shopping as they are quite specific about their choice and preferences of product and most commonly they prefer to shop from a convenience store as noticed during the study while interacting with respondents. The marital status statistics revealed that out of the total sampled customer respondents 64 (40%) were married and remaining 96 (60%) were unmarried. It is because for leisure and fun activities unmarried peoples first choice is shopping mall.

**Table 3: F-Test Statistics of Demographic Variable Effect on Satisfaction**

Demographic Variables	Effect on	F	Sig.
Gender	Ease and Convenience	8.344	0.000
	Good Ambience for Comfortable Shopping	7.168	0.000
	Product Information and Displays	8.023	0.000
	Better Price Realization	6.874	0.009
	Wide Category of Products	7.411	0.000
	Esteem Experience	7.452	0.000
	Facilities and Services	7.069	0.000
	Infrastructure	6.911	0.003
	Staff and Sales Support Peoples	8.452	0.000
Age	Ease and Convenience	7.365	0.000
	Good Ambience for Comfortable Shopping	7.557	0.000
	Product Information and Displays	7.926	0.000
	Better Price Realization	6.792	0.011
	Wide Category of Products	5.987	0.023
	Esteem Experience	7.211	0.000
	Facilities and Services	7.023	0.000
	Infrastructure	7.005	0.000
	Staff and Sales Support Peoples	6.968	0.000

Marital Status	Ease and Convenience	7.109	0.000
	Good Ambience for Comfortable Shopping	7.221	0.000
	Product Information and Displays	6.881	0.000
	Better Price Realization	6.906	0.000
	Wide Category of Products	7.006	0.000
	Esteem Experience	6.456	0.028
	Facilities and Services	7.233	0.000
	Infrastructure	7.454	0.000
	Staff and Sales Support Peoples	6.636	0.022

Source: Statistical Output

From the statistics given above it could interpret that sampled customers' demographic variables such as age, gender, and marital status significantly affect the variables which drive customers' behaviour at shopping malls as for all the listed shopping mall variables such as ease and convenience, good ambience for comfortable shopping, product information and displays, better price realization, wide category of products, esteem experience, facilities and services, infrastructure, and staff and sales support peoples.

The F score for all the aforementioned variables were showing the significance because of their higher values. So, from the statistics it could conclude that there is opinion based difference for all the variables of shopping mall and it is noticeable that demographic affects customers' behaviour at shopping mall. So, alternate hypothesis "there is significant impact of demographic variables on variables drive customers' behaviour at shopping malls" is accepted.

**Table 4 : Regression Model - Customer Opinion for Shopping Mall  
Variables' Impact Level on Shopping Behaviour**

Factors	Impact	Coefficient	Sig.
Ease and Convenience	General	0.288	<0.01
Good Ambience for Comfortable Shopping	General	0.201	<0.01
Product Information and Displays	General	0.223	<0.01
Better Price Realization	General	0.197	<0.01
Wide Category of Products	General	0.265	<0.01
Esteem Experience	General	0.243	<0.01
Facilities and Services	General	0.211	<0.01
Infrastructure	General	0.189	<0.01
Staff and Sales Support Peoples	General	0.204	<0.01

Source: Statistical Output

Coefficient values presented in the above table helps to understand that shopping mall variables impact on the customers' shopping behaviour. From the statistics it was noted that ease and convenience (0.288, <0.01), Good Ambience for Comfortable Shopping (0.201, <0.01), Product Information and Displays (0.223, <0.01), Better Price Realization (0.197, <0.01), Wide Category of Products (0.265, <0.01), Esteem Experience (0.243, <0.01), Facilities and Services (0.211, <0.01), Infrastructure (0.189, <0.01), and Staff and Sales Support Peoples (0.204, <0.01) all the shopping mall variables have significant relationship with the customer behaviour and that clearly confirms that all the aforementioned variables drives customer behaviour in shopping mall. So, alternate hypothesis is accepted that there is significant relationship between shopping mall variables and customer behaviour at shopping mall.

## Conclusion

Trend and progression of the shopping mall culture is improving day by day not because of that shopping mall are offering the ultimate destination to shop but the reason it that shopping mall are offering best place for shopping and leisure activities and they turned the ordinary shopping experience of customer into rich shopping experience. Major variables incorporated in the study and found significant in driving the customer behaviour are ease and convenience, good ambience for comfortable shopping, product information and displays, better price realization, wide category of products, esteem experience, facilities and services,

infrastructure, and staff and sales support peoples. It was also noticed that customers' demographic variables such as age, gender, and marital status significantly affect the variables which drive customers' behaviour at shopping malls.

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