Examining Consumer Behaviour in Shopping Malls: A Comprehensive Narrative Review

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Abstract

The purpose of the study is to recognize the factors that influence the consumer behaviour towards shopping malls. Along with, this study endeavours have been made to investigate different components which influence the consumer behaviour towards shopping mall. This literature review found the consumer preferences towards shopping mall. Customers do not go shopping mall only for shopping but also for entertainment and most of customers go to the shopping malls and superstores because they were conveniently located near their homes and places of employment, offer facilities, provide convenient hours, had little crowding while shopping, and offer everything they need. Different studies denote that there are numerous factors that attract the customers towards shopping mall. This study also suggest that consumers like shopping malls over other retail layouts due to their one-roof configurations. After re-examining of 10 papers on consumer behaviour towards shopping mall researcher, has recognized that shopping environment, ease of shopping, availability of different products, showbiz offered at malls, parking facility, good product quality, store layout, gym and spa facility, discount, and sales promotion are the factors that convince the customers to visit shopping malls for shopping and entertainment. Consumer buying behaviour towards shopping malls has been showing positive attitude in the previous study.

Keywords: - *shopping malls, consumer behaviour, influencing factors.*

Introduction

In India shopping malls has the greatest opportunity for the development of the business. Shopping malls contains various kinds of stores that have multiple collections of products and services for the consumers. In India most of the shopping malls has provided the required products for the customer based on their expectation like price, availability of the products, quality of the product, availability of all brands, packaging of the product, appearance of the shops etc. Since the physical visibility of the products must be good and the customer has to feel the product which create the key for the purchase of product. Ambience of the malls must be like Air condition facility, Window facility, place for the entertainment, food court, theatres, game facilities etc, which makes the customer to feel that they must visit the shopping malls again and again.

Buying Behaviour of the consumer is based on the expectation of the products that are available in the shopping malls. Customers used to buy the products based on the influence of their friends, family members, relatives, neighbours, colleagues, and others. Customers buy the products that will be different from one person to another person based on their attitude, life style, personality, perception about the products etc. Shopping malls has been chosen by most of the customer nowadays in order to purchase all the products in a single place, which helps to save their time, money, and stress of the consumers.

Concept and Importance of Shopping Malls:

A shopping mall is a huge building or group of buildings that contain various stores and other business establishments (or) solely sells various products / brands in retailing mode. If it is a collection of multiple stores, they are connected by walkways so that consumers can easily walk and shop between the stores. Malls can be built in an enclosed or in an open-air format. However, In India most of the leading shopping malls are with a

primary motto of acting like One Stop Shop that provides all most all the required products and brands right from grocery, lifestyle products to durables like furniture under one roof. Customers will be obviously happy if they get what they want conveniently in one location.

Physical visibility and feel of the product is another key experience that any mall can provide to the customer. Special ambiences, Air conditioning facilities, scope for window shopping, food courts, entertainment like movie theatres, game zones etc in shopping malls are added boosters for customers to opt for malls. Thus, malls serve the purpose of giving quality time and place for entertainment, socialization, pleasure, and fun besides selling required products and services. Small town consumers are no exception for this kind of combo offerings. Whatever might be the concept they come with, consumers of urban or small town wants shopping malls to provide a "One stop Shop" for retail as well as entertainment which they cannot get through online shopping or any Kirana shops.

Understanding the Consumer Behaviour in Shopping Malls:

For any retailers, either organized or unorganized, enhancing the customer traffic and sales are always important. However, in the current context of online retail and e-commerce evolution, both traffic and sales are declining day by day, leaving little choice to retailers, especially to big mall retailers. The current customer is more empowered, well informed, ready with well-grounded homework and after all they want utmost value for the money they spent.

Now a days, customer generated reviews on social media, blogs, websites etc., is minimizing the control of retailers on the customers. Thus, it became customary to understand the customer behaviour and preferences. Apart from that, small town malls are encountering various varieties of challenges – malls tend to generate new kinds of ideas related to lifestyle which could be alien to prevailing cultural practices, especially in small town, rural conservative societies. Understanding and moulding their mind sets is on priority to mall retailers. Secondly, traditional unorganized retail sector can always remain a competitor. Procuring trained or professional sales men in small towns who could handle varieties of customers could be another challenge.

Hence, a great deal of research is focusing worldwide to know how consumer shop, what factors convinces them to visit shopping malls, the rationale behind their shopping behaviour, consumer decision making process, the key role players in decisions etc. Accordingly, the mall retailer can strategize their promotional plans, work for the betterment of the product and services, focus more on mall management, and provide the value for the money spent by the customer.

LITERATURE REVIEW

1. **Vaishali and Ravi (2022)** researcher was concentrated on the elements affecting customer behaviour and customer satisfaction of Big Bazaar in Hyderabad, Telangana. This study's aims were to identify the variables that affect consumer behaviour as well as to measure how satisfied customers were with Big Bazaar in Hyderabad, Telangana. The study employed a descriptive research design. This research approach was selected because it was a mechanism for gathering facts. Using surveys and employee interviews, data collection was aided. Primary and secondary sources of information were also considered in the current investigation. 100 sample respondents were questioned in Big Bazaar in Hyderabad City, Telangana State, for the primary data using a practical sampling technique. It was observed that infrastructural features, special discounts, product availability, or product diversity are the main factors influencing customers to choose shopping malls for their purchases. Because they save time as well as money, organized retail shopping malls were preferred by most of the consumers in the current period. It has been noted that the most of the consumers are well educated, make a respectable living, and desire to lead stylish lives.

2. **Man and Qiu's (2021)** researcher were immersed an empirical investigation of the variables affecting customers' purchase decisions in malls. This research paper's goal was to examine the variables affecting customers' purchasing decisions in malls. Customers' shopping habits within the malls were identified as the dependent variable, and the environmental related factors, services related factors, administrative related factors, as well as transportation and location related factors (parking, location, accessibility), were identified as independent variables. A literature review served as the foundation for

the creation of a research framework. 200 replies were gathered from shoppers at four malls in the Klang Valley and Kuala Lumpur region. The SPSS software package was used to conduct correlation and multiple regression analysis to acquire the findings. According to the findings of the study, elements connected to the environment, transportation, and location significantly influenced customers' purchasing habits at malls. The findings might be used by mall developers to assess the location and architectural plans of mall sites as well as by mall managers to enhance the performance of retail malls. This study could be utilized by academics as a starting point for future investigation of the potential to influence customers' purchasing decisions using various marketing methods in order to maximize revenue and profits.

3. **Raja and Chandrasekaran (2020)** The researcher concentrated on the elements influencing customer purchasing patterns in malls and supermarkets in Tiruchirappalli city. The study's goals were to assess the elements that influence the consumer purchasing decisions in Tiruchirappalli district malls and supermarkets and to look at the degree of consumer satisfaction. 300 participants were chosen. A systematic questionnaire was used to gather data, and KMO & Bartlett's Test and factor analysis were used to analyse the primary data. KMO & Bartlett's Test had been used to determine if the data was sufficient to move forward with the factor analysis or not. The customers buying behaviour factors were investigated using factor analysis. According to the findings of the study, factors including the shopping canter's/creative shop's layout, shopping ease, leisure time, entertainment facilities, and reputation all had a substantial impact on how shoppers behave when they visit shopping centers and super markets. Most of customers go to the Tiruchirappalli district's shopping malls and superstores because they were conveniently located near their homes and places of employment, offer facilities, provide convenient hours, had little crowding while shopping, and offer everything they need.

4. **Kumar (2018)** performed a research evaluating consumer purchasing decision and their degree of satisfaction with contemporary retail centers in Coimbatore city. This study's major goals were to determine the elements that influence mall purchasing decisions and measuring the buyer experience. Primary information was gathered for this objective. In this study, a practical random sample method was employed, and 150 visitors were chosen at random. Percentages, frequency range, Garrett rankings, and Chi-square tests were used to analyse the data which has been gathered. Additionally, charts were made. The study concludes that customers were influenced by elements like good environment, convenience during shopping, the possibility to watch movies even as purchasing, quality of products, and the presence of alternative brands when visiting shopping malls. The report also reveals that respondents' satisfaction level. 31.33% of respondents said they were happy with how well contemporary retail malls had performed overall. Natural respondents contribute 28.67% of the total respondents, while extremely pleased respondents make up 23.33%, unsatisfied respondents make up 8.67%, and severely dissatisfied respondents make up 8% of the total respondents. According to the report, most of the customers were satisfied with their overall shopping mall experiences.

5. **Nasim and Shamshir (2018)** a researcher had examined a detailed narrative examination of customer behaviour toward shopping malls. On the topic mentioned in the title, a thorough and descriptive literature evaluation of almost (100) research publications has been done. An unsystematic narrative review is another name for a narrative review. Comprehensive narrative synthesis of previously published knowledge was known as an unsystematic narrative review or story diagrams. If properly formatted, narrative summaries could make a significant addition to the literature for research academics. This study includes information about how to create this form of feedback (Bart N. Green, 2006). The study concludes that the purchase behaviour was significantly influenced by store design and environment. Numerous elements, such as product presentation, entertainment, design, location, visual merchandising, and entry, consumers behaviour toward shopping malls and encourage people to buy. The study comes to the further conclusion that having easy access to interaction, security, delicious food, and entertaining affects buyers' attitudes about malls. The study comes to the further conclusion that, in addition to other variables, accessibility, mall convenience, and cost of transportation are significant influences on customers' shopping behaviour in malls.

6. **Mohanraj and Jaganathan (2018)** focused a research on mall shoppers' purchasing patterns. The purpose of this study was to determine how respondents behave while purchasing goods based on their expectations for the goods and services available at shopping centers. factors that are encouraging shoppers to make purchases at retail establishments. Understanding the variables that influence malls customers' shopping behaviour and assessing their satisfaction with marketing initiatives in shopping centers were the study's goals. Surveys and various fact-finding inquiries were part of descriptive

research. For the research, a sample size of 150 respondents has been chosen. The research used the simple random sampling technique. The study primarily examines customer purchasing patterns in malls and examines the potential for the retail industry in the future. The findings demonstrate that having the items available must satisfied customers so they would buy them again. The expectations of the customer must be the center of attention for shopping centers, and they must be satisfied by considering the pricing, sales, coupons, etc. According to this, in order to increase foot traffic and perhaps affect shoppers' purchasing decisions, the mall must have an appropriate marketing strategy and advertising.

7. **Ceasar and Daniel (2018)** examined a study on shoppers perceive malls, their attitudes about facilities, as well as the elements that influence their decision to shop there. The whole Thoothukudi District is covered by this research. It was field research with the goal of determining how people felt and acted when buying products at malls. In order to verify the questionnaire, pilot research was conducted, with the primary goal of fixing the questionnaire's and data collection's issues. As a pilot survey for this study, a group of 70 respondents from Annanagar, Thoothukudi, were questioned. To choose the sample for this investigation, the multistage clustered stratified sampling approach was modified. One Way ANOVA was modified to assess the discrepancy between the mean score of the elements affecting the attitude and profile of the respondents after determining the Likert score and ranking the factors which influence the attitude of consumers according to the Likert score. According to this survey, women commonly shop at malls in Thoothukudi for groceries and household necessities. By offering discounts and other forms of marketing incentive, Thoothukudi retail malls may draw in more consumers.

8. **Katrodia et.al. (2018)** examined the factors that influence people shop and make purchases: a case study of malls in Durban. The aims of this research were to examine consumer purchasing patterns at several Durban retail centers and the effects of various variables on customers' purchasing power. 100 randomly chosen shoppers from each of the 7 malls were the study's respondents of this study, making up a total sample size of 700 shoppers. 'Convenience sampling' was employed. The five-point Likert scale was used to create the questionnaire. Software called STATA/MP version 13 was used for data analysis. To examine the relationship between the various parameters and customers' purchasing power, Pearson's chi-square test was used. It was determined whether the instrument was valid via factor analysis. The research's conclusions show that elements like quality, convenience, and sales patterns have a substantial impact on consumers' purchasing decisions. The research's conclusions will aid in the development of fresh approaches that can keep a customer base and raise the level of service provided by businesses in Durban's shopping centers.

9. **Kumar (2017)** Based on a study of civilized and urban customers; the researcher has looked at the shopping malls' appeal elements from the viewpoint of the shopper. This research considered many malls that geographically reflect the metropolitan area of NCR Delhi. The study's goal was to identify the major variables that affect shoppers' attitudes regarding malls. 122 respondents in total were contacted. 22 of these 122 respondents were disinterested in answering, leaving a final sample of 100 respondents for the research. The sample was chosen using the convenience sampling approach. Both primary and secondary data were gathered for the investigation. The respondents were given access to a standardized questionnaire that had been created. Data was presented using bar graphs, pie charts, tables, etc. in the research study. The findings of this study suggest that consumers like shopping malls over other retail layouts due to their one-roof configurations. The primary aspect that altered customer attitudes about shopping malls was the availability of food, shopping, and entertainment in one location.

10. **SM and KT (2016)** The researcher looked at in what way shoppers behaved in the Mysore mall. The major goals of this study were to determine the demographics of consumer behaviour and to assess the elements influencing people to purchase goods from the Mall of Mysore. 50 participants were chosen from Mysore City for this study, which was intended as a descriptive study using the survey technique. For the efficient execution of the investigation, both the primary and secondary data were utilized. The method of choosing samples was judgment sampling. With the use of pertinent statistical and mathematical techniques like frequency and percentage, the analysis was completed. According to the results, 32% of consumers visit the Mall of Mysore on a weekly basis, 26% on a monthly basis, 28% on a half-yearly basis, and 14% do so annually. 28 percent of shoppers find it easy to do their shopping at the Mall of Mysore, 60% do because of the mall's high-quality services, and the remaining

12% do so for other factors. The Mall of Mysore's location was rated positively by 58% of consumers and negatively rated by the other 42%.

RESEARCH METHODLOGY

A systematic and descriptive literature review of (10) research articles has been conducted on the title as mention above. It is just a practice to review the work which is already done on consumer behaviour towards shopping malls.

CONCLUSION

This study gathers and evaluates very interesting facts and figures based on the previous researches on consumer behaviour towards shopping mall. The study concludes that facility of having convenience to socializing, food quality and entertainment effects customers attitude towards shopping mall. Store design and Environment has a significant effect on the shopping experience. Several features like display of the products, music, lay out; space, window display and entrance have an impact on consumer behaviour towards shopping mall and increase the sales. Other factors like redesigning and window presentation of outlets also affects consumer purchasing behaviour. The exterior as well as interior design of the mall are important to attract consumers and have a very strong relationship with their emotions besides other factors are parking space, distance from the mall and transportation expenses also play an important role in consumers purchasing in malls and the elements connected to the environment, transportation, and location significantly influenced customers purchasing habits at malls. The study concludes that customers were influenced by elements like good environment, convenience during shopping, the possibility to watch movies even as purchasing, quality of products, and the presence of alternative brands when visiting shopping malls and the purchase behaviour was significantly influenced by store design and environment. The study comes to the further conclusion that having easy access to interaction, security, delicious food, and entertaining affects buyer's attitudes about malls. In addition to other variables, accessibility, mall convenience are also significant influences on customers shopping behaviour in malls. At last, the study also concludes that infrastructural features, special discounts, product availability, or product diversity, store design, good environment, quality of products, parking facility, window display, food courts and movie theatres are the main factors that influence customers to choose shopping malls for their purchases and entertainment because they save time as well as money so, organized retail shopping malls were preferred by most of the consumers in the current period. It has been noted that the most of the consumers are well educated, make a respectable living, and desire to lead stylish lives.

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