CHAPTER 6

A. SUMMARY OF FINDINGS

This study was conducted to analyze the behaviour of teenagers in shopping malls. A questionnaire was drafted and later finalized after pilot testing. It was administered among 500 selected respondents. The respondents were selected on convenience basis, 100 from each of the 5 cities of Rajasthan (Jaipur, Jodhpur, Kota, Ajmer and Udaipur). The responses were later edited, tabulated, analyzed and interpreted.

Following hypotheses were derived for the present research:

a) The selected mall attributes equally motivate the teenagers for purchasing from shopping malls.

b) The selected factors are equally important for teenagers in their visit to shopping malls.

c) The selected factors equally affect the buying decision of teenagers in shopping malls

These hypotheses were tested using chi-square test. All the hypotheses were rejected after application of the chi-square test.

The research was conducted to study the buying behaviour of teenagers in shopping malls. It was revealed that many factors affect the buying behaviour of teenagers. There are many factors which affect the buying behaviour but their impact is not equal. The main findings of the research are noted below:

1. All the respondents (500) who were surveyed visited shopping malls.

2. About 90% of the respondents prefer going to shopping malls while 10% of them do not prefer going to shopping malls.

3. Large number of consumers (45%) prefers visiting shopping malls on weekends and very few (10%) prefer visiting shopping malls on weekdays.
4. More than 50% (58.4%) consumers spend between ₹1001-₹5000 in single shopping in shopping malls. Few consumers (11.2%) spend less than ₹500 or more than ₹5001(5.6%) in single shopping. One-fourth of consumers spend between ₹500-₹1000.

5. Parents have the greatest role (1585) in buying decision and the role of siblings is secondary (1237) in buying decision.

6. Advertising is main source of information regarding shopping malls. But at times means of information about shopping malls like friends, family members, word of mouth and news in the press also play an important role.

7. Large number of consumers (73.2%) can distinguish between a shopping mall and a general store and thereby know the extra facilities and benefits available at shopping malls against the limitations of a general store.

8. Consumers do not prefer purchasing products of daily use from shopping malls.

9. Large number of consumers (78.6%) strongly agreed/agreed that high priced and superior quality products are available at shopping malls.

10. Large number of consumers (84.8%) are novelty conscious and strongly agreed/agreed that products of new style and designs are available at shopping malls.

11. Large number of consumers (81.8%) strongly agreed/agreed that exclusive and unique products are available at shopping malls.

12. Offers made at shopping malls do not propel the consumers to visit shopping malls. A majority of consumers (64%) are not attracted or ignore the offers available at shopping malls. These schemes available for specific time period do not have much of relevance for majority of people.
13. For majority of respondents (58%) shopping + food + entertainment is the favourite combination and for only 9.6% food+ entertainment is favourite combination.

14. For large number of respondents (62.8%) the quality of products in shopping malls is high or very high. For about 25% of respondents the product quality is average and for few respondents (12.6%) the product quality is very low or low.

15. Variety of stores play the most important role for consumers to purchase from shopping malls followed by customer service and general atmosphere in shopping malls. In comparison to other attributes parking, timesaving and cost saving plays lesser role in motivating the consumers to buy from shopping malls.

16. Variety of products play the most important role for consumers to visit shopping malls, followed by branded products and recreation facilities in shopping malls. In comparison to other attributes like information, socialization and seeking status play lesser role for consumers to buy from shopping malls.

17. Company image play the most important role, followed by branded reputation and word of mouth in shopping malls. In comparison to other factors like salesman's persuasion, dealers’ influence and company leaflet play lesser role in consumers to buy from shopping malls.

18. Large number of consumers preferred branded products over unbranded products.

19. Large number of consumers (74.8%) strongly agreed/agreed that ambiance and location are important for shopping malls.

20. For large number of respondents (77.8%) the behaviour of employees in shopping malls is good or very good. For few respondents (3.8%) the behaviour of employees is bad/ very bad.
21. Large number of male respondents (57%) visited shopping malls and only about 43% females visited shopping malls. It can be concluded that greater number of male teenagers visited shopping malls than female teenagers.

22. Greater number of male teenagers (about 74%) preferred visiting shopping malls on holidays and gave least preference (about 52%) to weekdays. While large number of female teenagers (51%) preferred visiting shopping malls occasionally and very few of them (26%) preferred visiting shopping malls on holidays.

23. Large numbers of male and female respondents spend `2001- `5001 in single shopping and very few respondents spend more than `5001.

24. For male respondents friends have greatest role in their buying decision and for female respondents parents have greatest role in their buying decision.

25. Advertising is the main source of information for both male and female respondents.

26. Large number of male respondents (206 out of 292) and female respondents (160 out of 208) can distinguish between a shopping mall and a general store and thereby know the extra facilities and benefits available at shopping malls against the limitations of a general store.

27. Both male and female respondents do not prefer purchasing products of daily use from shopping malls.

28. Greater number of male and female respondents (393) strongly agreed that high priced and superior quality products are available at shopping malls.

29. Greater number of male and female respondents (424) are novelty conscious and strongly agreed/agreed that products of new style and designs are available at shopping malls.

30. Offers made at shopping malls do not propel the respondents to visit shopping malls. A majority of male and female respondents are not attracted or ignore
the offers available at shopping malls. These schemes available for specific time period do not have much of relevance for majority of them.

31. The favourite combination at shopping malls differs among male and female respondents. Against 33% females, 67% males preferred shopping +entertainment and food + entertainment as their favourite combination at shopping malls. Against 44% females, 56% males preferred shopping +food +entertainment and shopping + food as their favourite combinations at shopping malls.

32. Ratings for product quality available in shopping malls differ among male and female respondents. Against 36% females, 64% males rated product quality as very high. Equal number (50%) of male and female respondents rated product quality as low/very low. Majority of male and female respondents rated product quality as high.

33. Difference of opinion exists between male and female respondents regarding attributes motivating them to purchase from shopping malls. The attributes like time saving and cost saving have the highest percentage weighted value (53%) for females; whereas for males these have the lowest percentage weighted values (47%). Male respondents preferred atmosphere with highest percentage weighted value (51%) while it was least (49%) preferred attribute for females. Almost an equal number of male and female respondents preferred customer service as an attribute.

34. Difference of opinion exists between male and female respondents regarding the factors affecting their visit to shopping malls. The factors like socialization and seeking status have the highest percentage weighted value (53%) for males; whereas for females these have the lowest percentage weighted values (47%). Female respondents preferred variety of products with highest percentage weighted value (52%) while it was least (49%) preferred factor for the male respondents.

35. Difference of opinions exists between male and female respondents regarding their buying decision. The factors like brand reputation and dealers’ influence
have the highest percentage weighted value (51%) for females. For males these have the lowest percentage weighted values (49%). Male respondents preferred company leaflet with highest percentage weighted value (51%) while it least (49%) affected the females. Almost for an equal number of male and female respondents’ factors like company image, word of mouth and salesman’s persuasion affected their buying decision in shopping malls.

36. Against 37% females, 63% males valued branded products over unbranded products.

37. A very large number (374) of male and female respondents strongly agreed/agreed for importance of ambiance and location of shopping malls.

38. The ratings for employee behaviour in shopping malls differ among male and female respondents. Against 40% females, 60% males rated employee behaviour as good. None of the female respondents rated employee behaviour in shopping malls as poor/very poor. Majority of male and female respondents rated employee behaviour as very good.

39. Large number of business class respondents visited shopping malls in comparison to service class and professionals respondents.

40. Difference of opinion exists among respondents of different occupations regarding the preference of days to visit shopping malls. Majority of service class respondents preferred visiting shopping malls occasionally and very few of them on weekdays. Majority of business class respondents preferred visiting shopping malls on weekends and very few of them on weekdays. Majority of professional respondents preferred visiting shopping malls on weekends and none of them preferred visiting on weekdays.

41. Difference of opinion exists between respondents of different occupations regarding expenditure in single shopping. Majority of service class respondents spend between `2001-`5000 and very few of them spend more than `5001 in single shopping. Majority of business class respondents spend between `2001-`5000 and very few of them spend more than `5001 in single
shopping. Majority of professional respondents spend between $1001-$5000 and none of them spend more than $5001 in single shopping.

42. Difference of opinion exists among respondents of different occupations regarding the role of different groups in their buying decision at shopping malls. Impact of parents in buying decision was almost equal for respondents of different occupations, as the percentage weighted value varied for all of them from 33% to 34%. Impact of siblings in buying decision was also almost equal for respondents of different occupations, as the percentage weighted value varied for all of them from 33% to 35%. Impact of friends in buying decision was highest for professionals and business class respondents with percentage weighted values, 34% and 37% respectively and least (27%) for service class respondents.

43. When responses are compared occupation wise advertising is the main source of information for all the respondents.

44. Large number of service class respondents (131 out of 174), business class respondents (192 out of 258) and professionals (44 out of 68) can distinguish between a shopping mall and a general store and thereby know the extra facilities and benefits available at shopping mall against the limitations of a general store.

45. Respondents from different occupations do not prefer purchasing products of daily use from shopping malls.

46. Large number of respondents from different occupations (393) strongly agreed/agreed that high priced and superior quality products are available at shopping malls.

47. Large number of respondents from different occupations (424) strongly agreed/agreed that products of new style and designs are available at shopping malls.
48. Large number of respondents from different occupations (409) strongly agreed/agreed that exclusive and unique products are available at shopping malls.

49. Offers made at shopping malls do not propel service class and business class respondents to visit shopping malls as majority of them are not attracted or ignore the offers available at shopping malls. These schemes available for specific time period do not have much of relevance for majority of them. Whereas these schemes are important for professional respondents as majority of them prefer purchasing from shopping malls at offer time only.

50. The favourite combination at shopping malls differs among respondents from different occupations. Against 35% service class and 10% professional respondents, nearly 55% of business class respondents preferred shopping +entertainment and shopping +food +entertainment as their favourite combination at shopping malls. Against 30% service class and 45% professional respondents, nearly 25% of business class respondents preferred food +entertainment as their favourite combination at shopping malls. Almost an equal number of respondents from all the different occupations preferred shopping + food as their favourite combination.

51. Ratings for product quality available in shopping malls differ among respondents of different occupations. Almost an equal number of service class and business class respondents rated product quality as low/very low; whereas none of the professional respondent rated product quality as low/very low. Majority of respondents from different occupations rated product quality as high/very high.

52. Difference of opinion exists among respondents of different occupations regarding the factors affecting their visit to shopping malls. The factor like recreation has the highest percentage weighted value (35%) for both service class and business class respondents; whereas for professionals these have the lowest percentage weighted values (30%). Professional respondents preferred factors like branded products and information with highest percentage
weighted value (34%); while it was least (33%) preferred factor for service class and business class respondents.

53. Difference of opinion exists among respondents of different occupations regarding the factors affecting their buying decision in shopping malls. The factor like company leaflet has the highest percentage weighted value (35%) for both professional and business class respondents; whereas for service class these have the lowest percentage weighted values (30%). Service class respondents preferred salesman’s persuasion with highest percentage weighted value (36%); while it least affected the business class and professional respondents with percentage weighted values (33%) and (31%) respectively. Almost for an equal number of respondents from different occupations factors like company image, dealers’ influence and brand reputation affected their buying decision in shopping malls.

54. Large number of service class respondents (111 out of 174), business class (179 out of 258) and professionals (52 out of 68) valued branded products over unbranded products.

55. Large number of respondents (374) from different occupations strongly agree/agree for the importance of ambiance and location of shopping.

56. The ratings for employee behaviour in shopping malls differ among respondents from different occupations. Almost an equal number of service class and business class respondents rated employee behaviour as low/very low; whereas none of the professional respondents rated employee behaviour as low/very low. Majority of respondents from different occupations rated employee behaviour as good/very good.

57. Large number of respondents from second income group visited shopping malls in comparison to other income groups.

58. Difference of opinion exists among respondents of different income groups regarding their preference of days to visit shopping malls. Majority of respondents from first income group preferred visiting shopping malls
occasionally and very few of them on weekdays. Majority of respondents from second, third and fourth income group preferred visiting shopping malls on weekends and very few of them on weekdays.

59. Difference of opinion exists between respondents of different income groups regarding expenditure. Majority of respondents from first income group spend between `500-`1000 and very few of them spend more than `5001 in single shopping. Majority of respondents from second income group spend between `500-`2000 and very few of them spend less than `500 in single shopping. Majority of respondents from third income group spend between `2001-`5000 and very few of them spend more than `5001 in single shopping. Majority of respondents from fourth income group spend between `2001-`5000 and very few of them spend more than `5001 in single shopping.

60. Difference of opinion exists among respondents of different income groups regarding role of different groups in their buying decision. Impact of parents in buying decision was almost equal for respondents of first, second and third income group, as the percentage weighted value varied for all of them from 26% to 27% and it was least (20%) for third income group. Impact of siblings in buying decision was nearly same for all the respondents as percentage weighted values varied for all of them from 24% to 26%. Impact of friends in buying decision was equal for respondents of different income groups, as the percentage weighted value was 25% for all of them.

61. When responses are compared income wise advertising is the main source of information for all the respondents.

62. Large number of respondents of first income group (86 out of 114), second income group (124 out of 164), third income group (68 out of 95) and fourth income group (88 out of 127) can distinguish between a shopping mall and a general store and thereby know the extra facilities and benefits available at shopping mall against the limitations of a general store.
63. Respondents from different income groups do not prefer purchasing products of daily use from shopping malls.

64. Large number of respondents from different income groups (393) strongly agreed/agreed that high priced and superior quality products are available at shopping malls.

65. Large number of respondents from different income groups (424) strongly agreed/agreed that products of new style and designs are available at shopping malls.

66. Large number of respondents from different income groups (409) strongly agreed/agreed that exclusive and unique products are available at shopping malls.

67. Offers made at shopping malls do not propel respondents to visit shopping malls. A majority of respondents from different income groups are not attracted or ignore the offers available at shopping malls. These schemes available for specific time period do not have much of relevance for majority of them.

68. The favourite combination at shopping malls differs among respondents of different income groups. Majority of respondent of different income groups preferred shopping + food + entertainment as their favourite combination at shopping malls. Very few respondents preferred food + entertainment as their favourite combination at shopping malls.

69. Ratings for product quality available in shopping malls differ among respondents of different income groups. Almost an equal number of respondents rated product quality as low/very low. Majority of respondents from different income groups rated product quality as moderate/ high.

70. Difference of opinion exists among respondents of different income groups regarding the factors affecting their visit to shopping malls. The percentage weighted value for all the factors varied from 24% to 26% for all income groups.
71. Difference of opinion exists among respondents of different income groups regarding the factors affecting their buying decision in shopping malls. The percentage weighted value for company image and brand reputation in different income groups varied from 23% to 27%. The percentage weighted value for dealers’ influence and word of mouth in different income groups varied from 24% to 26%. The percentage weighted value for salesman’s persuasion and company leaflet in different income groups varied from 23% to 28%.

72. Large number of respondents of first income group (74 out of 114), second income group (136 out of 164), third income group (56 out of 95) and fourth income group (76 out of 127) valued branded products over unbranded products and 80 of them purchased unbranded products.

73. Large number of respondents (374) strongly agreed/agreed for the importance of ambiance and location of shopping.

74. The ratings for employee behaviour in shopping malls differ among respondents of different income groups. Very few respondents rated employee behaviour as low/very low; whereas few respondents rated employee behaviour as moderate. Majority of respondents from different income groups rated employee behaviour as good/very good.

The findings also indicate that the most preferred or “ideal” mall across all teen respondents, is one that has “lots of” everything (cool stores, entertainment options etc.), is a good place to hang out with friends and is very attractively designed. Teens choose to go to a mall with lots of experiential characteristics (skateboard and theme parks, cultural and live music events, theaters etc.) than to go to the typical status quo mall with a movie theatre.

**B. TESTING OF HYPOTHESES**

The hypothesis is a necessary link between theory and investigation which leads to the discovery of additions to knowledge. Hypothesis is usually considered as the principal instrument in research. A hypothesis is a skeptical proposition, formulated
to be tested in a certain given situation as a part of research, which states what the researcher is looking for. It is a proposition which can be put to a test to determine its validity. The function of hypothesis is to state the relationship between phenomenon in such a way that this relationship can be empirically tested. Hypothesis guides the direction of the study. In every research there should be a hypothesis. The hypotheses for present research were:

a) The selected mall attributes equally motivate the teenagers for purchasing from shopping malls.

b) The selected factors are equally important for teenagers in their visit to shopping malls.

c) The selected factors equally affect the buying decision of teenagers in shopping malls.

The hypotheses were tested by using the chi-square test. The chi-square statistic $X^2$ provides a measure of discrepancy between expected & observed frequencies.

Its basic formula is

$$\text{Chi-Square } X^2 = \sum \left( \frac{(f_o - F_e)^2}{F_e} \right)$$

Where: $f_o$ = the excepted frequency

$F_o$ = the observed frequency. Summation is over the number of categories characterizing a given problem.

Procedure of Chi-square analysis

1. Null hypothesis

2. Calculation $x^2 = \sum \left[ \frac{(f_o - f_e)^2}{f_e} \right]$

3. Degree of freedom d: $d = (\text{Column}) - (\text{Row}) - 1$
4. $X^2$ table

5. Testing the hypothesis

Following are the key points

1. $X^2$ cannot be negative because all discrepancies are squared; both positive and negative discrepancies make a positive contribution to the value of $X^2$.

2. $X^2$ will be zero only in the unusual event that each observed frequency exactly equals the corresponding expected frequency.

3. Other things being equal, the larger the discrepancy alone that accounts for a contribution to the value of $X^2$; rather, it is the size of the discrepancy relative to the magnitude of the expected frequency.

4. It is not the size of the discrepancy alone that accounts for a contribution to the value of $X^2$; rather, it is the size of the discrepancy relative to the magnitude of the expected frequency.

5. The value of $X^2$ depends on the number of discrepancies involved in its calculation.

In the Chi-square test, the null hypothesis is that in the population distribution the proportional frequency of cases in each category equals a specified value. The proportions hypothesized are derived from a research question of interest to the researcher, and as usual the hypothesis concerns the population proportions, not the sample proportions.
Testing of Hypothesis 1

Null Hypothesis

\( H_0 \): The selected mall attributes equally motivate the teenagers for purchasing from shopping malls.

Alternate Hypothesis

\( H_a \): The selected mall attributes do not equally motivate the teenagers for purchasing from shopping malls.

Computation of Test

1653.138

Degree of Freedom

\((R-1)*(C-1)\)

\((6-1)(4-1)\)

5*3=15

Decision

At 5% level of significance the critical value of chi-square for 15 degrees of freedom is 24.996. Since, the computed value of chi-square is (1653.13). It falls in the rejection region. Thus the null hypothesis is rejected and the alternate hypothesis is accepted.
Table 6.1
Testing of Hypothesis 1: Attributes Motivating to buy from Shopping Malls

<table>
<thead>
<tr>
<th>Attributes</th>
<th>High</th>
<th>Moderate</th>
<th>Little</th>
<th>Not at all</th>
<th>Total</th>
<th>Weighted Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Respondents</td>
<td>%</td>
<td>No. of Respondents</td>
<td>%</td>
<td>No. of Respondents</td>
<td>%</td>
</tr>
<tr>
<td>Parking</td>
<td>143 (125)</td>
<td>28.6</td>
<td>170 (125)</td>
<td>34.0</td>
<td>116 (125)</td>
<td>23.2</td>
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<tr>
<td>Atmosphere</td>
<td>282 (125)</td>
<td>56.4</td>
<td>163 (125)</td>
<td>33</td>
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<td>Time Saving</td>
<td>188 (125)</td>
<td>37.6</td>
<td>194 (125)</td>
<td>39</td>
<td>75 (125)</td>
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<td>Cost Saving</td>
<td>155 (125)</td>
<td>31.0</td>
<td>174 (125)</td>
<td>35</td>
<td>76 (125)</td>
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<td>Variety of Stores</td>
<td>362 (125)</td>
<td>72.4</td>
<td>122 (125)</td>
<td>24</td>
<td>16 (125)</td>
<td>3.2</td>
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<tr>
<td>Customer Service</td>
<td>276 (125)</td>
<td>55.2</td>
<td>180 (125)</td>
<td>36.0</td>
<td>40 (125)</td>
<td>8.0</td>
</tr>
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</table>

* Expected frequencies are shown in brackets.
Testing of Hypothesis 2

Null Hypothesis

$H_0$: The selected factors are equally important for teenagers in their visit to shopping malls.

Alternate Hypothesis

$H_a$: The selected factors are not equally important for teenagers in their visit to shopping malls.

Computation of Test

1573.122

Degree of Freedom

$(R-1)*(C-1)$

$(6-1)*(4-1)$

$5*3=15$

Decision

At 5% level of significance the critical value of chi-square for 15 degrees of freedom is 24.996. The computed value of chi-square is (1573.122) which falls in the rejection region. Thus, the null hypothesis is rejected and the alternate hypothesis is accepted.
Table 6.2
Testing of Hypothesis 2: Factors Affecting Visit to Shopping Malls

<table>
<thead>
<tr>
<th>Factors</th>
<th>High</th>
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<th>Little</th>
<th>Not at all</th>
<th>Total No. of Respondents</th>
<th>Weighted Value</th>
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<tbody>
<tr>
<td></td>
<td>No. of Respondents</td>
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<td>No. of Respondents</td>
<td>%</td>
<td>No. of Respondents</td>
<td>%</td>
</tr>
<tr>
<td>Recreation</td>
<td>212 (125)</td>
<td>42.4</td>
<td>213 (125)</td>
<td>42.6</td>
<td>32 (125)</td>
<td>6.4</td>
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<td>Socialization</td>
<td>128 (125)</td>
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<td>250 (125)</td>
<td>50</td>
<td>79 (125)</td>
<td>15.8</td>
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<td>Seeking Status</td>
<td>135 (125)</td>
<td>27</td>
<td>198 (125)</td>
<td>39.6</td>
<td>88 (125)</td>
<td>17.6</td>
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<td>Branded Products</td>
<td>294 (125)</td>
<td>58.8</td>
<td>155 (125)</td>
<td>31</td>
<td>24 (125)</td>
<td>4.8</td>
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<td>Information</td>
<td>184 (125)</td>
<td>36.8</td>
<td>229 (125)</td>
<td>45.8</td>
<td>64 (125)</td>
<td>12.8</td>
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<td>Variety of Products</td>
<td>307 (125)</td>
<td>61.4</td>
<td>147 (125)</td>
<td>29.4</td>
<td>8 (125)</td>
<td>1.6</td>
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* Expected frequencies are shown in brackets.
Testing of Hypothesis 3

Null Hypothesis

$H_0$: The selected factors equally affect the buying decision of teenagers in shopping malls.

Alternate Hypothesis

$H_a$: The selected factors do not equally affect the buying decision of teenagers in shopping malls.

Computation of Test

1302.006

Degree of Freedom

$(R-1)*(C-1)$

$(6-1)*(4-1)$

$5*3=15$

Decision

At 5% level of significance the critical value of chi-square for 15 degrees of freedom is 24.996. The computed value of chi-square is (1302.006). The null hypothesis is rejected and the alternate hypothesis is accepted as it falls in the rejection region.
Table 6.3
Testing of Hypothesis 3: Factors Affecting Buying Decision in Shopping Malls

<table>
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<th>Factors</th>
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<th>Weighted Value</th>
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<td></td>
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<td></td>
<td></td>
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<tr>
<td>Company Image</td>
<td>335 (125)</td>
<td>111 (125)</td>
<td>24 (125)</td>
<td>30 (125)</td>
<td>500</td>
<td>1751</td>
</tr>
<tr>
<td></td>
<td>67.00</td>
<td>22.2%</td>
<td>4.8%</td>
<td>6%</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Brand Reputation</td>
<td>315 (125)</td>
<td>127 (125)</td>
<td>40 (125)</td>
<td>18 (125)</td>
<td>500</td>
<td>1739</td>
</tr>
<tr>
<td></td>
<td>63.00</td>
<td>25.4%</td>
<td>8%</td>
<td>3.6%</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Dealers’ Influence</td>
<td>92 (125)</td>
<td>230 (125)</td>
<td>108 (125)</td>
<td>70 (125)</td>
<td>500</td>
<td>1344</td>
</tr>
<tr>
<td></td>
<td>18.40</td>
<td>46%</td>
<td>21.6%</td>
<td>14%</td>
<td>100%</td>
<td></td>
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<tr>
<td>Word of Mouth</td>
<td>116 (125)</td>
<td>214 (125)</td>
<td>120 (125)</td>
<td>50 (125)</td>
<td>500</td>
<td>1396</td>
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<tr>
<td></td>
<td>23.20</td>
<td>42.8%</td>
<td>24%</td>
<td>10%</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Salesman's Persuasion</td>
<td>124 (125)</td>
<td>179 (125)</td>
<td>131 (125)</td>
<td>66 (125)</td>
<td>500</td>
<td>1361</td>
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<tr>
<td></td>
<td>24.80</td>
<td>35.8%</td>
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<tr>
<td>Company Leaflet</td>
<td>76 (125)</td>
<td>247 (125)</td>
<td>71 (125)</td>
<td>106 (125)</td>
<td>500</td>
<td>1293</td>
</tr>
<tr>
<td></td>
<td>15.20</td>
<td>49.4%</td>
<td>14.2%</td>
<td>21.2%</td>
<td>100%</td>
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</tr>
</tbody>
</table>

*Expected frequencies are shown in brackets
C. SUGGESTIONS

On the basis of the responses gathered from respondents. Following suggestions are offered to attract and satisfy teenagers in the shopping malls.

1. There should be improvement in safety and security services. And lockers should be provided for their valuable belongings.

2. Improvement in parking area. Better lighting in the parking lots with proper signboard and directions.

3. The mall should have different merchandising assortments with variety of stores like magazine and book stores, gift shop, internet cafe, 99 shops and other thrift shops.

4. Quality of products should be one of the major attribute that retailers in malls should consider.

5. The environment and vicinity around malls should be good so that it’s comfortable for them to visit the place.

6. Mall management should improve mall design and layout by widening walkways to avoid fight crowds, having comfortable sitting areas, putting T.V. screens in food courts and making the ambience of mall bright and cheerful.

7. Considering that today’s teenagers tend to be more health or diet-conscious, mall managers should upgrade the food court and include more healthy options. Also, the food court should promise veritable feast with specialty restaurants offering Continental, Chinese, Mediterranean, Indian and other types of cuisines. Theme based restaurants like sports cafes and jazz bars with live performance from talented musicians would appeal to the younger crowd.

8. Facility management should improve mall services, like neat and clean bathrooms and more ATM services, provision of people movers like electric cars or trams to move around big malls and customer care centre to obtain
necessary information about mall’s activity schedule and promotional schemes in retail stores.

9. Effective advertising of a mall through internet (social networking sites), media (F.M. Radio, Television), newspapers and outdoor advertising is important as they are ambitious and enthusiastic about collecting information about the malls through advertisements.

10. In addition to high price and branded products, low price products should also be kept so that customers of every class can buy daily use products from the malls.

11. Retailers should take into account the existing brand awareness among teenagers in township areas.

12. Mall management should organize free concerts, live music shows, fashions shows etc. on weekend evenings so that underage teens can have a safe place to hang out without their parents.

13. Retailers should provide unique, contemporary, sophisticated and exclusive merchandise in their stores according to interviewed teens as they expect exclusive and unique products in shopping malls.

14. Mall management should create teen area for "hanging out” in malls as the most preferred combination for them was shopping + food + entertainment. So they suggested some creative ideas for their entertainment: coffee shop with internet access, fitness centre, theme parks (Snow Park, virtual and reality theme park etc.), interactive video games, movie theatre, snooker, bowling, dance clubs, restaurants offering variety of cuisines etc.

Other suggestions useful for attracting and satisfying all the consumers who visit shopping malls are noted below:

1. The government should allow FDI in specialty retail areas like electronics, building equipments, furniture, sports goods and stationery. Such reforms in
FDI will induce a number of global chains to set up shops in India without posing any threat to Indian retailers dealing in multiple brands.

2. The developers of the malls should realize to create a shopping destination for the shopper which has a mix of retail outlets, eating joints, entertainment places etc. This offers them with the whole shopping experience. The promoters should take the help of retail experts to create a balanced tenant mix that also includes variety of products and anchor stores so that the shoppers are able to get everything they want under one roof, which will solve their purpose of coming to the shopping mall.

3. The developers should try to create a specific image of the shopping mall by the process of segmentation and creation of a particular shopping environment. For example, the high end luxurious brands and the brands for price sensitive consumers should not be put under one roof. This will help them to capture audience belonging to different customer segments.

4. To make malls more profitable it is necessary for mall management to captivate the consumers not only by ambience and services but also target different consumer groups according to their specific preferences.

5. Malls that house cinema theaters, food courts, recreational centers and gaming areas are able to make shopping a pleasurable activity for families. The malls must have desirable ambience and offer opportunities for social interactions.

6. Nowadays customer shopping is not just a functionality behaviour to meet the basic demand, but also to have happy and relaxed emotional experience. Therefore the design of franchised stores would be a key aspect to attract customers’ eyes. Retailers should give extra attention to the visual image of the store through space, color and material etc. to convey consumers the brand's unique personality and design concepts, also to bring a strong sensory and emotional experience.

7. Special promotional activities should be conducted on weekdays to avoid rush on weekends, so as to increase the number of footfalls in the weekdays.
8. Malls should catch up with the changing new trends. Malls should timely rejuvenate its layout as there is a tendency of people getting bored after frequent visits.

9. The organized retailers should be suggested to target the untapped middle income group population of India. Although, it may not be so easy to change the mindsets of these consumers but it can be a means of attracting the global retail giants that want to enter into the Indian economy.

10. Another recommendation for the retailers would be that they should build relationships with their existing customer segments. The retailers should be well versed with the consumer preferences and they should also offer them additional services apart from the products.

11. Consumers relish the experience of being able to bargain with the shopkeepers. They enjoy the process of bargaining believing that by doing so they can get goods at more reasonable price. This is a major motivator for consumers to shop in smaller retail outlets as they are able to haggle with the retailers and get a rebate on the products. This may not be possible in the branded stores of the malls. Hence, the store managers have to consider the ‘bargaining aspect’ of shopping while planning their promotions.

12. Mature consumers should be the dream of mall operators, given that on an average they have higher discretionary income, more time to shop; they have the willingness and ability to utilize their disposable income that can provide mall retailers with higher revenue potential. It is a popular belief that mature consumers tend to be loyal to specific brands or stores and are more likely to accept substitute products in a stock-out situation. Most mall marketing is targeted to consumers in their teens, 20’s, and 30’s. As a result, mature consumers over the age of 45 are often ignored in the marketplace, and the growing purchasing power of mature consumers cannot be harnessed by mall retailers.

13. Elderly generation has much time at their disposal. Mall retailers can provide them not just with goods and services, but also with a place to reduce
loneliness, utilize services, eat and enjoy aesthetically in pleasing and stimulating environments. Thus pleasant mall environment can include a quieter mall with lots of rest areas and sitting areas to promote casual social interactions and carpeted floors for safer walking and reduced noise level. The spatial interiors of malls could provide a space where older people can sit and relax while shopping. The restaurants and eating areas should extend facilities for them to socialize or watch others shop.

14. To attract the elderly generation, different categories of products can be made available in malls so they can spend less energy and time looking for products. They are usually comfortable with retailers located near to their homes; hence the malls must make available variety of products and devise strategies to attract them. These products and promotions should be relevant for them.

15. Retailers should focus on loyalty programs since it is believed that loyal customers are cheaper to serve, they are willing to pay more for a given bundle of goods and they act as effective marketers for the store’s offerings. A loyalty program membership card should be offered to the customers. These cards not only contain rewards but the particular retailer ties up with various other brands which provides some benefits to the loyal customers of the retailer. These rewards have to be desirable enough to change the behaviour of the customers. In fact, if the reward is really well chosen, it will be attractive to customers who are not really valuable to the business. There are various types of rewards. Like simple discount, points which lead to gift from a catalogue, points which lead to later money off and fast and foremost information about sales and discounts.

16. Most of the Indian consumers are influenced by the concept of ‘discount’ as it implies that they are getting more value for their money. The desire to explore the discounts and festive offers acts as an inducement for them to visit the malls. Hence malls should frequently offer discounts and rebates to the consumers.

17. Retailers need to encourage consumers to make impulse purchases by giving them less time to think about the purchase. Promotional sales and discounts
like buy one get one free offer, causes the consumer to think the products are on sale, when they may not be and lowers their ability to think about the consequences.

18. In addition to high price and branded stuff low price products should also be kept thus targeting customers of every class but no compromise should be made on quality.

19. Brands can advertise in a mall by becoming resident in a mall and can conduct on ground activities/promotional schemes when there are high traffic footfalls (especially weekends/holidays/festive season).

20. For developing loyal customers, the employees of the retail outlets in mall would play an important role. Therefore, they must hire the right kind of employees and train them.

21. Employees should make the consumer feel good. Giving him personal attention, a “special” deal or free products can create positive feeling. Make it easy for the customer to buy as they are affected by employee behaviour in malls.

If shopping malls want to meet the challenges inherent in the “third retail revolution” that combines retailing, leisure and urban entertainment, they must understand the link between teen (trendsetter) shopping preferences and mall design (retail mix, concepts and formats). In other words, they must become more “customer-centered” and learn to manage the “total customer experience” in a better way.

**D. SCOPE OF FURTHER RESEARCH**

Research is an unending and continuous process. Every research opens new areas and raises new questions to be answered. Hence, it is pertinent that every research report contains a write up on the scope for and content of further research in light of the findings of the study.

The suggestions offered for further researches not only reflect application of proper research methodology but also make research more purposeful and useful. The study
may end up with some suggestions for further research. The discussion of implication of findings usually includes relevant questions that are still unanswered to new questions raised by the study. The present study reveals the psychology of teenagers about the mall culture. It considers selected cities of Rajasthan to understand teenagers buying favourite and their attitude and perception towards shopping malls.

This research throws up some interesting area for future work

1. Further research can be conducted to improve top line and bottom line of shopping malls and organized retail industry as a whole.

2. Research can also be directed on the elderly consumers to understand the reasons for their visit to shopping malls.

3. A comparative analysis of mall shopping behaviour in Tier I and Tier II cities can also be undertaken.

4. A study on comparative analysis of the preferences of consumers for malls and local retailers can be done.

The findings of the study can help mall management to find out best tenant mix, leisure activities and location whose absence or presence strongly influences consumer's attitude and perception towards the malls.

The general procedure of conducting any research may be as follows:-

- Exploratory work.

- Review of literature.

- Finding the research gap.

- Objective of the study.

- Identification and specification of problem.

- Contributions from the study.
• Formulation of hypothesis.

• Scope of the study.

• Data sources.

• Preparation of questionnaire after pilot testing.

• Designing the sample – determination of universal, sample size and sampling technique.

• Collection of data.

• Editing and tabulation of data.