CHAPTER NO. 2

REVIEW OF LITERATURES

Introduction

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Chapter 2. Review of Literatures

Introduction

The area of consumer behaviour is very vast. It is proposed to survey the literature on various major mechanism of the broad area in different sections. This Chapter reviews literature related to the study of consumer behavior towards Shopping Malls. The review is divided into two major sections:

Section 1. Deals with perception of Indian consumer about shopping malls.

Section 2. Studies relating to perception of other than Indian consumer about shopping malls, are reviewed.

The objective of this chapter is to review the literature used for the purpose of present research work. The Chapter deals with various books, magazines, newspapers’ & journals which are reviewed to gain background knowledge of the research topic.

Further review of literature helps to identify the concepts relating to the research topic & potential relationship between them. It also helps to identify appropriate methodology, Research design & techniques used for analysis of data.

In addition to this it helps to identify data sources used for research & to learn how others structured their reports. It also finds out some gap in earlier literature & provides new insight for conducting new enquiry.

2.1 Studies on perception of Indian consumer about Shopping Malls

In India now a days due to growing of mall culture shopping destination has changed. Shopping mall becomes considerable destination for shopping. In this section attempt is made to study Indian consumer behavior towards shopping malls which helps to identify and understand various dimensions and concepts of buying behavior and consumption behavior. However very few literatures are available which has described about the various constructs of buying behavior and even fewer numbers of researcher have focused on the Indian buyer.

1. Khan¹, (1989),

He found that timing of shopping trips influence choice of product. Shopping from shopping mall is preferred for regular shopping depending upon the availability of time. Shopping timing decisions and product choice decision differs from customer to customer and such difference is because of individual behavior, activity outline,
and family uses. Consumers are using both subjective and objective evaluation criteria while choosing a shopping mall. When size of comparison are more among the shopping malls, consumer’s process a lot of information before making a final choice. This information processing happens hierarchically and step by step. Shopping mall image influences choice of product and shopping trip habits.

2. Varki\(^2\),(2001),

Prior empirical evidence confirmed that superior quality perceptions resulting in relentless satisfaction may develop positive behavioral consequences, consumers are ready to pay more price for the goods. The price sensitive customers may be regarded as the most successful outcome in the view of the service provider. However, an important question still remains that whether price sensitivity of a customer is actually a behavioral consequences or rather a psychographic characteristic. A price sensitive customer is likely to overlook the superior service quality received in the event of a price increases and resort to switch over tendencies. Price sensitivity is different in every customer and therefore, careful consideration is requires while formulating pricing policies. The sentiment of price equality developed by comparing the prices with comparative brands and the extent of price acceptance existing in the minds of the customers due to the offer of various attributes develops a characteristic in the form of a price awareness, which tends to decide the different area of price sensitivity in the customer. Reasonable price perceptions of the customer have a significant relation to customer satisfaction and favorable behavioral intentions. Further, negative price perceptions can unfavorably affect customer maintenance. Price sensitive customer may tend to perceive upward price changes as unfavorable and resort to unfavorable behavioral intentions and remain unsatisfied, even when they perceive services quality to be superior.

3. Swaran lata\(^3\),(2001),

Found a wide disparity in consumer behaviour between urban and rural areas and within various socio-economic groups from Haryana state. It was noticed that with the change in income, consumption of goods and services also changes. Average monthly family expenditure and population of family had a direct effect on shopping from normal shop and shopping mall.
4. Jonas⁴, (2001),

Analysed the inter temporal and inter-metropolitan variation of expenditures in shopping malls. He used cross-sectional data provided by NSS. Change for urban and rural India was noticed to be relatively higher than the four metropolitan cities viz, Mumbai, Delhi, Kolkatta and Madras. Among four metropolitan cities, Delhi was observed to be the highly purchasing customers from shopping mall.


Stated in his study that every person has his own opinion and the ability to prove self as powerful. He displays his product in a window for marketing his product, so as to easily convey it to his consumers. But he should plan which product can be displayed within window, else he would not be able sell the products. Normally, products having fewer sales than margin are shown at the window. This paper explores how the shopping mall and product category information communicated by a shopping mall's windows are related to consumers’ purchase decisions. Study explains that the clothing retailers demonstrate that the shopping mall entry decision is related both directly as well as indirectly to the attainment of practical, information about the shopping mall. Any information about product i.e. fashion and shopping mall image that is more strongly associated with the product buying decision. Consumers with clothing knowledge are more influenced by windows in their shopping decisions than those with low or high levels. In shopping malls consumers tend to purchase the product by window a shopping, which plays part of his purchasing decision.


He says that visual communication method in shopping malls is having more effect in the mind of consumer. Shopping malls communicate availability of their product outlet through screen in shopping mall. It is found screen announcement is also the best because it covers audio as well as visual pictures. What message shopping malls wants to pass can be communicated with the help of picture and words. Use of the other media may not give required effect, what shopping mall want to say by means of communication and what shoppers will understand makes different. In case of screen advertisement such difficulties are removed. Many time buyers go to market to buy a product and he is confuse what to buy and suddenly if he watches the advertisement helps him buying. While buying one thing if consumer
watches advertisement he may think to buy the desired products. Screen advertisement are generally for few seconds, effect of it in the mind of consumer is for few moment and then after he forget about the same. While shopping if he watches advertisement he recollects his memory and reminds to buy the same. Generally, people don’t like to go for shopping alone, they always prefer some one’s company. One who wants to do shopping is busy in his shopping while a person a who goes with him may doing nothing, in such case if accompanying person come across any advertisement, which may remind him to buy something for him also. By that way shopping mall can increase its sales. In-shopping mall screen advertising work very well. By the end of 2016, around 45-50 million sq.ft. of retail space will be available, up from 32 million sq.ft. in 2015. That is a lot of space in-shopping malls screen change buying pattern of consumer.

7. Vyas\(^7\), (2005),

Stated that the fast moving consumer goods market has established as one of the most attractive markets in India. Fast Moving Consumer Goods were sign of quick acceptance, improved quality and good size, short life, high consumer demand goods are consumed quickly and are available at comparatively at lesser price. Fast Moving Consumer Goods include consumer products viz soaps, cosmetics, toothpastes, shaving products, toiletries, detergents and cleaning products, as well as other non-durables such as paper products, glassware, bulbs, batteries, and plastic goods. Therefore it is necessary to attract more and more customers and increase sale in shopping mall, mall managers must adopt the sale of Fast Moving Consumer Goods.

8. Rao\(^8\), (2006),

Studied the behaviour of consumers visiting shopping mall in Aandhra Pradesh. It was observed that income of consumers of unorganised market is more than of oraganised market. Among the food items, the maximum demand was for food, Cloths and footwears and minimum for luxurious goods in unorganised market.

9. Ravi Wariar\(^9\), (2007),

He stated in his studies few are willing to pay for price or piece i.e. ready to more payment if desire goods are available or compromise on functional benefit, and sometimes even aesthetics, for environment friendly demand. Environment friendly products available in shopping malls consider both greening products and greening
the firm. The green marketers should not neglect the economic aspects of green marketing. Managers need to understand the implications of green marketing. They should be clear on what is to be greened—the system, the processes or the goods. Disclosing the information is the important components of green marketing. The information disclosed has to be genuine and substantiated. Green marketing is still new and a lot of research to done on green marketing to fully explore its potential. Shopping malls are the best place now day to cover more number of consumers and make them aware about the green marketing. Many consumers who visit shopping malls would like to go for eco friendly goods. For e.g. through the study it came to know that plastic bag take 100 years to get dispose off. Consumers prefer paper bag so that need not to use drain and river blocking plastic bag. Encourage others also to say “No” to plastic bags. Even government also bans plastic bags. It was observed that may shopping malls charges price for providing plastic bags which automatically restrict the use of plastic.

10. M. P. Loyal\textsuperscript{10}, (2007),

In his study says that, Brand Image increase sale of product and change consumer behavior. Simple example of this is Godrej Company, who are basically in business of safe, cupboards, and Lock that means they were in business of security, but in recent years Godrej company is come out with frozen chicken. Where they were in business of safe and locks and where the business of chicken. The Brand image Help them to develop their frozen chicken business and they are developed the same. Another example of Tata, basically business of iron and ore, now they are also come out with Tata Salt, Tata Tea etc. with the help of Brand loyalty of consumer toward the company. Most of the enterprises in the food industry offer taste, price and hygiene as value proposition, which motivate the customers to buy and stay. The retail enterprise offer price, variety and services as value proposition. These factors influence and win customer behaviour. Developing Brand image and making availability of branded goods to brand conscious customer is responsibility of shopping malls. Many shopping malls are famous for selling various famous brands and customers do visit the particular shopping mall for easy availability of required Brand. Most of the enterprises enjoy longevity in the market, cutting across different customer paradigms, immune today’s business practice. It might raise the question of a conceptual connection to this phenomenon. The enterprises follow the vale offer
process (mostly unknowingly) to satisfy their customers and turn them into loyal followers, and brand ambassadors.


Narrate that shopping malls cannot be able to sale product available in their outlets with the advertisement. Sales promotion measure is back born of consumer goods industry. Until and unless one advertises his product people cannot come to know about the availability of product. Sales Promotion activities functions to consumers, middlemen, advertising department and salesman. The main function of sales promotion to stimulate the consumer under their activity free trail of goods, free distribution on sample, arrangements for consumer competition, money back proposal, lack in price, distribution of premium, ticket collection etc. Sales promotion also helps to middlemen i.e. wholesaler, retailers, chained shops, department shopping malls, dealers, and distributors etc. With the help of these middlemen, distribution of samples, promotion to shopping malls of dealers and mediators providing showcases to dealers, arrangement of dealers and mediators, giving free goods, giving purchase allowance etc, is done. Some goods require personal selling, organization must take effective step to increase his sales promotion measure and attract the customers.

12. **Aradhna Krishna** et al, (2008),

In her study observed when any consumers purchases, sales leakage are found facilitated by the mall are finalized outside it. Catalog orders filled in the leased premises in a physical mall such orders are nothing but sales purchased by consumer. An introduction of e-shopping bringing changes in retailing, consumer now, prefers online shopping. Where online system is implemented in non-shop retail, consumers look at respective website of concerned shopping mall and tries to purchase what they want. Many times when any item is very essential for consumers, they could not find it physically in the mall. Everybody know Yahoo website, they use this website for booking their online order by placing cookies. When it was found that use of such online system has increased, the mall owners saw a very big challenge ahead, of designing appropriate pricing models which would take sales leakage into account. Sales leakage has now become a headache to the shopping mall owners.

He has examined the result of the survey on the impact of shopping mall atmospherics on retail shopping mall patronage. In addition, research has examined the effect of gender and work status on social influence and role expectations within the context of shopping center patronage. Different scientists are trying to find out good results. They are using various methods to find out the features which affect the shopping behavior of consumers. They are analyzing the study reports in different ways and drawing various inferences. After comparing reports from different scientists they could find the differential effects of gender and work status characteristics on the relationship between shopping mall characteristics i.e. including atmospherics and consumer shopping center patronage. Depending upon study factor of surveyor 1015 shop owners demonstrated the product then certain differences between male and female models were found, some women were householders and some were employed. Studying the results they could get necessary direction for future research.

14. Patel, et al. (2008),

Analyses the consumer behaviour of milk and milk products consumer purchase from organised market in South Kerala. The demand for milk and milk product was found to be price elastic in general and highly elastic in the case of weaker sections of the society. The expenditure elasticises for milk and milk products were found to be higher in the rural area than in the urban area.

15. Prabaharan, (2008),

Studied the consumer behaviour for visitors visit shopping malls for various products outlet in Madras city. The income elasticity for products in shopping mall was estimated to be 0.7368.


Studied the significance of social and economic factors other than price and family income which are presumed to bear influence on the pattern and level of family expenditure on shopping from shopping malls. Based on data obtained from a report on Middle Class Family Living Survey published by the Central Statistical Organisation of the Government of India, A number of explanatory variables were directly included in the inter-city regressions. On examination it was observed that,
the level of family expenditure (or income) alone did not provide adequate explanation of shopping behaviour of households other factors need to be taken into account.

17. **Iyengar and Jain**\(^17\), (2009),

Projected the demand for a large number of items of consumer expenditure relating to the year 1990-91 and 1995-96 separately for unorganised and organised market. Projection was worked out on per head basis on prices of 1990-91. The projected average monthly per capital expenditure for shopping various products in 1995-96 for rural and urban India was estimated at Rs. 5.45.

18. **Nishank Joshi**\(^18\), (2010),

During his study found that retail boom in India is generating considerable interest from within the country. This growth in retail has been promoted by the increasing of shopping malls in India. Shopping malls are growing fast not only in big cities but also in small cities of India. Despite this, very little is known about the characteristics of the Indian shopping mall customers and in special interest of customers, regardless of the entry at the mall, if the money spent is low, the mall does not benefit. This study was to profile Indian shopping malls customers, to find out various features of the high rupee volume purchasers at the mall and to evolve a model that can help predict heavy rupee volume purchasers. The result of this study indicates that the customers are different from the other groups along multiple demographic and socio-economic factors.

19. **Utpal M. Dholakia**\(^19\), *et al*, (2010),

Cited that, retailing environments have grown in multiplicity extent and superiority. The research about the implications of this trend for consumer behavior is rather limited. The research has to be done in reference with the changing influence of multichannel, multimedia retailing environments. They need to address this requirement by providing a complete flexible approach for formulating promising consumer behavior-related research questions based in retailing environments. This approach adopts a consumer’s view of multichannel, multimedia retailing and identifies a number of important dimensions of environment. We then illustrate how this comes up to could be useful via specific examples involving consumer memory, product variety and information.
20. **Arpita Khare**\(^{20}\), (2011),

She has made fabulous development by taking lot of efforts in mall system preferably in smaller cities for retailing in India. To better understand about behavior, usefulness and advantages of mall shopping recently a research was conducted in small city consumers \((n=276)\). The idea of mall shopping which is already established in big cities is totally fresh and new concept to the small cities. In small cities most of the people are totally unknown to the malls system because previously there were very limited retailing factors and they did not understand how mall system is useful as far as retailing is concerned. Depending upon consumer groups there are several superficial benefits. Basically this research was conducted specifically to explore differences across age between groups having different age people and male, female groups. For analyzing and getting best results of this study an ANOVA test was used. After taking this ANOVA test gender and the age of people also has their attitude towards shopping in malls is understood. The decoration, layout and smart services, several types of shopping malls, for enjoying shopping entertainment facilities all have to be taken into consideration to change behavior of people with regards to mall system. There is difference between shopping habits of small city consumer, and metropolitan city consumer. No need to compare the shopping mall behavior of metropolitan city shoppers with smaller city shoppers.

21. **B. Ramaseshan**\(^{21}\), *et al*, (2012),

Studied that when consumers purchase online from Yahoo or now through the mall or directly from shopping mall’s own URL certainly Yahoo get sales revenue, and then Yahoo uses all revenue share fee. Consumers then explore this new all revenue share fee model and the comparison takes place with commonly used Fixed Fee and two part tariff mold, and identify the mold with the maximum profits for the mall under different conditions. Suggestion is the although the Revenue-Share Fee is appealing for Internet malls due to its ability to capture sales escape directly, it keep away the shopping malls to avoid from joining the shopping mall in certain conditions. Under a changing situation a fixed monthly fee can actually be more profitable for the mall versus the All-Revenue-Share Fee model. Pricing policy plays a vital part in mall management. They also examine how mall and product category characteristics as well as market expansion affect the optimal pricing strategy. We see that a mall priced discriminate across merchandise categories, not just by charging
various fees, but by using different pricing methods. The research provides to management implications on how to charge the price.


Explored in this paper which he used concrete literature of shopping malls because there is a gap of research, by investigating the relationship of shopping mall loyalty and shopping mall loyalty. Owner of a shopping mall is personally related with the consumer and provides personalized services to consumer. Consumer was benefited by the advice of shopping mall owner about choosing the products. After proper investigation, this paper gives required results of apparent shopping mall value and commitment of shopping mall relationship. This commitment is mainly on shopping mall loyalty en-route to loyalty towards the shopping mall hosting the shopping malls. The investigation also confirms about lot of influences on shopping mall loyalty but this is under conditions. Also it is moderated by the geographic distance between normal consumer and the shopping mall. As mentioned above in this investigation it is observed that this distance has a moderating effect on the relationship between perceived shopping mall value and shopping mall loyalty and is not associated with relation between commitment and shopping mall loyalty. The important aspect of this study to be considered which is it offers academics, retailers and shopping mall managers who in general seem to be in relationship between shopping mall loyalty and experience.


In his study considers the green image on shopping value and loyalty shopping mall should be taken into consideration. The survey conducted is mainly to aim for examining the influence of green image on shopping value and loyalty of shopping mall. While conducting survey sample of 565, various consumers taken for convenience sampling. After using model it was observed that there is no significant relationship for the image of retailers with shopping mall loyalty but there is a significant influence on shopping value. It is also observed while doing study that Shopping value has very high importance in order to arbitrate the relationship between green image of retailers and shopping mall loyalty. Many more results have come out from this survey which are very valuable and important. The outcome of survey has to be studied by the experts in consumer's retail shopping behavior. The
researchers and practitioners are still trying to get more and more results so as to get proper directions to management of retail industry.

24. Harvinder Singh\textsuperscript{24}, (2013),

Stated that it is quite difficult for a city to boost the potentiality of spacious location for mall. In small cities, the small shops have got very good hold of consumers. There are very small shoppers who prefer to choose very little space. But Mumbai is still trying for availability of sufficient space for mall system and the people mostly prefer high street locations for it. Hence the survey had been taken to understand the composition of shopping experience so that mall developers and managers succeed in generating excitement among shoppers by orchestration of shopping experience using components as identified at the end of this research. After justifying the survey the people understand the importance of basic concept of shopping style and how it is important, how it works, its safety and security, convenience, ambience, it is also quite important in defining shopping practice. In small shops consumers don't have shopping experience and pleasure which they get from shopping at malls. By optimizing confirmatory factor analysis results were confirmed.

25. Sanjeev Prashar\textsuperscript{25}, (2013),

In his study stated that there is no lack of mall spaces available for the expansion of it in Mumbai. The city of Mumbai has not yet exhausted its potential in terms of space availability for shopping mall. Mumbai’s customers prefer high-street locations for purchase of goods, even if the product or format is operating from inside a shopping mall also. Customers look beyond the basic chore of shopping and experience plays a vital role. A research has to be done for the requirements of consumers about basic chore of shopping and experience. This study was undertaken to understand the composition of shopping experience so that mall developers and managers succeed in generating excitement among shoppers by orchestration of shopping experience. It is based on empirical investigation of 400 respondents selected from four shopping malls in Mumbai. The study reveals that ambience, handiness, marketing focus, safety & security and physical infrastructure as factors vital in defining shopping skill.
26. *Shelja Jose Kuruvilla* et al., (2013),

She observed that current retailing pattern which is booming has brought India as well as foreign countries in strong position. Now they are fully satisfied with usefulness and working system of retailing. A new organized retailing has engulfed the world at large scale, which is spreading in small cities throughout India. After conducting the survey about retailing it has been observed that there is excellent growth in retailing and it has been fueled by the mushrooming of shopping malls all over the world. Also of special interest is the behavior of heavy shoppers because regardless of the footfalls at the mall, if you spend less money retailing is not useful for him and mall could not operate. The shopping habits of Indian consumers are different from the other countries’ shoppers. The actual target of doing survey was to understand to know the characteristics of Indian mall consumers, to identify their ability, their opinion, to know the model that can help predict heavy rupee volume purchasers in a catchment. The study was conducted on around 3026 mall consumers within eight cities of India and it is indicated that the heavy shoppers are more significantly different from the other groups along multiple demographic and socio-economic components, behavioral components, attitude and shopping direction. The study contributes to literature by evolving a typology of shoppers.

2.2 **Studies on other than Indian consumer’s perception about Shopping Malls**

Developed and developing countries like USA, Japan, Brazil, China have already witnessed the noteworthy mall culture which has redefined “Retail”. In this section attempt is made to study other than Indian consumer behavior towards shopping malls which help to identify and understand various dimensions and concepts of buying behavior and consumption behavior.

1. *McDermott* (1936),

Conducted a survey of customer reactions to buying at Shopping Malls in the city of Chicago. On the basis of interview with 6,334 housewives, it is found that people prefer one shopping mall over another because of price, convenience, services, quality of goods and attitude of clerks, brands and credit.
2. By interviewing random sample of 2,800 consumers in New York, Bader\textsuperscript{28} (1939),

Found that in case of foodstuffs consumers were more inclined to buy foodstuffs from independent food shopping malls. The reason for favouring different type of shopping mall was the location of shopping mall, as most important, with price as the second important factor, and personal attention third. Consumers were found to offer resistance to price fixed items.

3. Bennett\textsuperscript{29}, (1944),

Attempted a study to ascertain and determine what trends in out-time buying habits of consumers of Laurel, Maryland, a town located midway between Washington and Baltimore, two large cities about the same size. Personal interviews were obtained from about 240 housewives. The one who chose Baltimore was shown to be the habit, and greater familiarity with city’s price. Those who chose Washington gave familiarity with the town and convenience for shopping as the important reasons for shopping.

4. Heidingsfied\textsuperscript{30}, (1949),

Studied the factors which motivate customers to purchase from a particular shopping mall, by interviewing 500 families living within Philadelphia city limits. The nature of the merchandise was found to be the principal reason for preferring a particular shopping mall followed by price of commodities, convenient location and service. By considering a sample of 124 adult female residents of the areas surrounding the business district on Chicago’s North-west side, found that only 33 per cent of consumers were economical, that is they appraised the shopping mall merchandise in terms of price, quality, variety, efficient distribution. The remaining two-third selected shopping malls for other reasons including 17 per cent that shopped at the most convenient place to minimise the shopping task.

5. Tate\textsuperscript{31}, (1961),

Analysed data collected by the market Research corporation of America for 1959 and found that 12 percent of the reporting families visited to a shopping mall, and 15 per cent visited two shopping malls during the year. 33 per cent visited more than five shopping malls. He also found that the amount spent in a shopping mall was closely related to how often it was visited.
6. Cunningham\(^{32}\), (1961),

   Studied the shoppers of 50 families selected from the Chicago tribune panel for studying consumer behaviour. There is no significant relations between shopping mall and brand loyalty and that more stone loyalty was generated towards chain shopping malls than towards specialty shopping malls or independents.

7. Peckham\(^{33}\), (1963),

   Analysed the shopping behaviour of 1,000 respondents in shopping mall for 10 various products such as coffee, cereal etc. It was found that 20 per cent of the shoppers were men and one of three shoppers do shopping once a week, about one of three shoppers do shopping twice in a week and one of three shoppers do shopping three or more times a week. Due to unavailability of a required brand, 60 per cent shoppers were found to buy alternative brand and 40 per cent skip buying.

8. Thompson\(^{44}\), (1967),

   In research of 150 Worcester, Massachusetts, shoppers It was found that three different shopping strategies in terms of number of shopping malls visited per shopping trip. It was found that 50 per cent of the consumers did their weekly shopping at a shopping mall only, where 40 per cent visited two or more shopping malls, 10 per cent shopped from shopping mall continuously. Price paid for qualitative goods is more important than nearby location while shopping.

9. Rao\(^{35}\), (1969),

   Analysed three years period (1960-62) purchases histories of housewives from the Chicago Tribune’s diary panel for three consumer’s goods such as toothpaste, a paper product and coffee. In this study, he emphasized that the inter-relationship among the various selected elements of the consumers purchase decision, shopping mall visited, brand purchased and the quantity purchased. The two main components of shopping mall effects are found to be availability of brand and the in-shopping mall promotional environment of the brand. It was also found that switching from shopping mall increases brand switching.

10. Frank, Massy\(^{36}\), (1969),

   Analysed the purchasing behaviour of purchase of product like grocery and cloths by using J.Walter Thompson Consumer Panel data from July 1956 to June 1957. It was found that market size and income were associated with low shopping
malls loyalties and husband’s endurance score was strongly and consistently related to high shopping mall loyalty.

11. **Skinner\(^{37}\), (1969),**

Identifies that, the basic consumer motives in selecting the shopping mall for food product. A sample survey of 300 consumers from Ohio of Franklin country (Columbus) had selected. Within the shopping mall factors which influence the consumer in shopping mall selection were identified as a pleasant shopping understanding, prices, easy availability. Similarly, outside the shopping mall factors, such as, advertising of shopping mall, shopping mall location and other services effects on society influence were identified in influencing the shopping mall selection.

12. **Carman\(^{38}\), (1970),**

Studied the relationship between personal factors, the shopping behaviour and the brand loyalty for regular shopping. Using the data collected from respondents it was concluded that shopping mall loyalty is the most important forecaster of brand loyalty and personal characteristics of consumer will explain differences in shopping loyalty.

13. **Seggev\(^{39}\), (1970),**

By using the records of the Chicago Tribune Panel for 1960-61 in various products. It was found that consumers usually prefer to do shopping under one roof. Between 50 per cent and 70 per cent of household were seen to have non-stable shopping mall assortments. It was also found that household that has stable brand choice also have stable shopping mall assortments of relatively small size. Moreover, larger the size of brand assortment, the larger the number of shopping mall shopped. Stability of price was found to be associated with shopping at few shopping malls in all product categories.

14. **Enis and Paul\(^{40}\), (1970),**

Explored correlates of shopping loyalty among 100 representatives in a city. There is no relation between brand loyalty and spending of money and it was concluded that more the loyal consumers allocated much larger the percentages of their budgets to their first choice shopping malls than did less loyal consumers, Shopping malls with the largest number of loyal customers have the largest market share and the loyal customer are no more expensive to serve than less loyal
customers. The consumer’s level of educational attainment and the occupation of the head of consumers household were significantly related to degree of shopping mall loyalty.

15. Dixoz and McLaughlin\textsuperscript{41}, Jr. (1971),

Studied the shopping behaviour of 30 families, 20 Negro and 10 Puerto Rican, residing in the Spring Garden section of North-Philadelphia. Ninety six per cent of the food shopping trips were involved walking to nearby shopping malls. Convenience for shopping, credit facility and free home delivery services were found to be some of the reasons for shopping preferences. It was concluded that cultural and behavioural factors within a low income group may play significantly role in shopping behaviour and therefore, to price paid.

16. Dardis and Sandler\textsuperscript{42}, (1971),

Studied the shopping behaviour patterns of 1,000 respondents of shopping malls are having discount stores in New York state college. Lower prices, convenient hours and parking facilities were found to be the main reason for shopping pattern. The type of the shopping mall customers mentioned for patronization were national chain department shopping mall (70 per cent), independent department shopping mall (50 per cent), variety shopping mall (40 per cent), specialty shopping mall (40 per cent) and other discount shopping malls (40 per cent).

17. Aaker and Jones\textsuperscript{43}, (1971),

Found that the linear learning model was viable in representing shopping malls choice for various products such as toothpaste and coffee purchases of Chicago Tribune Panel members.

18. Using an entropy measures of multi-shopping mall food shopping based on both the number of different shopping malls and distribution of expenditure among shopping malls, Prasad\textsuperscript{44}, (1972),

Found life cycle stage and multi auto availability to be significant correlates in a study of 300 consumers. Consumers over age 35 with no children or pre-school children and families with three or more cars were highest on the multi-shopping mall measures. Families who had highest budgets, made more frequent shopping trips to shopping malls and spent more time on shopping per week.
19. Lessing\textsuperscript{45}, (1973),

Tried to determine whether an association of potential predictive value existed between the images which consumers have of retail shopping mall and their shopping mall loyalties. By analysing the data from a panel of 91 household conduct over a fifteen-week period in Berkeley, California, he showed that loyalty to certain shopping mall appeared to be related negatively to patronage of others, and, similarly, loyalty to a shopping mall was related not only to its image but to the image of other shopping malls as well.

20. Kunreuther\textsuperscript{46}, (1973),

Measured the relative importance of shopping mall and size effects on purchasing decisions and interviewed 80 low-income and 80 middle-income households in New Haven, Connecticut. He compared the prices charged by 11 small neighbourhood shopping malls for three to five package sizes for each of the eight food products. It was found that the low-income respondents were more likely than the middle-income ones to shop in a shopping mall. To visit shopping mall and to travel a shorter distances. So the travelling cost to and from the shopping mall played an important role in the selection of the shopping mall. Due to more less budget and storage capacity the lower income group family needs to purchase a small-size package than does a middle-income family.

21. Richard Bagozzi\textsuperscript{47}, (1975),

In his opinion some consumer may not like suggestions. Due to I attitude they buy what they prefer. Few consumers are fowestic and prefer product use by their reference group. If any advice is made, they readily accept the same. Consumers Behaviour is a process and social relationship exhibited by consumers in the obtainment, use and consequent experience with goods and services. According to finding, social relationship impact consumer behaviour. In society we have our reference group. Our reference group stress us on to buy or not to buy decision. Decision making with regards to society is similar to consumer decision – making on brands where the consumer goes through a process starting from identifying needs to post – purchase issue.
22. **Sunbet Growth**, (1976),

In his view, buying behaviour is also changes with migrated consumers. Business personnel are mobile, but working people are not. Mobility of consumers is depending upon his operation of business. As consumers move from one place to other place they also carry their beliefs, morale and practice. In India shopping malls were less developed. In India department store and cooperative store were operating their business. Because of American pattern to buy goods under one roof numbers of shopping malls are developing. Indian consumers also changed their buying bheaviour and start buying from shopping malls instead of retailer. Snob apple is also one of the causes of changing pattern of buyer’s behavior. Consumers, who are geographically mobile, buy limited stock due to difficulties in handling in travel. Consumers who are less mobile would like to buy in large quantity.

23. **Sitamber and Murli Manohar**, (1980),

Studied the shopping behaviour of 100 consumers of Warangal town. It was found that nearness of the shopping mall, qualitative and branded goods and service, are the important factors for shopping mall.

24. **Pollock**, (1980),

Interviewed approximately 400 customers in USA on shopping from shopping malls. He found that consumer’s buying is depending upon the size of household. It appeared that consumers purchase goods which are highly inelastic goods with regard to price and average monthly family income.

25. **Sabrahmanyam**, et al. (1982),

Found that respondents in Visakhapatnam are generally purchased fast moving consumer goods from super bazaar and co-operative store. Consumers like to buy from a normal shop.

26. **Meyer & Eagle**, (1982),

Said that ambience of shopping malls has a significant impact on choice of products. It is observed that choice of product behavior and choice of brand customers shows many similarities and the only difference noticed was that choice of brand has no special requirement, while choice of product is influenced by location of shopping mall. Change in situation also influence choice of product. He discussed factors like lack of time, shopping time, situation of an individual and self shopping influencing
choice for products. Choice of product and shopper’s shopping behavior are interrelated and depend on situation and personality factors. Product choice decision is taken as a based on the shopping from shopping mall. Shopping from shopping malls can gives new ideas, repeat purchases, urgent purchases, and large quantities. Shopping mall’s qualitative service also influences customers behavior.

27. Goodman\textsuperscript{53}, (1986),

Conducted a survey of shopping practices of 500 residents of low income area in Philadelphia and examined prices in 10 shopping malls visited by these consumers. Prices of goods in shopping malls and buying behaviour of middle income group and lower income group were collected from shopping malls in the survey. In spite of numbers of anchors in shopping malls 80 per cent of the respondents were found to go outside the residential location where goods are available immediately. With some exceptions, they go to shopping mall for shopping. The shopping mall chosen is more likely to be another super market or competitively priced shopping mall near their residential area. Price, quality and location were the reason for more frequently visiting shopping malls.

28. Bose\textsuperscript{54}, (1990),

Used the linear consumption function for studying the expenditure of consumers on goods at different level for expenditures. Data analysis helps to conclude that the expenditure found to reduce with increase in expenditure levels. It was noticed that the pattern of consumption is different for various groups.

29. Rudra and Roy\textsuperscript{55}, (1990),

Studied the various variables determining the consumer behaviour. Consumers were found to consume available products when anchor store in shopping mall is available. While the demand for packed goods were more by urban consumers. Quantity, quantity and value was estimated by using Engle curve of double log form.

30. Roy and Laha\textsuperscript{56}, (1990),

Used to find out increase in expenditure for different goods and services. The relationship between the average expenditure per group of consumer and average monthly family income of the consumer was found to be approximately linear in the double log arithmetic scale for most of the expenditure.
31. Waite\textsuperscript{57}, (1992),

Computed changes in demand for goods and services from unorganised sector to organised sector in the United States, from date of the price and quality. Analysing from period of depression on the demand for the period 1981-91, it was seen that the demand for organised sector is increasing than of unorganised sector. In contrast, the demand for organised sector have increased during the early depression period.

32. Gardner and Walker\textsuperscript{58}, (1992),

A combination of reasoning and simple regression equation was used to chose some variables of UK’s shopping malls. More attention was given to some of the pitfalls in attempting to quantify shopper’s relationships. Price elasticity of demand for products in shopping mall was low.

33. Ratnam and Spielmann\textsuperscript{59}, (1992),

Found that regression analysis indicates that in the Honolulu metropolitan area, purchase of goods from shopping malls tend to increase with an increase in the number of persons in the households. Product in shopping mall, on the other hand, is correlated to the income level but the co-efficient is not significant at the 5 per cent significance. Unorganised market is also positively correlated to the number of persons in the households.

34. Simon and Sullivan\textsuperscript{60}, (1993),

Defined selling of branded goods in shopping malls as the gas for cash flows which accrue to branded products over unbranded products. A financial-based approach offers greater unbiased insights into the value of the branded goods in shopping malls for accounting purpose, for merges, takeover purposes. Although a financial approach may provide a more precise insight into the valuation of a brand, it may not be useful for brand managers to establish marketing strategies because the financial approach is only limited to a brands value. Branded products in shopping malls is “a set of brand assets and liabilities linked to a brand, its name and symbol that put in to or take away from the value provided by a product or service to a firm and / or that firm’s customer”.
35. Keller\textsuperscript{61}, (1993),

Considers branded goods shopping malls from a customer based views as being the differential effect of brand knowledge on customer response to the marketing of the brand. Brand information is the key to creating branded product Brand information, which is explained in terms of two components, brand responsiveness and brand icon. Brand icon can be measured by studying the brand associations of. The size framework in defining branded product is the brand loyalty aspect. The branded product for global brands can be measured under three basic aspects: seeming quality, brand loyalty, and brand faith. Brand faith emerged as a new dimension instead of brand awareness. The study was done for Mcdonalds out let in shopping mall. The customer for branded product are more practical as the information offers a strategic vision of customer behavior in shopping mall, and shopping malls managers can develop strategies accordingly.

36. Johnston\textsuperscript{62}, (1993),

Analysed the domestic expenditure spend on purchase of goods from shopping malls in the metropolitan areas of Canada. He observed that 85 per cent of the outlay on these products. The number of children in the family was the main factor in deciding the account of purchasing certain products from shopping malls.

37. Boehm\textsuperscript{63}, (1995),

Made a study to identify and analysed consumption pattern and structure and demand for thirteen major shopping malls. Data were taken from market Research Corporation of American, National Consumer Panel. Results indicated that consumption pattern of shopper’s is not only different from national average but also the southern consumers are more responsive to change in the price of the products and income of consumers.

38. McDonald\textsuperscript{64}, (1995),

Presented an empirical analysis of the demand structure for nine shopping malls in the United States. The products available in shopping malls included fresh fluid whole milk, fluid low fat milk, cream, butter, cheese, evaporated milk, ice cream, dried whole milk and dried skim milk. To estimate average price elasticity of demand, one set of demand function was estimated for each product. The price elasticity for butter, evaporated milk, ice cream, dried skim milk and margaine was
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found to be relatively inelastic but for dried but for dried whole milk was relatively elastic.

39. Hassan and Sahi\textsuperscript{65}, (1996),

Examined the nature of consumer demand for products from shopping malls in Canada. They indicated that purchase of products from shopping malls will increase with increase income. Also suggested a drop in its consumption with a increase in income.

40. Goldsmith and Newel\textsuperscript{66}, (1997),

Understanding the price sensitive’s of the customer in shopping malls helps in predicting business volume variations due to change of price. Highly price sensitive customer of shopping mall may show switch over tendencies to price, whereas less sensitive customer may not react strongly to change of price. Price sensitivity holds a close relation with price awareness. Price elasticity is the change in demand for a product with change in price. It is generally measured for market as a whole. Price elasticity, commonly referred to as price elasticity of demand, is the percentage changes in quantity demand divided by the percentage change in price. Price elasticity relates to the aggregate demand for a product and is a characteristic of a product in the market. Price sensitivity, on the other hand, can be treated as customer characteristic that explains their sensitiveness to change of. Price sensitivity can be regarded as an attitude that varies from customer to customer, and may be equivalent to a concept known as price consciousness, which explains the degree of unwillingness of a person to buy a product at a higher price. The emerging customer characteristic like low price seeking can be considered as an outcome of price sensitivity in the minds of the customers in shopping malls.

41. Frank\textsuperscript{67}, (1997),

Studied the relation between the standard socio-economic and demographic variables and total household consumption in 57 grocery product categories in shopping mall. The investigation was based on data from the Chicago Tribune consumer panel of 1990 and 1991, including purchase histories for 491 households. The socio-economic and demographic characteristics were found to be poor predictors of consumption for a wide range of specific grocery products from shopping mall.
42. **David Ackerman**\(^6\)\(^8\), *et al.*, (2001),

Emphasised that in case of grocery shopping malls the affecting feature due to cultural orientation has to be studied. This study examines whether there are differences in consumers’ shopping behavior and product prices in grocery shopping malls due to cultural differentiation. The study uses a field setting in Southern California, with American and Chinese culture on two occasions, each five years apart. There is difference between American culture and Chinese culture in case of shopping behavior of the consumer. Theory suggests that price sensitivity and the importance of the status of buyers differ substantially between American and Chinese cultures. The study finds out that these two cultural groups have dramatically different shopping practices. Chinese use multiple minds when examining unpackaged food, than American shoppers.

43. **Popkowski Leszczyc**\(^6\)\(^9\), *et al.*, (2001),

He observed that recent changes in retail structure have created additional ways for consumers to organize their shopping trips. The modifications in retail structure are the subject of this study, which will analyze the visits for shopping of consumers. This study examines the frequency of different shopping strategies and the impact of managerial decisions making for pricing, promotional services and analysis of the choice of shopping policy. A conjoint choice model is developed to test questions. The model tested whether consumer choices of shopping policy are dependent on related variables such as weekday, weekend and month-end shopping. The choice model also varies in many factors such as sampling, view, methods, etc. of the study.

44. **Baumgartner**\(^7\)\(^0\), (2002),

State that study of the consumer behaviour in shopping mall is a complex process and may be defined as psychological, touching and material activities that attach people in choosing, exchange, using, examining and disposing of products and services, which ultimately fulfill the needs and desires of consumers. The philosophical implication of consumer behaviour is not only important for managers, but also for the strategy makers. The modern concept of consumer behaviour is that people mostly buy products form shopping mall.
45. Letelier\textsuperscript{71}, (2003),

In the view of buying behaviour, urban consumers are different from the rural consumers. However, the urban consumers are more brands loyal and have knowledge and explain about the branded products. Consumers not only give importance to quality, but also to value for money, which highly affects influence their buying behaviour. So, shopping malls have to design new options for the middle and low income consumers, and they must understand that low income customers too have ambitions for good living life.

46. AtilaYuksel\textsuperscript{72}, (2004),

Explain that there is need to understand the requirement of home country and foreign country shoppers and delivering qualitative service that meets the requirement of markets. A separate department for handling foreign country shoppers is needed. Shopping is an important activity and its contribution to the economy. Shopping at tourist place has different object than at regular shopping place. The research has examined of home country and foreign country shopper’s perceptions of service provided in shops and attempted to understand whether country and foreign country shoppers differed in their evaluation and shopping. The tests indicated significant differences between home country and foreign country shopper’s evaluation of services delivered. Home country visitors were negative in their service recipient, than their foreign country shoppers. The tests revealed that home country and foreign country shoppers are differed in their shopping.

47. Peter T.L\textsuperscript{73}, et al, (2004),

In his study explain that consumers have their own freedom to buy their requirement. They can choose available options for shopping. There are many other alternatives available to the consumer for choosing the goods and services. Consumers prefer to visit shopping mall for grocery. This article gives analysis of multi-purpose shopping using data on actual visit for shopping. A latent class factor analytic logit model used, which provides a representation of the market structure of competition of grocery in shopping mall. We need to allocate all the related things which will help to draw more accurate analysis. It conclude that including multi-purpose shopping visit provides a better understanding of the competitive market and discuss the managerial decision making for the selection of marketing policies.
48. Tamara F Mangleburg\textsuperscript{74}, \textit{et al}, (2004),

During his study it was noticed that teenagers go for shopping with peer group. In this study, we examine the fact of teenagers’ shopping along with peer group. Teenagers’ behaviour toward retail market and their information to spend more when shopping with their peer group. It was evaluated why teen’s shop along with their peer group. In this study, it relates peer group’s knowledge and teens’ age to teenagers’ openness to informational and normative influence from friends. Friends also play influential part in the life of teenager's as well as decision making process in case of shopping.

49. Harmen Oppewal\textsuperscript{75}, \textit{et al}, (2006),

He conducted survey on Corporate Social Responsibility (CSR) towards consumers. CSR’s action was on charity for natural environment. A new view of CSR is incorporated in attracting more consumers. Research literatures suggest that CSR’s actions have positive effects on shopping malls. Hypotheses related to CSR are tested in U.K. The results shows that the instructive and extrapolative performance of target choice models for shopping can improve if they include indicators of a centre's CSR performance but the effects of CSR attributes are small as compared to the effects of non-CSR attributes.

50. Michael A.\textsuperscript{76}, \textit{et al}, (2006),

When he tests a model that shows retailer’s interest in consumers’ response towards a retailers. Retailers need the consumer to show their loyalty towards them, so retailers values the consumer's opinion. Retailer’s interest was found to have effect on looking forward to visiting the retailer again. Retailer interest was also to found a significant interaction with satisfaction in predicting consumer’s intentions. The implications of the retailer’s interest are discussed.

51. Michael A. Jones\textsuperscript{77}, \textit{et al}, (2006),

In his opinion the differences in shopping behavior is due to differences in prices between normal shops and shopping malls. Shopping psychology of two groups of consumers differs with prices offers by normal shop and shopping mall. Chinese products have substantially lower prices as compare to other products. These differences vary from 50% to 100%. We find that shopping mall culture provide the
most likely explanation for the variation in prices between the normal shop and shopping mall.

52. **Fazlul K. Rabbanee** et al., (2008),

Given in his study that it is necessary to have proper studies regarding consumer behaviour towards normal shop loyalty and shopping mall loyalty. This article examines the effects of normal shop value and shopping mall’s relationship commitment on shopping mall loyalty. The study shows that loyalty for normal shop influences shopping mall loyalty under certain conditions. The study found that the gap has a moderating effect on the relationship between normal shop value and shopping mall loyalty. This study provide to academicians, retailers and managers of shopping malls to understand the relationships between normal shop loyalty and effects on shopping malls.

53. **Julie Baker**, (2008),

Studied that competition between normal shops and shopping malls. Shopping malls developers and management to consider alternative methods to build excitement with customers. Everyone is trying to set as many as consumers by using new attraction for various consumers which may be provoking also. In this study, we examine the relationship between factors like tenant variety, environment of mall and shopping involvement on excitement of shoppers and desire to wait at a mall. Study results indicated that the three factors have a differential pressure on thrill and desire to wait, are influencing intentions of shopping.

54. **Kirk L.**, (2008),

Express that customer always have curiosity in every area, then why in the marketing strategy? To have an excitement with the customer's competition must involve, therefore, mall developers have decided to consider alternative methods. They are trying to attract more consumers towards them, as shopping malls are facing leakage of consumers.

55. **Kun Chang Lee** et al., (2008),

Stated that consumers are really interested in doing online shopping because they prevent their resources like labour, conveyance and money. Consumer got sufficient time to choose the products. Hence owners prefer to advertise their product online. Due to which the advertisement in paper is decreasing automatically.
Traditional recommendation mechanism (TRM) is based on content and/or collaborative changing attitude. TRM is how to analyze the causal relationships between qualitative and quantitative factors, and investigate their impact on the central routes and peripheral routes through which both quantitative and qualitative factors can affect customer online buying decisions. It is well known that qualitative factors are hard to codify yet they have a significant effect on a customer’s decision-making process in the form of causal relationships with quantitative factors. Consumer who goes for online shopping prefers the best quality products with lowest price, at least less then open market price. Thus, a new online recommendation mechanism is required that incorporates qualitative factors systematically with quantitative factors to analyze their combined influence on customers’ purchasing decision-making process. So, the study suggests that causal maps based recommendation mechanism (CMRM).

56. Kare Skallerud82, et al, (2009),

State another concept for cross shopping behavior has to be considered for further survey. This survey indicated antecedents of cross shopping behavior. Survey has taken test of five theory driven hypotheses. They found that impulse buying tendency and having time pressure. Product checking and price awareness have a statistically significant negative effect on specialty shopping mall. While buying tendency and convenience orientation has a statistically significant positive effect on specialty shopping mall. The survey for specialty shopping malls i.e. meat or seafood anchor have very significant inferences. The findings have managerial implications for shopping mall.


Found that in recent years, the value of joy during the shopping activity has increased. Consumer is not looking for only shopping place, but also wants to see the additional facilities available at the time of shopping. As an effect of it, many researchers are looking after the best factors of joy at the time of buying. In this paper it was analysed, how the introduction of new technologies modifies the sales and affects consumers shopping behaviour. Now consumer’s shopping behaviour is another important aspect of any research.
58. Tillmann Wagner\textsuperscript{84}, \textit{et al}, (2010),

It was stated that shopping is the important part of human activity without which one cannot survive in the world. Consumer’s shopping psychology differs from consumer to consumer. Hence to get enjoyment at every moment of shopping, researchers are still searching various factors like motivation on consumer shopping behavior. After studying, the authors recommend three hierarchical levels including purpose, activity and demand-specific shopping motivation. A hierarchical model of shopping motivation is developed based on the theoretical properties. They have proved the mediating nature of the developed framework and output gives the dynamics of how purpose-specific shopping motivation predicts activity-specific motivation, which, in turn, determines demand-specific motivation. Consumer’s shopping motivation has got importance for forming of new policy for attracting consumer. They explain the relationship between activity and demand-specific motivation is more distinctive in nature than the interrelation of purpose and activity-specific motivation.

59. Kristina Backstrom\textsuperscript{85}, (2011),

In her study she evaluates, retailing by the use of economic or psychological impact of shopping is nothing but wastage of time and leisure time. In case of normal shops, consumes normally buy the needy items, but in malls, the consumer buy not so needed things. Those are doing retailing it is observed that these consumers are most portrayed as one homogenous sector. There are so many things involved psychology of the consumer towards retail shopping. The output of her study indicates relation between hedonic and utilitarian approach of shopping and stress that the relationship between various shopping orientations is complex in nature.

60. Laurie Murphy\textsuperscript{86}, \textit{et al}, (2011),

During study he introduced another concept in shopping system i.e. tourist shopping villages. TSV, which requires fulfilling the needs of visitors. It also explains the procedure of Tourist Shopping Villages and opinions of various visitors who are satisfied with the system of shopping. TSVs are small towns and villages and most of the tourist appealed on retailing shopping. The historical importance of places, affect the visitors tourist shopping. An attempt is made for better visitors shopping village experience. The thinking of consumer is different, some are interested in shopping at tourist place and some were not. Some visitors observed this leisure shopping but
some were happy with it. Tourist shopping villages provide a unique setting in which recreational or leisure shopping occurs and are under-researched, particularly from the perspective of the visitor experience.

61. Tanya Domina\textsuperscript{87}, \textit{et al}, (2012),

Conducted study to get the information of the various factors affecting shopping in a virtual world and to give justification to the relationships among these factors. This study also conducted for the main purpose of how consumers seek novelty, their own ability, how independently they decide because there are various marketing strategies such as entertainment while shopping, worth, concentration etc. involve in shopping. Marketing force is coming out with new ideas of marketing which will attract the consumers and also maintain the same. It is notice that consumers want happiness, entertainment, enjoy and preferably control. But variety seeking consumer had not given any effect on consumer shopping. Variety in products attract consumer.

62. Daniel P. Hampson\textsuperscript{88}, \textit{et al}, (2013),

During study he found that numerous shopper tactics are available in management. But none classifies consumers based on shopping adaptations during an economic crisis. Much stress was not given to the factors which will become important in decision making process. The study addresses this research gap by segmenting shoppers based upon changes in key shopping-related behaviors. Managerial focus groups prioritized issues and helped to develop a measure. Those consumers from whom survey was conducted, measures shopping changes relating to nine key retail-related behaviors. Now the consumer becomes very alert about the details of products which he is going to purchase. The analysis shows consumer having good knowledge is concerned with value of commodity. Examining and assenting factor analysis, it helps to develop a typology of adaptive shopping behaviors, revealing distinct differences in adaptive behavior patterns. Implications for retail marketing strategy and suggestions for future research directions conclude the article.

63. Robin Pentecost\textsuperscript{89}, \textit{et al}, (2013),

Used several factors while doing survey and during an economic depression, supposed the importance of the value offering of retail shopping mall categories
which are identified by major international mall operator based in Australia. The survey includes how the relationship between attitudes of consumers’ shopping and liking for purchasing of types. The outcome of the study did not lead to definite conclusions. The results differed every time i.e. lot of variances was found that have not altered their shopping behavior. Different effects were found in the major, leisure, apparel, and mobile phone categories. The offered value plays an important role in attracting the various customers. Contributions to theory and practice are discussed.

64. Vaughan Reimers\(^9\), (2013),

In his survey found that certain factors like lack of resources, decrease in health capacity, overall globalization all over the world, and increase in traffic problems due to vehicle increase have led to the introduction of several policies which are aimed to determine using of four wheeler. Parking of vehicles near the shopping malls is become very serious as the shopping malls are situated at main streets and market area. But these policies had not succeeded in getting their objectives; they also risk jeopardizing the retail sector. Malls have huge parking area within it, which provides easy and safe parking at very low cost. To help understand why, this study measures the importance shoppers assign to vehicle convenience, their idea of shopping malls and shopping trips also referred to as Main Street or the High Street in relation to it, and then compares them in their actual provision of it. Needless to say for getting success it is quite obligatory that to study utilized a consumer household survey and a retail check. Customer’s regard for vehicle’s convenience as an important determinant of where they choose to shop, and perceive malls as a superior source of it. Also the one and only one exception enabling to park close to desired shopping malls, malls offer car-borne shoppers more convenient access and parking. The results includes drawing of strategy useful for car usage and it should be designed to impact equally on strip shopping and mall shopping or risk tipping the balance even further in favor of the mall.

Literature review on the subject revels that though researcher’s efforts to investigate the consumer behaviour to the shopping malls, there has been no comprehensive study devoted to consumer behaviour and shopping malls. Most of the studies have been made various shopping malls and consumption pattern of customers. Few researchers have studied consumer behaviour of shopping malls.
Consumer Behaviour has great practical implications. Therefore, the study of consumer behaviour in shopping malls at Mumbai level with different dimensions of consumer behaviour helps the marketers. Hence, the present study is an attempt to analyse the different dimensions of consumer behaviour in shopping mall in Mumbai.

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