Chapter II

Review of literature
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REVIEW OF LITERATURE

2.1 Introduction

Chapter one provided a brief overview of the thesis, outlining the questions to be studied, its importance and expected contributions to knowledge. It also provided a brief summary of the background, context of the problem and the premise around which the study has been evolved. In the ensuing section, the theoretical framework for the study, a review and critique of research relevant to the topic has been emphasised. The literature review process involved selecting, collecting, summarizing the literature and synthesizing information from the summary of articles, which required interpreting, evaluating, and integrating the collected literature.

An extensive review of literature was undertaken to identify theoretical and empirical work done. A review of concepts and previous studies is useful to define precisely the concepts used in the present study, place the research problem in the proper perspective and decide the frame work for analysis.

The Indian retail sector is booming and shopping mall growth is being seen as a clear indicator of the economic prosperity in India. These shopping cum entertainment options are getting bigger and better, sporting multiplexes and food courts to woo shoppers. The Indian consumers are enjoying all the attention that they are getting from the retailers. The subsequent studies present a bird’s eye view of the research articles and their conclusions. The broad themes selected for review include:

- The Indian retail scenario
- Shopping mall culture
- Shopping mall preferences of consumers
- Consumer Style Inventory and Consumer Decision Making Styles
- Shopping mall footfall drivers
2.2 The Indian retail scenario

The retail sector in India is witnessing a huge revamping exercise as traditional markets make way for new formats such as departmental stores, hypermarkets, supermarkets, specialty stores and shopping malls. Western – style malls have begun appearing in metros and tier – 2 cities alike introducing the Indian consumer to a shopping experience like never before. The views and findings of the previous researches indicate the growth of the new age shopping experience.

Venkatesan, N., & Mahalakshmi, V (2009)\(^1\), in their article “Role of retailing and growth of hypermarkets in India” analysed the various retail formats in India and the growth of hypermarkets which is slated to emerge as a large segment in the retail industry. The authors also focused on the development of shopping malls which they prefer to call as “Integrated retail – cum – entertainment centres”. The authors indicate that, increasing number of retailers are focusing on shopping malls as this retail sector has seen a massive surge in the recent past in the metros and their suburbs. Shopping malls are providing leisure activities such as multiplexes, facilities for kids, entertainment, eateries and much more.

With the consumer’s spending power increasing at a strong rate, people are seeking and demanding a better quality of life. The authors suggest that since the Indian retail industry is a “rising star” that is in the beginning of its growth stage, the modern retailer has to essentially look out for two things in the retail industry – increased manpower and more space for expansion.

Biswas, (2010)\(^2\), in her article “FDI inflow in Indian retailing – Growth model and challenges” justifies that the government of India’s move to liberalize Indian trade and economy thus allowing foreign participation in retail sector has registered substantial growth in the retail sector. The author also attributes the growth of the Indian retail sector to the increase in younger generation consumers, urbanization, growth of personal disposable income and development of infrastructure. The author predicts that the Indian retail sector that is in its nascent stage has a very strong investment potential for foreign players.

Dash & Chandy (2010)\(^3\), in their article “A study on the challenges and opportunities faced by organized retail players in Bangalore”, found that organized retailers see competition from the unorganized sector as their biggest
challenge, followed by competition between organized retailers and the inefficiency of distribution channels, internal logistical problem and retail shrinkage, while unorganized retailers see organized retailing as their major challenge, followed by cost of operation, logistical problem, competition between other kirana retailers and inefficient distribution channels.

The paper also revealed that organized retailers see Bangalore’s growing middle class as their greatest opportunity followed by large number of earning young customers, proportionate increase in spending with earnings and India’s booming economy, on the other hand the kirana retailers see Bangalore having people from all over India as their biggest opportunity, followed by Bangalore’s growing middle class, India’s booming economy, large number of educational institutions in Bangalore and proportionate increase in spending with earnings.

Dash (2011)⁴, in her research paper “Next – generation retailing in India: An empirical study using factor analysis”, coined the term ‘Next – generation retailing’ to describe the Indian retail industry that is ruled by the following three important dimensions:

- Technology
- Innovative format decisions
- Customer centricity

The author emphasis that ‘Next – generation retailers’ are on the high edge of technology adoption and because of this, they are poised to expand rapidly as more of time and resources are saved by technology, and one can even get the exact pulse of the customers by using different information systems. Also, next – generation retailers are at an advantage because of a wide variety of format options, thereby offering greater choice for customers and a wide range of products under one roof. The author suggests that not all retailers have tasted success, because of the heavy initial investments that is required to break even in the industry and compete with others. The author indicates that the Indian retail industry is gradually inching its way towards becoming the “next boom industry”.

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Dhanabhakyam, M., & Shanthi, A. (2011), in their report “Indian retail industry – Its growth, challenges and opportunities” examined the growing awareness and brand consciousness among consumers across different socio-economic classes in India and how the urban and semi-urban retail markets are witnessing significant growth. In India the vast middle class and its almost untapped retail industry are the key attractive forces for global retail giants wanting to enter into newer markets, which in turn will help the Indian retail industry to grow faster. The authors indicate that the contemporary retail sector of India is reflected in its sprawling shopping malls that offer shopping, entertainment and food all under one roof thereby altering the concept of shopping in terms of format and consumer buying behavior. This has also contributed to large-scale investments in the real estate sector with major national and global players investing in developing the infrastructure and construction of the retailing business. The authors have brought out the following features as the trends that are driving the growth of the retail sector in India:

- Significant share of organized retailing
- Falling real estate prices
- Increase in disposable income
- Customer aspiration
- Increase in expenditure for luxury items

Kiran & Jhamb (2011), in their research article “A strategic framework for consumer preferences towards emerging retail formats” have examined modern retail formats in India that are providing wide product variety to customers and that are offering an ideal shopping experience with an amalgamation of product, entertainment and service. This has given the consumer multiple options to choose – ranging from the shopkeeper to the most sophisticated supermarkets, departmental stores, plazas and shopping malls. The results of the research indicated that hypermarkets, shopping malls, supermarkets are the most preferred retail formats by consumers. International exposure and availability of products and brands are the attributes that are driving the organized retail in India and organized retail is preferred due to its convenience and variety. The authors attribute the retail growth in India to:
Dynamics of the changing consumers demographics

Consumer’s double income

Urbanization

Internet revolution

The authors have suggested that the reason for most consumers to visit a shopping mall is not necessarily for shopping but also for hedonic pleasure and for stress relieving purpose.

Punnathara., C. J (2011), in her article “God’s own retail lab”, indicates that Foreign Direct Investment (FDI) in the Indian retail sector has changed the shopping experience of consumers. With more and more shopping malls cropping up in the country, every retailer wants to be different from his competitor – the result being the setting up of extravagant retail outlets and international brands to flatter local customers. The author feels that shopping expedition these days are more like family outings as shopping malls and showrooms are catering to the needs of the entire family.

Sharma & Sharma (2011), in their article “Emerging retail sector in India” examined the reasons behind the growth of the retail industry in India. The authors indicate that the Indian retail sector has caught the world’s imagination in the last few years and is seen as the most attractive retail destination. According to the authors, India has become an attractive retail investment option and the retail growth is largely driven by,

- Growth of the middle class segment
- Increasing disposable incomes
- Favorable demographics
- Changing consumer lifestyles
- High potential for penetration into urban and rural markets

The authors suggest that policy makers and retailers need to take appropriate measures to enhance and sustain the retail growth and prepare a road map for the sustainability of its success.
Sonia, S (2011), in her article “Changing face of Indian retail sector: Ethics, challenges and opportunities” examined how the urban and semi – urban retail markets are witnessing significant growth. The authors suggest that retailers may use certain ethical standards which help them in decision making. Guidelines should be formulated and clearly communicated to help salespeople deal effectively with the new situations. This is likely to contribute towards the job performance and satisfaction of the salespeople and customer satisfaction as well.

Tripathi (2011), in his article “Emerging trends in modern retail formats & customer shopping behavior in Indian scenario: A Meta analysis & review” points out that the Indian retail sector is going through a transformation and this emerging market is witnessing a significant change in its growth and investment pattern. Both existing and new players are experimenting with new retail formats. The author indicates that currently two popular formats – hypermarkets and supermarkets are growing at a rapid pace and apart from the brick – mortar formats, the brick – click and click – click formats are also increasingly functional on the Indian retail landscape. The author suggests that since consumer dynamics in India is changing in a rapid phase, retailers need to take note of this and formulate their strategies and tactics to deliver the exact expected value to the customer because Indian customers have become more sensitive to quality, customer service and status. Consumers are ready to pay exorbitant prices for products and services that satisfy their needs. Consumers want ‘experience’ in their shopping trips which is more of cognitive than physical.

Jhamb & Kiran (2012), in their article “Emerging trends of organized retailing in India: A shared vision of consumers and retailers perspective”, have attempted to understand the relationship between the choice of retail formats, based on product attributes, store attributes, consumers’ demography and retail marketing strategies. The outcome of the study reveals that consumers’ choice for modern retail formats vary as their income level increases. Young consumers’ are more inclined to shop from modern retail formats as compared to older ones. Consumers prefer modern retail formats due to its significant product attributes like improved quality, variety of brands, assortment of merchandise and store attributes like parking facility, trained sales personnel and complete security.
Kewlani & Singh (2012)\textsuperscript{12}, in their article “Small retailers or big shopping malls: Will big fishes eat the small?” have examined the consumer preference regarding shopping malls in Indore city. The research dismisses the general perception that, only the upper class consumers make their purchases from shopping malls as majority of the respondents find the shopping experience in shopping malls as time consuming and prefer to shop at small retailers. The study revealed that most of the respondents agree that they go to small retailers for purchase because of their long standing relations with them and the response is independent of age and income group. The authors emphasis that for organized retailing to sustain and enhance the sales volume retailers need to relook at their retention strategies, promotional strategies, growth, improvement strategies, pricing strategies and competitive strategies.

In conclusion, from the reviewed literature it is evident that the growth of the Indian retail industry is collectively influenced by the following factors:

- Significant share of organized retailing
- Falling real estate prices
- Novel retail format
- Technology and internet revolution
- Growth of the Indian middle class segment
- Increase in disposable income of consumers
- Dynamics of the changing consumers demographics and lifestyles
- Customer aspiration
- Increase in expenditure for luxury items
- Customer centricity

This manifests the fact that organised retail is here to stay and consumers are welcoming novel and innovative retail formats. This paves way to look into the emergence of shopping mall culture and its effect on consumer’s purchase patterns.
2.3 Shopping mall culture

Shopping malls across the country have given a new dimension to the consumer’s shopping experience. Malls have transformed the once compulsive and sober shopping into a family entertainment and as a weekend pastime. Empirical and descriptive evidences from the previous research articles are highlighted showcasing this phenomenon.

2.3.1 Concept of ‘shopping mall culture’

Hendrik (2008)\(^\text{13}\), in his article, “Two Asian malls: Urban shopping centre development in Singapore and Japan”, has in detail analysed two malls - Vivo City in Singapore and Urban Dock Lala Port in Japan that are being seen as milestones in the shopping mall culture and development of their respective countries. The study has empirically proved that shopping mall development in Asia has become a cross – border activity, as any visitor to any Asian city of significance will testify to the emergence of iconic new shopping complexes that in size and architecture dwarf most of what can be found outside of Asia. The author suggests that certain factors that can lead a nation to a commendable mall culture are:

- Redevelopment of city spaces
- The emergence of strong shopping centre development
- Anchoring of powerful tenants inside shopping malls

Kharb (2011)\(^\text{14}\), in her article “An emergence of shopping experience – Malling culture” elaborates how shopping malls have become a part and parcel of daily life of people living in metros and big cities. Introduction of malls has not been able to replace traditional markets, which are still popular among the pocket conscious people, but has definitely added a new adventure to the shopping experience. The author states that shopping malls are conceptualized as a specific dimension of lifestyle and operationalized on the basis of activities, interests and opinion statements pertaining to acts of shopping.

Kuchi (2011)\(^\text{15}\), in her book “Growth of malls in India” tracks the growth of shopping malls in India that is luring investors, both domestic and foreign to make a pitch for a portion of the great Indian market, it’s ever growing consumer
base and their apparently insatiable demand for the best of products and services. The author indicates that shopping malls have become the temples of consumerism and are cropping up everywhere. The author stresses that malls have changed the way people are shopping and they are teaching consumers to appreciate the good things of life. The author states that the mall culture in India can best be described by the following words - ‘comfort’, ‘style’, ‘convenience’ and ‘cool’.

Prabhudesai (2011)\(^{16}\), in his article “Is mall culture capturing India?” investigates the change shopping malls have brought to consumer consumption patterns. The author feels that everything has changed in the way a consumer shops. The younger and older generations alike prefer shopping at huge malls to get both variety and quality. The author emphasis that the sudden emergence of shopping malls has also paved the way for job creation centers in India thus making the mall culture a very much sought after phenomenon.

Trivedi (2011)\(^{17}\), in his report “Mall culture and its implications” indicates that at the present rate at which malls are coming up, the commercial as well as residential real estate business is spiraling upwards. The author indicates that the economic activity generated from the mall culture has not only offered shoppers more value for money, but also generated employment opportunities, directly and indirectly, for thousands of people. He justifies that shopping malls are the battlegrounds where the brands – small, medium, big, the known, the not – so – well – known and the wannabe ones, fight it out for the consumer’s attention and the consumer is ‘loving it’ and asking for more. The author states that consumers are happy about the shopping mall culture – and they do not mind the ‘unplanned expenditure’ incurred by an outing to an enticing place like a shopping mall.

Virdi (2011)\(^{18}\), in his doctoral thesis, “Malls & hypermarkets: Perspectives of contemporary shopping” has analysed the reasons for the patchy growth of organised retail, especially the larger formats like shopping malls and hypermarkets, and its uneven progression in India. The study also focused on the theory and concept of professional and effective mall and hypermarket management. The author feels that there is a sharp and contrasting transformation in consumer behaviour in accordance with Indian retail trends and hence has tried
to find out the shoppers’ retailing attitudes and behaviour in shopping malls and hypermarkets.

Additionally, the author has also attempted to investigate the competition posed by the ‘no frills’ lifestyle stores and the hypermarkets like Big Bazaar, Easy Day, etc., towards the shopping malls, and whether the former poses any threat to the latter. Apart from this, the author has also examined the advent of the ‘theme malls’ or ‘niche malls' and their chances of survival in the typical price sensitive Indian market.

Manikrao (2012), in his article, “Shopping malls in India – Opportunities, challenges and strategies” has theoretically brought out the issues surrounding the development of a shopping mall in India. The author feels that challenges like retail differentiation, merchandising mix, supply chain management and competition from supplier's brands have a drastic impact on a shopping mall. The effectiveness of the mall developer's communication of the offering to the target customers determines how well the mall gets positioned in their minds.

The author further suggests that in their preparation to face fierce competitive pressure, Indian retailers must recognize the value of building their own stores as brands to reinforce their marketing and positioning strategies to communicate quality as well as value for money.

Sannith (2012), in his article “It’s a mall world”, has studied the recent rise in the number of shopping malls and organised retail establishments in tier – two cities like Coimbatore, Madurai and Trichy in the Indian state of Tamil Nadu that have opened a new chapter in the growth of commerce in these cities. The author feels that even though mall developers have invested in shopping malls in these cities, consumers still have very few options for entertainment. The author states that in the coming years these cities could be competing with Chennai in its mall culture. This induces the researcher to examine the mall culture in Chennai through the ensuing literature review.

**2.3.2 Shopping mall culture in Chennai**

Dogra (2010), in his report “An integrated experience” states that Chennai shopping malls in the future will function like high streets offering a potent mix of services to the consumers. Mixing of indoor and outdoor elements is certainly
going to be the norm of the shopping malls in the future. The author feels that shopping malls will stay, but the only malls that would survive in the near future would be the ones, which are run well.

Gautama (2010)\textsuperscript{22}, in her report “Have a ball at the city malls” examines as to how shopping malls in Chennai are becoming the new clubs in the city. She attributes the mall culture of the city to:

- Lure of international brands
- Great eateries and food courts
- State of the art multiplexes
- Provision for wholesome fun experience

The author feels that shopping malls are not just a shopping experience but an outing experience. When compared to a club, shopping malls serve as an inexpensive and entertaining way to kill time. The author indicates that, malls in Chennai have become an ideal place to spend quality time with family.

Raghuram & Sriram (2010)\textsuperscript{23}, in their article “Mall mechanics” have studied the activities undertaken by Chennai shopping malls during festive seasons. The authors emphasis that festivals in India have become a time to splurge and indulge, thanks to the soaring aspirations and disposable income of consumers together with the mushrooming of shopping malls across Indian cities. To cash in on this trend, shopping malls across South India are going all out to lure customers and provide them a wholesome shopping experience. Most shopping malls and retail outlets see an upsurge of activity during the festive season. Marketing strategies are often re-invented by malls in Chennai in a bid to reach out to customers during the festive season. Malls rope in international artists and keep the crowds engaged with cultural shows, magic shows, music concerts and flash mobs.

Yerasala (2010)\textsuperscript{24}, in her report “Mall – ah – mall mornings!” states that whether it’s to watch a movie or to do window shopping youngsters and students in Chennai love to frequent shopping malls in the mornings. The author says that the younger generation stands by shopping malls when it comes to spending time with friends in the morning. They like watching a morning show in the
multiplexes in a shopping mall as movie tickets cost lesser in the morning. The author justifies that shopping malls in Chennai do business in the mornings only because of youngsters and students.

Anuradha & Manohar (2011), in their research paper “Customer shopping experience in malls with entertainment centres in Chennai” have explored the shopping experience of customers who visit shopping malls in Chennai due to the availability of large scale entertainment centres within a mall. The authors conducted a survey among 93 shoppers in the City Centre Mall and the Express Avenue Mall in Chennai, and the results revealed that shopping malls with entertainment facilities have an increasing emphasis on a customer’s visit to a shopping mall. The results further revealed that shoppers consider multiplexes as an added advantage to visit a mall, whether or not they visit the multiplex. The study revealed the fact that customers mostly visit apparel stores, followed by food services, leather stores, fashion stores, consumer service, professional services, electronic stores, departmental stores and home ware stores. The authors suggest that marketing strategists have to concentrate on the following five factors to attract consumers to malls in Chennai:

- Mall ambiance
- Layout of the store and design
- Variety in the tenant mix
- Service offered at the mall

Venkataraman (2011), in her article “More malls to Chennai’s skyline” has done a detailed analysis of the shopping malls in Chennai city that have turned the city into a shopper’s paradise. Most malls in Chennai are situated at the epicenter of the city and are surrounded by new residential projects, IT parks and five star hotels thus attracting more consumers into their fold. The author feels that most of the shopping malls have focused on offering a variety of entertainment options for shoppers. Every upcoming mall in the city definitely has a food court and a multiplex. With the opening up of malls across the city Chennai seems to have become a shopper’s paradise.
Krupa (2012)\textsuperscript{27}, in her article “In search of footfalls?” has examined the reasons as to how shopping malls in Chennai have redefined the shopping experience for shoppers. The author states that the increase in mall space can be attributed to several reasons, such as:

- Projected growth rates in retail
- Entry of international brands
- Opening up of FDI (Foreign Direct Investment) in the retail sector

The author also emphasizes that time constraints and air–conditioning bliss in a city that amply receives the tropical sun’s generosity throughout the year are among the reasons for the soaring popularity of Chennai shopping malls. If a shopper wants to spend half a day out – watch a movie and eat out, a mall is the ideal place as it fills the gap between a movie, lunch and coffee by offering an air–conditioning place to be.

Sreedevi, K (2013)\textsuperscript{28}, in her article “Chennai malls all set for explosive growth”, has investigated the presence of grand stylish shopping malls in the city. The author states that to keep up with the trend, new malls in the city are managing to rope in traditional and popular brands into their fold. Though shopping malls are generally a favourite destination of global luxury brands vying a toehold in the city, few mall developers have a strategy to have “an inclusive mall” that seems to have impelled the local players to branch out into bigger malls – this means that malls should not only have international brands but also have regional brands to attract the local consumers.

In conclusion, from the reviewed literature it is evident that the emergence of shopping mall culture can be attributed to the following factors:

- Retail growth, backed up by lucrative FDI policy
- Attractive tenant mix – combination of national and international brands
- Wholesome shopping experience with entertainment options

This is evident that the mall culture has brought a new dimension to the consumers shopping experience in the city of Chennai. This paves way to explore the consumer’s preferences towards shopping malls.
2.4 Shopping mall preferences of consumers

Understanding and adapting to changes in consumer needs is an important aspect for survival in a continuously changing environment. Various demographic, psychological and social variables have an impact on a consumer’s purchase behaviour and preferences. Several studies have highlighted various aspects of consumer preferences and their outcome.

Kuruvilla & Joshi (2010)\textsuperscript{29}, in their research paper “Influence of demographics, psychographics, shopping orientation, mall shopping attitude and purchase patterns on mall patronage in India”, have attempted to profile Indian mall consumers across eight Indian cities. The results of the study indicate that the heavy shoppers are significantly different from the other groups of shoppers based on their multiple demographic and socio – economic variables, behavioural variables, attitude and shopping orientation.

Rajagopal (2010)\textsuperscript{30}, in his article “Co – existence and conflicts between shopping malls and street markets in growing cities: Analysis of shoppers’ behaviour”, has discussed how consumers’ decision making styles shift between shopping at malls as well as street markets in Mexico. The study indicates that shopping at urban malls is highly influenced by the physical, cognitive and economic variables. Consumer preference of shopping in traditional markets around the malls is high, which indicates the attitude of switching between the established brands available in malls with the traditional unfamiliar brands. The results show that there are various economic and marketplace ambiance related factors that affect the consumer’s decision towards shopping. It is observed from the results that shoppers spend more money in each visit to the large shopping malls when compared to street markets.

2.4.1 Variations in consumer preferences based on the consumer’s demographic profile

Of all the demographic variables, gender and age of the consumer have a major effect on a consumer’s shopping preference. The ensuing literature review has enough evident to prove this phenomenon. Hu & Jasper (2004)\textsuperscript{31}, in their research article “Men and Women: A comparison of shopping mall behaviour” have investigated the gender differences in terms of mall shopping behaviour and
examined whether today’s shopping malls have done a good job in catering to both the genders. The results of the research revealed that despite some similarities, men and women differ in several aspects, such as:

- Men spent significantly less time in a shopping mall than women
- Shopping malls have fewer male oriented stores when compared to female oriented store
- Men tend to use a shopping mall for purchasing unique products that are only found in malls, whereas the opposite is true for women
- Women see shopping at a mall as an ‘enjoyable experience’, whereas it is not the case with male shoppers

The authors have also identified five distinctive shopper types, in malls – hedonic shoppers, utilitarian shoppers, value conscious shoppers, indecisive shoppers and impulsive shoppers.

In a similar study, Kuruvilla, Joshi & Shah (2009)\textsuperscript{32}, in their research paper “Do men and women really shop differently? An exploration of gender differences in mall shopping in India”, explored the mall – shopping habits of Indian consumers and have attempted to identify and contrast possible differences between men and women shoppers across seven Indian cities. An interesting insight arising from this study is that there is not a strong case for gendered shopping orientation. Although, there seems to be significant difference between the genders in the penchant for window – shopping and overall attitude to mall shopping, neither the attitudinal items nor the shopping orientation factors could successfully discriminate between the genders. But the identification of the both genders in terms of their attitude and shopping orientation dimensions can assist malls in designing promotional themes and the demographic characteristics can facilitate the selection of media vehicles.

Lee, Ibrahim, & Hsueh – Shan (2005)\textsuperscript{33}, in their research article “Shopping – centre attributes affecting male shopping behaviour”, provide an in – depth insight into retailer factors that have an influence on male shopping enjoyment. The study revealed that, men place great importance on attributes such as cleanliness of the shopping centre, high – quality customer service and good
product knowledge of sales personnel. The results suggest that shopping – centre features, ancillary facilities, value – added features and special events are the broad retailer categories that are significant in affecting male shoppers’ enjoyment. The study also revealed that male shoppers consider the ‘shopping – centre features’ as relatively more important than the rest of the broad factors.

The authors suggest that sales and promotions in shopping centres are activities that will add considerably to men’s shopping enjoyment. It was found that most men avoid the traffic and long queues associated with sales, thus, it would prove to be a good move to aim sales and promotions exclusively at men to empower them. For instance, shopping centres could host special promotional events with male themes. The management of shopping centres could hold joint events with clubs with a male following to entice them and enhance mall loyalty.

Michon, Yu, Smith, & Chebat (2011)\(^{34}\), in their research article, “The influence of mall environment on female fashion shoppers’ value and behaviour”, have investigated the integrated shopping experience of fashion conscious shoppers in a shopping mall. The study empirically proved that mall environment and mall atmosphere, significantly impact the shopping behaviour of fashion conscious female shoppers.

It became evident that mall environment has an impact on female shoppers from the research article by Sadeghi & Bijandi (2011)\(^{35}\), “The investigation of shopping behavior in shopping mall environment according to female values”, in which the authors surveyed five shopping malls to investigate the effect of shopping mall environment on the behaviour of female consumers. Results of the survey showed that a malls’ atmosphere is useful in motivating a female consumer to shop at a mall. The results of the research show that buyers react positively despite their different cognitions and values in respect to environmental effects.

Martin & Turley (2004)\(^{36}\), in their article “Malls and consumption motivation: An exploratory examination of older generation Y consumers” have focused on the attitudes that the older segment of generation Y consumers between 19 – 25 years have towards a mall, and the consumption motivation of the segment. The study indicates that generation Y consumers are significantly more likely to be objectively motivated rather than socially motivated to consume. The findings of
the study also revealed that generation Y consumers are objectively motivated by a shopping mall's ambiance, layout, and their involvement in the shopping process. On the other hand social motivations that influence shoppers are a mall’s ambiance, design, variety, and excitement, as well as the consumer's desire to stay and intent to return to shop at the mall.

Wilhelm & Mottner (2005)\(^{37}\), in their research paper “Teens and shopping mall preferences: A conjoint analysis approach to understanding the generational shift toward an experience economy” have focused on the shopping mall preferences of teenagers aged 12 – 17 years, a trendsetting segment that tends to be heavy users of enclosed shopping malls. The findings indicated that the most important attributes in a teenager’s choice of a shopping mall is how friendly and welcoming the mall is to them and whether the mall contains “cool” stores which depicts their personality. Further, the research revealed that the most preferred or the “ideal” mall according to the teen segment is the one with the greatest overall utility, attractive stores and entertainment options. Teens are almost twenty times more likely to choose a mall with lots of experiential characteristics like skateboard, theme parks, cultural events, live music events and theaters, than to go to the typical status quo mall with a movie theater.

The growth in size of the teen market in the United States of America and the fact that they are tomorrow’s most lucrative target market for malls (18 – 34 year olds), the authors suggest that shopping mall owners and managers need to be looking for retail tenants who understand and satisfy the experiential needs of the teen shoppers at the mall.

Tabak, Özgen, & Aykol (2006)\(^{38}\), in their research report, “High school girls’ shopping mall experiences, perceptions and expectations: A qualitative study”, conducted a study among high school girls in the age group 15 – 19 years, to see what attracts them to malls. The results of the study revealed six factors that shaped the girls expectations, experiences and perceptions of malls – merchandising, entertainment, atmosphere, location and accessibility, security and personal service. Another factor that was found to be highly influential was ‘clientele’. Clientele is not directly related with the mall itself but was found to be critical for the selection process of adolescent girls. The research revealed that people who accompany girls during their shopping trips, were mostly their
friends. Friends act as a reference group during a shoppers visit to a mall. The authors suggest that shopping malls can also arrange for teen–oriented social interactions such as concerts, fashion shows and exhibits to be the most preferred shopping mall among the segment.

Krishnamoorthy & Kuthalingam (2009)\textsuperscript{39}, conducted a similar research and in their research paper “Mall visit behaviour of older generation – Y consumers” have investigated the relationship between hedonic motivations for visiting malls and demographic factors of older generation Y consumers who constitute the 19 – 25 year olds – who are a bridge between adolescents and adults. The authors suggest that there is a direct link between shopping motivations and shopping outcomes such as retail satisfaction, loyalty and assessments of hedonic and utilitarian shopping value. They also suggest that satisfaction is a direct indicator of a shopper’s motivational strength. This suggests that motivational strength is directly and positively associated with aspects of mall preference and satisfaction.

Krishnamoorthy, Jagannathan, & Kuthalingam (2009)\textsuperscript{40}, in their research paper “Shopping behaviour in malls in globalised economies” have studied the important motivational reasons for Generation Y consumers to visit shopping malls. The authors exposed the following types of shopping undertaken by shoppers at a mall:

- ‘Social shopping’ – shopping with friends and family for the purpose of socializing.
- ‘Idea shopping’ – shopping to keep up with trends, new fashions and to experience new things.
- ‘Role shopping’ – reflects the enjoyment that shoppers derive from shopping for others – the excitement and intrinsic joy felt by shoppers when finding the perfect gift for others.
- ‘Adventure shopping’ – shopping for stimulation, adventure, and the feeling of being in another world.
- ‘Value shopping’ – shopping for sales, looking for discounts and hunting for bargains.
• ‘Gratification shopping’ – shopping for stress relief, shopping to alleviate a negative mood and shopping as a special treat to oneself.

Hu, & Jasper (2007)\textsuperscript{41}, in their research article, “A qualitative study of mall shopping behaviors of mature consumers” employed 30 in – depth interviews to understand the mature consumers’ shopping mall experience. The respondents in the study had favorable perceptions of shopping malls in terms of product selection, convenience, and opportunities for social interaction. The authors discovered five elements that are important for mature consumers to form an impression of the shopping malls they visited most often: convenience, choice, ambiance, parking and hedonic shopping orientation.

The study revealed that department stores are most often visited by mature consumers followed by specialty stores and crafts or book stores in a shopping mall. When evaluating specific mall attributes, mature consumers indicated their preference for surface parking and sitting lounges. Also interestingly the study revealed that the respondents felt younger than their chronological age when they shopped at a shopping mall thereby giving them a ‘feel good’ factor.

Martin (2009)\textsuperscript{42}, in his research article, “Consumption motivation and perceptions of malls: A comparison of mothers and daughters” have explored whether adolescent consumers have different attitudes and perceptions of malls than adults. The results indicate that mothers and daughters are motivated to consume by different factors such as ambiance, design, layout, variety in merchandise, excitement levels, involvement levels and their desire to stay or return to a particular mall.

Khare (2011)\textsuperscript{43}, in her article “Mall shopping behaviour of Indian small town consumers” attempted to understand the mall shopping behaviour of small town consumers who are unfamiliar with the concept of malls and whose exposure to the organized retail has been limited in the past. This study explored the differences across age and gender groups in shopping mall behaviour. The study revealed that consumers’ gender and age play an important role in determining their attitude towards shopping in malls. The author stresses that the mall developers should consider mall attributes such as décor, layout, services, variety
of stores and entertainment facilities while planning malls in smaller cities as they have an effect on consumers’ buying behaviour.

Devadas & Manohar (2012), in their research paper “A cross sectional study on shopping values and mall attributes in relation to consumer age and gender” have tried to understand the relationship between hedonism and utilitarianism, age and gender of consumers in relation to a mall’s attributes. The study clearly indicates that when it comes to gender, consumers more or less have the same feelings. Both male and female consumers indicated a preference for a particular trait when it comes to shopping value of a mall – ‘mall entertainment factor’.

The study also proved that there were no significant differences between male consumers and female consumers when it comes to hedonism and utilitarianism values that determined their attitude towards shopping malls. Furthermore, the study also revealed that consumers across different age groups also placed entertainment as the prime attribute when it came to their attitude towards shopping malls.

Kang, Kim, & Tuan (2012), in their research article “Motivational factors of mall shoppers” have investigated the relative importance of various shopping motivations of mall shoppers for different ethnic groups. The study revealed six distinct motivational factors of mall shoppers: aesthetic ambiance, economic incentives, diversion/browsing, social experience, convenient service availability and consumption of meal/snack. The study revealed that the importance of shopping motivations varies significantly according to ethnicity, gender, household income and self identified ethnic strength. In addition, the importance placed on the six shopping motivation factors displayed an interaction effect by ethnicity and age.

2.4.2 Variations in consumer preferences based on the consumer’s psychological profile

Shim & Eastuck (1998), in their article “The hierarchical influence of personal values on mall shopping attitude and behavior” have employed a value – attitude – behavior model in order to investigate the role that personal values play in the patronage of regional shopping malls. The authors have also examined whether one's ethnic group membership and ethnic identification serve as important
factors that influence personal values as well as attitudes and patronage behaviour in the context of regional shopping malls. Structural Equation Modeling indicated that both self – actualizing and social affiliation personal values were positively related to a favorable attitude toward regional shopping malls, and that the social affiliation value played a greater role in influencing attitude than did the self – actualizing value.

The findings of the study indicate that, independent of ethnic group membership, both self – actualizing and social affiliation values can be used effectively to position regional malls in such a way as to reinforce these views and to provide a strong means for shoppers to satisfy these needs.

Adkins, Burgess, & Wesley (2002)\textsuperscript{47}, in their article “Expanding the loyalty concept to include preference for a shopping mall” have attempted to determine if a loyal mall group exists; and if so, investigate their assessment of shopping mall characteristics to provide a better understanding of those attributes influencing a loyal response. Results support that the presence of loyal mall customers in a shopping mall was highly attributed to the product’s price and quality considerations. Malls with loyalty programs were able to sustain the loyalty of their customers.

Majumdar (2005)\textsuperscript{48}, in his article “A model for customer loyalty for retail stores inside shopping malls – An Indian perspective” justifies that the retail format that has shown the maximum growth among all the multipurpose shopping options are the shopping malls. The author views customer loyalty as the strength of the relationship between an individual’s relative attitude and repeat patronage. This relationship is mediated by social norms and situational factors. The author has looked into store loyalty in a holistic manner, which incorporates factors like service quality, location, value perceptions and store image. Since the mall market is still in its nascent stage, the loyalty for a store in a mall is not as much as a standalone store in traditional shopping districts or streets in the city. The determinants of store loyalty for such standalone stores may be different than a mall store. The author’s research study has brought out insights, which could help the mall developers as well as standalone store owners to attract their target customer segments.
Anselmsson (2006), in his research paper, “Sources of customer satisfaction with shopping malls: A comparative study of different customer segments”, develops and validates a conceptualisation of shopping mall satisfaction based on field studies in Sweden. The results of the research show that eight underlying factors of varying characters are important to customer satisfaction – selection, atmosphere, convenience, sales people, refreshments, location, promotional activities and merchandising policy.

The results divulged that the least important determinants of satisfaction as well as visit frequency was merchandise policy and on the other hand price and quality were found to be important determinants of shopping mall patronage. The results support the suggestion of the authors that older consumers are more likely to be price sensitive than other consumers.

Ahuja (2009), in her article “A study on purchasing trends of customers in shopping malls at Faridabad” indicates that customers are seeking more choice, convenience and experience while shopping. The article stressed that it is critical for any shopping mall to develop an understanding of consumer behaviour and develop the tenant mix proposition accordingly. The author has concluded stating that a right mix of tenant mix and mall management is necessary for malls to weave a success story.

Rajagopal (2009), in his article “Growing shopping malls and behaviour of urban shoppers” examines the impact of growing congestion of shopping malls in urban areas on shopping convenience and shopping behaviour. Based on the survey of urban shoppers, the author has analysed the cognitive attributes of the shoppers towards attractiveness of shopping malls and intensity of shopping. The results of the study reveal that the ambiance of shopping malls, assortment of stores, sales promotions and comparative economic gains in the malls attract higher customer traffic to the malls. The perspectives of shopping mall ambiance and shopping satisfaction effectively become a measure of retail performance, customer attraction and propensity to shop for urban shoppers.

Farrag, Sayed, & Belk (2010), in their research paper, “Mall shopping motives and activities: A multi method approach” have developed an understanding of the “mall experience” as perceived by Egyptian consumers. Seven shopping motives
were identified by the authors: three functional motives – safety, bargain hunting, and convenience; and four hedonic motives – entertainment, freedom, appreciation of modernity and self-identity. The authors also identified three main clusters of shoppers: family-focused, hedonists, and strivers.

Jain (2010)\textsuperscript{53}, in his research paper “Indian retail revolution – A research analysis carried out in the Delhi region” examines consumer’s perception regarding a particular departmental store. The paper tries to identify various motivational factors that drive customers to visit a departmental store regularly. The author has identified eight driving factors that motivate consumer’s to visit a store – customer service, brand value, variety in the merchandise, convenience, quality, ambiance, advertisement, promotion and discounts. The research mainly focused on sensory elements and structural elements of perception. The author emphasis that, in order to satisfy the customer needs the retailer must have a thorough understanding of how customers make store choice and purchase decision as the purchase of products involves motivational, social, psychological and economic factors.

Khare (2011)\textsuperscript{54}, in her research article “Influence of hedonic and utilitarian values in determining attitude towards malls: A case of Indian small city consumers”, has examined the influence of hedonic and utilitarian shopping values on consumers’ attitudes towards malls in the smaller cities of India. The research was conducted in five mini metropolitan cities in Northern India. The study indicates that youth frequent shopping malls because it enables them to meet friends, watch movies and enjoy the food at the food courts and on the other hand, families frequent malls as it provides them with a place to spend their weekends and to spend time together. However, the expensive products at the malls are not a major attraction for mall goers of small towns. The author suggests that the new malls coming up in the mini – metros in India should include cinema theatres, gyms, gaming spaces for kids, food courts and stores that cater to the pockets of the consumers.

Fatima & Rasheed (2012)\textsuperscript{55}, in their research paper “Determining the factors affecting consumer loyalty towards shopping malls” revealed that the three factors that determine consumer loyalty towards a shopping mall are the mall’s environment, image and convenience. The study also illuminated the convenience
regarding a shopping mall as a valuable factor in the consumer’s mind in a sense of locational convenience, access in a single trip, working hour’s convenience and less waiting time as all these have a strong impact on a consumer’s preference of a shopping mall. The study indicates that a mall fulfilling these preferences can generate consumer loyalty that will increase the mall traffic.

Runyan, Kim & Baker (2012)\textsuperscript{56}, in their research paper, “The mall as bazaar: How kiosks influence consumer shopping behaviour”, have investigated how kiosks and kiosk salespeople affect consumers’ emotional responses and shopping behaviour towards a mall. The authors found that the presence of kiosks negatively affected shoppers’ perceptions of the mall environment. Irrespective of whether a kiosk salesperson was aggressive or passive it had the same effect upon shoppers. Passive kiosk salespeople and the absence of kiosks resulted in the same level of arousal on shoppers, while aggressive salespeople caused a higher level of arousal than either of the other two conditions.

2.4.3 Variations in consumer preferences based on the consumer’s social profile

Zahar, U.A., Ghingold, M., & Zainurin (2006)\textsuperscript{57}, in their research paper “Shopping mall behavior: An exploratory study” have indicated that visiting shopping malls has become a major recreational activity among urban Malaysian consumers. They also found that the Malaysian students were spending about 10% of their monthly expenditure in shopping malls. The authors have justified that two consumers may shop at the same stores for similar reasons such as convenience, courteous help and nice décor but one consumer might find shopping a burden, something to be done quickly within a minimum of effort while another may enjoy shopping by achieving the satisfaction of buying a desired item at a bargain price. The latter consumer does not mind spending time searching for alternatives.

Paromova, Sermole, Esmits & Kolyshkin (2010)\textsuperscript{58}, in their research paper, “Empirical study of consumer buying patterns in Latvian shopping centers” have developed a model for the optimal store mix in shopping centers and have described the potential benefits of the model. The authors reveal that four goods categories are found to be most preferred by customers: food and beverages,
manufactured goods and household chemicals, goods for home and clothing. Results showed that almost 50% of all purchases are made in the food and beverage category.

The authors suggest that comparison shopping is one of the main motivations for visiting a shopping center. Comparison clusters increase demand from customers in each goods category and increase the turnover of every tenant in those clusters. The authors also recommend locating all stores from one goods category side by side in the shopping center in order to create comparison clusters.

Patney (2010)\textsuperscript{59}, in her research article “Indian consumers and their mall patronage: Application of cultural – self and the theory of planned behavior to patronage intentions” has investigated Indian consumers’ motivations and intentions to patronize shopping malls. An important contribution of this study is the identification of five cultural consumer clusters – enthusiasts, autonomous, sociables, affable and family – oriented. The study further revealed that, attitudes, subjective norms and perceived behavioural control which are important predictors of behavioural intentions related to Indian consumers’ mall shopping preferences and behaviour. Results of this study provide a deeper understanding of the reasons Indian consumers go shopping, and specifically why they patronize malls. The author suggests that effective marketing communication for different consumer groups could be improved by better understanding the cultural – orientation, mindsets and shopping motives of Indian consumers.

Xia (2010)\textsuperscript{60}, in his article “An examination of consumer browsing behaviours”, specifies that browsing is a powerful consumer information activity and has both desired and undesired consequences for consumer purchases. The author has contributed to two areas of research: consumer information search and consumer shopping behaviour in retail environments. The results of the research show that browsing serves both functional and recreational purposes. Consumers vary by the degree to which they browse functionally or recreationally. Browsing behaviour is influenced by both consumer characteristics and the retail environments.

Cai & Shannon (2012)\textsuperscript{61}, in their research article “Personal values and mall shopping behaviour: The mediating role of intention among Chinese consumers”
have identified the underlying personal values that determine the mall shopping behaviour of Chinese consumers and have proposed that shopping intentions are an additional mediator that enhances the value – behaviour link. Chinese mall shoppers' behaviour was found to be explained by value orientations which were both similar and different from their counterparts in the west.

The study revealed the fact that, western mall shoppers are more likely to be directed by social affiliation and self – actualising values, whereas Chinese mall shoppers are more likely to be influenced by self – transcendence and self – enhancement values. Additionally, shopping intention was found to improve the predictive power of consumers’ attitude towards mall attributes in terms of shopping frequency and money spent in the mall. The results of this study are especially beneficial for mall developers and retailers for crafting effective positioning strategies and guiding their communication strategies in the Chinese market.

Yadav, Sangal & Khatal (2012), in their research paper, “Organized retailing sector and customers attitude towards shopping malls – A case study of Meerut, Ghaziabad and Noida Districts” have attempted to understand shopping malls as an emerging format, the attitude of the customers towards them and have analyzed the factors that determine repatronage intentions of shoppers. The following were the major findings of the study:

- Demographic variables have a major influence on the consumer’s mall preferences.
- Merchandising and pricing of the product have the maximum influence on consumers.
- 63% consumers consider a shopping mall as a place selling only fashion products.
- The frequency of visit to a mall is dependent upon the income of the consumer.
- 89% consumers were willing to spend more than 3 hours in a mall which is also dependent on their average monthly income.
The study identified significant difference on the opinion that a shopping mall is the best place for shopping, entertainment and dining. The mean rank study found that a substantial percentage of consumers prefer to purchase apparels from shopping malls than any other merchandise categories.

In conclusion, from the reviewed literature it is evident that consumers tend to develop preferences and patronage towards shopping malls due to the following plethora of reasons:

- Demographic parameters
- Psychographic parameters
- Economic parameters
- Hedonistic attributes
- Social experiential characteristics
- Mall environment
- Tenant mix
- Convenience

This makes it evident that consumers are influenced by various reasons and motives to develop preference towards a shopping mall. This makes it critical to understand the various Consumer Decision Making Styles exhibited by consumers during their shopping trips to a mall.

2.5 Consumer Style Inventory and Consumer Decision Making Styles

The individuality in consumers’ behaviour when choosing between alternative products is perhaps the most widely analysed topic in consumer interest studies. But although many factors influence consumer decision making, consumers are thought to approach the market with certain basic decision making styles. The Consumer Decision Making Styles exhibited by consumers are highlighted by various research articles.

Sproles & Kendall (1986) were pioneers in developing the framework for Consumer Decision Making Styles. In their breakthrough research paper “A methodology for profiling consumers’ decision making styles” they developed a
comprehensive instrument called Consumer Style Inventory (CSI) to measure Consumer Decision Making Styles. The instrument was administered to 482 students in 29 home economics classes in five high schools in the Tucson, Arizona area. This instrument measured eight mental characteristics of consumer's decision making styles such as –

- Perfectionism
- Brand consciousness
- Novelty – fashion consciousness
- Recreational
- Price – value consciousness
- Impulsiveness
- Confused by over choice
- Brand – loyal/habitual

The CSI developed by the authors helped them to profile an individual consumer style, educate consumers about their specific decision making characteristics, and counsel families on financial management.

The research carried out by Sproles and Kendall (1986) was instrumental for several researches conducted across the globe, which is evident through the succeeding literature review.

2.5.1 Consumer Decision Making Styles in the United States of America

Chase (2004), in her research report “The relationship between mind styles, Consumer Decision Making Styles and shopping habits of beginning college students” has empirically proved that learning styles are significantly related to consumer decision making as both are cognitive. The author emphasis that, a consumer’s development of a decision making style involves a process of learning and is influenced by past experience. From the study it was found that older female teens enjoy shopping for clothing and associate their social standing with the kinds of clothes they wear. They also liked shopping at malls and purchasing branded products.
To take the findings of previous research forward, Chase, Driscoll, Stewart, Hayhoe, & Irene (2007)\textsuperscript{66}, in their research article, “Exploring the relationship of first – year, first semester College students’ mind styles and their Consumer Decision Making Styles” used two research instruments to empirically prove their proposed relationship between mind styles and Consumer Decision Making Styles – the Gregorc Style Delineato and the Consumer Style Inventory. Although the results did not support multiple Consumer Decision Making Styles as detected in earlier research undertaken by Sproles & Kendall (1986)\textsuperscript{67}, an exploratory factor analysis revealed one, overall Consumer Decision Making Style – recreational/hedonistic, which suggested that these students tend to primarily shop to gain pleasure from the shopping experience. A significant relationship was found between the self – reported mind style scores and the recreational/hedonistic Consumer Decision Making Style for the beginning college students in the study.

Cowart & Goldsmith (2007)\textsuperscript{68}, in their research article, “The influence of Consumer Decision Making Styles on online apparel consumption by college students”, have investigated motivations for online apparel consumption using the Consumer Styles Inventory. Data from a sample of 357 United States college students revealed six CDMS developed by Sproles and Kendall (1986)\textsuperscript{69} – quality consciousness, brand consciousness, fashion consciousness, recreational, careless/impulsiveness and brand loyalty. The study also exposed the fact that online shoppers are not price conscious.

Zawiyah, Halim & Good (2005)\textsuperscript{70}, in their research paper, “Influence of store attributes on shopping intentions in factory outlet malls” have contributed to the knowledge base concerning how individual consumers use decision making and shopping behaviour attributes, which in turn affect their future shopping intentions. The study offers a general conceptual theoretical framework that integrates the basic tenets of the attribution theory. The findings confirmed four decision making styles – brand conscious/price equals quality, recreational/hedonistic shopping consciousness, price conscious/ value for money and habitual/brand loyal. The authors emphasis that the Consumer Decision Making Styles are drastically affected by the following shopping behaviour variables:
- Stores visited and stores purchased from
- Shopping hours
- Money spent

The authors stress that to sell their merchandise directly to consumers; manufacturers need to understand how different decision making styles and store attributes can influence future shopping intentions at factory outlets.

Iyer & Eastman (2010)\textsuperscript{71}, in their article “The fashion conscious mall shopper: An exploratory study” explore the relationship among the variables of fashion consciousness, price consciousness, variety seeking, comparison shopping and consumer attitude towards shopping. The study revealed that mall shoppers in the United States who are fashion conscious and price conscious, have a positive attitude towards shopping and such shoppers are variety seekers and also engage in comparison shopping. The findings suggest that fashion conscious consumers like the latest style, but are prudent in what they will spend to get the latest style through taking time to search for the best price.

2.5.2 Comparison of Consumer Decision Making Styles between United States of America and Korea

In a comparative research study, “Consumer Decision Making Styles: Comparison between United States and Korean young consumers”, Jeanne, Chae, & Chung (1992)\textsuperscript{72}, used the Consumer Style Inventory to identify the decision making styles of Korean students in comparison to the CDMS identified among students of the United States in innumerable studies. The study empirically confirmed seven of the eight decision making styles identified by Sproles & Kendall (1986)\textsuperscript{73}. The only decision making style that was not confirmed was ‘novelty and fashion consciousnesses’. The authors attributed this to possible links between ‘brand consciousnesses’ and ‘fashion consciousnesses’ among young Korean consumers.

2.5.3 Consumer Decision Making Styles in New Zealand

Durvasula, S., Lyonski, S., & Andrews, J. C. (1993)\textsuperscript{74}, in their article “Cross-cultural generalizability of a scale for profiling consumers’ decision making styles” administered the Consumer Style Inventory on 210 undergraduate
business students at a New Zealand university. They found eight Consumer Decision Making Styles – perfectionist, brand conscious, novelty / fashion conscious, recreational shopping conscious, price / value conscious, impulsive, confused by over – choice, and habitual / brand loyal. The CDMS were similar to the styles identified by Sproles and Kendall (1986).  

2.5.4 Consumer Decision Making Styles in the United Kingdom  

Mitchell, V. W., & Bates, L. (1998) in their research paper “UK Consumer Decision Making Styles” administered the Consumer Styles Inventory (CSI) to undergraduate students in the United Kingdom. The study revealed the existence of all the eight CDMS identified by Sproles and Kendall (1986) with two new CDMS – store loyalty and time – energy saving.  

2.5.5 Consumer Decision Making Styles in China  

China just like India boosts of an enormous untapped consumer market. Fan & Jing (1998), in their research paper “Consumer Decision Making Styles of young – adult Chinese” used a modified Consumer Style Inventory and identified five Consumer Decision Making Styles: brand consciousness, time consciousness, price consciousness, quality consciousness and information utilization.  

Keeping in tune with the previous study, Hiu, A., Siu, N., Wang, C., & Chang, L (2001), in their research article “An investigation of decision making styles of consumers in China” administered the Consumer Style Inventory to 387 adult consumers in China. Their findings empirically proved that Chinese consumers have five CDMS – perfectionist, novelty – fashion conscious, recreational, price conscious and confused by over choice.  

The two studies pertaining to CDMS in China has brought out contrasting results as perfectionist/ quality consciousness and price consciousness are the only common CDMS identified in the studies.  

2.5.6 Consumer Decision Making Styles in Germany  

Walsh, G., Mitchell, V. W., & Thurau, T. H (2001), in their article “German Consumer Decision Making Styles” adopted the Consumer Style Inventory and confirmed seven Consumer Decision Making Styles of German consumers –
brand consciousness, perfectionism, recreational / hedonism, confused by over choice, impulsiveness, novelty / fashion consciousness and variety seeking. Variety seeking was the new decision making style found among the German consumers and it replaced brand loyalty and price value consciousness.

2.5.7 Comparison of Consumer Decision Making Styles between Singapore and Australia

Leo, Bennett, Hartel & Charmine (2005)\textsuperscript{81}, in their research paper, “Cross – cultural differences in Consumer Decision Making Styles” argue that cultural dimensions influence Consumer Decision Making Styles. The analysis showed differences between consumers in Singapore and Australia in their decision making styles, namely brand consciousness, innovativeness and confused by over choice. The authors emphasis that Consumer Decision Making Styles for goods differ according to consumers’ cultural orientation and that consumer behaviour can be predicted from an understanding of the cultural personality of consumers. Thus, products and services can be better designed to meet consumer needs and consumer behavior can be better predicted. The authors suggest that it is essential that managers understand cross – cultural Consumer Decision Making Styles to make strategic decisions or effectively handle members of these nationalities.

2.5.8 Comparison of Consumer Decision Making Styles between Shangai and Hong Kong

Bertha (2005)\textsuperscript{82}, in her research project, “Consumer Decision Making Styles: Comparison between Shanghai and Hong Kong University consumers – A Consumer Styles Inventory approach”, identified six decision making styles among Shanghai consumers – perfectionist, habitual, impulsive, price conscious and brand conscious, and five decision making styles among Hong Kong consumers – brand conscious, perfectionist, novelty, habitual and price conscious.

Significant differences were found in the dimension of quality conscious, brand conscious, fashion conscious and shopping carefulness. The research revealed that Shanghai university consumers are perfectionist and impulsive and they always make special efforts to obtain the best quality and perfect choice of products. On the other hand Hong Kong university consumers were brand and
fashion conscious, but both Shanghai and Hong Kong university students were found to be very price conscious.

2.5.9 Consumer Decision Making Styles in Turkey

Gönen & Özmete (2006)\textsuperscript{83}, in their research article “Decision making styles of young Turkish consumers” analysed the Consumer Decision Making Styles of Turkish students from four institutions of higher education in the city of Ankara. The study revealed the following decision making styles among the consumers – brand conscious, time conscious, quality conscious, price conscious and information utilisation / confusion by over choice. The findings of the study further revealed that Turkish female students considered shopping to be a fun activity and purchased brands that are recommended by consumer magazines. On the other hand male students were found to be very confused due to the overload of information that they got about a brand.

2.5.10 Consumer Decision Making Styles in South Africa

Merwe & Campbell (2008)\textsuperscript{84}, in their research paper, “Profiling consumers in home ware stores according to their decision making process: An exploratory study”, have analysed the consumers’ decision making process regarding home ware and have suggested consumer profiles based on the decision making process. The authors identified four consumer profiles based on an evaluation of the decision – making process – quality conscious, fashion conscious, lifestyle – orientated and the impulsive consumer. The research highlighted that consumers evaluated home wares based on their needs, values and personal style and made their final product choice based on product quality, appearance and price.

2.5.11 Consumer Decision Making Styles in Iran

Hanzaee & Aghasibeig (2008)\textsuperscript{85}, in their research article “Generation Y female and male decision making styles in Iran: Are they different?”, have compared Generation Y female and male Consumer Decision Making Styles to offer guidelines to Iranian and overseas marketers. The results showed that both the genders had few common traits that affected their shopping behaviour, such as – recreational, brand conscious, low price seeking and time – energy conserving, but there were differences in the socio cultural factors.
In a similar study, “Influence of family structure on Consumer Decision Making Style in Iran”, Hanzae & Lotfizadeh (2011) demonstrated the impact of marital roles and family structure on Consumer Decision Making Styles within the Islamic culture of Iran. The study has revealed that family structures such as – male-dominated, wife-dominated, joint decision-making or egalitarianism style, Islamic norms and Iranian culture have profound impact on decision making styles of Iranian families.

Azizi & Makkizadeh (2012), in their research article, “Consumer Decision Making Style: The case of Iranian young consumers” have analysed the decision making styles among students of Shahidbeheshti University of Tehran. Having 24 million young people aged 15 – 29 years (32% of total population), Iran has a young demographic structure. Concerning this demographic structure, exact recognition of Consumer Decision Making Styles of Iranian young consumers is of great importance for salespeople. Results of the analysis show that there are only two main styles – brand loyalty and brand conscious among Iranian young consumers. Also, analyses revealed the existence of a twelve item model for decision-making styles among young Iranian consumers: behavioral perfectionist, brand consciousness, novelty/fashion conscious, economic, brand loyal, confused, economic – hedonism, attitudinal perfectionist, time – energy conserving, hate from shopping, undemanding and variety seeking. The research also revealed that men and women are different only in fashion consciousness decision making style.

2.5.12 Consumer Decision Making Styles in Malaysia

Chyuan (2009), in his research thesis, “Profiling consumers based on their shopping behaviour” has segmented and analyzed shopping mall consumers based on their shopping behaviour during their visit to malls. Two hundred shoppers were surveyed regarding their attitude towards 88 individual shopping behaviour items. Based on exploratory qualitative and quantitative studies, the author developed a nine factor scale that consisted of the following CDMS – perfectionism / quality conscious, brand conscious, confused by choice, novelty fashion conscious, shopping avoidance, impulsive, recreational shopping, price conscious and attitudinal loyalty.
Four shopper clusters were formed based on the CDMS – the loyal shopper, the economic shopper, the recreational shopper and the apathetic shopper.

Kamaruddin & Kamaruddin (2009) in their research paper “Malay culture and Consumer Decision Making Styles: An investigation on religious and ethnic dimensions”, have examined the relationships between Malays’ cultural value orientations and their decision making styles as the Malays are closely associated with the religion of Islam which constitutes a key element in Malay ethnic identity and its culture. The findings revealed that there are three decision making styles related to Malay consumers: perfectionist, confused by over choice and impulsive purchase. Significant relationship was also found between religiosity, ethnicity and the shopping behaviour of the Malays. The findings further revealed that Malay consumers are quite incompetent in handling product and market information, resulting in information overload and confusion. Therefore, the authors have suggested that formal consumer education should be introduced in secondary schools for developing knowledgeable and efficient young consumers.

Mokhlis (2011), in his research paper “Adapting Consumer Style Inventory to Chinese consumers in Malaysia: An international comparison” has examined the cross-cultural applicability of the Consumer Style Inventory (CSI) of young Chinese consumers in Malaysia and has compared the identified factors with those of previous similar studies. The sample size consisted of 115 Chinese students from one public university in Malaysia. The results of Exploratory Factor Analysis, revealed six decision making styles – brand conscious, recreational, hedonistic, novelty / fashion conscious, confused by over choice, quality conscious, and shopping avoidance.

Hunjra, Niazi, & Khan (2012), in their research paper, “Relationship between decision making styles and consumer behavior”, have identified different factors that impact consumer behavior on the basis of decision making styles such as brand consciousness, perfectionism, variety seeking, novelty, fashion and product quality consciousness. The authors suggest that by identifying these characteristics from the consumers’ perspective, the advertisers will be able to shape up a more effective pattern for online promotion as well as develop possible solutions for improvement. The authors conclude that there is a significant relationship between male and female decision making style and
female respondents are more likely to assert that decision making styles influence consumer behaviour.

2.5.13 Multi country Consumer Decision Making Styles

Lysonski, S., Durvasula, S., & Zotos, Y (1996), in their research article, “Consumer Decision Making Styles: A multi – country investigation” analysed the CDMS of undergraduate business students in four countries by applying Consumer Styles Inventory. The countries chosen for the study were the United States of America, New Zealand, India and Greece. The results of factor analysis confirmed seven of the eight CDMS identified by Sproles and Kendall (1986) except price conscious decision style. The study further revealed that the CSI was more applicable to New Zealand and the United States and was not as applicable to India and Greece. The authors suggested that CSI should be modified to suit different cultures and countries.

2.5.14 Consumer Decision Making Styles in India

The Indian consumer’s decision making style has been of great interest to several researchers. Canabal, M. E (2002), in his research paper “Decision making styles of young South Indian consumers: An exploratory study”, investigated the decision making styles of South Indian consumers utilizing the Customer Style Inventory. Using data collected from 173 college students from two institutions of higher education in the city of Coimbatore, South India, the author identified five decision making styles – brand conscious, high quality conscious / perfectionist, confused by over choice, impulsive / brand indifferent and recreational.

Lyonski & Durvasula (2010), in their article, “Consumer Decision Making Styles in India: Evolution of mindsets”, have analysed in detail if decision making styles have changed in India over the last 15 years. The results of the survey clearly illustrate that Indian consumers have evolved since 1994 when the country was just beginning its policies of openness to trade and imports. Indian consumers are now more modern in their decision making are more brand conscious and shop for novelty or recreation. The authors identified four decision making styles among Indian consumers – perfectionist / quality conscious, brand conscious, novelty / fashion conscious and recreational. The study further
revealed that consumers who are either perfectionist or novelty conscious scored high on opinion leadership, shopping self – confidence and materialism. Hence the authors suggest that knowing how these different segments function can help marketers either influence them or use them to influence others.

Ghodeswar, B. M (2011), in his article, “Consumer Decision Making Styles among Indian students” has analysed the decision making styles among graduate students of a business school in India. The factor analysis revealed seven decision making styles among Indian students – perfectionism / high quality consciousness, brand conscious / price equals quality, novelty / fashion consciousness, impulsive / carelessness, recreational / hedonistic shopping consciousness, habitual / brand loyal orientation and confused by over choice.

2.5.15 Consumer Decision Making Styles in Chennai

Not much research has been done to investigate the decision making styles of Chennai consumers, however Ravindran, Sundar & Kumar (2010), in their article “Study on Consumer Decision Making Styles in shopping malls – A study with reference to malls in Chennai”, investigated the decision making styles of shoppers in Chennai shopping malls and analysed the variations in these styles across different demographic variables. The authors identified the following CDMS among Chennai mall shoppers – perfectionism / quality consciousness, brand conscious, novelty / fashion consciousness, recreational, price conscious, careless / impulsive, confused by over choice and habitual / brand loyal. The study further revealed that Chennai consumers are not very brand conscious, but are very price and quality conscious. The article emphasis the need to profile consumers by combining their decision making styles and demographic variables to provide a more meaningful way to identify and understand various consumer segments and to target each segment with more focused marketing strategies.

In conclusion, the preceding literature reviews brought out the dynamic nature of the various Consumer Decision Making Styles that vary across countries and culture. At this point it becomes vital to understand the various strategies undertaken by retailers to attract consumers to the mall – this is discussed in the succeeding literature review.
2.6 Shopping mall footfall drivers

Shopping mall footfall drivers have been identified as a critical factor for the success of malls and the retail industry across India. Certain footfall drivers and strategies adopted by mall operators and retail tenants to attract consumer footfalls are explored in the following review of research articles.

Overstreet & Clodfelter (1995)\(^9\)\(^8\), in their research article “Safety and security concerns of shopping center customers and the effect of these concerns on shopping behaviour” have indicated that 37.1% of shoppers changed the way they shopped due to their fear of raising crime in American shopping malls. The authors suggest that shopping center operators must address safety issues, and should also anticipate the possibility that security incidents occur much more frequently that previously thought. They also suggest that the mall owners and operators must continue to focus their efforts on ensuring customer safety inside and outside the mall.

Wakefield & Baker (1998)\(^9\)\(^9\), in their article “Excitement at the mall: Determinants and effects on shopping response” have examined the relationship between three factors – tenant variety, mall environment and shopping involvement on shoppers' excitement and their desire to stay at a mall. Competition between malls and newer forms of shopping centers have led mall developers and the management to consider alternative methods to build excitement with customers. Results show that the three factors have a differential influence on excitement and desire to stay, which in turn are found to influence patronage intentions – mall environment, store variety and entertainment options. The findings also show that some locals don’t find prestige in buying clothes, shoes or electronic goods that everyone else can easily obtain at a local mall.

Leo & Philippe (2002)\(^10\)\(^0\), in their article “Retail centres: location and consumer’s satisfaction”, have brought out the relationship between shopping mall location and consumer’s satisfaction. The authors indicate that consumer’s satisfaction plays at least an equally important role in metropolitan areas where commercial zones are numerous enough to lead consumers to choice decisions. Different aspects (perception of shopping possibilities, expected pricing practices, general
global environment) of each commercial zone do combine in the consumer’s mind producing satisfaction or dissatisfaction in a mall.

Lather & Kaur (2006)\textsuperscript{101}, in their research article “It’s all at the mall: Exploring present shopping experiences” have examined and established the relationship between the shoppers’ behaviour and various attributes / indicators of stores in malls. They observed that most of the customers who visit malls do not look at the pricing alone; they are looking for a sense of belongingness, a brand of quality and innovation they can trust. The authors suggested that if window displays of merchandising are innovatively done, the retailers will be able to attract more shoppers. Their findings also supported the positive effect of location on store traffic and sales. They established that the most preferred retail outlets are multi – brand outlets and exclusive outlets. The study also examined alternatives to discounts when negative quality inference was likely to occur, and it was found that free gifts were effective in increasing sales and market share. They suggested that for shoppers to have a good mall experience, the retailers should focus on creating a pleasant shopping environment by using an optimum blend of variables like right temperature, air quality, lighting, scent, noise level and layout amongst others.

Drezner (2006)\textsuperscript{102}, in his research paper “Derived attractiveness of shopping malls” has developed a model for estimating the attractiveness of shopping malls by analysing the distance customers travel to shopping malls. The findings of the mall intercept survey revealed that more attractive malls are expected to attract customers from greater distances. From the analysis the author suggests the following: (i) distance is a less important factor in selecting a shopping mall to patronize compared to the choice of grocery stores or other retail facilities and (ii) the decline in the probability of patronizing a certain mall is better modeled as an exponential decline rather than a decline according to a power of the distance.

Zameer (2006)\textsuperscript{103}, in his research paper “Effective mall management – The critical success factor for malls today”, identified effective mall management as the factor that differentiates a mall from the rest. An effective mall management system should maximise consumer footfalls, convert footfalls to actual purchase and keep the tenants and customers happy and satisfied. According to the author the present generation shopping, means much more than a mere necessity and
malls are now fast becoming image benchmarks for communities. The author feels that the major driving force for the growth of malls is the fast growing middle–class population and the rise in women workforce and consumerism. The author suggests that mall management should entail retail–mix planning and tenant selection, lease management, facilities management, utilities management, parking and organizing events and collaborative promotions as these are critical factors for the success of any shopping mall.

El–Adly (2007)\(^{104}\), in his research article “Shopping malls attractiveness: A segmentation approach” has determined the attractiveness factors of United Arab Emirates (UAE) shopping malls from the shoppers’ perspective and has segmented shoppers according to six attractiveness factors from the shoppers’ perspective—comfort, entertainment, diversity, mall essence, convenience, and luxury. The author further divided the shopper segments into three clusters—relaxed shoppers, demanding shoppers, and pragmatic shoppers. Each shopper segment was profiled in terms of mall attractiveness attributes, demographics and shopping behaviour. Identifying mall attractiveness factors for a segmented market gave a better understanding about patronage motives than when it is applied to the market as a whole. The author suggests that this enables mall managers to develop the appropriate retailing strategies to satisfy each shopper segment.

Kuruvilla & Ganguli, J. (2008)\(^{105}\), in their research article “Mall development and operations: An Indian perspective” have studied the measures that are undertaken by mall operators before setting up a shopping mall. On the basis of the research findings, the authors suggest that with the right blend of good location, good research on consumers and the right tenant mix, malls can be successful in India. Customer service and prompt action by the mall management will instill a sense of security among the mall’s visitors. The authors suggest that a healthy relationship between the mall management and the tenants is also mandatory for a mall’s success.

Teller (2008)\(^{106}\), in his research article, “Shopping streets versus shopping malls – Determinants of Agglomeration Format attractiveness from the consumers’ point of view”, presents a theoretical discussion of the generic similarities and conceptual differences between shopping streets and shopping malls. The study
revealed nine distinctive Agglomeration Format (AF) characteristics which attracted consumers towards a mall and a shopping street – accessibility, parking, retail tenant mix, non-retail tenant mix, merchandise value, personnels, atmosphere, orientation and infrastructure. The findings proved to be quite similar for both shopping streets and shopping malls; the retail tenant mix and atmosphere had the highest relative importance.

Sadeghi, & Bijandi (2011)\textsuperscript{107}, in their research paper “The effect of shopping mall environment on shopping behavior under a model”, investigated how buyers process the retail atmospheric cues and how they react to a shopping mall. The authors emphasis that a product's properties, packaging, appearance and the environment of shopping mall cooperate with each other to cause a sale of the ultimate product. The shopping mall is a part of meta–packaging the goods. Packaging and appearance of the product lead to increase in the product's value via additive cognition of quality and separation to the customer increasing the probability of purchase and finally affects sale volume and perception leading to higher cognition of the profitability.

Mohanty (2012)\textsuperscript{108}, in her research article “Drivers of retail shopping: An exploratory study”, has analysed the various factors which influence the retail store choice behaviour, attitude, perception and motives in the decision making and buying process of consumers. The analysis revealed that men are mostly affected by the merchandise mix and women are affected by convenience and the service quality. The author points out that, with the growing competition, it is becoming increasingly difficult for retailers to survive in the new economy. A new revolution is taking place, and for retailers to thrive today, they must possess revolutionary thinking. The author suggests that, in order to get a realistic perspective on retailing, retailers need to comprehend how Indian consumer behaviour is changing; and has to understand how retail formats are likely to evolve in a country.

Chi, Ng, Kelly & Man (2012)\textsuperscript{109}, in their research paper “The relationship between shopping mall attributes, customer satisfaction and positive word-of-mouth: China visitors in Hong Kong” developed a conceptual research model to examine the influence of shopping mall attributes on satisfaction of Individual Visitor Scheme (IVS) visitors, and the relationship between customer satisfaction
and positive word – of – mouth recommendation. The study showcased the influence of five shopping mall attributes – quality of customer services, convenience, mall environment, quality of retailers and rewards on customer satisfaction.

The authors suggest that apart from location, convenience and product quality factors, prescriptive tactics of shopping malls have to provide customers unforgettable shopping experiences, by enhancing the service staff to be responsive and energetic in their customer interactions, attractive rewards, exceptional layout and environment. Effectively, listening to customer demands and resolving their problems are critical to retaining current customers and promoting positive word – of – mouth recommendation.

2.6.1 Entertainment as a footfall driver

Haynes & Talpade (1996)[1]110, in their article “Does entertainment draw shoppers? The effect of entertainment centres on shopping behaviour in malls” have analysed the effect that entertainment centres in malls have on shoppers in the United States of America. The study revealed that a fairly low percentage of shoppers were drawn to malls primarily by an entertainment center. Such entertainment oriented shoppers were younger and were more likely to be visited as a family unit compared to all other shoppers and they tend to spend as much money as the other shoppers. They also spend comparatively less time shopping, although the total amount of time spent at the mall was higher, as they spent more time at the entertainment center. They were also more likely to visit the food court. The authors have pointed out that large scale shopping malls should feature entertainment attractions such as: multiplex, toy train rides, bumper cars, children’s rides, skill games, bowling alleys, miniature golf courses, roller or ice skating rinks and video gaming arcades. The generally accepted notion is that such family entertainment centers can substantially extend a mall’s draw, lengthen a shopper’s dwell time and increase revenues for mall tenants.

Christiansen, Comer, Feinberg, & Rinne (1999)[111], in their research article “The effects of mall entertainment value on mall profitability” have tested the relationship between the entertainment value of malls and their sales per square foot, annual customer count, average lease rate and percentage of space leased.
Entertainment has emerged as a guiding paradigm for shopping malls in the United States of America. Entertainment is considered to be a powerful motivational variable for consumer choice of mall visit. The study clearly showed that a relationship does exist between a shopping mall’s entertainment value and the sales per square feet.

Kim, Christiansen, Feinberg & Choi (2005)\(^{112}\), in their research article “Mall entertainment and shopping behaviors: A Graphical modeling approach” have examined the relationship between the multiple ways that shopping malls may create entertainment value for the consumer. Mall developers and mall managers have used the entertainment component to differentiate the mall’s offering and to increase its market share. The findings of the research clearly identified that there is a relationship between certain specific entertainment values in a shopping mall’s environment and shoppers' mall visits. The results of the study indicate certain entertainment value that can be injected in the promotion strategies of a mall, like – staying open at night, having food courts where multiple types of food are available, having special exhibits keyed to consumer interests and activities like motor shows, camping shows, bridal shows and having seating areas where people can rest and visit. The authors suggest that these features provide great value and incentive for the consumer to visit the mall.

Sit, Merrilees & Birch (2005)\(^{113}\), in their article, “Entertainment – seeking shopping centre patrons: The missing segments” have provided evidence of the contribution of entertainment in shopping centres. First, the authors developed a model of attributes that represented the shopping centre image. The authors highlighted three essential attributes that have been neglected in most shopping centre studies – entertainment, food and security. Further, six segments of mall shoppers were identified and labeled as serious shopper, entertainment shopper, demanding shopper, convenience shopper, apathetic shopper and service shopper. In particular, the entertainment shopper and the service shopper are identified as entertainment – seeking segments.

Sit, Morgan & Summers (2005)\(^{114}\), in their article, “Understanding consumer responses to Special Event Entertainment (SEE) in shopping centres: A conceptual model”, have in detail analysed the concept of Special Event Entertainment (SEE). SEE refers to entertainment events or activities that are
offered on an occasional, temporary or discontinued basis in shopping centres.

One implication that the authors have suggested is a conceptual model of the consumer responses to SEE. According to the model the SEE may vary depending on their level of involvement with entertainment seeking consumers. That is, the conceptual model is deemed to be more relevant to targeting ‘pro – entertainment’ as opposed to ‘anti – entertainment’ shoppers.

Shekhar (2008)\textsuperscript{115}, in his article “Zooming in on malls”, indicates that standardization of malls is one of the common phenomenon among shopping mall developers in India. The author introduced the term ‘Shoppertainment’ and defined it as the new shopping mall culture, which is a combination of shopping with indulgence in entertainment in a mall. The research emphasised that shopping malls attract different levels of footfalls and attention from shoppers within its various parts. The ground floor attracts more footfalls than any other floor. Shops around the atrium get the maximum number of shoppers. However, there are certain locations in the mall which are overlooked by visitors that are called “black spots” of the mall. Generally observed black spots are outlets near the entrance, escalators, elevators and outlets at the end of galleries.

Tsai (2008)\textsuperscript{116}, in his research article, “Shopping mall management and entertainment experience: A cross – regional investigation”, has analysed the theoretical and practical scope of the entertainment paradigm in malls. According to the author the mall attributes – atmospherics, product arrangement, service, mall image, special events and refreshment lay down the foundation upon which a holistic entertainment experience is created. The author emphasis that a good mall management system alone is not enough to build a shopping mall’s differentiating strength. What makes a competitive differentiation is the strategic focus on managing the mall’s attributes in a manner that they contribute to the creation of a holistic entertainment experience.

2.6.2 \textbf{Innovative tenant mix as a footfall driver}

Ibrahim & Galven (2007)\textsuperscript{117}, in their research article, “New age retail tenants: A new phenomenon”, have studied the phenomenon of local shopping malls in Singapore redefining the retail space to accommodate new age retail tenants upon
the exit of some anchor tenants who have been dominant for decades. Shopping mall managers are having an arduous task seeking replacement for these anchor tenants who, for a long time, have been perceived as backbones of shopping malls. The research findings indicated anchor tenants and new age tenants have different target groups and thus it is possible for them to co-exist in a shopping mall. The authors further tested the impact of socio demographic factors on consumers’ preference of retail tenant type and among the socio demographic factors, age showed the most significant impact.

Yiu, Xu, & Ng (2008)\textsuperscript{118}, in their research paper “Space allocation and tenant placement at high-rise shopping malls”, explore the relationship among the shop size (space allocation), tenant type (tenant placement) and location of shops in a shopping mall. The results of the research show that bigger shops and tenants of non-impulse trades are more likely to be found at upper floors. The results show that shopping malls allocate bigger shops and non-impulse trade tenants at upper floors, so as to encourage more shoppers to go to higher storey malls. This finding opens a new dimension for shopping mall design and profit maximisation tactics in mall development.

Khare & Rakesh (2010)\textsuperscript{119}, in their research article “Retailers in malls: Retailers’ preferences for store space in Indian malls”, have conducted a survey among retailers with stores in shopping malls and deciphered their opinions about what generates consumer traffic and profits in malls. The study revealed that retail tenants expect the mall management to endow the malls with relevant cues in the form of stores of branded apparel, cinema halls, dining area and recreational centres for drawing consumers to the malls. The authors suggest that while planning the layout, design and ambiance of malls, space should be allocated for variety of activities and stores, so that consumer has varied options at one place.

The study also revealed that retailers had a view that if consumers visited the mall for watching a film or just for spending time, there is a probability that they would also shop. Thus, the retailer placed high relevance to the presence of a multiplex and anchor stores for pulling consumers to stores and increasing the footfall. Most retailers perceived entertainment outlets as being foremost for increased consumers’ visits.
Burnaz & Topcu (2011)\textsuperscript{120}, in their research article, “A decision support on planning retail tenant mix in shopping malls”, have constructed a multi criteria decision making framework to prioritize the factors related with planning retail tenant mix within shopping malls. The research brought out few factors that are highly important in creating the right tenant mix for a mall – product offering, satisfying the needs of the shopping mall's target consumers, sales revenue per square meter, awareness of the retail store brand and the mall’s anchor store.

Chatterjee (2011)\textsuperscript{121}, in her report “Mall management mantras” emphasis the need of a right tenant mix that can do wonders to keep a mall pulsating. Multiple factors go into turning a mall into a shopper’s paradise as even the tenant mix could tilt the scales as could the sale – lease strategies of mall owners. According to the author shoppers are not only looking for convenience of shopping but are also looking for experience.

Solomon, English & Cornett (2011)\textsuperscript{122}, in their article “The virtual mall: Using the internet to configure the ideal shopping environment” demonstrated the potential of online consumer research to assess shoppers’ preferences for the ideal shopping center configuration. The authors feel that if the tenant mix is indeed a significant determinant of mall patronage, consumers’ preferences for specific tenants should be a paramount goal in shopping mall design and promotion. The authors suggest that customer feedback can potentially play a significant role in guiding a host of strategic decisions, including specifying the ideal mix of stores in a shopping mall, the recreational and culinary options available and even the center’s physical décor and atmospherics.

2.6.3 Mall marketing and positioning strategies to enhance consumer footfall

Yiu & Yau (2006)\textsuperscript{123}, in their research article, “An ecological framework for the strategic positioning of a shopping mall” have suggested that a well – planned and implemented strategic positioning is critical for the success of a shopping mall. The authors formulated a model showcasing the dynamic interaction among shoppers, retailers, other competing malls and standalone stores using the concept of community ecology. The authors have suggested that strategic market positioning is a dynamic exercise as it is not a one – off process because interdependency is central to a mall's performance. A change in a mall's
positioning may lead to changes in other malls' positioning and vice versa. The authors suggest that a mall developer cannot make any decisions without first determining what the effects will be on the entire retailing network or ecosystem.

Keng, Huang, Zheng & Hsu (2007)\textsuperscript{124}, in their research paper “Modeling service encounters and customer experiential value in retailing: An empirical investigation of shopping mall customers in Taiwan” have explored the impact of service encounters on customer experiential value and subsequently on customer behavioral intentions in a shopping mall context in Taiwan. The authors have classified service encounters into two dimensions – personal interaction encounters and physical environment encounters. The empirical results of the study revealed that, personal interaction encounters positively influenced perceptions of efficiency and excellence value; physical environment encounters positively affected perceptions of playfulness and aesthetics; and all dimensions of customer experiential value – efficiency, service excellence, playfulness and aesthetics positively affected customer behavioral intentions.

Jangid (2008)\textsuperscript{125}, in his report, “A study on customer retention efforts by shopping malls in India” studied the role of existing loyalty programs and other customer retention efforts undertaken by shopping malls. The analysis provides a view of the relationship between the nature of the utility offered and the customer experience cycle by using the ‘Buyer Utility Map’. It was found that the loyalty card programs have not worked as well as expected, but the most important benefit of having loyalty program is that retailers can quantify new customer losses and introduce programs designed to retain or encourage the most profitable customers. The author suggests that to retain customers, shopping malls have to undertake several promotional strategies and tactics like extra services, better facilities, entertainment services and many more.

Haque & Rahman (2009)\textsuperscript{126}, in their research paper “Exploring customers’ shopping experience through shopping centre branding in Malaysia” have highlighted that shopping centre branding is essential for shopping centres to deliver to its customers the ultimate shopping experience. The authors carried out two separate surveys, one to find out the customers’ level of awareness by way of recognition and recall of the shopping centre’s name and the second one to find out if customers know who owns the shopping centre. The results revealed that
customers’ shopping experiences are affected by mall elements such as store atmosphere, image, store layout and tenant mix. The paper reveals that shopping centres have not yet reached the desired level in Malaysia and shopping centre’s need to establish a more creative and emotional bond with customers.

Ray & Chiagouris (2009), in their research article, “Customer retention: Examining the roles of store affect and store loyalty as mediators in the management of retail strategies” present a strategic view of the antecedents of loyalty through a model in which store affect and store loyalty mediate the effects of store characteristics on store outcomes and business performance. The authors have proposed that store atmosphere, store uniqueness, merchandise value and store familiarity are directly related to store affect and that store affect, operating via store loyalty, impacts word – of – mouth, willingness to pay and customer share.

Chebat, Sirgy, & Grzeskowiak (2010), in their article “How can shopping mall management best capture mall image?” have hypothesized that mall image can best be conceptualized in terms of five major dimensions: access, store atmosphere, price and promotion, cross – category assortment and within – category assortment. The authors validated mall image by testing it in relation to mall attitude, mall patronage, and word – of – mouth communication. According to the authors one way to generate more traffic in a mall is to build a strong mall image perceived by shoppers as delivering a unique bundle of benefits. Such effort has to be guided by a performance metric, namely a comprehensive measure of mall image.

Parsons (2011), in his article “Assessing the effectiveness of shopping mall promotions: Customer analysis” has attempted to study the common promotional activities employed by shopping mall marketers to attract customers. The promotional activities were ranked by two key performance indicators used by shopping malls – sales and visits. The results of the study suggest clear distinctions between sales drivers and visit drivers and show possible combinations that would be effective in generating optimum customer behaviour. Some traditional promotions like fashion shows and product displays are shown to be poor performers in generating either response, whilst school/community displays appear to be encouraging non – customer visits. While mall – wide sales
are the preferred promotion strategy, a combination of general entertainment and price – based promotions are found to be a strong alternative way to encourage consumers to visit and spend time at a shopping mall.

Sannapu & Singh (2012)\textsuperscript{130}, in their research article “An empirical study on mall positioning” conducted research in the Delhi region, to find out the perception of shoppers about malls. The results of the survey convey that while some malls have clear distinction in terms of positioning as perceived by customers, there are many malls which are perceived as, “all in one”, without any distinctive positioning. The authors highlight that many shopping malls in India have no clear positioning, and hence they need to have a distinct and clear positioning for profitability and sustainability in the long run.

In conclusion, from the reviewed literature it is evident that the consumer footfall in shopping malls is influenced due to the following plethora of reasons:

- Entertainment quotient
- Mall environment and atmosphere
- Location and safety
- Tenant mix
- Mall marketing and positioning strategies
- Mall image
- Customer retention strategies
- Service encounters

This makes it evident that mall footfall drivers are crucial for a mall’s success.

2.7 Research gap

From the review of related studies it is revealed that consumers are the major beneficiaries of the retail boom. The Indian consumer market is changing rapidly and with the advent of the shopping mall culture, consumers now have a choice of wide range of products and services under one roof. As the city of Chennai sees more shopping malls opening up, it is becoming difficult for shopping malls to retain customers. Sensing this issue some shopping mall developers have
started relooking into their marketing efforts for gaining customer loyalty. The need for the hour is to attract the customer footfall, convert them into actual buyers and try to retain them in the long run.

All the previous studies reviewed were related to issues on emerging retailing trends in India, shopping mall culture, consumer preferences towards shopping malls, Consumer Decision Making Styles and shopping mall footfall drivers. There is not much literature evidence pertaining to the development of an ideal shopping mall which will cater to all classes of customers across different demographic and personal parameters. With every consumer having an individual decision making style and preference during shopping, it becomes vital for mall developers and retail tenants to understand the dynamics of a consumer’s decision making style. This wide research gap induced the researcher to analyse the relationship among shopping mall culture, shopping mall preference and Consumer Decision Making Styles. The following research gaps are identified after exploring the previous research works:

- The emergence of shopping mall culture in Chennai.
- Consumer Decision Making Styles exhibited by consumers in Chennai shopping malls.
- Relationship among shopping mall culture, shopping mall preference and Consumer Decision Making Styles.
- Development of an ideal shopping mall.

The present study aims to analyse the above mentioned lacuna through various analytical approaches which is depicted in the succeeding chapters.
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