CHAPTER 2: Review of Literature

The chapter presents theories, concepts, and review of literatures relevant to demographic segmentation, consumer buyer behavior, consumer decision making, buyer decision process; need recognition; information search; evaluation of alternatives; purchase decision; post-purchase behavior, marketing mix, and retailing.

According to Hafstrom et al., (1992), characteristics of decision-making styles, used in the CSI, can be useful in profiling an individual’s consumer style, in educating consumers, and in counselling families on financial management.

Sproles and Kendall (1986) developed the CSI to determine the basic characteristics of consumer decision-making styles among young consumers in the United States. They identified the following are the most basic mental characteristics of consumer decision-making:

- Perfectionism or high-quality consciousness;
- Brand consciousness;
- Novelty-fashion consciousness;
- Recreational, hedonistic shopping consciousness;
- Price and “value for money” shopping consciousness;
- Impulsiveness;
- Over-choice confusion (from a proliferation of brands, stores, and consumer information); and
- Habitual, brand-loyal orientation toward consumption (Sproles & Kendall 1986:268).

According to a study conducted by Loudon and Britta (1993), a better Interior design actually helps to elevate the image of the mall over a period of time. Complementing the discussed findings is the study conducted by Lui (1997) which revealed that today’s malls have seen a paradigm shift in the kind of interior which the designers choose for their malls; from a very relaxed environment to architecturally lavish, affluent and sophisticated design. Prior researches suggest that use of light colours exhibits a sense of spaciousness and calmness whereas bright colours impart a sense
of excitement among the minds of the consumers; moreover, even the use of serene music along with warm colours helped the mall by increasing the customers desire to stay (Solomon, 1994; Peter and Olson, 1994). In all, atmospheric characteristics are basically an extension to the product assortments and could be manipulated positively to enhance buyers’ mood and comprehension, hence affecting behavior, and to elevate the mall image.

There are variations reported in the literature on the number of stages that consumers undergo in their buying-decision process. A review of the literature in the consumer decision-making process and buying style in the shopping malls is provided in order to facilitate comparisons in an attempt to find common ground. While, such demarcations or scope may not be exhaustive, they provide avenues to find generic stages in a consumer-decision process and buying style. With consumers’ product preferences and buying patterns constantly changing in the market, marketers need to have a comprehensive knowledge of the consumer decision-making process and the entire buying process, rather than just the purchase decision (Schiffman & Kannuk). This chapter provides a review of the literature on the consumer decision-making process and factors influencing consumer-buying styles in shopping malls.

McCarthy (1980) attempted to include transport mode / travel attributes in studying the role of the qualitative characteristics that influence the choice in shopping destination. Using the factor analytical technique, five sets of qualitative generalized attributes were generated. These generalized attributes include trip convenience, trip comfort, trip safety, shopping area attraction and shopping area mobility. He found that these generalized attributes, which were obtained from attitudinal information, are significant in an individual's choice of shopping area.

Kumar (1983) in his extensive research found ‘shelf exposure’, ‘exposure to others buying’ and ‘window display’ as major in-store influences in hypermarkets. His study revealed that males (47%) are more susceptible to shelf display influence than females (39%). He cited ‘retail environment’ (25%) as the second major in–store influence and ‘exposure to others buying’ (21%) as the third major influencing factor resulting in buying behavior.
Assael (1987) classifies consumer who exhibit dissonance-reducing behavior as consumer who are highly involved in the purchasing experience, however see few differences between brands. For this reason, the consumer will seek information on the differentiation of the product offerings and will not be particularly price sensitive when seeking functionality. In the event that the consumer finds him or herself in a market that displays low levels of differentiation, the consumer might result to purchasing influenced by convenience. Like consumers who display complex buying behavior, consumers with dissonance-reducing behavior will seek to establish personal beliefs regarding the product. If fostered adequately, these beliefs with eventually transform into attitudes regarding the product offerings. These attitudes, if favourable, will lead to a thoughtful purchase.

Feinberg, et al., (1989) considered the social stimulation provided by malls, finding that the mall served as an outlet for social behavior. Further examination of this issue was made by Lotz, et al., (2000), who studied the similarities and differences between mall entertainment seekers and mall shoppers. Their results supported hypotheses that, there are different motivations for individuals who visit a mall for entertainment activities versus those who visit for shopping purposes.

According to Hafstrom and Chung, (1992), decision making is more complex and even more important for consumers today than in the past. Consumers today are besieged by advertising, news articles, and direct mailings that provide an abundance of information, much of it with mixed messages. In addition, with an increase in the number and variety of goods, stores, and shopping malls, and the availability of multi-component products and electronic purchasing capabilities, thus broadened the sphere for consumer choice and have complicated decision making.

Assael (1993) supported this concept by stating that consumers, especially in situations of low-involvement, heavily rely on previous consuming experiences when attempting to select a product to satisfy their present needs. Consumers who are described as displaying complex buying behavior will expand their beliefs regarding a particular product as a starting point. This stage will eventually lead them to develop positive attitudes regarding the product. These intermediary stages led them to the final stage of their behavioral pattern, where they consciously make the choice of purchasing the product. Referring to the Assael’s model; one will notice this
type of consumer engages in highly involved purchasing experiences being fully aware of the range of brands available and their levels of differentiation.

Macrae (1996) furthers this definition, by stating that a company must consider its own employees with the same importance as its targeted consumers, because both are of equal importance. He justifies this by shedding light on the fact that it is the employees that promote the products or services in direct sales situations, not the company. This concept of branding establishes a clear link between a company’s internal working with the outside world of consumers, via their brand.

Kaufmann (1996), consumers are getting more and more inclined towards a “one stop destination” for their complete shopping desire, thereby complementing the theory of emergence of the mall culture. Operating hours and time taken to reach the outlet are one of the main criteria which the consumers look for while selecting a shopping outlet.

Jackson (1996) in his study observed that malls have become the place where senior citizens walk in comfort and security, where parents lead their young to Santa Clauses, where singles court, where teenagers socialize and where everybody consumes. Indeed a new term, “Mall Rats” has been coined to describe the legions of young people who spend their free time cruising indoor corridors. This proliferation of uses and of customers has led to the frequent observation that regional malls are the new downtowns, the centres of informal social interactions, the successors to the traditional marketplace. It is discount with a vengeance, a place of take–no–prisoners, no–frills shopping, where mantra is value and where the upscale shops and elaborate fixtures of the traditional malls are dismissed as frivolous affectations of a bygone era.

George et al., (1997) in their book have stressed highly on the importance of trade areas and retails site selection. They have stated that to meet the increased competition from power centres, malls must be transformed into municipal and customer service centres. To regain their competitiveness, mall developers are now attempting to attract community service facilities such as libraries, health and social services. Customer service amenities like extra restrooms, diaper–changing stations, and better parking and day–care facilities are must. They suggested that whether the location for a mall is an isolated site, a clustered site or otherwise, a site should not be
simply selected because it is available. A suitable site must have the right combination of access, visibility, size, topography, drainage, zoning, utilities, and traffic and travel barriers.

**Ashley (1997) and Templin (1997)** both in their separate researches, observed that over the years, the competition between shopping malls had increased significantly, possibly due to the overbuilding of retail centres and changing consumer shopping activities. Advancement in the transportation system had further accelerated the level of competition. Another contributing factor was the similarity of the attributes of most shopping malls, with too many stores offering too much of the same merchandise. So given the apparent similarity in shopping centre attributes, shoppers will probably choose to visit the nearest shopping mall when faced with the existence of more than one shopping mall within ‘reasonable’ travelling distance. However, not all shoppers seem to conform to such normative behavior.

**Lawson (1997)** proposed a four-level hierarchy that guides consumer purchasing decisions, starting with Principle Level Goals (personal values), and followed by Program Level Goals (chosen activity), Product Acquisition Level Goals (chosen product), and Brand Acquisition Level Goals (chosen brand). For an applied example of the goal hierarchy, consider a consumer’s goal of living a healthy life (Principle Level Goal). This desire may manifest into the goal to be fit through exercising (Program Level Goal), which leads the consumer to decide to purchase a gym membership (Product Acquisition Level Goal), specifically a Good Life Fitness membership (Brand Acquisition Level Goal). Lawson’s (1997) four-level goal hierarchy provides the theoretical basis for the GDC assumption of top-down cognitive processing of consumer decisions.

**Pashigian and Gould (1998)** stated that consumers are attracted to malls because of the presence of well–known anchors – department stores with recognized names. Anchors generate mall traffic that indirectly increases the sales of lesser–known mall stores. Lesser–known stores can free ride off of the reputations of better–known stores. Mall developers internalize these externalities by offering rent subsidies to anchors and by charging rent premiums to other mall tenants. The results of this article suggested that mall developers are behaving rationally because they know that anchors attract customers to the mall and increase the sales of other mall stores.
Benedict et al., (1998) opined that because of the increasing time pressure they face, many consumers are becoming more concerned about the efficiency of their shopping patterns. Retailers have recognized this trend and have improved shopping convenience by offering greater variety in product categories and making it easier for consumers to combine visits to multiple stores. The authors observed that the tendency of consumers to combine purchases differs from category to category and depends on category availability. In general, consumers combine considerably fewer purchases that could be expected if their shopping trip planning was based purely on travel cost minimization.

Swinyard (1998) in a national US study of heads of households, examined shopping mall behaviors and values in which three–fourths of respondents reported visiting at least one shopping mall during two months period. Among mall customers, during this two months period the average number of mall visits was 4.69, resulting in 5.35 purchases averaging $60.00 (Rs 3,000 approx) each. It was hypothesized and found that frequent mall shoppers have higher needs than others for ‘sense of belonging’, ‘warm relationships’ and ‘security’. Their needs are also higher for ‘excitement’. It was also hypothesized that needs for ‘self–fulfilment’, ‘self–respect’, and a ‘sense of accomplishment’ are negatively related to mall–visit–frequency.

Shim and Eastlick (1998) defined mall shopping attitude as the shoppers’ attitude towards a variety of dimensions including location, variety of stores, parking, mall employee behavior, price, quality, customer service, promotional activities, ambience, mall amenities, food and refreshments and safety. They suggest that mall patrons’ attitudes to malls can be assessed by shoppers’ cognitive belief about the importance and their effective evaluation of those attributes. After an extensive review of store and shopping–centre patronage literature, 12 shopping mall attributes were chosen to evaluate the importance mall patrons place on them. They correspond to the most common attributes measured in past patronage research: price, tenants / variety of stores, personnel, customer service, promotions, merchandise quality, mall facilities, parking, atmosphere / ambience, location, refreshments available and safety.

Wakefield and Baker (1998) examined the relationship between three factors– tenant variety, all environment and consumer shopping involvement and studied the influence of these factors on shopper excitement and desire to stay at a mall. Their
findings indicated a differential influence from the three factors. Tenant variety had the biggest impact on shoppers’ excitement, while the mall environment had the greatest influence on their desire to stay. Wakefield and Baker gave more in–depth consideration to environmental factors by grouping them into music, lighting and temperature, layout, architectural design and interior decor. Interestingly, they also found differential influence from the environmental factors on excitement and desire to stay. Architectural design had the strongest positive influence on excitement, but no effect on desire to stay. Interior decor, on the other hand, had the strongest positive effect on desire to stay, but no effect on excitement.

Christiansen et al., (1999) examined the effects of mall ‘entertainment value’ from the consumers’ perspective on mall profitability. Consumers basically defined entertainment as some activity that provided a diversion or relief from normal day–to–day activities and could include movies, theatre, people watching, entertainment retail stores, shopping itself, restaurants, bars and even the architecture and interior design of the mall itself. The study found evidence that demonstrated that there is a positive relationship between entertainment and mall profitability and value.

Underhill (1999 and 2005) explained that many modern malls have started to offer a myriad level of sensory stimulus. A trip to shopping malls can provide an individual/family a very economic means of entertainment, leisure and recreation with a great deal of effortless planning. Malls, because of their exciting, lavish and sophisticated environments proffer a sense of relief and break to the customers from the same monotonous and routine rituals of job and personal works.

Hiu et al., (2001) administered the CSI to 387 adult consumers in China. Their findings indicate that five decision-making styles are valid and reliable in Chinese culture. These styles were perfectionist, novelty-fashion conscious, recreational, price conscious, and confused by over choice.

Solomon (2002) and Stern (1962) have recognized four types of purchase behaviors namely, planned, unplanned, impulse and compulsive buying behavior. Planned buying behavior involves information search about the making. This is time consuming. Unplanned buying behavior does not involve this kind of an initial planning. It arises when the consumer is unfamiliar with the store layout, has a
shortage of time or just remembers to buy the product when he sees it on the store shelf (Shoham and Brencic, 2003; Hausman, 2000).

Impulse buying behavior occurs when a consumer finds a product on the store shelf and is unable to resist the urge of buying it. It accounts for a large quantity of products sold that are bought every year and also covers a wide range of product categories. It has been portrayed by many researchers as a signal of immaturity, irrationality and risk and an absence of behavioral control (Levy, 1976 and Solnick et al., 1980) (Hausman, 2000). Repetitive and excessive shopping by consumers due to anxiety, boredom and tension is referred to as compulsive buying behavior (Solomon, 2002).

According to O’Guinn and Faber (1991), compulsive buying has been defined as a ‘chronic, repetitive purchasing that becomes a primary response to negative events or feelings’. Such consumers are characterized by depression, obsession, tend to fantasize and have lower levels of self esteem (Shoham and Brencic, 2003).

Nicholls et al., (2002) investigated changes in the shopping behavior of today’s mall patrons as opposed to those in the early 1990s. Although not many differences were found between the demographics of the respondents in the earlier and later periods, they discovered significant differences in shopping patterns and purchase behaviors. Compared with the shoppers in the early 1990s, today small patrons tend to be more leisure driven, they have a greater concern for merchandise selection, and they visit the mall less often but make more purchases per visit. The findings also reveal that situational variables are more likely to have an impact on shoppers’ purchase decisions today than they did before.

According to Leo and Phillipe (2002), the shopping mall image is a holistic entity created from the elements such as retail mix, infrastructure and atmosphere. Thus, the shopping mall image can be managed to create a shopping destination for its potential shoppers (Warnaby and Medway, 2004).

LeHew et al., (2002) investigated the feasibility of customer loyalty towards an enclosed mall. The purpose of their research was to determine if a loyal group exists and if so, investigate their assessment of mall characteristics to provide a better understanding of those attributes influencing a loyal response. The findings clearly
stated that price, store personnel and store display, merchandise, mall facilities, atmosphere and location influenced the mall loyalty of customers.

According to McGoldrick (2002), the shopping mall image is a multidimensional concept consisting of features which are summarized into two categories: firstly tangible of functional attributes which are related to its physical features; and secondly the intangible attributes which represent its atmospherics’ qualities. Also, shopping mall image is the set of functional qualities as perceived by shopper (e.g., convenience, parking facilities and service quality) as well as an aura of psychological attributes (e.g., salesmanship and atmosphere) (Chebat et al., 2009).

Taylor and Cosenza (2002) conducted a study to examine the shopping choice behavior of an important and viable segment of teen market called, “Later aged female teen”. The results revealed that typical later aged female teen made right choice especially for clothing products. Finally the group’s desire to stay and shop at the local mall seemed to be a function of the mall composition and excitement.

Sinha (2003) suggested in his research that the evolving retail environment in India seems to be affecting the orientation and Indian retailing is facing a transition. He established that the shoppers have a very limited choice of retail formats, an important variable in shaping orientation. He suggested that retailers in shopping malls need to take up the task of demonstrating the value added by the store – the format of the store could be the prime driver. The retailers delivering the experience of ‘fun’ would need to offer wider assortment and an ambience where the shoppers would like to spend more time.

Choo et al., (2004) noted that Indian consumers’ attitude towards new products is changing significantly and this can increase their intention to shop in new retail formats such as supermarkets / hypermarkets / malls. Thus, product attributes such as quality, price and availability of new products are important constructs within the Indian context. At least in theory, the closer a retail centre is located to where a consumer lives or works, the more convenient it should be for them to shop there. However, the vast body of out–shopping research empirically shows that consumers will not always visit their closest retail facility. In the process of seeking to maximise value, consumers may visit a more distant centre if it offers better entertainment or
convenience opportunities. In the context of the latter, out-of-town malls seek to compensate for their outlying location by offering consumers other forms of convenience such as one-stop shopping and easier access and parking.

**Martin and Turley (2004)** focused their study on the attitudes that the older segment of Generation Y consumers (19–25 yrs) have towards a mall, and on their consumption motivation. They found that Generation Y consumers are more likely to be objectively rather than socially motivated to consume. They also found that objective motivations to consume predict an individual consumer's perception of a shopping mall's ambience, layout, and his or her involvement in the shopping process.

**Sinha and Banerjee (2004)** examined the store choice behavior of shoppers from buyer characteristics. The results revealed that shoppers gave prominence to proximity of the store, merchandise and service. While food (or grocery) stores are chosen more on the basis of their proximity and long-term association, with merchandise and service contributing secondarily to enhance utility, consumer durable stores are chosen based on merchandise and personal referrals, with ambience affecting their choice slightly. Stores dealing in apparel, books and music are chosen purely on ambience.

**Ailawadi and Keller (2004)** proposed that the conceptualization and measurement of store image can be improved by capturing five key dimensions:


Access refers to the location of the store and the distance that shoppers must travel to shop there. Stores that are easily accessible to shoppers are perceived more favourably and are likely to be patronized more than stores that are less accessible.

Atmosphere refers to the aesthetics and ambience of the store. Elements of the in-store environment such as colour, music and crowding reflect the store atmosphere. Ideally, stores should be perceived to be pleasant and moderately arousing. Such types of stores are likely to contribute to the overall favourableness of the store, which in turn should increase store patronage.

With respect to price and promotion, shoppers’ overall attitude towards a store (and their patronage of that store) is also influenced by their perception of the average level
of prices, variations of prices over time, and the frequency and depth of the store’s promotion. In other words, shoppers hold favourable attitudes toward a store (and are likely to patronize that store), if that store is perceived to have acceptable prices, those prices do not vary significantly over time and that the store offers shoppers many promotion opportunities.

Cross–category assortment refers to shoppers’ perceptions of the breadth of different products and services offered by a store less than one roof. Stores perceived having higher levels of cross–category assortments are favoured more than stores with lower levels. Stores with higher–levels of cross–category assortments are favoured more because they offer shoppers convenience and ease of shopping.

Finally, within–category assortment refers to the depth of a store’s assortment within a product category. Depth here may involve greater assortment of brands, flavours and sizes. Stores with higher levels of within–category assortment are more likely to satisfy shoppers’ needs in relation to a particular product or service. Such satisfaction enhances shoppers’ evaluation of the store, which in turn contributes to higher levels of patronage.

Majumdar (2005) in his study on customer loyalty in shopping malls found that mall accessibility and mall ambience have a significant influence on mall loyalty. He also established that mall loyalty, value perception (price-quality) and overall store impressions are found to be significant predictors of store loyalty. He stated that if the customers are not satisfied with the shopping malls as such, their loyalty to a particular store will decline and therefore suggested that it is essential for the mall managers to see that sound strategies are implemented to maintain a satisfactory level of patronage and loyalty.

Wilhelm and Mottner (2005) in their study focused on the shopping mall preferences of teens 12–17, a trendsetting segment that tends to be heavy users of enclosed shopping malls. The findings indicated that the most important attributes in teens’ choice of a mall to frequent are, how friendly and welcoming the mall is to teens and whether the mall contains ‘cool’ stores. Further, the most preferred or ‘ideal’ mall (i.e. the one with the greatest overall utility), across all respondents, is one that has ‘lots of’ everything (cool stores, entertainment options, etc.), is a good place
to hang out with friends and is very attractively designed. Teens are also almost twenty times more likely to choose to go to a mall with lots of experiential characteristics (skateboard and theme parks, cultural and live music events, theatres, etc.) than to go to the typical status–quo mall with a movie theatre (76% versus 4%, respectively), everything else being equal.

Eppli and Tu examined the impact of 39 mall renovations and expansions between 1995 and 1997 on the performance of in–line retail stores. Some of the expansions were entertainment–based with theatres, restaurants and major bookstores. They found that although entertainment–based expansions did not significantly result in an increase in the per square foot sales growth rates for in–line stores, it did increase aggregate sales and thus helped the mall by establishing its presence of being the dominant regional mall and enhanced its brand image.

Wesley S. et al., (2005) assessed how consumers’ decision-making styles relate to their shopping mall behavior and their global evaluations of shopping malls. Based on exploratory data analysis including the use of the comparative method, the study provided a theoretical model of antecedents and consequences of consumer-decision making styles. Data for this report came from personal face-to-face mall intercepts of shoppers. The EDA results supported a complex view of the antecedents and consequences of consumer decision-making styles. The article concluded with specific suggestions for extending psychological theory of shopping behavior and advancing strategic mall-retailing strategies.

Anselmsson (2006) in his study found selection as the most important determinant of shopping mall choice, followed by atmosphere / ambience of the mall and third most important determinant of satisfaction was convenience, which includes opening hours, parking, ease–of–movement and ability to find one’s location in the mall. If a shopping centre enjoys high visiting rates, a better strategy might be to focus on present customers and build relationships by improving satisfaction management. The focus would then be on atmosphere, refreshments, convenience and performance of the store personnel. On the other hand, if a centre is behind competitors and needs to increase sales and visit frequency, management should focus more on promotional activities and location aspects in terms of improving geographical convenience.
Lather & Kaur (2006) in their study they have defined a Shopping Mall as a place whereas collection of shops – all adjoins a pedestrian street, which allows shoppers to walk without interference from vehicle traffic. The term ‘Mall’ is generally used in North America and Australia to refer to large shopping areas, while the term ‘Arcade’ is more often used, especially in Britain, to refer to a narrow pedestrian – only street, often covered or between closely spaced buildings.

Lather and Kaur (2006) in their paper studied various malls and established the relationship between the shoppers’ behavior and various attributes / indicators of stores in malls. They observed that most of the customers do not look at the pricing alone. They are looking for a sense of belongingness, a brand of quality and innovation they can trust. Small retailers no longer remain the primary source for the basic monthly shopping basket. The consumer normally gets better prices, quality selection and convenience for these purchases at organised retail chains and shopping malls. Their results also suggested that if proper window displays and other proper methods of presentation of merchandising are done, the retailers are able to attract more shoppers. They established that in the past few years, there has been a significant shift in India from individual retail outlets, owned separately and managed distinctively, to professionally managed retail stores. 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.

Every type of shopper wants to visit the stores, while they may or may not buy but curiosity is there for visiting the malls. 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 temperature, air quality, lighting, scent, noise level and layout amongst others. The desire for more open–air structures also emerged as a result of the uniformity associated with enclosed malls, and the yearning for unique shopping places that reflect the characteristics of the locality. For all these reasons, many shoppers now prefer more natural environments where there is daylight and a feeling of contact with the outside world (Coleman, 2006).
Gupta and Kaur (2006), in their paper, examined the extent to which different promotional frames attracted shoppers’ perceptions towards product service and made a positive buying decision. They stated that retail location of a store and the distance that the customers must travel to shop are basic criteria in their store choice decisions. Their analysis stated that customers consider price discounts as an important promotional tool in the malls. They also found that seasonal sales have a positive effect on both patronage and spending. Major promotional tools on the basis of which the customers prefer to visit the stores in the malls are promotional strategies. Stores using advertising, promotions, seasonal sales and private labels on a particular category of products had caused people to perceive the benefit of buying a product at one store to be higher than it is.

Mehta (2006) in her study examined the expectations of people of Ludhiana, India, towards overall shopping experience and entertainment towards shopping malls. She found that people don’t just buy a product in a mall, they buy an experience. On being asked to rank the features in the mall that would attract the customers, people gave the following ranking in the order of preference: shopping experience, eating joints, entertainment, apparel section, jewellery, music / books section, reasonable prices, decoration items and beauty salons. She gave certain suggestions to make the mall more appealing to the customers like free parking for the regular customers / heavy purchasers. Such customers may be issued a parking card, which ensures free earmarked parking. Malls with PVR multiplex should offer “weekend specials” like classics, movies for children, etc.

Rajaguru and Matanda (2006) in their paper studied consumers’ perception of store and product attributes and customer loyalty in Indian context. Store attributes are assessed in the dimensions of store appearance, service quality and convenience of store. Product attributes dimensions investigated include product quality, price and availability of new products. In their study, customer loyalty was considered as repeated purchasing behavior of consumer towards a store. The results suggested that except product price, other store and product attributes have positive effects on customer loyalty. Store attributes such as service quality and convenience of store and product attributes such as product quality, price and availability of new products, show significance towards customer loyalty.
Memon (2006) cited in his study that about 50% of the people purchase their products from organised retail stores (hypermarkets / malls), 28% still buy from wholesale distributors who sell in bulk and rest 22% buy from small kirana stores around their households. As per his findings a combination of price and location policy is the single most important factor for the buyer, and a combination of price and availability of product is the second component. Availability of a large array of products at one place is another factor scoring 20% of the respondents’ liking for retailing stores, while ambience and service quality scored only 16% and 6% respectively.

Cant et al., (2006) describe the consumer decision-making process in seven stages. (i) Problem recognition - consumers recognize a difference between what they perceive as the current or actual state of affairs and the state of affairs they want; (ii) Search for information - customers are involved in a learning process, during which they become aware of alternative products or brands, specific stores, specific trading centers, prices of products, terms of sale and customer services. (iii) Valuation of alternatives - customers evaluate alternatives by comparing among product features and assess their characteristics according to pre-established criteria; (iv) Buying - customers select the most desirable alternative from a set of options that they would have generated in the evaluation stage; (v) Post-buying evaluation - customers, after consuming the product, will perceive the product either negatively or positively, based on their experience; (vi) Post-buying satisfaction - customers will reach a satisfaction level once the product’s performance either meets with or exceeds their expectations; (vii) Post-buying dissatisfaction - consumers will experience dissatisfaction if the outcome does not match their expectations.

Chaudhuri (2006) explicated that with 250 malls coming up, it’s estimated that some 1800 screens would soon be put up in these multiplexes. While malls do well attracting shoppers from everywhere, shops in malls have had poorer success rates, with only around 30% of the shop owners admitting to recovering their return on investment (ROI).

Blythe (2006) categorized the purchasing decision process into six stages. A brief explanation of each follows. (i) Need recognition - during this stage the consumer recognizes a need for a product; (ii) Search for information - at this stage the consumer searches for information on the product; (iii) Pre-purchase evaluation of
alternatives - the consumer considers which of the possible alternatives might be best to fulfil the need; (iv) Purchase - this is the action stage where the final selection is made and the item is paid for; (v) Consumption - the consumer uses the product for the purpose of fulfilling a need; (vi) Post-consumption behavior - the consumer considers whether the product actually satisfied the need or not and whether there were any problems arising from its purchase and consumption.

Ahmed et al., (2007) assessed international consumer behavior in regards to shopping malls in a non–western country, specifically, Malaysia. A survey of Malaysian university students was conducted to assess the mall–directed shopping habits and shopping orientations of young adults in that country. A total of 132 usable surveys were obtained from five university campuses in the Klang Valley region of Malaysia. The findings revealed that the Malaysian students were motivated to visit malls primarily by the interior design of the mall; products that interested them; opportunities for socializing with friends; and convenient one–stop shopping. Further analysis showed that younger respondents have more favourable dispositions or shopping orientations towards malls than somewhat older respondents. Post–secondary students in the Klang Valley of Malaysia were frequent and long–staying visitors to shopping malls, typically visiting six stores per 2.5 hrs mall visit and, more than one-third of respondents visited three or more different shopping malls during the previous 30 days. Generally, the observed Malaysian shopping behavior was similar to that observed of western shoppers in prior shopping studies.

Millan and Howard (2007) examined shopping motives and behavior in shopping centres in Hungary, which had seen rapid and recent development in its retail structure. The data was collected through a mall intercept survey of 355 shoppers at seven large shopping centres in five major cities in Hungary. The findings revealed that Hungarian consumers tend to approach shopping as work, despite the rapid development of the retail industry in the country. Four shoppers’ segments were identified using cluster analysis: relaxed utilitarian, strict utilitarian, committed shoppers and browsers. The study highlighted that Hungarian consumer’s lay emphasis on product–related shopping motives and they make most of their purchase decisions prior to their mall visit, and therefore, marketing campaigns should focus on
providing information about retailers’ offers beforehand. Social and recreational appeals for attracting consumers to the mall may not work well.

Uniyal and Gandhi (2007) carried out a primary study in order to understand the behavior and attitude of shoppers towards malls in Mumbai, India. Some of the findings are as under:

- Frequency of visit to malls clearly depends on whether the mall is in the vicinity of their residence or workplace. Youngsters visit malls more frequently as for them it is more of a hang out area where they indulge in window-shopping and entertain themselves with games and food.
- The most preferred mode of transport to the mall is the car. However, for those who don’t own a vehicle, the most preferred means of local transport is usually trains and cabs/autos.
- Malls are visited mainly for shopping, the variety of brands they house, entertainment (movies and other events), recreational activities like sports and games, consumption of a variety of food items, as an outing destination with families, as a sophisticated hangout area with friends.

Patel (2008) investigated the decision making styles of Indian shoppers in shopping malls and studied the variations in these styles across different demographic variables. Mall intercept survey was conducted across 128 active mall shoppers, to study the decision making styles of Indian shoppers in shopping malls. The consumers’ decision making styles were identified by a structured questionnaire and the responses captured in six styles by conducting factor analysis. These decision making styles were: price consciousness, quality consciousness, recreational, confused by over-choice, novelty consciousness and variety seeking. This study revealed that the average Indian shopper was not very brand conscious, but quite price and quality conscious. It was found that single (un–married) consumers are more price conscious than married consumers. Indian consumers are recreational in their shopping. Shopping is a fun activity for them. Young consumers between the age group of 11–20 years were found to be the most frivolous in their shopping.

Rathod and Patel (2008) attempted to know the importance of different criteria for the selection of retail outlets amongst the customers. They found that availability of
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variety has been given highest importance by customers, second priority has been given to service quality and third most important criteria is convenient location.

**Trivedi (2008)** stated that where the organized sector poses a cut–throat competition for the traditional stores, the fact still remains that India being a country with diversified social classes, there is a scope for both to survive. The emergence of a developed retail sector will pose a competition rather than a threat to the traditional stores which would help these stores change their outlook and ways of working. Looking at the situation from a different perspective ‘traditional stores’ stores target the masses whereas organized retail services cater to a specific class of people. The mall going consumers are more or less global, that is, they have moved from price to value. This section is more value conscious, as they will buy the most exclusive item and concurrently, will want to acquire the finest price for it. A price conscious consumer, alternatively, will look at price alone and choose a product which is the cheapest.

**Bhatnagar (2009)** in her paper examined the extent to which the various factors comprising the internal vibes of the stores influence the visitors. The author concluded that the seven attributes against which the opinion was taken, were lighting in the store, colour scheme, window display, smell, music, design layout and cleanliness. She further explained that in the present age, goods are not only consumed for their use or exchange value, but are also consumed as signs of luxury, exoticism and excess. Thus consumers need to be seduced and delighted when they come to a store for shopping. Stores with a beautiful display, perfect lighting coupled with appealing smell and music can create sensations and affect consumer shopping attitude and patronage behavior.

**Hemalathaa and Ravichandran (2009)** in their study established the motivational factors that influence mall visit by older generation Y consumers. The motivational factor, social shopping was seen as the most dominating factor. Most of the older generation Y consumers go shopping with friends and family for the purpose of socializing. They enjoy socializing with others when they do their shopping. For them shopping with friends and family is a social occasion. Idea shopping is the second significant motivational factor for visiting malls by generation Y consumer. They go
shopping to keep up with trends, to keep up with new fashions, to see what new products are available and to experience new things.

Role shopping is the third significant factor, that reflects the enjoyment that shoppers derive from shopping for others, the influence that this activity has on the shoppers’ feelings and moods, and the excitement and intrinsic joy felt by shoppers when finding the perfect gift for others. Many respondents talked about the enjoyment they obtained from shopping for other people, explaining that shopping for their friends and family is very important to them and that it makes them feel good.

Some respondents described the positive feelings they got from finding the perfect gift for someone. In essence, people seek ego enhancement to their self-concepts through the addition of satisfying roles and ‘acting out’ the role’s responsibilities.

Fourth important factor is the adventure shopping. Adventure shopping refers to shopping for stimulation, adventure and the feeling of being in another world. A significant number of respondents reported that they go shopping for the sheer excitement and adventure of the shopping trip. These informants often described the shopping experience in terms of adventure, thrills, stimulation, excitement and entering a different universe of exciting sights, smells and sounds. Fifth important factor is the value shopping. Value shopping refers to shopping for sales, looking for discounts and hunting for bargains. Many of the respondents talked about how they enjoyed hunting for bargains, looking for sales and finding discounts or low prices, almost as if shopping is a ‘challenge to be conquered’ or ‘a game to be won’. The last factor is the gratification shopping. Gratification shopping involves shopping for, stress relief, shopping to alleviate a negative mood and shopping as a special treat to oneself. Several respondents admitted that they go shopping to relieve stress or to forget about their problems. Other informants view the shopping experience as a way to wind down, relax, improve a negative mood or just treat themselves.

Sinha and Krishnaswamy (2009) stated that customer shows clear preferences in choosing a store. In most cases, they tend to set their expectations based on the positioning of store. They tend to associate store with the value propositions promised by the stores and respective formats. Store formats stand for their own mix of values that helps customers maximise the benefit. Sinha et al., (2002) suggested a classification of stores on convenience, variety and experience. They also propound
that there exists an interaction effect between the store benefit and the level of information search that a customer would seek while shopping (Uniyal and Sinha, 2009). In another study of format choice it was found that even in case of a planned purchase, customers tend to show both affective and cognitive search based behavior (Anand and Sinha, 2009). Studies have also indicated that customers tend to prefer specialised stores in case of high involvement purchases (Dash, et al., 1976).

Rajagopal (2009) said that the shopping malls contribute to business more significantly than traditional markets, which were viewed as simple convergence of supply and demand. Shopping malls attract buyers and sellers and induce customers providing enough time to make choices as well as a recreational means of shopping. However, competition between malls, congestion of markets and traditional shopping centres has led mall developers and management to consider alternative methods to build excitement with customers. The study examined the impact of growing congestion of shopping mall in urban areas on shopping conveniences and shopping behavior. Based on the survey of urban shoppers, the study analyzed the cognitive attributes of the shoppers towards attractiveness of shopping malls and intensity of shopping. The results of the study revealed that ambience of shopping malls, assortment of stores, sales promotions and comparative economic gains in the mall attract higher customer traffic to the malls.

Chebat, et al., (2009) expressed that understanding the antecedents of shopping mall loyalty remains one of the crucial issues for both mall managers and retailing researchers. They proposed a conceptual model that explained the psychological process by which shopper–based mall equity (e.g., the perceived mall value) generated mall loyalty. They collected data from shoppers in two urban North-American shopping malls and the empirical results generally supported the model. Mall loyalty was significantly predicted by the commitment that shoppers held toward the mall and that commitment, in turn, was significantly predicted by shoppers’ positive awareness of the mall’s characteristics, and shoppers’ self–congruity. The latter construct, in turn, was significantly predicted by mall image dimensions such as the mall’s environment and the quality of the products and services found in the mall. They also found the model to be invariant between female and male shoppers.
Kuruvilla, et al., (2009) explored the possibility that there are gendered differences in mall shopping attitude and behavior. The study indicated that, overall, women have a more positive attitude to mall shopping and that they purchase fashion related categories more often than men. But men visit more often and spend more time and money. While most men and women spend 2–4 hours on an average at the malls, men reported spending more time and visiting more frequently. If the fact that mall shopping is usually a family affair is taken into consideration, it could be that men perceive themselves as spending more time. But this explanation seems improbable, as both genders have not shown significant difference in their recreational approach to shopping. Malls seem to be popular destinations to purchase clothes, footwear and accessories for both men and women. Footwear and accessories also seem to be popular purchases. But in all categories women report more frequent purchase. At the same time, it is also reported that men spend more. One possible explanation can be that men spend on merchandise other than fashion, but it is more likely that as ‘the purse bearers’ of the family, men do spend more than the women.

Wilcox, et al., (2009) in their study asked respondents to come up with their favourite luxury fashion brands and then rate, on a 7-point likert scale, their willingness to purchase counterfeit versions. This method of testing a consumer’s likelihood to purchase counterfeit luxury products was limited, as it did not get the consumer to imitate a realistic purchasing consideration, which is normally product specific and dependent on multiple attribute levels. This means that consumers were not evaluating price, product specific attributes, or choosing between genuine versus counterfeit versions. The method chosen to assess willingness to purchase was unrealistic at best, which brings to question the reliability of the results. Additionally, asking participants to recall luxury brands does not stimulate the participants to recall counterfeit products that they may actually buy. These methodological limitations need to be addressed in order confirm the effects found and provide support for external validity.

Chebat, et al., (2010) opined that 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. They hypothesized that mall image could best be conceptualized in terms of five major retail branding dimensions: access, store
atmosphere, price and promotion, cross–category assortment and within–category assortment.

Baltas, et al., (2010) demonstrated that shopper characteristics are related to dispersion of patronage among more stores. Shopping behavior appears to be partly driven by cost–benefit tradeoffs, suggesting differential responsiveness to incentives by customers. This is particularly relevant for retailers who wish to design and implement communication and loyalty programs to defend their customer base, since the responsiveness of targeted customers determines the efficiency of these policies. They also suggested that loyalty programs can be more than a defensive means of keeping loyal customers and sustaining loyalty levels.

The challenge rests in targeting non-loyal customers who are more likely to respond to marketing initiatives. They also showed that heavily spending and multi-member households tend to disperse supermarket patronage and both heavy grocery spenders and large families adopt such shopping patterns in order to find better deals and maximize value-for-money. Moreover, large households shop around aiming at a more precise matching of the diverse and heterogeneous product needs of their members. Much as a multi-store patronage may be an established shopping pattern for large families and heavy grocery spenders, retail managers can still try to increase their loyalty.

Singh (2010) elaborated that there are the new destinations because of the head start of the retail market in India, easy credit, deeper pockets. The sales strategies, top of the line brands, drooling goodies and bulk discounts are just a few ways to catch the Indian shopaholics’ attention. This mall boom is now correcting itself, with shopping malls sprouting in each and every corner of the cities, people have become aware of the holes in their pockets are becoming larger, and in turn 70% of the malls have failed with only 10 – 15% visitors converting into shoppers. This shows a reversal of trend.

Kumar (2010) investigated the consumer behavior towards these shopping malls with special reference to Raipur city. The study also tried to facilitate the Mall developers, managers, marketers and operators with the perfect blend of necessary acumen in terms of various shopping dimensions required to offer the targeted customers so as to
operationalize the mall with utmost productivity and performance. A total of 156 respondents were selected purely on a judgmental basis (making it a non-probability sampling technique) at the two malls situated at Raipur city namely, 36 City Mall and Magneto Shopping Mall. Shopping dimensions of aesthetic and exploration obtained higher preference ratings as compared to the remaining dimensions. Notably, shopping dimensions of Escape and Flow received lower preference scores in contrast to other dimensions. The results revealed that Raipur customers prefer to visit malls mainly because of the vibrant and attractive interior design of the mall; mall is a place where they get everything; good place to hangout with friends as a means of socializing; as they sell products of their interest and relevance. Younger respondents gave higher preferences to the two items in the exploration dimensions namely discovering and examining new products. This indicated that younger respondents prefer to visit the mall as means of socialization and to hang out with their friends.

**Devgan and Kaur (2010)** India being a piebald country offers a wide diversity in terms of people following different religions, language changing every 20 miles, diversified cultures leading to different tastes, habits and preferences. Therefore, the reasons for popularity of shopping malls may not be same in India as in other countries across the globe. **Terblenche (1999)** opined that apart from shopping motives other features like entertainment, relaxation and spending good times with friends attract customers towards shopping malls. However, differences in this behavior have been found due to diversities in geographical areas since the culture, habits and tastes of the residents of each region differ from the other.

**Khare’s (2011)** research was directed towards small city consumers (n=276) to understand their mall shopping behavior. Most people in small cities are unfamiliar with the concept of malls and their exposure to the organized retail has been limited in the past. Malls bring functional and experiential benefits to them and affect their shopping behavior. The perceived benefits, however, may differ among consumer groups. This study specifically focused on exploring the differences across age and gender groups. ANOVA test was used for the analyses. The results showed that consumers’ gender and age play an important role in determining their attitude towards shopping in malls. The influence of mall attributes such as decor, layout, services, variety of stores, and entertainment facilities must be considered while
planning malls in smaller cities as they have an effect on consumers’ buying behavior. The findings of ANOVA on consumer mall shopping behavior attribute shows that men and women differ in their perception towards malls on the issue of social interaction. This may be because men perceive malls as destinations where they can hang out (especially for consumers between age groups 20–30 years). Shopping behavior of women reflects commitment and responsibility towards managing their households and looking after specific needs of different family members.

Anuradha and Manohar (2011) aimed to explore the shopping experience of customers’ visit at malls with entertainment centres due to the availability of large scale entertainment centres. The purpose of that paper was to provide an insight of the role of external and internal variables in influencing the choice of Mall and shopping behavior. The data for that study were from face-to-face mall intercepts of shoppers in two malls with entertainment centres (City Centre Mall and Express Avenue Mall of Chennai). The survey was conducted among 93 shoppers including both shopping malls. The analysis concluded that shopping centres with entertainment facilities has an increasing emphasis on customer visit to the malls.

The results suggested that the shoppers consider theatre as an added advantage to visit the mall, whether or not they visit the theatre. Also, the customers mostly visited Apparel store, followed by food services, leather stores, fashion stores, consumer service, professional services, electronic stores, departmental stores, home ware and so on. The findings will help the owners of shopping malls to meet the needs of the visitors of shopping malls. It also serves as an encouragement to the store owners in shopping malls to cater for the needs of the shoppers.

Khan and Zafar (2011) made a comparative analysis of consumer buying behavior and brand perception of consumers regarding shopping malls on M.G. Road and Metropolitan Mall as a base. Consumer purchasing power is the main factor, which determines their buying behavior and brand of shopping malls. The methodology adopted to study the consumer buying behavior & brand perception of consumer is through survey in shopping malls on M.G. Road, 675 consumers were surveyed. Consumers in shopping mall accepted that Metropolitan Malls the best shopping mall on M.G.Road in Gurgaon. Shopping Malls are the places for the fun & entertainment, family outing, shopping and eating’s. In shopping Malls age factor is the most
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dominant factor in daily footfalls. In different shopping malls different age group consumers come and they impact on the buying behavior.

Thapliyal (2012) aimed at evaluating the consumers’ attitude towards nearby market, big bazaars and shopping malls and to analyze the related reasons age wise, education wise and income wise. The basic purpose is to find out the reasons of patronizing a store gender wise and to unfold the consumers’ preference to shopping malls. The main objective of this study was to evaluate the consumers’ attitude towards nearby market, age wise, education wise and income wise and to find out the reasons of patronizing a store gender wise. Different stores in the city Jaipur were selected. The data were collected age wise, income wise and education wise. In some cases the respondents were requested to rate the different attributes ranging from 1-5 on likert scale. Where 1 indicates the most favourable and 5 indicates the most unfavourable attitude.

He statistical tools such as Chi-square test and large sample test are used to reflect the association between attributes and the retail store customers. The objectives were (1.) To access the preference of the customers of retail store to nearby market age wise, education wise and income wise. (2) To analyze the shopping behavior of customers.

A structured questionnaire was used as a data collection tool. The survey was conducted with 300 geographically dispersed retail store visitors spread over the cities. The data were collected age wise, income wise and education wise. It was found that a steadily rising percentage of rich and super rich population and impressive disposable income offer a spectrum of opportunities spanning from rural retailing to luxury retailing. The impressive retail space availability and growing trend of consumerism in the emerging cities and small towns add to the market attractiveness.