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PERCEPTION AND EXPECTATIONS OF CUSTOMERS TOWARDS SHOPPING MALLS IN TAMILNADU

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ABSTRACT

In the post liberalized era Indian retail industry has transformed itself to be a vibrant and modern mega sale shopping zones that invariably attracts all segments of buying community namely children, youth and the aged. The mall culture is catching on fast in India. It has become the way of shopping in metros and tier I cities, this phenomenon is also spreading fast in tier II cities. Small tier III cities will also be gripped by this Mall culture in future. The Mall culture is really gripping the Indian consumers because of more awareness, recent trends and changing lifestyles. Mall would provide suitable environment, particularly to the age group of 15 to 45 for shopping. Development of mega Malls in India is adding new dimensions to the booming retail sector. In this study the researcher has made a modest attempt to identify and understand various factors influencing the choice of purchase. There was also an attempt to explore the perception and expectations of the people using Malls for their purchase of various products that are sold in Malls.

Key words: Malls, mall culture, shopping zones, retail sector.

INTRODUCTION

The mall culture is catching on fast in India. It has become the way of shopping in metros and tier I cities, this phenomenon is also spreading fast in tier II cities. Small tier III cities will also be gripped by this Mall culture in future. The Mall culture is really gripping the Indian consumers because of more awareness, recent trends and changing lifestyles. Mall would provide suitable environment, particularly to the age group of 15 to 45 for shopping. Development of mega Malls in India is adding new dimensions to the booming retail sector. The term 'window shopping' was coined due to the huge spur in shopping Malls and the notion that it is made up of expensive stores. With the concept of 'one stop shop' coupled with entertainment options and comfortable shopping experience hoteliers, retailers and brands grabbed this opportunity with both hands. Even individual retailers found shopping Malls a beneficiary prospect. These individual retail outlets started speaking the consumer language and thus altered prices and designs for the popular crowd.

Today, supermalls are replacing 'kirana' stores all over India. India's retail infrastructure is slowly undergoing a change with many hi-fi supermalls being constructed and operating in various cities. The Mall concept has come to stay for good. The Indian consumer seems to be undergoing a shift in terms of personality, buying motives, interests, attitudes, beliefs and values when he or she is making a shift from 'kirana' stores towards shopping Malls. In this context it assumes significance to study the buying behaviour of consumers in Tamil Nadu especially with changes taking place in India's retail scenario.

The most challenging concept in the marketing is to deal with understanding the buyer behaviour. The attitude of Indian consumers has undergone a major transformation over the last few years. The Indian consumer today wants to lead a life full of luxury and comfort. He wants to live in present and does

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not believe in savings for the future. Due to fast growth in the service sector, the per capita income of people of India is also increasing. There is an increase in numbers of middle class due to another fact that people are fast shifting from agriculture to the service and industry sector where growth prospects are reasonably high as compared to the agriculture sector. The tastes and preferences of the current generation are changing rapidly. The current generation does not mind paying an extra for better facilities and ambience. Another major factor that has led to increased consumerism is the growth of credit culture in India. The Indian consumer does not feel shy to purchase products on credit and pay tomorrow for what they use or buy today. The market for luxury products in India is also climbing at an astonishing rate as compared to a decade ago when it was almost negligible. The reason behind this is that the purchasing power of people of India is rising very steeply. Indian consumers have recently shown various changes in their buying behavior.

The consumer is the focus of marketing efforts. The modern marketing concept spells out the real significance of buyer behaviour. In the course of operating the concept, the modern marketing management tries to solve the basic problems of consumers in area of consumption. Solving such consumption problems of consumers warrants a thorough understanding of such problems. It is the marketing manager to study, analyze and interpret the ever-changing consumer behaviour, so that he can monitor such study for making sound decision in respect of the four P's of the marketing mix. The marketing personal study consumer behaviour to find out what can be sold and what goods or service are likely to be rejected. After study manufacturer tries to find out how sales can be pushed of existing product, what changes are required in existing product. Before launching of a new product survey of the consumer behaviour is necessary to find out whether a new product will sell or not so that accordingly investment decision is taken[13]. The more important purpose and function of the study is to influence the behaviour of consumer through advertisement, incentives and other methods

STATEMENT OF THE PROBLEM

Shopping Malls can be seen in the part of a big, modern, and recreated building that why shopping Malls is to be built in several reasons. Firstly, the shopping Mall is the place of competitive trades that mean a lot of merchandises and services to be exchanged, so the results are activated to good economy. Secondly, shopping Mall make many ways of life for many people to be comfortable and convenient, for instance, you can get the word "one stop service" that it provides everything you need such as shopping, playing sport, entertainment, food market and education all inside this place. Through the Malls provide numerous services to their customers, there is some displeasure in their context. Thus an attempt is made by the researcher to explore the behavior of consumers with a focus n perception, expectation and factors influencing the use of Malls.

OBJECTIVES OF THE STUDY

The objectives of the present study are as follows:

1. To study the socio economic and demographic characteristics of the sample respondents namely the invading potential buyers from shopping Malls.
2. To assess the perception of the respondents towards various dimensions of shopping through shopping Malls.
3. To analyze the expectation of the respondents towards shopping from the shopping Malls.
4. To ascertain the factors influencing respondents behavior towards making their purchase from shopping Malls.

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5. To identify the pit falls and offer suitable suggestions for enhancing the mall concept of marketing in the near future.

OPERATIONAL DEFINITION OF CONCEPTS

The operational definitions of the various concepts used in the study are given below:

Shopping Mall: A shopping Mall is typically, a shopping complex connected by walkways. It provides shopping as well as entertainment options to the target consumers. It generally, contains one anchor store, which consumes twenty five per cent of its retail space. In addition a Mall contains specialty stores for clothes, accessories, home needs, books, as well as food court, multiplexes and entertainment zones.[14]

Consumer Behaviour: "Consumer behaviour is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires."[15]

Professional: A professional is a member of a profession. The term also describes the standards of education and training that prepare members of the profession with the particular knowledge and skills necessary to perform the role of that profession.

Business: An organization or economic system where goods and services are exchanged for one another or for money.

Agriculture: Agriculture is the systematic raising of useful plants and livestock under the management of man. Agriculture is the growing of both plants and animals for human needs. Agriculture is the deliberate effort to modify a portion of Earth's surface through the cultivation of crops and the raising of livestock for sustenance or economic gain.

Consumer: An individual who buys products or services for personal use and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisements.

Perception: The process by which people translate sensory impressions into a coherent and unified view of the world around them. Though necessarily based on incomplete and unverified information, perception is equated with reality for most practical purposes and guides human behaviour in general.

Expectation: Expectation can be described as something that is supposed to happen, like a teacher whose expectation is that everyone comes to class prepared. It is that part of a mean thinking or guesses which is likely to happen in the near future.

HYPOTHSES

The present study has the following hypotheses that to be proved subject to the objectives of the study.

There is no significant relationship between the type of respondents and expectation on electronic payment, expectation on display, expectation on behavior of employees, expectation on escalator availability, expectation on home delivery, expectation on exchange of product, expectation on wheel chairs for disabled, expectation on gift voucher, expectation on gym, expectation on day-care facility, expectation on customer care service, expectation on security service, expectation on banks and ATMs, expectation on WiFi Internet, expectation on walking program, expectation on Quality

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Advertisement, expectation on road connectivity, expectation on Prayer Room and expectation on credit facilities.

The effective quantitative change in each variable was analysed with the help of the framed hypotheses, which were duly tested by using't' statistics.

RESEARCH METHODOLOGY

The present study is an empirical research based on survey method. The primary data were collected from the respondents by the researcher with the help of a well structural interview schedule. The secondary data were collected from journals, magazines, newspapers, books, documents and internet sources.

SAMPLING DESIGN

For the purpose of this study, Tamil Nadu has been classified into four regions namely the North, East, West and the South. In all the regions, in some districts there are more number of Malls and less number of Malls in the remaining districts. The districts selected are Chennai (N), Trichy (E), Coimbatore (W), and Madurai (S). Numerous numbers of customers visits the Malls daily. Three Malls from each zone were selected on the basis of the number of customers visiting the Malls and the number of services and facilities extended to them. In social science research a sample size one day three hundred to four hundred respondents is found to be adequate to obtain meaningful inferences and hence in the present study covers four hundred and twenty respondents selected by applying stratified random sampling technique.

PERIOD OF THE STUDY

The Mall respondents of the study area who were going to the shopping Mall during the year 2014 – 2015 were considered for the study. The sample respondents were contacted and the data were collected between December 2014 and December 2015.

DATA PROCESSING

After the completion of the survey, a thorough check-up of the data was made. The coding was made with the help of a master table. Then coded information was placed on transcription cards for further processing. Afterwards, classification tables were prepared for further analysis from the transcription cards. The analysis of data was made with the help of desk calculators and computers.

TOOLS OF ANALYSIS

The analysis of the thesis consists of four parts.

1. The first part of the analysis is about analyzing the characteristics of sample respondents using percentages. Every variable was analyzed with the help of percentage to total with regard to the three types of respondents categorized as professionals, Businessmen and Agriculturalist respondents.
2. The second part of the analysis is to find out the Perception of respondents towards consumer behaviour by the respondents. It was tested with the help of F test and index analysis. In order to reveal the significant differences among the respondents of the three categories of occupation, one way analysis of variance (ANOVA) was administered.

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3. The third part of the analysis is concerned with the analyzing the expectation of respondents towards shopping Mall. In order to determine the existence of relation between different groups and within groups of the three category of respondents, mean, standard deviation and co-efficient of variation followed by F test using ANOVA were applied.
4. The fourth part of analysis is concerned with the factors influencing respondents towards shopping Mall. It is analysed with the help of factor analysis.

SUMMARY OF FINDINGS

Characteristics of Sample Respondents

The sample respondents for the purpose of the study are classified according to their type occupation, in to three categories namely professionals, businessmen, and agriculturalists. They are further classified according to the demographic factors like gender, age, marital status, monthly income, educational qualification, size of family, average monthly expenditure, average time (hrs) spent, reasons for visiting, number of visits (frequency) and these were analysed with the help of percentage analysis.

1. It was found that among the selected 420 respondents a majority of 272 respondents were male. A majority of 72 respondents were in the age group of upto 30 years. One hundred and sixty four respondents had monthly income above Rs.40,000. Three hundred and thirty six respondents' Residential Status was located in urban areas and of the 420 sample respondents a majority of 326 respondents were married. Majority of 208 respondents were graduates.
2. Two hundred and forty two respondents belonged to three to five members in family. Among the 420 samples a majority of 140 of respondents spent Rs.500-1000 for monthly expenditure. One hundred and eighty of respondents have spent 1-2 hours in the shopping Mall for purchase. Two hundred and seventy three of the respondents visit the Mall for purchase of their requirements. 184 respondents visit shopping once in a month. 136 respondents visit shopping Mall twice a month. 100 respondents visit shopping Mall more than twice in a month.

Perception of Respondents towards Shopping Mall

The overall analysis clearly reveals that the perception of the respondents of all the three occupations is positive in their attitude towards the perception about the product. From the analysis it may be inferred that minimum number 51.91 per cent of the respondents came under more than 50 per cent of the product Index. It implies that the perception of the product in the study area is above average.

1. The overall analysis clearly reveals that the perception of the respondents of all the three occupations is Positive in their attitude towards the perception about standardization of products. From the analysis it may be inferred that majority 58.33 per cent of the respondents came under more than 50 per cent of the standardization of product index. It means that the standardization of product is above average.
2. The overall analysis clearly reveals that the perception of the respondents of all the three occupations is positive in their attitude towards the perception about the services. It may be inferred from the analysis that 49.06 per cent of the respondents of professional class had 50-75 per cent service index. It indicates that the service of the Mall in the study area is above average.
3. The overall analysis clearly reveals that the perception of the respondents of all the three occupations is positive towards the perception about infrastructure. From the analysis it may be inferred that majority 50 per cent of the customers came under more than 50 per cent of the

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infrastructure index. It means that the infrastructure provided by the Mall is above average and there is a good sign for further development in the study area.

4. The overall analysis clearly reveals that the perception of the respondents of all the three occupations is Positive towards the perception on the sales promotion techniques. From the analysis it may be drawn that majority 38.09 per cent of the respondents came under more than 50 per cent of the sales promotion techniques index. It means that the support sales promotion technique is below average.
5. The overall analysis clearly reveals that the perception of the respondents of all the three occupations is positive towards the perception on general condition. The analysis reveals that only 73.81 per cent of the customers came under more than 50 per cent of the general condition index. It indicates that the general condition in the study area is above average. Hence the financial institutions are to take necessary steps to provide required general condition to the customers.
6. The overall analysis clearly reveals that the perception of the respondents of all the three occupations is Positive towards the perception on location of Mall. From the analysis it may be inferred that 53.58 per cent of the customers came under more than 50 per cent of the location index. It implies that the location is above average and there is a good scope for further development of shopping Mall.
7. The overall analysis clearly reveals that the perception of the respondents of all the three occupations is Positive towards the opinion on the physical surroundings. From the F analysis it may be inferred that 59.29 per cent of the customers came under more than 50 per cent of the physical surrounding index. It implies that the physical surrounding is above average.
8. The overall analysis clearly reveals that the perception of the respondents of all the three occupations is Positive towards the perception on the advertisement. From the analysis it may be inferred that 61.67 per cent of the customers belong to more than 50 per cent of the advertisement index. It implies that the advertisement is above average.

Analysis of Expectations of Respondents towards Shopping Mall

1. The study reveals the outcome on the expectations of the respondents towards the electronic payment mode and the result shows that the professional category respondents have the maximum mean score of 2.977 while the business category respondents have a low mean score of 2.912. Higher variation is identified in business category as their expectation is more.
2. The study reveals the outcome on the expectations of the customers towards the display features and the result shows that the professional category respondents have the maximum mean score of 3.124 while the agriculture category respondents have a low mean score of 3.000. Higher variation is identified in business category as they want more products to be displayed.
3. The study reveals the outcome from the analysis on the expectations of the respondents towards the behavior of employees and the result shows that the business category respondents have the maximum mean score of 3.157 while the agriculture category respondents have a low mean score of 2.846. Higher variation is identified in agriculture category for as they have expected more.
4. The study reveals the outcome from the analysis on the expectations of the respondents towards the responsibilities of employees and the result shows that the business category respondents have the maximum mean score of 3.000 while the agriculture category respondents have a low mean score of 2.835. Higher variation is identified in agriculture category as the expectation of respondents is more.

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5. The study reveals the outcome from the analysis on the expectations of the respondents towards the availability of escalator facility and it shows that the business category respondents have the maximum mean score of 2.761 while the agriculture category respondents have a low mean score of 2.654. Higher variation is identified in business category for their expectation is more on this variable.
6. The study reveals the outcome from the analysis on the expectations of the respondents towards home delivery and the result shows that the professional category respondents have the maximum mean score of 3.371 while the agriculture category respondents have a low mean score of 3.242. Higher variation is identified in business category the things and so their expectation is more.
7. The study reveals the outcome on the expectations of the respondents towards the exchange of product and it shows that the business category respondents have the maximum mean score of 3.094 while the agriculture category respondents have a low mean score of 3.066. Higher variation is identified in business category not plan before buying so their expectation is more.
8. The study reveals the outcome from the analysis on the expectations of the respondents towards the wheelchairs for disabled and it shows that the professional category respondents have the maximum mean score of 2.753 while the agriculture category respondents have a low mean score of 2.451. Higher variation is identified in agriculture category as their expectations are more.
9. The study reveals the outcome on the expectations of the respondents towards the gift voucher and it shows that the agriculture category respondents have the maximum mean score of 3.297 while the business category respondents have a low mean score of 3.157. Higher variation is identified in business category as their expectation is more.
10. The study reveals the outcome on the analysis on the expectations of the respondents towards gym shows and the result states that the professional category respondents have the maximum mean score of 3.024 while the business category respondents have a low mean score of 2.962. Higher variation is identified in business category as they want to maintain fitness and their expectation is also more.
11. The study reveals the outcome on the analysis on the expectations of the respondents towards day care facility it shows that the agriculture category respondents have the maximum mean score of 3.351 while the professional category respondents have a low mean score of 3.116 Higher variation is identified in professional category living in nuclear family.
12. The study reveals the outcome from the analysis on expectations of the respondents towards customer care service it shows that the professional category respondents have the maximum mean score of 3.259 while the business category respondents have a low mean score of 3.189. Higher variation is identified in business category as their expectations are more.
13. The study reveals the outcome from the analysis on the expectations of respondents towards security services it shows that the professional category respondents have the maximum mean score of 3.118 while the business category respondents have a low mean score of 3.000. Higher variation is identified in business category as they expect more security services.
14. The study reveals the outcome on the analysis on the expectations of the respondents towards the banks and ATMs, the result shows that the professional category respondents have the maximum mean score of 3.206 while the business category respondents have a low mean score of 3.101. Higher variation is identified in business category for they do not bring money in their hands.
15. The study reveals the outcome from the analysis on the expectations of the respondents on WiFi Internet shows and the professional category respondents have the maximum mean score of 3.247 while the agriculture category respondents have a low mean score of 3.207. Higher variation is identified in business category as they are less educated and expectation also more.
16. The study reveals the outcome from the analysis on the expectations of the respondents on walking program, it shows that the professional category respondents have the maximum mean score of

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3.041 while the business category respondents have a low mean score of 2.899. Higher variation is identified in business category as their expectations are more.

17. The study reveals the outcome on the analysis towards the expectations on quality advertisement shows that the professional category respondents have the maximum mean score of 2.865 while the business category respondents have a low mean score of 2.654. Higher variation is identified in business category as their expectations are more.
18. The study reveals that the analysis on expectation on road connectivity shows that the professional category respondents have the maximum mean score of 2.941 while the agriculture category respondents have a low mean score of 2.846. Higher variation is identified in agriculture category as their expectations are more.
19. The study reveals that the analysis on expectation on prayer room shows that the professional category respondents have the maximum mean score of 2.894 while the business category respondents have a low mean score of 2.793. Higher variation is identified in business category as their expectations are more.
20. The study reveals that the analysis on expectation on credit facilities shows that the professional category respondents have the maximum mean score of 2.988 while the agriculture category respondents have a low mean score of 2.956. Higher variation is identified in business category as their expectations are more.

Association between Profile of Respondents and their Expectation

1. It is found from that the profile variables of professional respondents which have a significant association with their expectation are age, occupation, monthly income, residential status and number of visits. Since the respective 'F' statistics are significant at 5 per cent level. It also reveals that there is no significant difference in the expectation among the respondents of professional category in size of family and reason for visit.
2. It is evident that the profile variables of business respondents which have a significant association with their expectation are occupation, educational qualification, monthly expenditure and numbers of visits since the respective 'F' statistics are significant at 5 per cent level. It also reveals that there is no significant difference in the expectation among the respondents of business category in gender and average time.
3. It is evident that the profile variables of Agriculture respondents which have a significant association with their expectation are size of family, educational qualification and average time spent since the respective 'F' statistics are significant at 5 per cent level. It also reveals that there is no significant difference in the expectation among the respondents of Agriculture category in marital status and reasons for visiting.

Factors Influencing Consumer Behaviour

In this analysis each variable is expressed as a linear combination of under-lying factors. The amount of variance, a variable shares with all other variables included in the analysis is referred to as communality. The co-variation among the variables is described in terms of a small number of common factors plus a unique factor for each variable. Among all the attributes that are formed under each factor there was high association. The various factors influencing the consumer behavior were classified as: personal factor, cultural factor, social factor, economic factor, role playing factor, group factor and psychological factor.

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The multiple regression analysis has been carried out to identify the relationship between the factors and the overall factors influencing the respondents.

The seven factors are grouped and the results were extracted out of the thirty one attributes with the help of the factor analysis technique. Each factor had more than one variable. Each variable was expressed as a linear combination of the underlying factors. The amount of variance, a variable shares with all the other variables included in the analysis was referred to as communality. All the attributes that are formed under each factor had high association.

- ✓ With regard to the factor, personal factors, the variables like 'personal factors explain the reasons of situational changes', 'taste and preference change with in life stage', were the first and second highest factors with the loading of 0.697 and 0.661 respectively and a high communality of 0.824 and 0.661 respectively. The variable 'personal factors explain the reasons of situational changes', 'taste and preference change with in life stage' was the least factor with the loading of 0.724, 0.724 and a low communality of 0.697, 0.661.
- ✓ With regard to the factor, cultural factors, the variables like cultural factors explain the 'culture regulates people and their lives', 'culture is part of every society', were the first and second highest factors with the loading of 0.528 and 0.523 respectively and a high communality of 0.737 and 0.592 respectively. The variable 'cultural factors' explain there is unconscious pressure that affects culture was the least factor with the loading of 0.510, and a low communality of 0.550.
- ✓ With regard to the factor, personal factors, the variables like social factors explain the, 'families exert considerable influence in shopping pattern', 'personal values, attitudes and buying habits are shaped pattern' were the first and second highest factors with the loading of 0.478 and 0.462 respectively and a high communality of 0.764 and 0.719 respectively. The variable 'Product, promotion and channels are influenced by family members', was the least factor with the loading of 0.421, and a low communality of 0.565.
- ✓ With regard to the factor, social factors, the variables like social factors explain the 'personal income determines one's buying behavior', 'consumer behavior influences all economic factors' were the first and second highest factors with the loading of 0.599 and 0.548 respectively and a high communality of 0.833 and 0.770 respectively. The variable 'liquid assets have a say on consumer behavior', was the least factor with the loading of, 0.445 and a low communality of 0.715.
- ✓ With regard to the factor, the variables like role playing factors explain the 'opinion leaders can act effective agencies of communication', 'everyone has different roles to play within the society' were the first and second highest factors with the loading of 0.530 and 0.529 respectively and a high communality of 0.704 and 0.615 respectively.
- ✓ With regard to the factor, group, the variables like, group factors' explain the 'group influences is seen in brand preferences and choices', 'group leader acts as an opinion leader' were the first and second highest factors with the loading of 0.673 and 0.449 respectively and a high communality of 0.634 and 0.613 respectively.
- ✓ With regard to the factor, psychological, the variables like social factors explain the ''personal income determines one buying behavior' ,'motivation impels people to action', ' human behavior is goal oriented' were the first and second highest factors with the loading of 0.576 and 0.539 respectively and a high communality of 0.824 and 0.747 respectively. The variable 'liquid assets have a say on consumer behavior', was the least factor with the loading of, 0.464 and a low communality of 0.613.
- ✓ The seven factors namely, 'personal factors', ' cultural factors', 'social factors', 'economic factors', ' role playing factors', ' group factors' and 'psychological factors' were extracted out

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of the thirty one attributes with the help of the factor analysis technique. Each factor had more than one variable. Each variable was expressed as a linear combination of the underlying factors. The amount of variance, a variable shares with all the other variables included in the analysis was referred to as communality. All the attributes that are formed under each factor had high association.

SUGGESTIONS

1. In the study it is found that large majority of male members visit Malls, than that of female members. It is suggested to the Mall management to attract more number of female members to increase the sales and to spread the positive ambience of the Malls.
2. Mall is a place that markets varied products for all age groups. Hence it is suggested to Mall management to invite, attract and impress all age groups to have better and effective sale to their products. Mall is a place that holds parts for all types of customers it is their duty to impress all groups of customers invariably of age, gender, income, occupation, localities and educational status.
3. More human resource could be employed to attend to the Mall visitors and guide them towards their purchase. There should also personnel engaged in effective sales promotional activities and to provide specialised service to the customers like door delivery and other ways and means of services.
4. The Shopping Malls may think of providing some attractive features to engage the family, the children and other members accompanying in the process of purchase.
5. The billing and payment method should make easy and simple based on the quantum of purchase. A special care should be taken to address this problem as the waiting time for billing is more than the time spent on purchase.
6. A guide may be employed at the entrance to direct the visitors to access the product they indent to purchase easily and quickly.
7. A guiding map may be installed at the entrance even to attract the people passing by the roads to help the visitors to locate their product easily.
8. There should be a scope for customer feedback to address the expectations of customers and expand the business for more attractive service.
9. Mostly the Malls are found to be attracted by the professionals the other segment to customers are partially attracted the product mix in Malls should be planned in such a way that is capable of attracting all types of customers.
10. The people visiting the Malls are of quality conscious in nature and hence the Malls should never attempt to compromise quality in the products.
11. It is found that the large majority sits of the customers make payment through debit or credit card mode or hence the Mall management must have their payment machine with good network connectivity to sustain and satisfy the customers. To solve the problems that the encounter, they may even think of establishing ATM's Centres within the premises of the Mall to ensure the customer satisfaction.
12. With regard to the factors the Malls should try to address the personal, cultural, social and economic factors of the customers in a very special way as these are the major forces of marketing more particularly in urban segments.
13. The Mall should be located in an accessible place where as all types of customers can connect with the Malls easily which may encourage the visit of more customers will ultimately lead to more sales.

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CONCLUSION

In the post liberalized era Indian retail industry has transformed itself to be a vibrant and modern mega sale shopping zones that invariably attracts all segments of buying community namely children, youth and the aged. The rich and poor on the other side and the rural and urban at yet another side. In this study the researcher has made a modest attempt to identify and understand various factors influencing the choice of purchase. There was also an attempt to explore the perception and expectations of the people using Malls for their purchase of various products that are sold in Malls.

The Mall culture invading into India is more attracted by the urban population particularly the professional segments of buyers and the business people. It is because the all under one roof concept has become more convenient to the shoppers as it has an ambience of providing purchase, food and entertainment perspectives. The overall outcome of the study brings out the demographic profile of the respondents highlighting the age, gender, marital status, monthly income, educational qualification, family size, average monthly expenditure, average time spent in the process of purchase, reasons for visiting the Malls, the frequency of visit and the like.

As far as the outcome relating to the perception of respondents towards shopping Malls is concerned, the buyers have positive perception towards the availability and the type of products, the service quality available in the Malls, the sales promotional techniques adopted by the Malls; the location and physical surroundings stand in good stud.

With regard to the expectations the Mall management provides a good ambiance in case of infrastructure and other required convenient services like online payment, personal care and concern provided by the sales personnel, the home or door delivery service, the reasonable exchange of products, gift vouchers, buying trolley, the security and customer care services.

The success story of Malls in India at a fast pace is based on the positive perception, fulfilling expectations and the supportive factors. If all these are on the vertical move the Mall style of marketing will be the most successful business methodology that will be part and parcel of every citizen of the country.

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