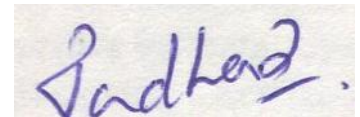


## **DECLARATION BY THE CANDIDATE**

I declare that the thesis entitled “**A STUDY ON SHOPPERS BEHAVIOUR TOWARDS MALLS WITH REFERENCE TO CHENNAI**” submitted by me for the degree of Doctor of Philosophy is a bonafide record of work carried out by me during the period from **April 2012** to **February 2017** under the guidance of **Dr. R. Jayam** and has not formed the basis for the award of any degree, diploma, associate-ship, fellowship, titles in this or any other University or other similar institution of higher learning and without of any plagiarism.

I have also published my papers in International Journals (Scopus rated) as per list of publications in the Annexure.

A rectangular box containing a handwritten signature in blue ink. The signature appears to be 'Radha J.' with a stylized flourish at the end.

**Signature of the Research Scholar  
RADHA. J**

## **BONAFIDE CERTIFICATE**

Certified that the thesis entitled “**A STUDY ON SHOPPERS BEHAVIOUR TOWARDS MALLS WITH REFERENCE TO CHENNAI**” is the bonafide work of **RADHA. J (Reg. No. MG12D001)** who had carried out the research under my supervision and without any plagiarism to the best of my knowledge. Certified further, that to the best of my knowledge, the work reported` herein does not form part of any other thesis or dissertation on the basis of which a degree or diploma was conferred on an earlier occasion on this or any other scholar.



**Signature of the Supervisor**

**Dr. R. JAYAM**

Professor

Faculty of Management Studies

Dr.M.G.R Educational and Research Institute, University

Adyalampattu, Chennai-600095

## **ABSTRACT**

The present study looked at understanding Shoppers' experience and its influence on motivation and satisfaction resulting in consequent re patronage of malls. The present study is one of first studies that studies mall shopping motivation, satisfaction and re patronage from the perspective of the experience economy.

Having a glamorous high quality mall with high footfall does not guarantee profitability and this has been the challenge for mall managements. According to experts innovative marketing strategies that utilize the 4E concept are important to create value for malls by giving them a clear competitive advantage and leading to profitability and return on investment Therefore the purpose of the present study was to explore the effects of perceived value with regard to the 4Es, of the mall. The Indian consumer's satisfaction, motivation to visit and intention to re patronize the mall, were also studied.

The study revealed that the profile of the mall shoppers generally male, single, young (in the age group of 21-40), educated (mainly degree holders), employed or student and affluent (with income above Rs.5 lakh per annum). The study also revealed that money spent in the mall was 5% to 10% of the shoppers' income. Most shoppers perceived themselves as regular mall visitors. Weekends and holidays were the preferred days for visiting malls. Evenings were the preferred time to visit malls. The study also showed that 'Entertainment' is the main driver for mall visits.

The study showed that the perceived value (experiential value and functional value) of the mall results in satisfaction with the mall (Affect) and this translated into behavior motivation and re-patronage.

Various aspects such as window shopping, eating out, family outings, events, promotions and product launches and so on were studied, which contributed to experiential values and the purpose of visiting entertainment malls. The Functional values such as car parking, air conditioning, vendor trust and quality of service were found to be some reasons for visiting a particular mall. The attitude of shoppers towards entertainment and non-entertainment malls was also studied. The motivational factors such as the stimulation shopping provided, the sense of adventure that shopping brings and also the exposure to new products, were also analyzed. The satisfaction of the shopper with various aspects of the mall was also studied. The factors contributing to re-patronage was also looked at.

The findings indicate that perceived value being high in entertainment malls, the respondents display high satisfaction with the mall. This translates into satisfaction with the products, the price, the location and promotional aspects of the mall and its retail stores. This study is unique in that respect and reveals that overall mall satisfaction significantly influences satisfaction with the retailers in the mall.

The motivation, satisfaction and patronage variables show the role played by perceived experiential and functional value in influencing the process from motivation to re-patronage.

The study showed that Income, frequency of shopping and money spent significantly influence satisfaction with the mall. Another significant finding was that higher income groups were less concerned about costs in a mall. Satisfaction increased when the car parking cost and cost of goods was perceived to be low. A reasonable price perception again, increased satisfaction. The frequency of shopping is the most important demographic variable influencing satisfaction with the three variables studied.

The findings are mixed with regard to the different age groups and dissatisfaction is generally related to problems faced by that age group. For example, the older shoppers were dissatisfied with rest places, billing system and lack of entertainment for older people. The younger shoppers were satisfied with the food court, entertainment and billing

system. Overall the study revealed that older shoppers were more satisfied as compared to the younger shoppers.

Analysis of Education on Satisfaction revealed that different groups evinced different areas of satisfaction or dissatisfaction. The people with Master's degree were more time conscious and expected faster billing and checkout and better parking facilities. On the other hand the less educated expected more reasonable prices. Overall the satisfaction level was higher for the more educated shoppers.

The analysis of Occupation on Satisfaction shows that Professionals and Students are dissatisfied shoppers. Professionals are dissatisfied with the billing system, rest places, check out and entertainment for elders. Students were dissatisfied about the costs and prices in malls. The employees are the most satisfied with aspects of the mall. The study supports the fact that older shoppers and less educated shoppers experience higher hedonic value that motivates them to visit malls.

Further analysis of Age and its influence on motivation reveals that the 21-40 year olds are the most motivated by experiential and functional values. Analysis of Education and its influence on motivation using ANOVA reveals that those with Bachelor degree are the most motivated by the hedonic and utilitarian factors as compared to high school and Masters Degree shoppers.

Analysis of Income on Motivation using ANOVA showed that the “Rs.5,00,001–Rs.7,00,000” are **the most motivated**, followed by the “Rs. 300,001 – Rs. 500,000” group. The “More than Rs.7,00,000” are the **least motivated** out of all the income groups.

**KEY WORDS:** Malls, Shopping, Satisfaction, Motivation, Influencing, Promotion and Entertainment

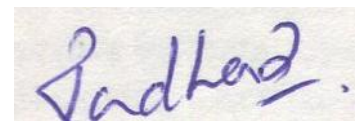
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