



Shoppers Behaviour at Malls in Tamilnadu

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Abstract

In changing cultural, demographic, political and economic environment, the consumers taste and preferences are changing drastically. Within the last three to four years, the department stores and traditional retailers in India have experienced great problems associated with improving their top line and bottom line, which has threatened the profile and identity of the retail market in India. The scope of this study is restricted to the consumer behaviour at malls in Tamilnadu. An effort to know the behaviour of the patrons in malls will enable the retailers to style appropriate strategies to supply quality products, valuable services, increase their profitability and staying before the competitors. Regression is that the determination of statistical relationship between two or more variables. In regression two variables are used. One variable (independent) is that the explanation for the behaviour of another one (dependent). When there are quite two independent variables the analysis concerning relationship is understood as multiple correlations and therefore the equation describing such relationship is named because the multiple correlation equation. It's of utmost importance to mall management to know the requirements and behavior of the targeted customers and deliver their offerings accordingly, in order that they will maximise the shares of their customers. The results of the present study cover many implications to the managers and marketers for an efficient, effective and productive mall management. Shoppers with different age bracket have different likings for mall characteristics. Mall managers and marketers should develop new strategies so as to draw in more and more a crowd by employing new ideas, new technologies, by offering complete family entertainment alongside an excellent shopping experience.

Keywords: Shoppers; Behavior; Retailers; Consumers and mall.

1. Introduction

Malls became rampant in urban and semi-urban pockets in India. Tamilnadu too isn't an exception to the present. The onset of reforms and therefore the opening from the economy are the forcing elements in mushrooming mall culture in India. Malls provide one platform for purchasing a variety of necessary products, thereby reducing the search cost in buying products, enhancing effectiveness in transactions, availing cost-effective avenues for purchases via discounts, enjoying the advantage of economies of scale in bulk buying and eventually saving the valuable time for other productive economic operations. The organized retail marketing movement pioneered by big international corporates and therefore the entry of domestic business giants like Reliance in India into the retail marketing have fuelled the establishment of shopping malls within the country. Shopping malls, aside from facilitating buying of products, offer employment opportunities to an outsized number of both educated and semi-educated people within the country. Since they follow fool proof accounting, they're an honest source of tax income to the governments. Local self-governments have also been the beneficiaries of malls established in urban and sub-urban areas as they provide regular and uninterrupted revenue to the local self-governments. Having seen these changes and benefits that the department stores have unleashed, now it might be pertinent to seem into the behavioural changes that malls make within the buying pattern of consumers. Hence this study made an effort to this the factors that drive the purchasers to go to and buy from the department stores. The analysis is predicated on a survey conducted among the visitors of certain well-established Malls in Tamilnadu. The Mall Intercept method is used to get information.

Obviously, the buying behaviour often seems to be counting on the costs of products, income of the customer, and moreover the urgency of the necessity to get such commodities. Nevertheless, the entry of malls has made changes within the buying behaviour of individuals. Theory postulate that buyers are rational which suggests in effecting a sale they consider inter alia factors just like the price of the commodity, the costs of relative commodities, and income available to the purchasers. They take a choice to get a product once they believe that whatever they pay thereto would be tantamount to what they expect from the merchandise. Unless the presumed tangency reaches, they still remain perplexed on whether the merchandise is to be purchased or not. But, it appears that the marketing and advertising strategies that the retailers in Malls adopt tend to make a sort of impulsive buying behaviour in prospective consumers which ends up from emotion ruling over rationality. Malls achieve creating this emotion

among the consumers and sometimes consumers enjoys excessive purchases. Children appear to be more emotional than rational and maybe thanks to this reason that it's unsurprising that the kids constitute the bulk visitors of Malls.

1.1. Need for the Study

The amount of retail space in Tamilnadu is growing dramatically, and retailers need to attract more shoppers to their mall. Malls that differentiate their offerings can build strong patronage, which can ultimately survive during this intense competition. Through a far better understanding of a demographic segment, marketers and retailers are going to be more capable of meeting their wants and wishes. This study provides significant insights into the character and sort of shopping motives that drive consumers to buy during a mall. So a correct understanding of the behaviour of shoppers are often financially beneficial to businesses. Understanding the way consumer shop and factors affecting shopper's behaviour help marketers to style simpler and efficient strategies. Only a few academic materials are available on the Indian mall shopper behaviour and none about Chennai. The review also indicates that a couple of studies were conducted on shopper's behaviour within the malls of varied district in Tamilnadu. Within the light of this context, this research has attempted to review the shopper's behaviour at malls in Tamilnadu.

1.2. Statement of the Matter

Understanding of consumer behaviour is that the essence for the survival of any business. In changing cultural, demographic, political and economic environment, the consumers taste and preferences are changing drastically. Within the last three to four years, the department stores and traditional retailers in India have experienced great problems associated with improving their top line and bottom line, which has threatened the profile and identity of the retail market in India. It's felt that there's a requirement of understanding the behaviour of consumer during a retail establishment and attend the extent of fulfilling the requirements and needs during a simpler and efficient way. This study contributes to the prevailing research in shopper behaviour and establishing the customer centric strategies of the department stores.

1.3. Scope of the Study

The scope of this study is restricted to the consumer behaviour at malls in Tamilnadu. An effort to know the behaviour of the patrons in malls will enable the retailers to style appropriate strategies to supply quality products, valuable services, increase their profitability and staying before the competitors.

1.4. Objectives of the Study

The confined objectives of this study are:

1. To review the perception towards the mall attributes among shoppers.
2. To review the shopping behaviour and repatronage to malls.
3. To supply suggestions for improvement, attracting and retaining the patrons of shopping malls on the idea of findings of the study.

1.5. Period of the Study

The period of the study ranges from September 2018 to September 2019.

2. Research Methodology

Research methodology may be a scientific and systematic thanks to solve research problems. The research methodology deals with research methods and brought into consideration the logic behind the methods. In total, the research methodology of the study includes research design, sampling framework, data collection, framework of study and limitations.

2.1. Research Design of the Study

Research design is that the conceptual structure within which the research is conducted. It's a blue print for the gathering, management and analysis of the info. The research design within the present study is descriptive in nature since it describes the phenomena of motivation to buy in malls, perception towards the mall attributes, satisfaction towards the department stores, shopping behaviour in malls and repatronage intention. Aside from this, this study has its own objectives and pre-determined methodology. It's purely descriptive in nature.

2.2. Sources of Knowledge

This study is totally supported the first data. The secondary data collected from the books, journals, magazines and websites were wont to form the theoretical framework of the study and therefore the review of literature. The first data was collected personally with the assistance of structured questionnaire.

2.3. Framework of Study

The analysis of knowledge during a research plays a pivotal role within the sense that it interprets, justifies and proves the hypothesis and therefore the proposals. The judicious blend of analytical tools used has its own impact on the findings of the research, thereby making it highly objective and scientific. During this context, the tools for analysis are rightly chosen as follows.

2.4. Correlation Coefficient

The most familiar measure of dependence between two quantities is that the Pearson product-moment coefficient of correlation, or "Pearson's Correlation." it's obtained by dividing the covariance of the 2 variables by the merchandise of their standard deviations. Karl Pearson developed the coefficient from an identical but slightly different idea by Galton.

The population correlation coefficient $\rho_{X,Y}$ between two random variables X and Y with expected values μ_X and μ_Y and standard deviations σ_X and σ_Y is defined as:

$$\rho_{X,Y} = \text{corr}(X, Y) = \frac{\text{cov}(X, Y)}{\sigma_X \sigma_Y} = \frac{E[(X - \mu_X)(Y - \mu_Y)]}{\sigma_X \sigma_Y},$$

Where E is the expected value operator, cov means covariance, and, corr a widely used alternative notation for Pearson's correlation.

The Correlation Co-efficient has been applied on relationship among various dimensions of motivation to buy in malls, perception towards the mall attributes, satisfaction towards the department stores, shopping behaviour in malls and repatronage intention.

2.5. Multiple Regression Analysis

When there's a variable which depends on quite one experimental variable, then nobody analysis will reveal the connection. For this purpose, the multiple correlation analysis was administered. The cause and effect relationship between dependent and independent variables are administered by the multiple correlation Analysis.

The general sort of the regression model is:

$$Y = a + b_1 X_1 + b_2 X_2 + \dots + b_n X_n + e$$

Where

Y = Dependable Variable

X_1, X_2, \dots, X_n = Independent Variables

b_1, b_2, \dots, b_n = parametric statistic of Independent variables

a = Constant; and

e = Error Team

In this study, the multiple correlation analysis has been wont to determine the impact of varied dimensions of perception towards the mall attributes on satisfaction towards the department stores.

2.6. Correlation Analysis

Relationship among dimensions of Motivation to buy in malls during this study Motivation to buy in malls consists of seven that measure Achievement shopping, Value Shopping, Idea Shopping, Social Shopping, Adventure, Gratification shopping and Motivation to buy.

Ho: there's no relationship among various dimensions of motivation to buy in malls.

Table-1. Relationship among dimensions of Motivation to shop in malls

Motivation to shop in malls	Achievement shopping	Value Shopping	Idea Shopping	Social Shopping	Adventure	Gratification shopping	Motivation to Shop
Achievement shopping	1.000	0.092 [*]	0.030	0.029	0.200 [*]	-0.085	0.116
Value Shopping		1.000	0.131 ^{**}	0.250 [*]	0.204	0.313 ^{**}	0.085 [*]
Idea Shopping			1.000	0.476	0.310 ^{**}	0.030	0.169
Social Shopping				1.000	0.497 ^{**}	0.098 ^{**}	0.029
Adventure					1.000 ^{**}	0.213 ^{**}	0.346 ^{**}
Gratification shopping						1.000	0.110 [*]
Motivation to Shop							1.000 ^{**}

^{**}.Correlation is significant at the 0.01 level (2-tailed).

From the above table it can infer that the coefficient of correlation for motivation to buy in malls is positive. It are often concluded that Achievement shopping has positive and powerful relation with Value Shopping (9.2%), Idea Shopping (3%), Social Shopping (2.9%), Adventure (20%), Gratification shopping (-8.5%) and Motivation to buy (11.6%). Value Shopping has positive and powerful relation with Idea Shopping (13.1%), Social Shopping (25%), Adventure (20.4%), Gratification shopping (31.3%) and Motivation to buy (8.5%). Idea Shopping has positive and powerful relation with Social Shopping (47.6%), Adventure (31%), Gratification shopping (3%) and Motivation to buy (16.9%). Social Shopping has positive and powerful relation with Adventure (49.7%), Gratification shopping (9.8%) and Motivation to buy (%). Adventure has positive and powerful relation with Gratification shopping (21.3%) and Motivation to buy (34.6%). Gratification shopping has positive and powerful relation with Motivation to buy (11%). Relationship among dimensions of Perception towards the mall attributes during this study Perception towards the mall attributes consists of 5 that measure Variety products, Physical evidence, Prices of the merchandise, Entertainment and Layout.

Ho: there's no relationship among various dimensions of perception towards the mall attributes.

Table-2. Relationship among dimensions of Perception towards the mall attributes

Perception towards the mall attributes	Variety products	Physical evidence	Prices of the product	Entertainment	Layout
Variety products	1.000	0.244**	0.039	0.127	0.041**
Physical evidence		1.000	0.285**	0.248**	0.189
Prices of the product			1.000	0.523	0.371**
Entertainment				1.000**	0.172**
Layout					1.000**

**Correlation is significant at the 0.01 level (2-tailed).

From the above table it can infer that the coefficient of correlation for Perception towards the mall attributes is positive. It are often concluded that Variety products has positive and powerful relation with Physical evidence (24.4%), Prices of the merchandise (3.9%), Entertainment (12.7%) and Layout (4.1%). Physical evidence has positive and powerful relation with Prices of the merchandise (28.5%), Entertainment (24.8%) and Layout (18.9%). Prices of the merchandise has positive and powerful relation with Entertainment (52.3%) and Layout (37.1%). Entertainment has positive and powerful relation with Layout (17.2%). Relationship among dimensions of Satisfaction towards the mall during this study, Satisfaction towards the mall consists of three that measure Facilities, Products and Convenience.

Ho: there's no relationship among various dimensions of satisfaction towards the mall.

Table-3. Relationship among dimensions of Satisfaction towards the mall

Satisfaction towards the mall	Facilities	Products	Convenience
Facilities	1.000	0.557**	0.165**
Products		1.000	0.573**
Convenience			1.000

**Correlation is significant at the 0.01 level (2-tailed).

From the above table it can infer that the coefficient of correlation for Satisfaction towards the mall is positive. It are often concluded that Facilities has positive and powerful relation with Products (55.7%) and Convenience (16.5%). Products has positive and powerful relation with Prices of the Convenience (57.3%). Relationship among dimensions of Shopping behaviour in malls during this study, Shopping behaviour in malls consists of 5 that measure Impulse buying, Quality conscious, Risk taking, operation and Time and money spent.

Ho: there's no relationship among various dimensions of shopping behaviour in malls.

Table-4. Relationship among dimensions of Shopping behaviour in malls

Shopping behaviour in malls	Impulse buying	Quality conscious	Risk taking	Information gathering	Time and money spent
Impulse buying	1.000	0.550**	0.150**	0.356	0.076**
Quality conscious		1.000	0.122**	0.210**	0.129
Risk taking			1.000	0.569**	0.211**
Information gathering				1.000**	0.442**
Time and money spent					1.000**

**Correlation is significant at the 0.01 level (2-tailed).

From the above table it can infer that the coefficient of correlation for shopping behaviour in malls is positive. It are often concluded that Impulse buying has positive and powerful relation with Quality conscious (55%), Risk taking (15%), operation (35.6%) and Time and money spent (7.6%). Quality conscious has positive and powerful relation with Risk taking (12.2%), operation (21%) and Time and money spent (12.9%). Risk taking has positive and powerful relation with operation (56.9%) and Time and money spent (21.1%). Information gathering has positive and powerful relation with Time and money spent (44.2%).

Impact of Dimensions of Perception towards the Mall Attributes On Satisfaction towards the Department Stores

Regression is that the determination of statistical relationship between two or more variables. In regression two variables are used. One variable (independent) is that the explanation for the behaviour of another one (dependent). When there are quite two independent variables the analysis concerning relationship is understood as multiple correlations and therefore the equation describing such relationship is named because the multiple correlation equation.

Multivariate analysis cares with the derivation of an appropriate mathematical expression springs for locating values of a variable on the idea of experimental variable. it's thus designed to look at the connection of a variable Y to a group of other variables X1, X2, X3.....Xn. the foremost commonly used equation in $Y = b_1 X_1 + b_2 X_2 + \dots + b_n X_n + b_0$

Here Y is that the variable, which is to be found. X1 , X2 ,... and Xn are the known variables with which predictions are to be made and b1, b2 ,....bn are coefficient of the variables.

In this study, the variable is Satisfaction towards the malls; Independent variables are perception towards the mall attributes they're variety products, physical evidence, prices of the merchandise, entertainment and layout are discussed as follows:

Dependent Variable – Satisfaction towards the department stores (y)

Independent Variable

- i. Variety products (X1)
 - ii. Physical evidence (X2)
 - iii. Prices of the merchandise (X3)
 - iv. Entertainment (X4)
 - v. Layout (X5)
- Multiple R value: 0.674
 - R Square value: 0.454
 - Adjusted R square value: 0.450
 - F value: 96.893
 - P value: 0.000

Table-5. Perception towards the mall attributes on satisfaction towards the malls

Variables	Unstandardized Coefficients(B)	S.E error of B	Standardized Coefficients Beta	t-value	p-value
Constant	1.158	0.166	-----	6.998	0.000
Variety products	0.013	0.029	0.014	0.439	0.661
Physical evidence	0.190	0.029	0.217	6.514	0.000**
Prices of the product	-0.077	0.032	-0.092	-2.378	0.018*
Entertainment	0.048	0.027	0.064	1.770	0.077
Layout	0.542	0.029	0.618	18.579	0.000**

Note: ** Denotes significant at 1% level

* Denotes significant at 5% level

The multiple regression coefficient is 0.674 measures the degree of relationship between the particular values and therefore the predicted values of the Satisfaction towards the department stores. Because the anticipated values are obtained as a linear combination of Variety products (X1), Physical evidence (X2), Prices of the merchandise (X3), Entertainment (X4) and Layout (X5) the coefficient value of 0.674 indicates that the connection between Satisfaction towards the department stores and therefore the five independent variables is sort of strong and positive.

The Coefficient of Determination R-square measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation within the dependent variables explained by the fitted sample regression of y on x. Thus, the worth of R square is 0.454 simply means about 45.4% of the variation in Satisfaction towards the department stores is explained and R square value is critical at I Chronicles level.

The multiple correlation equation is

$$Y = 1.158 + 0.013 X_1 + 0.190 X_2 + 0.077 X_3 + 0.048 X_4 + 0.542 X_5$$

Here the coefficient of X1 is 0.013 represents the partial effect of Variety products on Satisfaction towards the department stores, holding the opposite variables as constant. The estimated positive sign implies that such effect is positive that Satisfaction towards the department stores would increase by 0.013 for each unit increase in Variety products and this coefficient value isn't significant at I Chronicles level. The coefficient of X2 is 0.190 represents the partial effect of Physical evidence on Satisfaction towards the department stores, holding the opposite variables as constant. The estimated positive sign implies that such effect is positive that Satisfaction towards the department stores would increase by 0.190 for each unit increase in Physical evidence and this coefficient value is critical at I Chronicles level. The coefficient of X3 is 0.077 represents the partial effect of costs of the merchandise on Satisfaction towards the department stores, holding the opposite variables as constant. The estimated positive sign implies that such effect is positive that Satisfaction towards the department stores would increase by 0.077 for each unit increase in Prices of the merchandise and this coefficient value is critical at 5 the extent. The coefficient of X4 is 0.048 represents the partial effect of Entertainment on Satisfaction towards the department stores, holding the opposite variables as constant. The estimated positive sign implies that such effect is positive that Satisfaction towards the department stores would increase by 0.048 for each unit increase in Entertainment and this coefficient value isn't significant at 1% level. The coefficient of X5 is 0.542 represents the partial effect of layout on Satisfaction towards the department stores, holding the opposite variables as constant. The estimated positive sign implies that such effect is positive that Satisfaction towards the department stores would increase by 0.542 for each unit increase in layout and this coefficient value is critical at 1% level. Based on standardized coefficient, Layout (0.618), Physical evidence (0.217), Prices of the merchandise (0.092) is that the most vital factors to extract Satisfaction towards the department stores, followed by Entertainment (0.064) and Variety products (0.014).

3. Suggestions

Shopper behaviour stemmed from the very fact that it's clearly portrayed deeper insights into the behaviour of the individuals who frequently visit the shopping malls. This study highlights the influence of varied variables towards shopping behaviour. The variables selected for this study was the acceptable one, as motivation to buy in malls, perception towards mall attributes and satisfaction towards the mall features a great influence on the behaviour of the patrons and repatronage to malls.

1. it's of utmost importance to mall management to know the requirements and behavior of the targeted customers and deliver their offerings accordingly, in order that they will maximise the shares of their customers. The results of the present study cover many implications to the managers and marketers for an efficient, effective and productive mall management.
2. Shoppers with different age bracket have different likings for mall characteristics. Mall managers and marketers should develop new strategies so as to draw in more and more a crowd by employing new ideas, new technologies, by offering complete family entertainment alongside an excellent shopping experience.
3. Homemakers are found to possess unfavourable responsiveness towards the mall than other shoppers. Mall managers are suggested to organise events, concerts, live performances, promotions and exhibitions, to get heavy footfalls and to succeed in specific segments and demographic groups of the purchasers.
4. Weekend is that the preferable day to go to the mall and therefore the preferable timing is evening, and it leads to crowding and reduces the satisfaction level of shoppers. Mall managers should develop new strategies to draw in customers of homemakers in weekdays and within the morning and afternoon timing. Special mall promotion events and exhibits cause shoppers to go to a mall more frequently.
5. The mall managers should recruit retailers that provide a spread of products which include groceries, homeware, clothing and accessories so as to cater the requirements of the mall visitors. Additionally, the mall developers should provide sufficient dine out options that meets the expectations of various mall visitors. Furthermore, the retailers at the malls should develop promotional programs that make mall visitors to perceive shopping mall dine out options as venues to celebrate special occasions.
6. Consumers are showing a willingness to shop for a good range of products and services, including general merchandise, electronics, fashion, flowers, gifts, fun, entertainment, dining then on. Hence the tenant mixture of a shopping mall is recognized widely as a critical determinant of selling and financial success. a robust tenant line-up is especially for a mall is crucial, as these centers endeavour to determine their market position and market share. Malls can highlight their tenant mix, the specified quantity and quality so as to face the increasing competition.
7. Physical evidence was valued highly by customers, items associated with the aesthetics like interior design, fragrance, temperature and therefore the lightning of the department stores were observed to get high acceptance from the respondents. Parking is found to be a serious deciding factor while select which mall to go to. Congested and unorganised parking lots were found to be an enormous close up for many visitors. Therefore, it's strongly suggested that this is often one area where the builders and therefore the management of the department stores should focus totally on.
8. The parking bays / pillars should be numbered or serially ordered in order that the visitors can locate their vehicles easily once they return from their shopping trips, otherwise tending to show the entire shopping experience into a horrible affair. Mall managers should suggest and develop models for differential parking rate system in peak hours and lean hours, for weekdays and weekends, and on festive occasions.
9. Shoppers were found to think about price discounts as a crucial promotional tool within the malls. therefore the retailers within the malls make sure that they provide well deals, bargains and schemes for all categories and classes of consumers, and as frequently as possible. On the opposite hand, free gifts and services are often an honest way of conveying the worth to consumers when discounts tend to harm the perception of quality. Mall managers should specialise in providing information about retailers offer beforehand for the purchasers who make their purchase decisions before mall visits.
10. Customers seek variety during their mall visits. Mall managers and retailers got to specialise in improving store atmosphere, introducing recreational and fun activities, adding to the entertainment and therefore the emotional worth to deal with the requirements and interests of the patrons. Individuals driven largely by pleasure and family orientations are likely to be valued the hedonic dimensions of shopping.
11. Store layout influences the customer who involves the mall for shopping then to relax. If the arrangement of layout is planned, it'll attract the purchasers. Customers usually just like the mall that's easy to buy and to seek out and obtain the items that they need to shop for. Customers who come just to relax are more likely to possess been cheering landscape of their mind.
12. Satisfaction towards the mall also increased shopping value derived from visiting the mall. This study shows that mall attributes activate reactions in shoppers. Mall owners should do more on improving shopping value, store atmosphere, more assortments of novel products, pleasant product display then on. It's especially important to specialise in mall attributes that influence return to the mall and by modifying the content of their services from time to time to evoke the foremost desired consumer emotions and enhance satisfaction. Customers show high acceptance to dimensions like facilities, products and convenience.
13. Mall managers should focus predominantly on the facilities management within the malls like ambience, security, housekeeping, sanitation, hygiene, ventilation et al., the utility's managements like electricity copy, firefighting, air con, water resources, disposal, pollution control, et al.. Lighting, temperature, background music and attractive scents contribute to make a warm atmosphere where one wishes to remain. Mall managers and marketers should bundle all the things while designing the mall and to develop a preventive maintenance management system, which the mall has got to offer to the purchasers, so as to draw in them, make them stay longer and spend more.
14. An experience also features a positive influence on the customer's intention to hide longer distances to arrive to a particular chosen mall. This shows that a consumer are going to be willing to drive or walk to the

mall which provides exciting shopping experiences, in spite of removing nearer options. Some shoppers visit the mall to browse instead of buy.

15. The people visiting the mall should be encouraged to go to the mall repeatedly. So it's necessary to please the patrons with the shopping experience by store promotions like lucky draws for entrants, surprise winners then on, at random. a private who extends his stay during a mall longer than planned has more possibilities of undertaking a better number of purchases and thus, spend more.
16. Malls became an area for various purposes like dining, watching movies, hanging out, meeting friends and shopping. Hence, mall managers should understand that mall has become something quite an area to shop for products, and that they should transform the department stores that might offer energetic and vibrant stores with attractive product merchandise; many entertainment bundled with modern, more sophisticated atmospherics and facilities, necessary to lure the target customers. Concentrating more on these can retain their shoppers to repatronage the mall.

4. Conclusion

The growing consuming class including the entry and expansions of an organised sector within the recent years has set the pace of the company investment within the retail business. Though the Indian retail business looks small, in comparison to developed markets, it's attractive enough to ask the eye of the investors. As human behaviour may be a complex phenomenon, the buying motives that drive the consumers to the shopping malls got to be studied. The segmentation of the market supported demography, psychographic, geographic and therefore the like are needed to plan appropriate strategies to draw in the consumers. India is now the new hub of the mall culture lovers. The situation of the mall assumes significance, because it is paramount importance to settle on the perfect place for starting the operations. Because of the important estate boom, the costs of the vacant sites have skyrocketed, requiring an enormous investment within the land and building. Additional investment is required for interior decoration and creating a pleasing ambience for luring the consumers. The various features of shopping malls got to be organised within the right perspective so as to make sure the patronage of the consumers. The improved and safe environment must be prevalent for the consumers to experience the comforts while completing shopping. The standard of products kept may be a vital element that ought to never be compromised. Any disappointment experienced by a consumer whatsoever will spread like fire, threatening the survival of the organisation. Overall, it's a busy task on the part of those that enter for investing their money within the organised retail and their survival and growth largely depend upon how they're ready to maintain their customer relationship intact. It should be noted here that there's an unprecedented growth within the urban consumer base and their tastes and preferences have undergone a sea of changes.

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