

A Study on Time and Money Spent by Customers in Different Zones of Mall Visit After Pandemic.

¹Mrs. Mithili Gaurishankar, ²Ms. Shubhangi Ujjainkar, ³Ms. Renuka Agarhari

¹Assistant Professor

²Bachelor of Commerce(Accounting and Finance)-Second Year,

³Bachelor of Commerce(Accounting and Finance)-Second Year, SST Arts and Commerce, Ulhasnagar.

Abstract:

The purpose of this study is to explore the impact of customer visits to different zones of the mall after pandemic. Examined by collecting primary data using the variables of time, money spent in different zones that is according to age, gender, income, fashion consciousness etc. Also the things that they have purchased, importance in their lifestyle was known. The response was collected from different regions. The frequency of visiting helps us to understand the motto of the visit and their spending in different zones after pandemic. The collected data further accessed used the chi-square test, to find the result.

Key words: time spent, money spent, different zones, shopping, mall.

Introduction:

People have congregated in particular places and throughout time to interact, share knowledge, and exchange goods throughout history. A shopping mall, shopping centre, shops, shopping precinct, or simply mall is one or more buildings that comprise a complex of stores that serve as merchandisers. Visitors can easily go from one store to the next thanks to interconnected walkways, and there is also a parking area. The so-called fourth- and fifth-generation facilities have been seen at a different stage of development. Researchers have long sought to pinpoint the factors that influence customers' purchasing choices when they are in the store.

This study looks at the relative effects of many factors, including demographic factors (gender, age, and income), fashion consciousness, and visual marketing, on customers' perceptions of the time they spend browsing for clothing products (hereinafter time spent shopping).

Modern cities are mostly built on shopping centers, which has an impact on the daily routines, interpersonal connections, and movement of the citizens.

The amount of time that customers spend shopping is one aspect of consumer behavior that is thought to be extremely important, but has not got enough research. Although earlier research suggests that shopping time is positively correlated with purchase outcomes, and retailers want their customers to spend as much time as possible in their stores to maximize their purchasing outcomes, the task today may not be as easy for fashion retailers because consumers are changing their behavioral patterns. Time is a valuable and rare resource since many consumers are time-constrained and more time-sensitive (Lucia-Palacios, Pérez-López, and Polo-Redondo, 2016).

This study looks at the relative effects of a range of factors, such as demographic factors (gender, age, and income), fashion consciousness, and visual shopping, on customers' perceptions of the time they spend shopping and buying clothing products (hence time spent shopping). When taken into account together in one model, it is less clear how all those factors, which may affect hours spent buying and were found to be significant in studies on fashion retailing, affect time spent buying clothing. The antecedents of time spent shopping in various retail settings have been studied in previous study;

Literature Review

Many researchers have explored the attributes and features that make a shopping mall more attractive to visit and spend time there. Other researchers have figured out the motives consumers go to shopping malls. Shopping malls play an important role in a consumer's life. Jin and Kim (2003) research discovered that Korean consumers visit retail establishments for utilitarianism, excitement, and sociability. Socialization is connected to a liking for social gatherings, distraction since shopping is viewed as a free time to break up one's routine, and utilitarianism as factors that relate to the practical intent of shopping (p. 406).

Tiwari and Abraham (2010) observed that individuals have high expectations from the malls and that, aside from being places for shopping, malls are places for socializing and entertainment. For them, malls serve as one-stop shops where they can eat, watch movies, hang out, meet up with friends both new and old, and shop. A great value can be found at shopping centers. This is due to the fact that most products are sold by manufacturers to the end consumer at their own retail outlets, which lowers the expense of middlemen and/or shopping malls transmit a part of the profits to customers through discounts and programmes to foster customer loyalty.

(Sharma, 2012: 278) because consumers do consider savings when calculating their final payment. To ensure they are getting the greatest deal, consumers prefer to be informed in advance about sales and promotional events (Goel & Dewan, 2011: 47).

D. & J. Dubihlela (2014) found that the following benefits are primarily given by shopping malls: merchandising (the products, quality variety, and availability), atmosphere (pleasant interior design of the shopping mall), accessibility (distance to shopping mall), entertainment (the variety of recreation, and catering service), and in-mall convenience (ease of navigation within the shopping mall) (p. 685). Choosing a shopping center argues that the main criteria are closeness to the city center, clean and tidy, easy accessibility, safety, quality product sales, spacious and easy navigation, café and restaurants, and escalators. Visitors want to reach the shopping centers easily and feel comfortable inside of it. In fact, the purpose of shopping centers is to attract people to a closed space that is large, spacious and isolated from the outside world, and to make people have a goodtime and to go shopping (p. 212).

Nazari & Hesari (2012) found that shopping malls can change as well the consumers' behavior. It can affect the number of times of purchasing; can lead to impulsive purchasing and change the time of purchasing (p. 289). Shopping in a mall may contribute to life satisfaction through four key life domains: (1) consumer life, (2) social life, (3) leisure life, and (4) community life. A shopping mall can contribute significantly to consumer well-being by providing shoppers with an assortment of stores that carry much needed goods and services. A shopping mall can contribute significantly to social well-being by providing shoppers a venue that allows them to gather with other people such as friends and relatives to interact and socialize. A shopping mall can contribute significantly to leisure well-being by providing shoppers an entertainment venue. Many shopping malls host implicit and explicit entertainment programs. Implicit entertainment may occur in the form of browsing through the mall and stores within. Explicit entertainment occurs, for example, when shoppers go a movie theater within the mall or visit a video arcade. Finally, a shopping mall can contribute significantly to community well-being by providing a meeting place for community residents to assemble, socialize, and experience a sense of community. Enhancing well-being in the consumer, Social, leisure, and community life domains serve to increase overall life satisfaction. Consumers pay attention as well to the environment and the interior of shopping malls.

Teik et al.'s (2015) research reveals that there are significant positive relationships between interior settings, music, and employee engagement with consumer behavior. A mall that has good atmospherics is one that motivates shoppers to linger around, take their time doing their shopping, and encourages people to use the mall to experience leisure, social, and community events. Conversely, a mall that has poor atmospherics is likely to repel then attract shoppers. That is, shoppers are likely to feel reluctant to do their shopping in a mall with poor atmospherics; and even if they feel they have to, they may limit their time at

the mall to buy only. That is, they are not likely to consume entertainment services; they are not likely to eat and socialize with others at the mall; and they are not likely to treat the mall as a community gathering place

(El-Hedhli, 2015). According to Burns and Warren (1995), the main distinction between many of these centers is usually just location because the store mixture and product offerings of many local shopping malls are quite similar. Therefore, it often doesn't seem like a rational decision to choose a regional shopping center besides the one that was closest to one's place of living for shopping. But it seems like this kind of behavior is rather typical. Therefore, it would seem that choosing a regional mall might not always be based purely on the selection and location of the available shopping options.

Hypothesis:

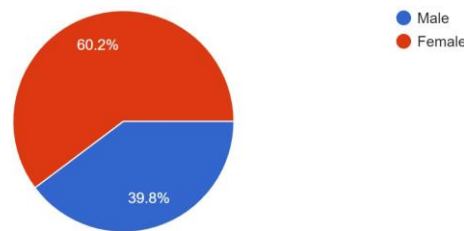
The hypothesis are

H0= Time and money spent in the mall are dependent after a pandemic. H1=both are independent.

Result Analysis:

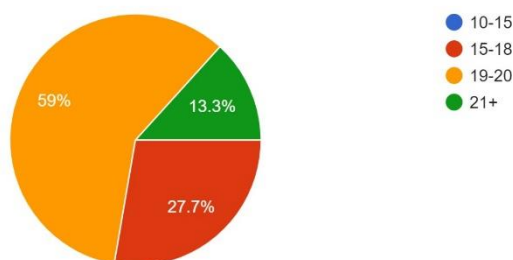
This is the survey on understanding the financial condition in different areas. The questionnaire was sent and 83 people in different fields responded for the survey. The confidential statements were sent with clear instructions to get the honest responses.

Gender
83 responses



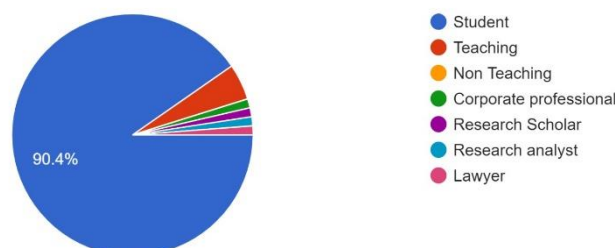
In the total survey 60.2% are female and 39.8% are male responded to the survey.

Age Group
83 responses

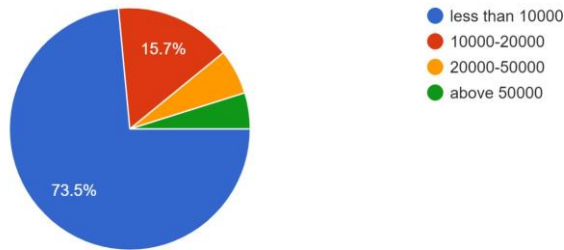


The age group of 19-20 years old was given 59% of the survey, 27.7% of 15-18 years old and 13.3% is of 21+ years old.

Your professional
83 responses

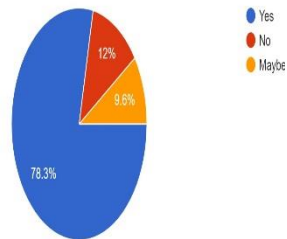


Your monthly income
 83 responses

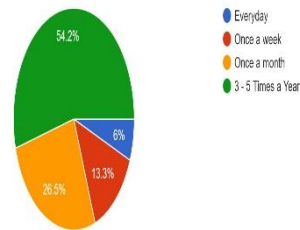


The response 73.5% was working people with a monthly salary less than 10,000.

Do you visiting Malls ?
 83 responses

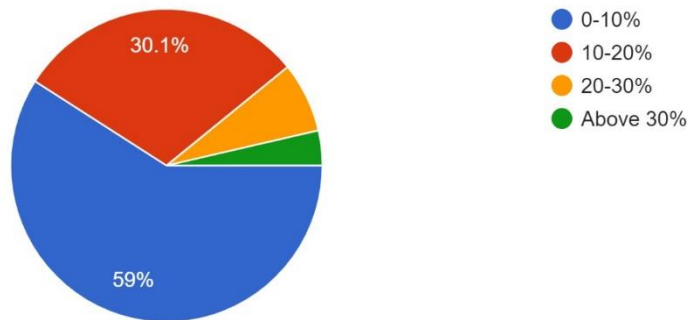


The frequency of your visiting to shopping malls
 83 responses



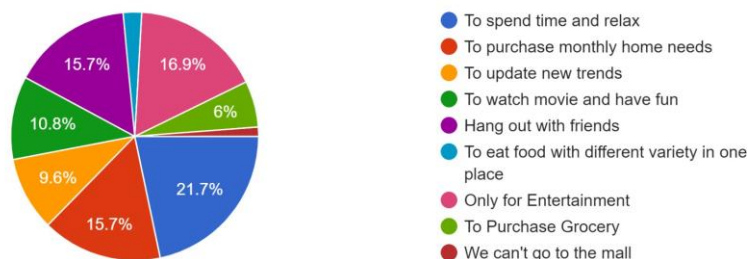
78.3% responded are visiting malls, 12% are not visiting malls in the response. 54.2% visit 3-5 times in a year, 26.5% visit once in a year. 13.3% visit in a week and the remaining 6% used to wear it daily.

Your spending ratio from your salary in mall
 83 responses



59% spent 0-10% of their salary in the mall, 30.1% spending 10-20% and the remaining others.

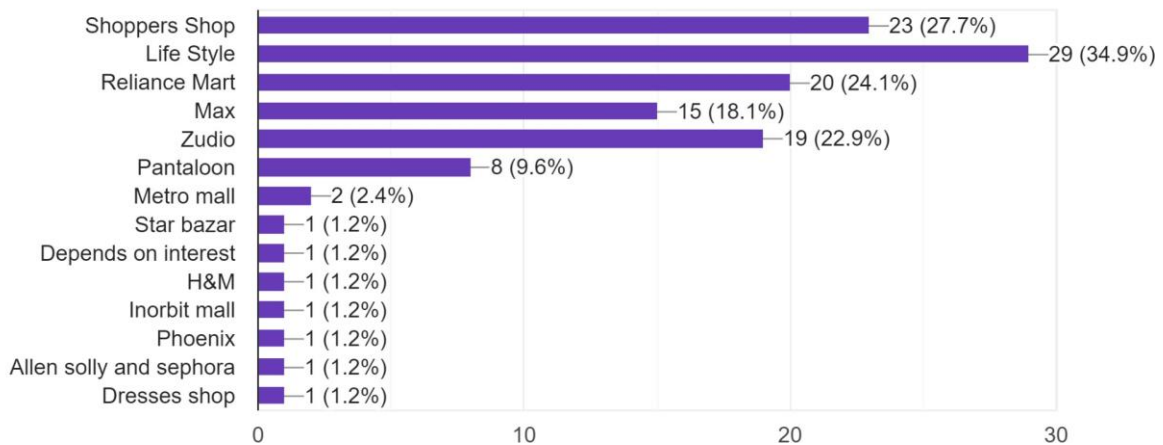
Reason to visit the Mall
 83 responses



Questions	Percentage response
To spend time and relax	21.7%
To purchase monthly home needs	15.7%
To update new trends	9.6%
To watch movie and have fun	10.8%
Hang out with friends	15.7%
To eat food with different variety in oneplace	21.7%
Only for Entertainment	16.9%
To purchase grocery	6%

Your favourite shops in mall

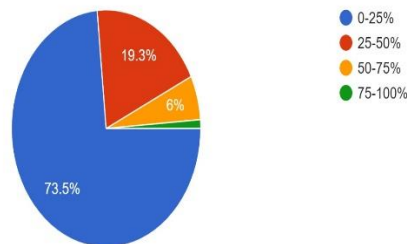
83 responses



The list of favorite shops in the mall is given above.

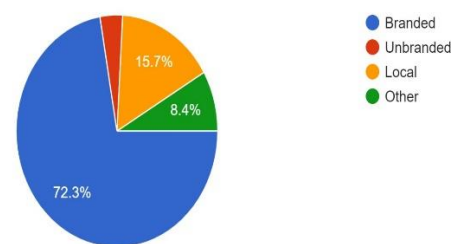
How many % things in your home are purchased from Mall

83 responses



What type of items, do you prefer to buy in the malls?

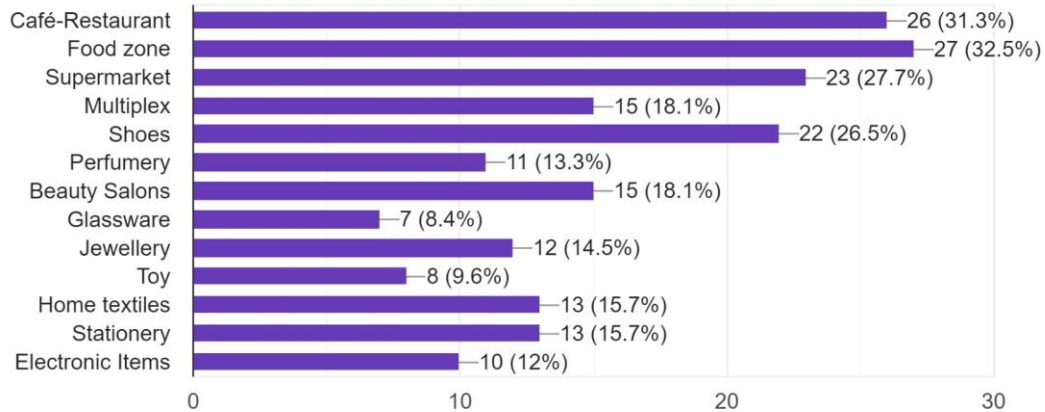
83 responses



73.5% of home things in response were purchased from the mall. 19.3% responseis 25-50%. 6% have 50-75 %. In the survey, 72.3% responded that they like to buy brands.

More money spend in which store listed below

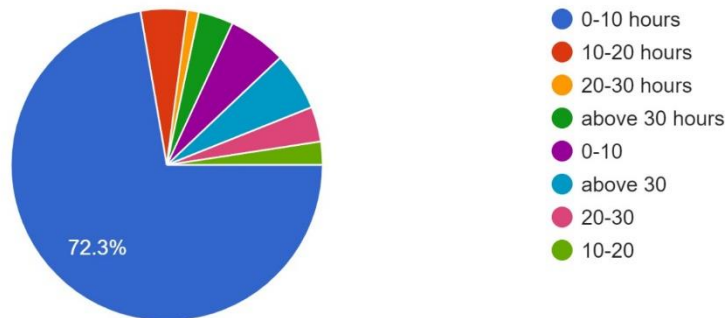
83 responses



Many spent in different stores was in the figure, which shows that the money spent in cafe-restaurants and food zones is more.

How much time, do you spend in Mall

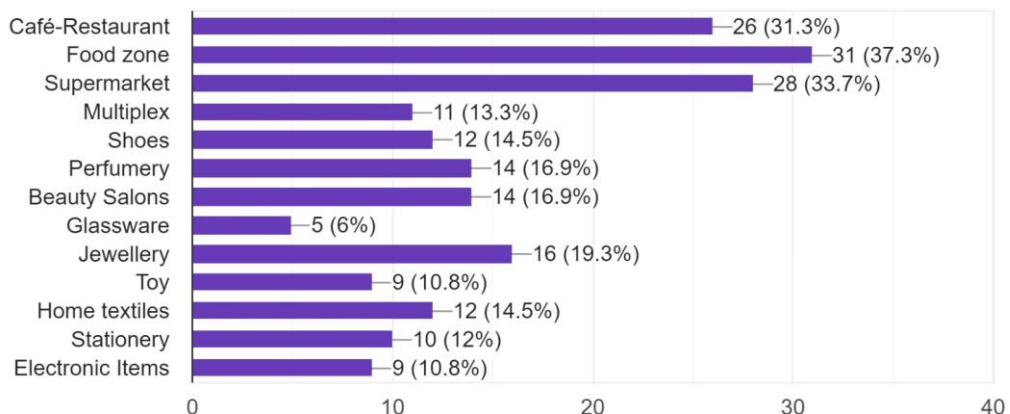
83 responses



Maximum time spent by response in the mall is 72.3%.

More time spend in which store listed below

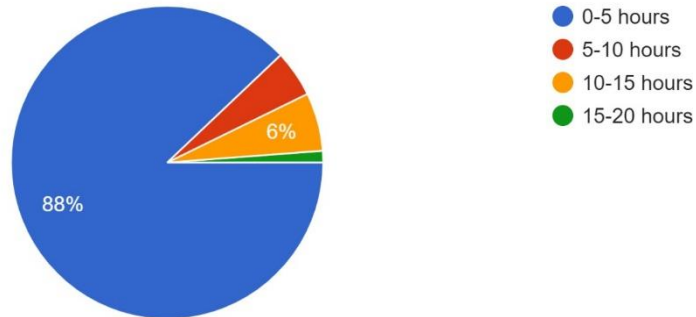
83 responses



Time spent in a cafe-restaurant is more than other stores.

How much time spend in food zone?

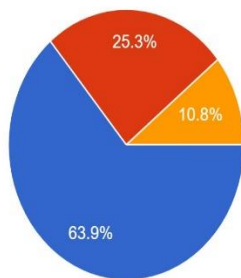
83 responses



Time spent in the food zone upto 5% is 88%.

How do you feel about the prices at the mall ?

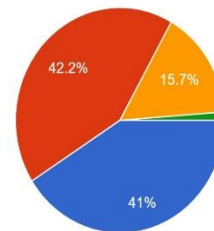
83 responses



What is your opinion about the parking facility in the mall ?

83 responses

● Costly rate
 ● Margin rate
 ● Any Other

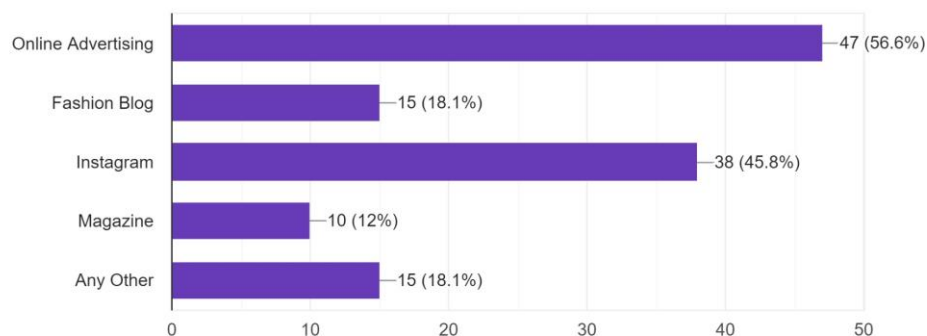


● Excellent
 ● Good
 ● Fair
 ● Poor

Costly rate prices at the mall were responded by 63.9% and 41% excellent, 42.2% good responded to the parking facility.

How do you get information about new fashion products ?

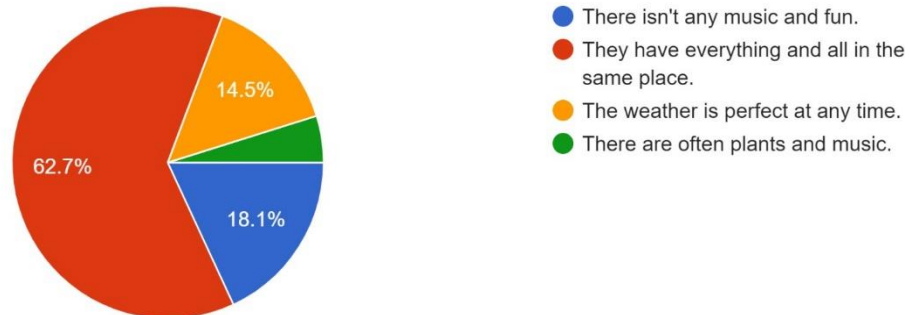
83 responses



The update of information about new fashion products from the mall, the response from 56.6% online advertising, 18.1% fashion blog, 45.8% instagram, 12% from magazine, 18.1% from other.

Why are shopping malls popular?

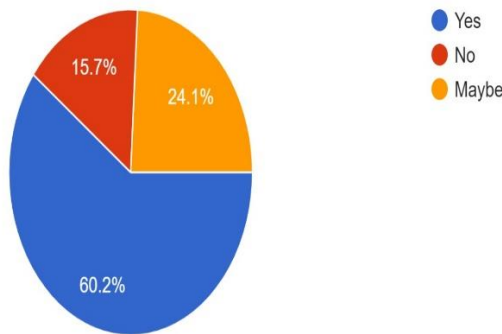
83 responses



The responses responded to the reason why the shopping malls are popular is in the above diagram.

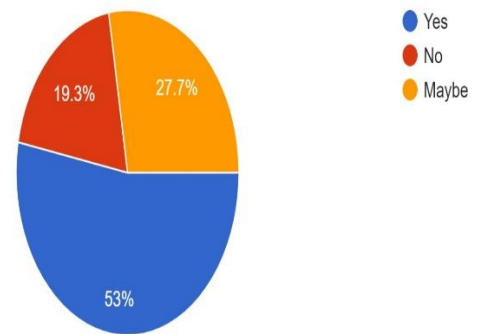
Did the store have a reasonable return and exchange policy?

83 responses



Was it easy to find all items as per your need in your budget?

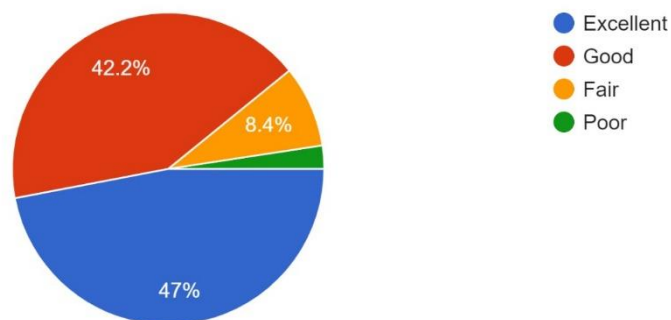
83 responses



In the response 60% said they were satisfied with the return and exchange policy. 53% responses were able to find the items in mall as per their need.

How do you feel about the overall experience when you are at the mall?

83 responses



47% responded the overall experience in the mall was excellent, 42.2% of the respondents said good, 8.4% responded fair and remaining poor.

The survey helps to determine the spending and items in home after a pandemic.

Expected Outcomes:

From the observation, the observed table is

	0-25%	25% above	Total
Spent % from the salary	73	9	82
Mall things in home	60	15	75
Total	133	24	157

From the observed table ,the expected table using formula is

	0-25%	25% above	Total
Spent % from the salary	69.47	12.54	82.01
Mall things in home	63.54	11.46	75
Total	133.01	24	157.01

The value after using chi-square formula(in Excel) gives the value 7.86 , the CV is 3.841 Using the chi-square test, the expected outcome was concluded to chi-square value is greater than CV value. Hence,it rejects the null hypothesis.

Results that time and money spent in the mall are dependent

Future Scope:

The future scope from this study ,helps to implement and improve the customer service, economic conditions of the mall into the next level.

Conclusion:

The purpose of the study is to investigate the customer attitude towards malls after the pandemic. It was found that even after the pandemic, visits of people to malls not only for purchase but also for time spent was increased. The primary data collected from individuals to know the current situation. Using the chi- square test is used to conclude. This study helps to improve the present nature of people who visit malls. It can be extended to many variables in future.

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