An Evaluation of Consumer Buying Perception at Shopping Mall

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Abstract: **Recent scenario retailing is main business. Recent technology and development have made retail to become more profit oriented and thus by introducing different types of retail formats, shopping mall is one of different format of retail, different type's shops come under one roof. Now days shopping malls entry into small town like Shivamogga. So understand their expectation level and study the shopping behavior in mall and evaluate the consumer opinion in shopping mall.**

Methodology: This research using descriptive method, primary data collected from structured questionnaire, sample size is 150 questionnaires, Non probability sample method under convenience sample techniques and who are visited to Bearys city centre there are considered as a sample unit. Questionnaire should match with the objectives.

Findings: Respondents like modern retail format there are really enjoyed but unfilled shops may create the difficult for consumer during shopping, consumer visit mall because of shopping purpose and food.

Result: The results indicated that new format of retailing have a future, consumers taste and preference also changed in shopping behavior. People shift from unorganized retail to organized retail and they get different shopping experience.

Keywords: **Shopping Mall, Retail, Consumer, preference, Modern retail.**

I. INTRODUCION

A shopping mall is a modern, chiefly north American, term for a form of shopping arcade and shopping centre, which one or more building form a complex of shops representing merchandisers with interconnecting walkways that enable consumers to walk from one unit to another unit. The modern mall concept in India was initially not a great success. Malls in India, which started in the 90s, like the crossroads mall, Mumbai, situated in the heart of the city and made parking for the shoppers at the time a nightmare as there was no proper parking facility. People found the concept of mall shopping a bit hard to digest. The spacing and sizing of the outlets were also not too shopper friendly. Today Indian malls have grown in both number and standard. Today mall developers are able to make shopping a much enjoyable shopping experience with better mall management.

Table No 1.1: Types of Shopping Malls

Neighbourhood	Fashion and specialty
Community mall	Power
Regional centre	Theme and festival
Superregional	Outlet

Sources: www.retail.shoppingmalltypes.com

1.1 Overview of Shopping Mall in Global:

The ear of the shopping mall was more creative and technology strong and different formats and designs. Increasing of online shopping it is threats to the shopping malls, most of shopping malls are died stage. Upcoming days shopping mall come with new concepts or new scenario are high – end brands cape, decreasing the foot follow of shopping mall that reason malls give best products and service to the consumer. Innovation district, because of development and operation of technology the digital displays and added more number of technology benefits adopted by the malls.

1.2 Overview of Shopping Mall in India:

The organised retail trend started India in 1999 with the launch of Ansal's Plaza in Delhi, which was followed by crossroad in Mumbai and Spencer Plaza in Chennai. Until the end of 2002, only three shopping malls existed in India. Post 2003, mall culture started multiplying in the metros. Cities like Mumbai, Bangalore, Kolkata, and Chennai readily accepted the mall culture and so began a trend that was to catch on extremely fast.

Table No 1.2: Largest Shopping Mall in India:

Sl. No.	Name	Square feet	Location
1	Lulu international shopping mall	2,500,000 sq. feet	Kochi
2	World trade park	2,400,000 sq. Feet	Jaipur
3	DLF mall in India	2,000,000 sq. Feet	Noida
4	Phoenix market city	1,000,000 sq feet	Chennai
5	Orion mall	850,000 sq. Feet	Bangalore

Source: www.wikipedia.org

1.3 Company Profile:

The Bearys groups holistic vision statement and clear defined tagline of "Delivering Excellence, consistently" entails a perpetual endeavour towards outstanding in all preferred fields. Bearys groups started in 1981 and have become the real estate specialist's total realty solutions and services across every aspect of building, finance, construction, and leasing and property management, adeptly catering to the real estate requirements of practically all major corporate, MNCs and innumerable individual spread across India and foreign countries. The Bearys group has made a foray into property development to create a prominent niche with distinctive projects that are environment friendly combining innovation concepts and designs and constantly ameliorating new generation architecture. All Bearys projects exude an underlying passion for green building initiatives, from preserving the natural environs to wholesomely contribution and complementing it. Bearys endeavour lies in delivering projects that are architecture significant, functionally sound and offer highest value for investment and our projects have become unique landmarks and constantly emerged winners of several awards and commendation from the discerning circle. The Bearys group is the proud recipient of the first shariah compliant realty fund and is assuming a global direction with projects in the Middle East and partnership with world renowned conglomerate. The team at Bearys group has the real to learn and excel, laying emphasis on value and ethical practices with a firm belief in individual trustworthiness and organisational trust. The Bearys group work like commitment to deliver the best, relentless pursuit of excellence and determinations to leverage is the main strength, as well as reflect to our national and international associates, while drawing on the latest knowledge and using best technology its improving the business. Beary group almost speared in major business field and give excellence and be ethical in business.

II.   LITERATURE REVIEWS

1. Dr. Archana and Dhiman Kuvad (2017) this study was conducted in Gujarat state. Retail sector in India has been growing fast in last decade. Foreign investment, global economic condition, and new economic policies that reason modern retail have take place. Shopping malls are rapid growth in tier I and tier II cities also. This study tells about the consumer behaviour in shopping mall. Major objectives of this study is understand the purchasing behaviour of who are visit the shopping mall and gender difference in buying behaviour in shopping mall. This study is quantitative analysis and with the help of questionnaire primary data will collected sample size is 50 male and 50 female respondents. The outcomes of this research is Gujarat state people have enjoy the shopping experience and most of respondents not aware of safety measure in shopping mall and there is no differences in purchasing behaviour of men and woman. Men agreed they visit shopping mall for entertainment month and woman main purpose to visit shopping mall for purchasing and some time visit for entertainment purpose.

2. Asha (2017) this study conducted in Chennai. Now day's shopping malls are symbol of modern life style. People have more advantages in shopping mall is a place of both hangout and shopping purpose. People are more comfortable with 'one stop shop'. This study majorly tells about purchasing behaviour of the visitors and how demographical factor influence the consumer purchase behaviour and to understand the consumer preference in shopping mall. This study adopts the descriptive research method and sample techniques is convenience sampling, sample size is 75 respondents with help of structured questionnaire. The major outcomes are demographical factor play a major role in consumer purchasing behaviour in shopping mall. Most of consumer prefers shopping mall because of one stop shopping, entertainment purpose, and quality product with wide collection. Major segment of people prefer shopping mall for cloths, footwear and food.

3. Mr. Murthy, P Raja Babu, P. Srinvasa Reddy (2017) Retail industry has to play a one important role in contribution of gross domestic product in India. This study is conducted in Adhar Pradesh. This paper highlight the problem faced by near organised retail on small retailers this study is reveal the result. The primary data collected by structured questionnaire with 24 questions, sample size is 504 respondents in undivided Adhar Pradesh. Major object is impact of organised retail on unorganised retail. The outcomes are major impact of organised retail on unorganised retail found that are as product, price, place and promotion. 4p's of marketing will determine the sale on both organised and unorganised retail. There is decrease in sale on unorganised retail because of impact of organised retail.

4. Dr. Rajkumar R. Rathod (2017) People start moving from unorganized retail to organised retail. There are lot of people enjoy the shopping in shopping mall because of one stop shop, many branded product available in one roof and entertainment. Main purpose of this study was to understand the consumer attitude towards mall culture and which factors determine the visitor's attitude towards mall culture. This study was empirical in nature, the sample size was 250 who are visit the shopping mall and primary data collected from structured questionnaire and sample techniques was simple random sampling. And researcher uses the likert 5 points scale. The outcomes of this study are Indian people slowly adopted or adjusted the mall culture, most of visitors like shopping mall because of brand verity, fun actives, kids zone and good place for hang out with friends and families. Online shopping is major threat to the shopping mall.

5. Jasveen Kaur, Chandandeep Kaur, (2016), this study was conducted in Asam. This research paper attempts to know the bibliometric study of the shopping mall. The major objectives are different types of mall attributes, personal individual factors and situational factors. The study based on secondary data, 36 articles have been reviewed. The results of the study are comparing to unorganised store and organised store consumer footfall is increased and people consumer behaviour also changed and personal and individual factors directly influence to the consumers.

6. Dr. D. Sudharani Ravindran, Hari Sundar. G. Ram, Reji Kumar. G (2015) this study was conducted in Kerala. Consumer behaviour is complex phenomenon in marketing. Each individual have different need and wants, consumer decision making process will be change in traditional to modern retail like shopping mall and online shopping. Each individual purchase decision will influence by many factors. These study major objectives are to understand the consumer decision making style and to study demographic factors determine the consumer decision making in shopping mall. This study was adopted the survey method, the sample size 128 respondents and primary data collected from questionnaire. The researcher finds out the six factors are like price consciousness, quality consciousness, recreational, confused by over choice, novelty consciousness and verity seeking to indentify the consumer decision making style.

7. M. Sadiq Sohil (2015): This study is conducted in Saudi Arabia. Fast development in the retail sector has led to growth of shopping mall. Major scope of this study is compare the men and women shopping experience and what they prefer to buy in shopping mall. Major objectives of this study are identifying the major attribute influence the consumer buying behaviour. This study is major scope of values, lifestyle and shopping behaviour of respondents. The primary data collected from questionnaire and convenience sampling tetchiness and total sample size is 513 respondents. Data interpretation method is ANOVA test is followed. The outcomes of study are there is gender difference in shopping behaviour in shopping mall and demographical factor directly influence to consumer and social eco factor also influence. Each variable reflect the consumer behave on shopping mall.

8. Ajay Kumar (2014): the aim of this research paper is understands the consumer behaviour towards shopping mall. This study was conducted in Madhya Pradesh. Major objectives of this study are which factor affecting the consumer to purchase from mall and overall satisfaction of consumer in shopping mall. This research paper is exploratory research

design; primary data collected from questionnaire and sample techniques is random sampling. The sample size was 100 respondents. They adopt statistical tool for analysis the data. The researcher finds out some of factors like safety, quality, branded product, customer services, and product stimulus. Those factor directly influence to the consumer buying behaviour most of hypothesis was accepted. People prefer to buy from mall because of factors like new product display and quality and branded product, wide range of product collections and best alternatives.

9. Kuberudu Burlakanti, Romala (2013) This study is conducted in Andhra Pradesh to understand the consumer buying behaviour on organised and unorganised retail. Total respondents of this study are 500 consumers and sample technique is Random sampling for selected respondents. Major objectives are opinion collected by consumer on organised and unorganised retail shops and determine the factors influencing the consumer prefer to buy from organised and unorganised. This study says that most of consumers prefer organised retail shop because of brand image of the retailers, value added services and organised retailer provide attractive financial service. Some consumer prefers unorganised retail shop because of affordable price for quality products and easy shopping for petty items.

10. Viksa Dua, Anju Verma (2013) this study is conducted in Raipur city. Impact of Growing organised retail sectors over small retailer stores. Objectives are find out the major challenges faced by small retail stores, both suggest to organised and unorganised retail to attract their consumer. Primary data is collected by 150 questionnaires in Raipur city in Chhattisgarh. Sample collected by both small retailer and consumer of Raipur city. Findings are both retail have market opportunity but organised retail effect on small retailer but some consumer help them to survival in market. There is impact of organised retail on small retail but small retail find the new way to face them.

III.   RESEARCH METHODOLOGY

shopping mall through the city will become bigger and consumer attract more on fashionable product, shopping mall is place for shopping, entertainment, and good place for hangout with family and friends. The developer's giving more importance on design of the mall, parking, and other market related strategies. Developer should know about market conditions and to work on consumer spend more time on mall only. Developer job does not end after the construction of mall, their job will start know operation related works, to understand the consumer expectation on shopping mall, to study the consumer buying behaviour all that matter developer have idea about it. The current research goal is to analysis the consumer buying behaviour and their preference in Shivamogga city.

3.1 Objectives of the Study:

1   To understand the consumer preference towards shopping mall.

2   To understand the impact of various factors affecting the consumer move from unorganised retail outlet to organised retail outlet.

3   To identified the gender difference on consumer purchase behaviour on shopping mall.

4   To recommend and suggest any changes for attracting consumer to visit shopping mall.

3.2 Research Method:

Descriptive Research, descriptive research are those studies which are concerned with telling the characteristics of a particulars individual, of a group, whereas problem-solving research studies establish the occurrence with which something occurs or its association with something as well. Since the aim is to acquire complete and accurate.

Sources of Data:

• **Primary Data:** It is will collected by structured questionnaire. Collection of data through questionnaire is quite accepted, particularly in case of big investigation. It is being adopted by individuals, research workers, and so on. In this method a questionnaire is sent to the person concerned with a request to answer the questionnaire and return the questionnaire.

• **Secondary Data:** secondary data collected by news papers, magazines, journals of marketing, and articles and books also. Secondary data give more information on particular study any research start with secondary data.

Table No 3.3: Sample Design:

1.	Sample Techniques : Non probability sampling
2.	Sample Method : Convenience sampling
3.	Sample unit : Shivamogga city [who are all visit or shopping on shopping mall]
4.	Instrument : Structured questionnaire
5.	Sample Size : 150 consumer

Limitation of the Study:

- **The major limitation is time constraint:** In Shivamogga city there are more number consumer visits the shopping mall and some consumer purchase product and services so that present study sample size is limited because of time constraint. Time limit is only 10 weeks.

- **Chances of biased responses from the customer:** This study data should be collect by customer so that respondent busy schedules, and low interest showing, it reflects on result.

- **This study was conduct at Shivamogga city:** This study will conduct at Shivamogga city. So that study will have limited to this area.

IV. DATA ANALYSIS AND INTERPRETATION

Table No 4.1: Demographic Profiles of the Respondents

Sl. No.	Particulars	Options	Responses	%
1	Gender	Male	75	50
		Female	75	50
		Total	**150**	**100**
2	Age	18 – 22	95	63.33
		23 – 27	39	26
		28 – 32	5	3.33
		Above 32	11	7.33
		Total	**150**	**100**
3	Education	SSLC	4	2.67
		PUC	13	8.67
		Under Graduation	106	70.66
		Post-Graduation	27	18
		Total	**150**	**100**
4	Marital Status	Married	22	14.66
		Unmarried	128	85.33
		Total	**150**	**100**
5	Occupation	Business	7	4.66
		Service	4	2.66
		Professional	7	4.66
		Student	100	66.67
		Others	32	21.33
		Total	**150**	**100**
6	Income	Below Rs.25,000	64	42.66
		Rs.25,001 to 35,000	43	28.67
		Rs.35,001 to 45,000	27	18
		Above Rs. 45,001	16	10.67
		Total	**150**	**100**

Source: primary data

Analysis:

- From survey it is evident that out of 150 respondents, 75 (50%) respondents are male and 75 (50%) respondents are female

- From the survey it is evident that out of 150 respondents, 95 (63.33%) respondents age group under below 18 years, 39 (26%) respondents comes under age group of 23 – 27 years, 5 (3.33%) respondents comes under age group of 28 – 32 years and 11 (7.33%) respondents comes under age group of above 32 years.

- The respondents were 4 (2.67%) are SSLC, 13(8.67%) respondents are PUC, 106 (70.66%) respondents are under graduates and 27 (18%) respondents are post graduates.

- The marital status of respondents, the married respondents are 22 (14.67%) and 128 (85.33%) respondents are unmarried.

- From the survey it is evident that out of 150 respondents, 7(4.67%) respondents are business, 4(2.66%) respondents are service, 7(4.66%) respondents are professionals, 100 (66.66%) respondents are students and 32 (21.33%) respondents are other occupations.

- From the survey it is evident that out of 150 respondents 64 (42.66%) respondent's monthly income is below Rs. 25000, 43 (28.67%) respondent's monthly incomes comes under Rs. 250001 – 35000, 27 (18%) respondent's monthly incomes comes under Rs. 35001 – 45000 and 16 (10.67%) respondent's monthly income comes under above Rs. 45001.

Table No 4.2: Aware of Shopping malls in Shivamogga.

Sl. No.	Variable	Respondents	Percentage (%)
1	Yes	150	100
2	No	-	-
Total		**150**	**100**

Table No 4.3: If 'YES' how many Shopping malls

Sl. No.	Variable	Respondents	Percentage (%)
1	One	31	20.67
2	Two	65	43.33
3	Three	29	19.33
4	Four	25	16.67
Total		**150**	**100**

Source: Primary. Data

Interpretation: Above graph clearly state that 65 (43.33%) respondents are aware on two shopping malls and only 25 (16.67%) respondent aware four shopping mall. Most of Shivamogga people visit all shopping mall.

Table No 4.4: Do you know Bearys City Centre Mall at B.H Road, Shivamogga.

Sl. No.	Variable	Respondents	Percentage (%)
1	Yes	150	100
2	No	-	-
	Total	**150**	**100**

Table No 4.5: if respondent 'YES' frequently visit the Bearys City Centre.

Sl. No.	Variable	No. of Respondents	Percentage (%)
1	Weekly	42	28
2	Fortnight	13	8.67
3	Monthly	90	60
4	Yearly	5	3.33
	Total	**150**	**100**

Source: Primary. Data

Interpretation: out of 150 respondents, 90 (60%) respondents visit shopping mall in monthly once it clearly state Bearys city centre is the best place for hang out than shopping. Only few 5 (3.33%) respondents visit shopping mall yearly once those respondents visit shopping mall in first time those are not living in Shivamogga.

Table No 4.6: Purpose of visiting the Bearys City Centre.

Sl. No.	Purpose	Mean	Rank
1	Shopping	2.006	**1**
2	Food	2.226	**2**
3	Entertainment	2.426	**3**
4	Keeping update with trends technology, retail, home ware	3.166	**5**
5	Social activities	3.22	**6**
6	Hong out	3.02	**4**

Source: Primary Data

Interpretation: From the above graph it is clear that highest rank is shopping 2.006 (1st), because of buying some product and least rank is social activities3.22 (6th) because Bearys city centre new to the Shivamogga city people start visiting the shopping mall and mall also organised some social related activities to attract the visitors and consumers, they buy some product other than other purpose is not important.

Table No 4.7: Bearys city centre is good place to buy products than any other local area shop.

Sl. No.	Particulars	No. of Respondents	Percentage (%)
1	Yes	120	80
2	No	30	20
	Total	**150**	**100**

Source: Primary. Data

Interpretation: From the graph we can interpret that 120 (80%) respondents find good experience in shopping mall and it is good place for shopping compare to local area shopping, 30(20%) respondents not agree that statement because other local area retail shops are also give best product and quality product at reasonable price and other reasons.

Table No 4.8: Compare the price offered by local area shop with Bearys city centre.

Sl. No.	Particulars	No. of Respondents	Percentage (%)
1	Yes	123	82
2	No	27	18
	Total	**150**	**100**

Source: Primary Data

Interpretation: Following chart is clear that, 123 (82%) respondents are compare with price offered bearys city centre's shops by local area shop, consumers more concisions about price then other elements, so most respondents agree that statement.

Table No 4.9: Consumer prefer to buy from mall for the additional facilities even at slight high price" statement

Sl. No.	Particulars	No. of Respondents	Percentage (%)
1	Yes	112	74.67
2	No	38	25.33
	Total	**150**	**100**

Source: Primary Data

Interpretation: Follow the chart it is clear that 112 (74.67%) respondents are agree that we give more price for what buy from shopping mall that price includes other additional facilities offered by shopping mall's shops and few respondents are not agree that statements because they give high price it is symbol of richness.   .

Table No 4.10: If 'YES' Main reason for high cost

Sl. No.	Particulars	Agree	Neutral	Disagree	Mean
1	Visual Merchandise	70	31	11	**1.89**
2	Cleaning	63	41	8	**1.86**
3	Air condition	76	23	13	**1.91**
4	Parking facility	74	28	10	**1.92**
5	Good ambience	53	38	21	**1.71**

Source: Primary Data

Interpretation: Following chart is clear that, out of 112 respondents we give high price in shopping mall for air condition facilities the mean of 1.91. Usually in shopping mall air condition facilities common and less respondents agree that good ambience (1.71) is not give more amount required for that compare to the other local area retail shops.

Table No 4.11: Consumer Attitudes towards Bearys City Centre

Sl. No.	Attitude measure	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean
1	I think malls are fun centre	33	69	36	9	3	**3.8**
2	Mall give complete shopping experience	32	67	42	8	1	**4.5**
3	Mall are safety for children's and females	46	55	36	12	1	**3.87**
4	I shop at different stores and widely choose the different brands	27	70	35	15	3	**3.69**
5	I prefer mall only for offer times	26	56	41	22	5	**3.51**
6	Online shopping threat to the shopping mall	22	58	29	29	12	**3.33**

Source: Primary Data

Interpretation: Following chart is clear that, highest mean is complete shopping experience (4.5), verity of products consumer are more choice. Lowest mean taken by online shopping never threat to the shopping mall (3.33) because online shopping only thinks are urgent and not available in physical store then consumer prefer online shopping.

Table No 4.12: consumer preference change from unorganised retail to organised retail "PRODUCT"

Sl. No.	Product feature	Strongly agree	Agree	Neutral	Disagree	Disagree	Mean
1	More No. Of products availability	58	66	21	3	2	**4.17**
2	Availability of numerous brand	35	72	33	8	2	**3.87**
3	Availability of high quality products	47	55	38	6	4	**3.90**
4	Availability of latest fashion and stylish products	42	53	34	17	4	**3.75**
5	One stop shop	23	57	37	21	12	**3.39**

Source: Primary Data

Interpretation: Following the chart is clear that, consumer prefer should be change from unorganised retail to organised retail highest mean taken by we can buy more product at time because more no. of shops located in single floor and lowest mean taken by one stop shop (3.39) because shopping mall some time mall not satisfied of all consumer who are visit the mall.

Table No 4.13 "PRICE"

Sl. No.	Price	Strongly agree	Agree	Neutral	Disagree	Disagree	Mean
1	Getting best price for one product	37	57	26	20	10	**3.16**
2	Availability of high quality high price	30	68	31	14	7	**3.66**

3	Providing affordable price for products	20	63	49	8	10	**3.51**
4	Multi products buy at single product price	23	61	35	19	12	**3.43**
5	They offer attractive discount	27	48	35	20	20	**3.28**

Source: Primary Data

Interpretation: Following chart it is clear that, consumer prefer should be change from unorganised retail to organised retail. In price factor consumer buy high quality product high price is the highest mean compare unorganised retail offered less price and quality also not good so those consumer prefer organised retail, lowest mean is getting best price for one product (3.16), if consumer buy more products organised retail give best quality at best price for one product it is difficult faced by consumer during visiting of organised retail

Table No 4.14: "PROMOTION"

Sl. No.	Promotion	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
1	Attractive sale promotions	34	61	36	7	12	**3.7**
2	Visual merchandise	38	75	25	4	8	**3.87**
3	Mall interior design	47	54	36	5	8	**3.85**
4	Good ambiance	24	67	37	16	6	**3.58**
5	Fun activities	34	53	27	20	16	**3.46**

Source: Primary Data

Interpretation: Following chart it is clear that, consumer prefer should be change from unorganised retail to organised retail. Most of consumers are more attracts visual merchandise (3.87) of organised retail. Product arrangement, displays and product showcase are more attractive to consumers. Fun activities (3.46) are not reason for consumer prefers to organise retail shops.

Table No 4.15: "PLACE"

Sl. No.	Place	Strongly agree	Agree	Neutral	Disagree	Disagree	Mean
1	Near to your home	38	62	27	17	6	**3.73**
2	Availability of parking facility	46	65	28	9	2	**3.96**
3	Attracting the more visitor's	45	54	38	11	2	**3.86**
4	Easy accessibility	34	54	40	15	7	**3.62**
5	Good place for spend with family and friends	47	57	25	11	10	**3.8**

Source: Primary Data

Interpretation: Following chart it is clear that, consumer prefer should be change from unorganised retail to organised retail. Availability of parking facility 3.96 takes more weight to other factors. Now days parking are biggest problem to consumer and 3.8 mean few consumers not agree for organised retail not good place for spend with family and friends it doesn't motive to consumer.

Table No 4.16: "PEOPLE"

Sl. No.	People	Strongly agree	Agree	Neutral	Disagree	Disagree	Mean
1	Adequate No. Of staff	40	85	18	6	1	**4.05**
2	Friendly interacting	45	46	47	11	1	**3.82**
3	Availability of supporting staff	26	60	36	24	4	**3.53**
4	Well know about product and service	33	49	25	17	26	**3.31**

Source: Primary Data

Interpretation: Following graph it is clear that, consumer prefer should be change from unorganised retail to organised retail. 4.05 mean value of organised retailer have more number of staff it help to consumer during the shopping clarify the consumer doubt about product and services and few respondent not agree the employees are not good in product knowledge bearys city centre most of employees are not good in product knowledge

Table No 4.17: "PHYSICAL EVIDENCE"

Sl. No.	Product feature	Strongly agree	Agree	Neutral	Disagree	Disagree	Mean
1	Hygienic and good maintenance	60	65	17	6	2	**4.17**
2	Availability of lift	50	61	27	9	3	**3.97**
3	Availability of restroom & washroom	54	62	18	12	4	**4**
4	Mall design and atmosphere	33	57	31	17	12	**3.55**

Source: Primary Data

Interpretation: Following analysis and graph it is clear that, In bearys city centre good maintenance and hygienic (4.17) this is the major reason for selecting mall for shopping, now days people give more importance to cleaning and other related things and lowest mean is mall design and atmosphere because mall should change mood of consumer and consumer spend more time on shopping mall so mall atmosphere is also important factors in physical evidence.

Table No 4.18: "PROCESS"

Sl. No.	Process	Strongly agree	Agree	Neutral	Disagree	Disagree	Mean
1	Convenience shopping timing	56	58	22	9	5	**4.01**
2	Electronic billing	40	59	32	18	1	**3.79**
3	Easy purchasing	42	52	27	20	9	**3.65**

Source: Primary Data

Interpretation: Following chart is clear that, consumer prefer should be change from unorganised retail to organised retail. 4.01 of respondents agree that timing of mall is very convenience and place also very good and 3.65 mall easy purchase suitable because its depends on consumers need and wants.

Table No 4.19: Identify the gender difference in shopping behaviour

Sl. No.	Value	Male	Female
1	Price saving	31	22
2	Time saving	33	24
3	Product assortment	17	29
4	Service quality	24	30

Source: Primary Data

Interpretation: from the above analysis shopping behaviour on mall male and female have different values males are preferred shopping mall because of time saving (33) and female want get better services(30). It's clear that male and female have different shopping values in mall shopping.

Table No 4.20: Gender difference in life style

Sl. No.	Life style	Male	%	Female	%
1	Trendsetter	25	33.33	21	28
2	Information seeker	33	44	35	46.66
3	Variety seeker	17	22.66	19	25.33
	Total	**75**	**100**	**75**	**100**

Source: Primary Data

Interpretation: Following chart it's clear that, males are trend setter compare to female, at the same time male take more information about product compare to female and female are variety seeker compare to the male.

Table No 4.21: Gender difference in shopping oriented

Sl. No.	Shopping oriented	Male	%	Female	%
1	Utilitarian shopper	24	32	26	34.67
2	Window shopper	34	45.33	25	33.33
3	Recreational shopper	17	22.66	24	32
	Total	**75**	**100**	**75**	**100**

Source: Primary Data

Interpretation: From the chart it is clear that shopping behaviour of male and female under shopping oriented female are more like to buy many products compare to male. Males visit the shopping mall major purpose is window shopping compare to female, female respondents prefer shopping mall not only for shopping but also recreational purpose compare to males.

Table No 4.22: Gender difference in purchasing behaviour

Sl. No.	Purchase behaviour	Male	Female
1	Offer and discount attract more	37	48
2	Advertisements motives	24	31
3	I plan before make the purchase	17	15
4	Use of debit and credit cards	37	9
5	More time I like to go for Window shopping	18	37
6	I usually go for branded product	31	17
7	Value for money I spend on product	28	21
8	Sometimes I will not bother about price than the quality	20	14
9	I like to buy trend and stylish products	28	38
10	Sometimes I will give more time for recreation activities	25	31

Source: Primary Data

Interpretation: From the chart it is clear that, female respondents purchase behaviours different in male respondents some buying decision may be same. In this chart female are more conscious about offer and discounts, Advertisements motives, more time I like to go for Window shopping, I like to buy trend and stylish products, Sometimes I will give more time for recreation activities those are factors attract female for doing shopping in mall and males are more conscious on Offer and discount attract more, Use of debit and credit cards, I usually go for branded product those factors attract the male consumers. Discount and offers (sale promotional) it is similar behaviour in both male and female.

Suggestions:

1. Shivamogga consumers spend more time for shopping purpose especially for cloths. It is suggested that constant maintenance cloth shops in mall. It helps to the food retail shops and to give consumer involvement related social activities it create awareness and promotional activities.

2. Some part of consumers prefer to unorganised retail because of customer relationship, quality services and credit facilities they order to improve those factors consumer get more satisfaction.

3. Consumers are conscious about quality rather than price because consumer ready to spend more price if the quality and No. of branded products are available in shopping mall.

4. Consumer change their buying behaviour from unorganised to organised retail those factors will help to further improvement

✓ *Product*: Consumer move from unorganised retail to organised retail consumers prefer more variety of products. It enhance the consumer experience in organised retail

✓ *Price*: Consumer ready to spend more prices for quality products, gives quality products and branded products. Price is major factors to influence consumer shopping in mall.

- ✓ *Place*: usually shopping mall, it is place not only for shopping also entertainment purpose only bharath cinemas take major part for entertainment add more fun centre people really enjoy the shopping.

- ✓ *Promotion*: over all mall design and interior was really good consumers also happy about that but to get attention from consumers it need some of fun activities or events should be conducted by mall itself and also improve the different mode of promotional actives, now a day's social media advertising have more scope.

- ✓ *People*: usually shopping mall or organised retail has more No. of staff give more attention on consumers and add more No. of staff have sufficient knowledge about products and services.

- ✓ *Physical evidence*: Mall should maintain some standard level of facilities like sitting arrangement, sign boards, etc so for consumer willing to come again and again.

- ✓ *Process*: shopping mall timing is very convenience and easy billing process but shopping mall will be open at night time in special events.

5. Male and female consumers purchasing behaviour is different but offer and discount (sale promotion) they want. If retailers give more offer and discounts in special vacation, festival and events to attract both male and female consumers.

6. As well as possible shops are filled properly in all types shops are available in one place consumer really get complete modern shopping experience.

5. CONCLUSION

Today Consumers are slowly adopting themselves for better shopping experience which are transforming themselves from traditional to modern retail. Quality services render to the consumer buying behaviour is appreciable. Since, Consumer start buying the quality products and branded products as they can clearly bring effective difference between shopping from Unorganised to organised retail which will enhance consumer experience and have found Bearys city centre will become best way to reach modern lifestyle to Shivamogga Consumer. Mall culture is really new for Shivamogga people; consumers prefer shopping mall because shopping, food and entertainment are major reasons. Consumer move from unorganised to organised retail major reason is products available, prices factors usually mall consumers get more offer and discounts compare to unorganised retail other factors also influence to consumers. Female consumers are really enjoying the shopping experience. Male consumers for easy shopping in least trend products. People appreciate on mall security. Consumer think Bearys city centre is best place to hang out with families and friends. There is a place for improvement consumer want from Bearys city centre, fulfil the mall, add more no. of entertainment related services, shops employees are not good in interacting with consumer and knowledge about products and services since 2017

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