A Study on the Influence of Demographics, Psychographics, Shopping Orientation, Mall Shopping Attitude and Shopping Patterns on Mall Patronage

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by

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CERTIFICATE

This is to certify that the thesis entitled "A Study on the Influence of Demographics, Psychographics, Shopping Orientation, Mall Shopping Attitude and Shopping Patterns on Mall Patronage" and submitted by Shelja Antony P ID No.2004PHXF026 for award of Ph.D. Degree of the Institute, embodies original work done by her under my supervision.

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ABSTRACT

During the last decade retail in India has enjoyed a steady growth. The retail format that has shown maximum growth among all is the multipurpose shopping complexes or shopping malls (Majumdar, 2005). Despite this very little is known about the characteristics of the mall shoppers and the question "Who are the mall shoppers?" remain unanswered. Moreover, very little academic material is available on the Mall shopper behavior. However the importance of mall in retail research cannot be marginalized. Malls provide the basic environment that attracts customers, keeps them shopping and brings them back (Kowinski, 1985). As more and more malls come into existence in India competition between malls would increase and this may lead to decline in mall patronage. The malls that can build a strong patronage will ultimately survive in this intense competition (Majumdar, 2005).

In the effort to attract more consumers and create excitement at the mall itself, Malls continually strive to allocate their resources among alternative marketing and promotional strategies (Dickson, 1974). The ability of mall management to develop and implement successful marketing and promotional strategies depends on the understanding of the segmentation variables and behavioral correlates applicable to the competitive environment. Through a logical comparison of frequently used segmentation variables and individual consumer characteristics, malls will be able to assess which dimension will be most useful in explaining and describing consumer patronage decisions. (Bearden, Teel, &Durand, 1978)

Of special interest is the behavior of heavy spenders at the mall. In order to position the mall better, mall management must have a good understanding of the consumers' attitude and perception towards the mall and its stores. It is also important for them to understand consumption patterns- how frequently they visit, what is purchased. Regardless of the footfalls at the mall if the money spent is low, the mall does not benefit.

Rate of usage generally refers to the volume of purchases made of a particular product in behavioral segmentation methods. It can differentiate between heavy users, medium users and light users. It is frequently recommended that marketers target the heavy users due to these consumers' strong propensity to purchase. Moreover, it makes financial sense to position and appeal to this segment, as it is the most cost effective way of realizing profits. Although this segment may be relatively small in number as compared to the total population, this market segment represents the more lucrative segment of the population. Despite the importance of identifying and catering to the heavy users of the mall, the examination of this method among mall shoppers is non-existent.

In view of the above, the objectives of this study were

1. To evolve a profile of the Indian mall consumers and develop a typology of mall shoppers to enable a better understanding of the different segments of shoppers visiting malls in India.

2. To explore the possibility of segmenting mall consumers along their patronage patterns into heavy, medium and low rupee volume shoppers

3. To investigate the relationship between mall patronage and attitude towards mall shopping of Indian consumers and to estimate if differences exist in how important various mall attributes are to the shoppers and how they are perceived

4. To study the correlates of mall patronage and to estimate the influence of selected consumer characteristics including (a) Demographics, (b) Values and Lifestyle, (c) Shopping orientations, (d) importance ratings of mall attributes, (e) Mall attribute perception, (f) Activities at the mall, and (g) purchase pattern on mall patronage.

5. To identify and draw a meaningful profile of heavy shoppers and identify the variables along which they can be effectively discriminated from high, medium and low rupee volume purchasers at the mall.

6. Evolve a model that can help predict heavy and low rupee volume shoppers in a catchment or market.

A conceptual framework of consumer patronage of the mall was adapted from previous research. Data were collected as mall Intercept from shoppers using Quota sampling from eight cities with different mall penetrations in India. The final sample consisted of 3026 respondents. The profiling of the mall consumers was done using, Descriptive statistics, ANOVA, cluster analysis, Discriminant Analysis and cross tabulation.

The hypotheses formulated were tested using factor analysis, t-test, ANOVA, Chi-square, correlation, multiple regression and discriminant analysis. The hypotheses tested differences in (a) Demographics, (b) Shopping orientations, (c) Values (d) Lifestyle (e) Activities at the mall, (f) purchase pattern (g) frequency of visits and (h) time spent at the mall (i) over all mall shopping attitude (j) importance ratings of mall attributes, (k) Mall attribute perception, of high, medium and low rupee volume purchasers at the mall. Significant differences in mall attribute perception, and ascribed importance of these mall attributes were also studied. The antecedents to mall shopping was analyzed through correlation and confirmed through multiple regression.

The results indicated that mall consumers can be segmented into heavy, medium and low volume consumers. They are significantly different from the other groups along variables like gender, family size, income, occupation, education, and ownership of credit cards, microwave, cars and own house. Behaviorally there are significant differences in frequency of mall visits; time spent at the mall, preference for all kinds of mall activities and significant purchase all kinds of products at the mall. Their shopping orientation can be utilitarian or recreational and have a highly positive mall-shopping attitude. The profile of heavy mall shoppers in the various cities was also studied. The catchment's potential model evolved using Discriminant Analysis was used to predict heavy and low rupee volume purchasers for the city of Vijayawada.

Dedicated To My Husband

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Shelja Antony P

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LIST OF ABBREVATIONS

CAGR	-	Compounded Annual Growth Rate
c.c	-	Contingency coefficient
df	-	Degrees of freedom
DINK	-	Double Income families
F	-	F-value
ICSE	-	Indian Council of Shopping centres
IT	-	Information Technology
LOV	-	List of Values
NCEAR	-	National Council for Applied Economic Research
p	-	Significance at .05 level (Sig.)
RVS	-	Rokeach Value Survey
SRI	-	Stanford Research Institute
UN	-	United Nations
VALS	-	Values and Lifestyle
$\chi 2$	-	Chi-square
λ	-	Lambda

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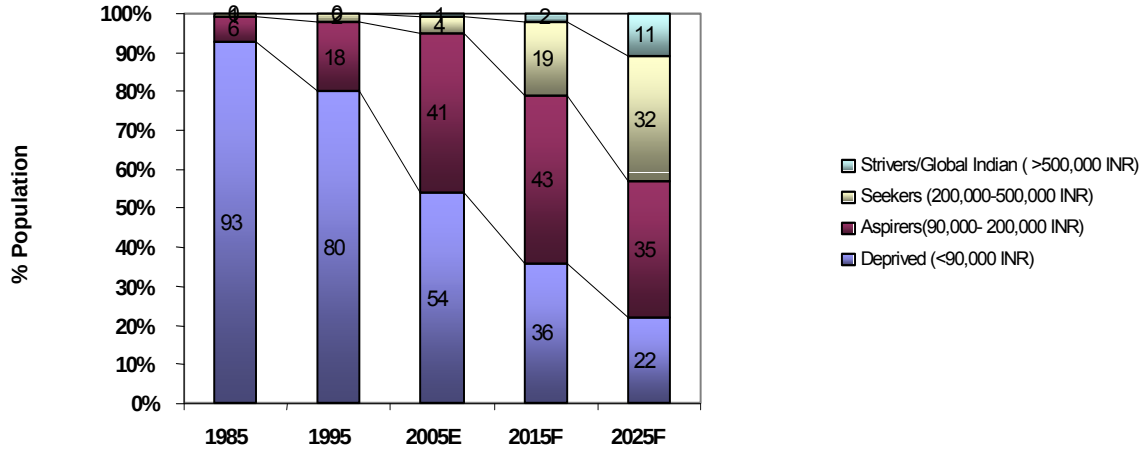
CHAPTER I

INTRODUCTION

Today the only constant in the Indian retail industry is change. The size of retail industry in India is about $350 billion (Rs. 13,800 billion) and is expected to grow at 13% p.a. Organized retailing is only 2-3% at present, but it is projected to grow at more than 30% p.a. and it is also estimated to reach an astounding INR 1000 billion by 2010. India has also been rated as the fifth most attractive emerging retail market and ranked 1st in a Global Retail Development Index of 30 developing countries drawn up by A T Kearney (AT Kearney, 2006). Powerful companies like Wal-mart, Tesco, Carrefour, and Metro are lobbying aggressively with the Indian Government to allow 100% FDI in retail. But an AC Nielsen study has projected that even without FDI, number of Organized Stores would double form current 2500 stores to about 5500 stores by 2010 (Gopal R., 2006). Rising income levels (Refer Figure 1.1), young population with high disposable income, availability of brands and merchandise, media proliferation, the impact of globalization, saturation in international markets, positive indicators of the economy and the changing mindset of the consumers are the major drivers quoted behind this retail boom (MGI, 2007).

Figure 1.1 : All India Distribution of Household Income Across Economic Classes in India

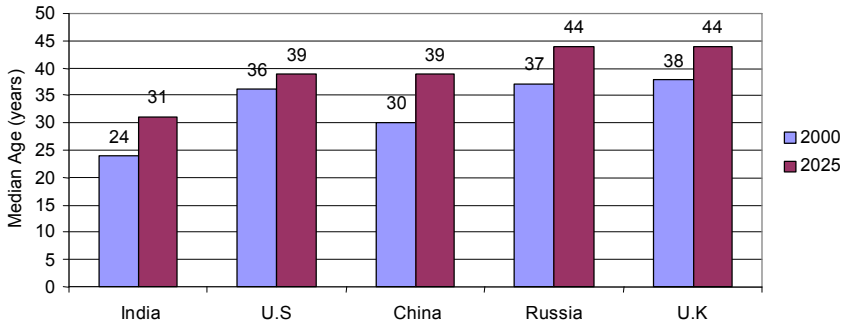


Source: 'The Bird of Gold':The rise of the Indian consumer market by Mckinsay Global Institute(2007)

1.1 MALL DEVELOPMENT IN INDIA

Mall development and boom in India is a subset of this booming retail. Spencer Plaza in Chennai and Crossroads in Mumbai are considered to have pioneered the shopping mall in its modern format. The pace of development has been fast since then. Mall development is expected to grow at a frantic pace in metros and mini metros driven by the organized retail sector and spread to 60 cities by the end of this decade. For the Indian mass affluent, the call of the mall is proving irresistible. The packed parking lots, busy food courts and restaurants, crowded anchor stores and noisy gaming arcades at the malls bear testimony to this alluring call. The secret of the lure of the mall lies in its mass appeal - it has something on offer for everyone in the family. The fact that a mall offers experience and not just goods is a major attraction. There is a wide range of shopping experiences - bargains and discounts or high-end brands for couples, gaming and other amusement facilities for kids, a large choice of cuisines for family meals, and, of course, the multiplex theatres (Mitra, M., 2006).

Figure 1.2: International comparison of Median age



Source:KSA TecnopakConsumer Outlook, 2004

In many ways, malls reflect the state of the society and act as agents of change. A comparatively young population (Figure 1.2), rising incomes and busier lifestyles are creating the space for malls in the lives of the urban mass affluent. Leisure time is limited and a visit to the mall can do a lot for a busy family - domestic chores like grocery shopping are taken care of and food courts and restaurants save the bother of cooking dinner after hectic shopping apart from keeping children entertained. Combine this with the consumer's rising purchasing power and his increasing focus on value proposition rather than just price, and malls suddenly start becoming

more relevant (Mitra, M., 2006), (Times of India, 2007).

Malls are also becoming one-stop shops for the brand conscious. Malls house popular stores like Shopper's Stop, Marks and Spencer, Pantaloons, Big Bazaar, or designer boutiques like Ritu Kumar, Ogaan and Mona Pali. Indian and foreign brands in apparel, consumer durables, home décor, cosmetics, Shoes, luggage etc. offer a wide range of variety to the consumer and spoils him for choice. For the shopaholic, the factory outlet malls and a combination of branded and unbranded stores in many malls offer a value proposition. The food courts offer an excellent mix of traditional cuisine and international brands like McDonalds or Pizza Hut or even exotic foreign cuisine (Times of India, 2007).

Multiplexes in existing and upcoming malls attract a whole country of movie buffs and is one of the most important source of footfalls for malls. In fact, Bollywood (the Indian equivalent of the Hollywood) too has woken up to the multiplex reality and a whole new breed of cinema has come up to cater to the multiplex audience. Malls all over the country are also becoming serious destinations for fun and gaming. In-door cricket, bowling, pool tables, air hockey, go-karting, car racing, shooting, pinball and online multimedia gaming contests are just of the few games on offer. This is premium entertainment and all of it in a clean, safe environment and perfect ambience (Times of India, 2007), (Gentleman, A., 2005).

With malls so much in demand, it is no wonder that their number is expected to go up from 158 in 2005 to 600 in 2010. According to a study by Images Group Retail (2007), the size of organised retail, of which malls form a very significant part, is expected to grow from Rs. 380 billion at present to Rs.1,000 billion by 2010 - a jump of 2.8 times. In the last four years total mall space has increased from about 2million square feet in 2002 to over 21million square feet in 2006. This was driven by the rising incomes from continued economic growth, easy availability of credit cards and a demographic composition that favours spending in malls, namely, more than 80 per cent of the population aged under 45 and 50 per cent less than 25 (Gentleman, A., 2005; Business Line, 2007).

Growing pains

But all has not been rosy for malls in India. Since organized retail is in its nascent stage, mall management is mostly learning through trial and error. "Built them and they will come" is the attitude towards consumers currently. Much to their dismay, malls are finding that shoppers are spending lot of time and not money at the malls. People visit cafes spend whole day here and pass their time. The malls are always crowded but most of the people come for window shopping and not actual shopping. According to KSA Technopak (2004), the conversion rate- the percentage of mall visitors who actually become shoppers is as low as 10-15%. When the promised footfall and conversions does not materialize, then the relationship between the retailer and the mall management sours (Mitra, M., 2006), (Prayag, A., 2006). With more and more malls dotting the urban landscape, it is now becoming essential to study consumer behavior and differentiate the offerings.

Despite this very little is known about the characteristics of the mall shoppers in India and the question "Who are the mall shoppers?" remain unanswered. Moreover, very little academic material is available on the Mall shopper behavior (Bloch et al, 1994; McGoldrick and Thompson, 1992; Majumdar, 2005). However the importance of malls in retail research cannot be marginalized. Malls provide the basic environment that attracts customers, keeps them shopping and brings them back (Kowinski, 1985). As more and more malls come into existence in India competition between malls would increase. The malls that can build a strong patronage will ultimately survive in this intense competition (Majumdar, 2005).

Catchment or trade area of a mall

Malls determine the potential for a new location by defining its Catchment and estimating the possible footfalls and spend. The kind of tenants that the mall will house and the format to be built is also based on the analysis of the Catchment. The Catchment is the geographic area that accounts for a majority of the malls visitors. Information regarding the potential customer base is imperative for the mall in order to estimate the viability of the mall and in order to position it. (Levy, M and Weitz, B. 2007; IRN News, 2007).

Customer spotting is used to determine how many people live in the trade area and where they live. Secondly they use master plan of the area, demographic data, research firms and the census data to compile information. Once a mall has data that describes their trade areas, they use several analytical techniques to estimate demand. The analog approach, the regression analysis or the Huff model are common techniques, though their applicability in India is disputed in academic circles (Levy, M and Weitz, B, 2007). Other researchers have suggested including a quantified measure consumers' feelings of attraction to a mall to improve the power of predictability (Meoli and Feinberg, 1991). This involves understanding mall patronage behavior, which is a critical issue since it also enables mangers to identify and target those consumers most likely to buy. This understanding of the segmentation and behavioral correlates applicable to the catchment in turn enables them to develop and implement successful promotional and marketing strategies (Bearden et al, 1978; Turchiano, 1990).

This research investigates the relative influence of various patronage antecedents for shopping in malls. Some of the major questions explored are who are the mall shoppers? How are the heavy shoppers different from the others who visit the mall but do not shop significantly? What are the basic motives for patronage and what is the relative importance of these motives for the different shopper segments? What is their attitude to malls in India?

1.2 SIGNIFICANCE OF THE STUDY

A study of mall patronage is important for several reasons. First, this research is important since it tries to determine why consumers shop at the malls. Through a logical comparison of frequently used segmentation variables and individual consumer orientations, malls will be able to assess which dimension will be most useful in explaining and describing consumer patronage decisions. (Bearden et al, 1978).

Second, this research will contribute to a better understanding of the influences on mall patronage, extend current research and provide a basis for further study. Empirical studies such as this will provide malls with the tools necessary to attract and retain consumers. An examination of the differences between the heavy spenders and the other groups can also suggest possible strategies to convert the low and medium rupee volume purchasers in to heavier

spenders.

Finally, it will enable malls gain a competitive advantage. In the effort to attract more consumers and create excitement at the mall itself, Malls continually strive to allocate their resources among alternative marketing and promotional strategies (Dickson, 1974). Segment identification in terms of psychographic and behavioral dimensions can assist in design of promotional themes while demographic characteristics may facilitate the selection of media vehicles. (Prasad, 1975)

1.3 PURPOSE OF THE STUDY

The purpose of this research was to determine the various influences on mall patronage and profile the mall consumers. Specifically, this research determined differences in (a) demographics, (b) shopping orientations, (c) values (d) lifestyle (e) activities at the mall, (f) purchase pattern (g) frequency of visits and (h) time spent at the mall (i) over all mall shopping attitude (j) importance ratings of mall attributes and (k) mall attribute perception, of high, medium and low rupee volume purchasers at the mall. Significant differences in mall attribute perception, and ascribed importance of these mall attributes were also studied. The antecedents to mall shopping was analyzed through correlation and confirmed through multiple regression. A model that can predict heavy shoppers for a catchment in India was also evolved, validated and used for predicting the number of heavy shoppers at Vijayawada.

1.4 SCOPE OF THE STUDY

The study involved profiling consumers across eight cities in India: Delhi, Gurgaon, Mumbai, Navi Mumbai, Vadhodara, Hyderabad, Bangaluru and Vijayawada in order to understand mall related consumer behavior. It attempts to understand how the heavy shoppers differ and what prompts them to patronize malls. The research provides malls that operate within India, specific knowledge of mall shopper characteristics, patronage antecedents and motives. As competition in this sector intensifies, this understanding will be critical to a mall's ability to meet customer expectations and thereby mall performance. The methodology adopted in this study can be used to profile consumers in other regions in India and the model evolved used to predict shopper behavior in other urban catchments.

1.5 ORGANIZATION OF THE THESIS

A conceptual framework of consumer patronage of the mall was adapted from previous research. This is presented in **Chapter 2** of this thesis. The review of literature included an overview of definitions and existing literature on (a) Shopping centers (malls, types of malls, malls in India) (b) Mall patronage studies (c) Behavioral segmentation (d) Demographic profiling (e) Psychographic profiling (f) Shopping Orientation and (g) Mall shopping attitude. After identifying the research gap and the objectives of this research, attempt is made to link previously reported findings with mall patronage thus evolving the hypotheses under study. This integrated view of antecedents of mall patronage and the variables of interest in differentiating heavy shoppers is presented in **Chapter 3**. Given the objectives of the study, it was important to identify appropriate scales and methodology to collect the data and analyze it. Therefore, in **Chapter 4**, the research measures used in the instrument are described and defined. Further, the chapter discuses the details regarding validity and reliability measures applied, sampling method, the data collection process and the statistical techniques applied. **Chapter 5** presents in detail the findings from the study, which includes the description of the sample, clusters in the population and profile of the mall shoppers in different cities under study. The conceptual model was tested using null Hypotheses. Further, the model for predicting heavy shoppers was also evolved tested and applied. The summery of results and conclusions that can be drawn from this research is presented in **Chapter 6** and finally, limitations and future scope for research is discussed in **Chapter 7**.

CHAPTER 2

REVIEW OF LITERATURE

The purpose of this research was profile the mall consumers across eight cities and determine the influence of demographic, psychographic and behavioural dimensions on mall patronage in India. More specifically, this research determined differences in (a) Demographic and socio economic variables, (b) Values and lifestyle, (c) Shopping orientations, (d) Mall shopping Attitude, (e) Activities at the mall, (f) purchase pattern (g) frequency of visits and (h) time spent at the mall of high, medium and low rupee volume purchasers at the mall. The review of literature included the following sections (a) Shopping centers (malls, types of malls, malls in India) (b) Mall patronage studies (c) Behavioural segmentation (d) Demographic profiling (e) Psychographic profiling and (f) Mall shopping attitude

SHOPPING CENTRES

The term shopping centre has been evolving since the early 1950s. A shopping centre is a group of retail and their commercial establishments that is planned, developed, owned and managed as a single property. The two main configurations of the shopping centres are strip centres and malls. Strip centers are shopping centres that usually have parking directly in front of the stores. Open canopies may connect the storefronts, but a strip centre does not have enclosed walkways linking the stores (Levy and Weitz, 2007)

Malls

Malls have been defined by Levy and Weitz (2007) as shopping centers in which customers park in the outlying areas and walk to the stores. Traditionally malls are enclosed with climate-controlled walkways between two facing strips of stores. On the other hand, the Indian understanding of the shopping mall has evolved from one of the earliest forms of retail prevalent in India called the *Haat* and the *mela* which are temporary open-air markets generally held at fixed site or on fixed day or at festival time (Kuruvilla and Ganguli, 2008). They could probably be considered the predecessors of shoppertainment in India. Haats and Melas still are in rural

India, markets that are also spaces for social and cultural contact (Glossary, 2007). In the Indian *Avataar* shopping centers are a cluster of stores under a common roof. Those, which are typically enclosed and also include food and entertainment facilities, are called Malls. By this definition, large format stand-alone stores that include entertainment facilities themselves or more commonly as 'store in stores' are also understood to be Malls. But for the purposes of this study the definition provided by the International Council of Shopping Centers is used. ICSC states, "A shopping centre is a group of retail and other commercial establishments that are planned, developed, owned and managed as a single property". It further states that malls, one of the two configurations of the shopping centre, are typically enclosed, with climate controlled walkways and parking in the outlaying areas (Levy, M and Weitz, B, 2007, Pradan, S., 2003).

Malls provide several unique advantages to their consumers that are not available from other retail formats. Shopping in mall stores provides diversion from the routines of everyday life, sensory stimulation, social experiences outside the home, and ability to make physical comparisons of products and services across several stores (Lucas et al. 1994). Because of many different types of stores, the merchandise assortments available within those stores, the opportunity to combine shopping with entertainment, the malls are attractive to shoppers. Again since the mall owners can control the tenant mix i.e. the number of different types of retailers, the shoppers can have a one-stop shopping experience with a well balanced assortment of merchandise. Malls also tend to create a complementary tenant mix. They like to have all the stores that appeal to a certain target markets located together. Thus customers know what types of merchandise they can expect to find in a particular mall or location within the mall. Malls also try to give customers a good mix of shopping and specialty goods stores. Another advantage of shopping malls is that the customers and the retailers don't have to worry about their external environment. The mall management takes care maintenance of the common areas and tries to maintain a strong level of homogeneity with the other stores. For instance most mall stores have common hours of operation. Since most shopping malls are enclosed, customers are protected from the weather. (Levy, M and Weitz, B, 2007, Pradan, S., 2003).

Types of shopping malls

Regional centers

A regional centre is a shopping mall that provides general merchandise, mostly apparel, and services in full depth and variety. Its main attraction is its anchors (i.e. largest or/and the most popular stores) the department stores, discount stores or fashion speciality stores. A typical regional centre is usually enclosed with an inward orientation of stores connected by a common walkway with parking surrounding the outside perimeter (Levy and Weitz, 2007).

Super Regional centers

A super regional centre is a shopping centre that is similar to a regional centre, but of larger size, it has more anchors, a deeper selection of merchandise and it draws from a larger population base. As with regional centres, the typical configuration is an enclosed mall, frequently with multiple levels. (Levy and Weitz, 2007).

Lifestyle centers

A lifestyle centre has an outdoor traditional streetscape layout with sit down restaurants and conglomeration of retail stores. But there are no self-service discount stores. These offer convenience, safety and an optimum tenant mix and a pleasant atmosphere. Some lifestyle stores have only stores and restaurants; some have cinemas and entertainment ;others yet mingle it with homes and offices. Nearly all of them are located in high income areas- posh neighbourhoods where they depend on a smaller group of but richer clientele. (Levy and Weitz, 2007).

Fashion/specialty center

A Fashion/speciality centre is an enclosed shopping centre that is composed mainly of upscale apparel shops, boutiques and gift shops carrying selected fashions or unique merchandise of high quality and price. These are not necessarily anchored. The physical design of these malls is very sophisticated, emphasising a rich décor and high quality landscaping (Levy and Weitz, 2007).

The outlets centers

These are shopping centres that consist mostly of manufacturers outlet stores selling their own brands supposedly at discount (Huff and Shamroski, 2001). Because of the tenant mix, they are sometimes called value centres or value mega malls. The outlet centres are most commonly found in strip configuration but they can also be enclosed malls or arranged in a "village" cluster. They can be designed as a no frills warehouse or be well-designed malls with landscaping, food courts and entertainment like more traditional malls (Levy and Weitz, 2007).

Theme /Festival centers

Theme /Festival centres are shopping centres that typically employ a unifying theme that is carried out by individual stores in their architectural design and possibly even in their merchandise. The biggest appeal of these centres is to the tourists. Generally located in places of historical interest, they have tenants similar to that of speciality centres but these are not usually large department stores or branded speciality stores (Levy, M and Weitz, B, 2007)

Seamless malls

An innovation of Pantaloon India ltd, the seamless malls marries the concept of the department store with a mall. Their Central format houses multiple brands, food outlets, services and entertainment under a single roof anchored by their department store and/or discount formats. They are called seamless malls because unlike typical malls, walls do not separate the stores but run into each other in a seamless fashion. (Pradan, S., 2003).

Malls in India

India has witnessed a tremendous pace in retail development over the past few years (A T Kearney, 2006, MGI, 2007). While local shopping centres have always existed in India, their structure ambience and method of doing business served the needs of the local population. In the past decade, though, shopping malls have sprung up all over the country. Mall space, which was virtually non-existent before year 2000, is expected to cross 205 million square feet of mall space with over 412 malls by 2010. The West and North of India are witnessing the highest rate of mall

development in the country followed by the South (India Retail Report, 2007). Another report called "Upcoming malls in 2008 and beyond" by Jones Lang Lasalle states that further mall growth will continue to be lead by the North with 136 new malls planned till 2010. In the West, Mumbai alone is expected to see 30 new malls coming up in the next two years. The East has been a late entrant into retail growth but Kolkata is also expected to get around 18 malls. In the South further growth is expected from already 'malled' cities like Bangaluru with around 20 malls planned for it and also from new entrants like Kerala which is planning for 13 malls by 2010 (Research Wilkis).

As the proliferation of malls continue across the country in urban and semi urban cities, it can be noted that most of these malls develop in close proximity to each other, have similar store mixes and product offerings. They also compete for the patronage of the same pool of shoppers. Typically, development of shopping centres has followed a pattern, which has always synchronised with the development of the retail sector in the economy and the needs and wants of the consumers. While organized retail is still just past the nascent stage, some experts feel that, mall development may have moved faster. In most parts of the world, entertainment as a key aspect of the malls developed after the decline of large department stores. In India department stores are still evolving. Players are entering the market but these are few. In such a scenario mall developers need to focus on key elements of strategy like positioning and where they aspire to be over a period of time. (Pradan, S., 2003). Moreover, with more and more malls dotting the urban landscape, it is now becoming essential to study mall consumer patronage and differentiate the offerings.

2.2 MALL PATRONAGE STUDIES

Customer patronage has been the focus of many theoretical and empirical writings. Retail formats studied include supermarkets (e.g. Darden and Ashton, 1975), grocery stores (e.g. Williams, Painter and Nichols, 1978), department stores (e.g. Stone 1954; Darden and Reynolds, 1971;Crask and Reynolds, 1978) and inhome shopping (eg. Darian 1994; Cox and Rich 1964; Reynolds and Port 1964; Gillett, 1970; Peters and Ford, 1972; Cunningham and Cunningham, 1973; Reynolds 1972; Gillett, 1970). Many studies have also investigated out shopping (e.g. Herrmann and Back 1968, Reynolds and Darden, 1972: Darden and Perreault, 1976; Bearden

1977) and store loyalty (Reynolds 1972; Reynolds and Martin, 1974). Patronage behaviour has been studied based on choice among competing retail institutions of the same type (Bellenger et al, 1976; Bearden et al, 1978, Bellenger et al, 1980) as well as across different types of retail institutions (King and Rink 1980; Lumpkin and McConkey, 1984).

There has also been considerable effort to identify the variables that intervene between consumers and their store patronage behaviour. Typologies for studying retail formats and products have been developed on the basis of shopping motivation (e.g. Tauber 1972; Bellenger et al. 1977; Westbrook and Black ,1985)shopping behavior (Stephenson and Willet, 1969),shopping motivation and behavior (Moschis 1976),preference for store attributes (Darden and Ashton, 1975), shopping experiences (Bloch,Ridgeway and Sherrell ,1989), reasons for shopping (Bellenger and Korgaonkar,1980), store loyalty and store search (Stephenson and Willet, 1969).The literature on mall related studies, though are not extensive.

Early researchers on mall patronage developed gravitational models to predict patronage for shopping areas using a combination of objective measures, such as distance, population density and mass (square footage of retail space)(Brunner and Huff 1963; Bucklin1967; Mason 1968). Huffs (1964 and Huff and Rust, 1984) retail gravity model, provides a formula for predicting mall patronage based on the principle of cost (accessibility) verses utility (size). According to Moore and Mason (1969) who looked at the concept of retail center patronage the validity of these models and other approaches to trading area analysis using the concepts of mass and distance are questionable since they assume similar retail center patronage decisions from shoppers with comparable incomes, educational levels, and occupational classification.

At this point studies started having an increasing customer focus. Later studies focused on subjective factors such as image attributes and consumers' shopping motives (Bellenger et al. 1977; Gentry and Burns 1977–8; Nevin and Houston 1980; Finn and Louviere 1996; Stoltman et al.1991). Hunter (2006) also examined the process by which image, influenced patronage. LeHew et al (2002) expanded the loyalty concept and studied mall attributes that influenced loyal patronage of malls. Zhuang et al (2006) studied the impact of situational variables on buying decisions.

In an early attempt to understand consumer mall patronage motives, Bellenger et al. (1977), examined the basic motives for consumer patronage of shopping centers and the relative importance of these motives for different shopper types. They noted that past studies have concentrated on relating demographic, attitudinal and social class variables to store patronage rather than to the relative importance of the patronage motives. Further the authors argued that store patronized as a result of both the relative importance of various motives and the shoppers' assessment of alternative stores with respect to the various factors used in making the selection. Based on the survey of female shoppers, Bellenger et al. (1977), first identified four patronage motives for shopping centers and thereafter related the patronage motives to demographic and lifestyle variables and identified two shopper groups- recreational and economic shoppers.

Roy (1994) also studied mall patronage and deals with modeling correlates of mall visit frequency. Based on frequency and regularity of shopping Roy (1994), identified whether shoppers made the trip with a specific objective (functional shoppers), whether they were deal prone (deal proneness) and then related them to demographic variables like age income and family size.

Some studies have concentrated on how to entice the customer to stay longer and patronize the mall again Bloch, Ridgeway and Dawson (1994) found malls are viewed by consumers as a place not only for shopping but also for other activities such as entertainment. Other studies pointed have also pointed out this as a central reason for visiting malls (eg. Graham,1988; Stoltman, Gentrry and Anglin,1991). Wakefield and Baker(1998), examined the relationship between three factors-tenant variety, mall environment and shopping involvement, on shoppers excitement and desire to stay at the mall in the effort to understand antecedents and consequences of excitement at the mall. In order to build excitement at the mall, Mall developers are offering an exciting experience for the whole family since customers seeking to maximize their shopping time tend to drive past weaker malls to reach destination malls (Ashly, 1997; Cockerham, 1995; Templin, 1997). More studies on mall patronage are summarized in Table 2.1

Table: 2.1 Summery of Mall patronage studies

Author	**Title**	**What was studied**
LeHew/ Fairhurst (2000)	US shopping mall attributes: an exploratory investigation of their relationship to retail productivity	Mall attributes and its effect on productivity
Anselmsson (2006)	Source of Customer Satisfaction with Shopping Malls: A Comparative Study of Different Customer Segment	Customer satisfaction with mall attributes
Baker /Haytko (2000)	The Mall as Entertainment: Exploring Teen Girls' Total Shopping Experience	Teen Girls shopping behavior
Balazs (1994)	The Eldermall: Exploring New Ways to Position the Aging Retail Shopping Center for Aging Consumers	Aging Consumers and mall shopping
Bloch/ Ridway/ Nelson (1991)	Leisure and the shopping mall	Consumer attitude to the mall
Brown (1992)	Tenant Mix, Tenant Placement and Shopper Behavior in a Planned Shopping Center	Effect of tenant mix
Dennis / Murphy, /Marsland/ Cockeet/ Patel (2002)	Measuring images: Shopping center case studies	Mall attributes creating mall image and mall branding
Eastlick /Shim (1995)	Ethnic Differences in Shopping Center Patronage: A Comparison of Hispanic and Anglo-Americans	Effect of ethnicity on mall shopping behavior
Eastlick/ Lotz/ Shim (1998)	Retail-tainment: Factors Impacting Cross-shopping in Regional Malls	Effect of Entertainment on shopping behavior
Eppli/ Shilling (1996)	How critical is a Good Location to a Regional shopping Center?	Retail agglomerations and consumer search cost
Gentry/ Burns (1978)	How important are evaluative criteria in shopping Center Patronage?	Attributes College Students and permanent residents find important in choosing malls to patronize
Haynes /Talpade (1996)	Does Entertainment Draw Shoppers? The Effects of Entertainment Centers on Shopping Behavior in Malls	Effect of Entertainment
Howell / Jerry Rogers (2005)	Research into Shopping Mall Choice Behavior	Shopping Mall Choice Behavior and measurement of patronage
Hu / Jasper (2004)	Men and Women: A comparison of shopping mall Behavior	Gender based behavior

Hunter(2006)	The role of anticipated emotion, desire and intention in the relationship between image and shopping center visits	Shopping center image
Ibrahim/ Wee (2002)	The Importance of Entertainment in the Shopping Center Experience: Evidence from Singapore	Role of Entertainment
Kang/ Kim/ Tuan (1996)	Motivational Factors of Mall Shoppers: Effects of Ethnicity and Age	Effect of demographics on mall shopping
Kinley/ Josiam / Kim (2003)	Why and Where Tourists Shop: Motivations of Tourist-Shoppers and Their Preferred Shopping Center Attributes	Mall attributes proffered by tourists
Kuruvilla and Rajan (2008)	Gender and Mall Shopping: An Analysis of Patronage Patterns, Shopping Orientation and Consumption of Fashion among Indian Youth.	Gendered Shopping behavior in India
Lee/Ibrahim/Hsueh-Shan (2005)	Shopping-center attributes affecting male shopping behavior	Shopping mall attributes
LeHew and Cushman (1998)	Time Sensitive Consumers' Preference for Concept Clustering: An Investigation of Mall Tenant Placement Strategy	Tennant planning
Lorch / Smith (1993)	Pedestrian Movement and the Downtown Enclosed Shopping Center	Mall shopping behavior
MacGoldrick / Thomson (2001)	The Role of image in the attraction of the out of town center	Role of Mall Location, accessibility and transportation
Majumdar (2005)	A Model for customer Loyalty for retail stores inside shopping malls - an Indian perspective	Loyalty for a retail store inside shopping malls
Meoli / Fienberg / Westgate (1991)	A Reinforcement - Affect model of Mall Patronage	Quantifying consumer attraction for the mall
Pieree-Yves / Philippe (2002)	Retail Centers: Location and Consumer's Satisfaction	Location importance for the consumer
Rosiers/ Theriault Villeneuve (2006)	Big Boxes versus Traditional Shopping Centres: Looking At Households' Shopping Trip Patterns	Effect of time taken to reach on choice of outlet
Shim/ Eastlick (1998)	The Hierarchical Influence of Personal Values on Mall Shopping Attitude and Behavior	Personal values, effect of ethnicity and role of mall attributes in creating mall shopping attitude and mall shopping behavior

Sit/ Merrilees/ Birch (2003)	Entertainment-seeking shopping center patrons: the missing segments	Effect of Entertainment
Skogster/ Uotila/ Ojala (2008)	From mornings to evenings: is there variation in shopping behavior between different hours of the day?	Customer variation due to time
Soriano (2004)	Mall Shopping Patterns	Shopper behavior
Stoltman (1991)	Shopping Choices: The case of Mall choice	Shopping Mall Choice Behavior
Talpade/ Haynes (1997)	Consumer Shopping Behavior in malls with large scale entertainment center	Role of entertainment
Wilhelm /Mottner (2005)	Teens and Shopping Mall Preferences: A Conjoint Analysis Approach to Understanding the Generational Shift Toward an Experience Economy	Changing preferences and choice parameters among teenagers
Yim YIU /Yung YAU (2007)	Conversion Rate of Shopping Mall – a Probit Study in Hong Kong	Shopping mall, conversion rate
Zhuang,/Tsang/ Li / Nicholls(2006)	Impacts of situational factors on buying decisions in shopping malls	Situational factors on purchase behavior

Though shopping mall owners/managers do not produce or sell products, they provide retail/service conglomeration, by bringing together sellers of products and services to satisfy the wants and needs of the retail customer in a pleasant and exciting environment. For the malls, with an increase in sales of a shopping mall's tenants (product and service retailers) there is a corresponding increase in profits for mall owners since leases are typically based on percentage of sales. Therefore, the challenge for shopping malls with a customer oriented strategy is to position the mall to the right audience, understand their needs and to deliver the right set of benefits (Randall 1997). The right tool to identify and target the right consumer would require segmenting the consumers and identifying the variables that intervene between consumer and their patronage behavior.

2.3 SEGMENTATION

As long as people have been selling products to one another there has been some form of market segmentation. In the early days of marketing, segmentation (i.e., selection of a group or groups with common characteristics out of the total) was based on rather general dimensions such as

buyers vs. non buyers, men vs. women, and the like. Refinements have been made over the years to adjust to the increasing complexity in the marketplace. Marketing management knows that no single population is homogeneous and that there is no "average man." People are different and do things for different reasons. Thus there is a need to identify the differences and group them in such a way that a better understanding of the population under consideration emerges (Plummer, 1974).

According to Plummer (1974), the criteria that should be employed in selecting a useful segmentation approach to aid in marketing and advertising planning are three fold:

1. Is the segmentation approach based on theory and consistent with the objectives?

2. Do the segmentation reveal significant differences between the defined segments?

3. Can these differences be understood and acted upon to improve business?

In literature, several bases for segmenting a market have been investigated (Aaker and Jones, 1992; Kotler and Amstrong 1991;Shiffman and Kannuk, 2001). The most common bases of segmenting are demographic and psychographic techniques. Behavior or use related segmentation, which categorizes consumers in terms of usage characteristics, usage rate, awareness or brand loyalty, have also been very popular and effective. There is ample empirical support for using these variables (Bloch, Riggway and Sherrell 1989; Yavas, 2001). An understanding of the mall patronage behavior is a critical issue because it enables managers to identify and target those consumers most likely to purchase.

Behavioral Segmentation

According to related retail literature there are three major ways in which usage segmentation can be attempted for mall visitors. This can be done using (1) time spent at the mall, (2) frequency of visits or (3) amount spent at the malls. Among these frequency of visits is the most commonly used variable to study mall patronage. The importance of frequency of shopping centre visits is evidenced by its use as a dependent variable in a number of studies (Nevin and Houston, 1980; Roy, 1994; Hunter, 2006; Pan and Zinkhan, 2006); and its potential impact on shopping center sales, i.e. a greater frequency of visits to a shopping centre should result in greater sales. Roy's

(1994) study deals with modeling correlates of mall visit frequency. Hunter (2006) investigated the process by which shopping centre image impacts the frequency of visits. The frequency of patronage have been used by some researchers to measure loyalty (Dick and Basu, 1994) and as a dependent variable to measure the impact of environmental variables (Areni and Kim 1993; Hui, Dube, and Chebat 1997; Miiliman 1982; Bellizzi, Crowley, and Hiasty 1983; Spangenberg, Crowiey, and Henderson 1996; Eroglu and Machleit 1990; Hui and Bateson 1991)

Time spent has also been used in order to analyze mall patronage patterns. Paco Undrhill (2001) observed that more time visitors spend at the mall, the more they spend. Time spent and frequency of mall visits suited studies in the western context since a good percentage of customers had intention to buy which is a strong antecedent to actual purchase behavior (Zhuang, Tsang, Li and Nicholas, 2006). This meant that visitors to malls spent something on almost every visit. The attempt has therefore been to increase mall store sales by motivating the shoppers to visit more frequently and spent more time. On the other hand Malls in India suspect that a large segment of consumers do not spend or spend very insignificant sums in the malls. Therefore it is of interest to them to segment the mall visitors along the amount spend by them. Regardless of the footfalls at the mall if the money spent is low, the mall does not benefit (Bickle and Shim, 2001). Therefore, of special interest in India is the behavior of heavy spenders at the mall. Despite this importance of identifying and catering to the heavy spenders at the mall, the examination of this method among mall shoppers is non-existent. Yet, literature does demonstrate the advantages of usage rate segmentation in many related fields.

One of the more popular behavioral segmentation techniques in marketing has always been to segment buyers in terms of product usage as light users, moderate users, and heavy users. Rate of usage generally refers to the volume of purchases made of a product. It differentiates between heavy users and light users and sometimes refers to the heavy users as the heavy half (Bickle and Shim, 2001). This segmentation basis was adopted when sellers realized that in many product categories, the heavy user segment accounted for as much as two-thirds of the business. This method of segmentation is useful because it moves beyond total scores or averages and reveals important differences that can be acted upon. If, for example, research indicated that a new concept received an overall rating of only 3.2 on a 5-pointscale among a hundred people, the

concept might be dropped. However, if the sample were segmented into light, medium, and heavy users, and the new ratings developed for the concept were 2.1 among light users, 3.3 among medium users, and 4.7 among heavy users, the evaluation of this concept would be different. In this way, this technique can reveal important insights that averages often hide. Therefore, it is frequently recommended that marketers target the heavy users due to the consumers' strong propensity to purchase (Plummer, 1974). Moreover, it makes financial sense to position and appeal to this segment, as it is the most cost effective way of realizing profits. Although this segment may be relatively small compared to the total population this market segment represents the most lucrative segment of the population (Bickle and Shim, 2001). Studying the heavy mall shoppers is also particularly useful in developing marketing objectives in the Indian context because this subgroup in the population can be a more efficient marketing target than others.

Additionally, in order to achieve the objectives of this study it is useful to profile the heavy purchasers at the malls along the demographic, psychographic and behavioural lines. The segmentation can then reveal significant differences in (a) Demographic and socio economic profile, (b) Psychographic profile (Values, Attitude, Activities and Interests and Shopping orientations), (c) Behavioural profile (Activities at the mall, purchase pattern, frequency of visits and time spent at the mall) between the heavy users and the low or medium rupee volume purchases at the mall. This information can be useful to understand the relationship of these variables to consumer patronage behaviour.

2.4 DEMOGRAPHIC AND SOCIO ECONOMIC PROFILING

Among the standard fixtures in marketing research, the demographic profile is probably the most familiar. Age, income, education, and other indications of position in life space have so much influence on so many kinds of consumer behavior that users of a product or a brand, are virtually certain to differ from the rest of the population on one or more of the common demographic dimensions. Marketing researchers collect demographics as a matter of routine, and marketers feel comfortable using them. Demography refers to the vital and measurable statistics of a population. They help locate the target population and always form part of research since they add meaning to the findings. (Shiffman and Kanuk, 2001; Cassill 1990; Summers and Wozniak 1991).

Demographics or and other characteristics associated with individual consumers or consumer groups have always been popular variables in retail patronage studies. Employing demographic characteristics, Pessemier (1983) posits that the following are the determinants of shopping behavior: Lifecycle, social class, personality/values, lifestyle characteristics, market actions, perceptions and preferences. Haveinsen, Scott and Sweeney (1983) also considered demographics in forming his five 'buyer needs' segments. Beyond these patronage has been considered in reference to other demographic traits including sex, income, race, social class and age. Lachman and Brett (1996) argue that younger consumers pay more attention to brands while older consumers are more knowledgeable about merchandise quality. Liu (1970) showed that the proportion of consumers with college education positively affects per capita sales. Similarly Evans, Christiansen and Gill (1996) surveyed the shopping behavior of various types of consumers and the extend to which that behavior follows social and family influences. Shim and Eastlick (1998) used a structural equation model to examine the effect of ethnicity on shopping center patronage. Dunn and Wrigley (1984) also found that the possession of appropriate resources like car and freezer (allowing more transport and storage) raises store loyalty called "discretionary loyalty." It implies that Discretionary loyalty is an adaptation to circumstances that are most likely to be found among population segments that need to be efficient because of household and work commitments, and have the opportunity to be efficient by virtue of car ownership and income. Those with limited incomes will have more need to shop around to secure the best value for money. Therefore, it is likely that an increase in ownership of credit cards, cars, own houses, timesavers like microwaves, rising disposable income can combine to produce a new pattern of one-stop shopping at shopping complexes.

Over the last decade, India has been witnessing tremendous change in its economic forefront. The positive change in both direction and magnitude in demographics and the Indian consumer's increasing disposable income has been highlighted by several studies (MGI, 2007, India Retail Report 2007). The increase in double income families in cities is one factor for this increase in disposable incomes. Salary hikes in India are also increasing at a faster pace than other developing countries. Because of these, the average household income in urban areas has grown at a 5 percent Compounded Annual Growth Rate (CAGR) over the last decade. Nearly 37 percent of the urban population constitutes chief earners who earn regular salaries/wages. The

number of people who earn over US$ 5,000 plus per annum is growing at fast pace and this is primarily attributed to the rapid rise in the young earners (those in their mid twenties). The 70 million-plus people earn over Rupees 8,00,000 ($18,000) a year – number to rise to 140 million by year 2011. Propensity to spend too has been on the rise especially in the urban areas of the country. Expenditure in urban areas accounts for 62 percent of income compared with 56.2 percent in rural areas. The annual growth in employment has also accelerated from 1.6 percent levels of1993 - 2000 to 2.5 percent during 1999 - 2005 due to IT and IT enabled services. About 2 million graduate every year of which 10 percent are engineers and are available for employment (Prasad and Reddy, 2007).

India's middle-income group (popularly called middle class) is about 25% of the total population base of which, about 4 percent are extremely rich and about 10 percent have just graduated into the middle class and are feeling their way through the material world. The wealthy middle class is estimated at over 300million and go up to 400 million by 2025. These middle income earning segments that believe in good things of lifestyle and indulge in conspicuous consumption would have about $ 2.8 trillion a year to spend. All these portend a sustained growth in discretionary spending and reiterate the chronic need of modern retail formats (Prasad and Reddy, 2007).

In addition to high disposable income and a richer middle class, the country also has large consumer masses that are young. The largest young population in the world over 890 million people below 45 years of age is in India .The census figures for 2001 show that 54 percent of the population i.e., 540 million is below the age of 25,and 45 percent below 19 years. The median age of an average Indian is about 25 years i.e.100 million and will have about 325 million people in the 25 - 35 age group by 2020 (Sinha, 2004). The working age population between 15 and 64years will increase by a staggering 71 million in India to reach 762 million by 2010 (UN Report, 2005). This creates whopping 600 million-plus effective consumers by the year 2010 (A. T. Kearny Report, 2006).

Rapid changes have also taken place in family sizes (5.4 people), the family lifecycle and the disintegration of joint family system has led to the formation of nuclear families tempting consumers to splurge on more consumer goods purchases. The changing composition of work force and growing number of women employees in public and private organizations i.e., the

participation of women in the labour force and in professional and technical workforce in India is 34 percent and 21 percent respectively (source: NCEAR Report, 2005), contribute a lot in the emergence of retail outlets because lack of abundant time for doing the house hold chores.

Along with the changing economic scenario and because the cocktail required for organized retail to thrive has fallen into place, the Indian retail sector has been showing tremendous growth over the last decade. Therefore of great interest is how these variables are affecting consumer behavior in the retail environment. The demographic/socioeconomic variables researched in this study are (1) Age, (2) Gender, (3) Marital status, (4) Family size, (5) Number of earning members, (6) Number of children, (7) Income, (8)Educational level, (9) Occupation, (10) Religion, (11) State of origin, (12) Mother tongue and Ownership of (13) credit card, (14) car, (15) microwave and (16) house.

However, these measures are still inadequate in their description and analysis of the consumer as a person. It is in this area the psychographics or lifestyle data—activities, interests, and opinions—have proved their importance as a means of "duplicating" the consumer for the marketing researcher.

2.5 PSYCHOGRAPHIC PROFILING

Psychographics is any measurement and analysis of the consumer mind, which allows us to understand why consumers behave the way they do (Schiffman, and Kanuk, 2001). This helps marketers to target and position their products better, keeping the mind-frame of the target customer in view. Psychographics, also referred to as activities, interests, and opinions (AIOs), measures (1) people's activities (how they spend their time), (2) their interests (what they place importance on), (3) their opinions (interpretations, expectations and evaluations) (Plummer, 1974). While they are a useful addition to demographic data, marketers found the original AIO inventories too narrow. Now, psychographics or lifestyle studies typically include attitudes or evaluative statements about other people, places, ideas, products and so forth; values — widely held beliefs about what is acceptable, important and/or desirable; activities and interests — non-occupational behaviors to which consumers devote time (Hawkins et al, 2002). AIO inventories consist of a large number of statements with which a large number of respondents express

degrees of agreement or disagreement. Psychographic studies are used to define segments and develop an in-depth understanding these segments. But a better practice is to use AIOs to understand segments that have been defined with more traditional variables (Blackwell and Miniard, 1994). In their most common form, psychographics uses a battery of statements to identify relevant aspects of a consumer's personality, buying motives, interests, attitudes and beliefs (Shiffman and Kannuk, 2001). A number of Psychographic approaches that have been effective are VALS, PRIZM etc. According to Heath (1995), Psychographic studies usually employ five types.

1. Lifestyle profiles, in which a researcher investigates demographics, product/media usage, media use and psychographic /lifestyle items

2. Product specific psychographics profile, in which consumers are profiled on product relevant dimensions.

3. Personality traits as descriptors, in which a variable such as retail patronage is analyzed against various personality traits.

4. General lifestyle segmentation, in which respondents are classified into relatively homogeneous groups to form a typology.

5. Product specific segmentation in which users of a given product category can be grouped.

The past decade has seen India only not evolving new retail formats but has also altered the consumers' concept and orientation to shopping. With the increasing urbanization, the Indian consumer is emerging as more trend conscious and demanding. With an increase in double income households and lack of adequate leisure time has compelled the urban consumer to seek the convenience of one-stop shopping. It is apparent that intrinsic factors such as needs, motives, perceptions, attitudes, interests, opinions, activities and lifestyles of the consumer in India today are in a flux (Prasad and Reddy, 2007). Traditional demographic variables cannot completely identify the characteristics of this evolutionary retail market because consumers in the same demographic group may have very different psychographic make-up. A tool that can help segment the population is psychographics involving the use of psychological, sociological and

anthropological factors. (Schiffman and Kannuk, 2001). In view of this, this study has undertaken to research certain psychographic variables that reflect the quintessence of consumers' ulterior motives and needs that are deemed satisfied by visiting malls.

Lifestyle

One of the most widely popularized approaches to psychographic research for market segmentation is the Values and Lifestyles System (VALS) program, developed by Arnold Mitchell at the Stanford Research Institute (SRI) in California (Schiffman and Kanuk, 2001). According to Stanford Research Institute (SRI) people pursue and acquire products, services and experiences that provide satisfaction and give shape, substance and character to their identities (Gonzalez and Bello, 2002) The original VALS system, developed in 1978, defined a typology of three basic categories of consumer values and lifestyles, with nine more detailed types. It defined consumer market segments as need-driven, outer-directed or inner-directed. In 1989, SRI revised the original VALS and classified the American population into eight distinct subgroups or segments based on their answers to 35 attitudinal and four demographic questions (Schiffman and Kannuk, 2001). Key to the VALS2 system is three self-orientations or motivations that comprise the horizontal dimension, i e principle-orientation or ideals, status orientation or achievement and action/self-orientation or self-expression. Consumers with principle orientation (ideals) make purchase decisions guided by a belief system and they are not concerned with the views of other people. People with status orientation (achievement) make decisions based on the perceived opinions of peers. Action or self-oriented (self-expression) individuals buy products to have an impact on the world around them (Kahle, Beatty, and Homer, 1986; Novak and MacEvoy, 1990; Kamakura and Mazzon, 1991; Kamakura and Novak, 1992).

Values

A value is "an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence" (Rokeach, 1973). Values are responsible for the selection and maintenance of the goals (or ends) toward which individuals strive, while simultaneously regulating the manner in which this striving takes place (Vinson, Scott, and Lamont, 1977). Values have been found to

affect various aspects of consumption behaviors and attitudes (e.g., Becker and Connor, 1981; Donthu and Cherian, 1992; Prakash and Munson. 1985; Valencia, 1989; Vinson et al., 1977). According to Homer and Kahle (1988), previous researchers held that values, explicit or implicit, function as grounds for behavioral decisions in general and consumption behaviors in particular (e.g.. Carman, 1977; Williams, 1979). The means-end chain model also predicts that such consumption behaviors as product selection and retail shopping patterns are means to achieving desired end states or values (Gutman, 1982; Reynolds and Gutman, 1988).

A number of other popular value instruments, besides VALS, have been used in consumer behavior studies like the Rokeach Value Survey and List of Values (LOV) (Schiffman and Kanuk, 2001). The Rokeach Value Survey is a self-administered value inventory that is divided into two parts, each part measuring different but complementary types of personal values. The first part consists of 18 terminal value items, which are designed to measure the relative importance of end-states of existence (i e personal goals). The second part consists of 18 instrumental value items, which measure the basic approaches an individual might take to reach end-state values. Thus, the first half of the instrument deals with ends, and the second half considers means. The LOV is a related measurement used in surveying the personal values of consumers. It is an abbreviated measurement instrument that only includes terminal values of the Rokeach Value Survey and is a cross-cultural generalization of the VALS system. Two of the items in the LOV (terminal values *accomplishment* and *self-respect)* are identical to RVS items; the remaining LOV items either combine several RVS items or generalize a specific RVS item. The RVS items that "did not meet the criterion of generality across all of life's major roles" (Beatty et al. 1985) were eliminated. Kahle developed this so that the individual can easily be classified according to the level of importance that is assigned to each of them (Kahle, 1983). Beatty et al. (1985) suggest that "primarily person-oriented" values are of greater relevance in a consumer-behavior context. Therefore in recent times there seems to have emerged a consensus on the superiority of LOV over other value instruments (Kahle, Beatty, and Homer, 1986; Novak and MacEvoy, 1990; Kamakura and Mazzon, 1991, Kamakura and Novak, 1992).

2.6 SHOPPING ORIENTATION

A growing number of researchers feel, that using personality measures involves inadequate

measuring instruments and inappropriate constraints. They see personality as situational, not pervasive, and argue that standard personality measures, designed for clinical diagnostic purposes, should not be used without considering their relationship to the marketplace. To overcome this problem, several researchers have recommended the construction of scales to measure buyer attributes more germane to the purchase situation. Previous work in psychographics suggests that shopping activity, interest, and opinion statements can be utilized to measure shopping personalities or orientations. (Engel, Kollat, and Blackwell, 1969; Lunn, 1966).

Shopping orientations reflect categories of shopper styles and can represent consumer needs for products and services (Bellenger and Moschis, 1981). A variety of definitions have been used to explain this market segmentation tool. Moschis (1992) defined shopping orientations as shopper patterns that include consumer activities, interests, and opinions about the shopping process: 'Shopping orientations are mental states that result in various general shopping patterns' (Bellenger and Moschis, 1981). Darden and Dorsch (1990) state that shopping orientations are based on past shopping experiences and the personal values. Additionally, research has also indicated that shopper orientations represent consumers' personal, economic, recreational and social motivations for shopping (Lumpkin, Hawes, and Darden, 1986; Shim and Mahoney,1992).

Several researchers have studied shopping orientations to describe consumers and shopper types. Stone (1954) was the one to pioneer the concept of shopping orientations. In his work, Stone grouped female shoppers into four categories: economic, personalizing, ethical and apathetic shoppers. After grouping the orientations, Stone developed a profile of each shopper type. The economic shoppers were identified as having a concern for finances and preferred to shop at large chain stores because of cheaper prices. Stone's personalizing shoppers preferred to shop at local stores for better service because shoppers perceived chains as impersonal. On the other hand, ethical shoppers preferred to shop at specific local or neighborhood stores rather than chain stores to give smaller merchants a chance for success. Unlike the other three orientations, apathetic shoppers had little or no interest in shopping and had no preference in store type. Since Stone's early work, other researchers have studied shoppers, and many of these studies have identified consumer groups with similar but varying shopping orientations. In replication and

extension of Stones work, Boone, Kurtz, Johnson and Bonno (1974) showed that the typology proposed by Stone existed in different cities.

Bellenger et al. (1977) found two segments- the recreational shoppers who wanted a high quality center with extensive variety and a large number of related services and for whom convenience and economic issues were not primary concerns, and the economic shoppers who are convenience and cost oriented. Bellenger and Korgaonkar (1980) obtained a profile of 324 recreational shoppers in Atlanta, USA. Subjects were divided into two groups: recreational shoppers who either enjoys shopping or enjoys it very much and economic shopper, who either was neutral towards, disliked or strongly disliked shopping. He found that recreational shoppers spent more time per trip and shop with others. The economic shopper from Bellenger and Korgaonkar can be compared with Stone's (1954) apathetic shoppers who had little or no interest in shopping. On the other hand, a total, 69% of the respondents involved in the study were categorized as recreational shoppers (i.e. enjoy shopping as a use of their time). The recreational shopper tended to be an active woman who preferred a pleasant store atmosphere with a large variety of high quality merchandise. This shopper spent more time shopping even after making purchases, tended to buy something she liked regardless of urgency or need, and spent less time deliberating before purchases. Furthermore, the recreational shopper engaged in more information seeking than the economic shopper did. When choosing a store, she considered the quality of merchandise, variety of merchandise, and décor of malls as important criteria. Williams, Slama and Rogers (1985) also studies recreational and found that recreational shoppers in addition to enjoying shopping were willing to put an effort into shopping, enjoyed promotions, more deal prone and were active information seekers.

Lumpkin (1985) also studied Shopping orientation in his research into the shopping orientation of elderly customers (Lumpkin, 1985) and later on the relationship of shopping orientation on outshopping (Lumpkin, Hawes and Darden, 1986). Lumpkin (1985) in his study on the elderly consumers examined economic shoppers describes three shopping orientations-economic, active and apathetic. The economic shopper type is similar to Stone's apathetic shopper and Bellenger and Korgaonkar's economic shopper. Lumpkin described his economic shoppers as having concern for finances and they tended to shop around for the lowest price. The apathetic shoppers

were described as shopping less than the other two shopper types (i.e. economic and active shoppers) identified in the study. Lumpkin et al (1986) categorized rural consumers into three shopping orientation groups. Consumers were identified as inactive in shoppers, active out shoppers, and thrifty innovators. Active out shoppers were those that shopped outside their hometown or those that used other buying methods such as catalogue shopping. Out of the three groups, these shoppers scored lower on active consumer, leisure-time orientation, and opinion leadership scales. Similar to Stone's (1954) ethical shoppers, the inactive inshoppers expressed high levels of loyalty for local merchants and favorable attitudes toward local shopping. The thrifty innovators were categorized as economic shoppers because they were price sensitive and looked for the lowest prices.

Darden and Reynolds (1971) studied the shopping orientations and product usage rates of health and personal care products for 177 housewives in Athens, GA. This study tested statements and shopping orientations (i.e. economic, personalizing, ethical, apathetic) that emerged as a result of interviews conducted by Stone in 1954. According to Darden and Reynolds, Stone's personalizing shopper was divided into two categories (i.e. personalizing big stores, personalizing small stores). In contrast with Stone, Darden and Reynolds considered the possibility that subjects identified with more than one orientation.

Gutman and Mills (1982) described consumers as leaders, followers, independents, neutrals, uninvolveds, negatives and rejecters. Findings indicated that leaders scored high on factors of fashion leadership, enjoyed shopping, were not cost-conscious, practical or traditional (similar to active apparel shoppers in Lumpkin's (1985) study). Followers resembled the leaders, but they scored lower on the leadership dimension and higher on traditionalism. Similar to the leaders and followers, the independent shoppers were aware of fashion, but were cost consciousness. Their other four shopper types -the neutrals, uninvolveds, negatives and rejecters that were similar to Stone's apathetic shoppers, who had little or no interest in shopping.

Table 2.2: Summery of Shopping Orientation studies

Author	Context	Segments identified/studied	Focus
Bellenger, Robertson and Greenberg, (1977)	Shopping center	-Recreational shoppers - Economic Shoppers	Center features
Bellenger and Korgaonkar (1980)	Shopping center	-Recreational shoppers - Economic Shoppers	Center features
Williams, Slama and Rogers (1985)	Shopping center	-Recreational shoppers - Economic Shoppers	Center features
Gill and Evans (1985)	Shopping center	-Venturesome shoppers - Price conscious shoppers - Loyal shoppers - Local shoppers Apathetic shoppers	Center features
Jarboe and Mcdaniel (1987)	Regional shopping mall	-Browsers - Non-Browsers	Activities of the shoppers
Bloch, Ridgeway and Dawson(1994)	Malls	-Mall enthusiasts - Traditionalists - Gazers - Minimalists	Activities of the shoppers
Roy (1995)	Malls	- Frequent visitors	Activities of the shoppers
Karande and Ganesh (2000)	Factory outlets	- Recreational shoppers - Serious economic shoppers - Time conscious deal prone shoppers	Shopping motives
Westbrook and Black (1985)	Department store	-Shopping process involved - Choice optimising shoppers - Apathetic shoppers - Economic shoppers No description	Shopping motives
Stone (1954)	Housewives	- Economic shoppers - Personalizing shoppers - Ethical shoppers - apathetic shoppers	Local vs. Chain retail store preference
Lumpkin(1985)	Elderly consumers	-Economic shoppers -Apathetic shoppers -Active shoppers	Shopping orientation
Kindade	Store	- Fashion oriented shoppers - Economic shoppers - Time oriented	Shopping orientation
Lumpkin, Hawes,	Rural	-Inactive inshoppers	Outshopping

Darden(1986)	consumer	- Active outshoppers - Thrifty innovators	orientation
Darden and Reynolds ((1971)	Housewives	- Economic shoppers - Personalizing big stores - Personalizing small stores - Ethical shoppers - Apathetic shoppers	Use of health and personal care products
Gutman and Mills (1982)	Store (female consumers)	-The neutrals - The uninvolved - The negatives - The rejecters - Leaders - Followers - Independents	Apparel shopping behavior
Tatzel ((1982)	Store	- Fashion Conscious shoppers -Apathetic shoppers - Independent shoppers - Anxious shoppers	Apparel shopping behavior
Shim and Kotsiopulous (1993)	Store	- Highly involved apparel shoppers - Apathetic apparel shoppers	Apparel shopping behavior
Moye and Kincade (2003)	Store (female consumers)	-Decisive shopping segment - Confident shopping segment - Highly involved bargain shopping segment - Extremely involved appearance conscious shopping segment	Apparel shopping Behavior
Prasad and Reddy, 2007	Food and grocery retailing in India	-Hedonic consumers -Utilitarian consumers -Conventional consumers -Socialization type consumers	Psychographics
Shim and Mahoney (1991)	In-home electronic shoppers	- Conservative /worried - Comparative/ user friendly - Recreational/ innovative	Shopping orientation

In addition, Tatzel's (1982) found apathetic shoppers (characterized as those who did not like to shop, wanted to get through the shopping activity with minimum time and effort) and fashion conscious shoppers (similar to the leaders from Gutman and Mills (1982) and the active shoppers from Lumpkin's study (1985) and recreational shoppers of Bellenger and Korgaonkar (1981). Shim and Kotsiopulos' (1993) also found apathetic apparel and highly involved apparel

shoppers. The former were uninterested in the shopping process and patronized discount stores, were not confident in shopping for themselves. Shim and Kotsiopulos' highly involved shoppers were described as having high involvement in clothing and serious about the clothing shopping process and kept their wardrobe up to date with fashion trends. A summery of shopping orientation studies is presented in Table 2.2.

2.7 MALL SHOPPING ATTITUDE

Attitude is commonly viewed as one of the important variables that intervene between the marketing mix and consumer behavior. Shiffman and Kanuk (2001) define it as a "learned predisposition to behave in a consistently favorable or unfavorable fashion". From the marketers' perspective, the creation of a positive attitude is an important criterion since patronage usually goes with positive attitude. According to the tricomponent attitude model Attitude has three components-cognition, connotation and affect. Cognition is the knowledge or perception acquired by consumers either through a combination direct experience and collected information. The connotative response is usually the consumers' intention to buy (Shiffman and Kanuk, 2001). Decisions are also continually influenced by consumers' affective responses. Affect is the way in which consumers feel in response to market place stimuli and results from the knowledge of and the evaluation of these stimuli (Bodur, Brinberg and Coupey, 2000) Several studies have explored this affective component of attitude and developed their influence on the shopper behavior. Four models incorporating a variety of market factors dominate. These are –the functional theory of attitude, the belief importance model, the cognitive dissonance model and the Fishbein model (Lindquist and Sirgy, 2006).

According to the functional theory hypothesized by Katz (1960), affective responses help consumers reach purchase decisions in four ways: adjustment, ego defensive, value expression and application of prior knowledge. The utilitarian function recognized the fact that individuals strive to maximize the rewards and minimize the penalties in the external environment. Attitudes that serve the ego-defensive function and protect the self from anxieties and dangers. Value – expressive attitudes help individuals give positive expression to their central values and self-concept. Attitude also serves the knowledge function or need to give adequate structure to his or her universe.

According to the cognitive dissonance theory, discomfort or dissonance occurs when a consumer holds conflicting thoughts about a belief or an attitude object and is an outcome of behavior. On the other hand, the belief importance model and the Fishbein model are both multi attribute models, which directly relates consumer beliefs with affective response. The main difference between the two is that while the belief importance model analyses comparative affective responses, the Fishbein model analyses brands, products or services in isolation. Since this study aims at studying consumer attitude to malls, the Fishbein model is of interest.

Researchers use a simple formula to represent this model:

$$A = \sum_{i=1}^{m} B_i \, Ei$$

Where

A= Attitude towards the product/service/(in this case malls)

Bi = Belief that the malls possess the attribute

Ei = Evaluation of the importance of the attribute

i = attribute 1,2…..m

Using this information malls can communicate positive messages about attributes that they possess but consumers may be unaware of or can convince consumers to reassess their evaluation of a particular mall attribute. Malls can also introduce or enhance the attributes that are important to their customers

A number of studies have demonstrated that attitudes are useful in predicting behavior (Fishbein and Ajzen, 1975; Perugini and Bagozzi, 2001). Additionally, some research suggests that image is a type of attitude (Doyle and Fenwick, 1974; James et al., 1976; Steenkemp and Wedel, 1991). Shopping center image is defined as the total of consumers' perceptions of a shopping center based on functional and emotional attributes (Houston and Nevin, 1980) therefore image too can be considered an Attitude (Perugini and Bagozzi, 2001). Research supports the influence of image on consumers' choice of a shopping destination and its inclusion in a consideration set

(Finn and Louviere, 1996; Korgaonkar et al., 1985; Roy, 1994; Sit et al., 2003; Stanley and Sewall, 1976; Steenkemp and Wedel, 1991). Gautschi (1981) incorporated image characteristics into Huff's (1964) model and determined that these characteristics were important to consumers in choosing between shopping centers. Shopping center image was found to be related to measures of shopping center visits (Finn and Louvier, 1996). Many studies have examined store image relative to shopping center image (Finn and Louvier, 1996). Evidence suggests that store image can lead to increased visits to stores, implying that shopping center image should also be associated with increased shopping center visits. James, Durand, Dreves(1976), Jain and Etgar(1976),Mazursky and Jacoby(1986) and Grewal, Krishnan, Baker and Borin(1998) suggest retail image is consumers perception of store attributes such as merchandise quality, service and convenience. Darley and Lim (1999) find that store image was related to increased frequency of store visits for a specific type of retailer (i.e. second hand stores).

Table 2.3: Commonalities for Mall attributes studied in Literature

Shim and Eastlick, 1998	*Bearden, 1977*	*Bellenger et al., 1977*	*Severin et al., 2001*	*Frasquet et al., 2001*	*Leo and Philippe, 2002*	*Gentry and Burns, 1978*	*Lee et al., 2005*
Value for Price	Price	Quality of Centre	Low prices/ High prices	Retail offer	Pricing	Prices/ Value for price	
Quality of merchandise	Quality		High quality		Retail mix	Quality of stores/ Reputation of stores	
Specialty retail mix	Selection	Variety under One roof	Wide selection /Latest fashions			Variety of products Variety of stores Comparative shopping	Wide variety of stores, Unique tenant mix

Environment/ cleanliness/ Pleasant atmosphere	Atmosphere		Nice atmosphere	Atmosphere-leisure	Environment	Cleanliness of stores	Cleanliness/ good layout/ Pleasant ambience
Convenient location	Location	Convenience	Convenient Location	Accessibility	Accessibility	Proximity	
Sufficient parking, safe parking	Parking					Availability of parking	Ease of parking
	Sales people		Good service	Efficiency		Friendly sales people	Good Customer service/ Product Knowledge
			Good sales & Bargains			Advertising and promotion	Promotional activities
							Availability of eating outlets
Safe environment							
Spacious Walkways		Presence of Related Services					Mall amenities

The importance of tangible and intangible characteristics of a shopping area on consumer attitude has long been recognized, dating back to the seminal work by Martineau (1958). In 1974, Lindquist completed an extensive review of retail image literature and developed a list of attributes that influence customers' perceived store image. His work has been extended, modified and refined by Hansen and Deutscher (1977–8), Gentry and Burns (1977–8), and Nevin and

Houston (1980). Early shopping centre patronage researchers were interested in understanding the underlying attributes that influence patronage decisions (Bellenger *et al*. 1977; Gentry and Burns 1977–8). More recently, the loyal patronage of retailers (Hallowell 1996; Macintosh and Lockshin 1997; Angreassen and Lindestad 1998; Sirohi et al. 1998; Pritchard et al. 1999) has also been studied. According to Oliver (1999), loyalty is the committed repurchase or repatronage of a preferred product or service. Loyalty develops through cumulative satisfying experiences with the attributes of the product/service (Selnes 1993; Oliver 1999). Some researchers have also suggested that loyalty is an attitude, an evaluation of a product/service based on the expectations of its attributes (Selnes 1993). Patronage researchers have also focused on the impact of special characteristics on shopping excitement and desire to stay in the mall (Wakefield and Baker 1998). Shim and Eastlick (1998) defined mall shopping attitude as the shoppers attitude towards a variety of dimensions including safe environment, sufficient parking, safe parking, cleanliness, value for price, pleasant atmosphere, specialty retail mix, convenient location, quality merchandise and spacious walkways. The mall patrons' attitude to malls was assessed by shoppers' cognitive belief about the importance and their affective evaluation of those attributes.

The current study utilized common shopping center attributes from previous patronage research to clarify the influence that mall attributes may have on customer attitude to malls and purchase behavior at malls.

CHAPTER 3

MALL PATRONAGE –A CONCEPTUAL FRAMEWORK

3.1 RESEARCH GAP

Very little is known about the characteristics of the mall shoppers in India and the question "Who are the mall shoppers?" remain unanswered. Moreover, based on a review of relevant literature, it is evident that very little academic material is available on the Mall shopper behavior. However the importance of malls in retail research cannot be marginalized. Malls provide the basic environment that attracts customers, keeps them shopping and brings them back (Kowinski, 1985). As more and more malls come into existence in India competition between malls would increase. The malls that can build a strong patronage will ultimately survive in this intense competition (Majumdar, 2005).

In the effort to attract more consumers and create excitement at the mall itself, Malls continually strive to allocate their resources among alternative marketing and promotional strategies (Dickson, 1974). The ability of mall management to develop and implement successful marketing and promotional strategies depends on the understanding of the segmentation variables and behavioral correlates applicable to the competitive environment. Through a logical comparison of frequently used segmentation variables and individual consumer characteristics, malls will be able to assess which dimension will be most useful in explaining and describing consumer patronage decisions. (Bearden, Teel, and Durand, 1978)

Of special interest is the behavior of heavy spenders at the mall. In order to position the mall better, mall management must have a good understanding of the consumers' attitude and perception of the mall and its stores. It is also important for them to understand consumption patterns- how frequently they visit, what is purchased etc. Regardless of the footfalls at the mall if the money spent is low, the mall does not benefit (Bickle and Shim, 1993)

Rate of usage generally refers to the volume of purchases made in behavioral segmentation methods. It can differentiate between heavy users, medium users and light users. It is frequently

recommended that marketers target these heavy users due to the consumers' strong propensity to purchase. Moreover, it makes financial sense to position and appeal to this segment, as it is the most cost effective way of realizing profits. Although this segment may be relatively small in number as compared to the total population, this market segment represents the more lucrative segment of the population (Bickle and Shim, 1993). Despite the importance of identifying and catering to the heavy users of the mall, the examination of this method among mall shoppers is non-existent. This research, to the researchers knowledge, takes the first step in this area.

Moreover, though a number of studies on mall patronage exist, no other study has incorporated and studied the demographic, Lifestyle, values, shopping orientation, attitudinal and behavioral variables in the same research. Although shopping motivation has been studied a number of times, most studies have looked at shopping in general or specific store. Research has not adequately addressed shopping orientation in the context of large scale institutions such as malls. Further, this is the first study that gives a comprehensive view of mall shopping in different parts of India and hopes to contribute to our view of this emerging economy.

3.2 OBJECTIVES

In view of the above, the objectives of this study were

1. To evolve a profile of the Indian mall consumers and develop a typology of mall shoppers to enable a better understanding of the different segments of shoppers visiting malls in India.

2. To explore the possibility of segmenting mall consumers along their patronage patterns into heavy, medium and low rupee volume shoppers

3. To investigate the relationship between mall patronage and attitude towards mall shopping of Indian consumers and to estimate if differences exist in how important various mall attributes are to the shoppers and how they are perceived

4. To study the correlates of mall patronage and to estimate the influence of selected consumer characteristics including (a) Demographics, (b) Values and Lifestyle, (c) Shopping orientations, (d) Importance ratings of mall attributes, (e) Mall attribute

perception, (f) Activities at the mall, and (g) Purchase pattern on mall patronage.

5. To identify and draw a meaningful profile of heavy shoppers and identify the variables along which they can be effectively discriminated from high, medium and low rupee volume purchasers at the mall.

6. Evolve a model that can help predict heavy and low rupee volume shoppers in a catchment or market.

3.3 CONCEPTUAL FRAMEWORK

An understanding of the mall patronage behavior is a critical issue because it enables managers to identify and target those consumers most likely to purchase. To identify, attract and retain customers, malls need to determine how their heavy spenders differ from the others much the same way that a manufacturer needs to know the difference between heavy users and the other segments. Though substantial volume of studies on patronage is published in leading journals on retail patronage, mall focused studies are few. (Bloch, Ridgway and Dawson, 1994; McGoldrick and Thompson, 1992). Moreover, a review of both retail and mall patronage studies reveals a marked difference in both the magnitude and effects of the same predictor variables across studies (Pan and Zinkhan, 2006). Literature includes three major groups of antecedents to mall patronage 1) Demographic and socioeconomic variables 2) Psychographic variables and 3) Behavioral variables.

Mall Patronage and Demographics

A considerable body of studies has described the demographic and psycho graphic characteristics of mall patrons (e.g. Bloch, 1994; Jarboe and McDaniel, 1987). Demographic characteristics have been found to be useful to differentiate between sub segments that could have unique demographic profiles or combination of socio-economic characteristics and helped explain patronage decisions (Sexton, 1974, Rachman and Kemp, 1963, Hisrich and Peters, 1974; Wells, 1975). This study examines the different patronage groups along their demographic profiles and also examines the influence of these variables on purchase behavior.

Ha1: The demographic profile of the heavy, medium and low rupee volume purchasers are significantly different

Age:

Roy (1994) argues that young people with greater constraints on their time may not frequently patronize a mall. Westbrook and Black (1985) also identify older customers as those who frequently visit retail outlets. But Crask and Reynolds (1978) find the frequent patrons tend to be younger. Other studies that have studied age of the consumer as an independent variable in either retail or mall patronage studies include Darden and Lumpkin, 1984, Korgaonkar, Lund and Price, 1985, Lumpkin and Hawes, 1985, Eastlick, Lotz and Shim, 1998)

In the Indian context, the younger generation is more likely to adapt to the malls but at the same time higher incomes usually come with greater age, therefore age, as an antecedent needs to be explored.

Ha10.1: Age is significantly correlated to amount spent at the mall

Gender:

One of the major goals of marketing is to segment the consumers and try to target the products/services to their specific needs. Gender has a long history in marketing as an important segmentation variable. This is because it is a group that meets all the criteria of a good segmentation variable; it is easily identifiable, information is accessible and the segments are large enough to generate more profit. (Meyers-Levy and Sternthal, 1991, Palanisamy, 2004). Gender has also been used as a variable in the retail patronage studies by Bearden, Teel and Durand 1978, Eastlick, Lotz and Shim, 1998, Korgaonkar, Lund and Price, 1985 and Lumpkin and Hawes, 1985 to name just a few researchers. Women are considered to have a more positive attitude to shopping, do more shopping and visit malls more frequently. Other studies suggest that men are moving out of the traditional gender roles and becoming a significant consumer segment (Lee, Ibrahim and Hsueh-Shan, 2005, Dholakia, Perderson and Hikmet,1995)

Ha10.2: Gender is significantly correlated to amount spent at the mall

Marital Status, Family Size, Number Of Children, Number Of Earning Members:

Lumpkin and Hawes, 1985, Lee, Ibrahim and Hsueh-Shan, 2005, have studied marital status and its role in patronage behavior. Ingene and Lusch (1980), report a positive effect of household size on retail sales per household in an empirical study on department store retail patronage. But

not many studies have included Family Size, Number Of Children and Number Of Earning Members but, Lee, Ibrahim and Hsueh-Shan, 2005, etc mention that these variables merit being tested in the context of mall buyer behavior. In India we have the traditional joint family system co-existing with nuclear families though the latter are on an increase. At the same time number of earning members in a family too are increasing, making an impact on time constraints and propensity to spend.

Ha10.3: Marital Status is significantly correlated to amount spent at the mall

Ha10.4: Family Size is significantly correlated to amount spent at the mall

Ha10.5: Number of Children is significantly correlated to amount spent at the mall

Ha10.6: Number of earning members is significantly correlated to amount spent at the mall

Income:

Conflicting views exist regarding the role of income in patronage studies. While generally most of the studies agree that greater income leads to more mall visits as well as higher purchase at retail outlets (Goldman, 1978), some studies also indicate that lower income people are likely to shop for recreation and therefore Income might show a negative correlation to frequency of mall visits. (Levy, 1966) Others who have explored income and its role in patronage include Darian 1987,Bearden, Teel and Durand 1978, Eastlick, Lotz and Shim, 1998. In India, the younger generation, though they may not have a high income in comparison to the older generation, has a great deal of disposable income especially with the advent of the BPO culture. Having grown without any guilt about consumption (Bijapurkar, 2003), the malls in India might be heavily patronized by this group of consumers. At the same time the older consumers with the higher incomes is considered to have a more saving orientation and parsimonious in their spending patterns.

Ha10.7: Income is significantly correlated to amount spent at the mall

Occupation, Education:

Carman (1965) suggests that the best predictors of differences in buying behavior by social class are occupation and education. Bellenger,Robertson and Greenberg,1977 studied the occupational profile of the mall visitors inorder to determine its significane as it relates to the realtive impotance of patronage motives. Education as an independent variable also figures in many other

patronage studies. Eastlick, Lotz and Shim, 1998, Peters and Ford, 1972, Shim and Mahoney, 1991 studied occupation with reference to store choice behavior while Cunningham and Cunningham, 1973 studied it in the context of shopping frequency.

Ha10.8: Occupation is significantly correlated to amount spent at the mall

Ha10.9: Education level is significantly correlated to amount spent at the mall

Religion, State Of Origin, Mother Tongue:

Research has indicated that consumers who come from different ethnic backgrounds and cultures exhibit different shopping behavior (Herch and Balasubramanian, 1994, Keng et al 1996). Shopping habits have also been found to be different for different areas of residence and races (Sexton, 1974). India is rich in religious and cultural diversity adding to the heterogeneity of the population being studied. Further, the cities covered in this study are mostly multicultural and cosmopolitan. These variables will therefore help identify and profile the heavy segments.

Ownership Of Credit Card, Microwave Ovens, Car/s, House:

Wrigley (1984) found that the possession of appropriate resources like car and freezer (allowing more transport and storage) raises store loyalty called "discretionary loyalty." It implies that Discretionary loyalty is an adaptation to circumstances that are most likely to be found among population segments that need to be efficient because of household and work commitments, and have the opportunity to be efficient by virtue of car ownership and income. Those with limited incomes will have more need to shop around to secure the best value for money. Therefore, it is likely that an increase in ownership of credit cards, cars, own houses, timesavers like microwaves, rising disposable income can combine to produce a new pattern of one-stop shopping at shopping complexes.

Ha10.10: Ownership of credit card is significantly correlated to amount spent at the mall

Ha10.11: Ownership of microwave is significantly correlated to amount spent at the mall

Ha10.12: Ownership of car/s is significantly correlated to amount spent at the mall

Ha10.13: Ownership of own house is significantly correlated to amount spent at the mall

Time Taken To Reach The Mall By Car:

Travel time is usually used as a proxy for travel costs (Mejia and Benjamin, 2002). The law of

retail gravitation (Reilly 1931) suggests that potential attraction of a shopping center should be assumed to be inversely proportional to the driving time from the shoppers' home to the center. The Huffs (1963) model extends this to suggest that travel time negatively affects a malls market share. Empirical evidence supports this by showing that location has a high correlation to shopping center choice. (Bellenger et al., 1977, Weisbrod, Parcells and Kern, 1984). Christaller (1966) also proposed a theory of consumer behavior based on distance and argued that consumers patronize the nearest location. But at the same time, there is also evidence to suggest that the distance parameter in Huffs model might be problematic (Gautschi, 1981) and that distance may not be relevant to consumer decisions (Mayo, Javis and Xander, 1988; Eppli and Shilling 1996)

Ha10.14: Time taken to reach the mall is significantly correlated to amount spent at the mall

Mall behaviors and mall patronage

Within a mall individuals may be categorized into groups that vary in their patterns of behavior such as browsing, shopping. Some may have purposeful activities like dining or watching a movie while others may window shop with no firm objective of buying (Bloch, Riggway and Sherrell, 1989). In addition to activities focused on acquisition of goods and services consumers also indulge in consumption of experiences. Malls have also become important meeting places, especially for young people. (Graham 1988; Feinberg, Meoli and Sheffler, 1989). In this study, the variety of activities pursued by mall shoppers and their relationship to purchase behavior is explored.

Ha2: There is significant difference in the mall behavior of the heavy, medium and low rupee volume purchasers

Time Spend At The Mall Per Visit:

Time spent has also been used and Paco Underhill (2001) has found that more time visitors spend at the mall, the more they spend. Other studies have also identified time spent in a retail environment as a key antecedent to their spending patterns. (Donovan, Rossiter, Marcoolyn and Nesdale,1994; Millman,1986). Babin and Darden(1996) found that in-store mood influence consumer spending and customer satisfaction with the store. Time spend at malls can range between as little as a few minutes to more than six hours. A study on 250 shopping groups in Belfast found that the average time spent by a customer was 52.7 minutes. It was also found that

when families or groups visited they tended to spend more time at the mall especially when these visits were made with children. Moreover, it was noticed that approximately 20% of the time, the consumers spent in the mall but not in the stores with almost 60% of the visitors spending this time window shopping (Brown, 1992).

Ha2.1: There is significant difference in the time spent at the mall of the heavy, medium and low rupee volume purchasers

Ha11.1: Time Spend At The Mall Per Visit is significantly correlated to amount spent at the mall

Total Mall Visits (In Three Months):

Among these frequency of visits is the most commonly used variable. The importance of frequency of shopping center visits is evidenced by its use as a dependent variable in a number of studies (Nevin and Houston, 1980;Roy, 1994; Kelly and Smith, 2001; Hunter, 2006, Pan and Zinkhan, 2006); and its potential impact on shopping center sales, i.e. a greater frequency of visits to a shopping center should result in greater sales. Frequency of mall visit is not only an important variable that affects the amount purchased by the mall patron but also is required so that their data can be weighted to remove frequency bias. (Blair, 1983)

Ha2.2: There is significant difference in the total mall visits of the heavy, medium and low rupee volume purchasers

Ha11.2: Total Mall Visits is significantly correlated to amount spent at the mall

Mall activities:

Shopping is generally a socially visible behavior, frequently done while accompanied by friends or family. The importance of the social interaction achieved through shopping would suggest that social referents might affect the patronage behavior of consumers. (Evans, Christiansen and Gill, 1998)

Ha2.3: There is significant difference in the mall activities of the heavy, medium and low rupee volume purchasers

Ha11.3: Activity "Chill with Friends" is significantly correlated to amount spent at the mall

Ha11.4: Activity "Family shopping" is significantly correlated to amount spent at the mall

Purchase categories:

Yavas, (2001) studied patronage motives and product purchase patterns across a set of 21 products and suggested that mall patrons purchased clothing, shoes, accessories and gifts most frequently in a mall. It also supports that different groups patronizing the mall can have interest in different groups of products.

Ha2.4: There is significant difference in the purchase categories of the heavy, medium and low rupee volume purchasers

Ha11.5: Purchase of "Knick Knacks" is significantly correlated to amount spent at the mall

Ha11.6: Purchase of "Entertainment" is significantly correlated to amount spent at the mall

Ha11.7: Purchase of "Fashion" is significantly correlated to amount spent at the mall

Ha11.8: Purchase of "Home needs" is significantly correlated to amount spent at the mall

Shopping Orientation and Mall patronage

Shopping orientations reflect categories of shopper styles and represent consumer needs for products and services. Moschis (1992) defined shopping orientations as shopper patterns that include consumer activities, interests, and opinions about the shopping process. Additionally, shopper orientations reflect personal, economic, recreational, and social motivations for shopping (Lumpkin, Hawes, and Darden, 1986; Shim and Mahoney, 1992). Researchers have also found a link between shopping orientation and patronage behavior and suggest that the various shopping orientation groups have different expectations from the mall attributes. They have also discovered that people typically shop for both hedonic and for utilitarian outcomes (Babin, Darden, and Griffin, 1994; Martineau,1957; Pessemier, 1980). The quality of shopping experience has been found to have a significant effect on shopping intentions (Swinyard, 1993). Similarly, Roy (1994) found that mall visit frequency was positively associated with the degree of consumers' recreational motivation. Studying the Shopping Orientation of Mall consumers in India is important because this will help describe and understand the customers and will enable the malls to respond to the needs and preferences of the different consumer groups.

Ha3: There is significant difference in the shopping orientation of the heavy, medium and low rupee volume purchasers

Ha12.1: The "Utilitarian shopping orientation" is significantly correlated to amount spent at the mall

Ha12.2: The "Window shopping orientation" is significantly correlated to amount spent at the mall

Ha12.3: The "Price sensitive shopping orientation" is significantly correlated to amount spent at the mall

Ha12.4: The "Recreational shopping orientation" is significantly correlated to amount spent at the mall

Values, Lifestyle and mall patronage

Although the demographic profile of the mall shoppers provides useful information, the profile is not broad enough to design complete marketing strategies. In order to delve beyond the one-dimensional demographic profile, lifestyle characteristics need to be measured through a psychographic profiling. Psychographic profiling of consumers can provide meaningful portraits of their activities, interests, and opinions, reflecting their individual lifestyles (Wells and Trigert, 1971, Reynolds, Darden and Martin, 1974). The basic premise of lifestyle research is that more you understand about the consumers, the more effectively you can communicate and market to them (Plummer, 1974). Psychographics as a market segmentation tool moves beyond the traditional demographics to a better understanding of the consumer groups by enabling the management the opportunity to describe consumers in terms of how they think (Ziff, 1971). Though personal values function as grounds for decision making and consumption behavior is well established (Kahle and Kenney, 1989;Shim and Eastlick, 1998), the research devoted to the importance of personal values as an influence in retail shopping behavior is limited. In addition to the heavy shoppers personal characteristics, the activities they pursue, their values, the influences on personal decision making and their responses to influence of media should enhance the managements ability to direct promotional themes to their target market (Darden and Ashton, 1974-75).

Ha4: There is significant difference in the values of the heavy, medium and low rupee volume purchasers

Ha5: There is significant difference in the Lifestyle of the heavy, medium and low rupee volume purchasers

Ha13.1: Values related to "Respect and belonging" is significantly correlated to amount spent at the mall

Ha13.2: Values related to "Fun" is significantly correlated to amount spent at the mall

Ha13.3: Values related is significantly to "Security" correlated to amount spent at the mall

Ha14.1: "Active" lifestyle is significantly correlated to amount spent at the mall

Ha14.2: "Home bound" lifestyle is significantly correlated to amount spent at the mall

Ha14.3: "Media influence" is significantly correlated to amount spent at the mall

Ha14.4: "Self and social circle influence" is significantly correlated to amount spent at the mall

Mall shopping Attitude and mall patronage

According to the theory of planned behavior (Ajzen 1985), a behavioral intention or decision is partially determined by the person's attitude, which means that the consumers attitude towards malls is likely to play a key role in their patronage behavior. When a consumer holds a general attitude towards a retail outlet, that attitude is readily accessible and probably have a direct effect on the outlets quality perceptions (Mackenzie and Lutz 1989) as well as spillover effects on patronage through the process of affect transfer (Darley and Lim 1993,Lutz 1985). Thus image formulations can result in predispositions to mall patronage including expenditure behavior and mall loyalty (Arnold et al.1983, Sergy and Samli 1985). Several empirical research studies have provided support for a positive relationship between attitude and patronage. (Eastlick and Liu 1997, Korgonkar et al., 1985 Fishbein and Ajzen, 1975; Perugini and Bagozzi, 2001,Kasulis and Lusch 1981). Additionally, some research suggests that image is a type of attitude (Doyle and Fenwick, 1974; James et al., 1976; Steenkemp and Wedel, 1991). Research supports the influence of image on consumers' choice of a shopping destination and its inclusion in a consideration set (Finn and Louviere, 1996; Korgaonkar et al., 1985; Roy, 1994; Sit et al., 2003; Stanley and Sewall, 1976; Steenkemp and Wedel, 1991). Gautschi (1981) incorporated image characteristics into Huff's (1964) model and determined that these characteristics were important to consumers in choosing between shopping centers. Shopping center image is also found to be related to measures of shopping center visits (Finn and Louviere, 1996). Therefore there is scope to examine the effect of attitude to malls on shopping behavior. In this study mall-shopping attitude is defined as shoppers' attitude towards salient mall attributes

Ha6: There is significant difference in the heavy, medium and low rupee volume purchasers

in their mall shopping attitude and attitude to mall attributes.

Ha15.1: Mall shopping attitude is correlated to amount spent at the mall

Mall attributes

The mall patrons' attitude to malls was assessed by shoppers' cognitive belief about the importance and their affective evaluation of those attributes. This was done because studies have suggested that attitude is an evaluation of a product/service based on the expectations of its attributes (Selnes 1993,Yi, 1991; Bearden, 1977). Customer satisfaction or dissatisfaction is dependent on the congruence between the actual and expected quality of product, service or experience. Expectations reflect anticipated "performance" (Churchill and Surprenant, 1982). Day (1977) distinguished among expectations about he nature of the product or services, the expectations about cost and expectation of social benefits or costs. Any perceived discrepancy between the two leads to increased or decreased satisfaction (Oliver, 1980; Churchill and Surprenant, 1982; Anderson 1973). Pfaff (1977) suggests that both cognitive and affective models may be alternatives for describing satisfaction whereas LaTour and Peat (1979) assert that the primary distinction between satisfaction and attitude derives from temporal positioning: attitude is positioned as a pre-decision construct and satisfaction as a post decision construct.

The importance of tangible and intangible characteristics of a shopping area on consumer attitude has long been recognized, dating back to the seminal work by Martineau (1958). In 1974, Lindquist completed an extensive review of retail image literature and developed a list of attributes that influence customers' perceived store image. His work has been extended, modified and refined by Hansen and Deutscher (1977–8), Gentry and Burns (1977–8), and Nevin and Houston (1980). Early shopping center patronage researchers interested in understanding the underlying attributes that influence patronage decisions used these studies as their base (Bellenger *et al*. 1977; Gentry and Burns 1977–8). Finn and Louviere (1990) found that different apparel shoppers tend to shop at shopping centers that they associate with different combination of features Bellenger, Robertson and Greenberg, 1977,studied 20 attibutes which the respondents rated in terms of their impotance in the selection of a shopping center. Shim and Eastwick(1998), used mall attribute perceptions to determine shopper attitude and the importance of personal values and ethnicity on patronage behavior. Lee, Ibrahim and Hsueh-Shan, 2005 studied 18 mall attributes and found that Customer service, good layout, cleanliness, variety of stores and

pleasant ambience are sought for by male mall shoppers at Singapore. Previous research has also suggested that the mall attributes are an important determinant of patronage behavior (e.g., Bellenger et al., McGoldrick and Thompson, 1992). The physical environment of the mall may influence consumers' emotional states (Bloch et al, 1994; Jacobs, 1984; Kowinski 1985) and thereby have important effects on their behavioral responses.

The current study utilized common shopping center attributes from previous patronage research to clarify the influence that mall attributes may have on customer attitude to malls and purchase behavior at malls.

Ha7: There is significant difference in the ascribed mall attribute importance for the heavy, medium and low rupee volume purchasers

Ha8: There is significant difference in the mall attribute perception of the heavy, medium and low rupee volume purchasers

Ha15.2: Importance of the attribute "Safety and service" is significantly correlated to amount spent at the mall

Ha15.3: Importance of the attribute "Store and merchandise" is significantly correlated to amount spent at the mall

Ha15.4: Importance of the attribute "Ambiance and promotions" is significantly correlated to amount spent at the mall

Ha15.5: Importance of the attribute "Mall facility and convenience" is significantly correlated to amount spent at the mall

Ha15.6: Perception of the attribute "Mall experience" is significantly correlated to amount spent at the mall

Ha15.7: Perception of the attribute "Convenience and choice" is significantly correlated to amount spent at the mall

Ha15.8: Perception of the attribute "Price" is significantly correlated to amount spent at the mall

Product quality:

Merchandise quality is one of the most important attributes for shopping store image and refers to the overall quality perceptions of merchandise at the mall store. Consumers perceive the

quality of a product differently depending upon the retail outlet from which the purchase is made (Darden and Schwinghammer, 1985) and empirical research shows that the consumers' perception of the quality of a store's merchandise relates to the patronage of that store (Darley and Lim 1993). Moreover, as an important component of store evaluation, merchandise quality has a positive link to merchandise value (Grewal et al, 2003). Merchandise quality has also been used to study mall patronage (Gentry and Burns, 1977-78).

Price:

Stores generally vary in terms of general price levels of products sold. Consumer's responses to price also tend to be heterogeneous. Low price is well documented to accelerate purchase (Tigert 1983, Walters and Rinne 1986). At the same time, some consumers consider price as a signal of quality and indulge in what Tellis and Gaeth (1990) called as 'price-seeking' in which consumers choose the brand that is priced highest in order to be ensured of quality. This theory posits a positive relationship between price and quality perception. But at the same time price has a negative effect on perceived value and willingness to buy (Dodds et al). Strachan, 1997 found that almost half of the shoppers that were surveyed said that they did not visit the stores they believes offered the cheapest prices.

Customer service:

Previous studies have found direct link between service quality and patronage intentions (Baker et al. 2002, Sirohi and McLaaughlin 1998, Zeithaml and Berry 1996). An analysis of extensive literature on this topic indicates that matching of customer expectation in quality of service is important to the success of any business (Huchinson and Moutinho, 1998; Anderson, Fornell and Lehmann, 1993; Oliver 1980)

Location:

Convenience is a key benefit that can attract customers and in that sense location of a mall will be an important variable that will influence their satisfaction (Shim and Eastlick, 1998; Bearden 1977; Severin et al, 2001) The consumers perceived expenditure in time and effort also interacts to influence their perception. (Berry et al 2002). A central location can reduce the transaction cost associated with shopping. The law of retail gravitation (Reilly 1931) suggests that potential

attraction of a shopping center should be assumed to be inversely proportional to the driving time from the shoppers' home to the center. The central place theory formats like shopping centers that offer a large agglomeration of goods and services attract customers from grater distances. (Craig et al, 1984). The Huffs model extends these to suggest that the shopping center attraction is proportional to the distance of the customer's home from the mall and the variety of stores within it. Empirical evidence supports this by showing that location has a high correlation to shopping center choice. (Bellenger et al., 1977) This factor is extremely important for the Indian context as, a sizeable number (nearly 50%) of the mall visitors do not have/do not use own vehicle to visit the mall. They depend on the public transport facilities for commute (Majumdar, 2005).

Parking:

In addition to convenient location, ample parking convenience can also draw customers to a store or mall. (Hansen and Deutcher,1977; Leo and Philippe, 2002). A standard rule of thumb is ideally 5.5: 1000(five and a half spaces per thousand square feet of retail store space). Indian malls currently have a lower proportion of parking, approximately 2:1000 (two spaces per thousand square feet of retail store space), mainly because of high real estate costs and because of a substantial walk in population (Kuruvilla and Ganguly, 2008).

Variety of stores:

The breadth(number of brands) and the depth (number of Stock keeping units) of an assortment offered in the shopping center helps retailers cater to the heterogeneous tastes of their patrons(Dhar et al.2001,Mittelstaedt and Stassen,1990).Not only can greater variety of stores help a mall attract more consumers,it can also entice them to make purchases in the mall. A wide selection can minimize the percieved costs associated with shopping trips and ease the shopping task . In this manner, malls make it easier for consumers to combine their visits to different stores. (Dellaert et al, 1998, Ghosh,1986,Miceli,Sirmans and Stake,1998).It also allows the shoppers to make product comparisons(Berman and Evans, 1995) Other reserchers who studied the role of 'variety of stores' include Bellenger et al (1977)who showed that it affected mall selection, Stoltmanet al (1991)who concluded on its effect on frequency of visits, Finn and Louviere,1996 who studied its role in shopping center image, Kirkup and Rafiq(1994) who notes that tennant

mix affects overall image of the shopping center and Wakefield and Baker(1998) who have said that it creates excitement and desire to stay at the mall.

Mall environment or ambiance:

The ambience factor refers to the character and atmosphere of a place. The construct on Mall Ambience refers to the internal atmospherics of the mall like décor, color schemes, lighting, layout, and background music played inside the mall (Levy and Weitz, 2001). Ambient elements also have been associated with affective reactions (e.g., Donovan and Rossiter 1982; Donovan, Rossiter, Marcoolyn and Nesdale, 1994;Greenland and McGoldrick 1994; Wakefield and Baker 1998, Newman, 2007). Research on mall shopping has revealed that many consumers are prone to make a decision about where to shop on the basis of their attitude toward the mall environment (Finn and Louviere,1990, 1996, Gentry and Burns,1997).Recreational shoppers who see shopping as a leisure activity place great importance on mall décor (Bellenger and Korgoankar,1980). Major attractions of a mall include the rest areas and the temperature controlled environment (Lambert 1979). The environment affects time and spending behavior. According to Donovan et al (1994), pleasant ambiance induces the consumer to linger and spend while the opposite is the effect of unpleasant environments. Additionally, the customer's evaluation of the store atmosphere affects their perceptions of value and their patronage intentions (Grewal et al). In-store atmospherics may generate price beliefs independent of the actual prices and be used to create price differences for essentially undifferentiated products (Kotler 1973). Applying adaptation-level theory (Helson 1964), which posits that contextual factors shape a person's frame of reference for focal stimuli, to a retailing context suggests that environment cues will influence consumers' price expectations and acceptance. (Titus and Everett 1995, Nagle 1987, Grewal and Baker (1994)

Mall employee behavior:

Malls offer a chance for human interaction. This desire for human interactions may drive some shoppers to mall stores in which they find the personnel friendly, polite and communicative. (Tauber 1972, Pan and Zinkhan, 2006) Recent research also suggests that employee-customer interactions affect consumers' assessments of service quality (Hartiine and Ferrell 1996). Therefore, cues of positive interactions between customers and employees, such as

acknowledging customers as they enter, also may influence interpersonal service quality perceptions. Gardner and Siomkos (1985) depict salespeople, as either sloppily dressed, nasty, and uncooperative or sophisticated, friendly, and cooperative. Akbter, Andrews, and Durvasula (1994) describe store employees in terms of their friendliness and knowledge.

Mall promotions:

This dimension tries to capture the effect of different promotional initiatives taken by the mall (like visits by celebrities, festivals, special events etc) as an influence on the malls image. Shopping malls also use promotional activities to boost mall traffic, and to stimulate merchandise purchases (LewHew and Fairhurst, 2000; Parsons and Ballantine, 2003). Parsons (2003) has shown that promotional activities can have an impact on sales levels of malls and the number of shoppers who visit malls.

Mall amenities:

Amenities refer to the presence of features that makes a place pleasant, comfortable and easy to use/live in. Mall amenities are features provided to make the shopping trip more comfortable and enjoyable (Wakefield and Baker, 1998). The mall amenities would include presence of escalators, lifts, clean and adequate restrooms, presence of information kiosks, entertainment facilities for children, good fire safety equipments, presence of bank ATMs, electronic communication facilities like internet café, telephone booths. (Majumdar, 2005). Oppewal and Timmermans (1999) showed that the design measured through pedestrian space, window displays and other attributes, influence consumer perception of shopping centers.

Food and Refreshments:

Gerbich(1998) empericallt studied community centre leases and found that the anchor ,foodcourt and mall storetypes have unique externality generating roles. Wakefield and Baker(1998) also studied food and refreshment outlets and found that they contribute to generating excitement in the mall.

Safety:

Bellenger,Robertson ang Greenberg,1977 , found that security was given one of the highest

rating by the mall consumers when he studies shopping center patronage motives.

Ha9: There is significant difference in the importance of mall attributes and the perception of these attributes

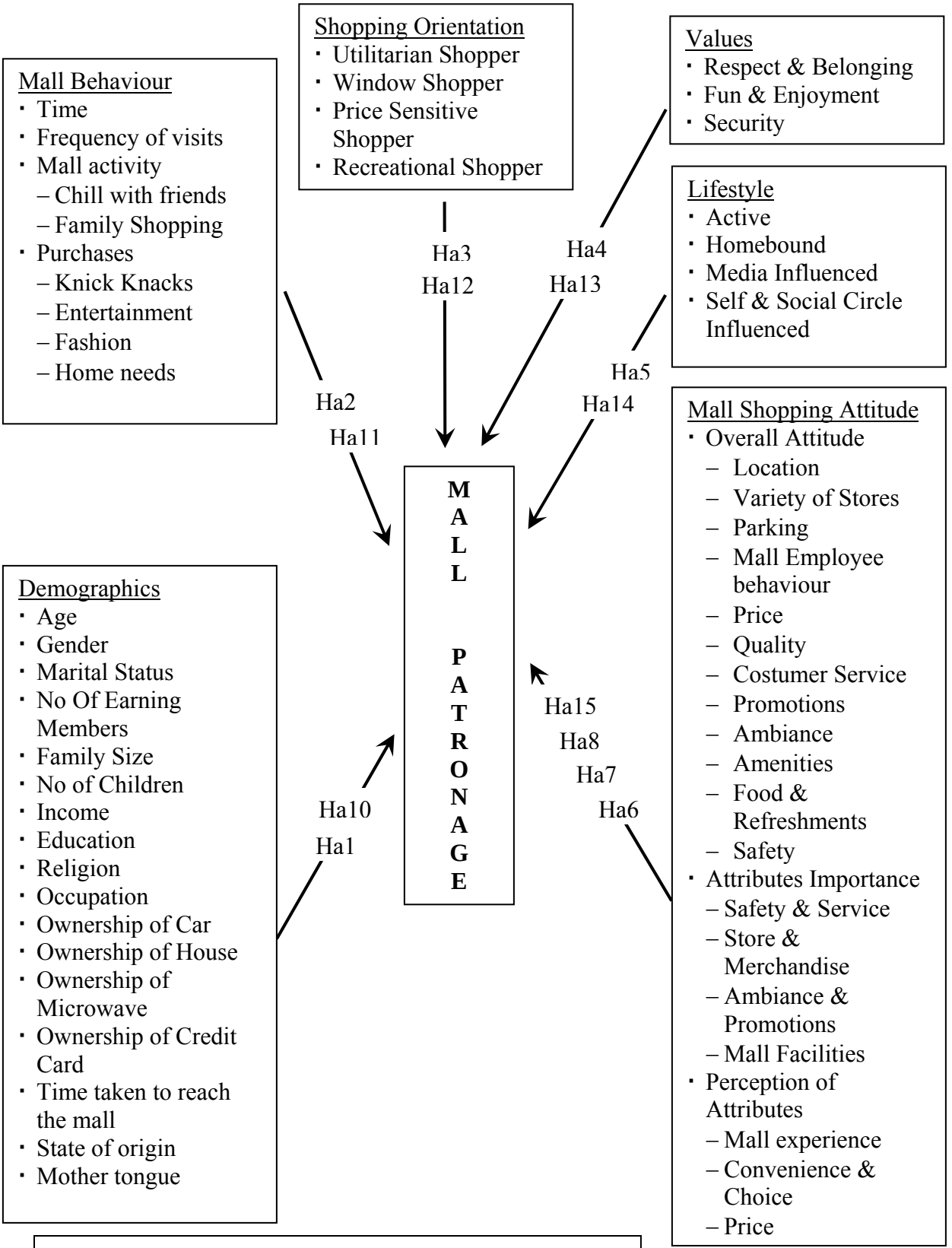
3.4 SUMMARY OF CONCEPTUAL FRAMEWORK

Despite the importance of understanding mall shopping behavior, relative little information is known about he mall shoppers. Of particular interest are the heavy shoppers at the mall. In order to understand them malls need to understand their basic characteristics, their consumption patterns and their attitudes to the mall. Also of interest are their shopping orientation, values and Lifestyle. Demographic and socioeconomic information has been useful in understanding basic consumer characteristics and has been used by many previous studies as vital and measurable statistics of a population. Mall related behavior that has been found relevant include the frequency of mall visits, time spent at the mall, the purchase categories and the activities at the mall. Each of these has been found to affect mall patronage.

Shopping orientation assist us in understanding the consumers' priorities and motives for shopping (Tauber, 1972). The consensus of previous studies indicates that orientation is a valuable tool for understanding unique characteristics of the target market in formulating strategies. Lifestyle activities, part of the AIO (Activities, interests, Opinions) analysis may be defined as patterns of activities on which consumers spend their time and money (Engel ,Blackwell and Miniard, 1990).An analysis of the activities as well as the influences on their lifestyle can be helpful to clarify the target markets and promote the malls offerings. Since personal values are in part consequences of culture and ethnicity (Phinney, 1992), it is of interest to study whether Indian shoppers underlying personal values influence their mall patronage.

Shopping mall attributes determine the shoppers' attitude to malls. In this study mall shopping attitude is defined as the shoppers attitude towards a variety of dimensions including location, variety of stores, parking, mall employee behavior, price, quality, customer service, promotional activities, ambiance, mall amenities, food and refreshments and safety.

Figure 3.1: Conceptual Model of Mall Patronage



* Ha9: Not represented in the model

Based on these contributions this descriptive study will focus on profiling the mall shoppers along their demographic, psychographic and behavioral variables. Significant differences between the heavy rupee volume shoppers and the medium and low rupee volume shoppers will be tested, significant antecedents to mall shopping identified and a predictive model evolved using the following hypotheses.

Ha16: Amount spend at the mall is dependent upon the selected demographic, psychographic and behavioral variables

Ha17: The group means of the selected demographic, psychographic and behavioral variables is the same for low and high rupee volume consumers

3.5 NULL HYPOTHESES

Demographics

Demographics of the population were studied using 17 variables. Null hypothesis was formulated to test for significant differences between the heavy, medium and low rupee volume shoppers

Age:

Ho: The age profile of the heavy, medium and low rupee volume purchasers are not significantly different

Ho: Age is not related to amount spent at the mall

Gender:

Ho: The gender profile of the heavy, medium and low rupee volume purchasers are not significantly different

Ho: Gender is not related to amount spent at the mall

Marital status:

Ho: The marital status of the heavy, medium and low rupee volume purchasers are not significantly different

Ho: Marital Status is not related to amount spent at the mall

Family Size:

Ho: The family size of the heavy, medium and low rupee volume purchasers are not significantly different

Ho: Family Size is not related to amount spent at the mall

Number Of Children:

Ho: The number of children of the heavy, medium and low rupee volume purchasers are not significantly different

Ho: Number of Children is not related to amount spent at the mall

Number Of Earning Members:

Ho: The number of earning members in the families of the heavy, medium and low rupee volume purchasers are not significantly different

Ho: Number of earning members is not related to amount spent at the mall

Approximate Monthly Income:

Ho: The income profile of the heavy, medium and low rupee volume purchasers are not significantly different

Ho: Income is not related to amount spent at the mall

Occupation:

Ho: The occupational profile of the heavy, medium and low rupee volume purchasers are not significantly different

Ho: Occupation is not related to amount spent at the mall

Education:

Ho: The educational profile of the heavy, medium and low rupee volume purchasers are not significantly different

Ho: Education level is not related to amount spent at the mall

Religion:

Ho: The religious affiliation of the heavy, medium and low rupee volume purchasers are not significantly different

State Of Origin:

Ho: The state of origin of the heavy, medium and low rupee volume purchasers are not significantly different

Mother Tongue:

Ho: The mother tongues of the heavy, medium and low rupee volume purchasers are not significantly different

Ownership Of Credit Card:

Ho: The ownership of credit cards among the heavy, medium and low rupee volume purchasers are not significantly different

Ho: Ownership of credit card is not related to amount spent at the mall

Ownership Of Microwave Ovens:

Ho: The ownership of microwave ovens among the heavy, medium and low rupee volume purchasers are not significantly different

Ho: Ownership of microwave is not related to amount spent at the mall

Ownership Of Car:

Ho: The ownership of car/s among the heavy, medium and low rupee volume purchasers are not significantly different

Ho: Ownership of car/s is not related to amount spent at the mall

Ownership Of House:

Ho: The ownership of credit cards among the heavy, medium and low rupee volume purchasers are not significantly different

Ho: Ownership of own house is not related to amount spent at the mall

Time Taken To Reach The Mall By Car:

Ho: The time taken to reach the mall among the heavy, medium and low rupee volume purchasers are not significantly different

Ho: Time taken to reach the mall is not related to amount spent at the mall

Behavioral Variables

The four behavioral variables explored were Time spent at the mall per visit, total mall visits in the previous three months, mall activities and purchases made at the mall.

Time Spend At The Mall Per Visit:

Ho: The time spent at the mall among the heavy, medium and low rupee volume purchasers are not significantly different

Ho: Time spent at the mall is not related to amount spent at the mall

Total Mall Visits (In Three Months):

Ho: The number of mall visits among the heavy, medium and low rupee volume purchasers are not significantly different.

Ho: Frequency of mall visits is not related to amount spent at the mall

Mall Activities

In order to study the significant differences between the heavy, medium and low rupee shopper segments, the null hypotheses here were framed based on the factors that evolved in the factor analysis of the items for this variable

Chill with friends:

Ho: The preference for the activity chill with friends of high, medium and low rupee volume purchasers are not significantly different.

Ho: Mall activity -Chill with friends is not related to amount spent at the mall

Family shopping:

Ho: The preference for the activity family shopping of high, medium and low rupee volume purchasers are not significantly different

Ho: Mall activity -Family shopping is not related to amount spent at the mall

Purchase Categories

In order to study the significant differences between the heavy, medium and low rupee shopper segments, the null hypotheses here were framed based on the factors that evolved in the factor analysis of the items for this variable

Knick-Knacks:

Ho: The purchase of Knick-Knacks of high, medium and low rupee volume purchasers are not significantly different.

Ho: Purchase of Knick Knacks is not related to amount spent at the mall

Entertainment:

Ho: The purchase of Entertainment of high, medium and low rupee volume purchasers are not significantly different

Ho: Purchase of Entertainment is not related to amount spent at the mall

Fashion:

Ho: The purchase of Fashion of high, medium and low rupee volume purchasers are not significantly different

Ho: Purchase of Fashion is not related to amount spent at the mall

Home needs:

Ho: The purchase of Home needs of high, medium and low rupee volume purchasers are not significantly different

Ho: Purchase of Home Needs is not related to amount spent at the mall

Shopping Orientation

In order to study the significant differences between the heavy, medium and low rupee shopper segments, the null hypotheses here were framed based on the factors that evolved in the factor analysis of the items for this variable

Utilitarian Orientation:

Ho: The utilitarian orientation of the heavy, medium and low rupee volume purchasers are not significantly different

Ho: The Utilitarian shopping orientation is not related to amount spent at the mall

Window Shopper Orientation:

Ho: The window shopper orientation of the heavy, medium and low rupee volume purchasers are not significantly different

Ho: The Window shopping orientation is not related to amount spent at the mall

Price Sensitive Orientation:

Ho: The price sensitive orientation of the heavy, medium and low rupee volume purchasers are not significantly different

Ho: The Price sensitive shopping orientation is not related to amount spent at the mall

Recreational Orientation:

Ho: The recreational orientation of the heavy, medium and low rupee volume purchasers are not significantly different.

Ho: The Recreational shopping orientation is not related to amount spent at the mall

Values

In order to study the significant differences between the heavy, medium and low rupee shopper segments, the null hypotheses here were framed based on the factors that evolved in the factor

analysis of the items for this variable

Respect and Belonging:

Ho: The importance given to the value, Respect and belonging by the heavy, medium and low rupee volume purchasers are not significantly different.

Ho: Value Respect and belonging is not related to amount spent at the mall

Fun:

Ho: The importance given to the value Fun by the heavy, medium and low rupee volume purchasers are not significantly different.

Ho: Value Fun is not related to amount spent at the mall

Security:

Ho: The importance given to the value Security by the heavy, medium and low rupee volume purchasers are not significantly different.

Ho: Value Security is not related to amount spent at the mall

Lifestyle

In order to study the significant differences between the heavy, medium and low rupee shopper segments, the null hypotheses here were framed based on the factors that evolved in the factor analysis of the items for this variable

Active:

Ho: The preference for an active lifestyle of the heavy, medium and low rupee volume purchasers are not significantly different.

Ho: Active lifestyle is not related to amount spent at the mall

Homebound:

Ho: The preference for a Homebound lifestyle of the heavy, medium and low rupee volume purchasers are not significantly different

Ho: Home bound lifestyle is not related to amount spent at the mall

Media influence:

Ho: The influence of Media on high, medium and low rupee volume purchasers are not significantly different.

Ho: Media influence is not related to amount spent at the mall

Self and social circle influence:

Ho: The influence of Self and Social circle on high, medium and low rupee volume purchasers are not significantly different.

Ho: Self and social circle influence is not related to amount spent at the mall

Attitude to malls

In order to analyze Attitude to malls null hypotheses were framed to 1) test for significant difference between heavy, medium and low rupee volume shoppers in mall shopping attitude and their attitude to mall attributes 2) test for significant difference between heavy, medium and low rupee volume shoppers in the ascribed importance to mall attributes 3) test for significant difference between heavy, medium and low rupee volume shoppers in the perception of mall attributes and finally to 4) test for significant difference between the ascribed mall attribute importance and the perception of mall attributes

Mall Shopping Attitude And Mall Attributes

Mall shopping attitude:

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their Mall shopping attitude.

Ho: Mall shopping Attitude is not related to amount spent at the mall

Location:

Ho: There is no significant difference the heavy, medium and low rupee volume purchasers in their attitude to location of malls

Store variety:

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their attitude to store variety in malls

Parking:

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their attitude to parking available at malls

Mall employee behavior:

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their attitude to mall employee behavior

Quality of products:

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their attitude to quality of products in malls

Customer service:

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their attitude to customer service in mall stores

Promotional activities:

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their attitude to promotional activities in malls.

Ambiance:

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their attitude to ambiance of malls

Food and refreshments:

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers their attitude to Food and refreshments at malls.

Safety:

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers their attitude to mall safety

Prices at mall stores:

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their attitude to prices at mall stores.

Mall Attribute Importance

In order to study the significant differences between the heavy, medium and low rupee shopper segments, the null hypotheses here were framed based on the factors that evolved in the factor analysis of the items for this variable.

Safety and service:

Ho: The importance of Safety and service for high, medium and low rupee volume purchasers are not significantly different.

Ho: Importance of the attribute Safety and service is not related to amount spent at the mall

Store and Merchandise:

Ho: The importance of Store and Merchandise for high, medium and low rupee volume purchasers are not significantly different.

Ho: Importance of the attribute Store and merchandise is not related to amount spent at the mall

Ambience and Promotions:

Ho: The importance of Ambience and Promotions for high, medium and low rupee volume purchasers are not significantly different.

Ho: Importance of the attribute Ambiance and promotions is not related to amount spent at the mall

Mall facilities and Convenience:

Ho: The importance of Mall facilities and Convenience for high, medium and low rupee volume purchasers are not significantly different.

Ho: Importance of the attribute Mall facility and convenience is not related to amount spent at the mall

Mall Attribute Perception

In order to study the significant differences between the heavy, medium and low rupee shopper segments, the null hypotheses here were framed based on the factors that evolved in the factor analysis of the items for this variable

Mall Experience:

Ho: The evaluation of Mall Experience for high, medium and low rupee volume purchasers are not significantly different.

Ho: Perception of the attribute Mall experience is not related to amount spent at the mall

Convenience and choice:

Ho: The evaluation of Convenience and choice for high, medium and low rupee volume purchasers are not significantly different.

Ho: Perception of the attribute Convenience and choice is not related to amount spent at the mall

Price performance:

Ho: The evaluation of price performance for high, medium and low rupee volume purchasers are not significantly different.

Ho: Perception of the attribute Price is not related to amount spent at the mall

Difference Between Importance And Perception Of Mall Attributes

Ho: There is no significant difference in the importance of location and the perception of the attribute Location

Ho: There is no significant difference in the importance of variety stores and the perception of the attribute Variety of stores

Ho: There is no significant difference in the importance of parking and the perception of the attribute Parking

Ho: There is no significant difference in the importance of Mall employee behavior and the perception of the attribute Mall employee Behavior

Ho: There is no significant difference in the importance of Quality and the perception of the attribute Quality

Ho: There is no significant difference in the importance of Customer service and the perception of the attribute Customer service

Ho: There is no significant difference in the importance of Promotional activities and the perception of the attribute Promotional activities

Ho: There is no significant difference in the importance of ambiance and the perception of the attribute ambiance

Ho: There is no significant difference in the importance of mall amenities and the perception of the attribute Mall amenities

Ho: There is no significant difference in the importance of food and refreshments the perception of the attribute food and refreshments

Ho: There is no significant difference in the importance of Price and the perception of the attribute price

Regression variables

The null hypothesis to verify the antecedents to mall patronage was

Ho: Amount spend at the mall is not dependent upon the selected demographic, psychographic and behavioral variables

Discriminant Variables

The null hypothesis for the discriminant analysis assumed that

Ho: The group means of the selected demographic, psychographic and behavioral variables are not the same for low and high rupee volume consumers

ASSUMPTIONS

Attempt has been made in this study to include malls of similar size and similar tenant mix but it is not possible that all the malls covered are exactly alike but for the purposes of this study, this assumption is made.

CHAPTER 4
RESEARCH METHODOLOGY

4.1 INSTRUMENT DEVELOPMENT AND MEASURES

Given the objectives of the research, instrument was developed to measure 1) the demographic profile of the mall shoppers, 2) their values and lifestyle 3) shopping orientation 4) importance of mall attributes 5) the evaluation of the mall performance on these attributes and 6) consumers shopping behavior patterns at malls. The demographic data collected included gender, age, marital status, education, family income, number of earning members, family size, children, religious affiliation, occupation, mother tongue and state of origin in India. The behavioral items were activities pursued at malls, frequency of mall visits, time and money spent while shopping at a mall and the purchased items at the mall. Psychographic variables analyzed include shopping orientation, values and lifestyle. Most of the hitherto developed scales for the psychographic variables were found to be either too lengthy or not suitable in the Indian context and mall environments. Therefore, the items for the instrument were adapted from the various previous studies according to their relevance in the Indian context and while ensuring that the items were as domain relevant as possible. The pilot stage (phase I) used a larger number of items for each scale. These were reduced on the basis of the pilot test results to the instrument that was used for final data collection. Table 4.1 gives a description of the items used to measure the variables used in this study along with the reliability measures calculated for each.

TABLE 4.1: Research Measures

Variable/ Reliability scores	Items	Scale
Demographic and socioeconomic variables	1. Age 2. Gender 3. Marital status 4. No of earning members	Category scales

	5. No. of members in Family 6. No. of children 7. Income 8. Education 9. Religion 10. Occupation 11. Ownership of car 12. Ownership of own house 13. Ownership of microwave 14. Ownership of credit card 15. Time taken to reach the mall surveyed at by car 16. State of origin 17. Mother tongue	Actual response
Shopping Orientation *Alpha=.790* *Spearman's split half coefficient= .705* *Guttman's Lambda= .824* *Parallel = .790*	1. I think shopping in a mall is exciting 2. I feel like I am in another world when I am at the mall 3. I often end up buying things I did not plan to buy. 4. I enjoy looking at the new products at a mall 5. I usually go to malls with friends 6. I usually go to malls with family 7. I like to look at mall decorations when I shop 8. I learn a lot by looking around in a mall 9. I only visit a mall when there is something I need to buy 10. I come to the mall with a list of things to buy 11. I like to find what I want quickly and leave the mall 12. Mall is a place where I usually avoid talking to other people 13. Shopping in a malls gives me a good	All items measured on a scale of 1-5, (1-completely disagree, 5 completely agree)

	image/status 14. I feel uncomfortable shopping in a mall 15. I like to try new and different things at the mall 16. I would come to a mall more often if the prices were lower 17. I always search for lowest prices in just about everything I buy 18. I prefer stores where prices are always low 19. For the average consumer the cost of shopping in a mall is high	
Values *Alpha=.818* *Spearman's split half coefficient= .805* *Guttman's Lambda= .821* *Parallel =.818*	1. Self respect 2. Security 3. Warm relations with others 4. Sense of accomplishment 5. Being well respected 6. Sense of belonging 7. Fun and enjoyment in life 8. Respect for tradition	All items measured on a scale of 1-5, (1- not at all important, 5 – very important)
Lifestyle *Alpha=.774* *Spearman's split half coefficient=.645* *Guttman's Lambda=.794*	1. I like playing outdoor games 2. I like playing games on the computer 3. I like keeping myself fit. 4. I like going for parties 5. I like surfing the Internet 6. Television is a major source of entertainment 7. I regularly read the newspaper 8. My decisions are influenced by Self experience 9. My decisions are influenced by Friends	All items measured on a scale of 1-5, (1- completely disagree, 5 completely agree)

Parallel =.774	10. My decisions are influenced by Family 11. My decisions are influenced by Newspaper advertising 12. My decisions are influenced by Television advertising 13. My decisions are influenced by Movies 14. My decisions are influenced by Radio Advertising	
Importance of mall attributes *Alpha=.818* *Spearman's split half coefficient=.786* *Guttman's Lambda=.817* *Parallel =.814*	1. Location 2. Variety of stores 3. Parking 4. Mall employee behavior 5. Price 6. Quality 7. Customer service 8. Promotional activities 9. Ambiance 10. Mall amenities (lifts, escalator, ATM, PCO, Drinking water etc) 11. Food and Refreshments 12. Safety	All items measured on a scale of 1-5, (1- not at all important, 5 – very important
Evaluation of mall attributes *Alpha= .817* *Spearman's split half coefficient= .758* *Guttman's*	1. Convenient locations 2. Large variety of stores 3. Sufficient parking 4. Helpful employees 5. Reasonable Prices 6. Good quality products 7. Good customer service 8. Exciting promotional activities 9. Inviting environment i.e. colours, smells, sounds etc	All items measured on a scale of 1-5, (1- not at all important, 5 – very important

Lambda=.822 *Parallel =.817*	10. Efficient escalators, lifts etc 11. Good Food and Refreshments 12. Safety	
Mall activities *Alpha=.690* *Spearman's split half coefficient=.698* *Guttman's Lambda=.694* *Parallel =.688*	1. Hang out with friends 2. Family outing 3. Watch a movie 4. Shopping 5. Eating out 6. Gaming 7. Window shopping 8. Others (please specify)	All items measured on a scale of 1-5, (1-never, 5 –very frequently
Purchases *Alpha=.827* *Spearman's split half coefficient=.764* *Guttman's Lambda= .827* *Parallel = .829*	1. Clothes 2. Jewelry 3. Foot wear 4. Accessoires (perfumes, bags, belts etc) 5. Home decor 6. Food and Grocery 7. Entertainment 8. Fast Food 9. Fine Dining 10. Books 11. Toys/gifts 12. Nothing	All items measured on a scale of 1-5, (1-never, 5 –very frequently
Other behavioral variables	1. Frequency of visits in the past three months 2. Time spent per visit 3. Amount spent on food and grocery 4. Amount spent on non food items	Category scales

4.2 OPERATIONAL DEFINITIONS AND MEASUREMENT

Demographics

Demographics refers to the vital and measurable statistics of a population. Demographics helps to locate a target market. (Shiffman and Kanuk,2001) The demographics of the population and socioeconomic variables were studied using 17 separate variables on appropriate category scales or by collecting actual responses. These include the following:

Age

Age has been defined as chorological age and is measured in categories of Less than 18,19 – 25, 26 – 35, 36 – 45, 46 – 55, 56 – 65, and Above 65

Gender

Gender in this study is operationalized as a binary construct -male/female and is termed as "gender" as opposed to "sex" because gender is viewed both a biological and sociological process (Babin andBoles, 1998, Wolin and Korgaonkar, 2005).

Marital status

Marital status has been studied in three categories- Married, Unmarried and Others. The category 'unmarried' included spinsters and bachelors while the category 'Others' include divorcees, widows widowers etc

No of earning members

'Number of earning members' in a household the respondent belonged to, is defined as the number of people in the household contributing to the family's household and disposable income. The categories were One, Two, Three, and Four or more

No. Members in Family

Here the respondent identified the number of members living in his/her household. The categories included One, Two, 3 – 6 and more than 6.

No of children

This item solicits information about the number of children below 18 living in the household. The categories included None, One, Two, and Three and above.

Income

Income for the purposes of this study was defined as monthly household income before taxes, which included the total income of all the earning members in the family. The categories were Less than Rs.10,000, Between Rs.10,000 and Rs.30,000, Between Rs.30,000 and Rs.60,000, Between Rs.60,000 and Rs.1 Lakh, Between Rs.1 Lakh and 5 lakhs and More than 5 lakhs

Education

Education for the purposes of this study has been defined as the highest formal qualification obtained. The categories included Professional, Postgraduate, Graduate / Diploma, 10^{th} standard, and below 10^{th} standard.

Religion

Religion, a socio cultural variable, has been defined as the formal affiliation to a belief system and has been operationalized in categories to include Hinduism, Islam, Christianity, Jainism, Buddhism, Zoroastrianism, None and Others.

Occupation

Occupation is been defined for the purposes of this study as the principal activity in the respondent's life. This may or may not be an activity that earns an income to the respondent. It has been operationalized to include the following categories: Professional (doctor, engineer, lawyer etc), Own business, Salaried employee (Governmental or private firms), Housewife, Retired, Unemployed, Student and Others

Ownership of car /s

This socio economic variable was operationalized as a binary construct of Yes/No by asking the respondent about the ownership of at least one car in the household.

Ownership of own house

This socio economic variable was operationalized as a binary construct of Yes/No by asking the respondent about at least one house for the household in the current area of residence as opposed to residing in rented or leased premises.

Ownership of microwave

This socio economic variable was operationalized as a binary construct of Yes/No by asking the respondent about the ownership of at least one microwave in the household.

Ownership of credit card

This socio economic variable was operationalized as a binary construct of Yes/No by asking the respondent about the ownership of at least one credit card.

Time taken to reach the mall surveyed at by car

This variable has been used as a measure for the distance to the mall surveyed at from the residence of the respondent. The categories were: Less than 15 min, Between 15 to 30 min away, Between 30 min to 1hr away, More than 1 hr away

State of origin

This Geodemographic variable on state of origin was used to identify the state to which the respondent originally belonged. In cases the state born in was not the same as the state the respondent culturally affiliated to, the cultural affiliation was given precedence. The state of origin may be the state in which the survey was conducted or it could be another state from which they have shifted to the city concerned, for work etc. This was measured by recording their actual response through an open-ended question.

Mother tongue

This socio-cultural vairiable attempts to identify the language the respondent speaks as a first language or native language. This was also measured by recording their actual response through an open-ended question.

Shopping orientation

Moschis (1992) defined shopping orientations as shopper patterns that include consumer activities, interests, and opinions about the shopping process. According to him 'Shopping orientations are mental states that result in various general shopping patterns' (Bellenger, D.N.and Moschis, G.P. (1981). Though many studies have examined shopping orientation, very few studies have examined shopping orientation in a mall setting. Moreover, the Indian context had to be kept in mind. Therefore a new multi-item shopping orientation scale was developed to measure buyer attributes more germane to the purchase situation. The items were based on past research. (Henry 1986; Kowinski 1985; Feinberg et al 1989; Bellenger and Korgaonkar 1980; Bellenger et al. 1977; Westbrook and Black, 1985). The items were also designed to explicitly test for some factors identified by Bloch, Ridgeway and Dawson, 1994, escape, exploration, epistemic and social benefits in addition to excitement and impulse which were adapted from Bellenger and Korgaonkar 1980. Since high prices at mall stores is perceived to be a major deterrent for shopping at malls, the economic orientation to shopping is also explored using items evolved from previous studies (Stone 1954; Bellenger and Korgaonkar 1980; Lumpkin, Hawes and Darden, 1986).

19 shopping orientation questions were included asking respondent to indicate their agreement on a five point Likert scale (5-completely agree and 1-completely disagree). Principal component analysis with varimax rotation was conducted on the questions, using a minimum eigen value of one as a criterion for the factors extracted. Statements that loaded .40 or above on a single factor was included and used for further analysis. (Refer Table 4.2). Three items including ' I usually go shopping with friends', 'I usually go to the mall with friends' and 'For an average consumer cost of shopping at a mall is high ' loaded on multiple factors and therefore was omitted. The factors generated were 1) The Utilitarian Shopper 2)The Window shopper 3)The price sensitive Shopper and 4) The Recreational shopper. The factors evolved from the all India data was used for hypothesis testing and for classification of the shoppers in the city wise data.

TABLE 4.2: Results of Factor analysis of Shopping Orientation items

	Factor Loading	*Eigen Value*	*Percent of Variance*	*Alpha*
Factor 1:*The utilitarian shopper*		4.004	23.555	.767
I only visit a mall when there is something I need to buy	.783			
I come to the mall with a list of things to buy	.768			
I like to find what I want quickly and leave the mall	.783			
Mall is a place where I usually avoid talking to other people	.647			
Shopping in a malls gives me a good image/status	.402			
I feel uncomfortable shopping in a mall	.459			
Factor 2: *The window shopper*		1.966	11.567	.624
I enjoy looking at the new products at a mall	.714			
I like to look at mall decorations when I shop	.705			
I learn a lot by looking around in a mall	.685			
I like to try new and different things at the mall	.504			
Factor 3: *The price sensitive shopper /the economic shopper*		1.731	10.184	.735
I would come to a mall more often if the prices were lower	.680			
I always search for lowest prices in just about everything I buy	.858			
I prefer stores where prices are always low	.840			
Factor 4: *The recreational shopper*		1.189	6.997	.590
I think shopping in a mall is exciting	.712			

I feel like I am in another world when I am at the mall	.736			
I often end up buying things I did not plan to buy.	.574			

Values

Values are the beliefs of a person in which they have an emotional investment. A value is defined as "an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence". 8 statements were used to study values (adapted from Lynn Kahle et al's LOV Scale). The LOV scale (Kahle, 1983) has been commonly used in research on values because of its simplicity of administration and high reliability. It has also proven its utility in cross-cultural applications (Beatty, Kahle, and Homer, 1991; Goldsmith, Freiden, and Kilsheimer, 1993). All items measured on a scale of 1-5, (1- not at all important, 5 –very important). The pilot test indicated that respondents were unable to differentiate between the value items fulfillment and accomplishment, which they considered synonymous. Of the two, the understanding of accomplishment was in accordance with the theory behind it while fulfillment was not clearly understood. Same was the case with fun and excitement. Therefore, fulfillment and excitement was dropped. The pilot and the judges who validated the questionnaire indicated that tradition was a strong personal value to an Indian. Therefore, this item was included. The scale was framed this so that the respondent can easily be classified according to the level of importance that is assigned to each of them.

Adopting the approach of Homer and Kahle (1988) a principal component analysis with varimax rotation was first conducted to identify underlying dimensions of values. Since the factor analysis was resulting in only a single factor, a three-factor solution was forced (see Table 4.3). The LOV items have commonly been reduced to a smaller number of underlying dimensions for predicting consumer attitudes or behaviors because situational factors render different value dimensions important in different contexts (Beatty et al. 1991; Kahle, 1983; Homer and Kahle. 1988). In addition, Kahle and Kennedy (1989) recommend that the items from the LOV be factor analyzed in order to use the resultant factors in a causal modeling technique. This approach can also overcome concerns about single-item measurement that are frequently raised in value surveys (Braithwaite and Scott. 1991). Therefore, Items with factor loadings of .40 or more on a factor were retained. The first LOV factor was loaded high on the items self respect, being well

respected and belonging and, therefore, was labeled "'Respect and belonging." The second LOV factor and the third LOV factor related to fun and enjoyment and Security respectively. They were single item factors and therefore called by their original names. The factors evolved from the all India data was used for hypothesis testing and for classification of the shoppers in the city wise data.

TABLE 4.3:Results of factor analysis of values

	Factor Loading	*Eigen Value*	*Percent of Variance*	*Alpha*
Factor 1:*Respect and Belonging*		3.608	45.1	.814
Self respect	.735			
Warm relations with others	.662			
Sense of accomplishment	.663			
Being well respected	.726			
Respect for tradition	.671			
Sense of belonging	.695			
Factor 2: *Fun and enjoyment*	.907	.843	10.532	
Factor 3: *Security*	.949	.775	9.689	

Lifestyle

Lifestyle is a way of living that reflects the attitudes and values of a person. 14 lifestyle items enquired into the mall patrons interests and influences on them. They were measured on a 5-point Likert scale (5-completely agree and 1-completely disagree). The items that reflect consumer interests and influences on his decision making were selected from literature according to their relevance to mall strategy (Bearden, Teel and Durand, 1978; Wells and Tigart, 1971). The initial pool of 17 items were reduced to the 14 which were finally used. Principal component factor analysis with varimax rotation was conducted on the questions, using a minimum eigen value of one as a criterion for the factors extracted. Statements that loaded .40 or above on a single factor was included and used for further analysis. (Refer Table 4.4). The factors generated were 1) Active 2) Homebound 3) Media influenced and 4) Self and social circle influenced. The

factors evolved from the all India data was used for hypothesis testing and for classification of the shoppers in the city wise data.

TABLE 4.4: Results of Factor analysis of Lifestyle

	Factor Loading	*Eigen Value*	*Percent of Variance*	*Alpha*
Factor 1:*Active*		3.672	26.228	.747
I like playing outdoor games	.733			
I like playing games on the computer	.775			
I like keeping myself fit.	.547			
I like going for parties	.639			
I like surfing the Internet	.715			
Factor 2: *Homebound*		2.000	14.284	.353
Television is a major source of entertainment	.598			
I regularly read the newspaper	.750			
Factor 3: *Media influenced*		1.314	9.388	.811
My decisions are influenced by Newspaper advertising	.799			
My decisions are influenced by Television advertising	.828			
My decisions are influenced by Movies	.771			
My decisions are influenced by Radio Advertising	.730			
Factor 4: *Self and social circle influenced*		1.063	7.592	.395
My decisions are influenced by Self experience	.753			
My decisions are influenced by Friends	.471			
My decisions are influenced by Family	.678			

Mall shopping attitude

After an extensive review of store and shopping center patronage literature, 15 shopping mall attributes were chosen to evaluate the importance mall patrons place on these. After the pilot these were reduced to 12 according to the results of the survey. These correspond to the most common attributes measured in past patronage research: price, tenants/ variety of stores, personnel, customer service, promotions, merchandise quality, mall facilities, Parking,

atmosphere/ambiance, location, refreshments available and safety. Several items were borrowed and/or modified from Shim and Eastlick, 1998; Nevin and Houston 1980 and Bellenger et al., 1977. Degree of importance and the evaluation of the consumers regarding the malls performance on these attributes were measured through Likert-type responses using twelve items each. This data was used in two ways. Attitude toward the attributes of a regional shopping mall was assessed using the multivariate attribute model (Fishbein and Ajzen, 1975, Doyle and Fenwick, 1975). Researchers use a simple formula to represent this model:

$$A = \sum_{i=1}^{m} B_i E_i$$

A= Attitude towards the malls

B_1 = Belief that the malls possess the attribute

E_1 = Evaluation of the importance of the attribute

i = attribute 1,2…..m

Secondly, Principal component analysis with varimax rotation was conducted on both sets of items independently, using a minimum eigen value of one as a criterion for the factors extracted. Statements that loaded .40 or above on a single factor was included and used for further analysis. (Refer Table 4.5and4.6). The factors for the importance statements were 1) Safety and Service 2) Store and Merchandise 3) Ambiance and Promotions and 4) Mall facilities. The factors for the evaluation of mall attributes were 1) Mall experience 2) Convenience and choice 3) Price. The factors are named according to the attributes that loaded the highest. In case of multiple high loadings, the item has been considered in both factors. The factors evolved from the all India data was used for hypothesis testing and for classification of the shoppers in the city wise data.

TABLE 4.5: Results of factor analysis of importance of mall attributes

	Factor Loading	*Eigen Value*	*Percent of Variance*	*Alpha*
Factor 1: *Safety and Service*		4.048	33.734	.710
Mall employees behavior	.729			
Customer service	.496			

Refreshments	.541			
Safety	.767			
Factor 2: *Store and Merchandise*		1.117	9.306	.660
Variety of stores	.490			
Price	.718			
Quality	.733			
Customer service	.435			
Factor 3: *Ambiance and Promotions*		.998	8.314	.652
Promotional activities	.749			
Ambiance	.705			
Mall amenities (lifts, escalator, ATM, PCO, Drinking water etc)	.404			
Refreshments	.524			
Factor 4: *Mall facilities*		.869	7.242	.597
Location	.776			
Parking	.598			
Variety of stores	.494			
Mall amenities (lifts, escalator, ATM, PCO, Drinking water etc)	.451			

TABLE 4.6: Results of factor analysis of evaluation of mall attributes (Belief that malls posses these attributes)

	Factor Loading	*Eigen Value*	*Percent of Variance*	*Alpha*
Factor 1: *Mall experience*		4.371	33.422	.775
Helpful employees	.602			
Good customer service	.618			
Exciting promotional activities	.660			

Inviting environment i.e. colours, smells, sounds etc	.460			
Efficient escalators, lifts etc	.526			
Good Food	.665			
Safety	.741			
Factor 2: *Convenience and choice*		1.081	9.009	.713
Convenient locations	.803			
Large variety of stores	.680			
Sufficient parking	.637			
Good quality products	.524			
Factor 3: *Price*		1.006	8.386	
Reasonable Price	.975			

Mall activities

Mall related behavior of heavy, medium and low rupee volume shoppers were studied to identify differences in them. In addressing this objective, a multi item mall activity inventory was devised based on the design of the current malls, the type of outlets found in the Indian malls, discussion with mall management and a review of existing literature on malls. (Jarboe and Mcdaniel 1987; Kowinski 1985; Feinberg et al 1989;Ridgeway, Dawson and Bloch 1989; Henry 1986; Jacobs 1984; Bloch, Ridgeway and Dawson, 1994, Gonzalez et al, 2002;Keng et al, 2003 and Wu, 2003. The mall activities framed on a five-point scale (5- very frequently and 1-never).

Principal component analysis with varimax rotation was conducted on the items, using a minimum eigen value of one as a criterion for the factors extracted. Statements that loaded .40 or above on a single factor was included and used for further analysis. (Refer Table 4.7). The factors evolved were named 1) Chill with friends and 2) Family Shopping. The results of the factor analysis are presented in Table 4.7 The item eating out loaded on both factors and but has been retained.

TABLE 4.7: Results of factor analysis of mall activities

	Factor Loading	*Eigen Value*	*Percent of Variance*	*Alpha*
Factor 1: *Chill with friends*		2.352	33.604	.650
Hang out with friends	.758			
Watch a movie	.619			
Eating out	.465			
Gaming	.680			
Window shopping	.590			
Factor 2: *Family shopping*		1.218	17.404	.540
Family outing	.793			
Shopping	.732			
Eating out	.453			

Purchases

Purchases made at the malls were also collected on a five-point scale (5- very frequently and 1-never). The items were chosen based on the type of outlets found in the Indian malls and discussion with mall management. 12 items were selected after the pilot test indicated these as the most frequently purchased items in malls. During the pilot testing it was also evident that many respondents bought nothing on their mall visits. Therefore an item called nothing was added to the list of possible purchases. Principal component factor analysis with varimax rotation was conducted on the items, using a minimum eigen value of one as a criterion for the factors extracted. Statements that loaded .40 or above on a single factor was included and used for further analysis. (Refer Table 4.8). The factors evolved were named 1) Knick Knacks and 2) Entertainment 3) Fashion 4) Home needs. The results of the factor analysis are presented in Table 4.8. The item fine dining, Jewelry and Home décor loaded on two factors and but has been retained.

TABLE 4.8: Results of factor analysis of purchases

	Factor Loading	*Eigen Value*	*Percent of Variance*	*Alpha*
Factor 1:*Knick Knacks*		4.224	35.196	.778
Jewelry	.545			
Home decor	.509			
Fine Dining	.425			
Books	.662			
Toys/gifts	.694			
Nothing	.741			
Factor 2: *Entertainment*		1.172	9.766	.654
Entertainment	.715			
Fast Food	.798			
Fine Dining	.566			
Factor 3: *Fashion*		1.096	9.135	.698
Clothes	.649			
Jewelry	.522			
Foot wear	.813			
Accessoires (perfumes, bags, belts etc)	.619			
Factor 4: *Home Needs*		.916	7.636	.518
Home Decor	.505			
Food and Grocery	.821			

Frequency of visits, Time spent and amount spent

Shopping mall behavior was also assessed by asking the respondents to indicate the frequency of mall visits in the past three months using category scales. The shoppers were asked the frequency of visit so that the data (for amount spent) can be weighted to remove visit frequency bias (Blair, 1983). The pilot indicated that there is confusion among the shoppers regarding the definition of a shopping mall .The mall was frequently confused with any large format retail outlet. Therefore

the popular malls in the city were identified by names and the frequency of visits to each collected for the previous three months. The categories for each mall were 0 - 2 times, 3-5 times and more than 6 times. The mid points were considered to convert them into numeric data. This was added up for the estimate the frequency of mall visits.

Time spent at the malls per visit was again collected on a category scale. The categories were Less than two hours, Two to Four Hours, Four to six hours, and More than six hours

The amount spent on food per visit, the amount spent on non-food per visit was collected by asking the respondents to indicate the amount spent per trip on food and grocery and non-food and grocery. The categories were Nothing, Less than Rs.500, Rs.500 - Rs.2000, Rs.2000 - Rs.5000, Rs.5000 - Rs.10,000 and above Rs.10,000 for both questions. The mid points were used to convert them to numerical data and then added up.

These and the frequency of mall visits were used to compute the average monthly expenditure at the mall.

4.2 CLASSIFICATION INTO HEAVY MEDIUM AND LOW RUPEE VOLUME PURCHASERS

The respondents were divided into three groups based on the monthly rupee volume purchase. The amount spent per month at the mall on both food and Grocery and Non-food and Grocery items ranged from Rs.0 to Rs 2,13,333.33. The mean spend was Rs.13,282.5. The top one third of the respondents spent Rs.12000 and above per month and were categorized as heavy spenders. This was the group of primary interest. The next one third spending between Rs.3000 to Rs. 12000 has been designated the medium rupee volume category. The heavy category is possible best contrasted with the low rupee volume spenders who form the bottom one third. This category spends less than Rs.3000 per month at malls.

4.3 PILOT TEST

It is always desirable to conduct a pilot test before administering a questionnaire to the sample. The pilot has a role in ensuring that the instrument as a whole functions well.

Phase I

Since, the study involved testing mall patrons and permission for repeated data collection from malls is difficult, a preliminary examination of the questionnaire was conducted before data collection in a mall. The purpose of the test was

1) to identify any scales that were difficult to comprehend or had redundant items and revise them prior to conducting the mall intercept survey.
2) for reliability testing
3) for testing the dimensionality of the scales and Validity evaluation.
4) Calculating variability for sample size calculation

300 students and faculty at a large management institute participated in the Phase I of the pilot test. This sample included graduate and undergraduate students and faculty between 18–55years old from different parts of India. 16 of the questionnaires were incomplete and therefore rejected. Only respondents who had visited a mall at least once in the past three months were included in the study. The sample was represented by 190 male mall patrons and 94 female mall patrons. A predominantly student sample was used because young adults are particularly numerous in enclosed malls and thus believed to be a useful group for pretesting. (Graham 1988, Bloch et al, 1994). They are also relatively homogeneous which reduces the potential for random errors compared with a sample from the general public (Calder, Philips and Tyhout 1981, Sproles and Kendal 1986).

Suggestions resulting from the pilot study included clarifying the wording of the questionnaire instructions and using less technical words in the questions. According to the suggestions and results the initial pool of items were revised and some small changes to the final questionnaire's instructions and layout were made. After ensuring that validity and reliability were adequate, 15 mall attributes were reduced to 12; 21 shopping orientation items were reduced to 19; 9 items in the LOV scale reduced to 8 and 17 lifestyle items reduced to 14. This involved testing the dimensionality for all the scales using factor analysis. This practice of reducing and refining the scale items has been used by many previous researchers during scale development process (Gentry and Burns, 1978; Babin et al, 1994, Doyle and Fenwick, 1975). The variability was calculated to calculate the sample size for the study. Amount spent at a mall per month had

maximum variability among all the variables studied and was of interest since it is the dependent variable. Based on the standard deviation calculated (Rs.1606), the sample size required was calculated as 990. To allow for the higher variability likely in the mall intercept study, final sample size was identified as 3000 –rounding off (990*3)(Nargudkar, 2006).

Phase II

The questionnaire finalized after Phase I was tested at Bangaluru (sample size=517) to identify whether the questionnare suffered any major draw backs and whether the sample size needed to be reconsidered. At this stage,the quota sampling technique was applied and data collected according to the sample design. Reliability tests gave acceptable results but not surprisingly an increase in variance was identified. Use of the new variance data to calculate sample size indicated that the choosen sample size was adequate(Standard deviation: Rs.2718.74; at 95% confidence level ; calculated sample size: 2838.354 (rounded to 3000). Since no changes were made to the questionnaire, the data from this stage was incorporated into the final sample.

4.4 VALIDITY AND RELIABILITY

Validity

Based on literature review and followed up by the pretest survey (Phase I), items were generated to operationalise the variables under study. A measure is considered valid to the degree that it really does measure what it is intended to measure. The internal validity can be discussed under: 1) Face Validity or content validity, 2) Construct validity and 3) Criterion Validity (Cooper and Schindler, 2003)

Face validity

The face validity or content validity of a measuring instrument is the extend to which it provides adequate coverage of the investigative questions guiding the study. Determination of content validity is judgmental and can be approached in several ways (Cooper and Schindler,2003). In this study, the first step involved a careful definition of Mall Patronage and the items to be scaled and the scales to be used. Further, these items were evaluated through conducting a screening

exercise or Judgment method (Litwin, 1995; Sekaran, 1992). The aim of the exercise was to determine the extent to which each item reflected dimensions of mall patronage. The screening exercise involved 7 judges, including marketing and research methodology professors, and mall management. They were asked to compare and evaluate the items included in the questionnaire with the research objectives. The judges supported the items used to test the research hypotheses (Hair et al).

Construct Validity

In measuring construct validity, both theory and the measuring instrument are considered. Once it is established that the constructs are meaningful in a theoretical sense, the adequacy of the instrument is investigated. In order to ensure that items measure hypothetical concepts, mall patronage dimensions studied in previous research were used.

The adequacy of an instrument can be tested either through convergent validity or discriminant validity. Convergent validity involves correlating the results of the present study with pre-existing validated scales. In their absence or of they have not been used, the construct validity of a measure is shown by showing that it relates to other variables to which it should be related (Campbell and Friske, 1959; Green and Tull, 1980). Internal consistency therefore is a good test for construct validity. The scale items were checked to identify whether the items for shopping orientation, Lifestyle, values etc. formed sensible relationships with the demographic variables and mall patronage through correlations and cross tabulation. Beyond internal consistency, evidence for new scales is difficult to find. The most general practice is to assume, unless there is evidence to the contrary that the respondent is responding accurately. Much stronger evidence on construct validity can come from item by item and scale by scale convergent and discriminant validity. Discriminant validity involves separating it from other constructs in theory or related theories. While these have not been attempted, here factor analysis has been used to establish the construct adequacy of the measuring device (Cooper and Schindler, 2003).

Criterion Validity

Criterion related validity reflects the success of measures used for prediction or estimation. Cooper and Schindler (2003), suggests that any criterion measure must be judged in terms of four qualities: 1) Relevance 2) Freedom from bias 3) Reliability and 4) Availability. A criterion is relevant if it is defined and scored in terms we judge to be a proper measure. Freedom from

bias is attained when the criterion gives each respondent an equal opportunity. A reliable criterion is stable or reproducible. Finally, information specified by the criterion should be available. After these were ensured, the criterion validity was established in this study by correlating the variables with mall patronage. Predictive validity is established by the ability to predict the summed or averaged behavior of large numbers of individuals. Discriminant analysis was used to establish that the constructs under study had predictive validity (Cooper and Schindler , 2003; Wells,1975).

Validation of the discriminant model

Validation of the discriminant model was ensured by dividing the full sample into two. 70% of the sample was used to evolve the model and 30% was used as a hold out sample for validation. The internal validity of the discriminant function was calculated using the levels of predictive accuracy. A cross classification of the results with the original classification indicates the accuracy of prediction. An acceptable overall hit ratio for the holdout sample is considered as support for the discriminant model (Hair et al)

TABLE 4.9: Summery of Internal Validity Methods

No.	*Type*	*What is measured?*	*Methods used*
1	Content Validity	Degree to which the content of the items adequately represents the universe of all relevant items under study	Choice of relevant dimensions from existing literature Researcher judgment Panel evaluation
2	Construct Validity	Attempts to identify the underlying constructs being measured and determine how well the test represents them	Internal consistency Factor Analysis

3	Criterion Validity	Degree to which the predictor is adequate in capturing the relevant aspects of the criterion	Correlations Multiple Regression Discriminant Analysis

Reliability

Reliability of a scale measures how consistent or stable the ratings generated by the scale are likely to be. Reliability focuses on whether the scale consistently measures the construct or not. (Parashuraman, Grewal and Krishnan, 2007). Reliability is therefore concerned with the estimates of the degree to which a measurement is free of random or unstable error. Reliable instruments can be used with confidence that transient and situational factors do not interfere. Mathematically, reliability is defined as the proportion of the variability in the responses to the survey that is the result of differences in the respondents. That is, answers to a reliable survey will differ because respondents have different opinions, not because the survey is confusing or has multiple interpretations Reliable instruments are robust and; they work well at different times and under different conditions. This distinction of time and condition is the basis for frequently used perspectives on reliability: Stability, Equivalence and Internal consistency. While stability of a scale measures the reliability whether consistent results can be secured with repeated measures of the same person with the same instrument, equivalence is concerned with variations at one point in time among observers and samples of items. Ideally, in order to obtain a good estimate of the reliability of a survey, we would like to administer the survey twice to the same group of people and then correlate the two sets of results. However, this is often impractical because bias may be introduced in the second set of answers or because respondents may be unwilling or unable to take the survey a second time. . One solution is to compute Cronbach's alpha. Another is to split the items into two groups and then to compare these groups as if they were two separate administrations of the same survey. (Cooper and Schindler, 2006)

Reliability for this study is estimated in the three ways:

1) Cronbach's alpha is the most common form of internal consistency reliability coefficient. Cronbach's alpha is a lower bound for the true reliability of the survey. Alpha equals zero when

the true score is not measured at all and there is only an error component. Alpha equals 1.0 when all items measure only the true score and there is no error component. The computation of Cronbach's alpha is based on the number of items on the survey and the ratio of the average inter-item covariance to the average item variance. (Cooper and Schindler, 2006; Bryman and Bell, 2008)

Cronbach's alpha can be interpreted, as the percent of variance the observed scale would explain in the hypothetical true scale composed of all possible items in the universe. Alternatively, it can be interpreted as the correlation of the observed scale with all possible other scales measuring the same thing and using the same number of items. (Cooper and Schindler,2006) By convention, a lenient cut-off of .60 is common in exploratory research; alpha should be at least .70 or higher to retain an item in an "adequate" scale; and many researchers require a cut-off of .80 for a "good scale." (Hair et al)

2) Split-half reliability measure**s** the degree to which the instrument measures the same thing for two randomly selected groups, (Cooper and Schindler, 2006).

Spearman-Brown split-half reliability coefficient*,* also called the Spearman-Brown prophecy coefficient is a form of split-halves reliability measure. The Spearman-Brown prophecy coefficient is used to estimate full test reliability based on split-half reliability measures. A common rule of thumb is .80 or high for adequate reliability and .90 or higher for good reliability. However, for exploratory research, a cutoff as low as .60 is not uncommon (Cooper and Schindler,2006).

Guttman's lower bounds (lambda 1-6) are a set of six coefficients; L1 to L6.

L1: An intermediate coefficient used in computing the other lambdas.

L2: More complex than Cronbach's alpha and preferred by some researchers, though less common.

L3: Equivalent to Cronbach's alpha.

L4: Guttman split-half reliability.

L5: Recommended when a single item highly covaries with other items, which themselves lack

high covariances with each other.

L6: Recommended when inter-item correlations are low in relation to squared multiple correlations

Guttman recommends experimenting to find the split of items, which maximizes Guttman split-half reliability (L4), then using the highest of the lower bound lambdas as the reliability estimate for the set of items. The best split will be that in which each half contains highly inter-correlated items (Cooper and Schindler,2006).

3) Parallel forms is a model that allow you to statistically test for equal means and variances. The strictly parallel model hypothesizes that the true item scores have the same mean and variance, while the parallel model hypothesizes that they have the same variance but not necessarily the same mean. The reliability estimate for the parallel model is equivalent to Cronbach's alpha (the estimate for the strictly parallel model is also based on Cronbach's alpha but is penalized for differences in the item means). When the pool of items is large, the items may be randomly selected from the instrument (Cooper and Schindler,2006).

TABLE 4.10: Summery of Reliability Methods

No.	*Type*	*Coefficient*	*What is measured?*	*Methods used*
1	Cronbach's Alpha	Internal consistency	Degree to which instrument items are homogeneous and reflect the same underlying construct	Specialized correlation formulas
2	Split Half (Spearman – Brown split half coefficient)	Internal consistency	Degree to the instrument measures the same thing for two randomly selected groups	Specialized correlation formulas

3	Split Half (Guttman's Lambda)	Internal consistency	Degree to the instrument measures the same thing for two randomly selected groups	Specialized correlation formulas
4	Parallel forms	Equivalence	Degree to which two equivalent batteries of items measure the same thing in the same people	Correlation

4.5 SAMPLE DESIGN

The survey process was conducted in eight large cities of India. The cities in the south included Bangalore, Hyderabad, and Vijyawada. The northern cities included Delhi and Gurgaon. The western cities include Mumbai, Vadodhara and Navi Mumbai. These cities were chosen based on the degree of mall penetration in these cities. While Gurgaon has a large number of malls, in Vijayawada malls are just under development. The other cities fit in between these two and have varying degrees of mall penetration. But all these cities have a good mix of traditional and modern shoppers. A list of acceptable malls for the cities was drawn up in order to ensure similarity in size and tenant mix. Of these three major malls at Bangalore, five malls at Delhi, five malls at Gurgaon, two shopping centers and one mall at Vadhodara, two malls at Navi Mumbai and one mall each at Hyderabad and Mumbai gave permission for data collection. At Vijayawada, data was collected from department stores in the major shopping destinations of the city. As many malls as possible were included in the data collection process since attitude to the malls patronized by the respondents may influence attitude to malls in general. The study was conducted in popular malls in each of the cities except Vijayawada.

Sample size

Sample size refers to the number of subjects or participants studied. Determining sample size is important because samples that are too small can lead to inaccurate results while samples that are

too large can waste time, effort and money. The sample size should be adequate to provide a high probability of detecting as significant an effect of a given magnitude if such an effect actually exists. Generally, larger the sample size, the more reliable the results are and more likely that the results can be generalized to other people (Malhotra, 2007, Zikmumd, 2002).

In this study overall sample size was calculated using two methods. First method used means and the second method used the modified formula suggested for Quota or stratified sampling. Since both estimations were similar, the higher calculated sample (using means) was chosen. Then the total sample was divided among the selected cities. The major cities of Mumbai, Delhi and Bangaluru were considered to be comparatively more heterogeneous (population variability is likely to be higher) and therefore a larger portion of the data was collected from these cities.

Sample size estimation

Method 1

Level of Precision (D) = Rs.100 (amount spent)

Confidence interval= 95%

z value associated with the confidence level = 1.96

Standard deviation from pilot (SD) = Rs.2718.74

Sample size using the formula for standard error (n) = $SD^2 z^2 / D^2$

$= (2718.74)^2 (1.96)^2 / 100^2$

$= 2838.354$ (rounded to 3000)

Method 2

Level of Precision (D) = Rs.100 (amount spent)

Confidence interval= 95%

z value associated with the confidence level = 1.96

Standard deviation for male respondents from pilot (S_1) = Rs.2829.67

Standard deviation for female respondents from pilot (S_2) = Rs.2346.8

Weights assigned to both stratum based on proportion of population (W_i) = 0.5

Sample size using the formula for disproportionate samples (n) = $(z/D)^2 (\Sigma W_i S_i)^2$

$= (1.96)^2/100^2(0.5* 2829.67 + 0.5 * 2346.8)^2$

$= 2573.4$ (rounded to 3000)

Estimated sample size requirement for male respondents = 1406.79

Estimated sample size requirement for female respondents = 1166.72

Final sample

A sample of 3000 was targeted therefore 3300 (10% extra for each city) questionnaires were administered to allow for non-response. At the end of data collection, 3026(male: 1639, female: 1387) samples were collected. The targeted and achieved sample by city is indicated in table 4.9. Of these only a sample of 2721 was used for testing the Hypothesis since Vijayawada did not have any malls. The sample from Vijyawada was used for predicting mall patronage.

TABLE 4.11 : Sample size city wise – Targeted and Achieved

City	No. of Malls	No. of Samples Targeted	Achieved sample
Mumbai	1	500	512
Navi Mumbai	2	300	318
Vadodhara	3	300	302
Bangalore	3	500	517
Delhi	5	500	499
Gurgaon	5	300	262
Vijayavada*	-	300	305
Hyderabad	1	300	311
TOTAL	**8**	**3000**	**3026**

** Data was collected at department stores in major shopping destinations in the city. Not used for testing hypotheses.*

Sampling method

Quota sampling is a non- probability sampling technique, which is very similar to stratified random sampling. In this technique, the total target population was divided into strata or segments on the basis of some variables. Then a sample is taken from each of the strata defined. The major difference from stratified random sampling is that the random selection of respondents is not strictly adhered to (Nargundkar, 2003). The aim of quota sampling is to

produce a sample in terms of the relative proportions of people in different categories or in combinations of these categories (Bryman and Bell, 2007). Blair, 1983,suggests that provided steps are taken to reduce sample bias, quota sampling can maintain quality of the sample and at the same time reduce the cost of shopper survey dramatically. According to Sudman (1980), who studied methods of shopping center sampling, quota procedures have both advantages and some biases. The advantage is that quota procedures eliminate or reduce sampling variance. The main disadvantage is that within the quotas set, the individuals still have different probabilities of selection based on different shopping behavior. Sudman (1980) suggests age and gender as the variables that can be controlled for.

In this study Quotas were established for gender in order to ensure adequate representation of both male and female customers. The pilot and the researchers previous experience with mall intercepts indicated that without quotas, the sample tends to be over represented by men. So attempt was to include equal number of men and women in the sample. The Gender Quotas set are indicated in Table 4.10

TABLE 4.12: Targeted Gender Quotas

Gender	**Delhi/Mumbai/ Bangaluru**	**Other cities**
Male	250	150
Female	250	150
Total	**500**	**300**

Another variable for which it was thought necessary to use a quota was age (Sudmam, 1980). Since young interviewers were collecting the data, there was a possibility of collection bias towards their age group. Therefore, age quotas were established as follows based on the input from mall management regarding proportions of malls patrons in different categories. The age quotas for the targeted sample are given in Table 4.11.

TABLE 4.13: Targeted Age Quotas

Age	**Delhi/Mumbai/ Bangaluru**	**Other cities**
Less than 25	100	75

26- 45	200	125
More than 46	200	100
Total	500	300

4.6 DATA COLLECTION AND MEASURES TO REDUCE SAMPLE BIAS

Given the nature of this research, a mall intercept data collection was preferred because it is easier for respondents to answer the mall related questions especially the amount spent on food and nonfood items. The rationale is based on the theory that respondents will be more attentive to the task of completing the questionnaire and will provide more meaningful responses when they are contextualized in the environment that they are evaluating (Dawson et al). All interviews were exit interviews. Shoppers were intercepted at multiple exits of a single mall by trained interviewers (Blair, 1983). Every fifth shopper was solicited to fill in the self administered questionnaire. In doing so the sample is considered to be representative of the malls customers across various shopping times and shopping patterns. Data was collected in the months of January and February of 2008. Data was collected over the period of the business hours of the mall (usually 11.00 am- 11.00pm) since studies have indicated that consumer behavior varies depending on the time of the day (Skogster, Uotila and Ojala, 2008;Sudman, 1980). Attempt was made to fill approximately a third of the questionnaires during the mid morning hours (11.00 am-3pm) and the next one third in the late afternoons (3pm -7pm) and the last one-third after 7pm. It was considered that the mall visitors who patronize the mall during the weekdays and weekends could differ substantially along the variables of interest; therefore data was collected on equal number of weekends and weekdays at every destination (Blair, 1983). At all locations, the participation in the data collection was voluntary for the participants. All efforts were also made to ensure that there was no disturbance to the malls concerned. The questionnaire was self-administered but the interviewers were trained by the researcher in approaching the respondent, soliciting cooperation and addressing any possible queries regarding the research. The individual responses were kept confidential in order to encourage openness and disclosure.

4.7 STATISTICAL ANALYSIS

Data were analyzed with the Statistical Package for Social Sciences (SPSS) version 12.0. Descriptive statistics, bivariate analysis and multivariate analysis were adopted.

Descriptive

The demographic and socio economic variables are described using frequencies and percentages. This method has also been used to describe two behavioral variables including time spent at the mall and frequency of mall visits. Means have been used to describe the heavy, medium and low rupee volume purchasers in their scores for all the psychographic and two of the behavioral variables. It was also used to look for differences in how the mall attributes were perceived in contrast to the importance ascribed to those variables by the shoppers (Ha9).

Bivariate

Cross Tabulation

Cross tabulation is a technique for comparing data from two or more categorical variables. Cross tabulation is the first test in identifying relationships between variables. The technique uses tables having rows and columns that correspond to each variables category. Each cell contains a count of cases of joint classification and also the row and column and the total percentages. Cross tabulation has been used to describe the heavy rupee volume shoppers and contrast them with the medium and low rupee volume shoppers along demographic and selected behavioral variables. (Cooper and Schindler, 2006)

Multivariate

Factor Analysis

Principal component analysis with varimax rotation was used on the questionnaire items for shopping orientation (19 items), values (8 items), lifestyle (14 items), mall attribute importance (12 items), mall image perception (12 items), mall activities (7 items) and purchases at the mall (11 items) to reduce the data. Principal component analysis is a model of factor analysis that considers total variance and derives factors that include small proportions of unique variance. It is appropriate when the primary concern is a minimum number of factors that are needed to

account for maximum amount of variance. Factor analysis is a generic name given to a class of multivariate statistical methods whose primary function is to define underlying structure in the data matrix. With factor analysis, the researcher can first identify the separate dimensions of the structure and then determine the extent to which each variable is explained by each dimension. These dimensions or factors when interpreted and understood describe the data in a much smaller number of concepts than the original individual variables. Data reduction can be achieved by calculating scores for each underlying dimension. (Hair et al, 2003)

To identify the optimum number of factors to be extracted two methods have been used. For the data reduction of Shopping orientation items, lifestyle and mall activities, the latent root criterion was used. Only factors that having latent root greater than one were considered for further analysis. In some cases, when the number of variables is less than 20, this method extracts conservative number of factors. (Hair et al, 2003) Therefore for the data reduction of Values, Mall attribute importance and mall purchases, the scree plot was examined to decide the number of factors to be extracted. In case of multiple high loading, the item was included in both factors.

Cluster Analysis

Cluster Analysis was used to describe the consumers along demographic, psychographic and behavioral variables. Cluster analysis here is used to group consumers together who are very similar to the others in the cluster. These clusters should then exhibit high internal homogeneity and high external heterogeneity. In segmentation studies cluster analysis has a strong tradition of grouping individuals. Respondents were clustered using hierarchical and non-hierarchical cluster (i.e. K-means cluster analysis or quick cluster) analysis. Hierarchical clustering was used to determine the appropriate number of clusters by examining a range of segments based on changes in the agglomeration schedule, icicle plot, dendrogram and cluster membership. Factors were clustered using Ward's method, and distance was calculated using squared Euclidean distance, the recommended distance measure when performing Ward's method. After obtaining a cluster solution, K-means cluster analysis was used to indicate which shopping orientation factors were significant in clustering respondents. (Hair et al, 2003).

Testing of Hypothesis

Chi-square,Lamda and contingency coefficient

One of the most commonly used tests of significance is the Chi-square test. It is useful in tests involving nominal data. Using this technique we look for significant differences between the observed distribution of data among the categories and the expected distribution based on the null hypothesis. Testing of Ha1 for significant differences in demographic profile of heavy, medium and low rupee volume shoppers, was accomplished by calculating the chi-square, the degrees of freedom, and significant difference at .05 levels. Null hypothesis was framed for each of the variables and tested for acceptance. The null hypothesis was rejected for p values less than .05. Lambda was tabulated to indicate the direction of association and the contingency coefficient was used to indicate the strength of association. Significant differences in total number of mall visits and the time spent per visit were also tested in the same way.

ANOVA

The statistical method for testing null hypothesis that the means of several populations are equal is analysis of variance. One-way analysis of variance uses a single factor, fixed effects model to compare the effects of one treatment or factor on a continuous dependent variable. ANOVA uses squared deviations of variance so that computations of distances of the individual data points from their own mean or from the grand mean can be summed. In ANOVA the test statistic is the F-value, which checks whether the variability attributable to the treatment exceeds variability arising from random fluctuations. To test the Hypotheses (Ha2, Ha3, Ha4, Ha5, Ha6, Ha7, Ha8), ANOVA was used to check for significant differences between the three categories of interest i.e., the heavy, medium and low rupee volume consumers. The degrees of freedom, F-value, p and the mean values for the three on the factors of shopping orientation, values, lifestyle, mall attribute importance, mall image perception, mall activities and purchase categories have been calculated for this purpose. Null hypothesis framed for the factors of all the variables were rejected for p values less than the significance level .05 and conclude that there is statistically significant differences between the segments. (Cooper and Schindler, 2006)

Paired sample T-test

The paired sample t-test (SPSS version 12.0) procedure compares the means of two variables for

a single group. It computes the differences between values of the two variables for each case and tests whether the average differs from zero. The test is a technique used to test the hypotheses that means are significantly different for the importance ascribed to the mall attributes and their perception of them (H9) (Cooper and Schindler, 2006).

Correlation

The application of correlation is to measure the degree of association between to sets of metric data (Nargundkar, 2003). The hypothesized antecedents to the amount spend at malls is tested using Pearson's correlation analysis. The correlation coefficient indicates the strength of the association between the variables. The sign + or - can indicate the direction of the relationship. The values can range from –1 to +1, with +1 indicating a perfect positive relationship, 0 indicating no relationship and –1 indicating a perfect negative relationship (Hair et al, 2003). This technique was used to test the hypotheses (Ha10, Ha11, Ha12, Ha13, Ha14, Ha15). Significant co-relates were used to construct an anthology of antecedents to mall shopping. In addition step wise regression was also run for the same purpose.

Multiple regression

In addition to a bivariate analysis of correlations, a multivariate analysis can further our understanding because we can simultaneously estimate the relative impact of the independent variables on the dependent variable. Multiple regression analysis is a statistical technique that can be used to analyze the relationship between a single dependent variable and multiple predictor variables. The objective of the multiple regressions is to use the independent variables whose values are known to predict the dependent variable. The weights denote the relative contribution of the dependent variable to the over all prediction and facilitate interpretation as to the influence of each variable in making the prediction. The set of weighted independent variables forms the regression variate, the regression model or the regression equation, a linear combination of independent variables that best predict the dependent variable the weighted .The variables hypothesized to influence amount spend at the malls was entered into the multiple regression analysis using the step wise method. The stepping method criteria used the probability of F for entry as .05 and .10 for removal. The regression coefficients and the model fit were estimated to test for Ha16. (Hair et al, 2003).

Predictive model

Discriminant Analysis

Discriminant analysis is an appropriate statistical technique when the dependent variable is categorical and the independent variables are metric. In this study, discriminant analysis was used to derive a variate or linear combination of independent variables that will best discriminate between the low and heavy rupee volume shoppers using the polar extreme approach. (Hair et al, 2003). This is known as the discriminant function. Discriminant analysis has been used to identify characteristics that can differentiate between the two segments. The predictive model that was evolved from the all India data has been used to predict heavy shoppers at Vijayawada.

The variables that differentiate the high from the low rupee volume mall visitors are discussed in the analysis. Also calculated are the discriminant coefficients that weigh each variable to reflect these differences and its statistical significance (Ha17). The absolute F value, which indicates the relative discriminatory power of the variables, is also calculated and the variables with the maximum discriminatory power identified. The canonical correlation value is used to indicate to what extend the group membership is explained by the discriminant function. The Wilkis Lambda is used to evaluate the statistical significance of the discriminatory power of the discriminant function. The classification table presents to what extend the respondents have been classified accurately. This is the predictive ability of the discriminant function. Since both groups under study are of equal sizes, the chance classification is 50%; the thumb rule is to consider 62.5% as the minimum than would be expected by chance and therefore acceptable in constructing the group profiles. (Hair et al, 2003).

CHAPTER 5

RESULTS AND DISCUSSION

5.1 DESCRIPTION OF THE SAMPLE (ALL INDIA)

TABLE 5.1.1: Sample Description

	Demographic variable	Frequency	Percentage
1	Age		
	Less than 18	75	2.8
	19 – 25	625	23.1
	26 – 35	786	29
	36 – 45	473	17.4
	46 – 55	482	17.8
	56 – 65	200	7.4
	Above 65	71	2.6
2	Gender		
	Male	1460	54.4
	Female	1223	45.6
3	Marital Status		
	Married	1660	62.5
	Unmarried	942	35.5
	Others	51	1.9
4	Family Size		
	One	49	2
	Two	369	14.8
	3 – 6	1745	70.2
	More than 6	323	13

5	Number of Children (below 18)		
	None	872	37.5
	One	818	35.2
	Two	512	22
	Three and above	120	5.2
6	Number of earning Members		
	One	533	21.1
	Two	1085	42.9
	Three	641	25.3
	Four or more	271	10.7
7	Income		
	Less than Rs.10,000	246	9.5
	Between Rs.10,000 and Rs.30,000	828	31.8
	Between Rs.30,000 and Rs.60,000	679	26.1
	Between Rs.60,000 and Rs.1 Lakh	480	18.5
	Between Rs.1 Lakh and 5 lakhs	276	10.6
	More than 5 lakhs	92	3.5
8	Occupation		
	Professional	478	18.1
	Own business	474	17.9
	Salaried employee	958	36.3
	Housewife	292	11.1
	Retired	94	3.6
	Unemployed	27	1
	Student	297	11.2
	Others	21	0.8

9	Education		
	Professional	546	20.3
	Postgraduate	786	29.3
	Graduate / Diploma	1141	42.5
	10^{th}	170	6.3
	Below 10^{th}	41	1.5
10	Religion		
	Hinduism	1976	73.5
	Islam	266	9.9
	Christianity	264	9.8
	Jainism	103	3.8
	Buddhism	25	0.9
	Zoroastrianism	7	0.3
	None	14	0.5
	Others	35	1.3
11	State of origin (major)		
	Karnataka	246	10.8
	Andhra Pradesh	384	16.8
	Tamil Nadu	86	3.8
	Kerala	78	3.4
	Maharashtra	470	20.6
	U.P	231	10.1
	Delhi	28	1.2
	Gujarat	171	7.5
	Goa	30	1.3
	West Bengal	42	1.8
12	Mother tongue (major)		
	Kannada	174	6.8

	Telugu	367	14.2
	Hindi	877	34
	Tamil	107	4.2
	Malayalam	95	3.7
	Urdu	95	3.7
	Marathi	236	9.2
	Punjabi	124	4.8
	Gujarati	239	9.3
13	Ownership		
	Credit card/s	1733	63.9
	Microwave	1165	43
	Car/s	1515	55.9
	House	1817	67
14	Time to reach the mall		
	Less than 15 min	463	17.6
	15mn to 30 min	1075	40.9
	30mn to 1 hr	723	27.5
	More than 1hr	365	13.9
	Behavioral Variables		
1	Time spent at the mall		
	Less than 2 Hours	755	28.1
	2 to 4 Hours	1490	55.5
	4 to 6 hours	384	14.3
	More than 6 hours	57	2.1
2	Frequency of mall visits in 3 months		
	Up to 10 times	1428	52.5
	11- 20 times	985	36.2

	21- 30 times	240	8.8
	31- 40 times	59	2.2
	More than 40 times	9	0.3

The demographic profile of the sample studied indicates that majority of the consumers are in the age group of 26-45 and are married (62.5%). According to the criteria established for quota sampling, an equal number of male and female customers were covered in the study. Most of the respondents (70.2%) are part of families that included 3-6 members and are predominantly singe children (35.2%) families. The 37.5% of respondents have said that they have no children below 18 in their households.

Since majority of the customers (90.5%) have an income above Rs.10, 000 per month, it indicates that malls attract the middle income as well as upper income categories of customers. 32.6% of the respondents has reported an income above Rs.60,000 per month. 78.9% of the families has more than two earning members in the family but a good majority (42.9%) of them are double income families. They were generally salaried employees (36.3%), professionals (18.1%), or had their own business (17.9%). The educational levels were also predictably high with 92.1% of the respondents having a graduate degree or diploma. 29.3% of these are postgraduates and 20.3% are professional degree holders.

The religious affiliations indicated similarity to national averages. 73.5% of the mall shoppers are followers of Hinduism, 9.9% of Islam and 9.8% of Christianity. Majority of the respondents in the sample belonged to the states in which the survey was conducted therefore the survey is represented by 20.6% of Maharashtrians, 16.8% of Andhraites, 10.8% of Kannadigas, and 7.5% of Gujarathis. For the same reason, the mother tongues of the respondents are Telugu (14.2%), Marathi (9.2%), Kannada (6.8%) and Gujarathi (9.3%). But the most common mother tongue in the sample is Hindi (34%).

The lifestyle of the mall visitors included ownership of credit card (43%), microwaves (43%), car/s (55.9%) and their own house (67%). Most of them (58.5%) live in close proximity to the mall and traveled less than 30 minutes to reach the mall at which they were surveyed.

5.2 PROFILE OF THE INDIAN MALL VISITOR-Clusters in the sample

Cluster 1 (Mall enthusiasts)

He comes to the mall with his friends as well as his family very frequently. He is highly recreational in his shopping orientation and enjoys window -shopping. He and his family picks up almost everything they need at the mall. He is happy with all aspects of the mall shopping experience and is content with the mall store prices. He has an active lifestyle and is highly influenced by media but also enjoys staying at home. Traditional values are important to him but at the same time he ensures that fun has a place in his life. Around 36-45, he is highly educated professional or businessman who lives with his wife, who also works, and small child. They are very well off with a monthly household income of above Rs.60, 000, own their own house and visit the mall in their car.

Cluster 2 (Price conscious shoppers)

She is a highly price sensitive window shopper. She is often visits the mall and occasionally picks up clothes or catches a movie with her family. She values the amenities offered by the mall and choice of stores. She is also highly satisfied by these attributes of the malls. But she is very unhappy with the prices in mall stores. She is 46-55 yrs and lives with her husband and grown up son/daughter in their own home. They are a double income middle class family earning Rs.30,000- Rs.60,000 per month and own a car/s. She is not highly qualified but works as a salaried employee. She is mostly traditional in her outlook but also wishes for fun and is highly influenced by media.

Cluster 3(Traditionalists)

He comes shopping with his family (wife and single child) but tends to pick up only small value items or clothes and accessories at the mall. But he enjoys window-shopping on these visits. Respect for tradition, sense of belonging and security is very important to him. He mostly enjoys homebound activities and is uninterested in parties, outdoor games, gymming etc. He is not very tech savvy either and does not spend time on the computer or Internet. He makes his decisions

himself or is influenced by his family and immediate social circle. Approximately 46-55 yrs old, he is a graduate working as a salaried employee earning approximately Rs.10, 000 –Rs.30, 000 per month as his household income. He has his own house and car.

Cluster 4 (Disinterested shoppers)

He is uninterested in malls and shopping and visits rarely because he feels mall prices are unreasonable. When he does, he comes with his family on an outing to eat out, see a movie or buy an occasional outfit. He tends to be homebound and places moderate importance on values. He is not highly influenced by media and is moderately influenced by his social circle.

Around 26- 35 years old and married. His is a double income household with a monthly income of Rs.30, 000 to Rs.60, 000. He is probably a postgraduate having his own business or working with his father in their family business. He is comfortable using a credit card and his family owns their own house, car and microwave.

Cluster 5 (Aspirational shoppers)

He is highly recreational in his shopping orientation and moderately price sensitive. He generally visits the mall with his family and is given to impulsively picking up clothes and accessories at the mall. Location and amenities are the important mall attributes for him and he is usually excited to be at a mall and is satisfied with all aspects of the mall including the prices of mall store products. Among all the values, he considers sense of security, the most important for him. He has a moderately active life style and mostly makes his decisions himself or on the advice of his family and friends. He is young (26-35 yrs), postgraduate working as a salaried employee and may have a small child. His is a small, double income family approximating to Rs.10, 000 to Rs.30, 000 per month He probably has his own house but cannot yet afford a car.

Cluster 6(Student shoppers)

He is a young window shopper. He frequently visits the mall to hang out with his friends or with his family. He loves all aspects of the mall. He is even comfortable with the mall store prices. Though young (18-25yrs), he has strong sense of values and tends to enjoy both home bound as well as outdoor activities. He is unmarried and lives with his parents who are both working. They

have a comfortable household income of Rs.30, 000 –Rs. 60,000 per month. He is attending college to obtain his graduate or postgraduate degree and does not yet own a car or use a credit card.

Cluster 7 (The Experience shopper)

He is a highly price sensitive window shopper but is generally satisfied with the mall experience. A well off bachelor, he frequently visits the mall with his friends or family to watch movies or to eat out. He is rooted in values but enjoys both homebound and social activities. He is influenced by media but at the same time values the opinions of family and friends and his personal experiences while making decisions. After his post graduation, he is just starting out in his own or his family's business. Between him and his father, they take home an income of approximately Rs.30, 000- Rs.60,000. Aged around 26-35, he uses a credit card and his family owns their own home and car.

5.3 PROFILE OF THE HEAVY SHOPPER AT BANGLORE

Sample Description

Majority of the customers fall in the age group of 26-35 (38.8%). The other major age groups are 19-25 (21%) and 36-45 (19.4%). As per the quotas established for sampling the male and female customers were almost equally sampled (53.7% men and 46.3% women). Of these majority were married (58.7%) and were from families that had three to six members (69.9%). Interestingly most of the mall patrons sampled did not have children below 18 (41.3%). Of the families with children, majority had only a single child (31.6%). Most families (63.7%) had more than two earning members and (35.8%) were double income families.

56.6% of the families covered in the survey were earning more than Rs. 30,000 per month but the majority income class was Rs.10, 000- Rs.30,000. The mall patrons sampled were highly educated with almost all having a graduate degree or diploma (93.1%). Additionally, almost all are employed (73.1%) and majority are salaried employees (38%) or professionals (21.1%). The patrons are followers of Hinduism (69.6%), Islam (12%) and Christianity (13.9%). The lifestyle of majority of the patrons includes ownership if credit cards (58.85), car/s (54%) and their own

house (59.7%) but only 40.5% own a microwave.

While most of the patrons of the malls surveyed at Bangalore lived within15 –30 min of the mall (35.6%), there are also customers who journey 30min to 1 hour to visit the malls (31.2%).For details about the Bangalore sample refer TABLE 8.1 in the Annexure.

Demographic Profile Of The Heavy Rupee Volume Mall Patrons

AGE

TABLE 5.3.1: Comparitive Age profile of heavy rupee volume patrons

$\chi2$=1.503, df=4, p=.826, λ=.011, c.c=.054			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
New age groups	up to 25	Count	40	35	42	117
		%	20.6%	20.6%	27.8%	22.7%
	26-45	Count	119	102	79	300
		%	61.3%	60.0%	52.3%	58.3%
	More than 45	Count	35	33	30	98
		%	18.0%	19.4%	19.9%	19.0%
Total		Count	194	170	151	515
		%	100.0%	100.0%	100.0%	100.0%

27.8% of the heavy shoppers are in the age group of up to 25, 52.3% are in the age group of 26-45 and 19.9% are in the above 45 age group. Though the chi-square does not indicate a significant difference between the groups, it can be seen that the heavy shoppers are constituted by larger percentage of young shoppers.

GENDER

TABLE 5.3.2: Comparitive Gender profile of heavy rupee volume patrons

$\chi2$=5.774, df=2, p=.056, λ=.049, cc=.106			Total Expense in categories			
			0- 3000	3001-12000	more than 12000	Total
Kindly indicate your Gender	Male	Count	83	98	92	273
		%	43.2%	58.0%	62.6%	53.7%
	Female	Count	109	71	55	235
		%	56.8%	42.0%	37.4%	46.3%

Total	Count	192	169	147	508
	%	100.0%	100.0%	100.0%	100.0%

The chi- square analysis does not indicate a high significance but the data indicates that the heavier shoppers are predominantly male (62.6%).

MARITAL STATUS

TABLE 5.3.3 : Comparitive Marital of heavy rupee volume patrons

$\chi2$=4.546, df=4, p=.337, λ=.020, cc2=.094			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your marital status	Married	Count	116	98	84	298
		%	60.4%	57.6%	56.8%	58.4%
	Unmarried	Count	75	72	62	209
		%	39.1%	42.4%	41.9%	41.0%
	Others	Count	1	0	2	3
		%	.5%	.0%	1.4%	.6%
Total		Count	192	170	148	510
		%	100.0%	100.0%	100.0%	100.0%

55.8% of the heavy spenders are married, 41.9% are unmarried. The heavy spenders tend to be constituted by predominantly married customers but there is a slight decline of married patrons when compared to the low rupee volume spenders (60.4% married and 39.1% unmarried vis –a-vis 56.8% married and 41.9% unmarried).

FAMILY SIZE

TABLE 5.3.4: Comparitive Family size of heavy rupee volume patrons

$\chi2$=8.931, df=6, p=.178, λ=.029, cc=.133			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No. of members in the family	One	Count	6	10	3	19
		%	3.2%	6.0%	2.1%	3.8%
	Two	Count	27	37	20	84
		%	14.5%	22.3%	14.0%	17.0%
	3 - 6	Count	137	103	106	346
		%	73.7%	62.0%	74.1%	69.9%
	More than 6	Count	16	16	14	46
		%	8.6%	9.6%	9.8%	9.3%
Total		Count	186	166	143	495
		%	100.0%	100.0%	100.0%	100.0%

9.8% of the heavy mall patrons belong to families with more than six members, 74.1% belong to families with three to six members and 14% are two member families. The heavy shoppers tend to have larger families though the analysis does not find it statistically significant.

NUMBER OF CHILDREN

TABLE 5.3.5: Comparitive Number of children of heavy rupee volume patrons

$\chi2$=9.572, df=6, p=.144, λ=.032, cc=.141			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No. of children	None	Count	65	72	58	195
		%	36.7%	44.7%	43.3%	41.3%
	One	Count	52	50	47	149
		%	29.4%	31.1%	35.1%	31.6%
	Two	Count	54	32	25	111
		%	30.5%	19.9%	18.7%	23.5%
	Three and above	Count	6	7	4	17
		%	3.4%	4.3%	3.0%	3.6%
Total		Count	177	161	134	472
		%	100.0%	100.0%	100.0%	100.0%

Majority of the heavy shoppers (43.3%)are not parents and the propensity to spend seems to be marginally decreasing with increasing number of children. Among other heavy shoppers parents of single children constitute 35.1%, two or more constitute 21.7%.

NUMBER OF EARNING MEMBERS

TABLE 5.3.6: Comparitive Number of earning members of heavy rupee volume patrons

$\chi2$=8.862, df=6, p=.181, λ=.030, cc=.133			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No. of earning members	One	Count	52	45	24	121
		%	28.0%	27.4%	16.6%	24.4%
	Two	Count	65	53	59	177
		%	34.9%	32.3%	40.7%	35.8%
	Three	Count	48	47	43	138
		%	25.8%	28.7%	29.7%	27.9%
	Four or more	Count	21	19	19	59
		%	11.3%	11.6%	13.1%	11.9%
Total		Count	186	164	145	495
		%	100.0%	100.0%	100.0%	100.0%

Though statistical significance has not been indicated, the finding suggests marginal improvement in the spending with increased number of earning members. Majority (40.7%)of the heavy spenders tend to be from families with two earning members, 29.7% have three earning members and 16.6% have a single earning member. 13.1% of these shoppers had four or more earning members.

APPROXIMATE MONTHLY INCOME

TABLE 5.3.7: Comparitive Approximate household income of of heavy rupee volume patrons

$\chi 2$=66.710, df=10, p=.000, λ=.119, cc=.347			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your approximate monthly household income before taxes?	Less than Rs.10,000	Count	31	8	14	53
		%	17.1%	4.9%	9.8%	10.9%
	Between Rs.10,000 and Rs.30,000	Count	75	38	45	158
		%	41.4%	23.5%	31.5%	32.5%
	Between Rs.30,000 and Rs.60,000	Count	52	54	31	137
		%	28.7%	33.3%	21.7%	28.2%
	Between Rs.60,000 and Rs.1 Lakh	Count	20	45	28	93
		%	11.0%	27.8%	19.6%	19.1%
	Between Rs.1 Lakh and 5 lakhs	Count	2	15	16	33
		%	1.1%	9.3%	11.2%	6.8%
	More than 5 lakhs	Count	1	2	9	12
		%	.6%	1.2%	6.3%	2.5%
Total		Count	181	162	143	486
		%	100.0%	100.0%	100.0%	100.0%

Monthly income is significantly different (p= .000) between the three groups as can be expected. The heavy spenders fall predominantly (31.5%)in the income group of Rs10, 000 to Rs.30, 000. The next major group is in the income class of Rs30, 000 to Rs60, 000. 37.1% have an income of over Rs60, 000.

OCCUPATION

TABLE 5.3.8: Comparitive Occupational profile of heavy rupee volume patrons

$\chi 2$=25.125, df=14, p=.033, λ=.053, cc=.214			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your occupation	Professional	Count	29	34	45	108
		%	14.9%	20.2%	30.0%	21.1%
	Own business	Count	16	35	21	72
		%	8.2%	20.8%	14.0%	14.1%
	Salaried employee	Count	93	56	45	194
		%	47.9%	33.3%	30.0%	37.9%
	Housewife	Count	24	18	11	53
		%	12.4%	10.7%	7.3%	10.4%
	Retired	Count	4	2	3	9
		%	2.1%	1.2%	2.0%	1.8%
	Unemployed	Count	4	5	4	13
		%	2.1%	3.0%	2.7%	2.5%
	Student	Count	24	17	20	61
		%	12.4%	10.1%	13.3%	11.9%
	Others	Count	0	1	1	2
		%	.0%	.6%	.7%	.4%
Total		Count	194	168	150	512
		%	100.0%	100.0%	100.0%	100.0%

The data indicates a significant relationship (p=. 033) between occupation and the amount spend at malls. The heavy shoppers in this sample have an equal percentage (30%)of professionals and salaried employees among them. 14% have their own business and 13.3% are students. The propensity to patronize a mall seems to be markedly strong among professionals at Bangalore.

EDUCATION

TABLE 5.3.9: Comparitive Educational profile of heavy rupee volume patrons

$\chi 2$=8.167, df=6, p=.226, λ=.021, cc=.125			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your highest	Professional	Count	28	36	36	100
		%	14.6%	21.2%	24.2%	19.6%
	Postgraduate	Count	60	53	38	151

Qualification.		%	31.3%	31.2%	25.5%	29.5%
	Graduate / Diploma	Count	89	70	66	225
		%	46.4%	41.2%	44.3%	44.0%
	10th	Count	12	9	6	27
		%	6.3%	5.3%	4.0%	5.3%
	Below 10th	Count	3	2	3	8
		%	1.6%	1.2%	2.0%	1.6%
Total		Count	192	170	149	511
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers tend to be better educated than the others. Majority are graduates (44.3%) but this segment is represented by a significantly higher percentage of those holding professional qualifications (24.2% as against only 14.6% in the low rupee volume segment).

RELIGION

TABLE 5.3.10: Comparitive Religious affiliation of heavy rupee volume patrons

$\chi 2$=7.526, df=14, p=.913, λ=.012, cc=.21			Total Expense in categories			
			0- 3000	3001-12000	more than 12000	Total
Kindly indicate your religion	Hinduism	Count	132	120	103	355
		%	68.4%	71.4%	69.1%	69.6%
	Islam	Count	23	20	18	61
		%	11.9%	11.9%	12.1%	12.0%
	Christianity	Count	27	22	22	71
		%	14.0%	13.1%	14.8%	13.9%
	Jainism	Count	5	4	1	10
		%	2.6%	2.4%	.7%	2.0%
	Buddhism	Count	3	2	2	7
		%	1.6%	1.2%	1.3%	1.4%
	Zoroastrianism	Count	0	0	1	1
		%	.0%	.0%	.7%	.2%
	None	Count	1	0	0	1
		%	.5%	.0%	.0%	.2%
	Others	Count	2	0	2	4
		%	1.0%	.0%	1.3%	.8%
Total		Count	193	168	149	510
		%	100.0%	100.0%	100.0%	100.0%

69.1%of the heavy shoppers identified themselves as followers of Hinduism, 12.1% as followers of Islam and 14.8% as followers of Christianity. There is no statistically significant difference between the groups on this variable.

STATE OF ORIGIN

TABLE 5.3.11: Comparitive State of Origin profile of heavy rupee volume patrons

$\chi 2=78.877$, df=50, p=.006, λ=.110, cc=.366			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please write which state you belong to	Andhra Pradesh	Count	26	20	14	60
		%	14.7%	12.9%	10.4%	12.8%
	Assam	Count	2	0	1	3
		%	1.1%	.0%	.7%	.6%
	Bihar	Count	2	0	2	4
		%	1.1%	.0%	1.5%	.9%
	Chhattisgarh	Count	2	0	0	2
		%	1.1%	.0%	.0%	.4%
	Goa	Count	3	5	3	11
		%	1.7%	3.2%	2.2%	2.4%
	Gujarat	Count	2	7	2	11
		%	1.1%	4.5%	1.5%	2.4%
	Haryana	Count	3	0	1	4
		%	1.7%	.0%	.7%	.9%
	Jammu and Kashmir	Count	2	2	0	4
		%	1.1%	1.3%	.0%	.9%
	Jharkhand	Count	2	0	0	2
		%	1.1%	.0%	.0%	.4%
	Karnataka	Count	59	62	74	195
		%	33.3%	40.0%	54.8%	41.8%
	Kerala	Count	13	17	6	36
		%	7.3%	11.0%	4.4%	7.7%
	Madhya Pradesh	Count	7	2	3	12
		%	4.0%	1.3%	2.2%	2.6%
	Maharashtra	Count	14	6	3	23
		%	7.9%	3.9%	2.2%	4.9%
	Manipur	Count	1	0	2	3
		%	.6%	.0%	1.5%	.6%
	Orissa	Count	4	4	2	10
		%	2.3%	2.6%	1.5%	2.1%
	Punjab	Count	5	2	5	12
		%	2.8%	1.3%	3.7%	2.6%
	Rajasthan	Count	4	3	3	10
		%	2.3%	1.9%	2.2%	2.1%
	Sikkim	Count	1	0	0	1
		%	.6%	.0%	.0%	.2%
	Tamil Nadu	Count	13	16	7	36

		%	7.3%	10.3%	5.2%	7.7%
	Uttar Pradesh	Count	10	4	6	20
		%	5.6%	2.6%	4.4%	4.3%
	Uttarakhand	Count	1	0	0	1
		%	.6%	.0%	.0%	.2%
	West Bengal	Count	1	4	1	6
		%	.6%	2.6%	.7%	1.3%
	Chandigarh	Count	0	1	0	1
		%	.0%	.6%	.0%	.2%
Total		Count	177	155	135	467
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers were predominantly from the home state of Karnataka (54.8%). The sample is also represented by 10.4% from Andhra Pradesh. And approximately the same number from the neighbouring states of Kerala and Tamil Nadu. 4.4% of the heavy shoppers were also from Uttar Pradesh. But the findings indicate the propensity to shop heavier for those from the home state

MOTHER TONGUE

TABLE 5.3.12: Comparitive Mother tongue profile of heavy rupee volume patrons

$\chi 2$=58.78, df=42, p=. 044, λ=.090, cc=.321			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please write which is your mother tongue	Assamese/ Asomiya	Count	2	0	1	3
		%	1.1%	.0%	.7%	.6%
	Bengali/Bangla	Count	2	5	2	9
		%	1.1%	3.1%	1.4%	1.8%
	Gujarati	Count	4	7	3	14
		%	2.2%	4.3%	2.1%	2.8%
	Hindi	Count	32	13	18	63
		%	17.2%	8.0%	12.4%	12.8%
	Kannada	Count	33	50	48	131
		%	17.7%	30.9%	33.1%	26.6%
	Kashmiri	Count	2	1	0	3
		%	1.1%	.6%	.0%	.6%
	Konkani	Count	1	1	2	4
		%	.5%	.6%	1.4%	.8%
	Malayalam	Count	16	17	8	41
		%	8.6%	10.5%	5.5%	8.3%

	Manipuri	Count	1	0	2	3
		%	.5%	.0%	1.4%	.6%
	Marathi	Count	11	7	3	21
		%	5.9%	4.3%	2.1%	4.3%
	Nepali	Count	2	0	1	3
		%	1.1%	.0%	.7%	.6%
	Oriya	Count	6	4	1	11
		%	3.2%	2.5%	.7%	2.2%
	Punjabi	Count	7	3	7	17
		%	3.8%	1.9%	4.8%	3.4%
	Sanskrit	Count	0	0	1	1
		%	.0%	.0%	.7%	.2%
	Santhali	Count	0	1	0	1
		%	.0%	.6%	.0%	.2%
	Sindhi	Count	2	1	0	3
		%	1.1%	.6%	.0%	.6%
	Tamil	Count	18	19	14	51
		%	9.7%	11.7%	9.7%	10.3%
	Telugu	Count	34	25	17	76
		%	18.3%	15.4%	11.7%	15.4%
	Urdu	Count	11	7	13	31
		%	5.9%	4.3%	9.0%	6.3%
	English	Count	2	1	4	7
		%	1.1%	.6%	2.8%	1.4%
Total		Count	186	162	145	493
		%	100.0%	100.0%	100.0%	100.0%

Other than the mother tongue spoken in the state i.e. Kannada, there are a profusion of other languages spoken by the patrons indicating clearly that Bangalore is indeed a very cosmopolitan city. Kannada is surprisingly spoken only by 33.1% of the heavy purchasers though it is still the mother tongue of the majority.

OWNERSHIP OF CREDIT CARD

TABLE 5.3.13: Comparitive Credit card ownership profile of heavy rupee volume patrons

$\chi 2=2.848$, df=4, p=.584, $\lambda=.007$, cc=,074			Total Expense in categories			
			0- 3000	3001-12000	more than 12000	Total
Ownership of credit card	Yes	Count	111	105	87	303
		%	57.2%	61.8%	57.6%	58.8%
	No	Count	83	64	64	211

		%	42.8%	38.2%	42.4%	41.2%
Total		Count	194	170	151	515
		%	100.0%	100.0%	100.0%	100.0%

While ownership of credit cards does make shopping more convenient, it has not been found to be a significant feature differentiating the heavy rupee volume shoppers. The access to a credit card is seen similar to all three groups 57.6% of the heavy shoppers own credit cards.

OWNERSHIP OF MICROWAVE

TABLE 5.3.14: Comparitive Microwave ownership profile of heavy rupee volume patrons

$\chi 2$=21.8, df=2, p=.000, λ=.062, cc=.202			Total Expense in categories			
			0- 3000	3001-12000	more than 12000	Total
Ownership of Microwave	Yes	Count	53	81	74	208
		%	27.5%	47.6%	49.0%	40.5%
	No	Count	140	89	77	306
		%	72.5%	52.4%	51.0%	59.5%
Total		Count	193	170	151	514
		%	100.0%	100.0%	100.0%	100.0%

The ownership of microwaves is clearly higher for the higher spent groups. 49% of the heavy rupee volume purchasers reported that they owned one.

OWNERSHIP OF CAR

TABLE 5.3.15: Comparitive Car ownership profile of heavy rupee volume patrons

$\chi 2$=16.971, df=2, p=.000, λ=.106, cc=.179			Total Expense in categories			
			0- 3000	3001-12000	more than 12000	Total
Ownership of Car	Yes	Count	81	105	92	278
		%	41.8%	61.8%	60.9%	54.0%
	No	Count	113	65	59	237
		%	58.2%	38.2%	39.1%	46.0%
Total		Count	194	170	151	515
		%	100.0%	100.0%	100.0%	100.0%

Not surprisingly, the ownership if car/s is higher among the higher purchase group since such a lifestyle in India can go hand in hand with higher incomes.

OWNERSHIP OF HOUSE

TABLE 5.3.16: Comparitive House ownership profile of heavy rupee volume patrons

$\chi 2$=1.032, df=2, p=.597, λ=.015, cc=.045			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of Own house	Yes	Count	112	106	90	308
		%	57.7%	62.4%	59.6%	59.8%
	No	Count	82	64	61	207
		%	42.3%	37.6%	40.4%	40.2%
Total		Count	194	170	151	515
		%	100.0%	100.0%	100.0%	100.0%

Ownership of a house, though, is not significantly different between the three purchase groups. Similar to the other two groups 59.6% of the heavy purchase segment owns their own house.

TIME TO REACH THE MALL BY CAR

TABLE 5.3.17: Comparitive time taken to reach the mall of heavy rupee volume patrons

$\chi 2$=11.388, df=6, p=.077, λ=.037, cc=.150			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Kindly indicate how much time it will take to reach this mall from your home by car	Less than 15 min	Count	31	26	28	85
		%	16.9%	15.7%	18.9%	17.1%
	Between 15 to 30 min away	Count	58	64	55	177
		%	31.7%	38.6%	37.2%	35.6%
	Between 30 min to 1hr away	Count	61	57	37	155
		%	33.3%	34.3%	25.0%	31.2%
	More than 1 hr away	Count	33	19	28	80
		%	18.0%	11.4%	18.9%	16.1%
Total		Count	183	166	148	497
		%	100.0%	100.0%	100.0%	100.0%

Majority of the patrons (56%) spending more than Rs.12, 000 per month at the mall seem to be from within one hour of the mall. While 0nly 48.6%) of the mall patrons in the first category are from near the mall. This gives us to understand that there is a segment of customers coming to the mall from more than an hour away but spend very little.

Behavioral profile of the heavy shoppers

TOTAL MALL VISITS (in three months)

TABLE 5.3.18: Comparitive mall visits profile of heavy rupee volume patrons

$\chi 2$=107.287, df=8, p=.000, λ=.219, cc=.415			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Total number of mall visits in categories	Up to 10 times	Count	129	71	22	222
		%	65.8%	41.8%	14.6%	42.9%
	11- 20 times	Count	54	82	84	220
		%	27.6%	48.2%	55.6%	42.6%
	21- 30 times	Count	8	14	35	57
		%	4.1%	8.2%	23.2%	11.0%
	31- 40 times	Count	4	3	7	14
		%	2.0%	1.8%	4.6%	2.7%
	More than 40 times	Count	1	0	3	4
		%	.5%	.0%	2.0%	.8%
Total		Count	196	170	151	517
		%	100.0%	100.0%	100.0%	100.0%

The frequency of mall visits are predictably higher for the patrons who visit more often.55.6% of the heavy shoppers visit between 11 to 20 times in three months while 39.8% of the customers visit the mall more than 20 times.

TIME SPEND AT THE MALL

TABLE 5.3.19: Comparitive Time spent at the mall of heavy rupee volume patrons

$\chi 2$=35.923, df=6, p=000, λ=.056, cc=.256			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
On an average how much time do you spend in a mall per visit?	Less than two hours	Count	54	21	18	93
		%	27.7%	12.5%	12.2%	18.2%
	Two to Four hours	Count	115	93	82	290
		%	59.0%	55.4%	55.4%	56.8%
	Four to six hours	Count	22	52	44	118
		%	11.3%	31.0%	29.7%	23.1%
	More than six hours	Count	4	2	4	10
		%	2.1%	1.2%	2.7%	2.0%
Total		Count	195	168	148	511
		%	100.0%	100.0%	100.0%	100.0%

The customers who spend more also show a tendency to spend more time in the mall. 55.4% of the heavy shoppers spend close to two to four hours at the mall and 32.4% spend more than four hours at the mall.

MALL ACTIVITIES

TABLE 5.3.20: Comparitive mall activities profile of heavy rupee volume patrons

Mall Activities	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Chill with friends	3.3039	3.5000	3.4406	2	2.126	.120
Family Shopping	3.7717	3.8910	3.8816	2	.910	.403

While no significant difference exist between the three groups with regard to the activities they pursue at the mall, it can be seen from the mean values that the heavier spending groups tend to see the mall more as an avenue for spending time with friends and to go shopping with the family.

PURCHASE CATEGORIES

TABLE 5.3.21: Comparitive Purchase categories profile of heavy rupee volume patrons

Purchase Categories	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Knick knacks	2.7417	2.8348	2.7683	2	.280	.756
Entertainment	3.2630	3.6122	3.6140	2	7.137	.001
Fashion	3.1389	3.3320	3.4351	2	3.691	.026
Home needs	2.8427	3.1006	3.0882	2	2.317	.100

Even the heavy spenders are not purchasing goods at the mall very frequently but they are indeed purchasing more frequently than the lower spending groups. Entertainment, home needs and Fashion are purchased more frequently by the heavier spending groups while there seems no difference between the three groups in terns of their purchase of books, toys and other Knick knacks.

Shopping Orientation, Values And Lifestyle

SHOPPING ORIENTATION

TABLE 5.3.22: Comparitive Shopping orientation profile of heavy rupee volume patrons

Shopping Orientation	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
The utilitarian shopper	3.0010	2.6667	2.8587	2	4.124	.017
The window shopper	3.8391	3.8003	3.8897	2	.382	.683
The price sensitive shopper	3.9076	3.7601	3.7746	2	1.054	.349
The recreational shopper	2.9905	3.2708	3.5647	2	13.672	.000

The heavy spenders have relatively higher recreational orientation and medium utilitarian orientation. While all three groups are price sensitive, it is evident that the medium and heavy shoppers are relatively less so. All three groups enjoy window-shopping and no significant difference exists in the responses of the three groups with regard to their window-shopping orientation.

VALUES

TABLE 5.3.23: Comparitive Values profile of heavy rupee volume patrons

Values	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Respect and Belonging	4.4414	4.3386	4.3881	2	.950	.387
Fun	4.2910	4.5212	4.5800	2	4.281	.014
Security	4.0481	4.1386	4.2333	2	.968	.381

All groups show strong belief in the values like respect for tradition, respect for self etc and need for Security. There is significant difference in the importance of Fun and enjoyment though. This value is distinctly more important for the heavier rupee volume purchasers

LIFESTYLE

TABLE 5.3.24: Comparitive Lifestyle profile of heavy rupee volume patrons

Lifestyle	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Active	3.1914	3.5245	3.6769	2	9.069	.000
Homebound	4.1658	4.1829	3.9631	2	2.757	.064
Media (influence)	3.3084	3.4712	3.6547	2	3.508	.031
Self and Social circle (influence)	4.4529	4.4473	4.4943	2	.249	.780

The heavy segment is also more inclined to parties and games. They pursue a more active lifestyle compared to the low spenders and tend to less homebound. Media has a distinctly higher influence on the heavy shoppers as compared to the other groups. They are not only influenced by the media, but also by their social circle in making decisions but not to a significant extend since all three groups show high propensity to be influenced by their self and the social circle including friends and family.

Mall Attribute Importance And Mall Image Perception

MALL ATTRIBUTE IMPORTANCE

TABLE 5.3.25: Comparitive Mall attribute importance of heavy rupee volume patrons

Mall Attribute Importance	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Safety and service	3.5099	3.9765	3.9716	2	14.122	.000
Store and merchandise	4.3825	4.3664	4.3937	2	.072	.931
Mall Ambience and promos	3.9088	3.9698	4.0477	2	1.117	.328
Mall facilities and convenience	4.5111	4.3083	4.4403	2	4.291	.014

The segment of customers who are spending more at the mall have significantly higher expectation of safety and service from malls and they are less bothered about the malls facilities and convenience of patronizing the mall.

MALL IMAGE PERCEPTION

TABLE 5.3.26: Comparitive Mall image perception of heavy rupee volume patrons

Mall Image Perception	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Mall experience	3.9944	3.9739	4.0882	2	.951	.387
Convenience and Choice	4.4500	4.2800	4.2979	2	3.565	.029
Price	2.9895	3.1481	3.5510	2	6.689	.001

While all groups are happy with the experience at the malls, the heavy rupee volume spenders are marginally happier. Surprisingly, while happy with the convenience and choice offered by the malls, comparatively the customers in the latter segments are less satisfied with this attribute of the malls performance. Similarly, all the three groups indicate that they are not very happy with the prices but among them the heavier segment is significantly more satisfied.

Results of Discriminant Analysis

All 44 variables under study were subjected to discriminant analysis to study the ability of the data to predict group membership. In this group membership has been attempted only for the heavy as well as the low segment. The results of the analysis along with selected statistics are presented in the following tables (Table 5.3.27,28,29). In addition the classification matrix in Table 5.3.30 shows how well the analysis distinguishes between the two groups.

TABLE 5.3.27: Predictive model (Canonical Discriminant Function Coefficients**)**

Variable	F	p	Standardized coefficients	Unstandardized coefficients
Purchase-Knick Knacks	11.274	.001	-.751	-.866
Purchase-Fashion	11.247	.000	1.084	1.103
Shopping orientation -Price sensitive shopper	9.558	.000	-.560	-.722
Lifestyle-Active	9.628	.000	.517	.503
Occupation-Professional	9.716	.000	.310	.790
(Constant)				-.074

TABLE 5.3.28: Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.463(a)	100.0	100.0	.562

a - First 1 canonical discriminant functions were used in the analysis.

TABLE 5.3.29: Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	p
1	.684	40.499	5	.000

TABLE 5.3.30: Classification Results(a)

		Total Expense in categories	Predicted Group Membership		Total
			0- 3000	More than 12000	
Original	Count	0- 3000	61	32	93
		More than 12000	21	69	90
		Ungrouped cases	52	56	108
	%	0- 3000	65.6	34.4	100.0
		More than 12000	23.3	76.7	100.0
		Ungrouped cases	48.1	51.9	100.0

a - 71.0% of original grouped cases correctly classified.

Based on the analysis above, it can be said that the heavy shoppers at Bangalore have higher incomes, are professionally qualified, working as professionals or salaried employees and tend to be from the home state. They are also likely to own microwaves and cars.

Behaviourally they tend to visit malls frequently and spend more time at the malls. They can either be recreational or utilitarian in their shopping orientation. They value fun, might have an active lifestyle and are significantly influenced by media. They find safety and service aspects of malls most important and feel that malls should have excellent facilities and location. They tend to more content with the prices in mall stores and appreciate the variety of stores and convenience offered in terms of location and parking.

The factors that discriminate them best from the other category of shoppers are their interest in purchasing fashion, active lifestyle, professional qualification and reduced price sensitivity.

5.4 PROFILE OF THE HEAVY SHOPPER AT HYDERABAD

Sample Description

The mall customers fall in the age group of 36-45 (24.8%), 26-35 (21.9%), 46-55 (21.5%), 19-25 (20.6%) and as per the quotas established for sampling the male and female customers were almost equally sampled (55% men and 45% women). Of these majority were married (71.8%) and were from families that had three to six members (62.9%). Of the families surveyed most had only a single child (63%). Most families (63.7%) had more than two earning members in which (41.5%) were double income families.

32.9% of the families covered in the survey were earning more than Rs.30, 000 per month but the majority income class was Rs.10, 000- Rs.30, 000 (39.4%) and 27% earn less than Rs.10, 000 per month. The mall patrons sampled were highly educated with almost all having a graduate degree or diploma (90.4%). Additionally, almost all are employed (72.5%) and majority are salaried employees (32.6%) or have their own business (21.7%). The patrons are followers of Hinduism (73.4%), Islam (11.5%) and Christianity (11.8%). The lifestyle of majority of the patrons includes ownership if credit cards (69.1%), car/s (43.1%) and their own house (73%) but only 23.5% own a microwave.

While most of the patrons of the malls surveyed at Hydrabad lived within 30 min of the mall (67.8%), there are also customers who journey more than 30min to visit the malls (32.2%). Almost all the patrons surveyed belonged to the home state of Andhra Pradesh (89.7%). Few were from Maharashtra (4.2%) and Tamil Nadu (3.2). The common languages are Telugu (75.2%), Urdu (8.1%), Hindi (6.5%) and Tamil (3.2%). For details of the sample refer TABLE 8.2 in the Annexure.

Demographic Profile Of The Heavy Rupee Volume Mall Patrons

AGE

TABLE 5.4.1: Comparitive Age profile of heavy rupee volume patrons

χ^2 =8.988 , df=4, Sig.=489, λ =. 000, c.c=0.168			Low, Medium and Heavy spenders			
			0- 3000	3001-12000	More than 12000	Total
Age	Up to 25	Count	27	28	13	68
		%	27.8%	21.4%	15.7%	21.9%
	26-45	Count	48	62	35	145
		%	49.5%	47.3%	42.2%	46.6%
	More than 45	Count	22	41	35	98
		%	22.7%	31.3%	42.2%	31.5%
Total		Count	97	131	83	311
		%	100.0%	100.0%	100.0%	100.0%

15.7% of the heavy shoppers are in the age group of up to 25, 42.2% are in the age group of 26-45 and 42.2% are in the above 45 age group. Though the chi-square does not indicate a significant difference between the groups, it can be seen that the heavy shoppers are constituted by larger percentage of older shoppers.

GENDER

TABLE 5.4.2: Comparitive Gender profile of heavy rupee volume patrons

χ^2 = 1.432, df=2, Sig.=489, λ =. 000, c.c=0.067			Total Expense in categories			
			0- 3000	3001-12000	More than 12000	Total
Gender	Male	Count	53	68	50	171
		%	54.6%	51.9%	60.2%	55.0%
	Female	Count	44	63	33	140
		%	45.4%	48.1%	39.8%	45.0%
Total		Count	97	131	83	311
		%	100.0%	100.0%	100.0%	100.0%

The chi- square analysis does not indicate a high significance but the data indicates that the heavier shoppers are predominantly male (60.2%).

MARITAL STATUS

TABLE 5.4.3: Comparitive Marital status of heavy rupee volume patrons

$\chi 2$=14.649, df=6, p=.023, λ=.008, cc=.215			Total Expense in categories			
			0- 3000	3001-12000	More than 12000	Total
Please indicate your marital status	Married	Count	57	91	68	216
		%	62.0%	71.7%	82.9%	71.8%
	Unmarried	Count	34	36	13	83
		%	37.0%	28.3%	15.9%	27.6%
	Others	Count	1	0	1	1
		%	1.1%	.0%	1.2%	.6%
Total		Count	92	127	82	301
		%	100.0%	100.0%	100.0%	100.0%

82.9% of the heavy spenders are married while only 62% of them among the low rupee volume spenders are married.

FAMILY SIZE

TABLE 5.4.4: Comparitive Family size of heavy rupee volume patrons

$\chi 2$=12.288, df=6, p=.056, λ=.000, cc=.244			Total Expense in categories			
			0- 3000	3001-12000	More than 12000	Total
Family Size	One	Count	0	4	1	5
		%	.0%	3.7%	1.7%	2.2%
	Two	Count	10	22	21	53
		%	15.6%	20.4%	35.0%	22.8%
	3 - 6	Count	44	67	35	146
		%	68.8%	62.0%	58.3%	62.9%
	More than 6	Count	10	15	3	28
		%	15.6%	13.9%	5.0%	12.1%
Total		Count	64	108	60	232
		%	100.0%	100.0%	100.0%	100.0%

5% of the heavy mall patrons belong to families with more than six members, 58.3% belong to families with three to six members and 35% are two member families. No statistically significant difference exists to distinguish the heavy shoppers with regard to family size.

NO. OF CHILDREN

TABLE 5.4.5: Comparitive no. of children of heavy rupee volume patrons

$\chi2$=8.055, df=6, p=.200, λ=.050, cc=.211			Total Expense in categories			
			0- 3000	3001-12000	More than 12000	Total
No. of children	None	Count	16	18	10	44
		%	32.7%	22.0%	19.2%	24.0%
	One	Count	16	33	14	63
		%	32.7%	40.2%	26.9%	34.4%
	Two	Count	12	23	24	59
		%	24.5%	28.0%	46.2%	32.2%
	Three and above	Count	5	8	4	17
		%	10.2%	9.8%	7.7%	9.3%
Total		Count	49	82	52	183
		%	100.0%	100.0%	100.0%	100.0%

Majority of the heavy shoppers (46.2%)are parents of two children and the propensity to spend seems to be marginally decreasing with increasing number of children. Among other heavy shoppers parents of single children constitute 26.9% and families with no children below 18 are 19.2%.

NUMBER OF EARNING MEMBERS

TABLE 5.4.6: Comparitive Number of earning members of heavy rupee volume patrons

$\chi2$=24.624, df=6, p=.000, λ=.062, cc=.307			Total Expense in categories			
			0- 3000	3001-12000	More than 12000	Total
No. of earning members	One	Count	23	12	8	43
		%	32.9%	11.9%	12.3%	18.2%
	Two	Count	26	50	22	98
		%	37.1%	49.5%	33.8%	41.5%
	Three	Count	10	29	27	66
		%	14.3%	28.7%	41.5%	28.0%
	Four or more	Count	11	10	8	29
		%	15.7%	9.9%	12.3%	12.3%
Total		Count	70	101	65	236
		%	100.0%	100.0%	100.0%	100.0%

Statistically significant difference has not been indicated between the three groups with regard to

the influence of the number of earning members. The findings suggest improvement in the spending with increased number of earning members. While majority (41.5%)of the heavy spenders tend to be from families with three earning members, 33.8% have two earning members and 12.2% have either more than four or a single earning member.

APPROXIMATE MONTHLY INCOME

TABLE 5.4.7: Comparitive Approximate household income of of heavy rupee volume patrons

$\chi 2$=32.998, df=10, p=.000, λ=.032, cc=.320			Total Expense in categories			
			0- 3000	3001-12000	More than 12000	Total
Please indicate your approximate monthly household income before taxes?	Less than Rs.10,000	Count	36	35	9	80
		%	39.6%	28.7%	11.8%	27.7%
	Between Rs.10,000 and Rs.30,000	Count	37	34	43	114
		%	40.7%	27.9%	56.6%	39.4%
	Between Rs.30,000 and Rs.60,000	Count	6	26	11	43
		%	6.6%	21.3%	14.5%	14.9%
	Between Rs.60,000 and Rs.1 Lakh	Count	7	19	8	34
		%	7.7%	15.6%	10.5%	11.8%
	Between Rs.1 Lakh and 5 lakhs	Count	5	7	4	16
		%	5.5%	5.7%	5.3%	5.5%
	More than 5 lakhs	Count	0	1	1	2
		%	.0%	.8%	1.3%	.7%
Total		Count	91	122	76	289
		%	100.0%	100.0%	100.0%	100.0%

Monthly income is significantly different between the three groups as can be expected. The heavy spenders fall predominantly (56.6%)in the income group of Rs10, 000 to Rs.30, 000. The next major group is in the income class of Rs30, 000 to Rs60, 000 (14.5%). 17.1% have an income of over Rs60, 000.

OCCUPATION

TABLE 5.4.8: Comparitive Occupational profile of heavy rupee volume patrons

$\chi2$=27.231, df=14, p=.018, λ=.035, cc=.300			Total Expense in categories			
			0- 3000	3001-12000	More than 12000	Total
Please indicate your occupation	Professional	Count	19	20	14	53
		%	23.5%	17.2%	17.7%	19.2%
	Own business	Count	18	21	21	60
		%	22.2%	18.1%	26.6%	21.7%
	Salaried employee	Count	21	49	20	90
		%	25.9%	42.2%	25.3%	32.6%
	Housewife	Count	8	13	10	31
		%	9.9%	11.2%	12.7%	11.2%
	Retired	Count	1	3	9	13
		%	1.2%	2.6%	11.4%	4.7%
	Unemployed	Count	2	1	0	3
		%	2.5%	.9%	.0%	1.1%
	Student	Count	12	8	5	25
		%	14.8%	6.9%	6.3%	9.1%
	Others	Count	0	1	0	1
		%	.0%	.9%	.0%	.4%
Total		Count	81	116	79	276
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers in this sample have 17.7% of professionals, 26.6% of businessmen and 25.3% salaried employees among them. 14% have their own business and 13.3% are students. The propensity to patronize a mall seems to be markedly strong among businessmen at Hydrabad

EDUCATION

TABLE 5.4.9: Comparitive Educational profile of heavy rupee volume patrons

$\chi2$=11.047, df=10, p=.354, λ=.024, cc=.187			Total Expense in categories			
			0- 3000	3001-12000	More than 12000	Total
Please indicate your highest Qualification.	Professional	Count	20	30	15	65
		%	21.3%	23.4%	18.1%	21.3%
	Postgraduate	Count	31	41	37	109
		%	33.0%	32.0%	44.6%	35.7%
	Graduate /	Count	31	46	25	102

	Diploma	%	33.0%	35.9%	30.1%	33.4%
	10th	Count	8	10	3	21
		%	8.5%	7.8%	3.6%	6.9%
	Below 10th	Count	4	1	3	8
		%	4.3%	.8%	3.6%	2.6%
Total		Count	94	128	83	305
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers tend to be well educated. Majority are Postgraduates (44.6%) and they are significantly higher in this segment compared to the lower rupee volume segments. Statistically, though the analysis has not indicated any significant difference between the groups on this variable.

RELIGION

TABLE 5.4.10: Comparitive Religious affiliation of heavy rupee volume patrons

$\chi 2$=4.514, df=8, p=.808, λ=.012, cc=.121			Total Expense in categories			
			0- 3000	3001-12000	More than 12000	Total
Kindly indicate your religion	Hinduism	Count	70	99	55	224
		%	75.3%	76.7%	66.3%	73.4%
	Islam	Count	10	15	10	35
		%	10.8%	11.6%	12.0%	11.5%
	Christianity	Count	10	12	14	36
		%	10.8%	9.3%	16.9%	11.8%
	Jainism	Count	1	1	1	3
		%	1.1%	.8%	1.2%	1.0%
	Others	Count	2	2	3	7
		%	2.2%	1.6%	3.6%	2.3%
Total		Count	93	129	83	305
		%	100.0%	100.0%	100.0%	100.0%

66.3% of the heavy shoppers identified themselves as followers of Hinduism, 12 % as followers of Islam and 16.9% as followers of Christianity. There is no statistically significant difference between the groups on this variable.

STATE OF ORIGIN

TABLE 5.4.11: Comparitive State of Origin profile of heavy rupee volume patrons

$\chi 2$=18.648, df=20, p=.545, λ=.238, cc=.248			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Please write which state you belong to	Andhra Pradesh	Count	90	116	72	278
		%	92.8%	89.2%	86.7%	89.7%
	Arunachal Pradesh	Count	0	0	1	1
		%	.0%	.0%	1.2%	.3%
	Karnataka	Count	1	0	1	2
		%	1.0%	.0%	1.2%	.6%
	Kerala	Count	0	1	0	1
		%	.0%	.8%	.0%	.3%
	Maharashtra	Count	2	7	4	13
		%	2.1%	5.4%	4.8%	4.2%
	Meghalaya	Count	1	0	0	1
		%	1.0%	.0%	.0%	.3%
	Orissa	Count	0	1	0	1
		%	.0%	.8%	.0%	.3%
	Punjab	Count	1	0	0	1
		%	1.0%	.0%	.0%	.3%
	Rajasthan	Count	0	1	0	1
		%	.0%	.8%	.0%	.3%
	Tamil Nadu	Count	2	3	5	10
		%	2.1%	2.3%	6.0%	3.2%
	National Capital Territory of Delhi	Count	0	1	0	1
		%	.0%	.8%	.0%	.3%
Total		Count	97	130	83	310
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers were predominantly from the home state of Andhra Pradesh (86.7%). The sample is also represented by 4.8% from Maharashtra and 6% from Tamil Nadu which were the other major states of origin. But the findings indicate no distinctive pattern with regard to this variable.

MOTHER TONGUE

TABLE 5.4.12: Comparitive Mother tongue profile of heavy rupee volume patrons

$\chi 2$=18.936, df=24, p=.755, λ=.027, cc=.240			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Please write which is your mother tongue	Bengali/Bangla	Count	1	0	0	1
		%	1.0%	.0%	.0%	.3%
	Gujarati	Count	1	2	1	4
		%	1.0%	1.5%	1.2%	1.3%
	Hindi	Count	6	9	5	20
		%	6.2%	6.9%	6.0%	6.5%
	Kannada	Count	1	0	1	2
		%	1.0%	.0%	1.2%	.6%
	Kashmiri	Count	0	0	1	1
		%	.0%	.0%	1.2%	.3%
	Malayalam	Count	0	1	0	1
		%	.0%	.8%	.0%	.3%
	Marathi	Count	1	3	4	8
		%	1.0%	2.3%	4.8%	2.6%
	Oriya	Count	0	1	0	1
		%	.0%	.8%	.0%	.3%
	Punjabi	Count	1	0	0	1
		%	1.0%	.0%	.0%	.3%
	Tamil	Count	2	3	5	10
		%	2.1%	2.3%	6.0%	3.2%
	Telugu	Count	76	99	58	233
		%	78.4%	76.2%	69.9%	75.2%
	Urdu	Count	7	10	8	25
		%	7.2%	7.7%	9.6%	8.1%
	English	Count	1	2	0	3
		%	1.0%	1.5%	.0%	1.0%
Total		Count	97	130	83	310
		%	100.0%	100.0%	100.0%	100.0%

Other than the mother tongue spoken in the state i.e. Telugu (75.2%), the other common languages spoken by the heavy rupee volume patrons are Urdu (8.1%), Hindi (6.6%) and Tamil (3.2).

OWNERSHIP OF CREDIT CARD

TABLE 5.4.13: Comparitive Credit card ownership profile of heavy rupee volume patrons

$\chi 2$=12.194, df=2, p=.002, λ=.033, cc=.194			Total Expense in categories			
			0- 3000	3001-12000	More than 12000	Total
Ownership of credit card	Yes	Count	54	97	64	215
		%	55.7%	74.0%	77.1%	69.1%
	No	Count	43	34	19	96
		%	44.3%	26.0%	22.9%	30.9%
Total		Count	97	131	83	311
		%	100.0%	100.0%	100.0%	100.0%

It has been found to be a significant feature differentiating the heavy rupee volume shoppers. The access to a credit card is seen to be higher among the heavy shoppers (77.1%) as against only 55.7% among the low volume shoppers.

OWNERSHIP OF MICROWAVE

TABLE 5.4.14: Comparitive Microwave ownership profile of heavy rupee volume patrons

$\chi 2$=6.6379, df=2, p=.041, λ=.000, cc=.142			Total Expense in categories			
			0- 3000	3001-12000	More than 12000	Total
Ownership of Microwave	Yes	Count	15	32	26	73
		%	15.5%	24.4%	31.3%	23.5%
	No	Count	82	99	57	238
		%	84.5%	75.6%	68.7%	76.5%
Total		Count	97	131	83	311
		%	100.0%	100.0%	100.0%	100.0%

Though microwaves do not seem to be very popular with the mall patrons at Hydrabad, the ownership of microwaves is clearly higher for the higher spent groups. 31.3% of the heavy rupee volume purchasers reported that they owned one as against only 15.5% of the low rupee volume patrons.

OWNERSHIP OF CAR

TABLE 5.4.15: Comparitive Car ownership profile of heavy rupee volume patrons

$\chi2$=15.304, df=2, p=.000, λ=.032, cc=.000			Total Expense in categories			
			0- 3000	3001-12000	More than 12000	Total
Ownership of Car	Yes	Count	26	67	41	134
		%	26.8%	51.1%	49.4%	43.1%
	No	Count	71	64	42	177
		%	73.2%	48.9%	50.6%	56.9%
Total		Count	97	131	83	311
		%	100.0%	100.0%	100.0%	100.0%

Not surprisingly, the ownership if car/s is higher among the higher purchase.

OWNERSHIP OF HOUSE

TABLE 5.4.16: Comparitive House ownership profile of heavy rupee volume patrons

$\chi2$=4.941, df=2, p=.085, λ=.000, cc=.125			Total Expense in categories			
			0- 3000	3001-12000	More than 12000	Total
Ownership of Own house	Yes	Count	64	96	67	227
		%	66.0%	73.3%	80.7%	73.0%
	No	Count	33	35	16	84
		%	34.0%	26.7%	19.3%	27.0%
Total		Count	97	131	83	311
		%	100.0%	100.0%	100.0%	100.0%

Ownership of a house, though, is not significantly different between the three income groups, but an examination of the data indicates that more of the heavier spend segment respondents have reported owning houses.

TIME TO REACH THE MALL BY CAR

TABLE 5.4.17: Comparitive time taken to reach the mall of heavy rupee volume patrons

$\chi2$=7.900, df=6, p=.246, λ=.000, cc=.166			Total Expense in categories			
			0- 3000	3001-12000	More than 12000	Total
Kindly indicate how much	Less than 15 min	Count	14	15	15	44
		%	17.3%	12.5%	19.0%	15.7%
	Between 15 to	Count	36	64	46	146

time it will take to reach this mall from your home by car	30 min away	%	44.4%	53.3%	58.2%	52.1%
	Between 30 min to 1hr away	Count	22	25	14	61
		%	27.2%	20.8%	17.7%	21.8%
	More than 1 hr away	Count	9	16	4	29
		%	11.1%	13.3%	5.1%	10.4%
Total		Count	81	120	79	280
		%	100.0%	100.0%	100.0%	100.0%

Majority of the patrons (77.2%) spending more than Rs.12, 000 per month at the mall are from within 30 minutes distance from the mall.

Behavioral profile of the heavy shoppers

TOTAL MALL VISITS (in three months)

TABLE 5.4.18: Comparitive mall visits profile of heavy rupee volume patrons

$\chi 2$=66.646, df=8, p=.000, λ=.127, cc=.420			Total Expense in categories			
			0- 3000	3001-12000	More than 12000	Total
Total number of mall visits in categories	Up to 10 visits	Count	75	66	18	159
		%	77.3%	50.4%	21.7%	51.1%
	11 – 20 visits	Count	18	51	39	108
		%	18.6%	38.9%	47.0%	34.7%
	21 – 30 visits	Count	4	11	21	36
		%	4.1%	8.4%	25.3%	11.6%
	31 – 40 visits	Count	0	3	3	6
		%	.0%	2.3%	3.6%	1.9%
	More than 40 visits	Count	0	0	2	2
		%	.0%	.0%	2.4%	.6%
Total		Count	97	131	83	311
		%	100.0%	100.0%	100.0%	100.0%

The frequency of mall visits are predictably higher for the patrons who visit more often.47% of the heavy shoppers visit between 11 to 20 times in three months while 31.3% of the customers visit the mall more than 20 times.

TIME SPEND AT THE MALL

TABLE 5.4.19: Comparitive Time spent at the mall of heavy rupee volume patrons

$\chi 2$=8.929, df=6, p=.178, λ=.022, cc=.169			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
On an average how much time do you spend in a mall per visit?	Less than two hours	Count	54	75	34	163
		%	58.7%	58.1%	42.0%	54.0%
	Two to Four hours	Count	32	48	39	119
		%	34.8%	37.2%	48.1%	39.4%
	Four to six hours	Count	5	6	6	17
		%	5.4%	4.7%	7.4%	5.6%
	More than six hours	Count	1	0	2	3
		%	1.1%	.0%	2.5%	1.0%
Total		Count	92	129	81	302
		%	100.0%	100.0%	100.0%	100.0%

The customers who spend more also show a tendency to spend more time in the mall. 48.1% of the heavy shoppers spend close to two to four hours at the mall.

MALL ACTIVITIES

TABLE 5.4.20: Comparitive mall activities profile of heavy rupee volume patrons

Mall Activities	MEAN			df	F	Sig.
	0- 3000	3001-12000	More than 12000			
Chill with friends	3.5657	3.4960	4.1667	2	5.440	.005
Family Shopping	3.9504	4.1573	4.3515	2	3.249	.041

It can be seen from the mean values that the heavier spending groups tend to see the mall more as an avenue for spending time with friends and to go shopping with the family. The chi-square analysis has also indicated that this relationship is significant.

PURCHASE CATEGORIES

TABLE 5.4.21: Comparitive Purchase categories profile of heavy rupee volume patrons

Purchase Categories	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Knick knacks	3.3571	3.7902	3.9619	2	2.142	.122
Entertainment	3.3740	3.8355	4.1628	2	4.474	.013

Fashion	3.8696	4.2128	4.3191	2	3.017	.052
Home needs	3.5000	4.0063	4.1889	2	3.997	.020

The segment that spends more seems to spend on more of everything be it knick-knacks, entertainment, fashion, or home needs. But statistically significant difference is been found only for the purchase of entertainment and home needs

Shopping Orientation, Values And Lifestyle

SHOPPING ORIENTATION

TABLE 5.4.22: Comparitive Shopping orientation profile of heavy rupee volume patrons

Shopping Orientation	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
The utilitarian shopper	4.0833	3.9970	4.0365	2	.083	.921
The window shopper	4.2378	4.2948	4.3382	2	.161	.851
The price sensitive shopper	4.1522	4.1533	4.0000	2	.296	.744
The recreational shopper	4.2558	4.1964	4.3778	2	.608	.546

The shopping orientation scores for the three groups are almost identical and no significant differences are found. Nevertheless, the heavy spenders have relatively higher recreational orientation and window shopper orientation. While all three groups are not very price sensitive, it is evident that heavy shoppers are relatively even less so.

VALUES

TABLE 5.4.23: Comparitive Values profile of heavy rupee volume patrons

Values	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Respect and Belonging	4.5897	4.6786	4.4649	2	1.699	.186
Fun	4.4630	4.5918	4.2692	2	2.010	.137
Security	4.7429	4.8182	4.6792	2	1.245	.290

All groups show strong belief in the values like respect for tradition, respect for self, fun, accomplishment, security etc. No significant differences are evident in the values cherished by the three groups

LIFESTYLE

TABLE 5.4.24: Comparitive Lifestyle profile of heavy rupee volume patrons

Lifestyle	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Active	3.7535	3.4405	4.0350	2	2.810	.063
Homebound	4.0000	4.2216	3.9468	2	1.143	.321
Media	3.7368	4.2233	4.2027	2	2.820	.063
Self and Social circle	4.6218	4.6865	4.3681	2	4.071	.019

While the heavy shoppers show a propensity to a more active lifestyle and lower preference for homebound activities, this distinction is not analysed as statistically significant. Media has a distinctly higher influence on the medium as well as heavy shoppers .The heavy shoppers are interestingly less influenced by their social circle in making decisions to a significant extend though all three groups acknowledge the role of self and social group in making decisions.

Mall Attribute Importance And Mall Image Perception

MALL ATTRIBUTE IMPORTANCE

TABLE 5.4.25: Comparitive Mall attribute importance of heavy rupee volume patrons

Mall Attribute Importance	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Safety and service	4.5153	4.6098	4.6402	2	.513	.599
Store and merchandise	4.7548	4.7255	4.7448	2	.087	.916
Mall ambience and promos	4.2849	4.4335	4.3688	2	.437	.647
Mall facilities and convenience	4.6163	4.7035	4.6480	2	.475	.623

All the customers have high expectation from malls from the malls regarding all attributes and no distinguishing difference can be concluded from the data.

MALL IMAGE PERCEPTION

TABLE 5.4.26: Comparitive Mall image perception of heavy rupee volume patrons

Mall Image Perception	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Mall experience	4.6286	4.4699	4.6408	2	1.183	.309
Convenience and Choice	4.6455	4.6963	4.7282	2	.253	.777
Price	4.6761	4.5766	4.6441	2	.279	.757

All groups are happy with the experience at the malls and no statistically significant difference between the groups is evident.

Results of Discriminant analysis

All 44 variables under study were subjected to discriminant analysis to study the ability of the data to predict group membership. In this group membership has been attempted only for the heavy as well as the low segment. The results of the analysis along with selected statistics are presented in the following tables (Table 5.4.27,28,29). In addition the classification matrix in Table 5.4.30 shows how well the analysis distinguishes between the two groups.

TABLE 5.4.27: Predictive model

	F	p	Standardized coefficients	Unstandardized coefficients
Purchase-Knick-Knacks	6.351	.020	-1.127	-1.004
Shopping Orientation-The utilitarian shopper	8.172	.003	-3.921	-4.627
Shopping orientation-The window shopper	12.155	.000	1.318	1.765
Shopping orientation-The price sensitive shopper	12.678	.000	1.575	1.437
Mall activities-Family Shopping	19.365	.000	2.563	3.370
(Constant)				-5.472

TABLE 5.4.28: Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	6.052(a)	100.0	100.0	.926

a - First 1 canonical discriminant functions were used in the analysis.

TABLE 5.4.29: Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.142	34.182	5	.000

TABLE 5.4.30: Classification Results(a)

		Total Expense in categories	Predicted Group Membership		Total
			0- 3000	More than 12000	
Original	Count	0- 3000	15	1	16
		More than 12000	5	10	15
		Ungrouped cases	20	8	28
	%	0- 3000	93.8	6.3	100.0
		More than 12000	33.3	66.7	100.0
		Ungrouped cases	71.4	28.6	100.0

a - 80.6% of original grouped cases correctly classified

According to the analysis, the heavy shoppers at Hyderabad tend to be married, have more earning members and higher incomes. They are usually either businessmen or salaried employees and own credit cards and cars. The visit the malls both with friends and family but whenever they visit the malls with their family they tend to spend more They also tend to buy more of entertainment and home needs. They are best discriminated from the other two groups in that they are rarely utilitarian in orientation and have a high interest in window shopping. Moreover they are not very price sensitive.

5.5 PROFILE OF THE HEAVY SHOPPER AT DELHI

(19-25), (26-35) and (46-55) are the major age groups represented in the sample. As per the quotas established for sampling the male and female customers were almost equally sampled (54.7% men and 45.3% women). Of these majority were married (63.7%) and were from

families that had three to six members (66.6%). Interestingly most of the mall patrons sampled did not have children below 18 (39%). Of the families with children most had only a single child (34.6%). Most families (80.3%) had two or more than two earning members in which (47.8%) were double income families.

51.4% of the families covered in the survey were earning more than Rs. 30,000 per month but the majority income class was Rs.10, 000- Rs.30,000 (39.4%).The mall patrons sampled were highly educated with almost all having a graduate degree or diploma (92.5%). Additionally, almost all are employed (73.6%) and majority are salaried employees (36.4%) or professionals (17.8%) or have their own business (19.4%). The patrons are followers of Hinduism (77.4%), Islam (9.9%) and Christianity (6%). There was a significant numbers of the Sikh community patronizing the malls. They have responded as part of the Hindu faith or as others. The lifestyle of majority of the patrons includes ownership if credit cards (65.1%), car/s (59.5%) and their own house (57.5%) but only 39.7% own a microwave.

While most of the patrons of the malls surveyed at Delhi lived within15 –30 min of the mall (68.9%), there are also customers who journey 30min or more to visit the malls (31.1%). Most of the customers at the Delhi malls visit the malls less than six times a month (88%) but many prefer to visit it less than 3 times (48.9%). Many of the mall patrons (57.9%)spend 2-4 hrs in the malls and only 29.1% spend less than that. For details refer TABLE 8.3 in the Annexure.

Demographic Profile Of The Heavy Rupee Volume Mall Patrons

AGE

TABLE 5.5.1: Comparitive Age profile of heavy rupee volume patrons

$\chi 2$=16.041, df=4, p=.003, λ=.044, cc=.176			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
New age groups	upto 25	Count	33	39	60	132
		%	28.9%	24.5%	26.5%	26.5%
	26-45	Count	28	72	98	198
		%	24.6%	45.3%	43.4%	39.7%
	more than 45	Count	53	48	68	169
		%	46.5%	30.2%	30.1%	33.9%
Total		Count	114	159	226	499
		%	100.0%	100.0%	100.0%	100.0%

26.5% of the heavy shoppers are in the age group of up to 25, 39.7% are in the age group of 26-45 and 33.9% are in the above 45 age group. The chi-square does indicate a significant difference between the groups. It can be seen that the heavy shoppers are constituted by larger percentage of young shoppers. The age group of 26-45 is showing a high tendency to shop heavier than the other two segments.

GENDER

TABLE 5.5.2 : Comparitive Gender profile of heavy rupee volume patrons

$\chi 2$=4.256, df=2, p=.119, λ =.000, cc=.092			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Kindly indicate your Gender	Male	Count	72	83	118	273
		%	63.2%	52.2%	52.2%	54.7%
	Female	Count	42	76	108	226
		%	36.8%	47.8%	47.8%	45.3%
Total		Count	114	159	226	499
		%	100.0%	100.0%	100.0%	100.0%

The chi- square analysis does not indicate a high significance but the data indicates that the heavier shoppers are predominantly male (52.2%). It is also interesting to note that women are more likely to be medium or heavy shoppers in Delhi malls.

MARITAL STATUS

TABLE 5.5.3: Comparitive Marital of heavy rupee volume patrons

$\chi 2$=3.392, df=4, p=.495, λ =.005, cc=.495			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your marital status	Married	Count	75	92	140	307
		%	68.2%	59.4%	64.5%	63.7%
	Unmarried	Count	33	58	74	165
		%	30.0%	37.4%	34.1%	34.2%
	Others	Count	2	5	3	10
		%	1.8%	3.2%	1.4%	2.1%
Total		Count	110	155	217	482
		%	100.0%	100.0%	100.0%	100.0%

64.5% of the heavy spenders are married, 34.1% are unmarried. The heavy spenders tend to be constituted by predominantly married customers but there is a slight decline of married patrons when compared to the low rupee volume spenders (68.2% married and 34.1% unmarried).

FAMILY SIZE

TABLE 5.5.4: Comparitive Family size of heavy rupee volume patrons

$\chi 2$=6.148, df=6, p=.407, λ =.000, cc=.113			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No.of members in the family	One	Count	1	1	3	5
		%	1.0%	.7%	1.4%	1.1%
	Two	Count	11	25	27	63
		%	10.5%	16.4%	12.3%	13.2%
	3 - 6	Count	75	103	139	317
		%	71.4%	67.8%	63.5%	66.6%
	More than 6	Count	18	23	50	91
		%	17.1%	15.1%	22.8%	19.1%
Total		Count	105	152	219	476
		%	100.0%	100.0%	100.0%	100.0%

22.8% of the heavy mall patrons belong to families with more than six members, 63.5% belong to families with three to six members and 13.2% are two member families.

NUMBER OF CHILDREN

TABLE 5.5.5: Comparitive Number of children of heavy rupee volume patrons

$\chi 2$=5.636, df=6, p=.465, λ =.000, cc=.465			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No. of children	None	Count	34	60	84	178
		%	35.1%	40.8%	39.6%	39.0%
	One	Count	30	47	81	158
		%	30.9%	32.0%	38.2%	34.6%
	Two	Count	25	30	35	90
		%	25.8%	20.4%	16.5%	19.7%
	Three and above	Count	8	10	12	30
		%	8.2%	6.8%	5.7%	6.6%
Total		Count	97	147	212	456
		%	100.0%	100.0%	100.0%	100.0%

Majority of the heavy shoppers (39%)are not parents and the propensity to spend seems to be marginally decreasing with increasing number of children. Among heavy shoppers parents of single children constitute 38.2% and two or more constitute 22.2% vis-à-vis 30.9% of single children and 34% of more than two in the low rupee volume segment.

NUMBER OF EARNING MEMBERS

TABLE 5.5.6: Comparitive Number of earning members of heavy rupee volume patrons

$\chi 2$=10.527, df=6, p=.104, λ =.000, cc=.104			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No. of earning members	One	Count	23	28	46	97
		%	20.9%	17.8%	20.6%	19.8%
	Two	Count	58	85	91	234
		%	52.7%	54.1%	40.8%	47.8%
	Three	Count	22	36	63	121
		%	20.0%	22.9%	28.3%	24.7%
	Four or more	Count	7	8	23	38
		%	6.4%	5.1%	10.3%	7.8%
Total		Count	110	157	223	490
		%	100.0%	100.0%	100.0%	100.0%

Though statistical significance has not been indicated, the finding suggests marginal improvement in the spending with increased number of earning members. Majority (40.8%)of the heavy spenders tend to be from families with two earning members, 28.3% have three earning members and 20.6% have a single earning member. 10.3% of these shoppers had four or more earning members

APPROXIMATE MONTHLY INCOME

TABLE 5.5.7: Comparitive Approximate household income of of heavy rupee volume patrons

$\chi 2$=11.563, df=10, p=.315, λ =.005, cc=.152			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your approximate monthly household income before taxes?	Less than Rs.10,000	Count	10	19	16	45
		%	8.8%	12.3%	7.1%	9.1%
	Between Rs.10,000 and Rs.30,000	Count	47	66	81	194
		%	41.2%	42.9%	36.2%	39.4%
	Between Rs.30,000 and Rs.60,000	Count	31	38	56	125
		%	27.2%	24.7%	25.0%	25.4%
	Between Rs.60,000 and Rs.1 Lakh	Count	19	17	44	80
		%	16.7%	11.0%	19.6%	16.3%
	Between Rs.1 Lakh and 5 lakhs	Count	6	13	23	42
		%	5.3%	8.4%	10.3%	8.5%
	More than 5 lakhs	Count	1	1	4	6
		%	.9%	.6%	1.8%	1.2%
Total		Count	114	154	224	492
		%	100.0%	100.0%	100.0%	100.0%

Surprisingly, monthly income is not significantly different between the three groups. The heavy spenders fall predominantly (36.2%)in the income group of Rs10, 000 to Rs.30, 000. The next major group (25%) is in the income class of Rs30, 000 to Rs60, 000. 31.7% have an income of over Rs 60, 000.

OCCUPATION

TABLE 5.5.8: Comparitive Occupational profile of heavy rupee volume patrons

$\chi 2$=10.526, df=14, p=.723, λ =.005, cc=.144			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your occupation	Professional	Count	16	30	42	88
		%	14.4%	19.0%	18.7%	17.8%
	Own business	Count	24	27	45	96
		%	21.6%	17.1%	20.0%	19.4%
	Salaried employee	Count	37	59	84	180
		%	33.3%	37.3%	37.3%	36.4%
	Housewife	Count	12	15	20	47
		%	10.8%	9.5%	8.9%	9.5%
	Retired	Count	4	6	9	19
		%	3.6%	3.8%	4.0%	3.8%
	Unemployed	Count	4	1	1	6
		%	3.6%	.6%	.4%	1.2%
	Student	Count	12	19	22	53
		%	10.8%	12.0%	9.8%	10.7%
	Others (please specify…….	Count	2	1	2	5
		%	1.8%	.6%	.9%	1.0%
Total		Count	111	158	225	494
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers in this sample have 37.3% of salaried employees, 18.7% %of professionals and 20.0% of businessmen among them. 9.8% are students. No significant difference is identifiable in the occupational profile of the patrons.

EDUCATION

TABLE 5.5.9: Comparitive Educational profile of heavy rupee volume patrons

$\chi 2$=30.973, df=8, p=.000, λ =.018, cc=.243			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your highest Qualification.	Professional	Count	20	28	74	122
		%	17.5%	17.8%	33.2%	24.7%
	Postgraduate	Count	23	51	63	137
		%	20.2%	32.5%	28.3%	27.7%
	Graduate / Diploma	Count	57	62	79	198
		%	50.0%	39.5%	35.4%	40.1%
	10th	Count	12	15	6	33
		%	10.5%	9.6%	2.7%	6.7%
	Below 10th	Count	2	1	1	4
		%	1.8%	.6%	.4%	.8%
Total		Count	114	157	223	494
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers tend to be better educated than the others. Majority are graduates and above (96.9%) and this segment is represented by a significantly high percentage of those holding professional qualifications (33.2% as against only 17.5% in the low rupee volume segment).

RELIGION

TABLE 5.5.10: Comparitive Religious affiliation of heavy rupee volume patrons

$\chi 2$=12.767, df=10, p=.237, λ =.000, cc=.158			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Kindly indicate your religion	Hinduism	Count	84	132	168	384
		%	74.3%	83.0%	75.0%	77.4%
	Islam	Count	13	12	24	49
		%	11.5%	7.5%	10.7%	9.9%
	Christianity	Count	8	7	15	30
		%	7.1%	4.4%	6.7%	6.0%
	Jainism	Count	8	4	10	22
		%	7.1%	2.5%	4.5%	4.4%
	Buddhism	Count	0	0	3	3
		%	.0%	.0%	1.3%	.6%
	Others	Count	0	4	4	8
		%	.0%	2.5%	1.8%	1.6%
Total		Count	113	159	224	496
		%	100.0%	100.0%	100.0%	100.0%

75%of the heavy shoppers identified themselves as followers of Hinduism, 10.7% as followers of Islam and 6.7% as followers of Christianity. There is no statistically significant difference between the groups on this variable.

STATE OF ORIGIN

TABLE 5.5.11: Comparitive State of Origin profile of heavy rupee volume patrons

$\chi 2$=54.487, df=50, p=.308, λ =.420, cc=.			Total Expense in categories			
			0- 3000	3001-12000	more than 12000	Total
Please write which state you belong to	Andhra Pradesh	Count	1	0	3	4
		%	1.7%	.0%	2.7%	1.6%
	Assam	Count	1	0	0	1
		%	1.7%	.0%	.0%	.4%
	Bihar	Count	3	3	13	19
		%	5.2%	3.6%	11.6%	7.5%
	Chhattisgarh	Count	1	2	1	4
		%	1.7%	2.4%	.9%	1.6%
	Goa	Count	0	2	2	4
		%	.0%	2.4%	1.8%	1.6%
	Gujarat	Count	2	5	3	10
		%	3.4%	6.0%	2.7%	3.9%
	Haryana	Count	6	8	8	22
		%	10.3%	9.5%	7.1%	8.7%
	Himachal Pradesh	Count	3	1	1	5
		%	5.2%	1.2%	.9%	2.0%
	Jammu and Kashmir	Count	0	2	2	4
		%	.0%	2.4%	1.8%	1.6%
	Jharkhand	Count	4	1	0	5
		%	6.9%	1.2%	.0%	2.0%
	Karnataka	Count	0	1	0	1
		%	.0%	1.2%	.0%	.4%
	Kerala	Count	3	1	2	6
		%	5.2%	1.2%	1.8%	2.4%
	Madhya Pradesh	Count	5	6	10	21
		%	8.6%	7.1%	8.9%	8.3%
	Maharashtra	Count	1	2	2	5
		%	1.7%	2.4%	1.8%	2.0%
	Manipur	Count	1	1	1	3
		%	1.7%	1.2%	.9%	1.2%
	Meghalaya	Count	0	1	0	1
		%	.0%	1.2%	.0%	.4%

	Mizoram	Count	0	0	1	1
		%	.0%	.0%	.9%	.4%
	Nagaland	Count	1	0	2	3
		%	1.7%	.0%	1.8%	1.2%
	Orissa	Count	0	2	0	2
		%	.0%	2.4%	.0%	.8%
	Punjab	Count	4	8	14	26
		%	6.9%	9.5%	12.5%	10.2%
	Rajasthan	Count	3	3	7	13
		%	5.2%	3.6%	6.3%	5.1%
	Sikkim	Count	0	0	1	1
		%	.0%	.0%	.9%	.4%
	Tamil Nadu	Count	1	2	1	4
		%	1.7%	2.4%	.9%	1.6%
	Uttar Pradesh	Count	16	30	36	82
		%	27.6%	35.7%	32.1%	32.3%
	Uttarakhand	Count	2	0	1	3
		%	3.4%	.0%	.9%	1.2%
	West Bengal	Count	0	3	1	4
		%	.0%	3.6%	.9%	1.6%
Total		Count	58	84	112	254
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers were predominantly from Utter Pradesh (32.1%). The sample is also represented by 12.5% from Punjab. Approximately 8.9% and 11.6% is from states of Madhya Pradesh and Bihar. As a capital city it has people living there from all parts of the country.

MOTHER TONGUE

TABLE 5.5.12: Comparitive Mother tongue profile of heavy rupee volume patrons

$\chi 2$=36.856, df=36, p=.429, λ =.044, cc=.272			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please write which is your mother tongue	Assamese/ Asomiya	Count	0	0	1	1
		%	.0%	.0%	.5%	.2%
	Bengali/Bangla	Count	0	6	3	9
		%	.0%	4.0%	1.4%	1.9%
	Bodo	Count	1	0	0	1
		%	1.0%	.0%	.0%	.2%
	Gujarati	Count	1	8	3	12
		%	1.0%	5.3%	1.4%	2.6%
	Hindi	Count	85	104	163	352
		%	81.0%	69.3%	78.4%	76.0%

	Kannada	Count	1	1	3	5
		%	1.0%	.7%	1.4%	1.1%
	Kashmiri	Count	0	1	0	1
		%	.0%	.7%	.0%	.2%
	Maithili	Count	0	1	0	1
		%	.0%	.7%	.0%	.2%
	Malayalam	Count	2	3	3	8
		%	1.9%	2.0%	1.4%	1.7%
	Manipuri	Count	1	1	1	3
		%	1.0%	.7%	.5%	.6%
	Marathi	Count	1	1	2	4
		%	1.0%	.7%	1.0%	.9%
	Nepali	Count	0	0	2	2
		%	.0%	.0%	1.0%	.4%
	Oriya	Count	0	2	0	2
		%	.0%	1.3%	.0%	.4%
	Punjabi	Count	6	14	19	39
		%	5.7%	9.3%	9.1%	8.4%
	Sindhi	Count	0	1	1	2
		%	.0%	.7%	.5%	.4%
	Tamil	Count	1	2	1	4
		%	1.0%	1.3%	.5%	.9%
	Telugu	Count	1	0	1	2
		%	1.0%	.0%	.5%	.4%
	Urdu	Count	3	2	1	6
		%	2.9%	1.3%	.5%	1.3%
	English	Count	2	3	4	9
		%	1.9%	2.0%	1.9%	1.9%
Total		Count	105	150	208	463
		%	100.0%	100.0%	100.0%	100.0%

The majority mother tongue spoken is Hindi (78.4%) though there are a profusion of other languages spoken by the patrons. The next most common language Punjabi is spoken by 9.1% of the mall patrons in this sample.

OWNERSHIP OF CREDIT CARD

TABLE 5.5.13: Comparitive Credit card ownership profile of heavy rupee volume patrons

$\chi 2$=.551, df=2, p=.759, λ =.000, cc=.033			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of credit card	Yes	Count	72	107	146	325
		%	63.2%	67.3%	64.6%	65.1%
	No	Count	42	52	80	174

		%	36.8%	32.7%	35.4%	34.9%
Total		Count	114	159	226	499
		%	100.0%	100.0%	100.0%	100.0%

Ownership of credit cards has not been found to be a significant feature differentiating the heavy rupee volume shoppers. The access to a credit card is seen to be similarly high in all three groups. 64.6% of the heavy shoppers own credit cards.

OWNERSHIP OF MICROWAVE

TABLE 5.5.14: Comparitive Microwave ownership profile of heavy rupee volume patrons

$\chi 2$=0.030, df=2, p=.985, λ =.000, cc=.008			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of Microwave	Yes	Count	46	63	89	198
		%	40.4%	39.6%	39.4%	39.7%
	No	Count	68	96	137	301
		%	59.6%	60.4%	60.6%	60.3%
Total		Count	114	159	226	499
		%	100.0%	100.0%	100.0%	100.0%

The ownership of microwaves has not been found to be a significant feature differentiating the heavy rupee volume shoppers either.

OWNERSHIP OF CAR

TABLE 5.5.15: Comparitive Car ownership profile of heavy rupee volume patrons

$\chi 2$=14.120, df=2, p=.001, λ =.013, cc=.166			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of Car	Yes	Count	60	82	155	297
		%	52.6%	51.6%	68.6%	59.5%
	No	Count	54	77	71	202
		%	47.4%	48.4%	31.4%	40.5%
Total		Count	114	159	226	499
		%	100.0%	100.0%	100.0%	100.0%

The ownership if car/s is higher among the higher purchase group. 68.6% of them own at least one car while only 52.6% of the low rupee volume consumers own a car.

OWNERSHIP OF HOUSE

TABLE 5.5.16: Comparitive House ownership profile of heavy rupee volume patrons

$\chi 2$=.307, df=2, p=.858, λ =.000, cc=.025			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of Own house	Yes	Count	64	90	133	287
		%	56.1%	56.6%	58.8%	57.5%
	No	Count	50	69	93	212
		%	43.9%	43.4%	41.2%	42.5%
Total		Count	114	159	226	499
		%	100.0%	100.0%	100.0%	100.0%

Ownership of a house, though, is not significantly different between the three purchase groups. Similar to the other two groups 58.8% of the heavy purchase segment owns their own house.

TIME TO REACH THE MALL BY CAR

TABLE 5.5.17: Comparitive time taken to reach the mall of heavy rupee volume patrons

$\chi 2$=7.974, df=6, p=.240, λ =.006, cc=.126			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Kindly indicate how much time it will take to reach this mall from your home by car	Less than 15 min	Count	29	28	45	102
		%	26.1%	17.8%	20.2%	20.8%
	Between 15 to 30 min away	Count	53	70	113	236
		%	47.7%	44.6%	50.7%	48.1%
	Between 30 min to 1hr away	Count	20	44	53	117
		%	18.0%	28.0%	23.8%	23.8%
	More than 1 hr away	Count	9	15	12	36
		%	8.1%	9.6%	5.4%	7.3%
Total		Count	111	157	223	491
		%	100.0%	100.0%	100.0%	100.0%

Majority of the patrons (60.7%) spending more than Rs.12, 000 per month at the mall seem to be from within thirty minutes of the mall. This tendency to visit the nearby malls in Delhi is common to all three segments and therefore cannot be used to significantly differentiate the heavy rupee volume patrons.

Behavioral profile of the shoppers

TOTAL MALL VISITS (in three months)

TABLE 5.5.18: Comparitive mall visits profile of heavy rupee volume patrons

$\chi2$=149.952, df=8, p=.000, λ =.235, cc=.481			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Total number of mall visits in categories	< 10	Count	97	98	49	244
		%	85.1%	61.6%	21.7%	48.9%
	11-20	Count	17	54	124	195
		%	14.9%	34.0%	54.9%	39.1%
	21-30	Count	0	7	38	45
		%	.0%	4.4%	16.8%	9.0%
	31-40	Count	0	0	14	14
		%	.0%	.0%	6.2%	2.8%
	41>	Count	0	0	1	1
		%	.0%	.0%	.4%	.2%
Total		Count	114	159	226	499
		%	100.0%	100.0%	100.0%	100.0%

The frequency of mall visits are predictably higher for the patrons who visit more often.54.9% of the heavy shoppers visit between 11 to 20 times in three months while 23.4% of the customers visit the mall more than 20 times.

TIME SPEND AT THE MALL

TABLE 5.5.19: Comparitive Time spent at the mall of heavy rupee volume patrons

$\chi2$=17.587, df=6, p=.007, λ =.000, cc=.186			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
On an average how much time do you spend in a mall per visit?	Less than two hours	Count	39	49	55	143
		%	34.8%	30.8%	24.9%	29.1%
	Two to Four hours	Count	67	95	123	285
		%	59.8%	59.7%	55.7%	57.9%
	Four to six hours	Count	5	13	40	58
		%	4.5%	8.2%	18.1%	11.8%
	More than six hours	Count	1	2	3	6
		%	.9%	1.3%	1.4%	1.2%
Total		Count	112	159	221	492
		%	100.0%	100.0%	100.0%	100.0%

The customers who spend more also show a tendency to spend more time in the mall. 55.7% of

the heavy shoppers spend close to two to four hours at the mall and 19.5% spend more than four hours at the mall.

MALL ACTIVITIES

TABLE 5.5.20: Comparitive mall activities profile of heavy rupee volume patrons

Mall activities	MEAN			df	F	p.
	0- 3000	3001-12000	More than 12000			
Chill with friends	3.1853	3.4935	3.2244	2	5.313	.005
Family Shopping	4.0120	3.9634	3.9213	2	.430	.651

The medium and heavy spenders tend to enjoy visiting the mall with friends, going to the movie and eating out more than the low segment. No significant difference exists between the three groups with regard to shopping with the family. It is an equally highly rated activity among all three groups.

PURCHASE CATEGORIES

TABLE 5.5.21: Comparitive Purchase categories profile of heavy rupee volume patrons

Purchase Categories	MEAN			df	F	p.
	0- 3000	3001-12000	More than 12000			
Knick Knacks	2.4304	2.8172	2.8675	2	12.034	.000
Entertainment	3.1667	3.6366	3.5449	2	8.461	.000
Fashion	3.0296	3.4781	3.5752	2	18.752	.000
Home needs	2.9908	3.3387	3.3588	2	4.824	.008

Even the heavy spenders are not purchasing goods at the mall very frequently but they are indeed purchasing more frequently than the lower spending groups. The heavier spending groups purchase Knick Knacks, Entertainment, Home needs and Fashion more frequently.

Shopping Orientation, Values And Lifestyle

SHOPPING ORIENTATION

TABLE 5.5.22: Comparitive Shopping orientation profile of heavy rupee volume patrons

Shopping Orientation	MEAN			df	F	p.
	0- 3000	3001-12000	More than 12000			
The utilitarian shopper	3.3180	3.3266	3.2120	2	1.094	.336
The window shopper	3.8939	4.0313	3.9940	2	1.134	.323

The price sensitive shopper	3.6903	3.9644	3.7733	2	2.972	.052
The recreational shopper	3.2864	3.6741	3.7190	2	13.093	.000

The heavy spenders have relatively high recreational orientation (Sig.= .000) and relatively lower utilitarian orientation (Sig.= .336). All three groups are moderately price sensitive and enjoy window-shopping but no significant difference exists in the responses of the three groups with regard to these variables.

VALUES

TABLE 5.5.23: Comparitive Values profile of heavy rupee volume patrons

Values	MEAN			df	F	p.
	0- 3000	3001-12000	More than 12000			
Respect and Belonging	4.3899	4.4797	4.5349	2	2.307	.101
Fun	4.2281	4.4151	4.5244	2	4.010	.019
Security	4.5175	4.5912	4.6578	2	1.148	.318

All groups show strong belief in the values like respect for tradition, respect for self etc and need for Security. There is significant difference in the importance of Fun and enjoyment though. This value is distinctly more important for the heavier rupee volume purchasers

LIFESTYLE

TABLE 5.5.24: Comparitive Lifestyle profile of heavy rupee volume patrons

Lifestyle	MEAN			df	F	p.
	0- 3000	3001-12000	More than 12000			
Active	3.1963	3.5641	3.5718	2	7.016	.001
Homebound	4.0318	4.2120	4.2478	2	2.524	.081
Media (influence)	3.2271	3.5230	3.5199	2	2.339	.098
Self and Social circle (influence)	4.1032	4.2996	4.4240	2	10.344	.000

The heavy segment is also more inclined to parties and games. They pursue a more active lifestyle compared to the low spenders. But they also find it enjoyable to spend time watching T.V. and reading a newspaper. Media has a distinctly higher influence on the heavy shoppers as compared to the other groups but this finding is not indicated as statistically significant. All three groups show high propensity to be influenced by their self and the social circle including friends

and family but this is significantly higher in the higher spend groups.

Mall Attribute Importance And Mall Image Perception

MALL ATTRIBUTE IMPORTANCE

TABLE 5.5.25: Comparitive Mall attribute importance of heavy rupee volume patrons

Attribute Importance	MEAN			df	F	p.
	0- 3000	3001-12000	More than 12000			
Safety and service	4.2000	4.4020	4.3952	2	3.472	.032
Store and merchandise	4.2591	4.5168	4.5417	2	9.719	.000
Mall ambience and promos	3.7736	4.0753	4.0613	2	6.137	.002
Mall facilities and convenience	4.1577	4.4624	4.4313	2	8.321	.000

The segment of customers who are spending more at the mall have significantly higher expectations from all the attributes of the mall.

MALL IMAGE PERCEPTION

TABLE 5.5.26: Comparitive Mall image perception of heavy rupee volume patrons

Mall image perception	MEAN			df	F	p.
	0- 3000	3001-12000	More than 12000			
Mall experience	4.0327	4.3847	4.3975	2	14.580	.000
Convenience and Choice	4.1055	4.4903	4.5000	2	17.900	.000
Price	3.0614	3.6604	3.5600	2	8.397	.000

While all groups are happy with the experience at the malls, the heavy rupee volume spenders are happier and have a significantly better image of the mall. Similarly, all the three groups indicate that they are not very happy with the prices but among them the medium and heavier segment are significantly more satisfied.

Results of Discriminant Analysis

All thirty variables under study were subjected to discriminant analysis to study the ability of the data to predict group membership. In this group membership has been attempted only for the heavy as well as the low segment. The results of the analysis along with selected statistics are

presented in the following tables. In addition the classification matrix in table shows how well the analysis distinguishes between the two groups.

TABLE 5.5.27: Predictive model (Canonical Discriminant Function Coefficients**)**

Variable	F	P	Standardized Coefficients	Unstandardised Coefficients
Purchase-Knick Knacks	29.280	.000	.577	.782
Mall attribute imp-Store and merchandise	22.934	.000	.330	.655
Shopping orientation-the recreational shopper	20.927	.000	.258	.347
Mall image perception-Convenience and Choice	19.758	.000	.491	.896
Mall activity- Family Shopping	19.614	.000	-.595	-.736
Qualification-Professional	22.496	.000	.300	.775
Occupation- Housewife	21.289	.000	.332	1.003
Occupation-Retired	19.980	.000	.265	1.142
Ownership-Car	19.021	.000	.356	.744
Age	18.176	.000	-.735	-.057
Monthly household income	17.412	.000	.289	.000
(Constant)				-6.107

TABLE 5.5.28: Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	1.154(a)	100.0	100.0	.732

a - First 1 canonical discriminant functions were used in the analysis.

TABLE 5.5.29: Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	p.
1	.464	130.813	11	.000

TABLE 5.5.30: Classification Results(a)

		Total Expense in categories	Predicted Group Membership		Total
			0- 3000	more than 12000	
Original	Count	0- 3000	68	26	94
		More than 12000	22	159	181
		Ungrouped cases	47	73	120
	%	0- 3000	72.3	27.7	100.0
		More than 12000	12.2	87.8	100.0
		Ungrouped cases	39.2	60.8	100.0

a - 82.5% of original grouped cases correctly classified.

The heavy rupee volume shopper at Delhi tends to be younger and better educated. They are also prone to visiting malls in their cars and spend more time at the mall. They generally visit the mall with friends and indulge more in all categories for products at the mall. They are highly recreationally oriented, value fun and have an active life. The make most of their decisions on their own or with the help of immediate friends and family. They feel all attributes of the mall are important and feel satisfied with the mall experience. But they are best discriminated by the importance they place on store and merchandise and their conviction that malls offer convenience and choice. Earning a good family income, they can to be professionals, retired or even housewives.

5.6 PROFILE OF THE HEAVY SHOPPER AT GURGAON

(26-35), (19-25) and (36-45) are the major age groups represented in the sample. As per the quotas established for sampling the male and female customers were almost equally sampled (53.3% men and 46.7% women). Of these majority were married (61.6%) and were from families that had three to six members (66.8%). Many of the mall patrons sampled did not have children below 18 (33.7%). Of the families with children most had only a single child (35%). Most families (80.7%) had two or more than two earning members in which double income families were 43.7%.

62.4% of the families covered in the survey were earning more than Rs. 30,000 per month but the majority income class was Rs.10, 000- Rs.30,000 (30.6%). The mall patrons sampled were highly educated with almost all having a graduate degree or diploma (93.1%). Additionally, almost all are employed (79.4%) and majority are salaried employees (39.7%) or professionals (23%). The patrons are followers of Hinduism (71.6%), Islam (10%) and Christianity (10.7%). There was a significant numbers of the Sikh community patronizing the malls. They have responded as part of the Hindu faith or as others. The lifestyle of majority of the patrons includes ownership of credit cards (65.5%), car/s (67%), their own house (65%) and a microwave oven (51.3%).

While most of the patrons of the malls surveyed at Gurgaon lived within 30 min of the mall (51.4%), there are also customers who journey 30min or more to visit the malls (48%). Majority of the customers prefer to visit malls less than 3 times (57.6%) a month while 42% visit more often. Many of the mall patrons (76.3%)spend more than two hrs in the malls and only 23.6% spend less than that. For Details refer TABLE 8.4 in the Annexure.

Demographic Profile Of The Heavy Rupee Volume Mall Patrons

AGE

TABLE 5.6.1: Comparitive Age profile of heavy rupee volume patrons

$\chi 2$=4.999, df=4, p=.287, λ=.026, cc=.137			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
New age groups	Upton 25	Count	14	20	21	55
		%	16.7%	20.8%	25.6%	21.0%
	26-45	Count	38	51	34	123
		%	45.2%	53.1%	41.5%	46.9%
	More than 45	Count	32	25	27	84
		%	38.1%	26.0%	32.9%	32.1%
Total		Count	84	96	82	262
		%	100.0%	100.0%	100.0%	100.0%

25.6% of the heavy shoppers are in the age group of up to 25, 41.5% are in the age group of 26-45 and are 32.9% in the above 45 age group. The chi-square does indicate a significant difference between the groups.

GENDER

TABLE 5.6.2: Comparitive Gender profile of heavy rupee volume patrons

$\chi2$=.555, df=2, p=.758, λ=.000, cc=.046			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Kindly indicate your Gender	Male	Count	42	52	44	138
		%	50.0%	55.3%	54.3%	53.3%
	Female	Count	42	42	37	121
		%	50.0%	44.7%	45.7%	46.7%
Total		Count	84	94	81	259
		%	100.0%	100.0%	100.0%	100.0%

The chi- square analysis does not indicate any significance but the data indicates that the heavier shoppers are predominantly male (54.3%). It is also interesting to note that women are more likely to be light shoppers in Gurgaon malls.

MARITAL STATUS

TABLE 5.6.3: Comparitive Marital of heavy rupee volume patrons

$\chi2$=7.889, df=4, p=.096, λ=.023, cc=.173			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Please indicate your marital status	Married	Count	53	60	44	157
		%	67.1%	63.2%	54.3%	61.6%
	Unmarried	Count	23	34	30	87
		%	29.1%	35.8%	37.0%	34.1%
	Others	Count	3	1	7	11
		%	3.8%	1.1%	8.6%	4.3%
Total		Count	79	95	81	255
		%	100.0%	100.0%	100.0%	100.0%

54.3%of the heavy spenders are married, 37.0% are unmarried. The heavy spenders tend to be constituted by predominantly married customers but the unmarried customers are showing a tendency to be heavier customers.

FAMILY SIZE

TABLE 5.6.4: Comparitive Family size of heavy rupee volume patrons

$\chi2$=17.075, df=6, p=.009, λ=.076, cc=.254			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
No. of members in the family	One	Count	3	0	1	4
		%	3.9%	.0%	1.3%	1.6%
	Two	Count	15	9	9	33
		%	19.5%	9.9%	11.4%	13.4%
	3 - 6	Count	51	68	46	165
		%	66.2%	74.7%	58.2%	66.8%
	More than 6	Count	8	14	23	45
		%	10.4%	15.4%	29.1%	18.2%
Total		Count	77	91	79	247
		%	100.0%	100.0%	100.0%	100.0%

29.1% of the heavy mall patrons belong to families with more than six members, 58.2% belong to families with three to six members and 11.4% are two member families.

NUMBER OF CHILDREN

TABLE 5.6.5: Comparitive Number of children of heavy rupee volume patrons

$\chi2$=40.732, df=6, p=.000, λ=.089, cc=.377			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
No. of children	None	Count	34	34	15	83
		%	44.2%	37.8%	19.0%	33.7%
	One	Count	31	33	22	86
		%	40.3%	36.7%	27.8%	35.0%
	Two	Count	11	22	27	60
		%	14.3%	24.4%	34.2%	24.4%
	Three and above	Count	1	1	15	17
		%	1.3%	1.1%	19.0%	6.9%
Total		Count	77	90	79	246
		%	100.0%	100.0%	100.0%	100.0%

Many of the heavy shoppers (19%) are not parents and the propensity to spend seems to be significantly increasing with increasing number of children. Among heavy shoppers parents of single children constitute 27.8% and two or more constitute 34.2% and three and above are 19%.

NUMBER OF EARNING MEMBERS

TABLE 5.6.6: Comparitive Number of earning members of heavy rupee volume patrons

$\chi2$=7.255, df=6, p=.298, λ=.036, cc=.167			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
No. of earning members	One	Count	20	18	11	49
		%	24.4%	19.4%	13.9%	19.3%
	Two	Count	33	47	31	111
		%	40.2%	50.5%	39.2%	43.7%
	Three	Count	23	22	30	75
		%	28.0%	23.7%	38.0%	29.5%
	Four or more	Count	6	6	7	19
		%	7.3%	6.5%	8.9%	7.5%
Total		Count	82	93	79	254
		%	100.0%	100.0%	100.0%	100.0%

Though statistical significance has not been indicated, the finding suggests marginal improvement in the spending with increased number of earning members. Majority (39.2%)of the heavy spenders tend to be from families with two earning members, 38% have three earning members and 13.9% have a single earning member. 8.9% of these shoppers had four or more earning members

APPROXIMATE MONTHLY INCOME

TABLE 5.6.7: Comparitive Approximate household income of of heavy rupee volume patrons

$\chi2$=48.588, df=10, p=.000, λ=.152, cc=.398			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Please indicate your approximate monthly household income before taxes?	Less than Rs.10,000	Count	8	6	4	18
		%	9.6%	6.4%	4.9%	7.0%
	Between Rs.10,000 and Rs.30,000	Count	42	29	8	79
		%	50.6%	30.9%	9.9%	30.6%
	Between Rs.30,000 and Rs.60,000	Count	17	26	19	62
		%	20.5%	27.7%	23.5%	24.0%
	Between Rs.60,000 and Rs.1 Lakh	Count	10	21	28	59
		%	12.0%	22.3%	34.6%	22.9%
	Between Rs.1 Lakh and 5 lakhs	Count	6	11	16	33
		%	7.2%	11.7%	19.8%	12.8%
	More than 5 lakhs	Count	0	1	6	7

		%	.0%	1.1%	7.4%	2.7%
Total		Count	83	94	81	258
		%	100.0%	100.0%	100.0%	100.0%

The heavy spenders fall predominantly (34.6%)in the income group of Rs60, 000 to Rs.1 Lakh. The next major group (23.5%) is in the income class of Rs30, 000 to Rs60, 000. 27.2% have an income of over Rs1 Lakh per month. Increase I income at Gurgaon is clearly followed by a significant increase in the propensity to spend at the mall.

OCCUPATION

TABLE 5.6.8: Comparitive Occupational profile of heavy rupee volume patrons

$\chi 2$=24.486, df=14, p=.040, λ=.072, cc=.295			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Please indicate your occupation	Professional	Count	12	22	25	59
		%	14.5%	23.4%	31.3%	23.0%
	Own business	Count	12	12	19	43
		%	14.5%	12.8%	23.8%	16.7%
	Salaried employee	Count	44	41	17	102
		%	53.0%	43.6%	21.3%	39.7%
	Housewife	Count	6	8	8	22
		%	7.2%	8.5%	10.0%	8.6%
	Retired	Count	3	4	5	12
		%	3.6%	4.3%	6.3%	4.7%
	Unemployed	Count	0	0	1	1
		%	.0%	.0%	1.3%	.4%
	Student	Count	6	6	5	17
		%	7.2%	6.4%	6.3%	6.6%
	Others (please specify]	Count	0	1	0	1
		%	.0%	1.1%	.0%	.4%
Total		Count	83	94	80	257
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers in this sample have 21.3% of salaried employees, 31.3%%of professionals and 23.8%of businessmen among them. 10.0% are housewives. Significant difference is identifiable in the occupational profile of the patrons with significantly larger number of mall patrons from professionals, businessmen and housewives in the heavy shopper segment.

EDUCATION

TABLE 5.6.9: Comparitive Educational profile of heavy rupee volume patrons

$\chi 2$=17.028, df=8, p=.030, λ=.046, cc=.248			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your highest Qualification.	Professional	Count	10	25	21	56
		%	11.9%	26.3%	25.9%	21.5%
	Postgraduate	Count	20	27	21	68
		%	23.8%	28.4%	25.9%	26.2%
	Graduate / Diploma	Count	49	38	31	118
		%	58.3%	40.0%	38.3%	45.4%
	10th	Count	5	5	5	15
		%	6.0%	5.3%	6.2%	5.8%
	Below 10th	Count	0	0	3	3
		%	.0%	.0%	3.7%	1.2%
Total		Count	84	95	81	260
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers tend to be well educated and have a larger number of professionals than the others. Majority are graduates and above (90.1%) and this segment is represented by a significantly high percentage of those holding professional qualifications (25.9%as against only 11.9%in the low rupee volume segment).

RELIGION

TABLE 5.6.10: Comparitive Religious affiliation of heavy rupee volume patrons

$\chi 2$=12.132, df=12, p=.435, λ=.042, cc=.435			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Kindly indicate your religion	Hinduism	Count	64	71	52	187
		%	76.2%	74.7%	63.4%	71.6%
	Islam	Count	6	9	11	26
		%	7.1%	9.5%	13.4%	10.0%
	Christianity	Count	8	7	13	28
		%	9.5%	7.4%	15.9%	10.7%
	Jainism	Count	6	4	4	14
		%	7.1%	4.2%	4.9%	5.4%
	Buddhism	Count	0	1	1	2
		%	.0%	1.1%	1.2%	.8%
	None	Count	0	2	0	2
		%	.0%	2.1%	.0%	.8%
	Others	Count	0	1	1	2

		%	.0%	1.1%	1.2%	.8%
Total		Count	84	95	82	261
		%	100.0%	100.0%	100.0%	100.0%

63.4% of the heavy shoppers identified themselves as followers of Hinduism, 10% as followers of Islam and 10.7% as followers of Christianity. There is no statistically significant difference between the groups on this variable.

STATE OF ORIGIN

TABLE 5.6.11: Comparitive State of Origin profile of heavy rupee volume patrons

$\chi 2$=34.174, df=44, p=.857, λ=.073, cc=.389			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Please write which state you belong to	Andhra Pradesh	Count	2	5	3	10
		%	3.1%	6.9%	5.5%	5.2%
	Assam	Count	1	0	1	2
		%	1.5%	.0%	1.8%	1.0%
	Bihar	Count	2	3	3	8
		%	3.1%	4.2%	5.5%	4.2%
	Chhattisgarh	Count	0	2	0	2
		%	.0%	2.8%	.0%	1.0%
	Goa	Count	0	4	1	5
		%	.0%	5.6%	1.8%	2.6%
	Gujarat	Count	4	2	2	8
		%	6.2%	2.8%	3.6%	4.2%
	Haryana	Count	3	2	3	8
		%	4.6%	2.8%	5.5%	4.2%
	Himachal Pradesh	Count	1	1	1	3
		%	1.5%	1.4%	1.8%	1.6%
	Jammu and Kashmir	Count	1	3	1	5
		%	1.5%	4.2%	1.8%	2.6%
	Jharkhand	Count	0	0	1	1
		%	.0%	.0%	1.8%	.5%
	Karnataka	Count	4	6	1	11
		%	6.2%	8.3%	1.8%	5.7%
	Kerala	Count	1	1	2	4
		%	1.5%	1.4%	3.6%	2.1%
	Madhya Pradesh	Count	6	9	4	19
		%	9.2%	12.5%	7.3%	9.9%
	Maharashtra	Count	4	2	1	7
		%	6.2%	2.8%	1.8%	3.6%
	Mizoram	Count	0	1	0	1

		%	.0%	1.4%	.0%	.5%
	Orissa	Count	1	3	1	5
		%	1.5%	4.2%	1.8%	2.6%
	Punjab	Count	4	4	4	12
		%	6.2%	5.6%	7.3%	6.3%
	Rajasthan	Count	6	2	5	13
		%	9.2%	2.8%	9.1%	6.8%
	Sikkim	Count	1	0	1	2
		%	1.5%	.0%	1.8%	1.0%
	Tamil Nadu	Count	5	1	2	8
		%	7.7%	1.4%	3.6%	4.2%
	Uttar Pradesh	Count	17	19	14	50
		%	26.2%	26.4%	25.5%	26.0%
	Uttarakhand	Count	1	0	1	2
		%	1.5%	.0%	1.8%	1.0%
	West Bengal	Count	1	2	3	6
		%	1.5%	2.8%	5.5%	3.1%
Total		Count	65	72	55	192
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers were predominantly from Utter Pradesh (25.5%). The sample is also represented by 7.3% from Punjab. Approximately 7.3% and 9.1% is from states of Madhya Pradesh and Rajasthan. As a capital city it has people living there from all parts of the country.

MOTHER TONGUE

TABLE 5.6.12: Comparitive Mother tongue profile of heavy rupee volume patrons

$\chi 2$=31.285, df=30, p=.402, λ=.069, cc=.337			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Please write which is your mother tongue	Assamese/ Asomiya	Count	3	0	1	4
		%	3.8%	.0%	1.3%	1.6%
	Bengali/Bangla	Count	3	6	3	12
		%	3.8%	6.7%	3.8%	4.9%
	Gujarati	Count	5	2	2	9
		%	6.4%	2.2%	2.6%	3.7%
	Hindi	Count	43	46	52	141
		%	55.1%	51.7%	66.7%	57.6%
	Kannada	Count	0	3	1	4
		%	.0%	3.4%	1.3%	1.6%
	Kashmiri	Count	1	1	1	3
		%	1.3%	1.1%	1.3%	1.2%
	Konkani	Count	0	1	0	1
		%	.0%	1.1%	.0%	.4%

	Malayalam	Count	2	1	2	5
		%	2.6%	1.1%	2.6%	2.0%
	Marathi	Count	4	5	1	10
		%	5.1%	5.6%	1.3%	4.1%
	Nepali	Count	0	0	1	1
		%	.0%	.0%	1.3%	.4%
	Oriya	Count	2	3	1	6
		%	2.6%	3.4%	1.3%	2.4%
	Punjabi	Count	7	6	3	16
		%	9.0%	6.7%	3.8%	6.5%
	Tamil	Count	4	4	2	10
		%	5.1%	4.5%	2.6%	4.1%
	Telugu	Count	3	7	3	13
		%	3.8%	7.9%	3.8%	5.3%
	Urdu	Count	1	4	2	7
		%	1.3%	4.5%	2.6%	2.9%
	English	Count	0	0	3	3
		%	.0%	.0%	3.8%	1.2%
Total		Count	78	89	78	245
		%	100.0%	100.0%	100.0%	100.0%

The majority mother tongue spoken is Hindi (66.7%) though there are a profusion of other languages spoken by the patrons. Small portions of the heavy shoppers surveyed also spoke Telugu (7.9%), Marathi (5.6%), Tamil (4.5%) and Punjabi (3.8%).

OWNERSHIP OF CREDIT CARD

TABLE 5.6.13: Comparitive Credit card ownership profile of heavy rupee volume patrons

$\chi 2$=7.053, df=2, p=.029, λ=.016, cc=.162			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Ownership of credit card	Yes	Count	49	59	63	171
		%	58.3%	62.1%	76.8%	65.5%
	No	Count	35	36	19	90
		%	41.7%	37.9%	23.2%	34.5%
Total		Count	84	95	82	261
		%	100.0%	100.0%	100.0%	100.0%

Ownership of credit cards has been found to be a significant feature differentiating the heavy rupee volume shoppers. The access to a credit card is seen to be higher in the heavy shopper segment. 76.8% of the heavy shoppers own credit cards while only 58.3% of the low rupee volume shoppers own credit cards.

OWNERSHIP OF MICROWAVE

TABLE 5.6.14: Comparitive Microwave ownership profile of heavy rupee volume patrons

$\chi 2$=16.685, df=2, p=.000, λ=.130, cc=.245			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Ownership of Microwave	Yes	Count	33	44	57	134
		%	39.3%	46.3%	69.5%	51.3%
	No	Count	51	51	25	127
		%	60.7%	53.7%	30.5%	48.7%
Total		Count	84	95	82	261
		%	100.0%	100.0%	100.0%	100.0%

The ownership of microwaves has been found to be a significant feature differentiating the heavy rupee volume shoppers. 69.5% of the heavy shoppers own a microwave oven while only 39.3% of the low rupee volume shoppers' own Microwaves.

OWNERSHIP OF CAR

TABLE 5.6.15: Comparitive Car ownership profile of heavy rupee volume patrons

$\chi 2$=9.775, df=2, p=.008, λ=.032, cc=.190			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Ownership of Car	Yes	Count	51	58	66	175
		%	60.7%	61.1%	80.5%	67.0%
	No	Count	33	37	16	86
		%	39.3%	38.9%	19.5%	33.0%
Total		Count	84	95	82	261
		%	100.0%	100.0%	100.0%	100.0%

The ownership if car/s is higher among the higher purchase group. 80.5% of them own at least one car while only 60.7% of the low rupee volume consumers own a car.

OWNERSHIP OF HOUSE

TABLE 5.6.16: Comparitive House ownership profile of heavy rupee volume patrons

$\chi 2$=2.403, df=2, p=.301, λ=.012, cc=.096			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Ownership of Own house	Yes	Count	60	57	52	169
		%	71.4%	60.6%	63.4%	65.0%
	No	Count	24	37	30	91
		%	28.6%	39.4%	36.6%	35.0%

Total	Count	84	94	82	260
	%	100.0%	100.0%	100.0%	100.0%

Ownership of a house is not significantly different between the three purchase groups. Yet, in a new township like Gurgaon, the heavier shoppers are less likely to own their own homes. Only 63.4% of them own homes vis-à-vis the 71.4% of the light shoppers who own their own homes.

TIME TO REACH THE MALL BY CAR

TABLE 5.6.17: Comparitive time taken to reach the mall of heavy rupee volume patrons

$\chi2$=18.009, df=6, p=.006, λ=.083, cc=.256			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Kindly indicate how much time it will take to reach this mall from your home by car	Less than 15 min	Count	6	11	13	30
		%	7.3%	11.6%	16.5%	11.7%
	Between 15 to 30 min away	Count	42	44	17	103
		%	51.2%	46.3%	21.5%	40.2%
	Between 30 min to 1hr away	Count	22	28	32	82
		%	26.8%	29.5%	40.5%	32.0%
	More than 1 hr away	Count	12	12	17	41
		%	14.6%	12.6%	21.5%	16.0%
Total		Count	82	95	79	256
		%	100.0%	100.0%	100.0%	100.0%

Majority of the patrons (62%) spending more than Rs.12, 000 per month at the mall seem to be from outside Gurgaon. While the Gurgaon malls are attracting a large number of people who have travelled more than 30 minutes to reach the malls and spend heavily here, the patrons from near the mall, constitute only 38% of this segment.

TOTAL MALL VISITS (in three months)

TABLE 5.6.18: Comparitive mall visits profile of heavy rupee volume patrons

$\chi2$=83.279, df=8, p=.000, λ=.231, cc=.000			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Total number of mall visits in categories	Less than 10	Count	71	61	19	151
		%	84.5%	63.5%	23.2%	57.6%
	11 to 20	Count	12	35	45	92
		%	14.3%	36.5%	54.9%	35.1%
	21 to 30	Count	1	0	15	16
		%	1.2%	.0%	18.3%	6.1%
	31 to 40	Count	0	0	2	2

		%	.0%	.0%	2.4%	.8%
	41 and more	Count	0	0	1	1
		%	.0%	.0%	1.2%	.4%
Total		Count	84	96	82	262
		%	100.0%	100.0%	100.0%	100.0%

The frequency of mall visits are predictably higher for the patrons who visit more often.54.9% of the heavy shoppers visit between 11 to 20 times in three months while 21.9% of the customers visit the mall more than 20 times.

TIME SPEND AT THE MALL

TABLE 5.6.19: Comparitive Time spent at the mall of heavy rupee volume patrons

$\chi 2$=9.345, df=6, p=.155, λ=.010, cc=.187			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
On an average how much time do you spend in a mall per visit?	Less than two hours	Count	24	23	14	61
		%	29.3%	24.2%	17.3%	23.6%
	Two to Four hours	Count	44	45	46	135
		%	53.7%	47.4%	56.8%	52.3%
	Four to six hours	Count	8	22	18	48
		%	9.8%	23.2%	22.2%	18.6%
	More than six hours	Count	6	5	3	14
		%	7.3%	5.3%	3.7%	5.4%
Total		Count	82	95	81	258
		%	100.0%	100.0%	100.0%	100.0%

Generally, the customers who spend more also show a tendency to spend more time in the mall. Yet from this data, not distinction can be made between the heavy shoppers and light spenders based on the time spent at the mall.

MALL ACTIVITIES

TABLE 5.6.20: Comparitive mall activities profile of heavy rupee volume patrons

Mall activities	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Chill with friends	3.2133	3.3628	3.4543	2	1.624	.199
Family Shopping	3.7511	3.9167	4.0439	2	2.831	.061

It can be seen from the mean values that the heavier spending groups tend to see the mall more as an avenue to go shopping with the family. But the chi-square analysis has not indicated that this relationship is significant.

PURCHASE CATEGORIES

TABLE 5.6.21: Comparitive Purchase categories profile of heavy rupee volume patrons

Purchase Categories	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Knick knacks	2.7544	2.7049	3.1438	2	4.086	.019
Entertainment	3.3151	3.2996	3.5962	2	2.932	.055
Fashion	3.2081	3.3079	3.7606	2	9.579	.000
Home needs	2.9600	3.0543	3.8176	2	16.022	.000

The segment that spends more seems to spend on more of everything be it knick-knacks, entertainment, fashion, or home needs. And statistically significant difference is been found in all except the purchase of entertainment.

Shopping Orientation, Values And Lifestyle

SHOPPING ORIENTATION

TABLE 5.6.22: Comparitive Shopping orientation profile of heavy rupee volume patrons

Shopping Orientation	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
The utilitarian shopper	3.1042	2.7727	3.0667	2	3.282	.039
The window shopper	3.8646	3.9318	3.9133	2	.153	.858
The price sensitive shopper	4.0203	3.7234	3.5482	2	4.297	.015
The recreational shopper	3.1721	3.4451	3.5321	2	3.549	.030

The window-shopping orientation scores for the three groups are almost identical and no significant differences are found. But, the heavy spenders have significantly higher recreational orientation and lower price sensitivity. They are also medium in their utilitarian orientation.

VALUES

TABLE 5.6.23: Comparitive Values profile of heavy rupee volume patrons

Values	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Respect and Belonging	4.1754	4.1370	3.9714	2	1.228	.295
Fun	4.2152	4.4737	4.2564	2	1.820	.164
Security	3.9880	4.4574	4.2308	2	4.080	.018

All groups show strong belief in the values like respect for tradition, respect for self, fun,

accomplishment, security etc. Significant differences are evident only in the value "security" which is cherished more by the medium and heavy spenders.

LIFESTYLE

TABLE 5.6.24: Comparitive Lifestyle profile of heavy rupee volume patrons

Lifestyle	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Active	3.2701	3.7500	3.7079	2	7.806	.001
Homebound	4.1951	4.1022	3.9487	2	1.596	.205
Media (influence)	3.4675	3.5861	3.5867	2	.321	.725
Self and Social circle (influence)	4.2398	4.3810	4.0736	2	4.067	.018

The heavy shoppers show a propensity to a more active lifestyle and lower preference for homebound activities, this distinction is not analysed as statistically significant for the variable "Home bound".

Media has a distinctly higher influence on the medium as well as heavy shoppers but this finding is not indicated as statistically significant .The heavy shoppers are interestingly less influenced by their social circle in making decisions to a significant extend though all three groups acknowledge the role of self and social group in making decisions.

Mall Attribute Importance And Mall Image Perception

MALL ATTRIBUTE IMPORTANCE

TABLE 5.6.25: Comparitive Mall attribute importance of heavy rupee volume patrons

Mall Attribute Importance	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Safety and service	3.6883	4.0787	4.1349	2	6.655	.002
Store and merchandise	4.1646	4.3670	4.2566	2	2.043	.132
Mall ambience and promos	3.8733	3.9750	3.8667	2	.551	.577
Mall facilities and convenience	4.0724	4.1984	4.0162	2	1.315	.270

All the customers have high expectation from malls from the malls regarding all attributes and distinguishing difference can be concluded only in the higher desire for safety and service. This attribute is significantly higher for the heavy rupee volume purchasers.

MALL IMAGE PERCEPTION

TABLE 5.6.26: Comparitive Mall image perception of heavy rupee volume patrons

Attribute performance	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Mall experience	3.9643	4.1365	4.0542	2	1.127	.326
Convenience and Choice	4.1789	4.2267	4.1870	2	.116	.890
Price	3.1098	3.6875	3.7778	2	6.907	.001

All groups are happy with the experience at the malls and the Convenience and choice offered and no statistically significant difference between the groups is evident on these variables. But price is an aspect that has not highly satisfied any group but the heavier spenders are definitely happier with the prices charged by mall stores.

Results of Discriminant Analysis

All 44 variables under study were subjected to discriminant analysis to study the ability of the data to predict group membership. In this group membership has been attempted only for the heavy as well as the low segment. The results of the analysis along with selected statistics are presented in the following tables. In addition the classification matrix in table shows how well the analysis distinguishes between the two groups.

TABLE 5.6.27: Predictive model (Canonical Discriminant Function Coefficients)

	F	p	Standardized coefficients	Unstandardized coefficients
Purchase-Fashion	15.142	.000	.518	.628
Mall attribute imp-Safety and service	12.741	.000	.369	.415
Mall attribute imp-Security	11.079	.000	.606	.454
Decision influence-Self and Social circle	11.575	.000	-.719	-.905
Occupation-Salaried employee	11.932	.000	-.637	-1.375
No. of Children	11.022	.000	.366	.391
(Constant)				-1.618

TABLE 5.6.28: Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.769(a)	100.0	100.0	.659

a - First 1 canonical discriminant functions were used in the analysis.

TABLE 5.6.29: Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	p
1	.565	50.194	6	.000

TABLE 5.6.30: Classification Results(a)

		Total Expense in categories	Predicted Group Membership		Total
			0- 3000	More than 12000	
Original	Count	0- 3000	56	14	70
		More than 12000	14	48	62
		Ungrouped cases	45	34	79
	%	0- 3000	80.0	20.0	100.0
		More than 12000	22.6	77.4	100.0
		Ungrouped cases	57.0	43.0	100.0

a - 78.8% of original grouped cases correctly classified.

Similar to Delhi, the heavy shoppers at Gurgaon malls tend to be younger than the other two categories but also have larger families with more children. Their propensity to spend seems to be increasing with increasing number of children and income. These heavy shoppers are either businessmen or salaried employees and better educated than the other groups. They also own more credit cards, microwaves, and cars between them. One unique characteristic of the Gurgaon heavy shoppers is that they are mostly from outside the city.

They can be either recreationally oriented or utilitarian and less price sensitive. The mall consumers here to value security and safety but at the same time have an active lifestyle and are influenced by their social circle in making decisions than the other two groups. The frequently visit the malls with their family and purchase more of fashion and home needs. They expect the malls to provide a safe, high service environment to shop in. They are content with the mall store prices and buy more clothes, shoes and accessories.

5.7 PROFILE OF THE HEAVY SHOPPER AT MUMBAI

Sample Description

Majority of the customers fall in the age groups of 19-25 (35.85) and 26-35 (31.8%). The other major age group is (36-45) 15.1%. As per the quotas established for sampling, the attempt was to sample the male and female customers equally. The final sample represented 59.3% men and

40.7% women. Of these there were also almost equal number of married (46.5%) and unmarried (50.7%) respondents. They were mostly from families that had three to six members (73.5%). Interestingly most of the mall patrons sampled did not have children below 18 (52.6%). Of the families with children most had only a single child (30.3%). Most families (72.4%) had more than two earning members in which (44.4%) were double income families.

62.1% of the families covered in the survey were earning more than Rs. 30,000 per month but the majority (30.3%) income class was Rs.10, 000 to Rs.30,000. The mall patrons sampled were highly educated with almost all having a graduate degree or diploma (92.6%). 20.1% are professionally qualified and 32.5% has a post graduate degree. Additionally, majority are employed (69.6%). Salaried employees (35.8%), professionals (17.8%), students (18.2%) and business men (16%) are the major occupational groups in the sample. The patrons are followers of Hinduism (68.2%), Islam (8%) and Christianity (11.2%) and Jainism (5.2%). The lifestyle of majority of the patrons includes ownership of credit cards (62.7%), microwave oven (52.7%), car/s (49.9%) and their own house (71.4%).

Mumbai, being a commercial capital of the country has a multi ethnic population even at the malls. The sample has majority of the respondents from Maharashtra (57%) and Gujarat (11.1%). But, it is also represented by respondents who have originated from Bihar, Karnataka, Kerala, M.P., Punjab, Rajasthan and U.P. They also speak a varied number of mother tongues, the popular ones being Hindi (23.3%), Gujarathi (23.3%) and Marathi (18.3%). While most of the patrons of the malls surveyed at Mumbai lived within 30 min of the mall (63.3%), there are also customers who journey more than 30min to visit the mall (37.6%). For Details refer TABLE 8.5 in the Annexure

Demographic Profile Of The Heavy Rupee Volume Mall Patrons

AGE

TABLE 5.7.1: Comparitive Age profile of heavy rupee volume patrons

$\chi 2$=12.964, df=4, p=.011, λ=.047, cc=.158			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
New age groups	upto 25	Count	84	82	46	212
		%	51.5%	39.4%	33.3%	41.7%

	26-45	Count	59	104	76	239
		%	36.2%	50.0%	55.1%	47.0%
	more than 45	Count	20	22	16	58
		%	12.3%	10.6%	11.6%	11.4%
Total		Count	163	208	138	509
		%	100.0%	100.0%	100.0%	100.0%

33.3% of the heavy shoppers are in the age group of up to 25, 47.0% are in the age group of 26-45 and 11.4% are in the above 45 age group. The chi-square indicates a significant difference between the groups and it can be seen that the heavy shoppers are constituted by larger percentage of older shoppers especially in the age group (26-45).

GENDER

TABLE 5.7.2: Comparitive Gender profile of heavy rupee volume patrons

$\chi2$=3.939, df=2, p=.140, λ=.000, cc=.089			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Kindly indicate your Gender	Male	Count	82	124	85	291
		%	52.9%	61.4%	63.4%	59.3%
	Female	Count	73	78	49	200
		%	47.1%	38.6%	36.6%	40.7%
Total		Count	155	202	134	491
		%	100.0%	100.0%	100.0%	100.0%

The chi- square analysis does not indicate significance but the data indicates that the heavier shoppers are predominantly male (63.4%).

MARITAL STATUS

TABLE 5.7.3: Comparitive Marital of heavy rupee volume patrons

$\chi2$=5.302, df=4, p=.258, λ=.017, cc=.103			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your marital status	Married	Count	62	101	67	230
		%	39.2%	50.2%	49.3%	46.5%
	Unmarried	Count	92	94	65	251
		%	58.2%	46.8%	47.8%	50.7%
	Others	Count	4	6	4	14
		%	2.5%	3.0%	2.9%	2.8%
Total		Count	158	201	136	495
		%	100.0%	100.0%	100.0%	100.0%

49.3% of the heavy spenders are married, 47.8% are unmarried. The heavy spenders tend to be constituted by predominantly married customers and there is a increase of married patrons when compared to the low rupee volume spenders (39.2% and 49.3% married in the first and last group respectively).

FAMILY SIZE

TABLE 5.7.4: Comparitive Family size of heavy rupee volume patrons

$\chi2$=2.380, df=6, p=.882, λ=.000, cc=.073			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No. of members in the family	One	Count	3	4	4	11
		%	2.3%	2.1%	3.1%	2.5%
	Two	Count	23	29	17	69
		%	18.0%	15.3%	13.2%	15.5%
	3 - 6	Count	94	138	96	328
		%	73.4%	73.0%	74.4%	73.5%
	More than 6	Count	8	18	12	38
		%	6.3%	9.5%	9.3%	8.5%
Total		Count	128	189	129	446
		%	100.0%	100.0%	100.0%	100.0%

9.3% of the heavy mall patrons belong to families with more than six members, 74.4% belong to families with three to six members and 17% are two member families. There is not significant difference between the groups in terms of their family size.

NUMBER OF CHILDREN

TABLE 5.7.5: Comparitive Number of children of heavy rupee volume patrons

$\chi2$=10.595, df=8, p=.226, λ=.007, cc=.156			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No. of children	None	Count	70	88	66	224
		%	56.9%	49.2%	53.2%	52.6%
	One	Count	30	65	34	129
		%	24.4%	36.3%	27.4%	30.3%
	Two	Count	16	21	20	57
		%	13.0%	11.7%	16.1%	13.5%
	Three and above	Count	7	5	4	16
		%	5.7%	2.8%	3.2%	3.6%
Total		Count	123	179	124	426
		%	100.0%	100.0%	100.0%	100.0%

Majority of the heavy shoppers (53.2%)are not parents. Among other heavy shoppers parents of single children constitute 27.4%, two or more constitute 17.1%. No significant trend can be identified in this data.

NUMBER OF EARNING MEMBERS

TABLE 5.7.6: Comparitive Number of earning members of heavy rupee volume patrons

$\chi2$=8.166, df=6, p=.226, λ=.011, cc=.132			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No. of earning members	One	Count	37	53	36	126
		%	27.2%	28.2%	27.1%	27.6%
	Two	Count	54	94	55	203
		%	39.7%	50.0%	41.4%	44.4%
	Three	Count	21	16	22	59
		%	15.4%	8.5%	16.5%	12.9%
	Four or more	Count	24	25	20	69
		%	17.6%	13.3%	15.0%	15.1%
Total		Count	136	188	133	457
		%	100.0%	100.0%	100.0%	100.0%

Though statistical significance has not been indicated, the finding suggests marginal improvement in the spending with increased number of earning members. Majority (41.4%)of the heavy spenders tend to be from families with two earning members, 16.5% have three earning members and 27.1% have a single earning member. 15% of these shoppers had four or more earning members.

APPROXIMATE MONTHLY INCOME

TABLE 5.7.7: Comparitive Approximate household income of of heavy rupee volume patrons

$\chi2$=18.512, df=10, p=.047, λ=.015, cc=.194			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your approximate monthly household income before taxes?	Less than Rs.10,000	Count	14	15	6	35
		%	9.5%	7.6%	4.7%	7.4%
	Between Rs.10,000 and Rs.30,000	Count	55	62	27	144
		%	37.2%	31.3%	20.9%	30.3%
	Between Rs.30,000 and Rs.60,000	Count	33	52	31	116
		%	22.3%	26.3%	24.0%	24.4%
	Between	Count	19	31	22	72

	Rs.60,000 and Rs.1 Lakh	%	12.8%	15.7%	17.1%	15.2%
	Between Rs.1 Lakh and 5 lakhs	Count	19	26	30	75
		%	12.8%	13.1%	23.3%	15.8%
	More than 5 lakhs	Count	8	12	13	33
		%	5.4%	6.1%	10.1%	6.9%
Total		Count	148	198	129	475
		%	100.0%	100.0%	100.0%	100.0%

Monthly income is significantly different between the three groups as can be expected. The heavy spenders fall predominantly (24%)in the income group of Rs30, 000 to Rs60, 000. The next major group is in the income class of Rs1 Lakh to Rs5 Lakhs (23.3%). 37.9% have an income of over Rs60, 000.

OCCUPATION

TABLE 5.7.8: Comparitive Occupational profile of heavy rupee volume patrons

$\chi 2$=11.184, df=14, p=.672, λ=.003, cc=.149			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your occupation	Professional	Count	25	40	23	88
		%	15.9%	19.7%	17.2%	17.8%
	Own business	Count	19	31	29	79
		%	12.1%	15.3%	21.6%	16.0%
	Salaried employee	Count	57	71	49	177
		%	36.3%	35.0%	36.6%	35.8%
	Housewife	Count	16	14	11	41
		%	10.2%	6.9%	8.2%	8.3%
	Retired	Count	3	4	3	10
		%	1.9%	2.0%	2.2%	2.0%
	Unemployed	Count	1	1	1	3
		%	.6%	.5%	.7%	.6%
	Student	Count	33	39	18	90
		%	21.0%	19.2%	13.4%	18.2%
	Others	Count	3	3	0	6
		%	1.9%	1.5%	.0%	1.2%
Total		Count	157	203	134	494
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers in this sample have (17.2%)of professionals, 21.6% of businessmen and 36.6% salaried employees among them. 8.2% are housewives and 13.4% are students. The propensity to patronize a mall seems to be markedly strong among businessmen at Mumbai.

EDUCATION

TABLE 5.7.9: Comparitive Educational profile of heavy rupee volume patrons

$\chi2$=2.677, df=8, p=.953, λ=.000, cc=.073			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your highest Qualification.	Professional	Count	35	38	28	101
		%	22.0%	18.4%	20.4%	20.1%
	Postgraduate	Count	48	70	45	163
		%	30.2%	34.0%	32.8%	32.5%
	Graduate / Diploma	Count	62	82	57	201
		%	39.0%	39.8%	41.6%	40.0%
	10^{th}	Count	9	11	5	25
		%	5.7%	5.3%	3.6%	5.0%
	Below 10th	Count	5	5	2	12
		%	3.1%	2.4%	1.5%	2.4%
Total		Count	159	206	137	502
		%	100.0%	100.0%	100.0%	100.0%

Majority of the heavy shoppers are graduates (41.6%), postgraduates (32.8%) and 20.4% of professional degree holders but no significant difference is indicated between the three groups on the basis of their educational background.

RELIGION

TABLE 5.7.10: Comparitive Religious affiliation of heavy rupee volume patrons

$\chi2$=11.864, df=14, p=.617, λ=.004, cc=.152			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Kindly indicate your religion	Hinduism	Count	114	134	93	341
		%	70.8%	65.4%	69.4%	68.2%
	Islam	Count	10	20	10	40
		%	6.2%	9.8%	7.5%	8.0%
	Christianity	Count	16	23	18	57
		%	9.9%	11.2%	13.4%	11.4%
	Jainism	Count	9	9	8	26
		%	5.6%	4.4%	6.0%	5.2%
	Buddhism	Count	2	5	0	7
		%	1.2%	2.4%	.0%	1.4%
	Zoroastrianism	Count	2	4	0	6
		%	1.2%	2.0%	.0%	1.2%
	None	Count	5	3	3	11
		%	3.1%	1.5%	2.2%	2.2%
	Others	Count	3	7	2	12
		%	1.9%	3.4%	1.5%	2.4%

Total	Count	161	205	134	500
	%	100.0%	100.0%	100.0%	100.0%

69.4%of the heavy shoppers identified themselves as followers of Hinduism, 7.5% as followers of Islam and 13.4% as followers of Christianity. There is no statistically significant difference between the groups on this variable.

STATE OF ORIGIN

TABLE 5.7.11: Comparitive State of Origin profile of heavy rupee volume patrons

$\chi 2$=38.267, df=46, p=.784, λ=.035, cc=.273			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please write which state you belong to	Andhra Pradesh	Count	3	2	1	6
		%	2.0%	1.0%	.8%	1.3%
	Assam	Count	0	1	0	1
		%	.0%	.5%	.0%	.2%
	Bihar	Count	2	5	4	11
		%	1.3%	2.6%	3.1%	2.3%
	Chhattisgarh	Count	0	1	1	2
		%	.0%	.5%	.8%	.4%
	Goa	Count	1	3	3	7
		%	.7%	1.5%	2.3%	1.5%
	Gujarat	Count	17	21	15	53
		%	11.1%	10.8%	11.5%	11.1%
	Haryana	Count	1	2	0	3
		%	.7%	1.0%	.0%	.6%
	Himachal Pradesh	Count	0	2	0	2
		%	.0%	1.0%	.0%	.4%
	Jammu and Kashmir	Count	3	1	2	6
		%	2.0%	.5%	1.5%	1.3%
	Jharkhand	Count	1	0	0	1
		%	.7%	.0	.0%	.2%
	Karnataka	Count	3	3	7	13
		%	2.0%	1.5%	5.4%	2.7%
	Kerala	Count	2	5	3	10
		%	1.3%	2.6%	2.3%	2.1%
	Madhya Pradesh	Count	3	7	3	13
		%	2.0%	3.6%	2.3%	2.7%
	Maharashtra	Count	87	112	73	272
		%	56.9%	57.7%	56.2%	57.0%
	Manipur	Count	0	0	1	1
		%	.0%	.0%	.8%	.2%
	Orissa	Count	2	3	1	6
		%	1.3%	1.5%	.8%	1.3%

	Punjab	Count	5	4	3	12
		%	3.3%	2.1%	2.3%	2.5%
	Rajasthan	Count	6	8	2	16
		%	3.9%	4.1%	1.5%	3.4%
	Sikkim	Count	0	0	1	1
		%	.0%	.0%	.8%	.2%
	Tamil Nadu	Count	4	1	2	7
		%	2.6%	.5%	1.5%	1.5%
	Uttar Pradesh	Count	7	7	1	15
		%	4.6%	3.6%	.8%	3.1%
	Uttarakhand	Count	1	0	0	1
		%	.7%	.0%	.0%	.2%
	West Bengal	Count	1	2	1	4
		%	.7%	1.0%	.8%	.8%
	National Capital Territory of Delhi	Count	4	4	6	14
		%	2.6%	2.1%	4.6%	2.9%
Total		Count	153	194	130	477
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers are predominantly from the home state of Maharashtra (56.2%). The sample is also represented by 11.5% from Gujarat. State origin has not been found to be a significant variable in differentiating the heavy shoppers.

MOTHER TONGUE

TABLE 5.7.12: Comparitive Mother tongue profile of heavy rupee volume patrons

$\chi 2$=35.280, df=36, p=.503, λ=.035, cc=.262			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please write which is your mother tongue	Assamese/ Asomiya	Count	0	1	0	1
		%	.0%	.5%	.0%	.2%
	Bengali/Bangla	Count	0	4	3	7
		%	.0%	2.0%	2.3%	1.5%
	Dogri	Count	0	1	0	1
		%	.0%	.5%	.0%	.2%
	Gujarati	Count	36	48	28	112
		%	23.5%	24.2%	21.7%	23.3%
	Hindi	Count	30	46	36	112
		%	19.6%	23.2%	27.9%	23.3%
	Kannada	Count	3	2	5	10
		%	2.0%	1.0%	3.9%	2.1%

	Kashmiri	Count	1	0	1	2
		%	.7%	.0%	.8%	.4%
	Konkani	Count	5	10	6	21
		%	3.3%	5.1%	4.7%	4.4%
	Malayalam	Count	6	9	3	18
		%	3.9%	4.5%	2.3%	3.8%
	Manipuri	Count	0	0	1	1
		%	.0%	.0%	.8%	.2%
	Marathi	Count	34	37	17	88
		%	22.2%	18.7%	13.2%	18.3%
	Oriya	Count	2	4	1	7
		%	1.3%	2.0%	.8%	1.5%
	Punjabi	Count	6	12	3	21
		%	3.9%	6.1%	2.3%	4.4%
	Sindhi	Count	5	5	5	15
		%	3.3%	2.5%	3.9%	3.1%
	Tamil	Count	7	4	3	14
		%	4.6%	2.0%	2.3%	2.9%
	Telugu	Count	7	3	7	17
		%	4.6%	1.5%	5.4%	3.5%
	Urdu	Count	3	7	4	14
		%	2.0%	3.5%	3.1%	2.9%
	English	Count	6	4	6	16
		%	3.9%	2.0%	4.7%	3.3%
	Other Foreign Language	Count	2	1	0	3
		%	1.3%	.5%	.0%	.6%
Total		Count	153	198	129	480
		%	100.0%	100.0%	100.0%	100.0%

Other than the mother tongue spoken in the state i.e. Marathi which is spoken by 13.2% of the mal patrons, there is a profusion of other languages spoken by the mall visitors. The popular languages are Hindi (27.9%) and Gujarathi (21.7%)

OWNERSHIP OF CREDIT CARD

TABLE 5.7.13: Comparitive Credit card ownership profile of heavy rupee volume patrons

$\chi 2$=26.465, df=2, p=.000, λ=.004, cc=.223			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of credit card	Yes	Count	81	129	108	318
		%	50.0%	62.0%	78.8%	62.7%
	No	Count	81	79	29	189
		%	50.0%	38.0%	21.2%	37.3%
Total		Count	162	208	137	507
		%	100.0%	100.0%	100.0%	100.0%

Ownership of credit cards has been found to be a significant feature differentiating the heavy rupee volume shoppers. The access to a credit card is seen to be higher among the heavy shoppers. 78.8% of the heavy shoppers own credit cards.

OWNERSHIP OF MICROWAVE

TABLE 5.7.14: Comparitive Microwave ownership profile of heavy rupee volume patrons

$\chi 2$=34.771, df=2, p=.000, λ=.117, cc=.246			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of Microwave	Yes	Count	57	118	92	267
		%	35.2%	56.7%	67.2%	52.7%
	No	Count	105	90	45	240
		%	64.8%	43.3%	32.8%	47.3%
Total		Count	162	208	137	507
		%	100.0%	100.0%	100.0%	100.0%

The ownership of microwaves is also clearly higher for the higher spent groups. 67.2% of the heavy rupee volume purchasers reported that they owned one vis-à-vis 35.2% of the low rupee volume shoppers.

OWNERSHIP OF CAR

TABLE 5.7.15: Comparitive Car ownership profile of heavy rupee volume patrons

$\chi 2$=18.010, df=2, p=.000, λ=.067, cc=.185			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of Car	Yes	Count	63	103	87	253
		%	38.9%	49.5%	63.5%	49.9%
	No	Count	99	105	50	254
		%	61.1%	50.5%	36.5%	49.9%
Total		Count	162	208	137	507
		%	100.0%	100.0%	100.0%	100.0%

Not surprisingly, the ownership if car/s is higher among the higher purchase group since such a lifestyle in India can go hand in hand with higher incomes. 63.5% of the heavy shoppers own car/s.

OWNERSHIP OF HOUSE

TABLE 5.7.16: Comparitive House ownership profile of heavy rupee volume patrons

$\chi 2$=23.752, df=2, p=.000, λ=.025, cc=.212			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of Own house	Yes	Count	95	152	115	362
		%	58.6%	73.1%	83.9%	71.4%
	No	Count	67	56	22	145
		%	41.3%	26.9%	16.1%	28.6%
Total		Count	162	208	137	507
		%	100.0%	100.0%	100.0%	100.0%

Ownership of a house is significantly different between the three purchase groups. Those who own a house tend to spend more at a mall in Mumbai. 83.9% of the heavy spenders own their own house.

TIME TO REACH THE MALL BY CAR

TABLE 5.7.17: Comparitive time taken to reach the mall of heavy rupee volume patrons

$\chi 2$=15.867, df=6, p=.014, λ=.002, cc=.176			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Kindly indicate how much time it will take to reach this mall from your home by car	Less than 15 min	Count	26	55	33	114
		%	16.8%	26.7%	24.3%	22.9%
	Between 15 to 30 min away	Count	61	69	66	196
		%	39.4%	33.5%	48.5%	39.4%
	Between 30 min to 1hr away	Count	40	55	25	120
		%	25.8%	26.7%	18.4%	24.1%
	More than 1 hr away	Count	28	27	12	67
		%	18.1%	13.1%	8.8%	13.5%
Total		Count	155	206	136	497
		%	100.0%	100.0%	100.0%	100.0 %

Majority of the patrons (72.8%) spending more than Rs.12, 000 per month at the mall seem to be from within 30 minutes of the mall. An inspection of low volume spenders indicates that 43.9 % of the customers travel more than half an hour to reach the mall. This segment of customers

coming to the mall from more than 30 min away but spend very little.

Behavioral profile of the heavy shoppers

TOTAL MALL VISITS (in three months)

TABLE 5.7.18: Comparitive mall visits profile of heavy rupee volume patrons

$\chi2$=106.544, df=6, p=.000, λ=.415, cc=.000			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Total number of mall visits in categories	Less than 10	Count	139	119	42	300
		%	84.8%	56.9%	30.2%	58.6%
	11 to 20	Count	23	81	72	176
		%	14.0%	38.8%	51.8%	34.4%
	21 to 30	Count	2	8	19	29
		%	1.2%	3.8%	13.7%	5.7%
	31 to 40	Count	0	1	6	7
		%	.0%	.5%	4.3%	1.4%
Total		Count	164	209	139	512
		%	100.0%	100.0%	100.0%	100.0%

The frequency of mall visits are predictably higher for the patrons who visit more often.51.8% of the heavy shoppers visit between 11 to 20 times in three months while 18% of the customers visit the mall more than 20 times.

TIME SPEND AT THE MALL

TABLE 5.7.19: Comparitive Time spent at the mall of heavy rupee volume patrons

$\chi2$=18.761, df=6, p=.005, λ=.033, cc=.188			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
On an average how much time do you spend in a mall per visit?	Less than two hours	Count	57	42	28	127
		%	35.0%	20.1%	20.3%	24.9%
	Two to Four hours	Count	84	126	79	289
		%	51.5%	60.3%	57.2%	56.7%
	Four to six hours	Count	20	33	21	74
		%	12.3%	15.8%	15.2%	14.5%
	More than six hours	Count	2	8	10	20
		%	1.2%	3.8%	7.2%	3.9%
Total		Count	163	209	138	510
		%	100.0%	100.0%	100.0%	100.0%

The customers who spend more also show a tendency to spend more time in the mall. 79% of the heavy shoppers spend more than 2hours at the mall and 22.4% spend more than four hours at the mall.

MALL ACTIVITIES

TABLE 5.7.20: Comparitive mall activities profile of heavy rupee volume patrons

Mall Activities	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Chill with friends	3.2326	3.1826	3.4022	2	2.440	.089
Family Shopping	3.1751	3.6004	3.7101	2	11.225	.000

Significant difference exist between the three groups with regard to the activities they pursue at the mall, it can be seen from the mean values that the heavier spending groups tend to see the mall more as an avenue go shopping with the family. Some of the heavy shoppers also enjoy coming to the mall with friends.

PURCHASE CATEGORIES

TABLE 5.7.21: Comparitive Purchase categories profile of heavy rupee volume patrons

Purchase Categories	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Knick knacks	2.4863	2.4149	2.5920	2	.751	.473
Entertainment	3.2021	3.4743	3.6263	2	4.839	.008
Fashion	2.6886	2.8142	3.3890	2	21.667	.000
Home needs	2.7872	2.8831	3.3286	2	6.438	.002

Even the heavy spenders are not purchasing goods at the mall very frequently but they are indeed purchasing more frequently than the lower spending groups. Entertainment, home needs and Fashion are purchased more frequently by the heavier spending groups while there seems no difference between the three groups in terns of their purchase of books, toys and other Knick knacks.

Shopping Orientation, Values And Lifestyle

SHOPPING ORIENTATION

TABLE 5.7.22: Comparitive Shopping orientation profile of heavy rupee volume patrons

Shopping Orientation	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
The utilitarian shopper	2.6053	2.5754	2.6028	2	.038	.962
The window shopper	3.7587	3.7978	3.9627	2	1.578	.208
The price sensitive shopper	3.6048	3.4899	3.1328	2	6.803	.001

The recreational shopper	3.4215	3.5471	3.5540	2	.872	.419

The heavy spenders recreational orientation and utilitarian orientation are very similar to the other groups and both are not statistically significant. While all three groups are price sensitive, it is evident that the heavy shoppers are significantly less so. All three groups enjoy window-shopping as well and no significant difference exists in the responses of the three groups with regard to their window-shopping orientation.

VALUES

TABLE 5.7.23: Comparitive Values profile of heavy rupee volume patrons

Values	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Respect and Belonging	4.5456	4.5258	4.5853	2	.308	.735
Fun	4.4830	4.5377	4.5588	2	.272	.762
Security	4.6571	4.6345	4.7143	2	.387	.679

All groups show strong belief in the values like respect for tradition, respect for self, fun and need for Security. There is no significant difference in the importance of these values to the mall patrons.

LIFESTYLE

TABLE 5.7.24: Comparitive Lifestyle profile of heavy rupee volume patrons

Lifestyle	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Active	3.6083	3.5367	3.6640	2	.758	.469
Homebound	3.7937	3.9531	3.8898	2	.901	.407
Media	3.0658	2.9316	2.9652	2	.506	.603
Self and Social circle	4.2715	4.2391	4.1958	2	.348	.706

The heavy segment shows no significant difference compared to the other groups with regard to their choice of leisure activities and lifestyle. The mall patrons do not show a high influence of media but have reported that they are highly influenced by their own experiences and their social circle.

Mall Attribute Importance And Mall Image Perception

MALL ATTRIBUTE IMPORTANCE

TABLE 5.7.25: Comparitive Mall attribute importance of heavy rupee volume patrons

Mall Attribute Importance	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Safety and service	4.0436	4.2320	4.3482	2	3.045	.049
Store and merchandise	4.1806	4.4061	4.4739	2	3.761	.024
Mall experience	3.8727	3.9092	4.2173	2	4.849	.008
Mall facilities and convenience	4.0417	4.2316	4.5268	2	10.676	.000

The segment of customers who are spending more at the mall have significantly higher expectation on all attributes of the mall.

MALL IMAGE PERCEPTION

TABLE 5.7.26: Comparitive Mall image perception of heavy rupee volume patrons

Attribute performance	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Mall experience	4.1215	4.2679	4.2705	2	1.361	.258
Convenience and Choice	4.1691	4.3549	4.4407	2	4.015	.019
Price	3.2535	3.2362	3.5185	2	1.797	.167

While all groups are happy with the experience at the malls, the heavy rupee volume spenders are marginally happier. The customers in the latter segments are significantly more satisfied with the convenience and choice offered by the malls. All the three groups indicate that they are not very happy with the prices but among them the heavier segment is significantly more satisfied but this is not a significant difference.

Results of Discriminant Analysis

All 44 variables under study were subjected to discriminant analysis to study the ability of the data to predict group membership. In this group membership has been attempted only for the heavy as well as the low segment. The results of the analysis along with selected statistics are presented in the following tables (Table 5.7.27,28,29). In addition the classification matrix in Table5.11.30 shows how well the analysis distinguishes between the two groups.

TABLE 5.7.27: Predictive model (Canonical Discriminant Function Coefficients)

	F	p	Standardized coefficients	Unstandardized coefficients
Purchase-Entertainment	22.414	.000	.329	.358
Purchase-Fashion	19.105	.000	.418	.523
Mall attribute imp-Store and merchandise	15.706	.000	-.671	-.802
Mall attribute imp-Mall facilities and convenience	13.580	.000	.896	1.195
Ownership-Credit Card	17.268	.000	.577	1.285
(Constant)				-5.333

TABLE 5.7.28: Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.577(a)	100.0	100.0	.605

a - First 1 canonical discriminant functions were used in the analysis.

TABLE 5.7.29: Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	p
1	.634	51.693	5	.000

TABLE 5.7.30: Classification Results(a)

		Total Expense in categories	Predicted Group Membership		Total
			0- 3000	more than 12000	
Original	Count	0- 3000	53	20	73
		more than 12000	17	63	80
		Ungrouped cases	69	51	120
	%	0- 3000	72.6	27.4	100.0
		more than 12000	21.3	78.8	100.0
		Ungrouped cases	57.5	42.5	100.0

a - 75.8% of original grouped cases correctly classified

The heavy shoppers here tend to be older than the other two groups and but are mostly in the age group of 25-45yrs. They have significantly higher incomes and own, credit cards, microwaves, cars/s and their own house. They tend to live nearer to the mall, visit with their family frequently and spend more time. At the mall they spend more on fashion, entertainment and home needs. They are significantly less price sensitive than the other two groups and value the facilities and convenience offered by the malls. They enjoy the mall experience and the variety of stores and the quality of merchandise. They are best discriminated from the low rupee volume shoppers by their interest in fashion and entertainment.

5.8 THE PROFILE OF THE HEAVY SHOPPER AT NAVI MUMBAI

Sample Description

The mall customers fall in the age group of 26-35 (22.7%), 46-55 (21.1%), 19-25 (19.9%) 36-45 (16.1%), and as per the quotas established for sampling the male and female customers were almost equally sampled (51.3% men and 48.7% women). Of these majority were married (68.5%) and were from families that had three to six members (70.6%). 38.2% of the respondents did not children. Of the families surveyed with children, most had only a single child (32.5%). Most families (76%) had more than two earning members in which (46.6%) were double income families.

74.2% of the families covered in the survey were earning more than Rs.30, 000 per month but the majority income class was Rs.30, 000- Rs.60, 000 (29.6%). Only 4% earn less than Rs.10, 000 per month. The mall patrons sampled were highly educated with almost all having a graduate degree or diploma (92.6%). Additionally, most are employed (58.2%) and majority are salaried employees (29.6%) or have their own business (16.4%). A considerable number of housewives (19.3%) and students (11.6%) responded to the survey. The patrons are followers of Hinduism (83.5%), Islam (7.6%) and Christianity (6.3%). The lifestyle of majority of the patrons includes ownership of credit cards (66.6%), microwave ovens (53.6%), car/s (74.4%) and their own house (74.4%).

While most of the patrons of the malls surveyed at the Navi Mumbai malls lived within 30 min of the mall (59.6%), there are also customers who journey more than 30min to visit the malls (40.4%). The patrons surveyed belonged to different states but mostly the home state of Maharashtra (45.2%). The other major states represented in the sample are Gujarat (8.5%), U.P. (7.8%) and Kerala (6.7%). The major common languages are Hindi (25%), Marathi (27.7%)and Gujarati (10.7%). For Details refer TABLE 8.6 in the Annexure

Demographic Profile Of The Heavy Rupee Volume Mall Patrons

AGE

TABLE 5.8.1: Comparitive Age profile of heavy rupee volume patrons

χ2=11.076, df=4, p=.026, λ=.072, cc=.184			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Age group	Up to 25	Count	27	29	16	72
		%	27.8%	26.4%	14.5%	22.7%
	26-45	Count	29	48	46	123
		%	29.9%	43.6%	41.8%	38.8%
	Above 45	Count	41	33	48	122
		%	42.3%	30.0%	43.6%	38.5%
Total		Count	97	110	110	317
		%	100.0%	100.0%	100.0%	100.0%

14.5% of the heavy shoppers are in the age group of up to 25, 41.8% are in the age group of 26-45 and 43.6% are in the above 45 age group. The chi-square indicates a significant difference between the groups and it can be seen that the heavy shoppers are constituted by larger percentage of older shoppers especially in the age group (26-45).

GENDER

TABLE 5.8.2: Comparitive Gender profile of heavy rupee volume patrons

χ 2=4.358, df=2, p=.113, λ=.064, cc=.117			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Kindly indicate your Gender	Male	Count	56	57	48	161
		%	57.7%	53.3%	43.6%	51.3%
	Female	Count	41	50	62	153
		%	42.3%	46.7%	56.4%	48.7%
Total		Count	97	107	110	314
		%	100.0%	100.0%	100.0%	100.0%

The chi- square analysis does not indicate significance but the data indicates that the heavier shoppers are predominantly female (56.4%).

MARITAL STATUS

TABLE 5.8.3: Comparitive Marital of heavy rupee volume patrons

$\chi 2$=1.982, df=4, p=.739, λ=.020, cc=.080			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Please indicate your marital status	Married	Count	63	72	78	213
		%	65.6%	66.1%	73.6%	68.5%
	Unmarried	Count	29	33	25	87
		%	30.2%	30.3%	23.6%	28.0%
	Others	Count	4	4	3	11
		%	4.2%	3.7%	2.8%	3.5%
Total		Count	96	109	106	311
		%	100.0%	100.0%	100.0%	100.0%

73.6% of the heavy spenders are married, 23.6% are unmarried. All the groups tend to be constituted by predominantly married customers but there is an increase of married patrons when compared to the low rupee volume spenders (65.6% and 73.6% married in the first and last group respectively). But the finding is statistically insignificant for this sample.

FAMILY SIZE

TABLE 5.8.4: Comparitive Family size of heavy rupee volume patrons

$\chi 2$=18.863, df=8, p=.016, λ=.051, cc=.246			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
No.of members in the family	One	Count	0	1	3	4
		%	.0%	1.0%	2.9%	1.4%
	Two	Count	12	14	13	39
		%	13.3%	14.3%	12.4%	13.3%
	3 - 6	Count	67	76	64	207
		%	74.4%	77.6%	61.0%	70.6%
	More than 6	Count	11	7	25	43
		%	12.2%	7.1%	23.8%	14.6%
Total		Count	90	98	105	293
		%	100.0%	100.0%	100.0%	100.0%

23.8% of the heavy mall patrons belong to families with more than six members, 61.0% belong to families with three to six members and 13% are two member families. The heavy spending patrons have been found to be significantly larger families.

NUMBER OF CHILDREN

TABLE 5.8.5: Comparitive Number of children of heavy rupee volume patrons

$\chi2$=9.625, df=6, p=.141, λ=.026, cc=.194			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
No. of children	None	Count	35	33	26	94
		%	44.3%	38.4%	32.1%	38.2%
	One	Count	29	26	25	80
		%	36.7%	30.2%	30.9%	32.5%
	Two	Count	15	23	24	62
		%	19.0%	26.7%	29.6%	25.2%
	Three and above	Count	0	4	6	10
		%	.0%	4.7%	7.4%	4.1%
Total		Count	79	86	81	246
		%	100.0%	100.0%	100.0%	100.0%

Many of the heavy shoppers (32.1%)are not parents. Otherwise they tend to be parents of one (30.9%) or two (29.6%)children. No significant trend can be identified in this data to identify the heavy shoppers.

NUMBER OF EARNING MEMBERS

TABLE 5.8.6: Comparitive Number of earning members of heavy rupee volume patrons

$\chi2$=14.418, df=6, p=.025, λ=.051, cc=.215			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
No. of earning members	One	Count	15	30	26	71
		%	16.5%	30.0%	24.3%	23.8%
	Two	Count	56	41	42	139
		%	61.5%	41.0%	39.3%	46.6%
	Three	Count	12	18	20	50
		%	13.2%	18.0%	18.7%	16.8%
	Four or more	Count	8	11	19	38
		%	8.8%	11.0%	17.8%	12.8%
Total		Count	91	100	107	298
		%	100.0%	100.0%	100.0%	100.0%

Statistical significance has been indicated and the finding suggests marginal improvement in the spending with increased number of earning members. Majority (39.3%)of the heavy spenders tend to be from families with two earning members, 18.7% have three earning members and 24.3%have a single earning member. 17.8% of these shoppers had four or more earning members.

APPROXIMATE MONTHLY INCOME

TABLE 5.8.7: Comparitive Approximate household income of of heavy rupee volume patrons

$\chi2$=18.173, df=10, p=.052, λ=.074, cc=.239			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Please indicate your approximate monthly household income before taxes?	Less than Rs.10,000	Count	7	3	2	12
		%	7.5%	2.9%	1.9%	4.0%
	Between Rs.10,000 and Rs.30,000	Count	27	21	18	66
		%	29.0%	20.6%	17.0%	21.9%
	Between Rs.30,000 and Rs.60,000	Count	22	28	39	89
		%	23.7%	27.5%	36.8%	29.6%
	Between Rs.60,000 and Rs.1 Lakh	Count	14	21	29	64
		%	15.1%	20.6%	27.4%	21.3%
	Between Rs.1 Lakh and 5 lakhs	Count	18	22	12	52
		%	19.4%	21.6%	11.3%	17.3%
	More than 5 lakhs	Count	5	7	6	18
		%	5.4%	6.9%	5.7%	6.0%
Total		Count	93	102	106	301
		%	100.0%	100.0%	100.0%	100.0%

Surprisingly, monthly income is not significantly different between the three groups. The heavy spenders fall predominantly (36.8%) in the income group of Rs30, 000 to Rs60, 000. The next major group is in the income class of Rs60, 000 to Rs1 Lakh (27.4%). 44.4% have an income of over Rs60, 000

OCCUPATION

TABLE 5.8.8: Comparitive Occupational profile of heavy rupee volume patrons

$\chi2$=21.268, df=14, p=.095, λ=.052, cc=.253			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Please indicate your occupation	Professional	Count	8	18	12	38
		%	8.5%	16.5%	11.1%	12.2%
	Own business	Count	9	20	22	51
		%	9.6%	18.3%	20.4%	16.4%
	Salaried employee	Count	30	28	34	92
		%	31.9%	25.7%	31.5%	29.6%
	Housewife	Count	15	21	24	60

		%	16.0%	19.3%	22.2%	19.3%
	Retired	Count	14	6	8	28
		%	14.9%	5.5%	7.4%	9.0%
	Unemployed	Count	0	1	0	1
		%	.0%	.9%	.0%	.3%
	Student	Count	16	13	7	36
		%	17.0%	11.9%	6.5%	11.6%
	Others	Count	2	2	1	5
		%	2.1%	1.8%	.9%	1.6%
Total		Count	94	109	108	311
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers in this sample have 11.1% of professionals, 20.4% of businessmen and 31.5% salaried employees among them. 22.2% are housewives and 6.5% are students. The propensity to patronize a mall seems to be markedly strong among businessmen and Housewives at Navi Mumbai though the trend cannot be cited as a statistically significant difference between the groups.

EDUCATION

TABLE 5.8.9: Comparitive Educational profile of heavy rupee volume patrons

$\chi 2=10.417$, df=8, p=.237, $\lambda=.045$, cc=.180			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Please indicate your highest Qualification.	Professional	Count	14	25	20	59
		%	14.7%	23.1%	18.3%	18.9%
	Postgraduate	Count	22	29	41	92
		%	23.2%	26.9%	37.6%	29.5%
	Graduate / Diploma	Count	51	46	41	138
		%	53.7%	42.6%	37.6%	44.2%
	10th	Count	7	8	6	21
		%	7.4%	7.4%	5.5%	6.7%
	Below 10th	Count	1	0	1	2
		%	1.1%	.0%	.9%	.6%
Total		Count	95	108	109	312
		%	100.0%	100.0%	100.0%	100.0%

Majority of the heavy shoppers are graduates (37.6%), postgraduates (37.6%) and 18.3%of professional degree holders but no significant difference is indicated between the three groups on the basis of their educational background.

RELIGION

TABLE 5.8.10: Comparitive Religious affiliation of heavy rupee volume patrons

$\chi2$=8.194, df=10, p=.610, λ=.019, cc=.159			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Kindly indicate your religion	Hinduism	Count	84	91	89	264
		%	86.6%	82.7%	81.7%	83.5%
	Islam	Count	7	7	10	24
		%	7.2%	6.4%	9.2%	7.6%
	Christianity	Count	5	7	8	20
		%	5.2%	6.4%	7.3%	6.3%
	Jainism	Count	1	3	1	5
		%	1.0%	2.7%	.9%	1.6%
	Buddhism	Count	0	0	1	1
		%	.0%	.0%	.9%	.3%
	Others	Count	0	2	0	2
		%	.0%	1.8%	.0%	.6%
Total		Count	97	110	109	316
		%	100.0%	100.0%	100.0%	100.0%

81.7%of the heavy shoppers identified themselves as followers of Hinduism, 9.2% as followers of Islam and 7.3% as followers of Christianity. There is no statistically significant difference between the groups on this variable.

STATE OF ORIGIN

TABLE 5.8.11: Comparitive State of Origin profile of heavy rupee volume patrons

$\chi2$=58.506, df=40, p=.030, λ=.101, cc=.414			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Please write which state you belong to	Andhra Pradesh	Count	1	3	7	11
		%	1.2%	3.0%	7.1%	3.9%
	Assam	Count	0	0	2	2
		%	.0%	.0%	2.0%	.7%
	Bihar	Count	5	0	2	7
		%	6.0%	.0%	2.0%	2.5%
	Chhattisgarh	Count	0	1	0	1
		%	.0%	1.0%	.0%	.4%
	Goa	Count	2	0	0	2
		%	2.4%	.0%	.0%	.7%
	Gujarat	Count	10	7	7	24
		%	11.9%	7.0%	7.1%	8.5%
	Haryana	Count	2	1	1	4

		%	2.4%	1.0%	1.0%	1.4%
	Himachal Pradesh	Count	2	0	1	3
		%	2.4%	.0%	1.0%	1.1%
	Jammu &Kashmir	Count	0	1	0	1
		%	.0%	1.0%	.0%	.4%
	Jharkhand	Count	0	1	2	3
		%	.0%	1.0%	2.0%	1.1%
	Karnataka	Count	0	2	6	8
		%	.0%	2.0%	6.1%	2.8%
	Kerala	Count	7	6	6	19
		%	8.3%	6.0%	6.1%	6.7%
	Madhya Pradesh	Count	1	3	2	6
		%	1.2%	3.0%	2.0%	2.1%
	Maharashtra	Count	36	50	42	128
		%	42.9%	50.0%	42.4%	45.2%
	Manipur	Count	0	1	0	1
		%	.0%	1.0%	.0%	.4%
	Orissa	Count	0	1	0	1
		%	.0%	1.0%	.0%	.4%
	Punjab	Count	0	7	4	11
		%	.0%	7.0%	4.0%	3.9%
	Rajasthan	Count	3	3	1	7
		%	3.6%	3.0%	1.0%	2.5%
	Tamil Nadu	Count	7	3	1	11
		%	8.3%	3.0%	1.0%	3.9%
	Uttar Pradesh	Count	4	8	10	22
		%	4.8%	8.0%	10.1%	7.8%
	West Bengal	Count	4	2	5	11
		%	4.8%	2.0%	5.1%	3.9%
Total		Count	84	100	99	283
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers are predominantly from the home state of Maharashtra (42.4%) but they are more likely to be medium shoppers. The sample is also represented by 10.1%from U.P. who tend to be good shoppers according to the data. State origin has been found to be a significant variable in differentiating the shopper segments in this sample.

MOTHER TONGUE

TABLE 5.8.12: Comparitive Mother tongue profile of heavy rupee volume patrons

$\chi2$=40.291, df=28, p=.062, λ=.063, cc=.344			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Please write which is your mother tongue	Assamese/ Asomiya	Count	0	0	1	1
		%	.0%	.0%	.9%	.3%
	Bengali/Bangla	Count	7	2	6	15
		%	7.8%	1.9%	5.6%	5.0%
	Gujarati	Count	11	11	10	32
		%	12.2%	10.7%	9.3%	10.7%
	Hindi	Count	25	25	25	75
		%	27.8%	24.3%	23.4%	25.0%
	Kannada	Count	2	1	4	7
		%	2.2%	1.0%	3.7%	2.3%
	Kashmiri	Count	0	1	0	1
		%	.0%	1.0%	.0%	.3%
	Konkani	Count	2	0	2	4
		%	2.2%	.0%	1.9%	1.3%
	Malayalam	Count	7	7	6	20
		%	7.8%	6.8%	5.6%	6.7%
	Marathi	Count	21	33	29	83
		%	23.3%	32.0%	27.1%	27.7%
	Oriya	Count	0	1	0	1
		%	.0%	1.0%	.0%	.3%
	Punjabi	Count	2	14	8	24
		%	2.2%	13.6%	7.5%	8.0%
	Sindhi	Count	1	0	4	5
		%	1.1%	.0%	3.7%	1.7%
	Tamil	Count	7	2	1	10
		%	7.8%	1.9%	.9%	3.3%
	Telugu	Count	2	4	9	15
		%	2.2%	3.9%	8.4%	5.0%
	Urdu	Count	3	2	2	7
		%	3.3%	1.9%	1.9%	2.3%
Total		Count	90	103	107	300
		%	100.0%	100.0%	100.0%	100.0%

Other than the mother tongue spoken in the state i.e. Marathi which is spoken by 27.1% of the mal patrons, there is a profusion of other languages spoken by the mall visitors. The popular languages are Hindi (23.4%) and Gujarathi (9.3%)

OWNERSHIP OF CREDIT CARD

TABLE 5.8.13: Comparitive Credit card ownership profile of heavy rupee volume patrons

$\chi2$=15.221, df=2, p=.000, λ=.070, cc=.214			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of credit card	Yes	Count	51	74	86	211
		%	52.6%	67.3%	78.2%	66.6%
	No	Count	46	36	24	106
		%	47.4%	32.7%	21.8%	33.4%
Total		Count	97	110	110	317
		%	100.0%	100.0%	100.0%	100.0%

Ownership of credit cards has been found to be a significant feature differentiating the heavy rupee volume shoppers. The access to a credit card is seen to be higher among the heavy shoppers. 78.2% of the heavy shoppers own credit cards.

OWNERSHIP OF MICROWAVE

TABLE 5.8.14: Comparitive Microwave ownership profile of heavy rupee volume patrons

$\chi2$=4.770, df=2, p=.092, λ=.066, cc=.122			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Ownership of Microwave	Yes	Count	40	60	60	160
		%	41.2%	54.5%	54.5%	50.5%
	No	Count	57	50	50	157
		%	58.8%	45.5%	45.5%	49.5%
Total		Count	97	110	110	317
		%	100.0%	100.0%	100.0%	100.0%

The ownership of microwaves is also clearly higher for the higher spent groups. 54.5% of the heavy rupee volume purchasers reported that they owned one vis-à-vis 41.2% of the low rupee volume shoppers. But this is not found to be a highly significant difference between the groups.

OWNERSHIP OF CAR

TABLE 5.8:15: Comparitive Car ownership profile of heavy rupee volume patrons

$\chi2$=6.288, df=2, p=.043, λ=.068, cc=.139			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Ownership of Car	Yes	Count	42	66	62	170
		%	43.3%	60.0%	56.4%	53.6%
	No	Count	55	44	48	147

		%	56.7%	40.0%	43.6%	46.4%
Total		Count	97	110	110	317
		%	100.0%	100.0%	100.0%	100.0%

The ownership if car/s is higher among the higher purchase groups. 56.4% of the heavy shoppers own car/s but according to the data, the car owners in Navi Mumbai tend to be medium shoppers.

OWNERSHIP OF HOUSE

TABLE 5.8.16: Comparitive House ownership profile of heavy rupee volume patrons

$\chi2$=5.365, df=2, p=.068, λ=.035, cc=.129			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Ownership of Own house	Yes	Count	64	85	87	236
		%	66.0%	77.3%	79.1%	74.4%
	No	Count	33	25	23	81
		%	34.0%	22.7%	20.9%	25.6%
Total		Count	97	110	110	317
		%	100.0%	100.0%	100.0%	100.0%

Ownership of a house is not significantly different between the three purchase groups though the data indicates that those who own a house tend to spend more at a mall in Mumbai. 79.1% of the heavy spenders own their own house.

TIME TO REACH THE MALL BY CAR

TABLE 5.8.17: Comparitive time taken to reach the mall of heavy rupee volume patrons

$\chi2$=6.084, df=6, p=.414, λ=.023, cc=.139			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Kindly indicate how much time it will take to reach this mall from your home by car	Less than 15 min	Count	17	22	23	62
		%	17.9%	20.6%	21.5%	20.1%
	Between 15 to 30 min away	Count	40	37	45	122
		%	42.1%	34.6%	42.1%	39.5%
	Between 30 min to 1hr away	Count	21	31	30	82
		%	22.1%	29.0%	28.0%	26.5%
	More than 1 hr away	Count	17	17	9	43
		%	17.9%	15.9%	8.4%	13.9%
Total		Count	95	107	107	309
		%	100.0%	100.0%	100.0%	100.0%

Majority of the patrons (63.6%) spending more than Rs.12, 000 per month at the mall seem to be from within 30 minutes of the mall. An inspection of low volume spenders indicates that 36.4% of the customers travel more than half an hour to reach the mall. No significant differences between the groups are indicated by the Chi square test.

TOTAL MALL VISITS (in three months)

TABLE 5.8.18: Comparitive mall visits profile of heavy rupee volume patrons

$\chi2$=81.033, df=6, p=.000, λ=.216, cc=.451			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
Total number of mall visits in categories	Up to 10	Count	77	56	22	155
		%	78.6%	50.9%	20.0%	48.7%
	11 to 20	Count	15	40	47	102
		%	15.3%	36.4%	42.7%	32.1%
	21 to 30	Count	4	13	32	49
		%	4.1%	11.8%	29.1%	15.4%
	31 to 40	Count	2	1	9	12
		%	2.0%	.9%	8.2%	3.8%
Total		Count	98	110	110	318
		%	100.0%	100.0%	100.0%	100.0%

The frequency of mall visits is predictably higher for the patrons who visit more often. 42.7% of the heavy shoppers visit between 11 to 20 times in three months while 37.3% of the customers visit the mall more than 20 times.

TIME SPEND AT THE MALL

TABLE 5.8.19: Comparitive Time spent at the mall of heavy rupee volume patrons

$\chi2$=16.861, df=6, p=.010, λ=.106, cc=.225			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
On an average how much time do you spend in a mall per visit?	Less than two hours	Count	51	34	34	119
		%	52.6%	31.2%	31.2%	37.8%
	Two to Four hours	Count	38	65	58	161
		%	39.2%	59.6%	53.2%	51.1%
	Four to six hours	Count	7	8	16	31
		%	7.2%	7.3%	14.7%	9.8%
	More than six hours	Count	1	2	1	4
		%	1.0%	1.8%	.9%	1.3%
Total		Count	97	109	109	315
		%	100.0%	100.0%	100.0%	100.0%

The customers who spend more also show a tendency to spend more time in the mall. 53.2% of the heavy shoppers spend more than 2hours at the mall and 15.6% spend more than four hours at the mall.

MALL ACTIVITIES

TABLE 5.8.20: Comparitive mall activities profile of heavy rupee volume patrons

Mall activities	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Chill with friends	2.5257	2.9294	2.8795	2	3.986	.020
Family Shopping	3.0442	3.7815	3.9505	2	22.044	.000

Significant difference exist between the three groups with regard to the activities they pursue at the mall, it can be seen from the mean values that the heavier spending groups tend to see the mall more as an avenue go shopping with the family. Some of the heavy shoppers also enjoy coming to the mall with friends though the medium shoppers are more prone to do so.

PURCHASE CATEGORIES

TABLE 5.8.21: Comparitive Purchase categories profile of heavy rupee volume patrons

Purchase	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Knick knacks	2.2000	2.5937	2.7823	2	2.908	.058
Entertainment	2.5495	3.3413	3.5492	2	13.616	.000
Fashion	2.6763	2.9605	3.4090	2	10.781	.000
Home needs	2.3333	2.7443	3.6828	2	20.986	.000

Even the heavy spenders are not purchasing goods at the mall very frequently but they are indeed purchasing more frequently than the lower spending groups. Entertainment, home needs and Fashion are purchased more frequently by the heavier spending groups while there seems no significant difference between the three groups in terns of their purchase of books, toys and other Knick knacks.

Shopping Orientation, Values And Lifestyle

SHOPPING ORIENTATION

TABLE 5.8.22: Comparitive Shopping orientation profile of heavy rupee volume patrons

Shopping Orientation	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
The utilitarian shopper	2.3356	2.5741	2.7700	2	3.541	.031
The window shopper	3.1419	3.6053	3.6071	2	4.857	.009
The price sensitive shopper	3.4768	3.4341	3.5417	2	.175	.840
The recreational shopper	2.8661	3.3391	3.4271	2	8.956	.000

The heavy spenders tend to be significantly high both on recreational orientation and utilitarian orientation and all three groups are price sensitive. The heavy shoppers enjoy window-shopping significantly more than the low rupee volume shoppers.

VALUES

TABLE 5.8.23: Comparitive Values profile of heavy rupee volume patrons

Values	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Respect and Belonging	4.6149	4.6872	4.7568	2	1.375	.255
Fun	4.5854	4.6238	4.7048	2	.597	.551
Security	4.5244	4.7100	4.7830	2	2.759	.065

All groups show strong belief in the values like respect for tradition, respect for self, fun and need for Security. There is no significant difference in the importance of these values to the mall patrons.

LIFESTYLE

TABLE 5.8.24: Comparitive Lifestyle profile of heavy rupee volume patrons

Lifestyle	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Active	2.8475	3.0860	3.1596	2	1.866	.157
Homebound	3.9138	3.9021	4.0248	2	.358	.700
Media	2.7595	3.2849	2.6589	2	5.810	.003
Self and Social circle	4.1545	4.4326	4.1419	2	3.543	.030

The heavy segment shows no significant difference compared to the other groups with regard to

their choice of leisure activities and lifestyle. The mall patrons do not show a high influence of media but media less influences the heavy purchasers compared to the other two groups. It is the medium purchasers who have reported higher influence of their own experiences and that of their social circle though all three groups admit that they are highly influenced.

Mall Attribute Importance And Mall Image Perception

MALL ATTRIBUTE IMPORTANCE

TABLE 5.8.25: Comparitive Mall attribute importance of heavy rupee volume patrons

Attribute Importance	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Safety and service	4.0688	4.4112	4.3707	2	3.649	.028
Store and merchandise	4.3446	4.6088	4.5579	2	3.316	.038
Mall ambience and promos	3.8944	4.1575	4.2388	2	2.763	.065
Mall facilities and convenience	4.2923	4.4872	4.5215	2	2.185	.115

The segment of customers who are spending more at the mall have significantly higher expectation on safety and service, store variety and merchandise sold but it is the medium segment that have significantly higher expectations. The heavy rupee volume shoppers have higher expectation from the mall ambience, promotional activities, facilities and the conveniences offered but these are not significantly different from the other two groups.

MALL IMAGE PERCEPTION

TABLE 5.8.26: Comparitive Mall image perception of heavy rupee volume patrons

Attribute performance	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Mall experience	4.2074	4.2475	4.4474	2	2.475	.086
Convenience and Choice	4.2590	4.4000	4.5340	2	3.285	.039
Price	3.4831	3.4900	3.3010	2	.549	.578

While all groups are happy with the experience at the malls, the heavy rupee volume spenders are marginally happier. These customers are also significantly more satisfied with the convenience and choice offered by the malls. All the three groups indicate that they are moderately happy with the prices but among them the heavier segment is significantly less

satisfied according to the data but this is not a significant difference.

Results of Discriminant Analysis

All 44 variables under study were subjected to discriminant analysis to study the ability of the data to predict group membership. In this group membership has been attempted only for the heavy as well as the low segment. The results of the analysis along with selected statistics are presented in the following tables (Table 5.8.27,28,29). In addition the classification matrix in Table 5.11.30 shows how well the analysis distinguishes between the two groups

.TABLE 5.8.27: Predictive model (Canonical Discriminant Function Coefficients **)**

	F	p	Standardized coefficients	Unstandardized coefficients
Ownership-Car	41.794	.000	.362	.740
Purchase-Entertainment	25.951	.000	.413	.346
Purchase-Home needs	19.863	.000	.762	.570
Shopping Orientation-The price sensitive shopper	16.852	.000	-.383	-.327
(Constant)				-1.970

TABLE 5.8.28: Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.544(a)	100.0	100.0	.593

a - First 1 canonical discriminant functions were used in the analysis.

TABLE 5.8.29: Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	p
1	.648	54.266	4	.000

TABLE 5.8 30: Classification Results(a)

		Total Expense in categories	Predicted Group Membership		Total
			0- 3000	More than 12000	
Original	Count	0- 3000	50	13	63
		More than 12000	23	54	77
		Ungrouped cases	31	37	68
	%	0- 3000	79.4	20.6	100.0
		More than 12000	29.9	70.1	100.0
		Ungrouped cases	45.6	54.4	100.0

a - 74.3% of original grouped cases correctly classified.

The heavy spenders at satellite city of Mumbai are older than the other groups but tends to be in the age group of 25-45 yrs and have marginally larger families with more earning members. They own credit cards and cars. They visit more often than the other groups; spend more time with either friends or family at the mall and spend on all categories of products at the mall.

They are high on recreational orientation but can also have a utilitarian orientation. They are also avid window shoppers. Media influences them very little but like the other two groups value self experience and advice from friends and family. Stores and merchandise are the most important mall attributes for them but their interest in Safety and service distinguishes them from the other groups. They are also different from the other two groups in considering that malls are very good at offering convenience and choice to their patrons. Predictable less price-sensitive, they are best discriminated by their ownership of cars and their purchase of entertainment and fashion.

5.9 THE PROFILE OF THE HEAVY SHOPPER AT VADODHARA

The mall customers in the sample fall in the age group of 46-55 (33.4%), 26-35 (26.5%), 36-45 (16.9%), 19-25 (13.2%) and as per the quotas established for sampling the male and female customers were almost equally sampled (50.8% men and 49.2% women). Of these majority were married (79.4%) and were from families that had three to six members (79.2%). Of the families surveyed with children, most had only a single child (52%) and 42.8% had two children in their families. Most families (91.3%) had two or more than two earning members in which (41%) were double income families and 44% were families with three earning members.

74.7% of the families covered in the survey were earning more than Rs.30, 000 per month but the majority income class was Rs.30, 000- Rs.60, 000 (35.7%). Only 1% earn less than Rs.10, 000 per month. The mall patrons sampled were highly educated with almost all having at least a graduate degree or diploma (88%). Additionally, most are employed (80.8%) and majority are salaried employees (41.4%) or have their own business (24.6%) and 14.8% are professionals. A considerable number of housewives (12.8%) was also represented in the sample. The patrons are followers of Hinduism (73.2%), Islam (10.3%), Jainism (7.6%) and Christianity (7.3%). The lifestyle of majority of the patrons includes ownership of credit cards (62.9%), microwave ovens (41.4%), car/s (68.9%) and their own house (75.5%).

Most of the patrons of the malls surveyed at the Baroda had to journey more than 30min to visit the malls/shopping centres (59.1%). Only 40.9% lived within 30 min of the mall/shopping centre (59.6%). The patrons surveyed belonged to different states but more were from the home state of Gujarat (21.5%). The other major states represented in the sample are M.P. (15.6%), U.P. (13.9%) and Maharashtra (7.3%). The major common languages are Gujarati (19.6%), Hindi (39.9%) and Marathi (7.7%) For Details refer TABLE 8.7 in the Annexure

Demographic Profile Of The Heavy Rupee Volume Mall Patrons

AGE

TABLE 5.9.1: Comparitive Age profile of heavy rupee volume patrons

$\chi 2$=14.502, df=4, p=.006, λ=.077, cc=.214			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
New age groups	upto 25	Count	17	19	11	47
		%	13.9%	21.3%	12.1%	15.6%
	26-45	Count	65	25	41	131
		%	53.3%	28.1%	45.1%	43.4%
	more than 45	Count	40	45	39	124
		%	32.8%	50.6%	42.9%	41.1%
Total		Count	122	89	91	302
		%	100.0%	100.0%	100.0%	100.0%

12.1% of the heavy shoppers are in the age group of up to 25, 45.1% are in the age group of 26-45 and 42.9% are in the above 45 age group. The chi-square does indicate a significant difference between the groups. It can be seen that the heavy shoppers are constituted by larger percentage of young shoppers. The older age groups are showing a higher tendency to shop for more.

GENDER

TABLE 5.9.2: Comparitive Gender profile of heavy rupee volume patrons

$\chi 2$=38.744, df=2, p=.000, λ=.217, cc=.338			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Kindly indicate your Gender	Male	Count	41	43	69	153
		%	33.6%	48.3%	76.7%	50.8%
	Female	Count	81	46	21	148

		%	66.4%	51.7%	23.3%	49.2%
Total		Count	122	89	90	301
		%	100.0%	100.0%	100.0%	100.0%

The chi- square analysis indicates a high significance and the data suggests that the heavier shoppers are predominantly male (76.7%).

MARITAL STATUS

TABLE 5.9.3: Comparitive Marital of heavy rupee volume patrons

$\chi 2$=4.962, df=4, p=.291, λ=.008, cc=.127			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your marital status	Married	Count	96	72	71	239
		%	78.7%	81.8%	78.0%	79.4%
	Unmarried	Count	26	16	18	60
		%	21.3%	18.2%	19.8%	19.9%
	Others	Count	0	0	2	2
		%	.0%	.0%	2.2%	.7%
Total		Count	122	88	91	301
		%	100.0%	100.0%	100.0%	100.0%

78.0% of the heavy spenders are married and only 19.8%are unmarried but marital status is not significantly different across segments.

FAMILY SIZE

TABLE 5.9.4: Comparitive Family size of heavy rupee volume patrons

$\chi 2$=19.115, df=6, p=.004, λ=.050, cc=.246			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No.of members in the family	One	Count	0	1	0	1
		%	.0%	1.1%	.0%	.3%
	Two	Count	18	7	3	28
		%	15.0%	8.0%	3.3%	9.4%
	3 - 6	Count	96	70	70	236
		%	80.0%	79.5%	77.8%	79.2%
	More than 6	Count	6	10	17	33
		%	5.0%	11.4%	18.9%	11.1%
Total		Count	120	88	90	298
		%	100.0%	100.0%	100.0%	100.0%

18.9% of the heavy mall patrons belong to families with more than six members and 77.8% belong to families with three to six members. The heavy shoppers tend to have larger families.

NUMBER OF CHILDREN

TABLE 5.9.5: Comparitive Number of children of heavy rupee volume patrons

$\chi2$=26.439, df=6, p=.000, λ=.051, cc=.287			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No. of children	None	Count	29	12	13	54
		%	24.2%	13.8%	14.9%	18.4%
	One	Count	69	46	38	153
		%	57.5%	52.9%	43.7%	52.0%
	Two	Count	21	27	25	73
		%	17.5%	31.0%	28.7%	24.8%
	Three and above	Count	1	2	11	14
		%	.8%	2.3%	12.6%	4.8%
Total		Count	120	87	87	294
		%	100.0%	100.0%	100.0%	100.0%

Majority of the heavy shoppers (43.3%)are parents of single children and the propensity to spend seems to be significantly increasing with increasing number of children.

NUMBER OF EARNING MEMBERS

TABLE 5.9.6: Comparitive Number of earning members of heavy rupee volume patrons

$\chi2$=17.766, df=6, p=.007, λ=.095, cc=.236			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No. of earning members	One	Count	11	4	11	26
		%	9.2%	4.5%	12.1%	8.7%
	Two	Count	42	31	50	123
		%	35.0%	34.8%	54.9%	41.0%
	Three	Count	59	48	25	132
		%	49.2%	53.9%	27.5%	44.0%
	Four or more	Count	8	6	5	19
		%	6.7%	6.7%	5.5%	6.3%
Total		Count	120	89	91	300
		%	100.0%	100.0%	100.0%	100.0%

The finding suggests significant decline in the spending with increased number of earning members. Majority (54.9%)of the heavy spenders tend to be from families with two earning members, 27.5% have three earning members and 12.1% have a single earning member.

APPROXIMATE MONTHLY INCOME

TABLE 5.9.7: Comparitive Approximate household income of of heavy rupee volume patrons

$\chi2$=41.717, df=10, p=.000, λ=.156, cc=.484			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your approximate monthly household income before taxes?	Less than Rs.10,000	Count	3	0	0	3
		%	2.5%	.0%	.0%	1.0%
	Between Rs.10,000 and Rs.30,000	Count	50	9	14	73
		%	41.0%	10.2%	15.6%	24.3%
	Between Rs.30,000 and Rs.60,000	Count	54	35	18	107
		%	44.3%	39.8%	20.0%	35.7%
	Between Rs.60,000 and Rs.1 Lakh	Count	13	33	32	78
		%	10.7%	37.5%	35.6%	26.0%
	Between Rs.1 Lakh and 5 lakhs	Count	1	10	14	25
		%	.8%	11.4%	15.6%	8.3%
	More than 5 lakhs	Count	1	1	12	14
		%	.8%	1.1%	13.3%	4.7%
Total		Count	122	88	90	300
		%	100.0%	100.0%	100.0%	100.0%

Monthly income is significantly different between the three groups as can be expected. The heavy spenders fall predominantly (35.6%)in the income group of Rs.60, 000 to Rs100, 000. The next major group is in the income class of Rs30, 000 to Rs60, 000. 64.5% have an income of over Rs60, 000.

OCCUPATION

TABLE 5.9.8: Comparitive Occupational profile of heavy rupee volume patrons

$\chi2$=54.896, df=12, p=.000, λ=.099, cc=.395			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your occupation	Professional	Count	7	17	20	44
		%	5.9%	19.5%	22.0%	14.8%
	Own business	Count	19	24	30	73
		%	16.0%	27.6%	33.0%	24.6%
	Salaried employee	Count	70	23	30	123
		%	58.8%	26.4%	33.0%	41.4%
	Housewife	Count	21	13	4	38

		%	17.6%	14.9%	4.4%	12.8%
	Retired	Count	2	1	0	3
		%	1.7%	1.1%	.0%	1.0%
	Student	Count	0	9	6	15
		%	.0%	10.3%	6.6%	5.1%
	Others	Count	0	0	1	1
		%	.0%	.0%	1.1%	.3%
Total		Count	119	87	91	297
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers in this sample have 22% of professionals and 33.0% salaried employees among them. 33.0% have their own business. The propensity to patronize a mall seems to be markedly strong among the businessmen at Baroda.

EDUCATION

TABLE 5.9.9: Comparitive Educational profile of heavy rupee volume patrons

$\chi 2$=33.862, df=8, p=.000, λ=.078, cc=.318			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your highest Qualification.	Professional	Count	8	12	23	43
		%	6.6%	13.6%	25.3%	14.3%
	Postgraduate	Count	21	21	24	66
		%	17.2%	23.9%	26.4%	21.9%
	Graduate / Diploma	Count	83	42	34	159
		%	68.0%	47.7%	37.4%	52.8%
	10th	Count	6	13	9	28
		%	4.9%	14.8%	9.9%	9.3%
	Below 10th	Count	4	0	1	5
		%	3.3%	.0%	1.1%	1.7%
Total		Count	122	88	91	301
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers tend to be better educated than the others. 25.3% Professionals, 26.4% Postgraduates, 37.4% Graduate / Diploma holders constitute most of this segment.

RELIGION

TABLE 5.9.10: Comparitive Religious affiliation of heavy rupee volume patrons

$\chi2$=15.512, df=8, p=.050, λ=.054, cc=.221			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Kindly indicate your religion	Hinduism	Count	97	60	64	221
		%	79.5%	67.4%	70.3%	73.2%
	Islam	Count	9	14	8	31
		%	7.4%	15.7%	8.8%	10.3%
	Christianity	Count	10	8	4	22
		%	8.2%	9.0%	4.4%	7.3%
	Jainism	Count	6	5	12	23
		%	4.9%	5.6%	13.2%	7.6%
	Buddhism	Count	0	2	3	5
		%	.0%	2.2%	3.3%	1.7%
Total		Count	122	89	91	302
		%	100.0%	100.0%	100.0%	100.0%

70.3% of the heavy shoppers identified themselves as followers of Hinduism, 8.8% as followers of Islam, 7.6% as followers of Jainism and 4.4% as followers of Christianity. There is no statistically significant difference between the groups on this variable.

STATE OF ORIGIN

TABLE 5.9.11: Comparitive State of Origin profile of heavy rupee volume patrons

$\chi2$=89.986, df=36, p=000, λ=.106, cc=.479			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please write which state you belong to	Andhra Pradesh	Count	4	10	1	15
		%	3.3%	11.2%	1.1%	5.0%
	Assam	Count	1	0	0	1
		%	.8%	.0%	.0%	.3%
	Bihar	Count	0	2	0	2
		%	.0%	2.2%	.0%	.7%
	Goa	Count	0	1	0	1
		%	.0%	1.1%	.0%	.3%
	Gujarat	Count	26	14	25	65
		%	21.3%	15.7%	27.5%	21.5%
	Haryana	Count	1	0	0	1
		%	.8%	.0%	.0%	.3%
	Himachal Pradesh	Count	1	1	0	2
		%	.8%	1.1%	.0%	.7%
	Jammu and	Count	8	2	0	10

	Kashmir	%	6.6%	2.2%	.0%	3.3%
	Karnataka	Count	10	3	3	16
		%	8.2%	3.4%	3.3%	5.3%
	Kerala	Count	2	0	0	2
		%	1.6%	.0%	.0%	.7%
	Madhya Pradesh	Count	8	16	23	47
		%	6.6%	18.0%	25.3%	15.6%
	Maharashtra	Count	14	7	1	22
		%	11.5%	7.9%	1.1%	7.3%
	Orissa	Count	13	7	0	20
		%	10.7%	7.9%	.0%	6.6%
	Punjab	Count	3	0	2	5
		%	2.5%	.0%	2.2%	1.7%
	Rajasthan	Count	7	4	6	17
		%	5.7%	4.5%	6.6%	5.6%
	Tamil Nadu	Count	6	3	1	10
		%	4.9%	3.4%	1.1%	3.3%
	Uttar Pradesh	Count	8	10	24	42
		%	6.6%	11.2%	26.4%	13.9%
	West Bengal	Count	6	3	2	11
		%	4.9%	3.4%	2.2%	3.6%
	National Capital Territory of Delhi	Count	4	6	3	13
		%	3.3%	6.7%	3.3%	4.3%
Total		Count	122	89	91	302
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers were from the home state of Gujarat (27.5%), U.P. (26.4%) and M.P. (25.3%).

MOTHER TONGUE

TABLE 5.9.12: Comparitive Mother tongue profile of heavy rupee volume patrons

$\chi 2$=49.965, df=32, p=.022, λ=042, cc=.386			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please write which is your mother tongue	Assamese/ Asomiya	Count	1	0	0	1
		%	.8%	.0%	.0%	.3%
	Bengali/Bangla	Count	8	3	2	13
		%	6.6%	3.5%	2.6%	4.5%
	Dogri	Count	0	1	0	1
		%	.0%	1.2%	.0%	.3%
	Gujarati	Count	24	15	17	56
		%	19.7%	17.4%	21.8%	19.6%

	Hindi	Count	37	35	42	114
		%	30.3%	40.7%	53.8%	39.9%
	Kannada	Count	9	3	3	15
		%	7.4%	3.5%	3.8%	5.2%
	Maithili	Count	0	1	0	1
		%	.0%	1.2%	.0%	.3%
	Malayalam	Count	2	0	0	2
		%	1.6%	.0%	.0%	.7%
	Marathi	Count	11	7	4	22
		%	9.0%	8.1%	5.1%	7.7%
	Oriya	Count	12	7	0	19
		%	9.8%	8.1%	.0%	6.6%
	Punjabi	Count	4	0	2	6
		%	3.3%	.0%	2.6%	2.1%
	Sindhi	Count	2	0	5	7
		%	1.6%	.0%	6.4%	2.4%
	Tamil	Count	5	3	0	8
		%	4.1%	3.5%	.0%	2.8%
	Telugu	Count	4	5	2	11
		%	3.3%	5.8%	2.6%	3.8%
	Urdu	Count	2	3	0	5
		%	1.6%	3.5%	.0%	1.7%
	English	Count	1	1	1	3
		%	.8%	1.2%	1.3%	1.0%
	Other Foreign Language	Count	0	2	0	2
		%	.0%	2.3%	.0%	.7%
Total		Count	122	86	78	286
		%	100.0%	100.0%	100.0%	100.0%

The majority mother tongue spoken is Hindi (53.8%) though there are a number of other languages spoken by the patrons. Gujarathi is spoken by 21.8% of the patrons and Sindhi is spoken by 6.4% of the patrons in the sample.

OWNERSHIP OF CREDIT CARD

TABLE 5.9.13: Comparitive Credit card ownership profile of heavy rupee volume patrons

$\chi 2$=4.940, df=2, p=.085, λ=.000, cc=.127			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of credit card	Yes	Count	69	56	65	190
		%	56.6%	62.9%	71.4%	62.9%
	No	Count	53	33	26	112

		%	43.4%	37.1%	28.6%	37.1%
Total		Count	122	89	91	302
		%	100.0%	100.0%	100.0%	100.0%

Ownership of credit cards has not been found to be a highly significant feature differentiating the heavy rupee volume shoppers. The access to a credit card is seen to be similar in all three groups and marginally high in the heavy rupee volume consumers. 71.4% of the heavy shoppers own credit cards.

OWNERSHIP OF MICROWAVE

TABLE 5.9.14: Comparitive Microwave ownership profile of heavy rupee volume patrons

$\chi 2$=41.930, df=2, p=.000, λ=.190, cc=.349			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of Microwave	Yes	Count	25	42	58	125
		%	20.5%	47.2%	63.7%	41.4%
	No	Count	97	47	33	177
		%	79.5%	52.8%	36.3%	58.6%
Total		Count	122	89	91	302
		%	100.0%	100.0%	100.0%	100.0%

The ownership of microwaves has been found to be a significant feature differentiating the heavy rupee volume shoppers. 63.7% of the heavy shoppers own one vis-à-vis only 20.5% of the low rupee volume shoppers.

OWNERSHIP OF CAR

TABLE 5.9.15: Comparitive Car ownership profile of heavy rupee volume patrons

$\chi 2$=21.985, df=2, p=.000, λ=.036, cc=.260			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of Car	Yes	Count	67	64	77	208
		%	54.9%	71.9%	84.6%	68.9%
	No	Count	55	25	14	94
		%	45.1%	28.1%	15.4%	31.1%
Total		Count	122	89	91	302
		%	100.0%	100.0%	100.0%	100.0%

The ownership if car/s is higher among the higher purchase group. 84.6% of them own at least one car while only 54.9% of the low rupee volume consumers own a car.

OWNERSHIP OF HOUSE

TABLE 5.9.16: Comparitive House ownership profile of heavy rupee volume patrons

$\chi 2$=.992, df=2, p=.609, λ=.000, cc=.057			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of Own house	Yes	Count	91	65	72	228
		%	74.6%	73.0%	79.1%	75.5%
	No	Count	31	24	19	74
		%	25.4%	27.0%	20.9%	24.5%
Total		Count	122	89	91	302
		%	100.0%	100.0%	100.0%	100.0%

Ownership of a house, though, is not significantly different between the three purchase groups. Only marginally higher than the other two groups 79.1% of the heavy purchase segment owns their own house.

TIME TO REACH THE MALL BY CAR

TABLE 5.9.17: Comparitive time taken to reach the mall of heavy rupee volume patrons

$\chi 2$=28.081, df=6, p=.000, λ=.041, cc=.294			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Kindly indicate how much time it will take to reach this mall from your home by car	Less than 15 min	Count	3	8	15	26
		%	2.5%	9.4%	16.5%	8.8%
	Between 15 to 30 min away	Count	35	27	33	95
		%	29.2%	31.8%	36.3%	32.1%
	Between 30 min to 1hr away	Count	46	24	36	106
		%	38.3%	28.2%	39.6%	35.8%
	More than 1 hr away	Count	36	26	7	69
		%	30.0%	30.6%	7.7%	23.3%
Total		Count	120	85	91	296
		%	100.0%	100.0%	100.0%	100.0%

Majority of the patrons (52.8%) spending more than Rs.12, 000 per month at the mall seem to be from within thirty minutes of the mall though almost the same number travel more than 30 min to reach the shopping centres (47.3%). But it is significant to not that the heavier shoppers tend to be from near the mall or shopping centre.

TOTAL MALL VISITS (in three months)

TABLE 5.9.18: Comparitive mall visits profile of heavy rupee volume patrons

$\chi 2$=110.453, df=8, p=.000, λ=.326, cc=.517			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Total number of mall visits in categories	Up to 10	Count	117	55	25	197
		%	95.9%	61.8%	27.5%	65.2%
	11 to 20	Count	4	31	57	92
		%	3.3%	34.8%	62.6%	30.5%
	21 to 30	Count	0	2	6	8
		%	.0%	2.2%	6.6%	2.6%
	31 to 40	Count	1	1	2	4
		%	.8%	1.1%	2.2%	1.3%
	More than 40	Count	0	0	1	1
		%	.0%	.0%	1.1%	.3%
Total		Count	122	89	91	302
		%	100.0%	100.0%	100.0%	100.0%

The frequency of mall/shopping centre visits are predictably higher for the patrons who visit more often.62.6% of the heavy shoppers visit between 11 to 20 times in three months. Very few patrons visit more than 20 times (9.9%).

TIME SPEND AT THE MALL

TABLE 5.9.19: Comparitive Time spent at the mall of heavy rupee volume patrons

$\chi 2$=35.964, df=4, p=.000, λ=.091, cc=.328			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
On an average how much time do you spend in a mall per visit?	Less than two hours	Count	14	13	22	49
		%	11.6%	14.6%	25.0%	16.4%
	Two to Four hours	Count	99	70	42	211
		%	81.8%	78.7%	47.7%	70.8%
	Four to six hours	Count	8	6	24	38
		%	6.6%	6.7%	27.3%	12.8%
Total		Count	121	89	88	298
		%	100.0%	100.0%	100.0%	100.0%

The customers who spend more also show a tendency to spend more time in the shopping center. 47.7% of the heavy shoppers spend close to two to four hours at the mall and 27.3% spend more than four hours.

MALL ACTIVITIES

TABLE 5.9.20: Comparitive mall activities profile of heavy rupee volume patrons

Mall activities	MEAN			df	F	p.
	0- 3000	3001-12000	More than 12000			
Chill with friends	3.8336	3.9675	3.5390	2	5.092	.007
Family Shopping	4.1543	4.4302	4.2992	2	5.065	.007

It can be seen from the mean values that the heavier spending groups does not to see shopping as an activity to spend time with their friends and while the medium shoppers show a tendency to visit shopping centres with family, this is not very evident in the heavy shopping segment.

PURCHASE CATEGORIES

TABLE 5.9.21: Comparitive Purchase categories profile of heavy rupee volume patrons

Purchase	MEAN			df	F	p.
	0- 3000	3001-12000	More than 12000			
Knick Knacks	3.7199	3.6867	3.4167	2	2.538	.081
Entertainment	3.8534	4.0627	3.6863	2	3.937	.021
Fashion	3.9133	4.0744	4.0512	2	1.214	.299
Home needs	3.3390	3.9483	3.7241	2	10.345	.000

Significant difference in the spending pattern is not evident in the frequency of purchase of Fashion, which is high in all three groups. The heavy spenders spend less on Knick knacks and entertainment but more on Home needs. The data also could indicate that the heavy rupee volume purchasers are purchasing larger ticket items when they shop and probably do not perceive themselves as frequent spenders.

Shopping Orientation, Values And Lifestyle

SHOPPING ORIENTATION

TABLE 5.9. 22: Comparitive Shopping orientation profile of heavy rupee volume patrons

Shopping Orientation	MEAN			df	F	p.
	0- 3000	3001-12000	More than 12000			
The utilitarian shopper	2.8592	3.3554	3.3333	2	13.619	.000
The window shopper	3.9103	4.1088	3.9307	2	2.833	.061

The price sensitive shopper	3.9472	4.1255	3.7008	2	7.835	.000
The recreational shopper	3.4316	3.7619	3.6667	2	4.601	.011

The window-shopping orientation scores for the three groups are almost identical and no significant differences are found. But, the heavy spenders and medium spenders have significantly higher recreational orientation and utilitarian orientation. They are also lower than the other two groups in price sensitivity.

VALUES

TABLE 5.9.23: Comparitive Values profile of heavy rupee volume patrons

Values	MEAN			df	F	p.
	0- 3000	3001-12000	More than 12000			
Respect and Belonging	4.5442	4.5407	3.9943	2	23.061	.000
Fun	4.4833	4.6512	4.1250	2	10.338	.000
Security	3.6364	4.2299	4.3182	2	9.370	.000

All groups show strong belief in the values like respect for tradition, respect for self, fun, accomplishment, security etc. Significant differences are evident between in the groups on all the values. The medium and heavy spenders cherish “Security” more. Fun and Respect and belonging seem to mean less to the heavy spenders when compared to the other two groups.

LIFESTYLE

TABLE 5.9.24: Comparitive Lifestyle profile of heavy rupee volume patrons

Lifestyle	MEAN			df	F	p.
	0- 3000	3001-12000	More than 12000			
Active	3.3220	4.0488	3.8217	2	15.813	.000
Homebound	4.2899	4.4360	3.9821	2	8.214	.000
Media	3.8846	4.1790	3.6500	2	5.794	.003
Self and Social circle	4.5758	4.6217	4.4129	2	3.934	.021

The medium and heavy shoppers show a propensity to a more active lifestyle. The heavy shoppers have also reported lower preference for homebound activities. Both distinctions have been analyzed as statistically significant. Media has a distinctly lower influence on the heavy shoppers .The heavy shoppers are interestingly also less influenced by their social circle in

making decisions to a significant extend though all three groups acknowledge the role of self and social group in making decisions.

Mall Attribute Importance And Mall Image Perception

MALL ATTRIBUTE IMPORTANCE

TABLE 5.9.25: Comparitive Mall attribute importance of heavy rupee volume patrons

Attribute Importance	MEAN			df	F	p.
	0- 3000	3001-12000	More than 12000			
Safety and service	3.9433	4.3081	4.2585	2	9.092	.000
Store and merchandise	4.4208	4.4339	4.2762	2	2.270	.105
Mall ambiance and promos	4.1777	4.3244	4.0559	2	3.333	.037
Mall facilities and convenience	4.5292	4.5174	4.2040	2	10.520	.000

All the customers have high expectation from malls regarding all attributes. While no significant difference is evident in the importance of store and merchandise, distinctly higher desire for safety and service is evident in the medium and heavy segments. While the medium segment is desirous of the mall promotions and ambience, the heavy spending patrons are less fussy about this. This importance for the attribute facilities and convenience is also significantly lower for the heavy rupee volume purchasers.

MALL IMAGE PERCEPTION

TABLE 5.9.26: Comparitive Mall image perception of heavy rupee volume patrons

Attribute performance	MEAN			df	F	p.
	0- 3000	3001-12000	More than 12000			
Mall experience	4.1889	4.4504	4.3176	2	5.525	.004
Convenience and Choice	4.4033	4.5310	4.2140	2	7.916	.000
Price	2.7833	3.1176	3.5506	2	11.132	.000

All groups are happy with the experience at the malls and the Convenience and choice offered and this is more evident in the medium and heavy shoppers. But price is an aspect that has not highly satisfied any group but the heavier spenders are definitely happier with the prices charged by mall stores.

Results of Discriminant Analysis

All 44 variables under study were subjected to discriminant analysis to study the ability of the data to predict group membership. In this group membership has been attempted only for the heavy as well as the low segment. The results of the analysis along with selected statistics are presented in the following tables (Table 5.9.27,28,29). In addition the classification matrix in Table 5.11.30 shows how well the analysis distinguishes between the two groups.

TABLE 5.9.27: Predictive model (Canonical Discriminant Function Coefficients**)**

	F	p	Standardized coefficients	Unstandardized coefficients
Purchase-Entertainment	32.005	.000	-.591	-.718
Purchase- Fashion	37.793	.000	-.358	-.431
Purchase-Home needs	31.655	.000	.723	.735
Mall attribute imp-Mall facilities and convenience	33.594	.000	-.417	-.817
Mall image perception-Price	34.586	.000	.731	.744
Value- Security	30.865	.000	.390	.273
Occupation-Retired	28.626	.000	-.377	-4.185
Ownership-Credit Card	26.952	.000	-.256	-.510
Ownership-Microwave	26.079	.000	.501	1.201
Monthly household income	24.467	.000	.651	.000
(Constant)				1.733

TABLE 5.9.28: Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	2.165(a)	100.0	100.0	.827

a - First 1 canonical discriminant functions were used in the analysis.

TABLE 5.9.29: Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.316	134.811	10	.000

TABLE 5.9.30: Classification Results(a)

		Total Expense in categories	Predicted Group Membership		Total
			0- 3000	more than 12000	
Original	Count	0- 3000	102	12	114
		more than 12000	15	66	81
		Ungrouped cases	39	39	78
	%	0- 3000	89.5	10.5	100.0
		more than 12000	18.5	81.5	100.0
		Ungrouped cases	50.0	50.0	100.0

a 86.2% of original grouped cases correctly classified.

Heavy shoppers at the malls and shopping centres at Baroda are constituted by a larger number of older shoppers. Predominantly male, they have larger families with more children. The mall seems to be patronized by the educated Baroda businessmen. Ownership of products like microwave and cars is heavier among the heavier shopping segments. They tend to live near the malls and visit the shopping centres within both friends and family but more often with family. When they do they buy significantly more of home needs and entertainment. Though higher on recreational orientation they can also be utilitarian and consider themselves price-sensitive. They tend to be less traditional than the other two groups and value fun. They also lead a more active lifestyle and ore less homebound than the other two groups. They are more influenced by their own experience and the suggestions of immediate friends and family than media. In malls they look for safety and service and also feel that ambiance and mall facilities are important. They are also satisfied with all mall attributes including price. They differ from the other two groups on many factors but the highest influence is their propensity to spend on fashion, entertainment and home needs. They are likely to perceive mall stores as reasonably priced.

5.10 RESULTS OF HYPOTHESIS TESTING

Demographics

Ha1: The demographic profile of the heavy, medium and low rupee volume purchasers are significantly different

Chi-square test was run to test for significant differences in demographics within the expense categories after formulating null hypothesis for testing the demographic variables. Lambda was

tabulated to indicate the direction of association and the contingency coefficient was calculated for an indication of the strength of association.

AGE

Ho: The age profile of the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.1: Cross tabulation with Chi-square of Age

$\chi2$=7.252, df=4, p=. 123, λ=. 003, cc=. 052			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
New age groups	upto 25	Count	242	252	209	703
		%	27.8%	26.2%	23.7%	25.9%
	26-45	Count	386	464	409	1259
		%	44.3%	48.2%	46.4%	46.4%
	more than 45	Count	243	247	263	753
		%	27.9%	25.6%	29.9%	27.7%
Total		Count	871	963	881	2715
		%	100.0%	100.0%	100.0%	100.0%

This null hypothesis is accepted since no significant difference (p=. 123) was found in the age groups through the heavy purchasers were marginally older than the low rupee volume consumers at the mall.

GENDER

Ho: The gender profile of the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.2: Cross tabulation with Chi-square of Gender

$\chi2$=12.303, df=2, p=. 002, λ=. 859, cc=. 068			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Kindly indicate your Gender	Male	Count	429	525	506	1460
		%	49.8%	55.2%	58.1%	54.4%
	Female	Count	432	426	365	1223
		%	50.2%	44.8%	41.9%	45.6%
Total		Count	861	951	871	2683
		%	100.0%	100.0%	100.0%	100.0%

Support was not found for this null hypothesis (p=. 002). An examination of the spending pattern across the Genders indicates that while the heavy spenders were constituted by 58.1% of men, women were only 41.9%. At the same time among the light spenders, the women constitute a slightly larger percentage than the men (50.2% female, 49.8% men).

MARITAL STATUS

Ho: The marital status of the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.3: Cross tabulation with Chi-square of Marital Status

$\chi 2$=8.211, df=8, p=. 413, λ=. 003, cc=. 056			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your marital status	Married	Count	522	586	552	1660
		%	61.5%	62.0%	64.1%	62.5%
	Unmarried	Count	312	343	287	942
		%	36.7%	36.3%	33.3%	35.5%
	Others	Count	15	16	22	53
		%	1.7%	1.7%	2.5%	2.1%
Total		Count	849	945	861	2655
		%	100.0%	100.0%	100.0%	100.0%

This null hypothesis was supported by data since no significant difference (p= .413) could be concluded though the heavy spenders have a marginally higher percentage of married patrons.

FAMILY SIZE

Ho: The family size of the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.4: Cross tabulation with Chi-square of Family size

$\chi 2$=26.574, df=8, p=.001, λ=.018, cc=.003			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No. of members in the family	One	Count	13	21	15	49
		%	1.7%	2.4%	1.8%	2.0%
	Two	Count	116	143	110	369
		%	15.1%	16.0%	13.3%	14.8%
	3 – 6	Count	564	625	556	1745
		%	73.2%	70.1%	67.4%	70.2%

	More than 6	Count	77	103	144	324
		%	10.0%	11.4%	17.5%	13.0%
Total		Count	770	892	825	2487
		%	100.0%	100.0%	100.0%	100.0%

Support was not found for this null hypothesis since the study indicates that 17.5% of the heavy purchasers had families with more than 6 members, while large families constitute only 10% of the low rupee volume shopper segment. The p value of .001 indicates that this difference is significant.

NUMBER OF CHILDREN

Ho: The number of children of the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.5: Cross tabulation with Chi-square of No. of Children

$\chi 2$=14.133, df=8, p=.078, λ=.007, cc=.078			Total Expense in categories			
			0- 3000	3001-12000	more than 12000	Total
No. of children	None	Count	283	317	272	872
		%	39.2%	38.1%	35.4%	37.5%
	One	Count	257	300	261	818
		%	35.6%	36.1%	33.9%	35.2%
	Two	Count	154	178	180	512
		%	21.3%	21.4%	23.4%	22.0%
	Three and above	Count	28	37	55	120
		%	3.9%	4.4%	7.2%	5.2%
	6	Count	0	0	1	1
		%	.0%	.0%	.1%	.0%
Total		Count	722	832	769	2323
		%	100.0%	100.0%	100.0%	100.0%

Data supported this hypothesis. Significant difference at .05 levels was not found. Majority of the mall patrons tended to have single children. Though a marginal increase was found in the spending pattern of the individuals with more children it was not significant (p=. 078)

NUMBER OF EARNING MEMBERS

Ho: The number of earning members in the families of the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.6: Cross tabulation with Chi-square of No. of earning members

$\chi2$=8.225, df=6, p=. 222, λ=. 010 cc=. 057			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No. of earning members	One	Count	181	190	162	533
		%	22.8%	21.3%	19.2%	21.1%
	Two	Count	334	401	350	1085
		%	42.0%	45.0%	41.5%	42.9%
	Three	Count	195	216	230	641
		%	24.5%	24.2%	27.3%	25.3%
	Four or more	Count	85	85	101	271
		%	10.7%	9.5%	12.0%	10.7%
Total		Count	795	892	843	2530
		%	100.0%	100.0%	100.0%	100.0%

Support was found for this null hypothesis. No significant difference (p = .222) is indicated by the data.

APPROXIMATE MONTHLY INCOME

Ho: The income profile of the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.7: Cross tabulation with Chi-square of monthly income

$\chi2$=118.374, df=10, p=. 000, λ=. 040., cc=. 209			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your approximate monthly household income before taxes?	Less than Rs.10, 000	Count	109	86	51	246
		%	13.1%	9.3%	6.0%	9.5%
	Between Rs.10, 000 and Rs.30, 000	Count	333	259	236	828
		%	40.0%	28.2%	27.8%	31.8%
	Between Rs.30, 000 and Rs.60, 000	Count	215	259	205	679
		%	25.8%	28.2%	24.1%	26.1%
	Between Rs.60, 000 and Rs.1 Lakh	Count	102	187	191	480
		%	12.3%	20.3%	22.5%	18.5%
	Between Rs.1	Count	57	104	115	276

	Lakh and 5 Lakhs	%	6.9%	11.3%	13.5%	10.6%
	More than 5 lakhs	Count	16	25	51	92
		%	1.9%	2.7%	6.0%	3.5%
Total		Count	832	920	849	2601
		%	100.0%	100.0%	100.0%	100.0%

This null hypothesis was not accepted since the data indicates a significant difference (p=.000) in the income profiles of the three segments. An examination of the spending pattern indicates that while 42% of the heavy spenders fall in the income category above Rs.60, 000, only 21.1% of the respondents among the light spenders fall in the same category.

OCCUPATION

Ho: The occupational profile of the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.8: Cross tabulation with Chi-square of Occupation

$\chi 2$=48.426, df=14, p=.000, λ=.016, cc=.134			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your occupation	Professional	Count	116	181	181	478
		%	13.8%	19.4%	20.9%	18.1%
	Own business	Count	117	170	187	474
		%	13.9%	18.2%	21.6%	17.9%
	Salaried employee	Count	352	327	279	958
		%	42.0%	35.0%	32.2%	36.3%
	Housewife	Count	102	102	88	292
		%	12.2%	10.9%	10.1%	11.1%
	Retired	Count	31	26	37	94
		%	3.7%	2.8%	4.3%	3.6%
	Unemployed	Count	11	9	7	27
		%	1.3%	1.0%	.8%	1.0%
	Student	Count	103	111	83	297
		%	12.3%	11.9%	9.6%	11.2%
	Others (please specify…….	Count	7	9	5	21
		%	.8%	1.0%	.6%	.8%
Total		Count	839	935	867	2641
		%	100.0%	100.0%	100.0%	100.0%

The data on the occupations of the three customer segments found significant difference (p=. 000) in their occupational profile. A visual examination of the data also confirms this finding. The heavy shoppers are comprised of more professionals and businessmen and of less number of salaried employees, unemployed and students.

EDUCATION

Ho: The educational profile of the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.9 : Cross tabulation with Chi-square of Education

X2=48.871, df=10, p=.000, λ=.021, cc=.134			Total Expense in categories			
			0- 3000	3001-12000	more than 12000	Total
Please indicate your highest Qualification.	Professional	Count	135	194	217	546
		%	15.7%	20.4%	24.9%	20.3%
	Postgraduate	Count	225	292	269	786
		%	26.2%	30.7%	30.8%	29.3%
	Graduate / Diploma	Count	422	386	333	1141
		%	49.1%	40.5%	38.1%	42.5%
	10th	Count	59	71	40	170
		%	6.9%	7.5%	4.6%	6.3%
	Below 10th	Count	19	9	14	42
		%	2.2%	.9%	1.6%	1.5%
Total		Count	860	952	873	2685
		%	100.0%	100.0%	100.0%	100.0%

The educational profile of the three groups indicated a significant difference (P= .000) between them. The heavier purchasers tended to hold higher qualifications than the low rupee volume spenders.

RELIGION

H1i: The religious affiliation of the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.10: Cross tabulation with Chi-square of Religion

$\chi 2$=12.004, df=14, p=.606, λ=.007, cc=.067			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Kindly indicate your religion	Hinduism	Count	645	707	624	1976
		%	74.7%	74.0%	71.6%	73.5%
	Islam	Count	78	97	91	266
		%	9.0%	10.2%	10.4%	9.9%
	Christianity	Count	84	86	94	264
		%	9.7%	9.0%	10.8%	9.8%
	Jainism	Count	36	30	37	103
		%	4.2%	3.1%	4.2%	3.8%
	Buddhism	Count	5	10	10	25
		%	.6%	1.0%	1.1%	.9%
	Zoroastrianism	Count	2	4	1	7
		%	.2%	.4%	.1%	.3%
	None	Count	6	5	3	14
		%	.7%	.5%	.3%	.5%
	Others	Count	7	16	12	35
		%	.8%	1.7%	1.4%	1.3%
Total		Count	863	955	872	2690
		%	100.0%	100.0%	100.0%	100.0 %

The null hypothesis is accepted and no significant differences in the religious affiliation is indicated by the data

STATE OF ORIGIN

Ho: The state of origin of the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.11: Cross tabulation with Chi-square of state of origin

$\chi 2$=91.988, df=56, p=. 002, λ=.030, cc=. 197			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please write which state you belong to	Andhra Pradesh	Count	127	156	101	384
		%	16.8%	18.9%	14.3%	16.8%
	Arunachal Pradesh	Count	0	0	1	1
		%	.0%	.0%	.1%	.0%
	Assam	Count	5	1	4	10
		%	.7%	.1%	.6%	.4%

	Bihar	Count	14	13	24	51
		%	1.9%	1.6%	3.4%	2.2%
	Chhattisgarh	Count	3	6	2	11
		%	.4%	.7%	.3%	.5%
	Goa	Count	6	15	9	30
		%	.8%	1.8%	1.3%	1.3%
	Gujarat	Count	61	56	54	171
		%	8.1%	6.8%	7.7%	7.5%
	Haryana	Count	16	13	13	42
		%	2.1%	1.6%	1.8%	1.8%
	Himachal Pradesh	Count	7	5	3	15
		%	.9%	.6%	.4%	.7%
	Jammu and Kashmir	Count	14	11	5	30
		%	1.9%	1.3%	.7%	1.3%
	Jharkhand	Count	7	2	3	12
		%	.9%	.2%	.4%	.5%
	Karnataka	Count	77	77	92	246
		%	10.2%	9.3%	13.0%	10.8%
	Kerala	Count	28	31	19	78
		%	3.7%	3.8%	2.7%	3.4%
	Madhya Pradesh	Count	30	43	45	118
		%	4.0%	5.2%	6.4%	5.2%
	Maharashtra	Count	158	186	126	470
		%	20.9%	22.6%	17.9%	20.6%
	Manipur	Count	2	2	4	8
		%	.3%	.2%	.6%	.4%
	Meghalaya	Count	1	1	0	2
		%	.1%	.1%	.0%	.1%
	Mizoram	Count	0	1	1	2
		%	.0%	.1%	.1%	.1%
	Nagaland	Count	1	0	2	3
		%	.1%	.0%	.3%	.1%
	Orissa	Count	20	21	4	45
		%	2.6%	2.5%	.6%	2.0%
	Punjab	Count	22	25	32	79
		%	2.9%	3.0%	4.5%	3.5%
	Rajasthan	Count	29	24	24	77
		%	3.8%	2.9%	3.4%	3.4%
	Sikkim	Count	2	0	3	5
		%	.3%	.0%	.4%	.2%
	Tamil Nadu	Count	38	29	19	86
		%	5.0%	3.5%	2.7%	3.8%
	Uttar Pradesh	Count	62	78	91	231
		%	8.2%	9.5%	12.9%	10.1%
	Uttarakhand	Count	5	0	2	7

		%	.7%	.0%	.3%	.3%
	West Bengal	Count	13	16	13	42
		%	1.7%	1.9%	1.8%	1.8%
	Chandigarh	Count	0	1	0	1
		%	.0%	.1%	.0%	.0%
	National Capital Territory of Delhi	Count	8	11	9	28
		%	1.1%	1.3%	1.3%	1.2%
Total		Count	756	824	705	2285
		%	100.0%	100.0%	100.0%	100.0%

A significant difference (p=.002) is indicated by the data on the state of origin of the segments of mall patrons. An examination of the states represented by a sample of more than 75 members, indicate that people from Karnataka, Madhya Pradesh, Punjab and U.P tend to spend heavily while people from Maharashtra and Andhra Pradesh are medium rupee volume spenders. People from Tamil Nadu seem to be poor spenders while those from Gujarat tend to either heavy purchasers or low purchasers.

MOTHER TONGUE

H1k: The mother tongues of the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.12: Cross tabulation with Chi-square of Mother Tongue

$\chi 2$=93.079, df=46, p=.000, λ=.031, cc=187			Total Expense in categories			
			0- 3000	3001-12000	more than 12000	Total
Please write which is your mother tongue	Assamese/ Asomiya	Count	6	1	4	11
		%	.7%	.1%	.5%	.4%
	Bengali/Bangla	Count	21	26	19	66
		%	2.5%	2.8%	2.3%	2.6%
	Bodo	Count	1	0	0	1
		%	.1%	.0%	.0%	.0%
	Dogri	Count	0	2	0	2
		%	.0%	.2%	.0%	.1%
	Gujarati	Count	82	93	64	239
		%	9.9%	10.1%	7.7%	9.3%
	Hindi	Count	258	278	341	877
		%	31.0%	30.3%	41.2%	34.0%
	Kannada	Count	49	60	65	174

		%	5.9%	6.5%	7.9%	6.8%
	Kashmiri	Count	4	4	3	11
		%	.5%	.4%	.4%	.4%
	Konkani	Count	8	12	10	30
		%	1.0%	1.3%	1.2%	1.2%
	Maithili	Count	0	2	0	2
		%	.0%	.2%	.0%	.1%
	Malayalam	Count	35	38	22	95
		%	4.2%	4.1%	2.7%	3.7%
	Manipuri	Count	2	1	4	7
		%	.2%	.1%	.5%	.3%
	Marathi	Count	83	93	60	236
		%	10.0%	10.1%	7.2%	9.2%
	Nepali	Count	2	0	4	6
		%	.2%	.0%	.5%	.2%
	Oriya	Count	22	22	3	47
		%	2.6%	2.4%	.4%	1.8%
	Punjabi	Count	33	49	42	124
		%	4.0%	5.3%	5.1%	4.8%
	Sanskrit	Count	0	0	1	1
		%	.0%	.0%	.1%	.0%
	Santhali	Count	0	1	0	1
		%	.0%	.1%	.0%	.0%
	Sindhi	Count	10	7	15	32
		%	1.2%	.8%	1.8%	1.2%
	Tamil	Count	44	37	26	107
		%	5.3%	4.0%	3.1%	4.2%
	Telugu	Count	127	143	97	367
		%	15.3%	15.6%	11.7%	14.2%
	Urdu	Count	30	35	30	95
		%	3.6%	3.8%	3.6%	3.7%
	English	Count	12	11	18	41
		%	1.4%	1.2%	2.2%	1.6%
	Other Foreign Language	Count	2	3	0	5
		%	.2%	.3%	.0%	.2%
Total		Count	831	918	828	2577
		%	100.0%	100.0%	100.0%	100.0%

Similar to the finding on state of origin the mother tongues, which generally co varies with state of origin, were also found to be significant (p=.000). This further confirms some of the findings on the state of origin. For example people speaking Kannada and Punjabi are heavy spenders. Marathi and Telugu speaking people tend to be medium spenders. People speaking Tamil and

Malayalam tend to be poor spenders. But it is clearly the group speaking Hindi that is spending significantly more at malls.

OWNERSHIP OF CREDIT CARD

Ho: The ownership of credit cards among the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.13: Cross tabulation with Chi-square of ownership of credit card

$\chi2$=42.099, df=4, p=.000, λ=.018, cc=.124			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of credit card	Yes	Count	487	627	619	1733
		%	56.0%	65.2%	70.3%	63.9%
	No	Count	383	335	261	979
		%	44.0%	35.7%	29.7%	36.1%
Total		Count	870	962	880	2712
		%	100.0%	100.0%	100.0%	100.0%

The data clearly indicates that the there is a clear increase in credit card ownership from the first category to the third category. The chi-square test also indicates a very high significance at p=.000.

OWNERSHIP OF MICROWAVE OVENS

Ho: The ownership of microwave ovens among the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.14: Cross tabulation with Chi-square of microwave ovens

$\chi2$=84.033, df=4, p=.000, λ=.043, cc=.173			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of Microwave	Yes	Count	269	440	456	1165
		%	31.0%	45.7%	51.8%	43.0%
	No	Count	600	522	424	1546
		%	68.9%	54.3%	48.2%	57.0%
Total		Count	869	962	880	2711
		%	100.0%	100.0%	100.0%	100.0%

The ownership of microwave, which a good lifestyle indicator in India, also shows significant

differences between the three groups. Similar to the ownership of credit cards, the groups spending more at malls seems have a higher chance of owning a microwave oven at home

OWNERSHIP OF CAR

Ho: The ownership of car/s among the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.15: Cross tabulation with Chi-square of car/s

$\chi 2$=82.781, df=6, p=. 000, λ=. 064, cc=. 172			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of Car	Yes	Count	390	545	580	1515
		%	44.8%	56.7%	65.9%	55.9%
	No	Count	480	417	300	1197
		%	55.2%	43.3%	34.1%	44.1%
Total		Count	870	962	880	2712
		%	100.0%	100.0%	100.0%	100.0%

Ownership of a car seems to facilitate heaver purchase at the mall and also indicate a higher purchasing power. There is significant difference (p=. 000) in ownership of cars between groups with the groups spending more at the mall being more likely to have car/s.

OWNERSHIP OF HOUSE

Ho: The ownership of credit cards among the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.16: Cross tabulation with Chi-square of credit card

$\chi 2$=13.217, df=6, p=.040, λ=.004, cc=.070			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of Own house	Yes	Count	550	651	616	1817
		%	63.2%	67.7%	70.0%	67.0%
	No	Count	320	310	264	894
		%	36.8%	32.3%	30.0%	32.9%
Total		Count	870	961	880	2711
		%	100.0%	100.0%	100.0%	100.0%

The null hypothesis was not supported and a significant difference (p=. 040) could be found in the ownership of a house among the three purchase categories. The heavier spenders were marginally more likely to own their own house than the others.

TIME TAKEN TO REACH THE MALL BY CAR

Ho: The time taken to reach the mall among the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.17: Cross tabulation with Chi-square of time taken to reach the mall by car

$\chi2$=23.396, df=6, p=.001, λ=.006, cc=.094			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Kindly indicate how much time it will take to reach this mall from your home by car	Less than 15 min	Count	126	165	172	463
		%	15.2%	17.6%	19.9%	17.6%
	Between 15 to 30 min away	Count	325	375	375	1075
		%	39.3%	40.1%	43.5%	40.9%
	Between 30 min to 1hr away	Count	232	264	227	723
		%	28.1%	28.2%	26.3%	27.5%
	More than 1 hr away	Count	144	132	89	365
		%	17.4%	14.1%	10.3%	13.9%
Total		Count	827	936	863	2626
		%	100.0%	100.0%	100.0%	100.0%

This hypothesis is not accepted since the chi-square test indicates a significant difference (p.=.001) and since the examination of the data allows the conclusion that those who stay nearer to the mall are more likely to be heavier consumers at the mall in terms of rupee purchase volume.

Behavioral variables

Ha2: The behavioral profile of the heavy, medium and low rupee volume purchasers are significantly different

In order to address this hypothesis, the variables total mall visits and time spend at the mall was subject to chi-square tests. Further null hypotheses were formulated based on the factors that evolved during the factor analysis of the items mall activities and purchase categories and these were used to test for significant differences between the categories using Analysis of variance (ANOVA).

TIME SPEND AT THE MALL PER VISIT

Ha2.1: The time spent at the mall among the heavy, medium and low rupee volume purchasers are significantly different

Ho: The time spent at the mall among the heavy, medium and low rupee volume purchasers are not significantly different

TABLE 5.10.18: Cross tabulation with Chi-square of Time spent at the mall

$\chi2$=55.003, df=6, p=.000, λ=.024, cc=.142			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
On an average how much time do you spend in a mall per visit?	Less than two hours	Count	293	257	205	755
		%	34.0%	26.8%	23.7%	28.1%
	Two to Four hours	Count	479	542	469	1490
		%	55.6%	56.6%	54.2%	55.5%
	Four to six hours	Count	75	140	169	384
		%	8.7%	14.6%	19.5%	14.3%
	More than six hours	Count	15	19	23	57
		%	1.7%	2.0%	2.7%	2.1%
Total		Count	862	958	866	2686
		%	100.0%	100.0%	100.0%	100.0%

This null hypothesis has not found support in the findings. The study indicates that there is significant difference (p=.000) in the three groups with regard to the time spent at the mall. There is indication in the data that those who spend more time at the mall tend to spend more money.

TOTAL MALL VISITS (in three months)

Ha2.2: The number of mall visits among the heavy, medium and low rupee volume purchasers are significantly different.

Ho: The number of mall visits among the heavy, medium and low rupee volume purchasers are not significantly different.

TABLE 5.10.19: Cross tabulation with Chi-square of Total mall visits in three months

$\chi2$=663.347, df=8, p=.000, λ=.229, cc=.443			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No of mall visits in categories	upto 10	Count	705	526	197	1428
		%	80.6%	54.6%	22.3%	52.5%
	11-20	Count	143	374	468	985
		%	16.3%	38.8%	53.1%	36.2%
	21- 30	Count	19	55	166	240
		%	2.2%	5.7%	18.8%	8.8%
	31- 40	Count	7	9	43	59
		%	.8%	.9%	4.9%	2.2%

	41-50	Count	1	0	8	9
		%	.1%	.0%	.9%	.3%
Total		Count	875	964	882	2721
		%	100.0%	100.0%	100.0%	100.0%

The data does not support the null hypothesis and show a significant difference (p.=.000) in the chi-square test. The heavy rupee volume purchasers show clear evidence of being more loyal customers of malls.

MALL ACTIVITIES

Ha2.3: There is significant difference in the Mall activities of the heavy, medium and low rupee volume purchasers

TABLE 5.10.20: ANOVA of mall activities

Mall activities	MEAN			df	F	p.
	0- 3000	3001-12000	more than 12000			
Chill with friends	3.2870	3.4226	3.3643	2	3.808	.022
Family Shopping	3.7169	3.9215	3.9713	2	17.492	.000

Ho: The preference for the activity chill with friends of high, medium and low rupee volume purchasers are not significantly different.

Significant difference is indicated by the data regarding the mall patrons' propensity to visit the mall with friends to catching a movie, to do some window-shopping etc.(p=.022)

Ho: The preference for the activity Family shopping of high, medium and low rupee volume purchasers are not significantly different

More money is spent when the family shops together. This is clearly indicated in the data with a significantly higher spend reported by the customers who see the mall as an avenue for a family outing. (p=.000)

PURCHASE CATEGORIES

Ha2.4: There is significant difference in the purchase categories of the heavy, medium and low rupee volume purchasers

TABLE 5.10.21: ANOVA of purchase categories

Purchase categories	MEAN			df	F	p
	0- 3000	3001-12000	more than 12000			
Knick-Knacks	2.8193	2.9461	2.9707	2	3.329	.036
Entertainment	3.2745	3.5972	3.6260	2	25.739	.000
Fashion	3.2040	3.3954	3.6284	2	35.404	.000
Home needs	2.9439	3.2414	3.4821	2	36.319	.000

Ho: The purchase of Knick-Knacks of high, medium and low rupee volume purchasers are not significantly different.

The purchase of low value items like gifts and toys etc have been found to be significantly high among the heavier shoppers. (p=.036)

Ho: The purchase of Entertainment of high, medium and low rupee volume purchasers are not significantly different

The purchase of entertainment has been found to be significantly high among the heavier shoppers. (p=.000)

Ho: The purchase of Fashion of high, medium and low rupee volume purchasers are not significantly different

Fashion, one of the major purchase categories at malls, has been found to be higher among the heavy rupee volume shoppers. (p=.000)

Ho: The purchase of Home needs of high, medium and low rupee volume purchasers are not significantly different

Consumption for Home needs is also found to be significantly different for the three groups with the heavier spenders spending more on these items as well. (p=.000)

Shopping Orientation, Values And Lifestyle

The shopping orientation, values and lifestyle were subjected to an Analysis of Variance (One-way ANOVA) to identify differences between the heavy, medium and low rupee volume purchasers. Null hypotheses were formulated based on the factors that evolved during the factor analysis of the items for these variables and were used to test for significant differences between

the categories.

SHOPPING ORIENTATION

Ha3: There is significant difference in the shopping orientation of the heavy, medium and low rupee volume purchasers

TABLE 5.10.22: ANOVA of shopping orientation variables

Shopping Orientation	MEAN			df	F	p
	0- 3000	3001-12000	more than 12000			
The utilitarian shopper	2.9585	2.9532	3.0439	2	1.815	.163
The window shopper	3.7973	3.9169	3.9232	2	4.945	.007
The price sensitive shopper	3.8128	3.7805	3.6241	2	7.252	.001
The recreational shopper	3.2544	3.5738	3.6434	2	38.810	.000

Ho: The utilitarian orientation of the heavy, medium and low rupee volume purchasers are not significantly different

This hypothesis has been accepted as the data shows that the three groups have no significant difference (p. =. 163) in the utilitarian orientation to shopping.

Ho: The window shopper orientation of the heavy, medium and low rupee volume purchasers are not significantly different

This hypothesis has not been accepted as the data shows that the three groups have significant difference (p. =. 007) the window shopper orientation to shopping. The heavier shoppers seems more inclined to window-shopping than the low rupee volume shoppers.

Ho: The price sensitive orientation of the heavy, medium and low rupee volume purchasers are not significantly different

This hypothesis has not been accepted as the data shows that the three groups have significant difference (p. =. 001) a price sensitive orientation to shopping. There is a clear indication that the heavier shoppers are much less price sensitive than the low volume shoppers.

Ho: The recreational orientation of the heavy, medium and low rupee volume purchasers are not significantly different.

This hypothesis has not been accepted as the data shows that the three groups have significant

difference (p. = .000) a recreational orientation to shopping. The heavier shoppers are clearly those who find shopping exciting and are more prone to impulse purchases at the mall.

VALUES

Ha4: There is significant difference in the values of the heavy, medium and low rupee volume purchasers

TABLE 5.10.23: ANOVA of Importance of values

Values	MEAN			df	F	p
	0- 3000	3001-12000	more than 12000			
Respect and Belonging	4.4667	4.4725	4.4667	2	.960	.383
Fun	4.3822	4.5327	4.4796	2	5.850	.003
Security	4.2635	4.5067	4.5318	2	17.658	.000

Ho: The importance given to the value, Respect and belonging by the heavy, medium and low rupee volume purchasers are not significantly different.

Support was found for this null hypothesis. No significant difference (p= .383) is indicated by the data. Respect for traditional values and the need for respect and belonging is common to all three groups

Ho: The importance given to the value Fun by the heavy, medium and low rupee volume purchasers are not significantly different.

The importance of fun as a value is found to be significantly higher (p= .003) among the higher volume purchase categories.

Ho: The importance given to the value Security by the heavy, medium and low rupee volume purchasers are not significantly different.

Clearly the importance ascribed to security in their lives is much higher for the higher volume shoppers. This relationship has been found to highly significant (p=. 000) in the analysis.

LIFESTYLE

Ha5: There is significant difference in the Lifestyle of the heavy, medium and low rupee volume purchasers

TABLE 5.10.24: ANOVA of Lifestyle variables

Lifestyle	MEAN			df	F	p
	0- 3000	3001-12000	more than 12000			
Active	3.2852	3.5610	3.6168	2	23.021	.000
Homebound	4.0673	4.1270	4.0382	2	1.898	.150
Media (influence)	3.3308	3.5006	3.4023	2	3.791	.023
Self and Social circle (influence)	4.3470	4.4068	4.3271	2	3.092	.046

Ho: The preference for an active lifestyle of the heavy, medium and low rupee volume purchasers are not significantly different.

This null hypothesis has not found support in the findings. The study indicates that there is significant difference (p=.000) in the three groups with regard to their preference for activities like games, parties etc. The heavier spenders seem to spend more active lives.

Ho: The preference for a Homebound lifestyle of the heavy, medium and low rupee volume purchasers are not significantly different

This hypothesis has been accepted as the data shows that the three groups have no significant difference (p =. 163) in their homebound lifestyle profile. Interest in television and newspaper seems to be common to all three groups of mall patrons.

Ho: The influence of Media on high, medium and low rupee volume purchasers are not significantly different.

Significant difference is found in the three groups. The medium spenders according to the data are more prone to be influenced by the media (p=. 023)

Ho: The influence of Self and Social circle on high, medium and low rupee volume purchasers are not significantly different.

Significant difference is found in the three groups though an examination of the means show only marginal differences (p=. 046).

Attitude To Malls

Attitude to malls was analyzed by 1) testing for significant difference between heavy, medium and low rupee volume shoppers in overall attitude to malls and their attitude to mall attributes 2) testing for significant difference between heavy, medium and low rupee volume shoppers in the ascribed importance to mall attributes 3) testing for significant difference between heavy, medium and low rupee volume shoppers in the perception of mall attributes and finally 4) testing for significant difference between the ascribed mall attribute importance and the perception of mall attributes

MALL SHOPPING ATTITUDE AND ATTITUDE TO MALL ATTRIBUTES

Ha6: There is significant difference in the heavy, medium and low rupee volume purchasers in their attitude to malls

TABLE 5.10.25: ANOVA of Mall attributes

Attitude	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Attitude overall	3.7608	3.9481	4.0208	2	22.126	.000
Location	4.3554	4.3459	4.3740	2	.164	.849
Store variety	4.0775	4.2847	4.2521	2	9.275	.000
Parking	3.8267	3.9372	3.9839	2	3.305	.037
Employee behavior	3.5083	3.7996	3.8566	2	18.318	.000
Quality of products	4.2101	4.3304	4.3417	2	4.523	.011
Customer service	3.8751	4.0669	4.0495	2	7.707	.000
Promotional activities	3.3249	3.4390	3.5619	2	6.475	.002
Ambiance	3.6187	3.7919	3.7240	2	4.092	.017
Amenities	3.8864	3.9317	3.9319	2	.396	.673
Food and refreshments	3.4094	3.7571	3.8206	2	23.997	.000
Safety	3.8280	4.2636	4.3090	2	35.223	.000
Price	3.1586	3.3960	3.4075	2	10.764	.000

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their overall attitude to malls

Ho: There is no significant difference the heavy, medium and low rupee volume purchasers in their attitude to location of malls

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in

their attitude to store variety in malls

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their attitude to parking available at malls

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their attitude to mall employee behavior

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their attitude to quality of products in malls

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their attitude to customer service in mall stores

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their attitude to promotional activities in malls.

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their attitude to ambiance of malls

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers their attitude to Food and refreshments at malls.

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers their attitude to mall safety

Ho: There is no significant difference in the heavy, medium and low rupee volume purchasers in their attitude to prices at mall stores.

Significant difference has been found between the three groups in their over all attitude to malls and to the attributes store variety, Employee behavior, Quality of products, Promotional activities, ambiance, Food and refreshments, safety and prices. The heavy rupee volume shoppers have a significantly more positive attitude to all these.

MALL ATTRIBUTE IMPORTANCE

Ha7: There is significant difference in the ascribed mall attribute importance for the heavy, medium and low rupee volume purchasers

TABLE 5.10.26: ANOVA of Mall attribute importance

Mall Attribute Importance	MEAN			df	F	p
	0- 3000	3001-12000	more than 12000			
Safety and service	3.9124	4.2629	4.2822	2	45.306	.000
Store and merchandise	4.3392	4.4723	4.4633	2	9.712	.000
Ambience and Promotions	3.9468	4.0810	4.0993	2	7.352	.001
Mall facilities and convenience	4.3224	4.3911	4.4044	2	2.969	.052

Ho: The importance of Safety and service for high, medium and low rupee volume purchasers are not significantly different.

The data does not support the null hypothesis and show a significant difference (p.=. 000) in the three groups ascribed importance of safety and service with the heavier shoppers finding it more important.

Ho: The importance of Store and Merchandise for high, medium and low rupee volume purchasers are not significantly different.

The data does not support the null hypothesis and show a significant difference (p.=. 000) in the three groups ascribed importance of store and merchandise with the heavier shoppers finding it more important. It must be noted though that the data indicates that the medium shoppers have ascribed a greater importance to it then even the heavy shoppers.

Ho: The importance of Ambience and Promotions for high, medium and low rupee volume purchasers are not significantly different.

This null hypothesis has not found support in the findings. The study indicates that there is significant difference (p=. 001) in the three groups with regard to the importance they ascribe to this factor. The heavier spenders clearly look forward to a very good ambience and promotional activities at the mall.

Ho: The importance of Mall facilities and Convenience for high, medium and low rupee volume purchasers are not significantly different.

This hypothesis has been accepted as the data shows that the three groups have no significant difference (p.=. 163) in their importance for facilities and convenience though here again an examination of the means indicate higher importance ascribed by the heavy shoppers.

MALL ATTRIBUTE PERCEPTION

Ha8: There is significant difference in the mall attribute performance evaluation of the heavy, medium and low rupee volume purchasers

TABLE 5.10.27: ANOVA of Mall attribute performance

Mall Attribute Performance	MEAN			df	F	p
	0- 3000	3001-12000	more than 12000			
Mall experience	4.1085	4.2557	4.2974	2	14.116	.000
Convenience and Choice	4.3098	4.4096	4.4074	2	5.575	.004
Price	3.2299	3.5219	3.6162	2	17.758	.000

Ho: The evaluation of Mall Experience for high, medium and low rupee volume purchasers are not significantly different.

This hypothesis has not been accepted as the data shows that the three groups have significant difference (p.=. 001). There is a clear indication that the heavier shoppers are much happier than the low volume shoppers with the mall experience.

Ho: The evaluation of Convenience and choice for high, medium and low rupee volume purchasers are not significantly different.

This hypothesis has not been accepted as the data shows that the three groups have significant difference (p.=. 001). There is a clear indication that the heavier shoppers are much happier than the low volume shoppers with the convenience of patronizing the mall and the choice of stores and products on offer.

Ho: The evaluation of price performance for high, medium and low rupee volume purchasers are not significantly different.

This hypothesis has not been accepted as the data shows that the three groups have significant difference (p.=. 000). There is a clear indication that the heavier shoppers are much happier than the low volume shoppers with the prices at mall stores and tend to consider them more reasonable.

DIFFERENCE BETWEEN IMPORTANCE AND PERCEPTION OF MALL ATTRIBUTES

In order to test if there were significant differences between their expectations on mall attributes and the malls performance on these attributes, these items were subject to a T-test. The hypothesis for these were as follows

Ha9: There is significant difference in the importance of mall attributes and the perception of these attributes

Ho: There is no significant difference in the importance of location and the perception of the attribute Location

Ho: There is no significant difference in the importance of location and the perception of the attribute Variety of stores"

Ho: There is no significant difference in the importance of location and the perception of the attribute Parking

Ho: There is no significant difference in the importance of location and the perception of the attribute "Mall employee Behavior”

Ho: There is no significant difference in the importance of location and the perception of the attribute Quality

Ho: There is no significant difference in the importance of location and the perception of the attribute Customer service

Ho: There is no significant difference in the importance of location and the perception of the attribute Promotional activities

Ho: There is no significant difference in the importance of location and the perception of the attribute ambiance

Ho: There is no significant difference in the importance of location and the perception of the attribute Mall amenities

Ho: There is no significant difference in the importance of location and the perception of the attribute Refreshments

Ho: There is no significant difference in the importance of location and the perception of the

attribute "Price”

TABLE 5.10.28: Paired sample statistics: t-test results of mall attributes

	Mean	t	df	p
"Location"	4.57	1.045	2446	.296
	4.55			
"Variety of stores"	4.49	1.413	2416	.158
	4.46			
"Parking"	4.20	-3.751	2352	.000
	4.29			
"Mall employee Behavior”	3.99	-9.372	2330	.000
	4.24			
"Quality"	4.57	4.373	2387	.000
	4.49			
"Customer service	4.31	-1.809	2360	071.
	4.35			
"Promotional activities"	3.81	-5.094	2275	.000
	3.96			
"Ambiance"	4.13	1.199	2273	.231
	4.09			
"Mall amenities"	4.22	-2.939	2314	.003
	4.30			
"Refreshments	4.01	-4.305	2310	.000
	4.13			
"Safety"	4.34	-4.110	2319	.000
	4.44			
"Price”	4.32	25.608	2426	.000
	3.45			

Significant difference was found in the variables: Parking, Employee behavior, Promotional activities, Amenities, Food and refreshments, Quality and price. According to the sample, the malls in India perform beyond their expectation in factors like Parking, Employee behavior, promotional activities, amenities and the food and refreshments available. Though quality is rated high, the patrons' expectation from malls on this attribute is higher. An examination of the data also suggests that mall significantly under performs on the price perception though attitude to it is positive.

Antecedents To Amount Spent At The Malls

DEMOGRAPHIC VARIABLES

The literature on mall patronage has indicated that demographic variables may be related to the amount spent at the mall.

Ha10.1: Age is correlated to amount spent at the mall

Ho: Age is not related to amount spent at the mall

Ha10.2: Gender is correlated to amount spent at the mall

Ho: Gender is not related to amount spent at the mall

Ha10.3: Marital Status is correlated to amount spent at the mall

Ho: Marital Status is not related to amount spent at the mall

Ha10.4: Family Size is correlated to amount spent at the mall

Ho: Family Size is not related to amount spent at the mall

Ha10.5: Number of Children is correlated to amount spent at the mall

Ho: Number of Children is not related to amount spent at the mall

Ha10.6: Number of earning members is correlated to amount spent at the mall

Ho: Number of earning members is not related to amount spent at the mall

Ha10.7: Income is correlated to amount spent at the mall

Ho: Income is not related to amount spent at the mall

Ha10.8: Occupation is correlated to amount spent at the mall

Ho: Occupation is not related to amount spent at the mall

Ha10.9: Education level is correlated to amount spent at the mall

Ho: Education level is not related to amount spent at the mall

Ha10.10: Ownership of credit card is correlated to amount spent at the mall

Ho: Ownership of credit card is not related to amount spent at the mall

Ha10.11: Ownership of microwave is correlated to amount spent at the mall

Ho: Ownership of microwave is not related to amount spent at the mall

Ha10.12: Ownership of car/s is correlated to amount spent at the mall

Ho: Ownership of car/s is not related to amount spent at the mall

Ha10.13: Ownership of own house is correlated to amount spent at the mall

Ho: Ownership of own house is not related to amount spent at the mall

Ha10.14: Time taken to reach the mall is correlated to amount spent at the mall

Ho: Time taken to reach the mall is not related to amount spent at the mall

TABLE 5.10.29: Correlation coefficients for Demographic variables and Amount spent at the malls

	Demographic variable	**Correlation coefficient**
	Age	-018
	Gender	.015
	Marital status	-.045
	Family size	.030
	No. of children	.042
	No. of earning members	.131**
	Income	.246**
	Occupation	-.056
	Education	-.191**
	Ownership of credit card	-.025
	Ownership of microwave	-.085
	Ownership of car/s	-.140**
	Ownership of own house	-.024
	Time taken to reach the mall	

***Correlation is significant at 0.01 level (2 tailed)*

** Correlation is significant at 0.05 level (2 tailed)*

The correlation coefficients indicate that the demographic variables like Number of earning members, Income, education and ownership of car or cars are correlated to mall spending by the patrons. The higher the number of earning members, income, and the qualification attained, the greater is the possibility that the visitor would spend at the mall. The other variables have not been indicated to be significant.

MALL BEHAVIOR

Behavioral variables like time spent at the mall and the frequency of mall visits are found to be highly correlated to mall patronage. The mall activities pursued and the purchase categories of the patrons can also be correlated to the amount spent at the mall.

Ha11.1: Time spent at the mall is correlated to amount spent at the mall

Ho: Time spent at the mall is not related to amount spent at the mall

Ha11.2: Frequency of mall visits is correlated to amount spent at the mall

Ho: Frequency of mall visits is not related to amount spent at the mall

Ha11.3: Mall activity -Chill with friends is correlated to amount spent at the mall

Ho: Mall activity -Chill with friends is not related to amount spent at the mall

Ha11.4: Mall activity -Family shopping is correlated to amount spent at the mall

Ho: Mall activity -Family shopping is not related to amount spent at the mall

Ha11.5: Purchase of Knick Knacks is correlated to amount spent at the mall

Ho: Purchase of Knick Knacks is not related to amount spent at the mall

Ha11.6: Purchase of Entertainment is correlated to amount spent at the mall

Ho: Purchase of Entertainment is not related to amount spent at the mall

Ha11.7: Purchase of Fashion is correlated to amount spent at the mall

Ho: Purchase of Fashion is not related to amount spent at the mall

Ha11.8: Purchase of Home Needs is correlated to amount spent at the mall

Ho: Purchase of Home Needs is not related to amount spent at the mall

TABLE 5.10.30: Correlation coefficients for Mall behavioral variables and Amount spent at the malls

	Behavioral variable	**Correlation coefficient**
1	Time spent at the mall	.144**
2	Frequency of mall visits	.478**

	Mall activity	
3	Chill with friends	.015
4	Family shopping	.074**
	Purchases	
5	Knick Knacks	.089**
6	Entertainment	.082**
7	Fashion	.150**
8	Home Needs	.140**

***Correlation is significant at 0.01 level (2 tailed)*

** Correlation is significant at 0.05 level (2 tailed)*

All the behavioral variables except the mall activity 'chill with friends' as a is correlated to amount spent at the malls

SHOPPING ORIENTATION

The shopping orientation of the patron is hypothesized to affect the spending behavior at the mall.

Ha12.1: The Utilitarian shopping orientation is correlated to amount spent at the mall

Ho: The Utilitarian shopping orientation is not related to amount spent at the mall

Ha12.2: The Window shopping orientation is correlated to amount spent at the mall

Ho: The Window shopping orientation is not related to amount spent at the mall

Ha12.3: The Price sensitive shopping orientation is correlated to amount spent at the mall

Ho: The Price sensitive shopping orientation is not related to amount spent at the mall

Ha12.4: The Recreational shopping orientation is correlated to amount spent at the mall

Ho: The Recreational shopping orientation is not related to amount spent at the mall

TABLE 5.10.31: Correlation coefficients for Shopping orientation variables and Amount spent

	Shopping orientation variables	**Correlation coefficient**
1	The Utilitarian shopper	.058**
2	The Window shopper	.026
3	The Price sensitive Shopper	-.071**
4	The Recreational Shopper	.129**

***Correlation is significant at 0.01 level (2 tailed)*

** Correlation is significant at 0.05 level (2 tailed)*

Ha12.1, Ha12.3, Ha12.4 are supported since these variables are seen to be significantly correlated to the amount spent at the mall. Ha12.2 is not supported allowing the conclusion that a window shopping orientation is not significant antecedent to spending at malls

VALUES

It is hypothesized that the values of the mall patrons can influence the spend at the malls

Ha13.1: Value Respect and belonging is correlated to amount spent at the mall

Ho: Value Respect and belonging is not related to amount spent at the mall

Ha13.2: Value Fun is correlated to amount spent at the mall

Ho: Value Fun is not related to amount spent at the mall

Ha13.3: Value Security is correlated to amount spent at the mall

Ho: Value Security is not related to amount spent at the mall

TABLE 5.10.32: Correlation coefficients for Values and Amount spent at the malls

	Values	**Correlation coefficient**
1	Respect and belonging	-.052*
2	Fun	.008
3	Security	.022

***Correlation is significant at 0.01 level (2 tailed)*

** Correlation is significant at 0.05 level (2 tailed)*

The analysis indicates that an increased importance ascribes to values like respect and belonging is negatively correlated to mall spend at a significance level of .05. But the other two values show no significant effect on the spending pattern.

LIFESTYLE

Literature indicates that lifestyle has a significant impact on mall patronage behavior. Here the influence of lifestyle related activities and the influences on the patrons in their decision-making is hypothesized to be correlated to amount spend at the mall.

Ha14.1: Active lifestyle is correlated to amount spent at the mall

Ho: Active lifestyle is not related to amount spent at the mall

Ha14.2: Home bound lifestyle is correlated to amount spent at the mall

Ho: Home bound lifestyle is not related to amount spent at the mall

Ha14.3: Media influence is correlated to amount spent at the mall

Ho: Media influence is not related to amount spent at the mall

Ha14.4: Self and social circle influence is correlated to amount spent at the mall

Ho: Self and social circle influence is not related to amount spent at the mall

TABLE 5.10.33: Correlation coefficients for Lifestyle variables and Amount spent at the malls

	Lifestyle variables	**Correlation coefficient**
1	Active	.089**
2	Home bound	-.032
3	Media influenced	-.005
4	Self and social circle influenced	.051*

***Correlation is significant at 0.01 level (2 tailed)*

** Correlation is significant at 0.05 level (2 tailed)*

An active life style is seen to be positively correlated to the amount spent at the mall. Though a homebound lifestyle and influence of the media is seen as negatively correlated, they have no significant relationship with the dependent variable. Self and social circle is analyzed as positively correlated at a significance level of 0.05.

MALL SHOPPING ATTITUDE

Positive attitude to mall shopping is considered a requisite in the mall patrons' predisposition to spend at the mall. This relationship is hypothesized by considering the overall attitude, importance ascribed to mall attributes and the respondents' belief that the mall posses these attributes.

Ha15.1: Mall shopping Attitude is correlated to amount spent at the mall

Ho: Mall shopping Attitude is not related to amount spent at the mall

Ha15.2: Importance of the attribute Safety and service is correlated to amount spent at the mall

Ho: Importance of the attribute Safety and service is not related to amount spent at the mall

Ha15.3: Importance of the attribute Store and merchandise is correlated to amount spent at the mall

Ho: Importance of the attribute Store and merchandise is not related to amount spent at the mall

Ha15.4: Importance of the attribute Ambiance and promotions is correlated to amount spent at the mall

Ho: Importance of the attribute Ambiance and promotions is not related to amount spent at the mall

Ha15.5: Importance of the attribute Mall facility and convenience is correlated to amount spent at the mall

Ho: Importance of the attribute Mall facility and convenience is not related to amount spent at the mall

Ha15.6: Perception of the attribute Mall experience is correlated to amount spent at the mall

Ho: Perception of the attribute Mall experience is not related to amount spent at the mall

Ha15.7: Perception of the attribute Convenience and choice is correlated to amount spent at the mall

Ho: Perception of the attribute Convenience and choice is not related to amount spent at the mall

Ha15.8: Perception of the attribute Price is correlated to amount spent at the mall

Ho: Perception of the attribute Price is not related to amount spent at the mall

TABLE 5.10.34: Correlation coefficients for Attitude variables and Amount spent at the malls

	Attitude variable	**Correlation coefficient**
	Mall attribute importance	
1	Safety and service	.067**
2	Store and Merchandise	-.011
3	Ambiance and promotions	.016
4	Mall facility and convenience	.004
	Mall image perception	
5	Mall experience	.022
6	Convenience and Choice	-.004
7	Price	.100**
	Overall Attitude	.079**

***Correlation is significant at 0.01 level (2 tailed) * Correlation is significant at 0.05 level (2 tailed)*

It has been found that overall attitude towards the mall is positively correlated to the amount spent at the mall. Additionally, the mall attribute importance variable safety and service is also positively correlated leading the conclusion that those who value safety and service spend more money at the mall. A belief that mall prices are reasonable also leads to higher spend by the patrons as seen by the high correlation indicated by the variable price.

MULTIPLE REGRESSION MODEL FOR THE ANTECEDENTS OF AMOUNT SPENT

The antecedents to the amount spent at malls were verified by a multiple regression analysis. It is hypothesized in this study that demographic variables including Age, Gender, Marital status, Family size, No. of children, No. of earning members, Income, Occupation, Education, Ownership of credit card Ownership of microwave, Ownership of car/s and Ownership of own house influences the amount spent at the mall. Similarly behavioral variables including activities at the mall and the purchase categories are expected to be linked to amount spend at he mall. Other variables hypothesized as influencing amount spent at the mall are shopping orientation, values, lifestyle, mall attribute importance and mall image perception.

Ha16: Amount spend at the mall is dependent upon the selected demographic, psychographic and behavioral variables

Ho: Amount spend at the mall is not dependent upon the selected demographic, psychographic and behavioral variables

TABLE 5.10.35: Multiple Regression Model For the Antecedents of Amount Spent at the Mall (model summery)

Dependent variable	Amount spent at the mall per month
R	.337
R Square	.114
Adjusted R square	.104
F (10,883)	11.323
P value	.000
Std. Error of the estimate	190006.50997

TABLE 5.10.36: Multiple Regression Model For the Antecedents of Amount Spent at the Mall (model coefficients)

Predictors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Income	.023	.007	.113	3.425	.001
The recreational shopper	2649.564	764.056	.120	3.468	.001
The price sensitive shopper	-2579.831	741.147	-.120	-3.481	.001
Professional- qualification	5386.313	1749.474	.099	3.079	.002
Family size	947.249	393.394	.077	2.408	.016
Car	3253.231	1341.988	.080	2.424	.016
The utilitarian shopper	1668.519	729.193	.080	2.288	.022
Media	-1265.888	588.224	-.077	-2.152	.032
Fashion	3836.588	1102.970	.171	3.478	.001
Knick Knacks	-2808.655	1060.203	-.134	-2.649	.008

The multiple regression analysis indicates that the Family size, Income, professional qualification and Ownership of car/s influences the amount spent at the mall. Similarly the purchase categories like fashion and knick knacks also influence amount spent at the mall. In the case of the former it is a positive influence while the latter presents a negative influence. A recreational and utilitarian orientation positively influences shopping orientation while a price sensitive orientation influences negatively.

PREDICTIVE MODEL-Results of discriminant Analysis

Discriminant analysis is an appropriate statistical technique when the dependent variable is categorical and independent variables are metric. In this study, a two- group discriminant analysis can derive a variate, or linear combination of the independent variables that will discriminate best between low and high volume consumers (the polar extremes approach). The linear combination for a discriminant analysis is also known as the discriminant function. This can also help in identifying the characteristics that can differentiate the heavy rupee volume purchases from the low rupee volume purchasers.

Ha17: The group means of the selected demographic, psychographic and behavioral variables is the same for low and high rupee volume consumers

Ho: The group means of the selected demographic, psychographic and behavioral variables are not the same for low and high rupee volume consumers

All independent variables (19 demographic variables, 4 shopping orientation variables, 7 values, lifestyle and decision variables, 6 purchase categories and mall activities and 7 mall attribute importance and mall attribute performance) under study were subjected to discriminant analysis. The results of the analysis along with selected statistics are presented in the following tables (5.10.37, 38,39). In addition the classification matrix in Table 5.10.40 shows how well the analysis distinguishes between the two groups.

TABLE 5.10.37 Predictive model (Canonical Discriminant Function Coefficients)

	F	p	Standardized coefficients	Unstandardized coefficients
Purchase-Knick Knacks	42.536	.000	-.355	-.370
Purchase-Fashion	37.934	.000	.655	.731
The price sensitive shopper	33.216	.000	-.251	-.260
The recreational shopper	29.527	.000	.293	.337
Values-Security	27.290	.000	.325	.297
Lifestyle -Active	26.329	.000	.366	.366
Decision influences- Self and Social circle	25.138	.000	-.181	-.285
Mall activities -Chill with friends	23.615	.000	-.344	-.372
Qualification-Professional	21.927	.000	.246	.670
Ownership-Microwave	20.499	.000	.191	.404
Ownership-Car	20.043	.000	.187	.387
Family size	18.933	.000	.310	.185
Monthly household income	17.938	.000	.146	.000
(Constant)				-3.093

TABLE 5.10.38 :Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.353(a)	100.0	100.0	.511

a First 1 canonical discriminant functions were used in the analysis.

TABLE 5.10.39: Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	P
1	.739	201.395	13	.000

TABLE 5.10.40: Classification Results(a)

		Total Expense in categories	Predicted Group Membership		Total
			0- 3000	more than 12000	
Original	Count	0- 3000	278	123	401
		more than 12000	108	312	420
		Ungrouped cases	214	229	443
	%	0- 3000	69.3	30.7	100.0
		more than 12000	25.7	74.3	100.0
		Ungrouped cases	48.3	51.7	100.0

a - 71.9% of original grouped cases correctly classified.

The variables that differentiate the high from the low rupee volume mall visitors discussed in Table 5.10.37 gives the discriminant coefficients that weigh each variable to reflect these differences. Each of these variables has been found to be statistically significant as well. The absolute F value indicates the relative discriminatory power of the variables. Here purchase of Knick Knacks and fashion has been found to have the greatest discriminatory power. The canonical correlation value (Table 5.10.38) though indicates that the group membership is not fully explained by the discriminant function. The Wilkis Lamda(Table 5.10.39) which evaluates the statistical significance of the discriminatory power of the discriminant function though indicates a high significance with p=.000. This function is able to classify 71.9% of the respondents surveyed accurately (Table 5.10.40). This is the predictive ability of the discriminant function. Since both groups under study are of equal sizes, the chance classification is 50%. Therefore a predictability of 71.9% is significantly larger (the thumb rule is to consider 62.5% as the minimum) than would be expected by chance and therefore acceptable in constructing the

group profiles.

VALIDATING THE MODEL

TABLE 5.10.41: Total Purchase in categories * Predicted group Crosstabulation

			Predicted group		Total
			1	3	
Total Purchase in categories	0- 3000	Count	79	30	109
		%	**72.5%**	27.5%	100.0%
	more than 12000	Count	35	81	116
		%	30.2%	**69.8%**	100.0%
Total		Count	114	111	225
		%	50.7%	49.3%	100.0%

The model was validated by using the unstandardised coefficients to calculate the discriminant score for the 30% holdout sample and then classified into high and low rupee volume shoppers. This classification was compared to the original classification to validate the model (Refer Table 5.10.41) It was found that the model is able to predict and classify 71.15% of the respondents in the holdout sample correctly. The validated model was used to classify the Vijayawada shoppers.

5.11 PREDICTING HEAVY SHOPPERS AT VIJAYAWADA

Sample Description

(19-25), (36-45) and (26-35) are the major age groups represented in the sample. As per the quotas established for sampling the male and female customers were almost equally sampled (52.4% men and 47.6% women). Of these majority were married (68.2%) and were from families that had three to six members (76.3%). Many of the shoppers sampled did not have children below 18 (32.2%). Of the families with children most had only a single child (31.5%) or two children (28.5%). Many families (52.8%) had two or more than two earning members in which double income families were 41.4%. Majority though were single income families (47.1%).

Only 18.1% of the families covered in the survey were earning more than Rs. 30,000 per month and the majority income class was Rs.10, 000- Rs.30,000 (51.7%).The shoppers sampled were highly educated with almost all having a graduate degree or diploma (90.1%). Additionally, almost all are employed (70.1%) and majority are salaried employees (41.5%), have own

business (21.3%) or professionals (7.3%). The shoppers are followers of Hinduism (75.4%), Islam (14.3%) and Christianity (9.6%). The lifestyle of many of the shoppers includes ownership of their own house (77.7%) but credit cards are owned only by 50.2%, car/s by 17.7%, and a microwave oven by 20%.

While most of the shoppers surveyed at Vijayawada lived within 30 min of their shopping destinations (81.8%) and only 18.3% travel any further to reach the shopping areas. Majority of the customers prefer to shop less than 3 times (41.3%) a month while 25.6% visit around 6 times and 33.1% visit the shops more often. Many of the shoppers (84.9%)spend less than four hrs in the shops and only 15% spend more than that. Almost all the respondents surveyed are localities and their mother tongues are either Telugu (90.1%) or Urdu (8.6%) For Details refer TABLE 8.8 in the Annexure

Applying the Discriminant Model

The discriminant model that was evolved using the all India data was used to predict the heavy and low rupee volume consumers in Vijayawada. The group that did not fall in either of these were identified as the medium spenders. In order to predict the likely heavy and medium mall spenders at Vijayawada, the validated discriminant function was applied on the Vijayawada sample. Based on the discriminant scores, the sample was classified into low purchasers i.e respondents likely to spend less than Rs.3000 and high purchasers i.e. respondents likely to purchase above Rs.12,000. The result was as follows

TABLE 5.11.1 : Predicted purchase categories

Total Expense Categories	Frequency	Percentage
0-3000	109	35.73
3001-1200	77	25.2
More than 12000	119	39.01
Total	305	100

The results indicated that 39.01% of the population could be classified as heavy shoppers and 35.73% as low rupee volume shoppers indicating that potential for setting up a mall exists in Vijayawada. The classification was now used to study the heavy shoppers at Vijayawada.

Predicted Demographic Profile of the shoppers at Vijayawada

AGE

TABLE 5.11.2: Comparitive Age profile of heavy rupee volume shoppers

$\chi 2$=2.637, df=4, p=.620, λ=.018, cc=.093			Predicted Purchase categories			Total
			0-3000	3001-12000	More than 12000	
New Age Groups	Less than 25	Count	33	20	38	91
		%	30.3%	26.0%	31.9%	29.8%
	26- 45	Count	49	41	60	150
		%	45.0%	53.2%	50.4%	49.2%
	More than 45	Count	27	16	21	64
		%	24.8%	20.8%	17.6%	21.0%
Total		Count	109	77	119	305
		%	100.0%	100.0%	100.0%	100.0%

31.9% of the heavy shoppers are in the age group of up to 25, 50.4 % are in the age group of 26-45 and are 17.6% in the above 45 age group. The chi-square does not indicate a significant difference between the groups.

GENDER

TABLE 5.11.3: Comparitive Gender profile of heavy rupee volume shoppers

$\chi 2$=.772, df=2, p=..680, λ=..018, cc=.051			Predicted Purchase categories			Total
			0-3000	3001-12000	More than 12000	
Kindly indicate your Gender	Male	Count	59	41	55	155
		%	54.1%	54.7%	49.1%	52.4%
	Female	Count	50	34	57	141
		%	45.9%	45.3%	50.9%	47.6%
Total		Count	109	75	112	296
		%	100.0%	100.0%	100.0%	100.0%

The chi- square analysis does not indicate any significance and heavy shoppers are almost equally represented by both genders.

MARITAL STATUS

TABLE 5.11.4: Comparitive Marital of heavy rupee volume shoppers

$\chi 2$=2.458, df=4, p=..652, λ=.000, cc=.091			Predicted Purchase categories			Total
			0-3000	3001-12000	More than 12000	
Please indicate your marital status	Married	Count	73	53	73	199
		%	70.2%	70.7%	64.6%	68.2%
	Unmarried	Count	31	22	39	92
		%	29.8%	29.3%	34.5%	31.5%
	Others	Count	0	0	1	1
		%	.0%	.0%	.9%	.3%
Total		Count	104	75	113	292
		%	100.0%	100.0%	100.0%	100.0%

64.6% of the heavy spenders are married, 34.5%are unmarried. The heavy spenders tend to be constituted by predominantly married customers but no significant difference is seen between the predicted categories based on the marital status of the respondents.

FAMILY SIZE

TABLE 5.11.5: Comparitive Family size of heavy rupee volume shoppers

$\chi 2$=19.132, df=6, p=.004, λ=.053, cc=.257			Predicted Purchase categories			Total
			0-3000	3001-12000	More than 12000	
No.of members in the family	One	Count	3	0	0	3
		%	3.3%	.0%	.0%	1.1%
	Two	Count	18	17	9	44
		%	19.8%	23.9%	8.3%	16.3%
	3 - 6	Count	68	50	88	206
		%	74.7%	70.4%	81.5%	76.3%
	More than 6	Count	2	4	11	17
		%	2.2%	5.6%	10.2%	6.3%
Total		Count	91	71	108	270
		%	100.0%	100.0%	100.0%	100.0%

10.2% of the heavy shoppers belong to families with more than six members, 81.5% belong to families with three to six members and 8.3% are two member families. There is significant difference in the family size of the three segments and the heavier shoppers tend to have larger families.

NUMBER OF CHILDREN

TABLE 5.11.6: Comparitive Number of children of heavy rupee volume shoppers

$\chi2$=8.532, df=6, p=.202, λ=.018, cc=.176			Predicted Purchase categories			Total
			0-3000	3001-12000	More than 12000	
No. of children	None	Count	29	18	39	86
		%	32.6%	25.4%	36.4%	32.2%
	One	Count	30	30	40	100
		%	33.7%	42.3%	37.4%	37.5%
	Two	Count	30	22	24	76
		%	33.7%	31.0%	22.4%	28.5%
	Three and above	Count	0	1	4	5
		%	.0%	1.4%	3.7%	1.9%
Total		Count	89	71	107	267
		%	100.0%	100.0%	100.0%	100.0%

Many of the heavy shoppers (37.4%)are not parents of single children or have none (36.4%) and the propensity to spend seems to be significantly decreasing with increasing number of children. Among heavy shoppers parents of two or more children constitute 26.1%.

NUMBER OF EARNING MEMBERS

TABLE 5.11.7: Comparitive Number of earning members of heavy rupee volume shoppers

$\chi2$=11.386, df=6, p=.077, λ=.156, cc=.484			Predicted Purchase categories			Total
			0-3000	3001-12000	More than 12000	
No. of earning members	One	Count	42	28	62	132
		%	44.2%	37.3%	56.4%	47.1%
	Two	Count	41	34	41	116
		%	43.2%	45.3%	37.3%	41.4%
	Three	Count	8	10	3	21
		%	8.4%	13.3%	2.7%	7.5%
	Four or more	Count	4	3	4	11
		%	4.2%	4.0%	3.6%	3.9%
Total		Count	95	75	110	280
		%	100.0%	100.0%	100.0%	100.0%

Statistical significance has not been indicated and the finding suggests decrease in the likely spending pattern with increased number of earning members. Majority (56.4%) of the heavy

spenders tend to be from families with one earning member, 37.3% have two earning members and 3.6% have four or more earning members.

APPROXIMATE MONTHLY INCOME

TABLE 5.11.8: Comparitive Approximate household income of of heavy rupee volume shoppers

$\chi 2$=10.405, df=10, p=.406, λ=.028, cc=.185			Predicted Purchase categories			Total
			0-3000	3001-12000	More than 12000	
Please indicate your approximate monthly household income before taxes?	Less than Rs.10,000	Count	39	18	31	88
		%	36.4%	24.0%	28.2%	30.1%
	Between Rs.10,000 and Rs.30,000	Count	53	40	58	151
		%	49.5%	53.3%	52.7%	51.7%
	Between Rs.30,000 and Rs.60,000	Count	14	12	16	42
		%	13.1%	16.0%	14.5%	14.4%
	Between Rs.60,000 and Rs.1 Lakh	Count	1	4	4	9
		%	.9%	5.3%	3.6%	3.1%
	Between Rs.1 Lakh and 5 lakhs	Count	0	0	1	1
		%	.0%	.0%	.9%	.3%
	More than 5 lakhs	Count	0	1	0	1
		%	.0%	1.3%	.0%	.3%
Total		Count	107	75	110	292
		%	100.0%	100.0%	100.0%	100.0%

The heavy spenders fall predominantly (52.7%)in the income group of Rs.10,000 and Rs.30,000. The next major group (28.2%) is in the income class of less than Rs.10,000. Only 4.5% have an income of over Rs 60,000 per month. No significance difference though is indicated between the predicted groups on this variable.

OCCUPATION

TABLE 5.11.9: Comparitive Occupational profile of heavy rupee volume shoppers

$\chi 2$=13.690, df=10, p=.188, λ=.022, cc=.209			Predicted Purchase categories			Total
			0-3000	3001-12000	More than 12000	
Please indicate	Professional	Count	4	5	13	22
		%	3.7%	6.8%	10.9%	7.3%

your occupation	Own business	Count	23	22	19	64
		%	21.3%	29.7%	16.0%	21.3%
	Salaried employee	Count	47	27	51	125
		%	43.5%	36.5%	42.9%	41.5%
	Housewife	Count	16	8	14	38
		%	14.8%	10.8%	11.8%	12.6%
	Retired	Count	1	3	1	5
		%	.9%	4.1%	.8%	1.7%
	Student	Count	17	9	21	47
		%	15.7%	12.2%	17.6%	15.6%
Total		Count	108	74	119	301
		%	100.0%	100.0%	100.0%	100.0%

The heavy shoppers in this sample have of 42.9% salaried employees, 10.9%of professionals and 16%of businessmen among them. 11.8% are housewives. No significant difference is identifiable in the occupational profile of the heavy spenders though the heavy shoppers have a slightly larger number of shoppers in that segment from professionals.

EDUCATION

TABLE 5.11.10: Comparitive Educational profile of heavy rupee volume shoppers

$\chi 2$=14.275, df=8, p=.075, λ=.031, cc=.212			Predicted Purchase categories			Total
			0-3000	3001-12000	More than 12000	
Please indicate your highest Qualification.	Professional	Count	5	10	15	30
		%	4.6%	13.0%	12.8%	9.9%
	Postgraduate	Count	37	29	39	105
		%	33.9%	37.7%	33.3%	34.7%
	Graduate / Diploma	Count	57	33	48	138
		%	52.3%	42.9%	41.0%	45.5%
	10th	Count	9	3	15	27
		%	8.3%	3.9%	12.8%	8.9%
	Below 10th	Count	1	2	0	3
		%	.9%	2.6%	.0%	1.0%
Total		Count	109	77	117	303
		%	100.0%	100.0%	100.0%	100.0%

The heavier shoppers tend to be better educated. Majority are graduates and above (87.1%) and this segment is represented by a significantly high percentage of those holding professional qualifications (12.8%as against only 4.6%in the low rupee volume segment) and postgraduates (33.3%).

RELIGION

TABLE 5.11.11: Comparitive Religious affiliation of heavy rupee volume shoppers

$\chi 2$=7.445, df=8, p=.489, λ=.021, cc=.161			Predicted Purchase categories			Total
			0-3000	3001-12000	More than 12000	
Kindly indicate your religion	Hinduism	Count	73	53	85	211
		%	74.5%	75.7%	75.9%	75.4%
	Islam	Count	16	11	13	40
		%	16.3%	15.7%	11.6%	14.3%
	Christianity	Count	8	5	14	27
		%	8.2%	7.1%	12.5%	9.6%
	Jainism	Count	0	1	0	1
		%	.0%	1.4%	.0%	.4%
	Zoroastrianism	Count	1	0	0	1
		%	1.0%	.0%	.0%	.4%
Total		Count	98	70	112	280
		%	100.0%	100.0%	100.0%	100.0%

75.9% of the heavy shoppers identified themselves as followers of Hinduism, 11.6% as followers of Islam and 12.5% as followers of Christianity. There is no statistically significant difference between the groups on this variable.

STATE OF ORIGIN

TABLE 5.11.12: Comparitive State of Origin profile of heavy rupee volume shoppers

$\chi 2$=4.533, df=4, p=.339, λ=.005, cc=.121			Predicted Purchase categories			Total
			0-3000	3001-12000	More than 12000	
Please write which state you belong to	Andhra Pradesh	Count	109	76	117	302
		%	100.0%	98.7%	99.2%	99.3%
	Arunachal Pradesh	Count	0	0	1	1
		%	.0%	.0%	.8%	.3%
	Gujarat	Count	0	1	0	1
		%	.0%	1.3%	.0%	.3%
Total		Count	109	77	118	304
		%	100.0%	100.0%	100.0%	100.0%

Almost all the people surveyed were from the home state of Andhra Pradesh.

MOTHER TONGUE

TABLE 5.11.13: Comparitive Mother tongue profile of heavy rupee volume shoppers

$\chi2$=2.943, df=6, p=.816, λ=.000, cc=.098			Predicted Purchase categories			Total
			0-3000	3001-12000	More than 12000	
Please write which is your mother tongue	Hindi	Count	0	1	1	2
		%	.0%	1.3%	.8%	.7%
	Telugu	Count	101	68	105	274
		%	92.7%	88.3%	89.0%	90.1%
	Urdu	Count	8	7	11	26
		%	7.3%	9.1%	9.3%	8.6%
	English	Count	0	1	1	2
		%	.0%	1.3%	.8%	.7%
Total		Count	109	77	118	304
		%	100.0%	100.0%	100.0%	100.0%

The majority mother tongue spoken is Telugu (90.1%) and Urdu (8.6%).

OWNERSHIP OF CREDIT CARD

TABLE 5.11.14: Comparitive Credit card ownership profile of heavy rupee volume shoppers

$\chi2$=14.131, df=2, p=.001, λ=.157, cc=.210			Predicted Purchase categories			Total
			0-3000	3001-12000	More than 12000	
Ownership of credit card	Yes	Count	42	36	75	153
		%	38.5%	46.8%	63.0%	50.2%
	No	Count	67	41	44	152
		%	61.5%	53.2%	37.0%	49.8%
Total		Count	109	77	119	305
		%	100.0%	100.0%	100.0%	100.0%

Ownership of credit cards has been found to be a significant feature differentiating the heavy rupee volume shoppers. The access to a credit card is seen to be higher in the heavy shopper segment. 63.0% of the heavy shoppers own credit cards while only 38.5% of the low rupee volume shoppers own credit cards.

OWNERSHIP OF MICROWAVE

TABLE 5.11.15: Comparitive Microwave ownership profile of heavy rupee volume shoppers

$\chi 2$=3.378, df=2, p=.185, λ=.012, cc=.105			Predicted Purchase categories			Total
			0-3000	3001-12000	More than 12000	
Ownership of Microwave	Yes	Count	16	16	29	61
		%	14.7%	20.8%	24.4%	20.0%
	No	Count	93	61	90	244
		%	85.3%	79.2%	75.6%	80.0%
Total		Count	109	77	119	305
		%	100.0%	100.0%	100.0%	100.0%

The ownership of microwaves has not been found to be a significant feature differentiating the lifestyle of heavy rupee volume shoppers and ownership of this appliance is generally low in this city. Though not significant 24.4% of the heavy shoppers own a microwave oven while only 14.7% of the low rupee volume shoppers' own Microwaves.

OWNERSHIP OF CAR

TABLE 5.11.16: Comparitive Car ownership profile of heavy rupee volume shoppers

$\chi 2$=16.582, df=2, p=.000, λ=.063, cc=.227			Predicted Purchase categories			Total
			0-3000	3001-12000	More than 12000	
Ownership of Car	Yes	Count	7	15	32	54
		%	6.4%	19.5%	26.9%	17.7%
	No	Count	102	62	87	251
		%	93.6%	80.5%	73.1%	82.3%
Total		Count	109	77	119	305
		%	100.0%	100.0%	100.0%	100.0%

The ownership if car/s is higher among the higher purchase group. 26.9% of them own at least one car while only 6.4% of the low rupee volume consumers own a car.

OWNERSHIP OF HOUSE

TABLE 5.11.17: Comparitive House ownership profile of heavy rupee volume shoppers

$\chi 2$=.6.466, df=2, p=.039, λ=.035, cc=.144			Predicted Purchase categories			Total
			0-3000	3001-12000	More than 12000	
Ownership of Own house	Yes	Count	82	54	101	237
		%	75.2%	70.1%	84.9%	77.7%
	No	Count	27	23	18	68
		%	24.8%	29.9%	15.1%	22.3%
Total		Count	109	77	119	305
		%	100.0%	100.0%	100.0%	100.0%

Ownership of a house is significantly different between the three purchase groups. In Vijayawada the heavier shoppers are more likely to own their own homes though the predicted low rupee volume purchasers too own their own homes (75.2%).

Predicted Behavioral profile of the shoppers at Vijayawada

SHOPPING ACTIVITIES

TABLE 5.11.18: Comparitive shopping activities profile of heavy rupee volume shoppers

Shopping area activities	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Chill with friends	3.3826	3.3016	3.4427	2	.582	.559
Family Shopping	3.6932	3.7874	4.1728	2	8.837	.000

It can be seen from the mean values that the heavier spending groups tend to see the shopping more as a family activity. They also like combining shopping with spending time with friends. But the chi-square analysis has not indicated that this relationship (chill with friends) is significantly different between the groups

PURCHASE CATEGORIES

TABLE 5.11.19: Comparitive Purchase categories profile of heavy rupee volume shoppers

Purchase Categories	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Knick knacks	3.3538	3.0615	3.0261	2	2.454	.089
Entertainment	3.3067	3.4655	3.6801	2	3.508	.032
Fashion	3.4622	3.8731	4.2864	2	35.145	.000
Home needs	3.7299	3.6972	3.2642	2	6.150	.002

The segment that spends more seems to spend significantly more on more fashion and entertainment and significantly less on home needs.

Shopping Orientation, Values And Lifestyle

SHOPPING ORIENTATION

TABLE 5.11.20: Comparitive Shopping orientation profile of heavy rupee volume shoppers

Shopping Orientation	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
The utilitarian shopper	3.3698	3.1697	3.1481	2	1.525	.220
The window shopper	3.9097	3.7969	3.9462	2	.933	.395
The price sensitive shopper	3.8314	3.7524	3.8742	2	.417	.660
The recreational shopper	3.4878	3.8493	4.3619	2	22.874	.000

The heavy shoppers have low utilitarian orientation and high recreational orientation. Window-shopping orientation and price sensitivity scores for the three groups not significantly different.

VALUES

TABLE 5.11.21: Comparitive Values profile of heavy rupee volume shoppers

Values	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Respect and Belonging	4.1068	4.1772	4.0369	2	1.015	.364
Fun	3.9783	3.8356	4.0185	2	.458	.633
Security	4.3600	4.7973	4.7807	2	13.434	.000

All groups show strong belief in the values. Significant differences are evident only in the value "Security" which is cherished more by the heavier spenders.

LIFESTYLE

TABLE 5.11.22: Comparitive Lifestyle profile of heavy rupee volume shoppers

Lifestyle	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Active	3.1765	3.5657	3.8411	2	12.164	.000
Homebound	4.1374	4.0571	4.1955	2	.435	.648
Media	3.2898	3.0853	3.4105	2	4.397	.012
Self and Social circle	4.3120	4.2754	4.4045	2	4.995	.007

The heavy shoppers show a propensity to a more active lifestyle. While they are fond of homebound activities, this does not distinguish them from the other two groups. Moreover, Media has a distinctly higher influence on the heavy shoppers. The heavy shoppers are also influenced by their social circle in making decisions to a higher extend compared to the other groups though all three groups acknowledge the role of self and social group in making decisions.

Mall Attribute Importance And Mall Image Perception

MALL ATTRIBUTE IMPORTANCE

TABLE 5.11.23: Comparitive Mall attribute importance of heavy rupee volume shoppers

Mall Attribute Importance	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Safety and service	4.1716	4.1164	3.9877	2	1.016	.364
Store and merchandise	4.3944	4.4437	4.3545	2	.337	.714
Mall experience	3.3648	3.5185	3.1725	2	2.687	.070
Mall facilities and convenience	4.1571	4.2418	4.1772	2	.365	.694

The heavy rupee volume purchasers have lower expectations from all the attributes. It is the medium spenders who seem to be more demanding from retail outlets.

MALL IMAGE PERCEPTION

TABLE 5.11.24: Comparitive Mall image perception of heavy rupee volume shoppers

Attribute performance	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Mall experience	4.1388	4.0244	3.8006	2	3.903	.022
Convenience and Choice	4.3550	4.2328	4.2500	2	.917	.401
Price	3.4393	3.9351	4.1478	2	5.728	.004

All groups are happy with the experience the malls offer and statistically significant difference between the groups is evident only on mall experience who are relatively less happy. Surprisingly most respondents have perceived prices in mall stores to be reasonable. The heavier shoppers indicate a significantly more positive outlook to price.

Current Heavy Shoppers at Vijayawada

Married shoppers at Vijayawada tend to spend more money but not all are parents. Yet the propensity to spend seems to significantly higher for families with more children and higher income. Moreover a grater number of the heavy spenders tend to be either businessmen or salaried employees and tend to be well educated. Ownership of credit card, microwave, cars and houses are all distinguishably higher among the heavy shoppers.

They also tend to live near the shopping areas and visit the stores more often. They also show a tendency to spend more time shopping. Predictably they spend more on food and grocery as well as other items while shopping. They generally go shopping with family and spend mostly on home needs. They are also more utilitarian than recreational in their shopping orientation currently. But they also enjoy window shopping. They tend to be more influenced by their social circle in making decisions but are also influenced by media to a higher extend that the lower rupee volume shoppers.

In malls hey would consider the attributes variety of stores, quality of merchandise, fall facilities and convenience important. Strangely, here it is the medium shoppers who have higher expectations from malls. It is again the medium shoppers who believe that malls can deliver well

on all these attributes. Moreover, compared to the other shopper segments the heavy shoppers have a poorer opinion about the mall store prices.

Predicted Heavy shoppers at Vijayawada

Based on the above analysis it can be seen that the predicted heavy shoppers are significantly different from the low and medium rupee volume purchases along many variables. Moreover, though similar they are also different from the current heavy shoppers in the retail outlets at Vijayawada along some variables. The following table contrasts the predicted heavy shoppers for future malls and the current heavy shoppers at the retail outlets in Vijayawada along with the whether the variable significantly differentiates the heavy shoppers from the other two groups.

TABLE 5.11.25: Differences between the current heavy shoppers and the predicted heavy shoppers

Variable	Current Heavy Purchasers	p	Predicted Heavy Purchasers	p
Age	26-45	Yes	26-45	No
Gender	Both	No	Both	No
Marital status	Married	No	Married	No
Family size	3-6	No	3-6	Yes
No. of Children	None	Yes	None or One	No
No. of earning members	2	Yes	1	No
Income	Rs.10,000 -Rs.30,000	Yes	Rs.10,000-Rs.30,000	No
Occupation	Salaried employee	Yes	Salaried employee	No
Education	Post graduate	Yes	Graduate	No
Ownership of credit card	Own more	Yes	Own more	Yes
Ownership of microwave	Own more	Yes	Own more	No
Ownership of car	Own more	Yes	Own more	Yes
Ownership of house	Own less	Yes	Own more	Yes
Chill with friends	Less	No	More	No
Family Shopping	More	Yes	More	Yes
Purchase of knick knacks	More	No	Less	No
Purchase of Entertainment	More	No	More	Yes
Purchase of Fashion	More	Yes	More	Yes
Purchase of Home needs	More	Yes	Less	Yes
Utilitarian orientation	Less	No	Less	No
Window shopping Orientation	Less	No	More	No
Price sensitive Orientation	Less	No	More	No
Recreational Orientation	More	Yes	More	Yes
Value respect and Belonging	Less	No	More	No

Value fun	Less	No	More	No
Value Security	More	No	More	Yes
Active lifestyle	Less	No	More	Yes
Homebound	Less	Yes	More	No
Media influence	More	Yes	More	Yes
Self and social circle influence	More	No	More	Yes
Importance for safety and service	Less	Yes	Less	No
Importance for Store and merchandise	Less	Yes	Less	Yes
Importance for Ambience and Promotions	Less	Yes	Less	No
Importance for Facilities and Convenience	More	Yes	More	No
Perception of mall experience	Less	Yes	Less	Yes
Convenience and Choice	Less	Yes	More	No
Price	Less	Yes	More	Yes

p: whether it was found to be a significant difference

The predicted heavy shoppers at malls in Vijayawada is predicted to be predominantly in the age group of 26-45, may have larger families with only one or two children below eighteen. They also will tend to earn approximately Rs.10,000 to Rs.30,000 and may be employed as salaried employees or professionals. They may own credit cards and a car. They differ from the current heavy shoppers in their ownership of their own home. While the current heavy shoppers tend to own their own home less and live more on rented premises, more of the heavier shoppers of the predicted group seems to already own their own house. They would enjoy going shopping with their friends but would be more found going shopping with their family. The current heavy shoppers shop for fashion and home needs but the predicted heavy shoppers would enjoy items related to fashion and Entertainment. They are likely to be highly recreational in their outlook and less utilitarian. One of the main values that they cherish is security. Their also have a highly active lifestyle and a significantly influenced both by media and their social circle. In a mall they would value facilities and convenience more than the other two segments. In their estimation convenience and choice is exactly what a mall would offer. Moreover, they are significantly more positive about prices in mall stores.

CHAPTER 6
CONCLUSION

SUMMARY AND RECOMMENDATIONS

The primary purpose of the study was to explore the possibility of segmenting the consumers in to heavy, medium and low rupee volume consumers. To do so first, parameters affecting mall patronage was studied using existing literature in this area. Literature indicated that demographic, psychographic, attitudinal and behavioral as the most commonly used variables to profile and define consumers. Then attempt was made to determine the influence of these variables on mall patronage and identify the heavy consumers and see whether they differ from the medium and low rupee volume shoppers of the malls. A multi-attribute model was also used to understand how Indian mall consumers viewed various aspects of mall shopping. Using this information the profiles of the heavy shoppers were evolved for every city and a model for predicting heavy shoppers was tested. The validated model was applied to predict the profile and percentage of the heavy shoppers in Vijayawada. This information is invaluable to a mall developer considering opening a mall in Vijayawada since they are now not only able to make an informed decision about the viability of the mall but also now have a deeper understanding of the consumers in the market.

The analysis of the all India data which covered the cities Bangalore and Hyderabad in the South, Mumbai, Navi Mumbai and Vadhodara in the West and the cities of Delhi and Gurgaon in the north, indicate that majority of the consumers are in the in the age group 25-45 (46.4%), are highly educated (92.1% are graduates) and belong to double income families (42.9%). The clusters in the population indicated the presence of “mall enthusiasts” (18.18%) who are pro-mall in every way, “the price conscious shoppers” (18.18%) who like the malls but not the prices, “the traditionalists”(14.04 %) who are moderate mall visitors, “the disinterested shopper”(7.6%) who is well off but not interested in malls and shopping, “the aspirational shoppers”(12.13%) who will tend to grow into mall enthusiasts if they gain higher disposable income, “the student shoppers”(10.3%) who is currently mostly window shoppers and “the experience shoppers” (19.7%) who love the mall experience but are not very productive customers.

TABLE 6.1: Summery of Demographic profile of the Indian mall consumers across cities

	Age	Marital Status	Family Size	No. of children	Income (INR)	No. of earning members	Occupation	Education	Car ownership
All India									
No.	26-45	Married	3-6	One or None	10,000-60,000	2	Salaried Employees	Above Grad	Yes
%	46.4	62.5	70.2	72.7	57.9	42.9	36.3	92.1	55.9
Bangalore									
No.	19-35	Married	3-6	None	10,000-60,000	2	Salaried Employees	Above Grad	Yes
%	59	53.7	69.9	41.3	60.7	35.8	38	92.6	54
Hyderabad									
No.	26-45	Married	3-6	2	<10,000 –30,000	2	Salaried Employees	Above Grad	Yes
%	46.7	71.8	62.9	59	67.1	41.5	32.6	90.4	43.1

	Age	Marital Status	Family Size	No. of children	Income (INR)	No. of earning members	Occupation	Education	Car ownership
Delhi									
	19-35	Married	3-6	1	10,000-60,000	2	Salaried Employees	Above Grad	Yes
%	47.8	63.7	66.6	34.6	64.8	47.8	36.4	92.5	59.5
Gurgaon									
	19-35	Married	3-6	1	10,000-60,000	2	Salaried employees	Above Grad	Yes
%	51.5	61.6	66.8	35	54.6	43.7	39.7	93	67
Mumbai									
	19-35	Unmarried	3-6	None	10,000-60,000	2	Salaried Employees	Above Grad	Yes
%	67.6	50.7	73.5	52.6	54.7	44.4	35.8	92.6	49.9

	Age	Marital Status	Family Size	No. of children	Income (INR)	No. of earning members	Occupation	Education	Car ownership
Navi Mumbai									
	19-35	Married	3-6	None	10,000-60,000	2	Salaried Employee	Above Grad	Yes
%	42.6	68.5	70.6	38.2	51.5	46.6	29.6	92.6	53.6
Vadhodara									
	26-45	Married	3-6	1	10,000-60,000	3	Salaried employee	Above Grad	Yes
%	43.4	79.4	79.2	52	60	44	41.4	89	68.9
Vijayawada									
	19-35	Married	3-6	None	< 10,000-30,000	1	Salaried employees	Above Grad	Yes
%	53.4	68.2	76.3	32.2	81.6%	47.1	41.5	90.1	17.7

Testing of the hypothesis indicated that heavy rupee volume purchasers at malls in India are significantly different from the low and medium volume consumers along various demographic variables. Heavy spenders were constituted by more men, larger families, higher incomes, higher qualifications, more professionals and businessmen, higher ownership of credit cards, microwaves, cars and houses. They also lived nearer the malls than the other two groups validating many previous researches, which said that location and distance are important variables affecting mall patronage. But the null hypothesis was accepted for age, marital status and number of earning members indicating that all age groups are equally attracted to the mall irrespective of whether they were married or otherwise and the number of earning members did not make a difference in their mall patronage (Refer Table 6.1).

TABLE 6.2: Summery of Hypotheses testing of demographic variables (Chi-square test)

Variable	$\chi 2$	df	p	Λ	cc	Null hypothesis
Age	7.252	4	.123	.003	.052	A
Gender	12.303	2	.002	.859	.068	NA
Marital Status	8.211	8	.413	.003	.056	A
Family Size	26.574	8	.001	.018	.003	NA
Number Of Children	14.133	8	.078	.007	.078	NA
Number Of Earning Members	8.225	6	.222	.010	.057	A
Approximate Monthly Income	118.374	10	.000	.040	.209	NA
Occupation	48.426	14	.000	.016	.134	NA
Education	48.871	10	.000	.021	.134	NA

A=Null hypothesis is accepted at 0.05 level significance

NA= Null hypothesis is not accepted at 0.05 level significance

As indicated by previous research the heavier shoppers also visit more often and stay longer when they shop at malls. These heavy shoppers tend visit the malls with their family and spend on all categories of items more than the other two groups showing significant differences in the mall related behavior.

Table 6.3: Summery of Hypothesis testing of behavioral variables- mall activities (ANOVA)

Variable	MEAN SCORE			df	F	p	Null hypothesis
	0- 3000	3001-12000	More than 12000				
Chill with friends (Mall activities)	3.2870	3.4226	3.3643	2	3.808	.022	NA
Family Shopping (Mall activities)	3.7169	3.9215	3.9713	2	17.492	.000	NA
Knick-Knacks (Purchase categories)	2.8193	2.9461	2.9707	2	3.329	.036	NA
Entertainment (Purchase categories)	3.2745	3.5972	3.6260	2	25.739	.000	NA
Fashion (Purchase categories)	3.2040	3.3954	3.6284	2	35.404	.000	NA
Home needs (Purchase categories)	2.9439	3.2414	3.4821	2	36.319	.000	NA

A=Null hypothesis is accepted at 0.05 level significance

NA= Null hypothesis is not accepted at 0.05 level significance

Further the shopping orientations of the three groups are also found to be different. The heavy shoppers tend to be more recreationally oriented and are significantly less price sensitive. The testing of value and lifestyle related hypothesis have shown that the heavy shoppers are more active, value fun and security.

TABLE 6.4: Summery of Hypotheses testing of Shopping orientation, Values and Lifestyle (ANOVA)

Variable	MEAN SCORES			df	F	p	Null hypothesis
	0- 3000	3001-12000	More than 12000				
The utilitarian Shopping Orientation	2.9585	2.9532	3.0439	2	1.815	.163	A
The window Shopping Orientation	3.7973	3.9169	3.9232	2	4.945	.007	NA
The price sensitive Shopping Orientation	3.8128	3.7805	3.6241	2	7.252	.001	NA
The recreational Shopping Orientation	3.2544	3.5738	3.6434	2	38.810	.000	NA
Respect and Belonging Values	4.4667	4.4725	4.4667	2	.960	.383	A
Fun Values	4.3822	4.5327	4.4796	2	5.850	.003	NA
Security Values	4.2635	4.5067	4.5318	2	17.658	.000	NA
Active Lifestyle	3.2852	3.5610	3.6168	2	23.021	.000	NA
Homebound Lifestyle	4.0673	4.1270	4.0382	2	1.898	.150	A
Media influence-Lifestyle	3.3308	3.5006	3.4023	2	3.791	.023	NA
Self and Social circle influence-Lifestyle	4.3470	4.4068	4.3271	2	3.092	.046	NA

A=Null hypothesis is accepted at 0.05 level significance

NA= Null hypothesis is not accepted at 0.05 level significance

The overall attitude to mall shopping is predictably higher among the heavy shoppers. The heavy shoppers consider all attributes of a mall more important for their shopping experience than the other two groups but they have rated the stores and merchandise as their first priority. Safety and

Service aspects of the mall are also very important to them. They also feel that the mall delivers on all aspects and are highly satisfied.

When the view of all the mall patrons are considered about the mall performance on the various mall attributes, significant difference was found in the variables: Parking, Employee behavior, Promotional activities, Amenities, Food and refreshments, Quality and price. According to the respondents, the malls in India perform beyond their expectation in factors like Parking, Employee behavior, promotional activities, amenities and the food and refreshments available. Though quality is rated high, the patrons' expectation from malls on this attribute is higher. An examination of the data also suggests that mall significantly under performs on the price perception though attitude to it is positive.

TABLE 6.5: Summery of Hypotheses testing for overall attitude (ANOVA)

Attitude	MEAN			df	F	p	Null Hypothesis
	0- 3000	3001-12000	More than 12000				
Attitude overall	3.7608	3.9481	4.0208	2	22.126	.000	NA

The antecedents to the amount spent at the mall were identified through correlation and multiple regression analysis. The correlation coefficients indicated that no. of earning members, Income, education and ownership of cars is positively correlated the mall spends among demographic variables. The behavioral variables identified as significantly positively correlated are the time spent at the mall, frequency of mall visits, family shopping, and purchase of all products. The utilitarian shopping orientation, and recreational shopping orientation are significantly positively correlated and price sensitivity was negatively correlated. The values respect and belonging were also found to be negative correlated but an active lifestyle and influence of self-experience and social circle are positively correlated. Among variables for importance of mall attributes safety and service was significantly positively correlated. The same is the case of satisfaction of mall store prices. The multiple regression analysis confirmed the role of income, recreational, utilitarian orientation, professional qualification, family size, ownership of car, influence of media and interest in purchase of fashion and Knick-knacks in their influence on mall shopping. The week R square value (.114), the low percentage of variance explained by the model, also indicates that the equation is week in predictive power and that there may be other variables that

may need to be taken into consideration.

TABLE 6.6: Summery of Hypothesis testing for antecedents to mall patronage

Demographic variable	**Correlation coefficient**
No. of earning members	.131**
Income	.246**
Education	-.191**
Ownership of car/s	-.140**
Values and lifestyle	
Respect and Belonging	-.052*
Active Lifestyle	.089**
Self and social circle influence	.051**
Shopping orientation variables	
The Utilitarian shopper	.058**
The Price sensitive Shopper	-.071**
The Recreational Shopper	.129**
Behavioral variables	
Time spent at the mall	.144**
Frequency of mall visits	.478**
Family shopping	.074**
Purchases	
Knick Knacks	.089**
Entertainment	.082**
Fashion	.150**
Home Needs	.140**
Mall shopping Attitude (over all)	.079**
Importance of safety and service	.067**
Perception of Price	.100**

***Correlation is significant at 0.01 level (2 tailed)*

** Correlation is significant at 0.05 level (2 tailed)*

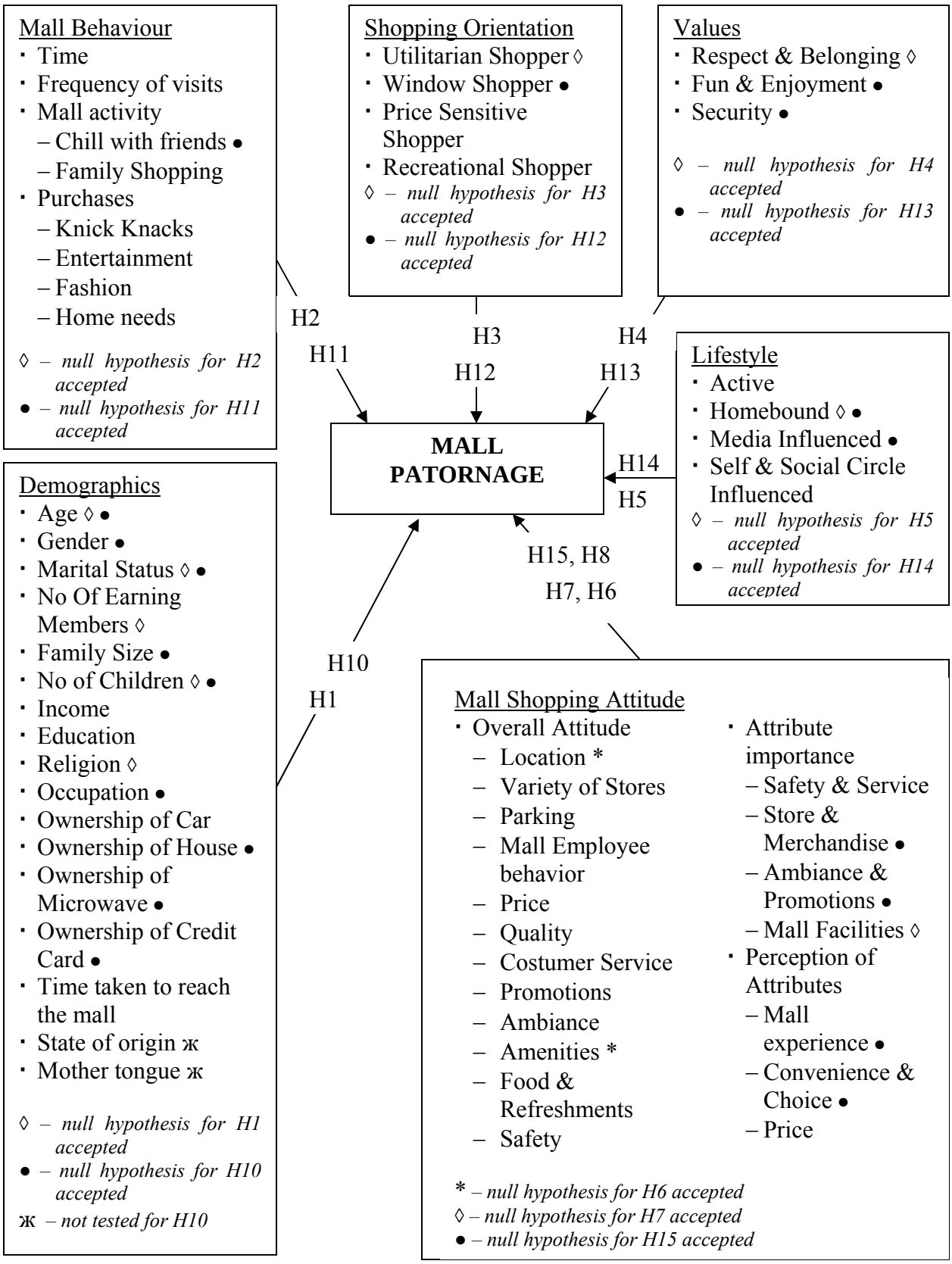
It is also interesting to note that none of the mall attributes (these are controllable directly or indirectly by the mall management) figures in the confirmatory regression model as antecedents to mall patronage. Moreover, the two attributes, the importance and perception of which is seen to be important to mall shopping- safety and service and price is not completely within the grasp of mall management either. While a safe and secure environment for shopping can be provided by the mall management along with well-trained staff, price related attribute can only be controlled indirectly through careful leasing strategies. For example, the general price perception of the mall is determined by the strategies of retailers leasing space within the mall facility. Mall

management can pursue leasing agreements with specific retailers using a particular pricing strategy, but may have difficulties controlling a retailer's continued use of that strategy. Mall leasing managers can change the tenant mix, but only over time as contractual agreements come to an end. Since it seems to the demographic and lifestyle variables that predominantly influence mall behavior, the selection of mall sites and the tenant mix become very crucial. Careful analysis of the catchments demographics, shopping orientation and lifestyle will be needed. Further the tenant mix has to be planned accordance to the needs of the catchments. A careful match of the socio economic status of the mall and the pricing policies and image portrayed by the mall will be essential. Further, since the study has provided an overview of the market in a multi-dimensional sense, this information can be employed to position the malls based on the inferences drawn from the portrait of the consumer. Since in addition to tenant mix and merchandise, the heavy shoppers have a higher need for safety and fun, the malls could be positioned as the ideal location for safe, hassle free, exciting shopping experience for a family.

The study also provides a richer and more lifelike picture of the target consumer giving malls a better idea of the type of person they are trying to communicate with and attract more often. It also gives clues about what may or may not be appropriate to the lifestyle of the heavy shoppers. Data indicates that highly educated families that cherish fun and variety frequent the mall more. This has implication for the setting of advertising and promotional drives, the type and appearance of characters (in advertising), the nature of music and artwork, the media to be used etc.

In order to draw the full market potential, mall may also need to consider how the medium and low rupee volume shoppers can be converted into heavier shoppers. A marketing opportunity may exist to create new kinds of malls that can meet the needs of these segments. Moreover, in order to address the role of price it may be necessary to promote the mall as a brand (Hazel, 1999; Talmadge 1999) through various marketing programs, such as uniform signage, televised and print advertisements featuring the mall name, and frequent shopper program used to create a cohesive image of the mall in the minds of consumers. Using clear positioning strategies, malls can differentiate themselves encourage customers to identify with a specific mall property, and make patronage decisions based on a preference for the overall mall.

Figure 6.1; Mall Patronage Model Test Summary



SPECIFIC CONTRIBUTIONS

- The heavy shoppers have always been a popular group to be studied by marketers, but researchers to date have overlooked them possibly because the practical applicability has not arisen thus far. This gap is bridged.
- No other academic study on malls to the researchers knowledge have looked at the effect of so many consumer variables on mall patronage simultaneously. It has therefore enabled a better understanding of the influences on mall patronage and provides a basis for future study. The study has also been able to give a vivid insight into the antecedents of mall shopping.
- The identification of the heavy shoppers in terms of psychographic and behavioral dimensions can assist malls in designing promotional themes while the demographic characteristics can facilitate the selection of media vehicles.
- The profile of the low and medium shoppers give insights, which can help, transfer them into heavier shoppers.
- The model developed for predicting heavy shoppers can be used to predict heavy shoppers for other catchments. The models evolved for the various cities can be validated and used to prediction in other cities using the analog approach (Levy and Weitz, 2001)
- Overall, the thesis contributes to the understanding of an emerging consumer market in India

CHAPTER 7

LIMITATIONS AND FUTURE RESEARCH

LIMITATIONS

Although the objectives of the study were fully met, a few limitations were identified.

Sample

Although care has been taken to choose a representative sample and a large sample, sample results might still not reflect population characteristics. Data has not been collected from the east of the country and therefore this would limit the generalization of the results. Data was collected in the cooler months of the year therefore there could be a higher representation of more serious buyers in the sample because the temperature controlled environment of malls is a major attraction during the summer months.

Sampling method

Quota sampling technique is frequently criticized because it is a non-probability technique and the choice of respondents is left to the interviewer who may choose to approach only friendly people. There is some evidence to indicate that compared to random samples, quota samples result in biases. They tend to under represent the extremes in income and over represent people in larger households (March and Scarbrough, 1990; Butcher, 1994). In this study however attempt has been made to reduce the impact of all possible bias that can accrue due to the sampling method.

Data collection

The data collected asked respondents to give an average estimate of the number of times the visited malls in the past 3 months and how much they spent on an average etc. There is a probability of error in these responses due to recall effects.

Scale items

Though attempt has been made to design a mall -specific inventory rather than a general inventory of items, the scales use items adapted from mainly international studies. Hence they might not be adequately reflective of Indian consumer. The items especially of the LOV scale may have different interpretations for different people. It would be useful to create India-specific scales in the future incorporating different aspects specific to Indian culture. Some of the scales were found to have poor reliability and in some constructs the variance explained was poor. This could raise some validity issues. It is also possible that inclusion of more variables or items in the scales could improve the constructs and thus the credibility of the research. Moreover most of consumer behaviour in a mall or store is unconscious (Bakewell and Mitchell, 2004). This makes it difficult for the consumers to explain their purchases and purchase decisions. Further the instrument scale items may not be able to distinguish small differences between the three categories studied.

Attitude measurement using mall attributes

Asking consumers to describing their attitude to malls, which has an array of stores all with their own varied images, may be forcing a definition of the qualitative attractiveness which is not a realistic reflection of how consumers formulate their feelings of attraction. (Howell and Rogers 1981). Image research leads to the implication that stores should be treated as units with identity and meaning that consumers' readily discern (Meoli, 1989). Further there is a tendency for researchers to superimpose their own perceptions about a set of stimuli under study and limit the analysis only to those attributes likely to be actually considered by consumers during the patronage process (Singson, 1975, Durand and Dreves, 1976). Though the mall attributes studied here were taken into consideration after extensive literature survey and pretesting, possibility of a bias cannot be eliminated.

Halo-effect is also a possible problem in the attribute evaluation scale. If a respondent has a quite a positive or negative attitude towards one particular and important attribute of the malls, this feeling may be projected to the other attributes covered by the scale. This would result in a positive/negative bias in the subject’s responses. Moreover attitudinal scales are not expected to

offer a perfect one-to-one relationship with patronage behaviour. Yet it is considered to reflect behaviour.

Analysis

Large samples as used in this case can make statistical tests oversensitive. Moreover, in multivariate analytical techniques some amount of bias is possible due to multicolliniarity in the data i.e. the degree to which any variable effect can be predicted or accounted for by the other variables in the analysis.

FUTURE RESEARCH

A mall does not manufacture or sell products; the mall provides the customer shopping convenience and a shopping experience. In these circumstances a study on what aspects of a mall creates patronage crucial. The results of this study is a start to an understanding of the dynamics of the emerging retail market in India and sheds some light on the variables that affect mall shopping. But further research is required to understand the mall phenomenon better. Though an attempt was made to collect a large sample, India is a very heterogeneous country; future studies should include more catchments especially from the east, which has not been included in this study. Moreover, as the mall format matures in India, a similar study might yield different results

The role of price, which has emerged in this study as an important variable, needs further study. The nature of its relationship with the mall patronage and its role vis-à-vis that of the stores and mall image needs analysis. Another area that needs to be further studied in the Indian context is the tenant mix and its role in patronage.

The media habits of the different segments might be researched further to formulate a media plan. This would lead to more focused media spend and hence better return on advertising spend. Consumer response to Situational variables and Mall environmental variables could also be explored. A pan Indian environmental model that reflects the Indian consumers needs, preferences and shopping behaviour would be a relevant addition. Future research could also

possibly evolve a model of mall patronage simultaneous incorporating various behavioural dimensions as dependent variables. This could done by looking at behavioural clusters. Further, since there are multiple constructs involved and there are possible interrelationships involved, analytical tools like structural equation modeling can be applied in order to test and explain these relationships. Tools like CHAID (Chi-square automatic detection) technique can be used for rapid and effective identification of population segments (Baron and Phillips, 1994)

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APPENDIX

Figure 8.1:Activities pursued by the mall shoppers in India

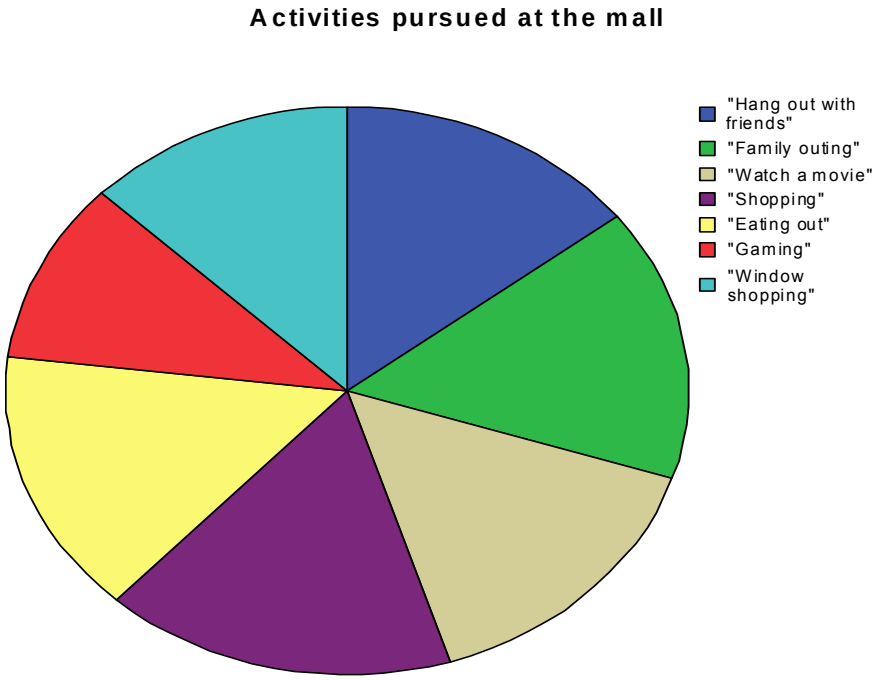


Figure 8.2: Activities pursued by mall shoppers in different purchase categories

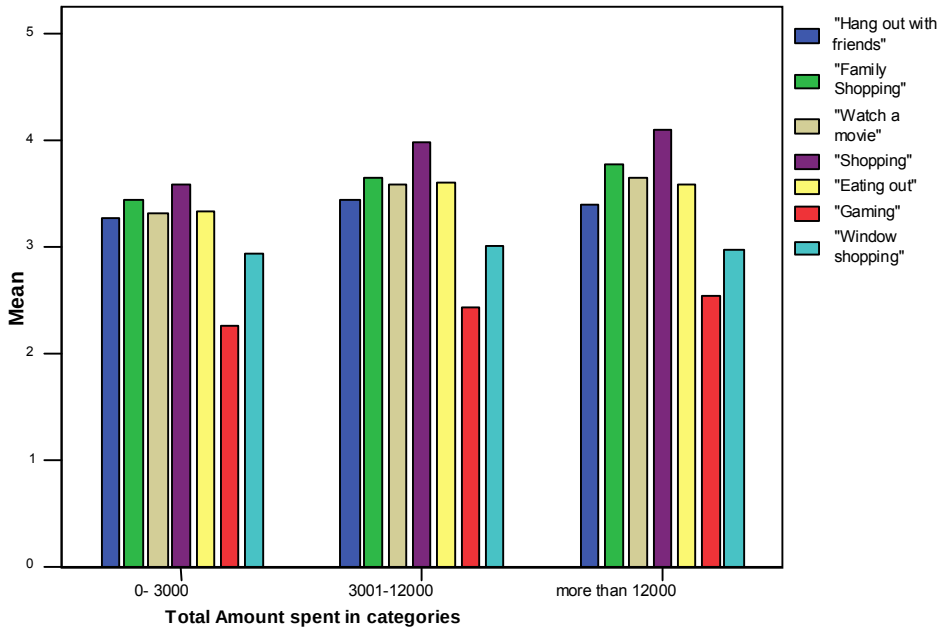


Figure 8.3: Purchase categories

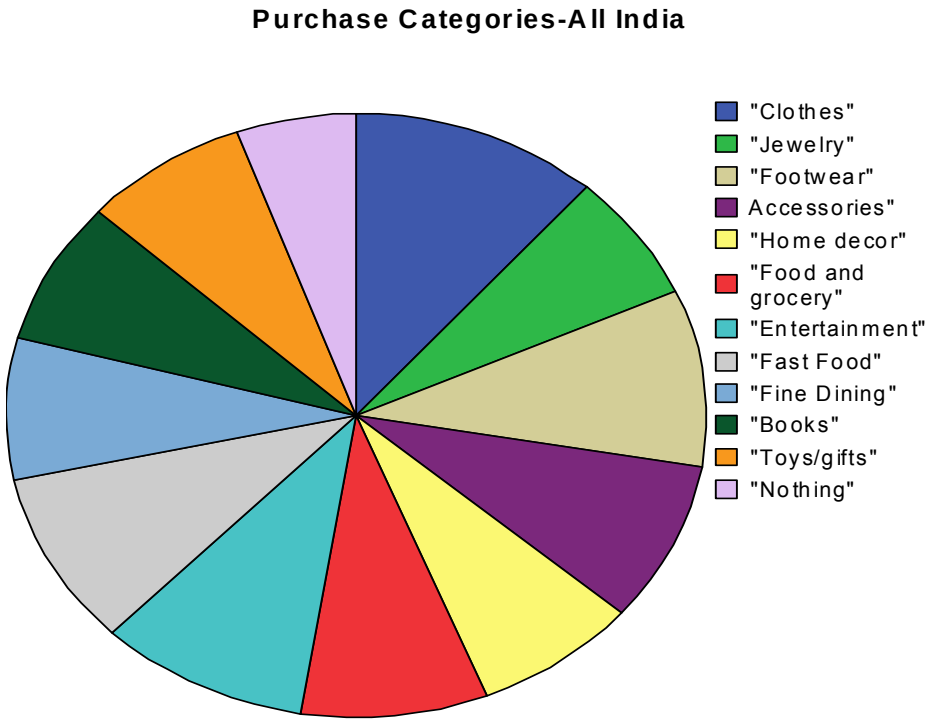


Figure 8.4: Purchase categories by heavy, medium and low rupee volume spenders

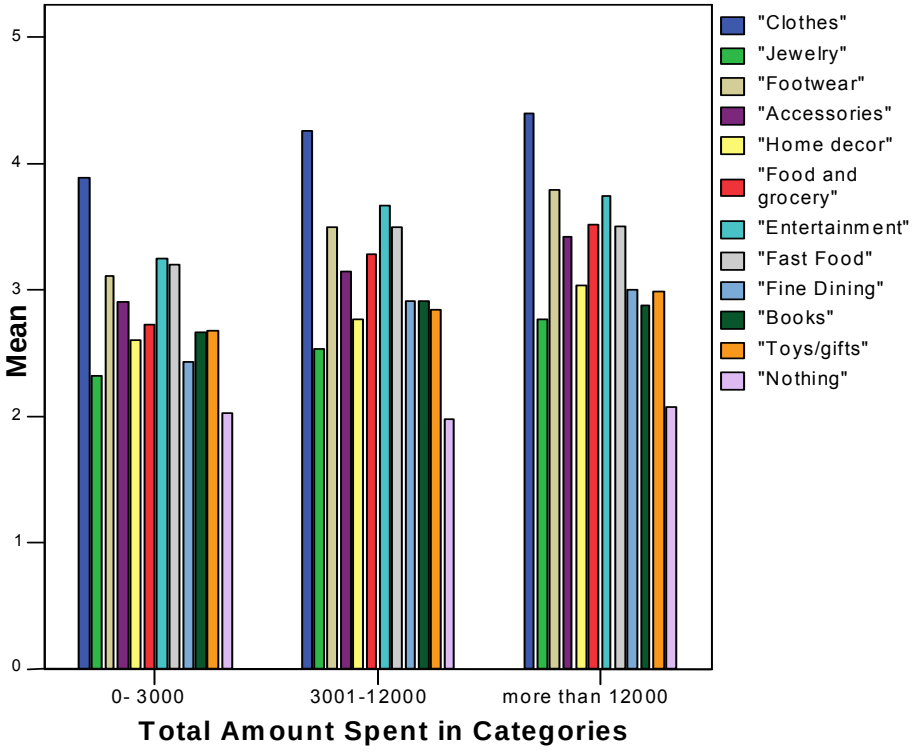


Figure 8.5: Importance of mall attributes

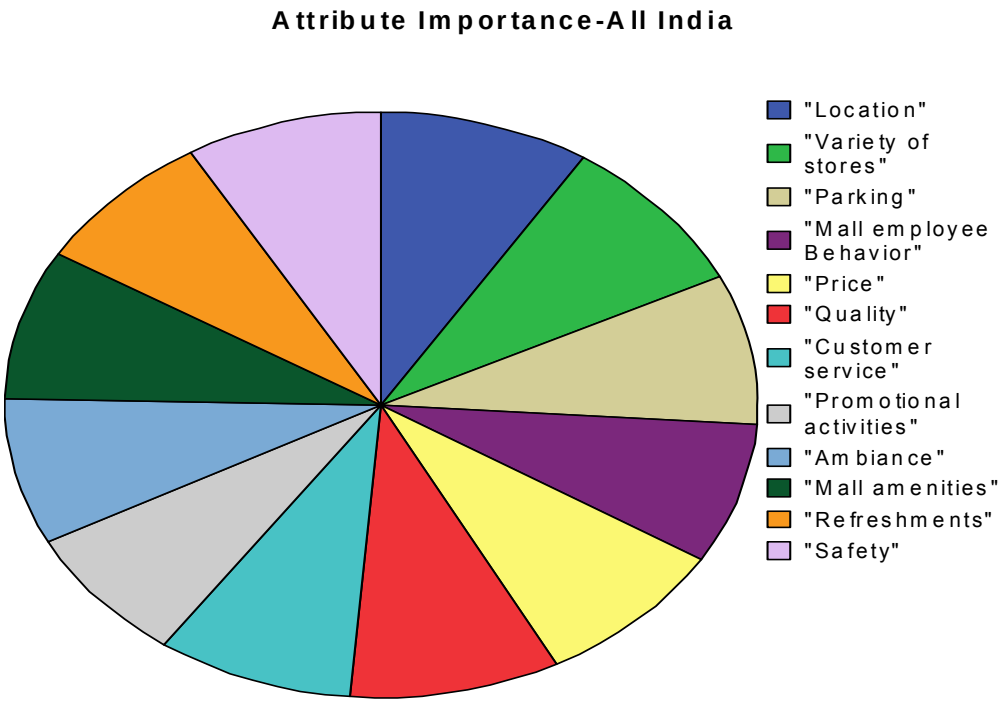


Figure 8.6: Importance of mall attributes for heavy, medium and low rupee volume spenders

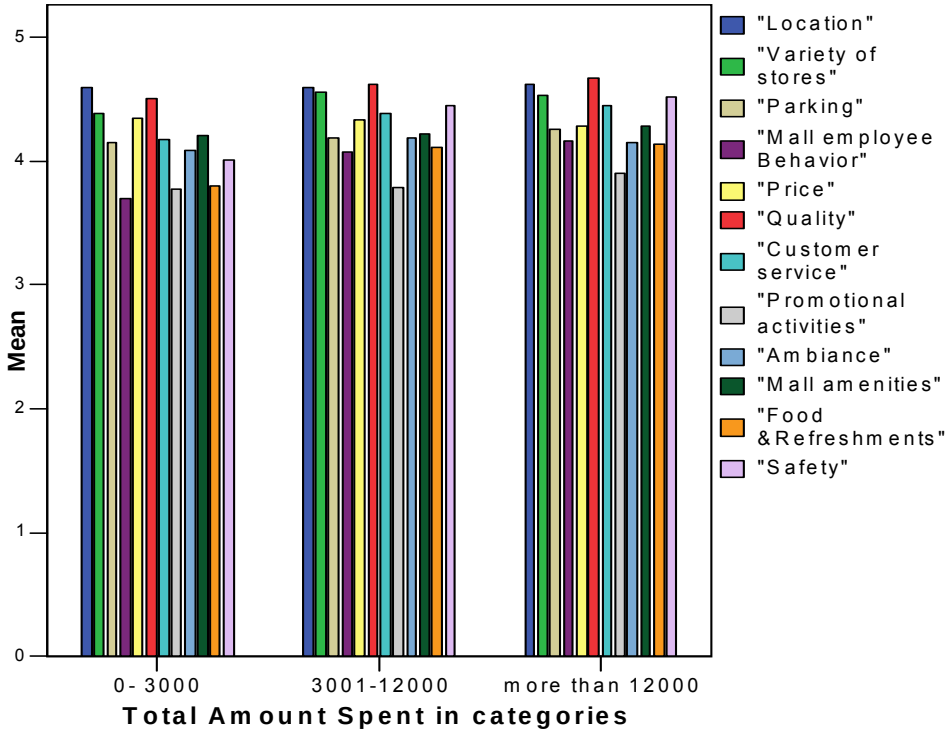


Figure 8.7: Mall Attribute Performance

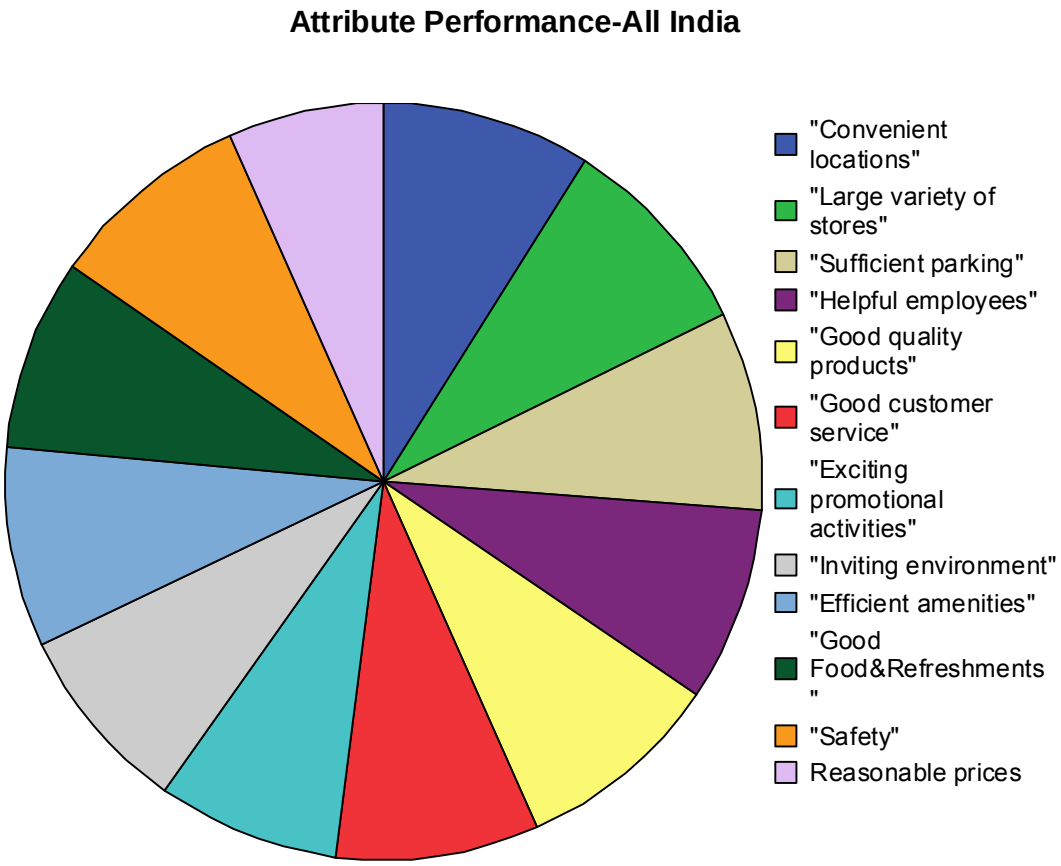


Figure 8.8: Mall attribute performance according to heavy, medium and low shoppers

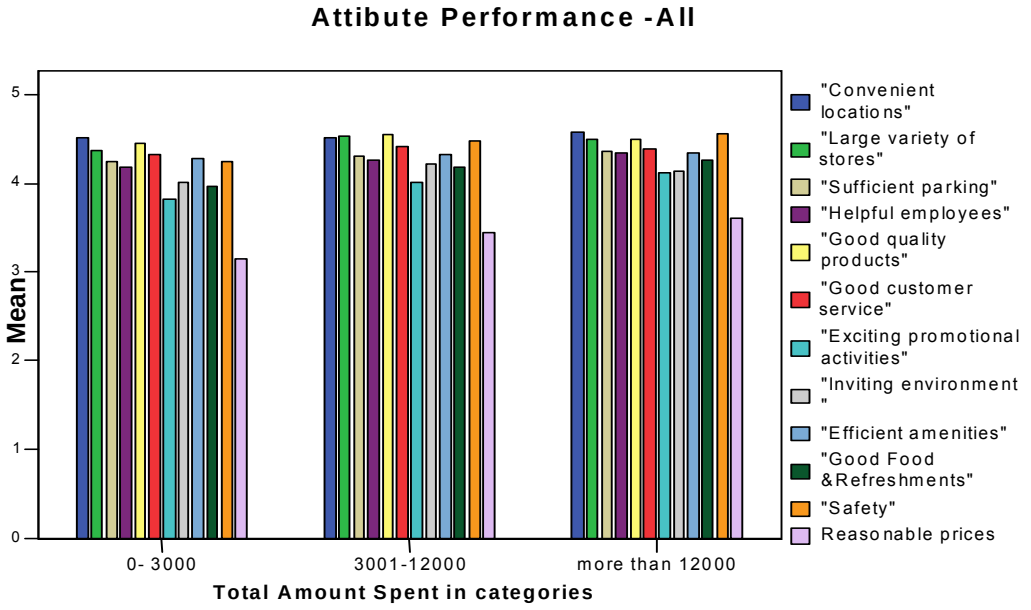


Figure 8.9: Mean Scores for Shopping Orientation items

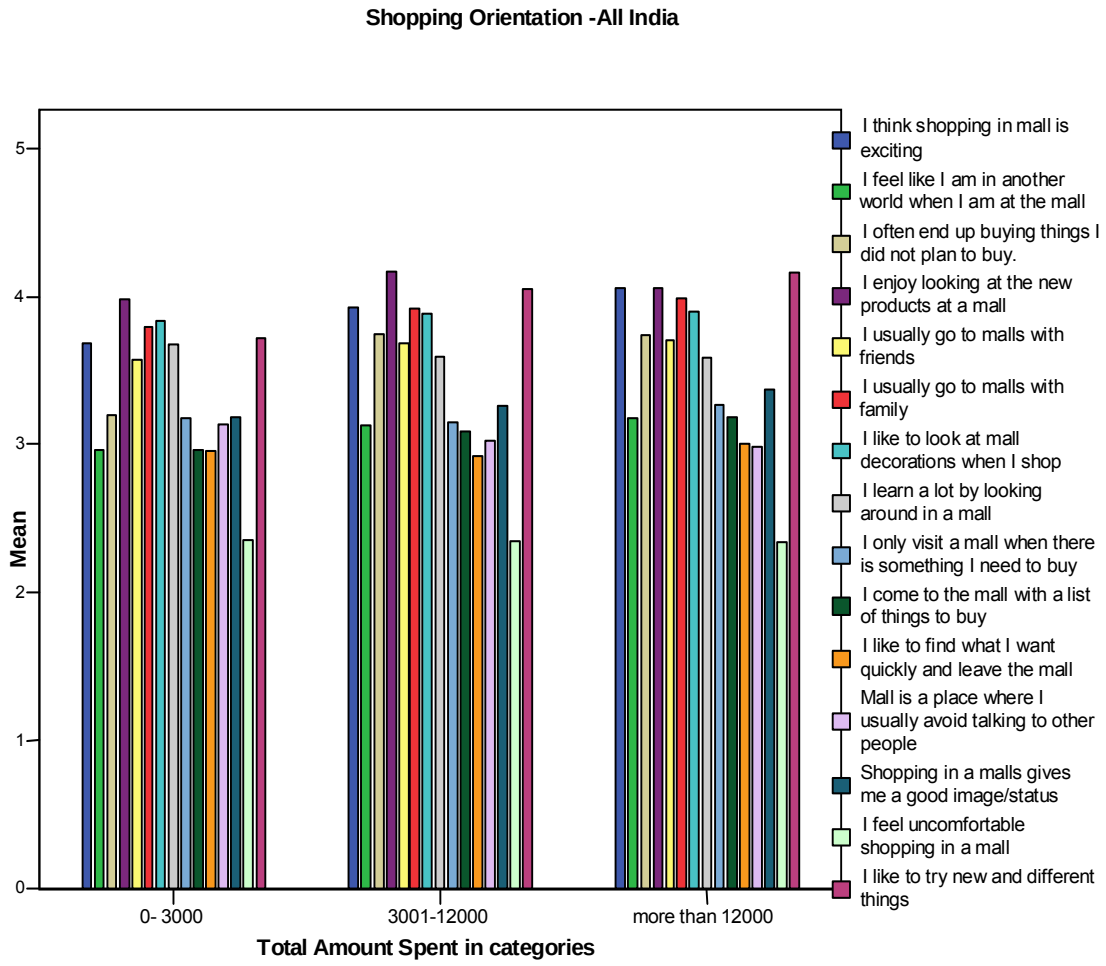


Figure 8.10: Mean Scores for Values

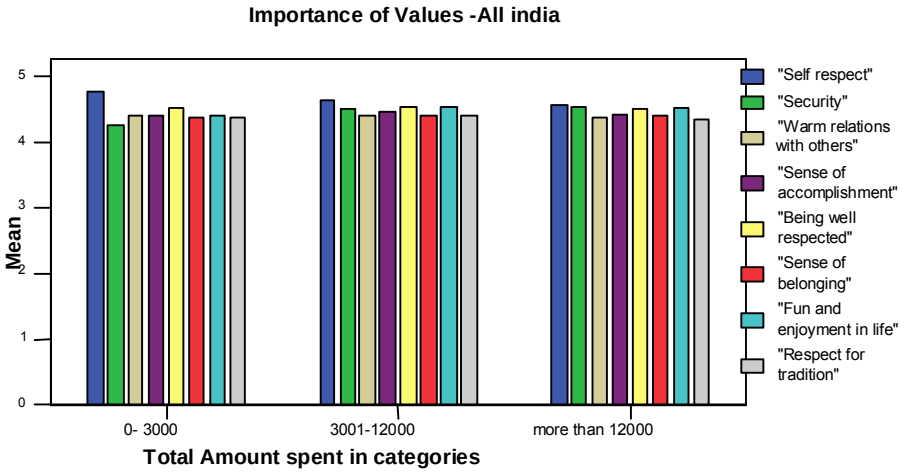


Figure 8.11: Mean Scores for Lifestyle activities

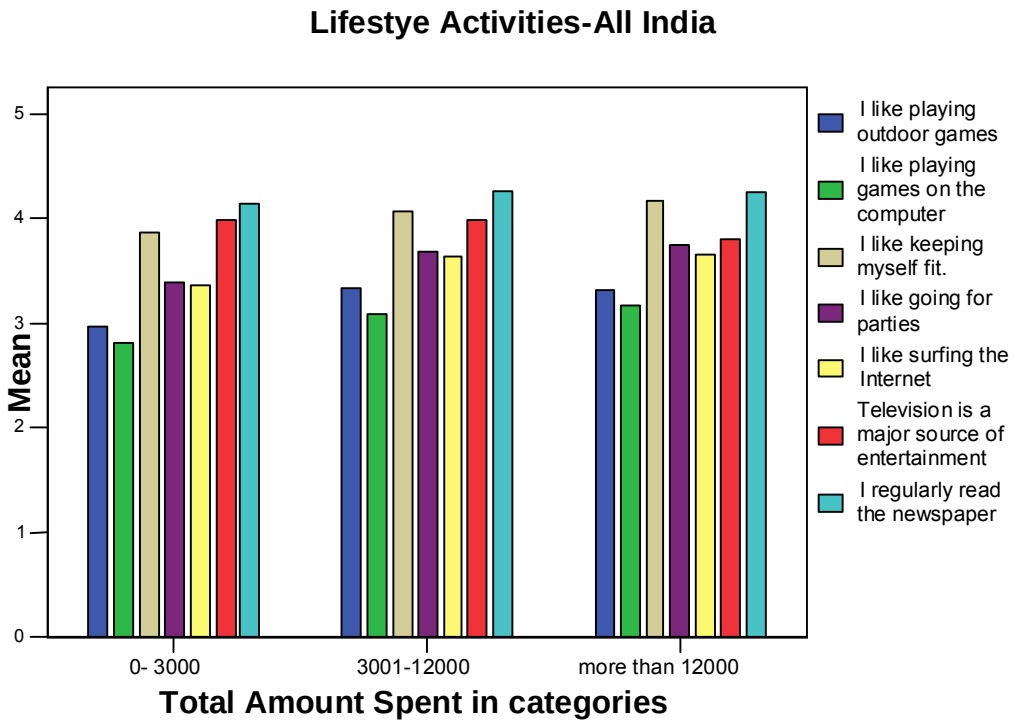


Figure 8.12: Mean Scores for Lifestyle influences

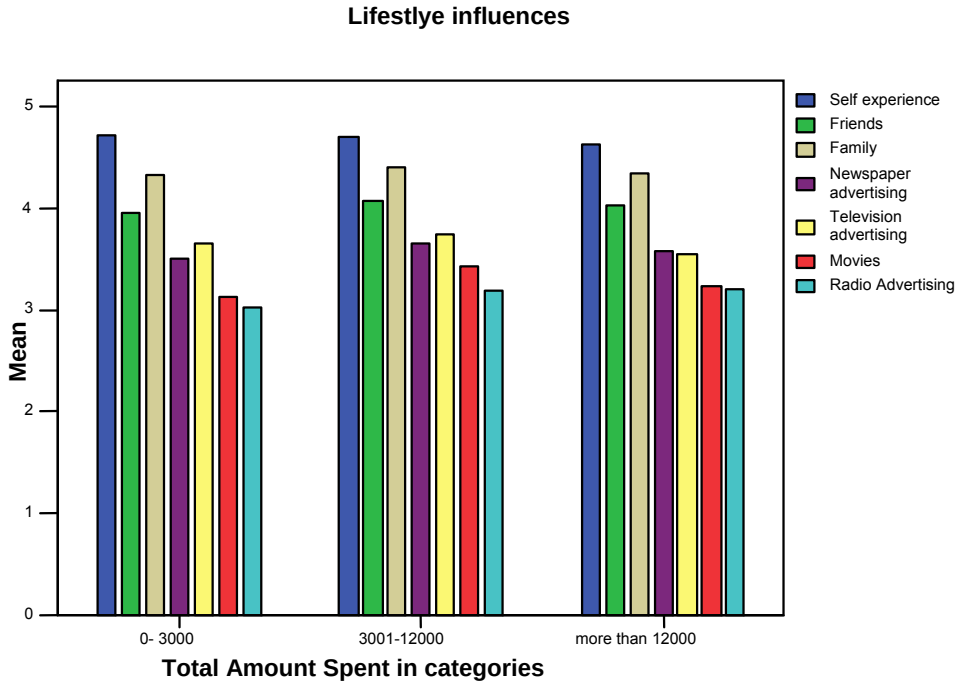
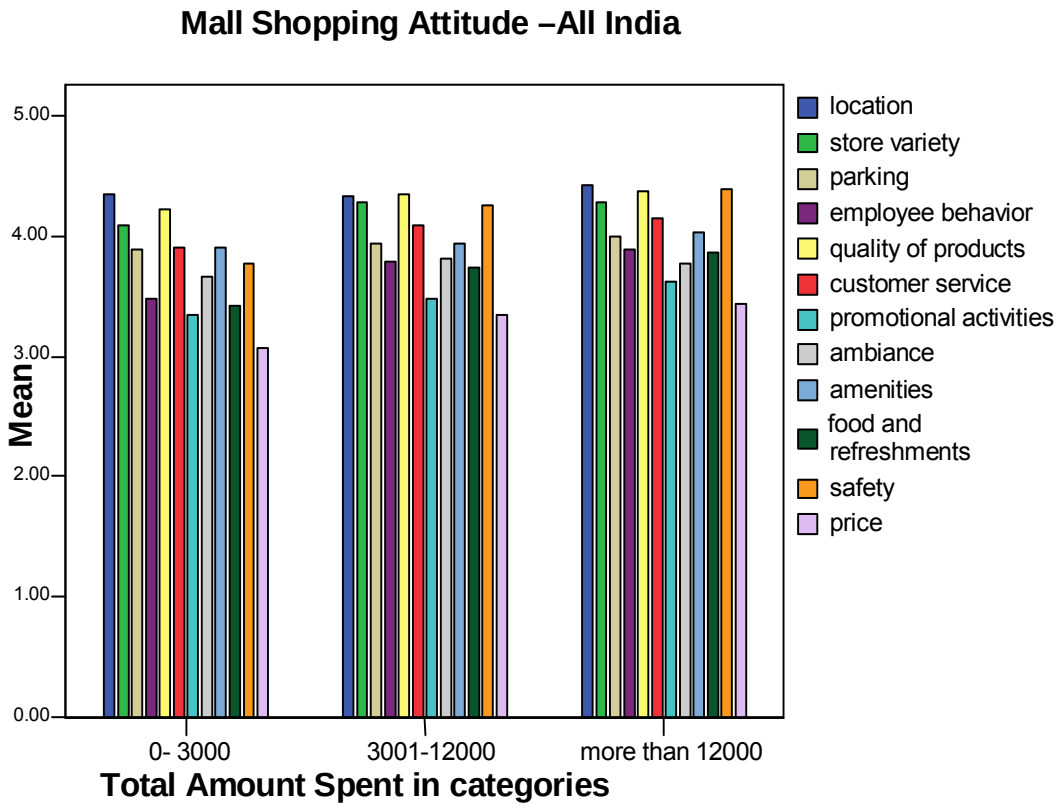


Figure 8.13: Mean Scores for Mall shopping Attitude



DEMOGRAPHICS

Figure 8.14: Gender in heavy, medium and low shoppers

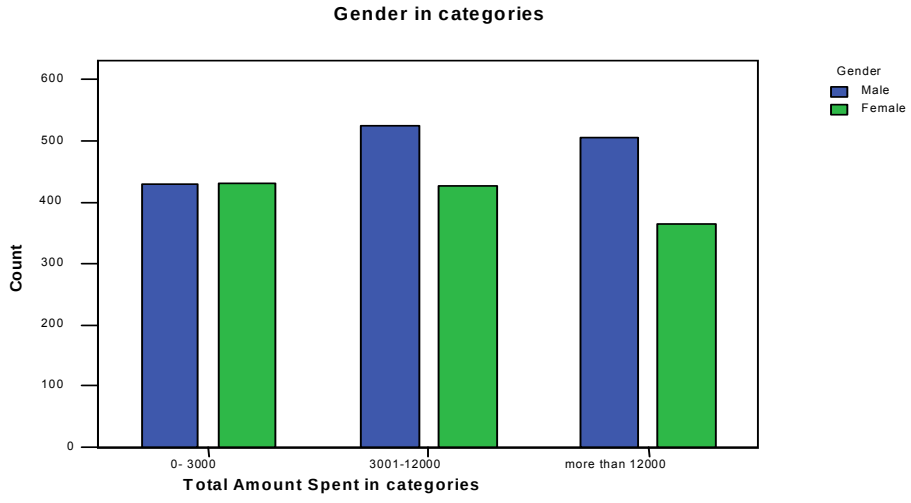


Figure 8.15: Age groups within heavy, medium and low shoppers

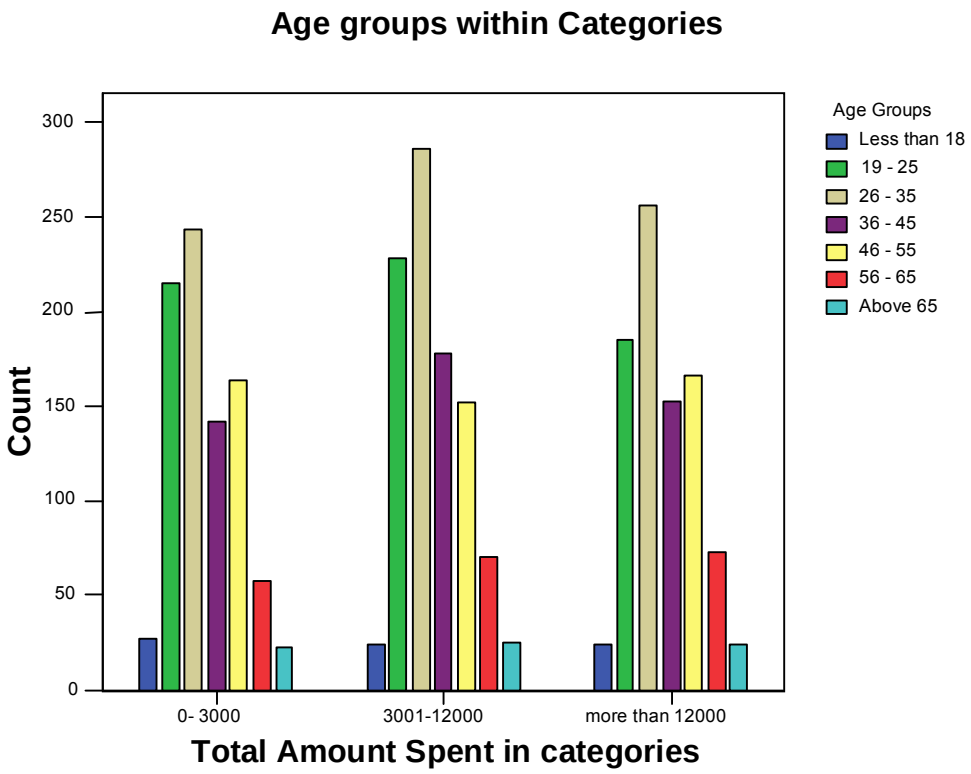


Figure 8.16: Marital status within heavy, medium and low shoppers

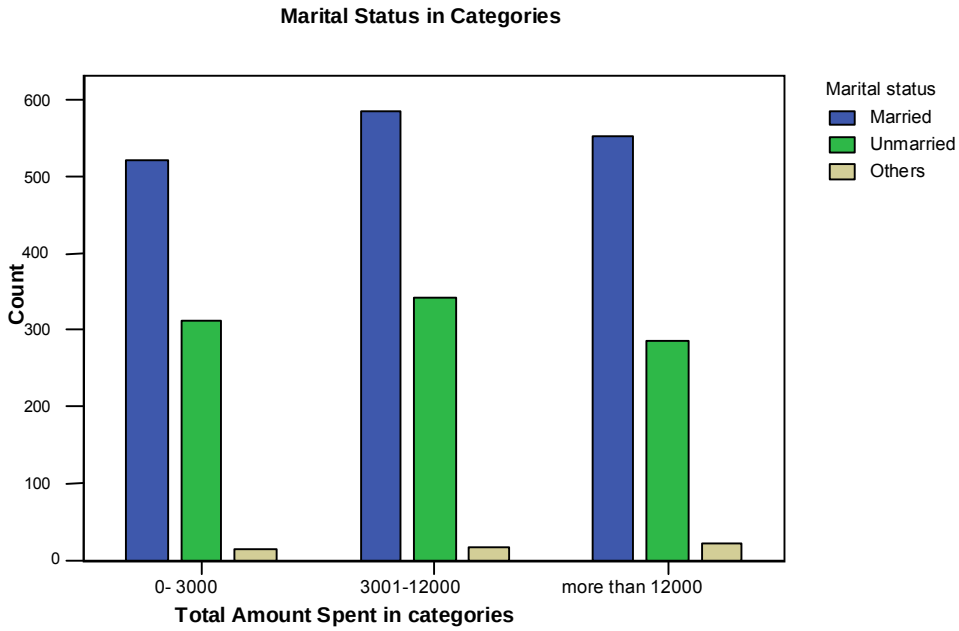


Figure 8.17: Earning members within heavy, medium and low shoppers

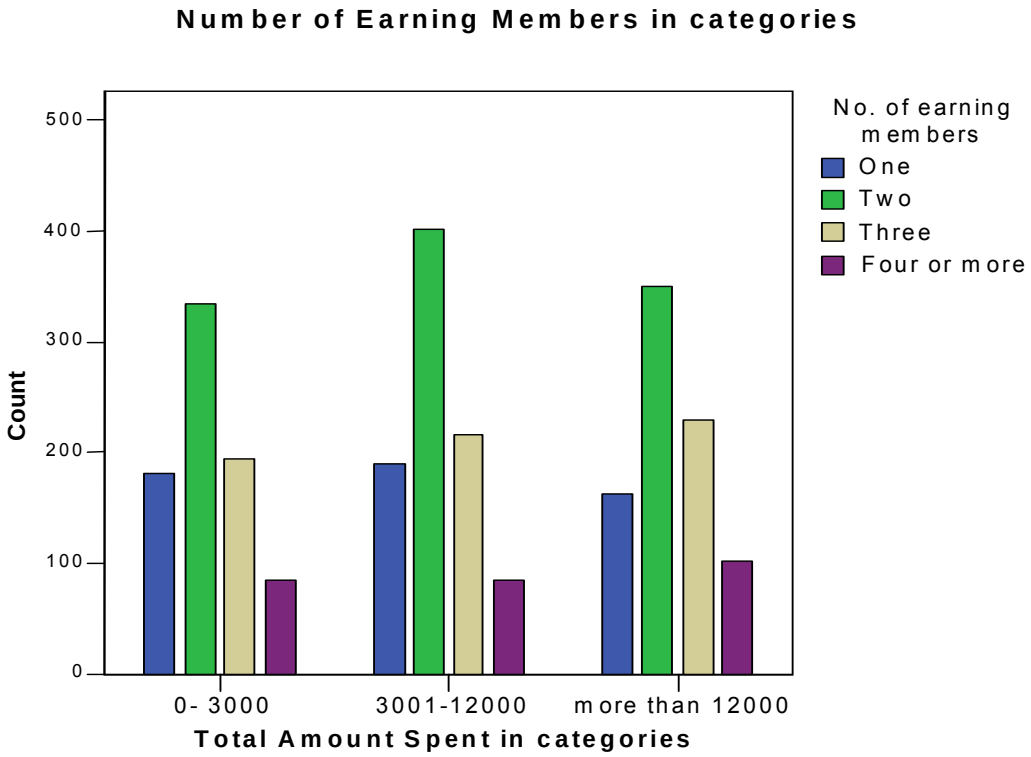


Figure 8.18: Family Size within heavy, medium and low shoppers

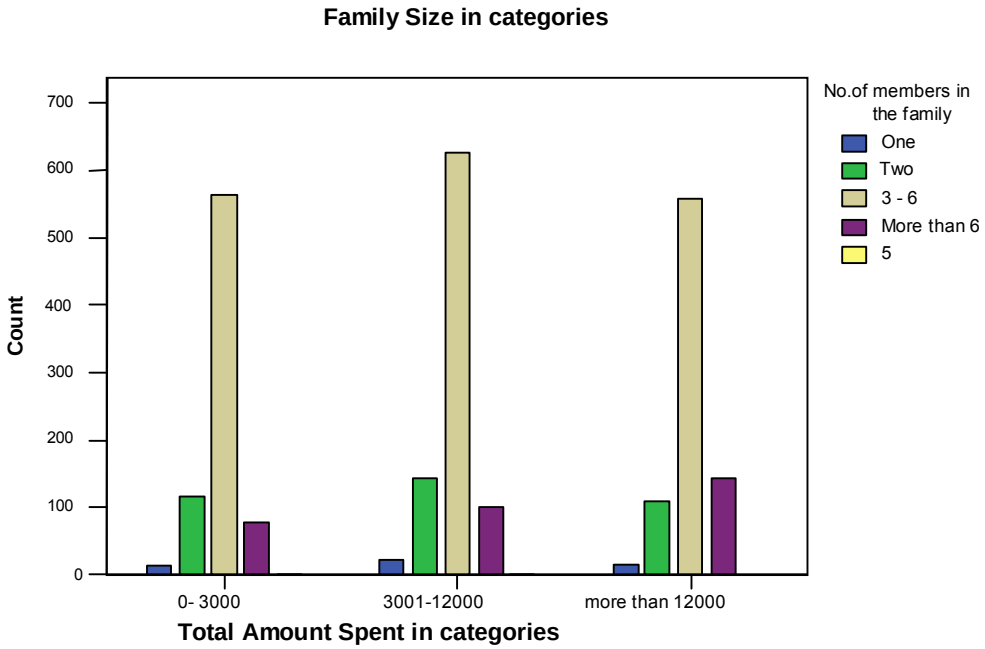


Figure 8.19: Number of children within heavy, medium and low shoppers

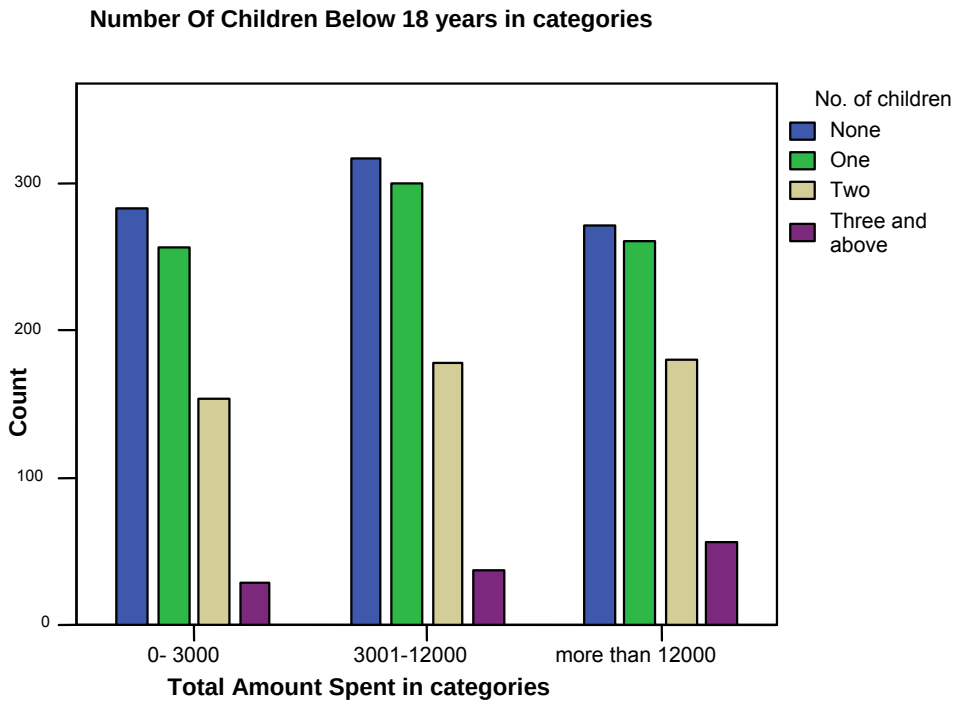


Figure 8.20: Household income within heavy, medium and low shoppers

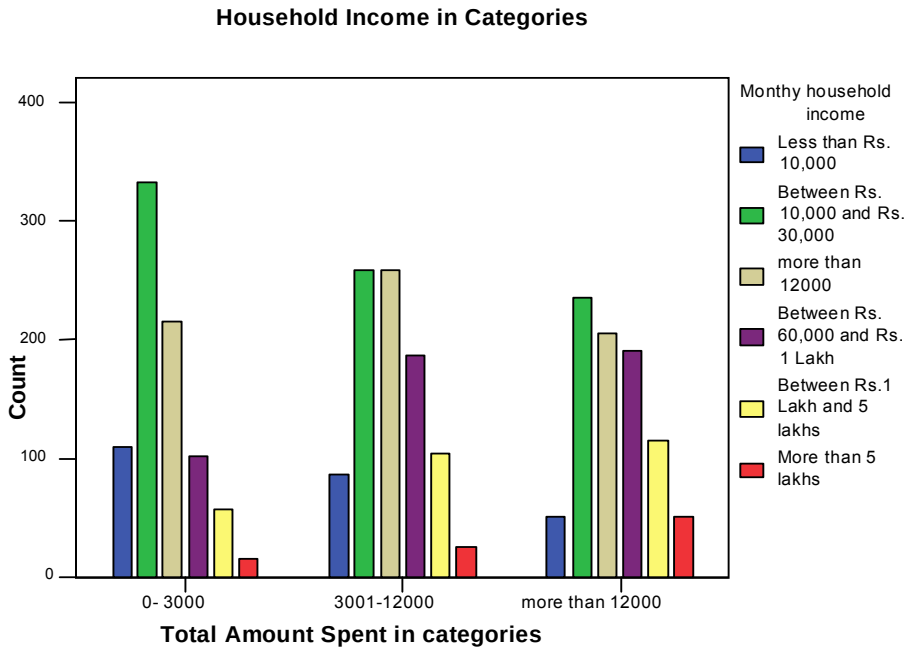


Figure 8.21: Educational Level of heavy, medium and low shoppers

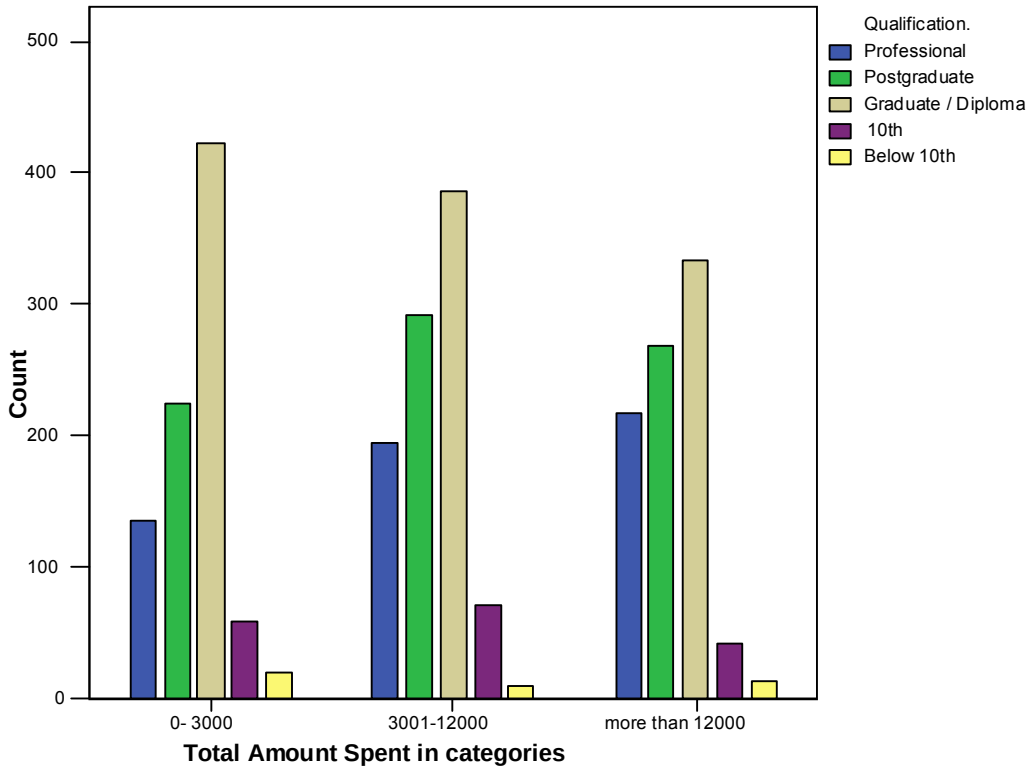


Figure 8.22: Occupations within heavy, medium and low shoppers

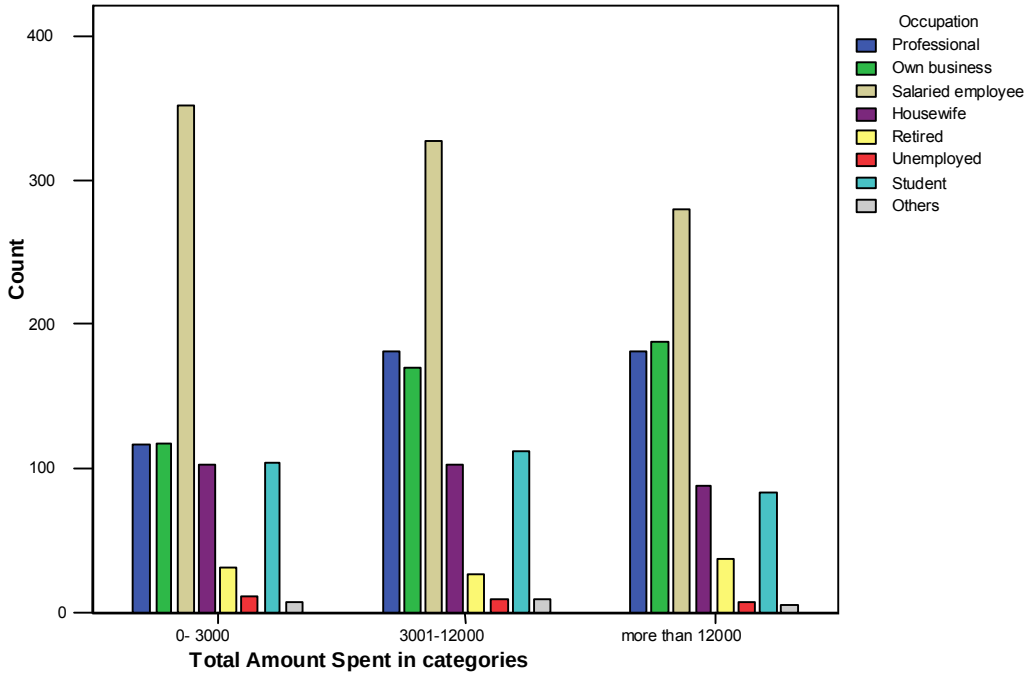


Figure 8.23: Ownership of credit card within heavy, medium and low shoppers

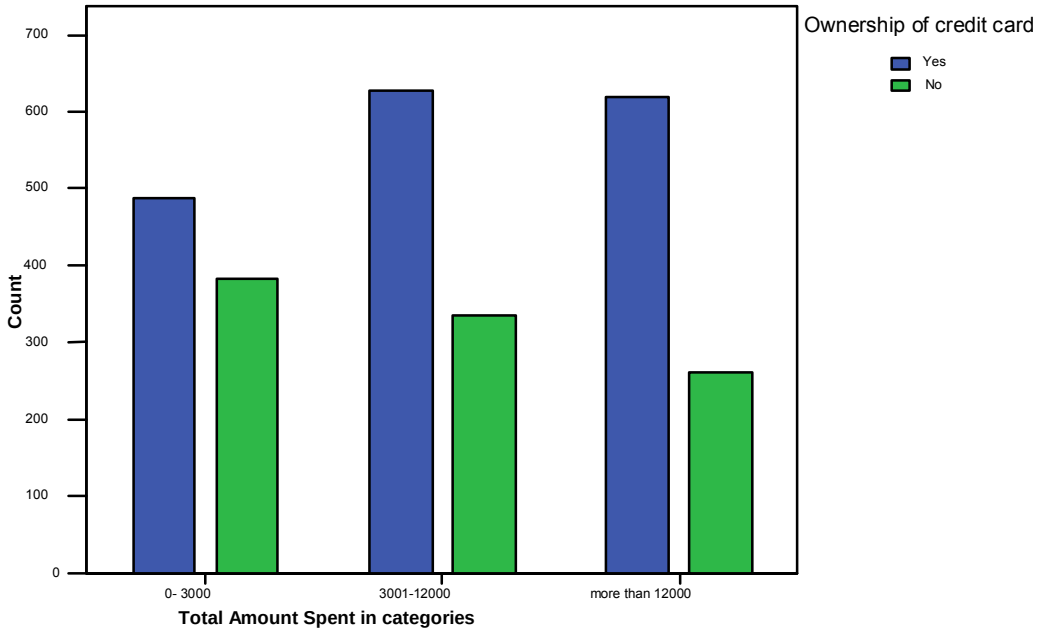


Figure 8.24: Ownership microwave ovens within heavy, medium and low shoppers

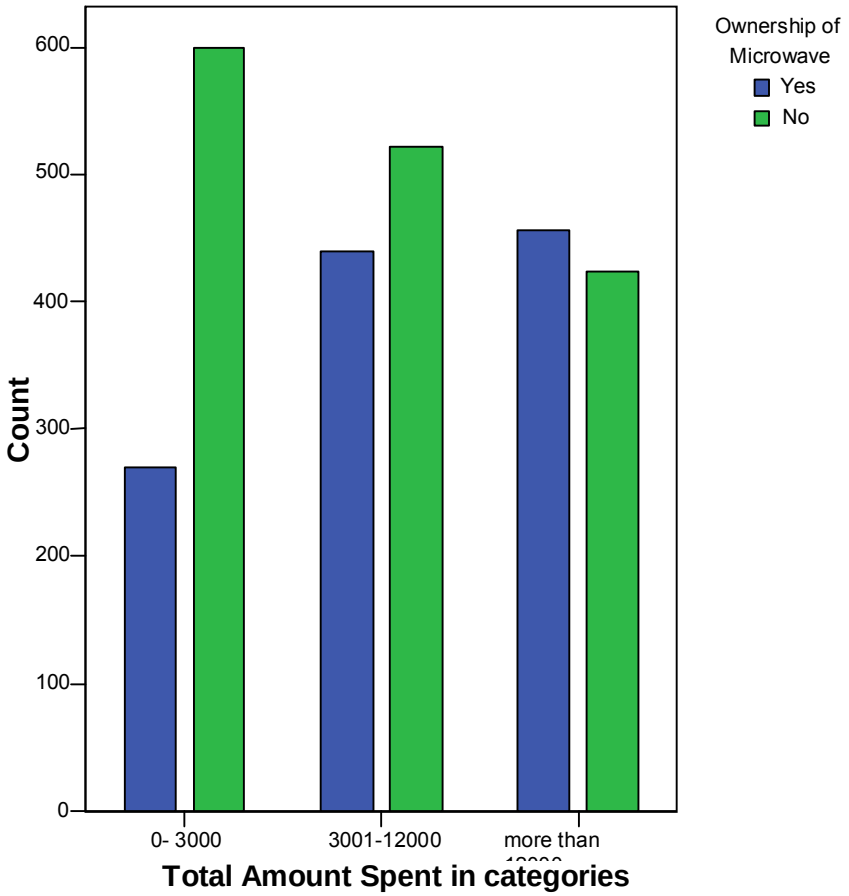


Figure 8.25: Ownership car/s within heavy, medium and low shoppers

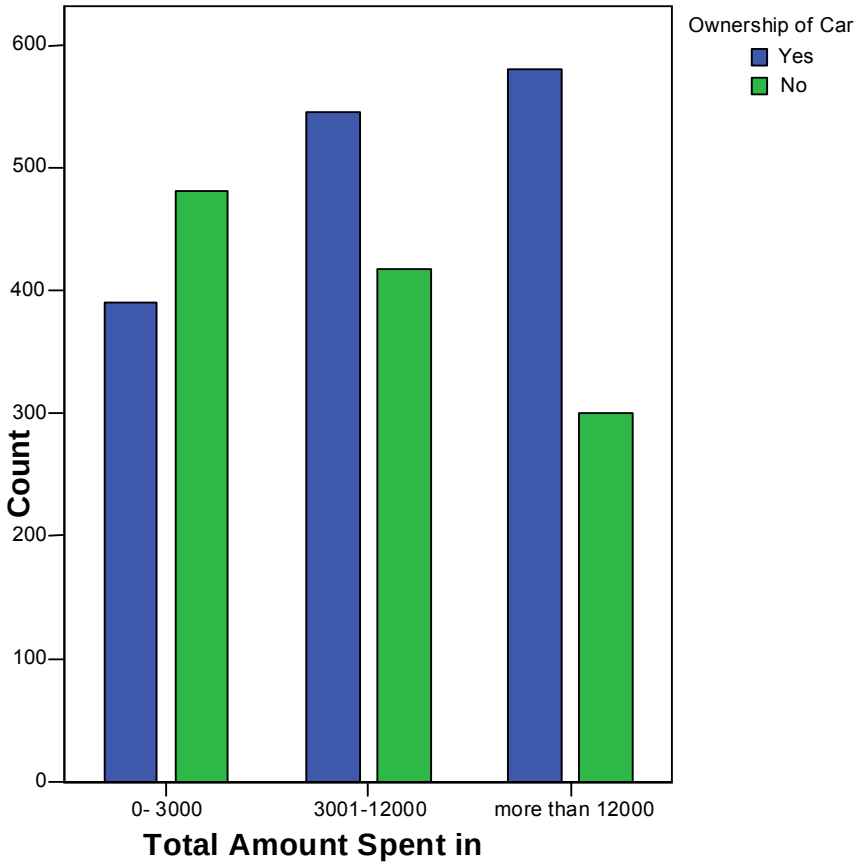


Figure 8.26: Ownership Own house within heavy, medium and low shoppers

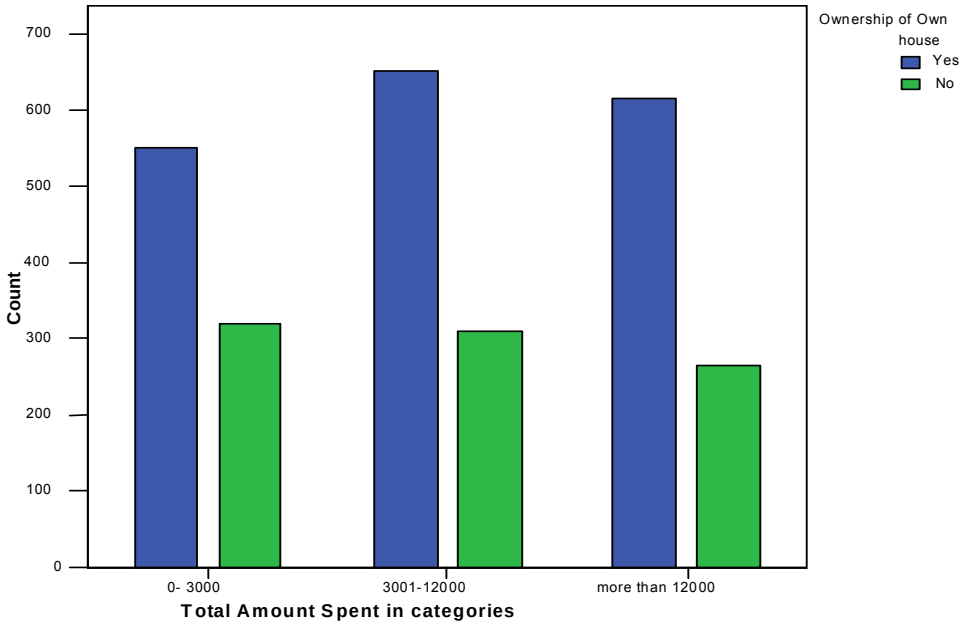
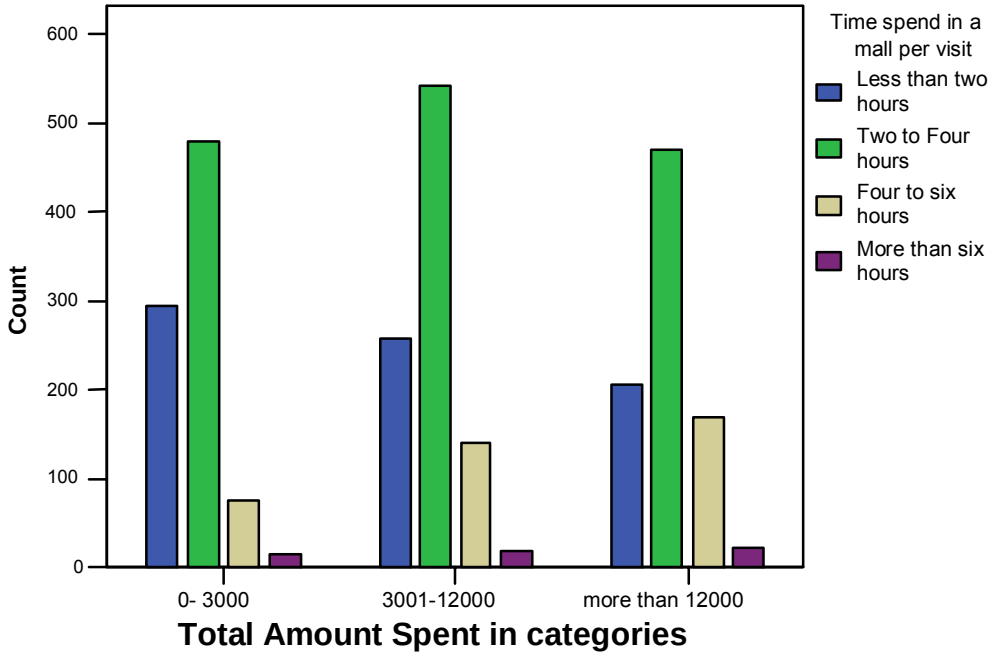


Figure 8.27: Time spent per visit at the mall



SPENDING PATTERN

Figure 8.28: Spend on Food and grocery within heavy, medium and low Shoppers

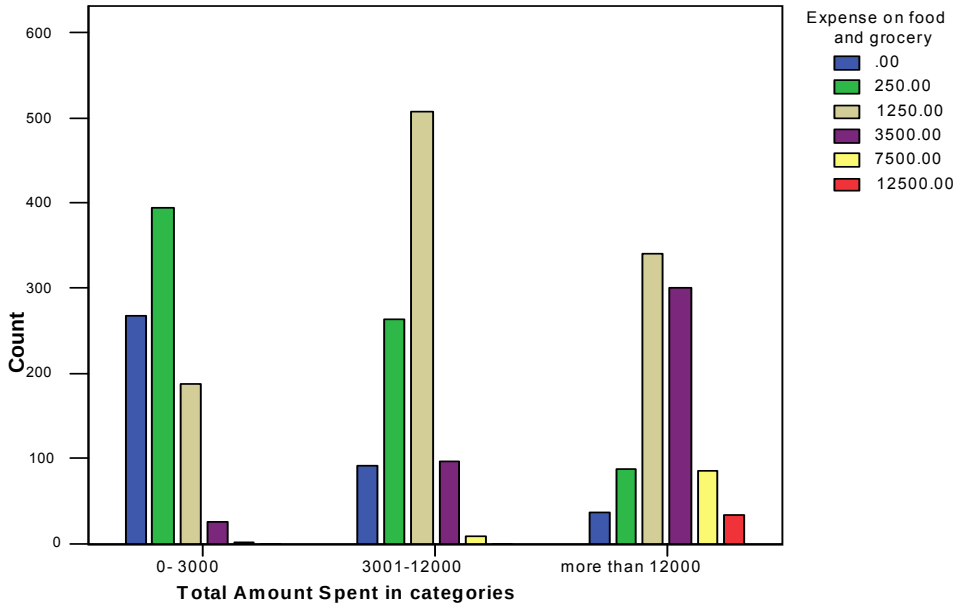


Figure 8.29: Spend on Non-food and grocery within heavy, medium and low Shoppers

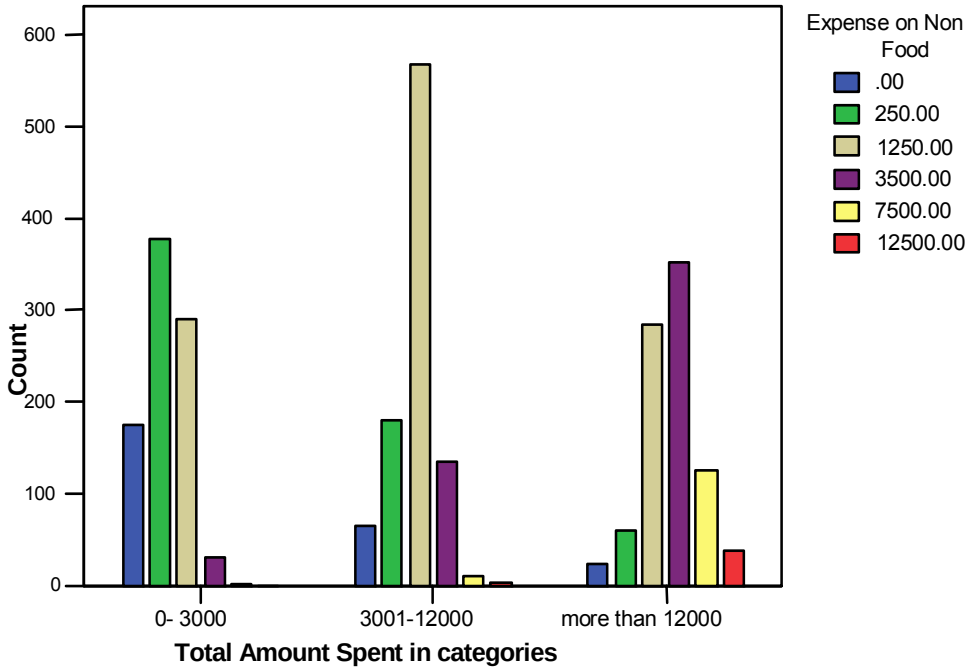


Figure 8.30:Spending Patterns in the cities

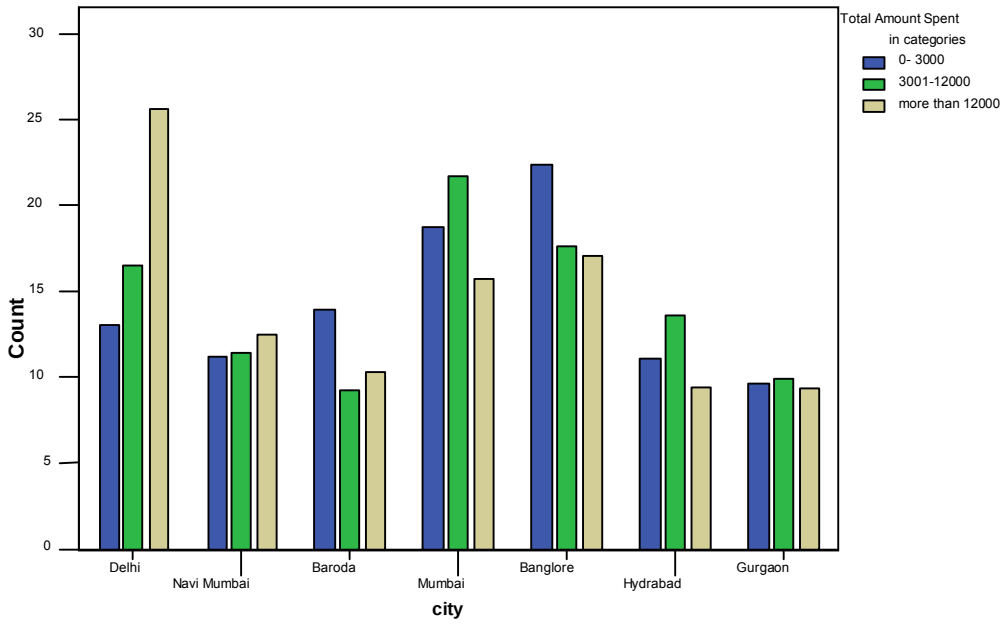


TABLE 8.1: Sample description-Bangalore

	Demographic Variable	**Frequency**	**Percentage**
1	Age		
	Less than 18	9	1.7
	19 – 25	108	21.0
	26 – 35	200	38.8
	36 – 45	100	19.4
	46 – 55	56	10.9
	56 – 65	24	4.7
	Above 65	18	3.5
2	Gender		
	Male	273	53.7
	Female	235	46.3
3	Marital Status		
	Married	298	58.4
	Unmarried	209	41.0
	Others	3	.6
4	Family Size		
	One	19	3.8
	Two	84	17.0
	3 – 6	346	69.9
	More than 6	46	9.3
5	Number of Children		
	None	195	41.3
	One	149	31.6
	Two	111	23.5
	Three and above	17	3.6
6	Number of earning Members		
	One	121	24.4
	Two	177	35’8
	Three	138	27.9
	Four or more	59	11.9
7	Income		
	Less than Rs.10,000	53	10.9
	Between Rs.10,000 and Rs.30,000	158	32.5
	Between Rs.30,000 and Rs.60,000	137	28.2
	Between Rs.60,000 and Rs.1 Lakh	93	19.1
	Between Rs.1 Lakh and 5 lakhs	33	6.8

	More than 5 lakhs	12	2.5
8	Occupation		
	Professional	108	21.1
	Own business	72	14.0
	Salaried employee	195	38.0
	Housewife	53	10.3
	Retired	9	1.8
	Unemployed	13	2.5
	Student	61	11.9
	Others	2	.4
9	Education		
	Professional	100	19.6
	Postgraduate	151	29.5
	Graduate / Diploma	225	44.0
	10^{th}	27	5.3
	Below 10^{th}	8	1.6
10	Religion		
	Hinduism	355	69.6
	Islam	61	12.0
	Christianity	71	13.9
	Jainism	10	2.0
	Buddhism	7	1.4
	Zoroastrianism	1	.2
	None	1	.2
	Others	4	.8
11	State of origin (major)		
	Karnataka	201	39.5
	Andhra Pradesh	63	12.4
	Tamil Nadu	39	7.7
	Kerala	36	7.1
	Maharashtra	25	4.8
	U.P	20	3.9
	Delhi	14	2.8
	Gujarat	12	2.4
	Goa	11	2.2
	West Bengal	10	2.0
12	Mother tongue(major)		
	Kannada	133	26.1
	Telugu	75	14.7
	Hindi	63	12.4

	Tamil	52	10.2
	Malayalam	41	8.0
	Urdu	31	6.1
	Marathi	21	4.1
	Punjabi	17	3.3
	Gujarati	14	2.7
13	Ownership		
	Credit card/s	303	58.8
	Microwave	208	40.5
	Car/s	278	54.0
	House	308	59.7
14	Time to reach the mall		
	Less than 15 min	85	17.1
	15mn to 30 min	177	35.6
	30mn to 1 hr	155	31.2
	More than 1hr	80	16.1
	Behavioural variables		
1	Time spent at the mall		
	Less than 2 Hours	93	18.2
	2 to 4 Hours	290	56.8
	4 to 6 hours	118	23.1
	More than 6 hours	10	2.0
2	Frequency of mall visits in 3 months		
	Up to 10 times	222	42.9
	11- 20 times	220	42.6
	21- 30 times	57	11
	31- 40 times	14	2.7
	More than 40 times	4	0.8

TABLE 8.2: Sample discription-Hyderabad

	Demographic variables	**Frequency**	**Percentage**
1	**Age**		
	Less than 18	4	1.3
	19 – 25	64	20.6

	26 – 35	68	21.9
	36 – 45	77	24.8
	46 – 55	67	21.5
	56 – 65	20	6.4
	Above 65	11	3.5
2	**Gender**		
	Male	171	55
	Female	140	45
3	**Marital Status**		
	Married	216	71.8
	Unmarried	83	27.6
	Others	1	0.6
4	**Family Size**		
	One	5	2.2
	Two	53	22.8
	3 – 6	146	62.9
	More than 6	28	12.1
5	**Number of Children**		
	None	44	24
	One	63	63
	Two	59	59
	Three and above	17	17
6	**Number of earning Members**		
	One	43	18.2
	Two	98	41.5
	Three	99	28
	Four or more	29	12.3
7	**Income**		
	Less than Rs.10,000	80	27.7
	Between Rs.10,000 and Rs.30,000	114	39.4
	Between Rs.30,000 and Rs.60,000	43	14.9
	Between Rs.60,000 and Rs.1 Lakh	34	11.8
	Between Rs.1 Lakh and 5 lakhs	16	5.5
	More than 5 lakhs	2	0.7
8	**Occupation**		
	Professional	53	19.2
	Own business	60	21.7
	Salaried employee	90	32.6

	Housewife	31	11.2
	Retired	13	4.7
	Unemployed	3	1.1
	Student	25	9.1
	Others	1	0.4
9	**Education**		
	Professional	65	21.3
	Postgraduate	109	35.7
	Graduate / Diploma	102	33.4
	10^{th}	21	6.9
	Below 10^{th}	8	2.6
10	**Religion**		
	Hinduism	224	73.4
	Islam	35	11.5
	Christianity	36	11.8
	Jainism	3	0.1
	Buddhism	0	0
	Zoroastrianism	0	0
	None	7	2.3
	Others	0	0
11	**State of origin (major)**		
	Andhra Pradesh	278	89.7
	Tamil Nadu	10	3.2
	Maharashtra	13	4.2
12	**Mother tongue(major)**		
	Telugu	233	75.2
	Hindi	20	6.5
	Tamil	10	3.2
	Urdu	25	8.1
	Marathi	8	2.6
13	**Ownership**		
	Credit card/s	215	69.1
	Microwave	73	23.5
	Car/s	134	43.1
	House	227	73
14	**Time to reach the mall**		
	Less than 15 min	44	15.7
	15mn to 30 min	146	52.1
	30mn to 1 hr	61	21.8

	More than 1hr	29	10.4
	Behavioural variables		
1	**Time spent at the mall**		
	Less than 2 Hours	163	54
	2 to 4 Hours	119	39.4
	4 to 6 hours	17	5.6
	More than 6 hours	3	1
2	**Frequency of mall visits in 3 months**		
	Up to 10 times	159	51.1
	11- 20 times	108	34.7
	21- 30 times	36	11.6
	31- 40 times	6	1.9
	More than 40 times	2	0.6

TABLE 8.3: Sample discription-Delhi

	Demographic variables	**Frequency**	**Percentage**
1	**Age**		
	Less than 18	12	2.4
	19 – 25	120	24
	26 – 35	119	23.8
	36 – 45	79	15.8
	46 – 55	106	21.2
	56 – 65	51	10.1
	Above 65	12	2.4
2	**Gender**		
	Male	273	54.7
	Female	226	45.3
3	**Marital Status**		
	Married	307	63.7
	Unmarried	165	34.2
	Others	10	2.1
4	**Family Size**		
	One	5	1.1
	Two	63	13.2
	3 – 6	317	66.6

	More than 6	91	19.1
5	**Number of Children**		
	None	178	39
	One	158	34.6
	Two	90	19.7
	Three and above	30	6.6
6	**Number of earning Members**		
	One	97	19.8
	Two	234	47.8
	Three	121	24.7
	Four or more	38	7.8
7	**Income**		
	Less than Rs.10,000	45	9.1
	Between Rs.10,000 and Rs.30,000	194	39.4
	Between Rs.30,000 and Rs.60,000	125	25.4
	Between Rs.60,000 and Rs.1 Lakh	80	16.3
	Between Rs.1 Lakh and 5 lakhs	42	8.5
	More than 5 lakhs	6	1.2
8	**Occupation**		
	Professional	88	17.8
	Own business	96	19.4
	Salaried employee	180	36.4
	Housewife	47	9.5
	Retired	19	3.8
	Unemployed	6	1.2
	Student	53	10.7
	Others	5	1
9	**Education**		
	Professional	122	24.7
	Postgraduate	137	27.7
	Graduate / Diploma	198	40.1
	10^{th}	33	6.7
	Below 10^{th}	4	0.8
10	**Religion**		
	Hinduism	384	77.4
	Islam	49	9.9
	Christianity	30	6
	Jainism	22	4.4
	Buddhism	3	0.6

	Zoroastrianism	0	0
	None	0	0
	Others	8	1.6
11	**State of origin (major)**		
	U.P	82	32.3
	Gujarat	10	3.9
	Bihar	19	7.5
	Haryana	22	8.7
	Madhya Pradesh	21	8.3
	Punjab	26	10.2
	Rajastan	13	5.1
12	**Mother tongue(major)**		
	Punjabi	39	8.4
	Gujarati	12	2.6
	Hindi	352	76
13	**Ownership**		
	Credit card/s	325	65.1
	Microwave	198	39.7
	Car/s	297	59.5
	House	287	57.5
14	**Time to reach the mall**		
	Less than 15 min	102	20.8
	15mn to 30 min	236	48.1
	30mn to 1 hr	117	23.8
	More than 1hr	36	7.3
	Behavioural variables		
1	**Time spent at the mall**		
	Less than 2 Hours	143	29.1
	2 to 4 Hours	285	57.9
	4 to 6 hours	58	11.8
	More than 6 hours	6	1.2
2	**Frequency of mall visits in 3 months**		
	Up to 10 times	244	48.9
	11- 20 times	195	39.1
	21- 30 times	45	9
	31- 40 times	14	2.8
	More than 40 times	1	0.2

TABLE 8.4: Sample discription-Gurgaon

	Demographic Variable	**Frequency**	**Percentage**
1	**Age**		
	Less than 18	4	1.5
	19 – 25	51	19.5
	26 – 35	85	32.4
	36 – 45	38	14.5
	46 – 55	56	21.4
	56 – 65	21	8
	Above 65	7	2.7
2	**Gender**		
	Male	138	53.3
	Female	121	46.7
3	**Marital Status**		
	Married	157	61.6
	Unmarried	87	34.1
	Others	11	4.3
4	**Family Size**		
	One	4	1.6
	Two	33	13.4
	3 – 6	165	66.8
	More than 6	45	18.2
5	**Number of Children**		
	None	83	33.7
	One	86	35
	Two	60	24.4
	Three and above	17	6.9
6	**Number of earning Members**		
	One	49	19.3
	Two	111	43.7
	Three	75	29.5
	Four or more	19	7.5
7	**Income**		
	Less than Rs.10,000	18	7
	Between Rs.10,000 and Rs.30,000	79	30.6
	Between Rs.30,000 and Rs.60,000	62	24
	Between Rs.60,000 and Rs.1 Lakh	59	22.9
	Between Rs.1 Lakh and 5 lakhs	33	12.8

	More than 5 lakhs	7	2.7
8	**Occupation**		
	Professional	59	23
	Own business	43	16.7
	Salaried employee	102	39.7
	Housewife	22	8.6
	Retired	12	4.7
	Unemployed	1	0.4
	Student	17	6.6
	Others	1	0.4
9	**Education**		
	Professional	56	21.5
	Postgraduate	68	26.2
	Graduate / Diploma	118	45.4
	10^{th}	15	5.8
	Below 10^{th}	3	1.2
10	**Religion**		
	Hinduism	187	71.6
	Islam	26	10
	Christianity	28	10.7
	Jainism	14	5.4
	Buddhism	2	0.8
	Zoroastrianism	0	0
	None	2	0.8
	Others	2	0.8
11	**State of origin (major)**		
	Karnataka	11	5.7
	Andhra Pradesh	10	5.2
	M.P	19	9.9
	Punjab	12	6.3
	Rajasthan	13	6.8
	U.P	50	26.0
12	**Mother tongue (major)**		
	Bengali	12	4.9
	Telugu	13	5.3
	Hindi	141	57.6
	Tamil	10	4.1
	Marathi	10	4.1
	Punjabi	16	6.5
13	**Ownership**		

	Credit card/s	171	65.5
	Microwave	134	51.3
	Car/s	175	67
	House	169	65
14	**Time to reach the mall**		
	Less than 15 min	30	11.7
	15mn to 30 min	103	40.2
	30mn to 1 hr	82	32
	More than 1hr	41	16
	Behavioural variables		
1	**Time spent at the mall**		
	Less than 2 Hours	61	23.6
	2 to 4 Hours	135	52.3
	4 to 6 hours	48	18.6
	More than 6 hours	14	5.4
2	**Frequency of mall visits in 3 months**		
	Up to 10 times	151	57.6
	11- 20 times	92	35.1
	21- 30 times	16	6.1
	31- 40 times	2	0.8
	More than 40 times	1	0.4

TABLE 8.5: Sample discription- Mumbai

	Demographic Variable	**Frequency**	**Percentage**
1	**Age**		
	Less than 18	30	5.9
	19 – 25	182	35.8
	26 – 35	162	31.8
	36 – 45	77	15.1
	46 – 55	29	5.7
	56 – 65	20	3.9
	Above 65	9	1.8
2	**Gender**		
	Male	291	59.3
	Female	200	40.7
3	**Marital Status**		

	Married	230	46.5
	Unmarried	251	50.7
	Others	14	2.8
4	**Family Size**		
	One	11	2.5
	Two	69	15.5
	3 – 6	328	73.5
	More than 6	38	8.5
5	**Number of Children**		
	None	224	52.6
	One	129	30.3
	Two	57	13.4
	Three and above	15	3.5
6	**Number of earning Members**		
	One	126	27.6
	Two	203	44.4
	Three	59	12.9
	Four or more	69	15.1
7	**Income**		
	Less than Rs.10,000	35	7.4
	Between Rs.10,000 and Rs.30,000	144	30.3
	Between Rs.30,000 and Rs.60,000	116	24.4
	Between Rs.60,000 and Rs.1 Lakh	72	15.2
	Between Rs.1 Lakh and 5 lakhs	75	15.8
	More than 5 lakhs	33	6.9
8	**Occupation**		
	Professional	88	17.8
	Own business	79	16
	Salaried employee	177	35.8
	Housewife	41	8.3
	Retired	10	2
	Unemployed	3	0.6
	Student	90	18.2
	Others	6	1.2
9	**Education**		
	Professional	101	20.1
	Postgraduate	163	32.5
	Graduate / Diploma	201	40
	10^{th}	25	5

	Below 10^{th}	12	2.4
10	**Religion**		
	Hinduism	341	68.2
	Islam	40	8
	Christianity	57	11.4
	Jainism	26	5.2
	Buddhism	7	1.4
	Zoroastrianism	6	1.2
	None	11	2.2
	Others	12	2.4
11	**State of origin (major)**		
	Karnataka	13	2.7
	Bihar	11	2.3
	M.P	13	2.7
	Kerala	10	2.1
	Maharashtra	272	57
	U.P	15	3.1
	Delhi	14	2.9
	Gujarat	53	11.1
	Punjab	12	2.5
	Rajasthan	16	3.4
12	**Mother tongue(major)**		
	Kannada	10	2.1
	Telugu	17	3.5
	Hindi	112	23.3
	Tamil	14	2.9
	Malayalam	18	3.8
	Urdu	14	2.9
	Marathi	88	18.3
	Punjabi	21	4.4
	Gujarati	112	23.3
	Konkani	21	4.4
	Sindhi	15	3.1
	English	16	3.3
13	**Ownership**		
	Credit card/s	318	62.7
	Microwave	267	52.7
	Car/s	253	49.9
	House	362	71.4
14	**Time to reach the mall**		

	Less than 15 min	114	22.9
	15mn to 30 min	196	39.4
	30mn to 1 hr	120	24.1
	More than 1hr	67	13.5
	Behavioural variables		
1	**Time spent at the mall**		
	Less than 2 Hours	127	24.9
	2 to 4 Hours	289	56.7
	4 to 6 hours	74	14.5
	More than 6 hours	20	3.9
2	**Frequency of mall visits in 3 months**		
	Up to 10 times	300	58.6
	11- 20 times	176	34.4
	21- 30 times	29	5.7
	31- 40 times	7	1.4
	More than 40 times		

TABLE 8.6: Sample description-Navi Mumbai

	Demographic Variable	**Frequency**	**Percentage**
1	**Age**		
	Less than 18	9	2.8
	19 – 25	63	19.9
	26 – 35	72	22.7
	36 – 45	51	16.1
	46 – 55	67	21.1
	56 – 65	43	13.6
	Above 65	12	3.8
2	**Gender**		
	Male	161	51.3
	Female	153	48.7
3	**Marital Status**		
	Married	213	68.5
	Unmarried	87	28
	Others	11	3.5
4	**Family Size**		
	One	4	1.4

	Two	39	13.3
	3 – 6	207	70.6
	More than 6	42	14.3
5	**Number of Children**		
	None	94	38.2
	One	80	32.5
	Two	62	25.2
	Three and above	10	4.1
6	**Number of earning Members**		
	One	71	23.8
	Two	139	46.6
	Three	50	16.8
	Four or more	38	12.8
7	**Income**		
	Less than Rs.10,000	12	4
	Between Rs.10,000 and Rs.30,000	66	21.9
	Between Rs.30,000 and Rs.60,000	89	29.6
	Between Rs.60,000 and Rs.1 Lakh	64	21.3
	Between Rs.1 Lakh and 5 lakhs	52	17.3
	More than 5 lakhs	18	6
8	**Occupation**		
	Professional	38	12.2
	Own business	51	16.4
	Salaried employee	92	29.6
	Housewife	60	19.3
	Retired	28	9
	Unemployed	1	0.3
	Student	36	11.6
	Others	5	1.6
9	**Education**		
	Professional	59	18.9
	Postgraduate	92	29.5
	Graduate / Diploma	138	44.2
	10^{th}	21	6.7
	Below 10^{th}	2	0.6
10	**Religion**		
	Hinduism	264	83.5
	Islam	24	7.6
	Christianity	20	6.3

	Jainism	5	1.6
	Buddhism	1	0.3
	Others	2	0.6
11	**State of origin (major)**		
	Andhra Pradesh	11	3.9
	Tamil Nadu	11	3.9
	Kerala	19	6.7
	Maharashtra	128	45.2
	U.P	22	7.8
	Gujarat	24	8.5
	West Bengal	11	3.9
12	**Mother tongue (major)**		
	Telugu	15	5
	Hindi	75	25
	Tamil	10	3.3
	Malayalam	20	6.7
	Marathi	83	27.7
	Gujarati	32	10.7
	Punjabi	24	8
	Bengali	15	5
13	**Ownership**		
	Credit card/s	211	66.6
	Microwave	160	50.5
	Car/s	170	53.6
	House	236	74.4
14	**Time to reach the mall**		
	Less than 15 min	62	20.1
	15mn to 30 min	122	39.5
	30mn to 1 hr	82	26.5
	More than 1hr	43	13.9
	Behavioural variables		
1	**Time spent at the mall**		
	Less than 2 Hours	119	37.8
	2 to 4 Hours	161	51.1
	4 to 6 hours	31	9.8
	More than 6 hours	4	1.3
2	**Frequency of mall visits in 3 months**		
	Up to 10 times	155	48.7
	11- 20 times	102	32.1

	21- 30 times	49	15.4
	31- 40 times	12	3.8
	More than 40 times		

TABLE 8.7: Sample description-Vadodhara

	Demographic Variable	**Frequency**	**Percentage**
1	**Age**		
	Less than 18	7	2.3
	19 – 25	40	13.2
	26 – 35	80	26.5
	36 – 45	51	16.9
	46 – 55	101	33.4
	56 – 65	21	7.0
	Above 65	2	0.7
2	**Gender**		
	Male	153	50.8
	Female	148	49.2
3	**Marital Status**		
	Married	239	79.4
	Unmarried	60	19.9
	Others	2	0.7
4	**Family Size**		
	One	1	0.3
	Two	28	9.4
	3 – 6	236	79.2
	More than 6	33	11.1
5	**Number of Children**		
	None	54	18.4
	One	153	52
	Two	73	24.8
	Three and above	14	4.8
6	**Number of earning Members**		
	One	26	8.7
	Two	123	41
	Three	132	44
	Four or more	19	6.3

7	**Income**		
	Less than Rs.10,000	3	1
	Between Rs.10,000 and Rs.30,000	73	24.3
	Between Rs.30,000 and Rs.60,000	107	35.7
	Between Rs.60,000 and Rs.1 Lakh	78	26
	Between Rs.1 Lakh and 5 lakhs	25	8.3
	More than 5 lakhs	14	4.7
8	**Occupation**		
	Professional	44	14.8
	Own business	73	24.6
	Salaried employee	123	41.4
	Housewife	38	12.8
	Retired	3	1
	Unemployed	0	0
	Student	15	5.1
	Others	1	0.3
9	**Education**		
	Professional	43	14.3
	Postgraduate	66	21.9
	Graduate / Diploma	159	52.8
	10^{th}	28	9.3
	Below 10^{th}	5	1.7
10	**Religion**		
	Hinduism	221	73.2
	Islam	31	10.3
	Christianity	22	7.3
	Jainism	23	7.6
	Buddhism	5	1.7
	Zoroastrianism		
	None		
	Others		
11	**State of origin (major)**		
	Karnataka	16	5.3
	Andhra Pradesh	15	5
	Rajasthan	17	5.6
	Orissa	20	6.6
	Maharashtra	22	7.3
	U.P	42	13.9
	Delhi	13	4.3
	Gujarat	65	21.5

	M.P	47	15.6
	West Bengal	11	3.6
12	**Mother tongue(major)**		
	Kannada	15	5.2
	Telugu	11	3.8
	Hindi	114	39.9
	Bengali	13	4.5
	Oriya	19	6.6
	Marathi	22	7.7
	Gujarati	56	19.6
13	**Ownership**		
	Credit card/s	190	62.9
	Microwave	125	41.4
	Car/s	208	68.9
	House	228	75.5
14	**Time to reach the mall**		
	Less than 15 min	26	8.8
	15mn to 30 min	95	32.1
	30mn to 1 hr	106	35.8
	More than 1hr	69	23.3
	Behavioural variables		
1	**Time spent at the mall**		
	Less than 2 Hours	49	16.4
	2 to 4 Hours	211	70.8
	4 to 6 hours	38	12.8
	More than 6 hours		
2	**Frequency of mall visits in 3 months**		
	Up to 10 times	197	65.2
	11- 20 times	92	30.5
	21- 30 times	8	2.6
	31- 40 times	4	1.3
	More than 40 times	1	0.3

TABLE 8.8: Sample description-Vijayawada

	Demographic variable	**Frequency**	**Percentage**
1	**Age**		
	Less than 18	1	.3
	19 – 25	90	29.5
	26 – 35	73	23.9

	36 – 45	77	25.2
	46 – 55	46	15.1
	56 – 65	18	5.9
	Above 65	0	0
2	**Gender**		
	Male	155	52.4
	Female	141	47.6
3	**Marital Status**		
	Married	199	68.2
	Unmarried	92	31.5
	Others	1	.3
4	**Family Size**		
	One	3	1.1
	Two	44	16.3
	3 – 6	206	76.3
	More than 6	17	6.3
5	**Number of Children**		
	None	86	32.2
	One	100	31.5
	Two	76	28.5
	Three and above	5	1.9
6	**Number of earning Members**		
	One	132	47.1
	Two	116	41.4
	Three	21	7.5
	Four or more	11	3.9
7	**Income**		
	Less than Rs.10,000	88	30.1
	Between Rs.10,000 and Rs.30,000	151	51.7
	Between Rs.30,000 and Rs.60,000	42	14.4
	Between Rs.60,000 and Rs.1 Lakh	9	3.1
	Between Rs.1 Lakh and 5 lakhs	1	.3
	More than 5 lakhs	1	.3
8	**Occupation**		
	Professional	22	7.5
	Own business	64	21.3
	Salaried employee	125	41.5
	Housewife	38	12.6

	Retired	5	1.7
	Unemployed	0	0
	Student	47	15.6
	Others	0	0
9	**Education**		
	Professional	30	9.9
	Postgraduate	105	34.7
	Graduate / Diploma	138	45.5
	10^{th}	27	8.9
	Below 10^{th}	3	1
10	**Religion**		
	Hinduism	211	75.4
	Islam	40	14.3
	Christianity	27	9.6
	Jainism	1	.4
	Buddhism	0	0
	Zoroastrianism	1	.4
	None	0	0
	Others	0	0
11	**State of origin (major)**		
	Andhra Pradesh	302	99.3
12	**Mother tongue (major)**		
	Urdu	26	8.6
	Telugu	274	90.1
	Hindi	2	.7
	English	2	.7
13	**Ownership**		
	Credit card/s	153	50.2
	Microwave	61	20
	Car/s	54	17.7
	House	237	77.7
	Behavioural variables		
1	**Time to reach the shopping areas**		
	Less than 15 min	78	28
	15mn to 30 min	150	53.8
	30mn to 1 hr	39	14
	More than 1hr	12	4.3

2	**Time spent shopping**		
	Less than 2 Hours	139	47.4
	2 to 4 Hours	110	37.5
	4 to 6 hours	36	12.3
	More than 6 hours	8	2.7
3	**Frequency of shopping visits in 3 months**		
	Up to 10 times	126	41.3
	11- 20 times	78	25.6
	21- 30 times	101	33.1
	31- 40 times	0	0
	More than 40 times	0	0
4	**Amount spent on Food and Grocery per visit**		
	Nothing	2	.7
	Less than Rs. 500	109	36
	Rs 500 – Rs. 2000	119	39.3
	Rs. 2000- Rs 5000	38	12.5
	Rs. 5000- Rs. 10,000	27	8.9
	More than Rs. 10,000	8	2.6
5	**Amount spent on Non Food and Grocery items**		
	Nothing	1	.3
	Less than Rs. 500	62	20.8
	Rs 500 – Rs. 2000	103	34.6
	Rs. 2000- Rs 5000	75	25.2
	Rs. 5000- Rs. 10,000	39	13.1
	More than Rs. 10,000	18	6

DEMOGRAPHIC PROFILE OF THE CURRENT HEAVY RUPEE VOLUME SHOPPERS AT VIJAYAWADA

AGE

TABLE 8.9: Comparitive Age profile of heavy rupee volume shoppers

$\chi2$=29.694, df=4, p=.000, λ=.099, cc=.214			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
New Age Groups	Less than 25	Count	27	35	29	91
		%	44.3%	29.7%	23.0%	29.8%
	26 to 45	Count	15	53	82	150
		%	24.6%	44.9%	65.1%	49.2%
	more than 45	Count	19	30	15	64
		%	31.1%	25.4%	11.9%	21.0%
Total		Count	61	118	126	305
		%	100.0%	100.0%	100.0%	100.0%

TABLE 8.10: Comparitive Gender profile of heavy rupee volume shoppers

$\chi2$=2.837, df=2, p=.242, λ=.035, cc=.097			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Kindly indicate your gender	Male	Count	37	55	63	155
		%	60.7%	47.4%	52.9%	52.4%
	Female	Count	24	61	56	141
		%	39.3%	52.6%	47.1%	47.6%
Total		Count	61	116	119	296
		%	100.0%	100.0%	100.0%	100.0%

MARITAL STATUS

TABLE 8.11: Comparitive Marital of heavy rupee volume shoppers

$\chi2$=8.389, df=4, p=.078, λ=.037, cc=.167			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your marital status	Married	Count	32	77	90	199
		%	56.1%	67.0%	75.0%	68.2%
	Unmarried	Count	25	38	29	92
		%	43.9%	33.0%	24.2%	31.5%
	Others	Count	0	0	1	1
		%	.0%	.0%	.8%	.3%
Total		Count	57	115	120	292
		%	100.0%	100.0%	100.0%	100.0%

FAMILY SIZE

TABLE 8.12: Comparitive Family size of heavy rupee volume shoppers

$\chi2$=9.935, df=6, p=.127, λ=.009, cc=.188			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No.of members in the family	One	Count	2	1	0	3
		%	3.9%	1.0%	.0%	1.1%
	Two	Count	11	16	17	44
		%	21.6%	15.5%	14.7%	16.3%
	3 - 6	Count	37	81	88	206
		%	72.5%	78.6%	75.9%	76.3%
	More than 6	Count	1	5	11	17
		%	2.0%	4.9%	9.5%	6.3%
Total		Count	51	103	116	270
		%	100.0%	100.0%	100.0%	100.0%

NUMBER OF CHILDREN

TABLE 8.13: Comparitive Number of children of heavy rupee volume shoppers

$\chi2$=13.755, df=6, p=.032, λ=.094, cc=.221			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
No. of children	None	Count	17	28	41	86
		%	35.4%	27.2%	35.3%	32.2%
	One	Count	20	49	31	100
		%	41.7%	47.6%	26.7%	37.5%
	Two	Count	11	23	42	76
		%	22.9%	22.3%	36.2%	28.5%
	Three and above	Count	0	3	2	5
		%	.0%	2.9%	1.7%	1.9%
Total		Count	48	103	116	267
		%	100.0%	100.0%	100.0%	100.0%

NUMBER OF EARNING MEMBERS

TABLE 8.14: Comparitive Number of earning members of heavy rupee volume shoppers

$\chi2$=44.568, df=10, p=.000, λ=.156, cc=.484			Total Expense in categories			Total
			0- 3000	3001-12000	More than 12000	
No. of earning members	One	Count	31	67	34	132
		%	59.6%	60.4%	29.1%	47.1%
	Two	Count	16	36	64	116
		%	30.8%	32.4%	54.7%	41.4%
	Three	Count	3	5	13	21
		%	5.8%	4.5%	11.1%	7.5%
	Four or more	Count	2	3	6	11
		%	3.8%	2.7%	5.1%	3.9%
Total		Count	52	111	117	280
		%	100.0%	100.0%	100.0%	100.0%

APPROXIMATE MONTHLY INCOME

TABLE 8.15: Comparitive Approximate household income of of heavy rupee volume shoppers

$\chi2$=26.938, df=6, p=.000, λ=.203, cc=.296			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Monthly household income	Less than Rs.10,000	Count	37	28	23	88
		%	61.7%	26.2%	18.4%	30.1%
	Between Rs.10,000 and Rs.30,000	Count	18	57	76	151
		%	30.0%	53.3%	60.8%	51.7%
	Between Rs.30,000 and Rs.60,000	Count	3	20	19	42
		%	5.0%	18.7%	15.2%	14.4%
	Between Rs.60,000 and Rs.1 Lakh	Count	2	1	6	9
		%	3.3%	.9%	4.8%	3.1%
	Between Rs.1 Lakh and 5 lakhs	Count	0	0	1	1
		%	.0%	.0%	.8%	.3%
	More than 5 lakhs	Count	0	1	0	1
		%	.0%	.9%	.0%	.3%
Total		Count	60	107	125	292
		%	100.0%	100.0%	100.0%	100.0%

OCCUPATION

TABLE 8.16: Comparitive Occupational profile of heavy rupee volume shoppers

$\chi 2$=55.362, df=10, p=.000, λ=.113, cc=.394			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your occupation	Professional	Count	4	9	9	22
		%	6.6%	7.7%	7.3%	7.3%
	Own business	Count	9	23	32	64
		%	14.8%	19.7%	26.0%	21.3%
	Salaried employee	Count	19	35	71	125
		%	31.1%	29.9%	57.7%	41.5%
	Housewife	Count	8	22	8	38
		%	13.1%	18.8%	6.5%	12.6%
	Retired	Count	2	1	2	5
		%	3.3%	.9%	1.6%	1.7%
	Student	Count	19	27	1	47
		%	31.1%	23.1%	.8%	15.6%
Total		Count	61	117	123	301
		%	100.0%	100.0%	100.0%	100.0%

EDUCATION

TABLE 8.17: Comparitive Educational profile of heavy rupee volume shoppers

$\chi 2$=54.927, df=8, p=.000, λ=.224, cc=.392			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please indicate your highest Qualification.	Professional	Count	1	11	18	30
		%	1.6%	9.4%	14.4%	9.9%
	Postgraduate	Count	12	25	68	105
		%	19.7%	21.4%	54.4%	34.7%
	Graduate / Diploma	Count	40	65	33	138
		%	65.6%	55.6%	26.4%	45.5%
	10^{th}	Count	7	14	6	27
		%	11.5%	12.0%	4.8%	8.9%
	Below 10th	Count	1	2	0	3
		%	1.6%	1.7%	.0%	1.0%
Total		Count	61	117	125	303
		%	100.0%	100.0%	100.0%	100.0%

RELIGION

TABLE 8.18: Comparitive Religious affiliation of heavy rupee volume shoppers

χ2=8.631, df=8, p=.374, λ=.026, cc=.221			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Kindly indicate your religion	Hinduism	Count	39	78	94	211
		%	70.9%	75.7%	77.0%	75.4%
	Islam	Count	9	12	19	40
		%	16.4%	11.7%	15.6%	14.3%
	Christianity	Count	6	13	8	27
		%	10.9%	12.6%	6.6%	9.6%
	Jainism	Count	0	0	1	1
		%	.0%	.0%	.8%	.4%
	Zoroastrianism	Count	1	0	0	1
		%	1.8%	.0%	.0%	.4%
Total		Count	55	103	122	280
		%	100.0%	100.0%	100.0%	100.0%

STATE OF ORIGIN

TABLE 8.19: Comparitive State of Origin profile of heavy rupee volume shoppers

χ2=3.014, df=4, p=.555, λ=.006, cc=.099			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please write which state you belong to	Andhra Pradesh	Count	61	116	125	302
		%	100.0%	99.1%	99.2%	99.3%
	Arunachal Pradesh	Count	0	1	0	1
		%	.0%	.9%	.0%	.3%
	Gujarat	Count	0	0	1	1
		%	.0%	.0%	.8%	.3%
Total		Count	61	117	126	304
		%	100.0%	100.0%	100.0%	100.0%

MOTHER TONGUE

TABLE 8.20: Comparitive Mother tongue profile of heavy rupee volume shoppers

χ2=9.612, df=6, p=.142, λ=.010, cc=.175			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Please write which is your mother	Hindi	Count	0	0	2	2
		%	.0%	.0%	1.6%	.7%
	Telugu	Count	56	109	109	274
		%	91.8%	93.2%	86.5%	90.1%
	Urdu	Count	5	6	15	26

tongue		%	8.2%	5.1%	11.9%	8.6%
	English	Count	0	2	0	2
		%	.0%	1.7%	.0%	.7%
Total		Count	61	117	126	304
		%	100.0%	100.0%	100.0%	100.0%

OWNERSHIP OF CREDIT CARD

TABLE 8.21: Comparitive Credit card ownership profile of heavy rupee volume shoppers

$\chi 2$=52.150, df=2, p=.000, λ=.296, cc=.382			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of credit card	Yes	Count	14	46	93	153
		%	23.0%	39.0%	73.8%	50.2%
	No	Count	47	72	33	152
		%	77.0%	61.0%	26.2%	49.8%
Total		Count	61	118	126	305
		%	100.0%	100.0%	100.0%	100.0%

OWNERSHIP OF MICROWAVE

TABLE 8.22: Comparitive Microwave ownership profile of heavy rupee volume shoppers

$\chi 2$=75.198, df=2, p=.000, λ=.183, cc=.445			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of Microwave	Yes	Count	3	3	55	61
		%	4.9%	2.5%	43.7%	20.0%
	No	Count	58	115	71	244
		%	95.1%	97.5%	56.3%	80.0%
Total		Count	61	118	126	305
		%	100.0%	100.0%	100.0%	100.0%

OWNERSHIP OF CAR

TABLE 8.23: Comparitive Car ownership profile of heavy rupee volume shoppers

$\chi 2$=8.386, df=2, p=.015, λ=.021, cc=.164			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of Car	Yes	Count	5	18	31	54
		%	8.2%	15.3%	24.6%	17.7%
	No	Count	56	100	95	251
		%	91.8%	84.7%	75.4%	82.3%
Total		Count	61	118	126	305
		%	100.0%	100.0%	100.0%	100.0%

OWNERSHIP OF HOUSE

TABLE 8.24: Comparitive House ownership profile of heavy rupee volume shoppers

$\chi2$=.6.546, df=2, p=.038, λ=.028, cc=.145			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Ownership of Own house	Yes	Count	52	96	89	237
		%	85.2%	81.4%	70.6%	77.7%
	No	Count	9	22	37	68
		%	14.8%	18.6%	29.4%	22.3%
Total		Count	61	118	126	305
		%	100.0%	100.0%	100.0%	100.0%

Behavioural variables

TIME TO REACH THE SHOPPING AREA BY CAR

TABLE 8.25: Comparitive time taken to reach the shopping area of heavy rupee volume shoppers

$\chi2$=15.249, df=6, p=.018, λ=.052, cc=.228			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Time it will take to reach this shopping area from your home by car	Less than 15 min	Count	21	16	41	78
		%	36.8%	15.2%	35.0%	28.0%
	Between 15 to 30 min away	Count	26	66	58	150
		%	45.6%	62.9%	49.6%	53.8%
	Between 30 min to 1hr away	Count	8	19	12	39
		%	14.0%	18.1%	10.3%	14.0%
	More than 1 hr away	Count	2	4	6	12
		%	3.5%	3.8%	5.1%	4.3%
Total		Count	57	105	117	279
		%	100.0%	100.0%	100.0%	100.0%

TOTAL SHOPPING AREA VISITS (in three months)

TABLE 8.26: Comparitive shopping area visits profile of heavy rupee volume shoppers

$\chi2$=96.573, df=4, p=.000, λ=.304, cc=.490			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Total number of shopping area visits in categories	Up to 10 times	Count	47	67	12	126
		%	77.0%	56.8%	9.5%	41.3%
	11- 20 times	Count	7	23	48	78
		%	11.5%	19.5%	38.1%	25.6%
	21- 30 times	Count	7	28	66	101
		%	11.5%	23.7%	52.4%	33.1%
Total		Count	61	118	126	305
		%	100.0%	100.0%	100.0%	100.0%

TIME SPEND SHOPPING

TABLE 8.27: Comparitive Time spent s of heavyhopping of rupee volume shoppers

$\chi2$=14.204, df=6, p=.027, λ=.064, cc=.027			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
On an average how much time do you spend shopping per visit?	Less than two hours	Count	36	41	62	139
		%	60.0%	36.6%	51.2%	47.4%
	Two to Four hours	Count	19	48	43	110
		%	31.7%	42.9%	35.5%	37.5%
	Four to six hours	Count	3	21	12	36
		%	5.0%	18.8%	9.9%	12.3%
	More than six hours	Count	2	2	4	8
		%	3.3%	1.8%	3.3%	2.7%
Total		Count	60	112	121	293
		%	100.0%	100.0%	100.0%	100.0%

MONEY SPEND ON FOOD AND GROCERY AT THE SHOPPING AREA (per visit)

TABLE 8.28: Comparitive Money spent(food & Grocery) at the shopping area of heavy rupee volume shoppers

$\chi 2$=188.920, df=10, p=.000, λ=.288, cc=.620			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Money spent per visit on Food and Grocery?	Nothing	Count	2	0	0	2
		%	3.4%	.0%	.0%	.7%
	Less than Rs.500	Count	48	53	8	109
		%	81.4%	44.9%	6.3%	36.0%
	Rs.500 to Rs.2000	Count	9	64	46	119
		%	15.3%	54.2%	36.5%	39.3%
	Rs.2000 to Rs.5000	Count	0	1	37	38
		%	.0%	.8%	29.4%	12.5%
	Rs.5000 to Rs.10,000	Count	0	0	27	27
		%	.0%	.0%	21.4%	8.9%
	More than Rs.10,000	Count	0	0	8	8
		%	.0%	.0%	6.3%	2.6%
Total		Count	59	118	126	303
		%	100.0%	100.0%	100.0%	100.0%

MONEY SPEND ON ITEMS OTHER THAN FOOD AND GROCERY AT THE SHOPPING AREA (per visit)

TABLE 8.29: Comparitive Money spent (Non F&G)at the shopping area of heavy rupee volume shoppers

$\chi 2$=208.194, df=10, p=.000, λ=.381, cc=.641			Total Expense in categories			Total
			0- 3000	3001-12000	more than 12000	
Money spend per visit on non food items	Nothing	Count	1	0	0	1
		%	1.8%	.0%	.0%	.3%
	Less than Rs.500	Count	35	25	2	62
		%	63.6%	21.4%	1.6%	20.8%
	Rs.500 to Rs.2000	Count	19	68	16	103
		%	34.5%	58.1%	12.7%	34.6%
	Rs.2000 to Rs.5000	Count	0	21	54	75
		%	.0%	17.9%	42.9%	25.2%
	Rs.5000 to Rs.10,000	Count	0	3	36	39
		%	.0%	2.6%	28.6%	13.1%
	More than Rs.10,000	Count	0	0	18	18
		%	.0%	.0%	14.3%	6.0%
Total		Count	55	117	126	298
		%	100.0%	100.0%	100.0%	100.0%

SHOPPING ACTIVITIES

TABLE 8.30: Comparitive shopping activities profile of heavy rupee volume shoppers

Shopping area activities	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Chill with friends	3.2788	3.4609	3.3593	2	.740	.478
Family Shopping	3.6911	4.0915	3.8388	2	4.013	.019

PURCHASE CATEGORIES

TABLE 8.31: Comparitive Purchase categories profile of heavy rupee volume shoppers

Purchase Categories	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Knick knacks	2.9750	3.0273	3.2718	2	1.822	.165
Entertainment	3.3089	3.5815	3.5182	2	1.200	.303
Fashion	3.6786	4.0126	3.9104	2	2.822	.061
Home needs	3.4286	3.2500	3.8220	2	9.044	.000

SHOPPING ORIENTATION, VALUES AND LIFESTYLE

SHOPPING ORIENTATION

TABLE 8.32: Comparitive Shopping orientation profile of heavy rupee volume shoppers

Shopping Orientation	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
The utilitarian shopper	3.4946	3.1185	3.2163	2	2.354	.097
The window shopper	3.8226	4.0549	3.7974	2	3.670	.027
The price sensitive shopper	3.8175	3.9256	3.7458	2	1.191	.306
The recreational shopper	4.1438	3.8762	3.9342	2	1.123	.327

VALUES

TABLE 8.33: Comparitive Values profile of heavy rupee volume shoppers

Values	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Respect and Belonging	4.1078	4.1523	4.0466	2	.755	.471
Fun	3.7143	4.3689	3.7025	2	8.995	.000
Security	4.4909	4.7297	4.6230	2	2.249	.107

LIFESTYLE

TABLE 8.34: Comparitive Lifestyle profile of heavy rupee volume shoppers

Lifestyle	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Active	3.5860	3.6835	3.4224	2	2.038	.132
Homebound	4.1875	4.3447	3.9458	2	4.909	.008
Media	3.0732	2.6774	3.2398	2	6.413	.002
Self and Social circle	4.4286	4.2019	4.4617	2	3.014	.051

MALL ATTRIBUTE IMPORTANCE AND MALL IMAGE PERCEPTION

MALL ATTRIBUTE IMPORTANCE

TABLE 8.35: Comparitive Mall attribute importance of heavy rupee volume shoppers

Mall Attribute Importance	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Safety and service	4.2153	4.2022	3.9142	2	3.303	.039
Store and merchandise	4.3659	4.5347	4.2725	2	3.989	.020
Mall experience	3.2059	3.5618	3.1328	2	5.469	.005
Mall facilities and convenience	3.9817	4.3417	4.1374	2	6.039	.003

MALL IMAGE PERCEPTION

TABLE 8.36: Comparitive Mall image perception of heavy rupee volume shoppers

Attribute performance	MEAN			df	F	p
	0- 3000	3001-12000	More than 12000			
Mall experience	4.0905	4.1299	3.7931	2	4.825	.009
Convenience and Choice	4.1947	4.4084	4.2017	2	3.468	.033
Price	4.3793	4.1017	3.3333	2	11.688	.000

SAMPLE QUESTIONNAIRE

QUE CODE						

(Mall: City: date : day : time:)

7. How many times have you visited these malls in the past 3 months (including this trip)?

	Name of malls*	0 - 2 times	3-5 times	> 6 times
1				
2				
3				
4				
5				

* *The names of the malls in the particular city were given*

2. Please rate the following activities based on how often they are pursued by you at malls.

1= very frequently,2=frequently,3=sometimes,4=rarely and 5= never		1	2	3	4	5
a	Hang out with friends					
b	Family outing					
c	Watch a movie					
d	Shopping					
e	Eating out					
f	Gaming					
g	Window shopping					
h	Others (please specify) ----------					

3. On an average how much time do you spend in a mall per visit?

a	Less than two hours	
b	Two to Four Hours	
c	Four to six hours	
d	More than six hours	

4. Please rate which of the following purchases are frequently made by you at a mall store.

1= very frequently,2=frequently,3=sometimes,4=rarely and 5= never		1	2	3	4	5
a	Clothes					
b	Jewelry					
c	Foot wear					
d	Accessoires (perfumes, bags, belts etc)					
e	Home decor					
f	Food and Grocery					
g	Entertainment					
h	Fast Food					

i	Fine Dining					
k	Books					
l	Toys/gifts					
m	Nothing					
n	Others please specify____					

On an average how much money do you spend per visit on the following categories?

5. Food and grocery (daily need items for home)

a	Nothing		d	Rs.2001 to Rs.5000	
b	Less than Rs.500		e	Rs.5001 to Rs.10,000	
c	Rs.500 to Rs.2000		f	Above Rs.10,000	

6. Non Food (other than Food and grocery)

a	Nothing		d	Rs.2001 to Rs.5000	
b	Less than Rs.500		e	Rs.5001 to Rs.10,000	
c	Rs.500 to Rs.2000		f	Above Rs.10,000	

7. What factors do you consider important in choosing a mall?

	1=most important and 5= least important	1	2	3	4	5
a	Location					
b	Variety of stores					
c	Parking					
d	Mall employees behavior					
e	Price					
f	Quality					
g	Customer service					
h	Promotional activities					
i	Ambiance					
j	Mall amenities (lifts, escalator, ATM, PCO, Drinking water etc)					
k	Food and Refreshments					
l	Safety					

8. Do you agree to the following regarding malls.

	1 =completely agree and 5=completely disagree	1	2	3	4	5
a	I think shopping in a mall is exciting					
b	I feel like I am in another world when I am at the mall					
c	I often end up buying things I did not plan to buy.					
d	I enjoy looking at the new products at a mall					
e	I usually go to malls with friends					
f	I usually go to malls with family					
g	I like to look at mall decorations when I shop					
h	I learn a lot by looking around in a mall					
i	I only visit a mall when there is something I need to buy					
j	I come to the mall with a list of things to buy					

k	I like to find what I want quickly and leave the mall					
l	Mall is a place where I usually avoid talking to other people					
m	Shopping in a malls gives me a good image/status					
n	I feel uncomfortable shopping in a mall					
o	I like to try new and different things					
p	I would come to a mall more often if the prices were lower					
q	I always search for lowest prices in just about everything I buy					
r	I prefer stores where prices are always low					
s	For the average consumer the cost of shopping in a mall is high					

9. According to you malls have

	1 =completely agree and 5=completely disagree	1	2	3	4	5
a	Convenient locations					
b	Large variety of stores					
c	Sufficient parking					
d	Helpful employees					
e	Reasonable Prices					
f	Good quality products					
g	Good customer service					
h	Exciting promotional activities					
i	Inviting environment i.e. colours, smells, sounds etc					
j	Efficient escalators ,lifts etc					
k	Good Food and Refreshments					
l	Safety					

10. Please study the list carefully and then rate each on how important it is in your daily life.

	1= very unimportant and 5= not important	1	2	3	4	5
a	Self respect					
b	Security					
c	Warm relations with others					
d	Sense of accomplishment					
e	Being well respected					
f	Sense of belonging					
g	Fun and enjoyment in life					
h	Respect for tradition					

11. Please indicate your degree of agreement to the following statements depending on whether or not you engage in the following activities

	1=completely agree and 5=completely disagree	1	2	3	4	5
a	I like playing outdoor games					
b	I like playing games on the computer					
c	I like keeping myself fit.					
d	I like going for parties					
e	I like surfing the Internet					
f	Television is a major source of entertainment					
g	I regularly read the newspaper					

12. Please indicate the degree to which the following have influence on your choices

	1= greatest influence and 5= no influence	1	2	3	4	5
a	Self experience					
b	Friends					
c	Family					
d	Newspaper advertising					
e	Television advertising					
f	Movies					
g	Radio Advertising					
h	Others (please specify)					

13. Tick the box that best describes your household/family.

1. No. earning members	One	Two	Three	Four or more
2. No. of members in Family	One	Two	3 - 6	More than 6
3. No. of children (below 18 yrs)	None	One	Two	Three and above

14. What is your approximate age?

a	Less than 18	
b	19 - 25	
c	26 - 35	
d	36 - 45	
e	46 - 55	
f	56 - 65	
g	Above 65	

15. Please indicate your marital status (please tick one box)

Married	Unmarried	Others

16. Please indicate your approximate **monthly household income** before taxes (Please include the total income of all the earning members in the house)

a	Less than Rs.10,000	
b	Between Rs.10,000 and Rs.30,000	
c	Between Rs.30,001 and Rs.60,000	
d	Between Rs.60,001 and Rs.1 Lakh	
e	Between Rs.1 Lakh and 5 lakhs	
f	More than 5 lakhs	

17. Please indicate your highest qualification (please tick one box)

a	Professional	
b	Postgraduate	
c	Graduate / Diploma	
e	10^{th}	
f	Below 10^{th}	

18. Please indicate your occupation (please tick one box)

a	Professional	
b	Own business	
c	Salaried employee	
d	Housewife	
e	Retired	
f	Unemployed	
g	Student	
h	Others (please specify…….	

19. Kindly indicate your religion (please tick one box)

a	Hinduism	
b	Islam	
c	Christianity	
d	Jainism	
e	Buddhism	
f	Zoroastrianism	
g	None	
h	Others	

20. Kindly indicate how much time it would take to reach this mall from your home by car

a	Less than 15 min	
b	Between 15 to 30 min away	
c	Between 30 min to 1hr away	
d	More than 1 hr away	

21. Tick the boxes with the items you own

Credit card/s		Microwave		Car/s		Own House	

22. Kindly indicate your Gender: Male / Female

23. Please write which state you originally belong to……..

24. Please write which is your mother tongue…….. `

LIST OF PUBLICATIONS

Journal

1. Title of the paper: Mall development and Operations: an Indian Perspective
   Journal: Journal of Retail and Leisure Property
   Authors: Shelja Jose Kuruvilla and J. Ganguli
   Status: Published

2. Title of the paper: Gender and Mall Shopping: An Analysis of Patronage Patterns, Shopping Orientation and Consumption of Fashion among Indian Youth.
   Journal: International Journal of Business Insights and Transformations
   Authors: Shelja Jose Kuruvilla and K. Rajan
   Status: Published

3. Title of the paper: "Hanging out at the mall": Profiling the Young Mall Consumers in India
   Journal: Indira Journal of Management
   Author: Shelja Jose Kuruvilla
   Status: Published

4. Title of the paper: Gender and Mall Shopping: Exploring Regional differences in Shopping Behavior
   Journal: IMED Journal Of Management, BVP
   Authors: Shelja Jose Kuruvilla
   Status: Accepted

5. Title of the paper: Impact of Large store formats on Mom and Pop stores
   Journal: Indira Journal of Management
   Author: Shelja Jose Kuruvilla
   Status : Published

6. Title of the paper: Understanding Consumers through Qualitative Research
   Journal: Springs-An Academic Journal
   Authors: Shelja Jose Kuruvilla
   Status: Published

7. Title of the paper: Semiotic Analysis of malls –the Syntagmatic and Paradigmatic analysis of Centre one Mall.
   Journal: Pillai Journal of Management
   Authors: Shelja Jose Kuruvilla
   Status: Accepted

8. Title of the paper: The River Side Mall –A case
   Journal: Synthesis
   Authors: Shelja Jose Kuruvilla
   Status: Published

9. Title of the paper: Consumer Loyalty through Customer Satisfaction and Store Loyalty Programs: an Empirical Study
   Journal: Journal of D.Y.Patil
   Authors: Shelja Jose Kuruvilla
   Status: Accepted

10. Title of the paper: Strategy development for Synergistic promotion of Tourism and Retail In Kozikode: A considered opinion.
    Journal: Journal of IMS
    Authors: Shelja Jose Kuruvilla
    Status: Published

Conferences

11. Title of the paper: Profiling the Heavy consumers at Malls in India: Influence of Demographics, Psychographics, Shopping Orientation, Mall shopping attitude and behaviour on Mall Patronage
    Conference: 3rd IIM-A, International Conference on Marketing Paradigms for Emerging Economies
    Authors: Shelja Jose Kuruvilla
    Status: Presented

12. Title of the paper: QMS in a Professional management Institute- The Case of SJMIR
    Conference: ITM International Conference on Quality
    Authors: Dr. Pradip Manjerekar, R. Gopal, Sujeet Patker, Shelja Jose Kuruvilla
    Status : Presented and Published

13. Title of the paper: Malls Vs.Kiranas: Challenges and Strategic options
    Conference: International Conference on Innovations in Management, Gurukul Kangri University
    Authors: Shelja Jose Kuruvilla
    Status : Presented and Published

14. Title of the paper: Multiplexes in India
    Conference: Asia marketing Conference, Somaiya Institute of Management
    Authors: Shelja Jose Kuruvilla, Dr. Pradip Manjerekar
    Status : Presented

Brief Resume of Dr. Pradip Manjrekar

Dr. Pradip Manjrekar (Age : 52 yrs) is presently (Full) Professor & Head- Research & Consultancy & Extension Centre (60 Ph.D. scholars & 60 M.Phil. scholars are attached to this Centre) & Head- Industry Institute Interaction Centre (inclusive of Placement Activities), Department of Business Management, Padmashree Dr. D.Y. Patil University, Navi Mumbai. (This Institute has an Intake capacity of 400 MBA students in 05 Core MBA Programs (AICTE & UGC approved) & 07 Sectoral MBA Programs (AICTE & UGC approved)). He holds a Ph.D. (1985) from Mumbai University & MBA from Mumbai University's Jamnalal Bajaj Institute of Management Studies. He holds 2 Postgraduate Diplomas in a) Sales & Marketing Management & b) Journalism & Mass Communication from reputed Universities. He is also CFA. He is a Fellow : Indian Chemical Society & Ex-Research, Fellow : University Grants Commission (UGC), Govt. of India. He has work experience of more than 23 years in Senior Positions in both the private sector as well as the public sector organizations like M/s Hindustan Organic Chemicals (HOC), M/s Blue Circle, M/s Classic Solvents, etc. He was a Scientist in Chemical R&D of HOC for several years wherein he has executed chemical projects from bench-scale to pilot-plant scale to commercial scale. He was a Consultant to several industries in areas like Marketing Strategy, International Business, MIS, etc and especially in areas related to ISO 9001: 2000 QMS Certification and was also ISO 9001 : 2000 Management Representative to organizations which are ISO certified by International ISO Certifications Bodies like BVQI, DNV, etc. He is a Visiting Management Faculty at several leading Management Educational Institutions in Mumbai. He has published more than 150 research papers in National / International Conferences / Journals in different areas of Chemical Sciences & Management. He was awarded "Outstanding Research Paper Award" for his Research Paper by the Asia Pacific Marketing Research Conference, 2007 which was held in Malaysia. He has been awarded "Outstanding Management Teacher Award" by Mahatma Phule Education Society, Mumbai. He was the Session Chairperson at various prestigious Research Conferences, like at Asia Pacific Marketing Conference (2007), Malaysia, Strategic Management Research Conference (2008) at IIT Kanpur, Kohinoor-IMI Institute of Hospitality Management, Khandala (Pune), IES Institute of Management & Research, Bandra (Mumbai), St. Francis Institute of Management & Research, Borivili (Mumbai), Guru Nanak Institute of Management Studies, Matunga (Mumbai), etc. He has also published articles in Business Magazines and other popular periodicals. He is the Editor, DYPIMS Research Review & Former, Editor, SFIMAR Research Review. He is the Co-Editor of the book "Path : A Research Base for Entrepreneurial Excellence". He is also the Editor, of the Book (published by 'Excel Books') on BPO / KPO Management which is collection of Research Papers on BPO / KPO submitted at the 1st National Research Conference on BPO / KPO Management. He is currently authoring Books on "Marketing Strategy" & "Implementation of ISO in B-Schools". He is also the Editor, of the Book (to be published by 'Excel Books') on Entrepreneurship which is collection of Research Papers on Entrepreneurship submitted at the 1st International Research Conference on Entrepreneurship. He is a M. Phil. & Ph.D. Guide for Business Management at Padmashree Dr. D. Y. Patil University (Navi Mumbai), Madurai Kamaraj University, BITS (Pilani). Several Ph.D. scholars & M.Phil. Scholars from these Universities are presently working under his guidance.

SHELJA ANTONY P

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Degree	University	College/Dept	Year of Passing	Specialization
MBA	Madras	Dept. of Mgt Studies	1995	Marketing
BA	Kerala	Mar Ivanios College	1993	English language & Literature

Enhancement of Personal Qualifications and Skills

- Qualified in National Eligibility Test **(NET)** conducted by **UGC**
- Case workshop at IIM-K by Prof. Kamran Kashani (IMD)
- Published 14 research papers in national and international journals

Employment

- Since 2007: Assistant Professor at ITM Business School, Navi Mumbai
- 2005-2007: Assistant Professor, Institute of Business Studies & Research, Navi Mumbai
- 2003-2005: PhD scholar/Associate faculty, Institute of Technology and Management, Navi Mumbai
- 1996-1997: Executive trainee/Product Manager, Hindustan latex LTD (GOI), Chennai
- 1995-1996: Executive officer -projects, Universal Group, Thiruanathapuram
- 1995: Assistant Manager (Marketing-Recruitment), Head Hunters, Chennai