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A STUDY ON INFLUENCE OF SHOPPING MOTIVATION, MALL ATMOSPHERE AND VALUE RELATIONSHIP WITH REFERENCE TO MEGA MALLS IN CHENNAI

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ABSTRACT

In the new millennium where differentiation is becoming more and more difficult, unique and innovative strategies must be adopted by the Mall managers to understand the consumer's motivation to craft success. This study clearly states the objectives of identifying the primary motivations for customers to visit malls and analyzing the influence on individual value. A survey of mall shoppers was conducted (N = 200) based on malls in Chennai. The survey findings indicate that mall atmosphere positively affects shopping motivation and value.

KEYWORDS: shopping motivation, mall atmosphere, hedonic benefits, utilitarian benefits, situational benefits.

INTRODUCTION

Today malls play a predominant role in the life style of people living in metro cities which has massively changed the patterns of shopping activities and malls are found almost everywhere. Nowadays, people believe that the malls are best place to shop or hang out. It is not only a place to shop but also a place for social and recreational activities. The shopping mall is an agglomeration of various retailers and commercial service providers within a well-planned, designed and managed building or group of buildings (ICSC, 2002; Urban Land Institution, 1999).

Shopping motivation reveals the general predisposition consumers toward the act of shopping (Gehrt et al., 1992).This predisposition may be clearly visible in buyer's decision making process which process which includes patterns of information search, alternative, evaluation, and product selection.

Atmospheric stimuli including smell, music, decoration, or layout and temperature are either actively or passively used by retail and mall managers (Michon et, al, 2005). These stimuli have a strong impact on consumer's perception of the shopping mall's appearance as well as their behaviour.

The impact of the physical environment on consumer behavior has received significant attention from researchers (Gilboa and Rafaeli, 2003: Luomala, 2003: Mattila and Wirtz, 2001: Wake field and Baker, 1998: warren and Burns, 2002). Physical environment of a mall includes elevation, lighting, air conditioning, washrooms, layout, aisle placement and width, carpeting and architecture . The atmosphere of a retail setup has a major impact in the minds of mall consumers

reflecting their behavioural response and the role of experiential value in determining these behavioural responses.

RESEARCH OBJECTIVES

After reviewing both national and international literature pertaining to motivation and value relationship, the researcher identified questions still remained unanswered namely motivational factors for customers to visit malls as well as their value relationship.

REVIEW OF LITERATURE

Shopping motivation

Lotz, Eastlick and Shim (2000), studied the similarities and dissimilarities between mall pleasure seekers and mall shoppers,. Their results showed that there are different motivational factors for consumer who visits a mall for entertainment activities versus those who visit for shopping purposes.

Boundy's(2000) suggests that today's culture is spending addicted and the mall has become a temple to be visited regularly which has converted shopping into a comforting ritual.

Mall Atmosphere

Turley and Milliman (2000) found five broad categories of atmospheric cues: external cues (e.g. architectural style, surrounding stores); general interior cues (e.g. flooring, lighting, colour schemes, music, aisle width, ceiling composition); layout and design cues (e.g. space design and allocation, grouping, traffic flow, racks and cases); point of purchase and decoration displays (e.g. signs, cards, wall decorations, price displays)

White and Sutton (2001) has described a mall space and its characteristics of social and physical environment of shopping malls includes the provision of sense of order, safety and security that people need. Social environment of the mall spaces includes elements such as the number and friendliness of salespeople, managers, other employees, users of the mall environment.

Oakes (2000), Kwortnik (2008) and Yan, R.N. et al. (2009) and others. These researchers focused on the issue of the physical environment, including the performance of building design, indoor air quality, lighting and the level of noise and congestion in the shopping mall. The physical environment of a shopping mall is one of the factors that influences the customer's perception,

SHOPPPING VALUE

Bloch, Sherrell & Ridgway, (1982). They found that shopping is something beyond utility and task orientation and provides experiential benefits.

Jones (1999) The consumers might view shopping experiences as entertainment or recreation without purchasing a product. Hence they are expected to seek both utilitarian and hedonic benefits from shopping, but to varying degrees.

Eroglu, Machleit &Barr,(2004) Utilitarian value relates to the accomplishment of shopping goal whereas hedonic value reflects the entertainment and experiential worth of shopping.

SCOPE OF THE STUDY

The present study mainly focuses on experiential shopping motivations which consist of comfort, convenience, idea shopping, diversion, enjoyment, ambience, and attractiveness. However, to construct a more meaningful study and build upon previous research, experiential benefits, product oriented benefits and situational benefits have been taken into consideration.

METHODOLOGY USED

The following methodology is used in the study

i) Study Area The study area refers to Chennai city.
ii) Samples were collected from 210 respondents.
iii) Data sources:

a. Primary Data: The study has used primary data, which was collected using structured questionnaire.

b. **Secondary Data:** The Secondary data was collected from various magazines, Journals, Websites, research articles in various national, international journals, reports from daily papers.

(iv) Tools used for collection of data

Primary data collected through a well framed questionnaire is the research tool for the present study. The tools used for analysis are demographic factors, shopping motivation, mall atmosphere and value evaluation.

A pilot study was conducted by obtaining responses from 210 mall consumers. The reliability and validity test have conducted using cronbach alpha method and t-square methods are separately applied to identify the reliability of questionnaire with respect to population parametric. It is found that the cronbach alpha value for the Likert's five point scale is found to be .845. This implies the questionnaire is reliable at 84.5% with respect to pilot study.

LIMITATIONS OF THE STUDY

The following are the limitations of the study

1. The study takes into account certain factors influencing the consumer perception and behavior towards mall.
2. The study assumes information given by the consumers as valid and reliable.

ANALYSIS AND DISCUSSION

The factor analyses, the principal component method are applied to derive the predominant factor of shopping motivation. The nineteen variables in the research instrument are subject to KMO and Bartlett's test and communality verification along with total variance.

Table 1 - Factors of shopping motivation

KMO	Bartlett's Test	Significance	Communalities	Values	Factors Derived	
.871	2186.009	.000	VAR00001	.672	% of Variance	Cumulative %
			VAR00002	.684	19.344	19.344
			VAR00003	.657	15.043	34.387
			VAR00004	.480	9.269	43.656
			VAR00005	.689	7.059	50.714
			VAR00006	.621	6.250	56.964
			VAR00007	.491		
			VAR00008	.520		
			VAR00009	.592		
			VAR00010	.811		
			VAR00011	.525		
			VAR00012	.486		
			VAR00013	.531		
			VAR00014	.510		
			VAR00015	.516		
			VAR00016	.534		
			VAR00017	.475		
			VAR00018	.514		
			VAR00019	.516		

Source: primary data

From the above table it is found that KMO measure of sampling adequacy is .871, Bartlett's test of Sphericity with approximate Chi-square value 2186.009 are statistically significant at 5 % level. This shows that the sample size is adequate for 19 variables to identify the predominant factors. The factors derived are more appropriate for representing the population parameter. The communalities values ranges from .480 to .811. This indicates that the 19 variables possess the variances ranging from 48% to 81.1% which is highly conducive for the derivation of meaningful factors. The cumulative variance is found to be 56.964% and the individual variances are 19.344%, 15.043%, 9.26%, 7.059% and 6.20%. These values clearly indicates the factor derived possess appropriate variances to contain the variable. The identification of factors and their variable loadings are presented below.

The **first factor** is appropriately named as "**Aesthetic appreciation"** due to the variable loadings.
I always notice colours and texture in the mall's interior (.776)
The interior design of mall is attractive. (.756)
I notice things in the interiors which other people usually ignore. (.671)

I usually pay less attention to the architecture of the mall. (.662)
When I leave the mall, I sometimes feel that it's dark outside. (.500)
The **second factor** is appropriately named as "**Diversion"** due to the variable loadings.
I loose track of time when I am in a mall. (.852)
When I am bored, the mall is a good place to go. (.780)
I usually go to the mall, when I am alone and need something to do. (.659)
The **third factor** is appropriately named as "**Social relationship**" due to the variable loadings
The mall is a place where I usually avoid talking to others. (.702)
Going to the mall is more enjoyable with friends. (.606)
Visiting mall helps to improve my social net work. (.582)
Being at a mall makes me feel friendly and talkative to others. (.426)
The **fourth factor** is appropriately named as "**Browsing**" due to the variable loadings
No product interests me enough to make me want to browse in the shops. (.699)
Visit to the mall is a leaning experience. (.635)
Malls are the best place to find out what's new. (.631)
Certain shops in the mall are fun to visit because they sell products that interest me. (.586)

The fifth factor is appropriately name as "**convenience**" due to the variable loadings
Investigating for new products at mall is generally a waste of time. (.632)
When I need a specific product, I usually go to the mall. (.490)

I. The relationship between Aesthetic appreciation and other elements of mall shopping
Table 2

Factors	**Correlation**	**Significance**
Comfort	.643	.000
Situational benefits	.622	.000
Convenience	.532	.000
Merchandise quality	.520	.000
Idea shopping	.515	.000
Diversion	.499	.000
Enjoyment	.494	.000
Ambience	.486	.000
Product oriented benefits	.472	.000
Experiential benefits	.439	.000
Social relationship	.418	.000
Layout	.391	.000
Attractiveness	.301	.000
Interpersonal relationship	.289	.000
Design	.276	.000

From the above table it is found that aesthetic appreciation is positively correlated with comfort (.643), situational benefits(.622), Convenience (.532), Merchandise quality (.520), Idea shopping (.515), Diversion (.499), Enjoyment(.494), Ambience(.486), product oriented benefits(.472),experiential benefits(.439), social relationship(..418),layout(.391),attractiveness(.301),Interpersonal relationship(.289) and design(.276) of mall atmosphere.

II. The relationship between idea shopping and other elements of mall shopping

Table - 3

Factors	**Correlation**	**Significance**
Product oriented benefits	.615	.000
Enjoyment	.604	.000
Experiential benefits	.599	.000
Attractiveness	.581	.000
Diversion	.570	.000
Ambience	.541	.000
Comfort	.527	.000
Convenience	.514	.000
Layout	.495	.000
Situational benefits	.475	.000
Social relationship	.473	.000
Merchandise quality	.458	.000
Design	.420	.000
Interpersonal relationship	.329	.000

The above table reveals that idea shopping is positively correlated with product oriented benefits(.615) ,enjoyment (.604), experiential benefits (..599), attractiveness (.581), diversion (.570), ambience (.541), comfort (.527), convenience (.514), layout (.495), situational benefits (.475), social relationship (.473), merchandise quality (.458), design (.420) and interpersonal relationship (.329).

III. The relationship between diversion and other elements of mall shopping
Table - 4

Factors	**Correlation**	**Significance**
Experiential benefits	.652	.000
Enjoyment	.571	.000
Ambience	.567	.000
Convenience	.518	.000
Product oriented benefits	.514	.000
Situational benefits	.491	.000
Social relationship	.491	.000
Merchandise quality	.486	.000
Comfort	.459	.000
Layout	.457	.000
Attractiveness	.419	.000
Interpersonal relationship	.406	.000
Design	.306	.000

It has been depicted from the above table that diversion is positively correlated with experiential benefits (.652), enjoyment (.571), ambience (.567), convenience (.518), product oriented benefits (.514), situational benefits (.491) , social relationship (.491), merchandise quality (.486), comfort (.459), layout (..457), attractiveness (.419), interpersonal relationship (.406) and design (.306).

IV. The relationship between ambience and other elements of mall shopping
Table - 5

Factors	**Correlation**	**Significance**
Social relationship	.659	.000
Layout	.633	.000
Enjoyment	.632	.000
Product oriented benefits	.602	.000
Attractiveness	.594	.000
Comfort	.570	.000
Convenience	.567	.000
Merchandise quality	.540	.000
Experiential benefits	.535	.000
Design	.533	.000
Interpersonal relationship	.517	.000
Situational benefits	.502	.000

The content of the table predicts that the ambience is positively correlated with social relationship (.659), layout (.633), enjoyment (.632), product oriented benefits (..602),

attractiveness (..594), comfort (.570), convenience (.567), merchandise quality(.540), experiential benefits (..535), design (..533), interpersonal relationship (.517) and situational benefits (502).

V. The relationship between attractiveness and other elements of mall shopping
Table – 6

Factors	**Correlation**	**Significance**
Layout	.555	.000
Product oriented benefits	.539	.000
Enjoyment	.522	.000
Design	.488	.000
Social relationship	.486	.000
Experiential benefits	.457	.000
Merchandise quality	.449	.000
Interpersonal relationship	.413	.000
Comfort	.403	.000
Convenience	.398	.000
Situational benefits	.359	.000

The above table states that attractiveness is positively related to layout (.555),product oriented benefits (.539), enjoyment (.522), design (.488), social relationship (486), experiential benefits (.457), merchandise quality (.449), interpersonal relationship (.413), comfort (.403), convenience (.398) and situational benefits (.359)
. Table – 7

VI. The relationship between social relationship and other elements of mall shopping

Factors	**Correlation**	**Significance**
Interpersonal relationship	.646	.000
Layout	.615	.000
Product oriented benefits	.615	.000
Merchandise quality	.584	.000
Enjoyment	.568	.000
Convenience	.549	.000
Comfort	.544	.000
Design	.521	.000
Situational benefits	.490	.000
Experiential benefits	.483	.000

Table 6 explains that the social relationship is positively correlated with the interpersonal relationship (.646), layout (.615), product oriented (.615), merchandise quality (.584), enjoyment (.568), convenience (.549), comfort (.544), design (.521), situational benefits (.490), and experiential benefits (.483).

VII. The relationship between layout and other elements of mall shopping
Table – 8

Factors	Correlation	Significance
Product oriented benefits	.583	.000
Interpersonal relationship	.558	.000
Enjoyment	.555	.000
Design	.539	.000
Experiential benefit	.513	.000
Convenience	.512	.000
Situational benefits	.477	.000
Comfort	.471	.000
Merchandise quality	.463	.000

The above table gives information with regard to the relationship between layout and other elements like product oriented benefits (.583), interpersonal relationship (.558), enjoyment (.555), design (.539), experiential benefits(.513), convenience (.512), situational benefits (.477), comfort (.471) and merchandise quality (.463).

VIII. The relationship between design and other elements of mall shopping
Table – 9

Factors	Correlation	Significance
Product oriented benefits	.522	.000
Convenience	.452	.000
Merchandise quality	.421	.000
Comfort	.414	.000
Enjoyment	.389	.000
Interpersonal relationship	.384	.000
Situational benefits	.383	.000
Experiential benefit	.337	.000

The above table shows that design is posivitively correlated with product oriented (.522), convenience (.452), merchandise quality (.421), comfort (.414), enjoyment (.389), interpersonal relationship (.384), situational benefits (.383) and experiential benefit.

IX. The relationship between comfort and other elements of mall shopping
Table – 10

Factors	Correlation	Significance
Situational benefits	.549	.000
Convenience	.508	.000
Enjoyment	.508	.000
Merchandise quality	.504	.000
Product oriented benefits	.500	.000
Experiential benefit	.422	.000
Interpersonal relationship	.366	.000

The above analysis relates to the relationship between comfort and situational benefits (.549), convenience (.508), enjoyment (.508), merchandise quality (.504), product oriented benefits (.500), experiential benefits (.422) and interpersonal relationship (.366).

X. The relationship between interpersonal relationship and other elements of mall shopping
Table – 11

Factors	Correlation	Significance
Merchandise quality	.609	.000
Product oriented benefits	.606	.000
Enjoyment	.582	.000
convenience	.555	.000
Situational benefits	.476	.000
Experiential benefit	.437	.000

It has been found from the above table that interpersonal relationship is positively correlated with merchandise quality (.609), product oriented (.606), enjoyment (.582), convenience (.555), situational benefits (476) and experiential benefits (.437).

XI. The relationship between merchandise quality and other elements of mall shopping
Table – 12

Factors	Correlation	Significance
Situational benefits	.668	.000
Convenience	.667	.000
Product oriented benefits	.656	.000
Enjoyment	.575	.000
Experiential benefit	.511	.000

The above representation states that the merchandise quality is favourably related to situational benefits (.668), convenience (.667), product oriented benefits (.656), enjoyment (.575) and experiential benefits (.511).

XII. The relationship between convenience and other elements of mall shopping
Table – 13

Factors	Correlation	Significance
Product oriented benefits	.723	.000
Situational benefits	.671	.000
Enjoyment	.644	.000
Experiential benefit	.642	.000

From the above table it has been derived that the convenience is positively correlated with product oriented (.723), situational benefits (.671), enjoyment (.644) and experiential benefits (.642).

XIII. The relationship between enjoyment and other elements of mall shopping
Table – 14

Factors	Correlation	Significance
Product oriented benefits	.725	.000
Experiential benefit	.684	.000
Situational benefits	.513	.000

The analysis states that enjoyment is strongly related with the product oriented benefits (.725), experiential benefits (684), and situational benefits (513).

XIV. The relationship between experiential benefits and other elements of mall shopping
Table – 15

Factors	Correlation	Significance
Product oriented benefits	.668	.000
Situational benefits	.557	.000

The results of above table shows that experiential benefit is positively correlated with product oriented benefits (.668) and situational benefits (.557).

XV. The relationship between product oriented and other elements of mall shopping
Table – 16

Factors	Correlation	Significance
Situational benefits	714	.000

It has been assessed from the above table that the product oriented benefits is positively related only with situational benefits (.714)

Findings and conclusion

Consumers are visiting malls for various motivational factors. Various motivational factors are Aesthetic appreciation, diversion, Social relationship, Browsing, and Convenience. Research suggests that there is a direct link between shopping motivations and overall mall experience value such as Hedonic benefits, Utilitarian benefits, epistemic benefit and Revisit intension.

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