

# The Impact of Shopping Motivation on Mall Atmosphere-Value Relationship: With Reference To Mega Malls in Chennai

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**Abstract:** *This empirical study explores the impact of shopping motivation on mall atmosphere and clearly states the objectives of identifying the influence of demographic variables of mall consumers on the factors of shopping motivation, mall atmospheric and their evaluation of the mall experience. A survey of mall shoppers was conducted based on malls in Chennai. The survey findings indicate that demographic variables affect shopping motivation, mall atmosphere and evaluation of the mall experience.*

## 1 Introduction

Markets have undergone a sea change since globalisation. The new marketing concept does not insist upon adopting traditional sales practices by the manufacturers. Present scenario where the product choices are plenty and choosing a product becomes more and more difficult, innovative methods will have to be adopted in order to get the customer to patronize products and services.

Liberalisation of the economy in the 90s and the entry of large players in the retail business have brought the retail industry into spotlight and it has led to an exhilarating pitch in retail activities in India. Today the organized retail sector growth in the country has led to increased consumer spending which in turn is amplified by the rise in the disposable income. The retail sector in India has witnessed huge growth due to emergence of a broad range of retail formats like supermarkets, department stores, discount stores; hypermarkets as well as centrally air-conditioned malls which has motivated the consumers to use resources and time. Shopping malls originated in the U.S.A and have been growing rapidly in India with an increasing number of citizens likely to spend their leisure time there (Chan et al., 2001). It's most likely that consumers have their own favourite reasons to shop at one particular mall. It is that positive experience which consumer gain while shopping at a mall which makes them opt for a specific mall. In order to be successful, mall managers need to understand their targeted consumers. The increasing competition among various retail formats

encourages managers to take account of consumer experience in the shopping environment as a potential tool to analyse the choices of the consumers to patronage a particular mall. (Arnold et al., 2005)

The mall atmosphere is an important attribute to not only to create the perception of merchandise quality but also to gain shopping experience. Nowadays, with more time, money, willingness to travel further and the increasing quantity and variety of retail development, consumers have a growing choice of shopping destinations (Kirkup & Rafiq, 1999). There are many factors that influence the frequent visit of the consumers. Traditionally, the mall marketers attract consumers by providing a wide assortment of products and services under a single location and in the present scenario creation of a pleasant environment for shopping has become a competitive retailing strategy to enhance consumer experience in the store and to attract consumers to the retail setting (Frasquet et al., 2002).

## 2 RESEARCH OBJECTIVES

After reviewing both national and international literature pertaining to motivation and value

relationship, the researcher identified questions still remained unanswered namely the influence of demographic variables of mall consumers on the factors of shopping motivation, mall atmospheric and their evaluation of the mall experience.

### 1.2.1 REVIEW OF LITERATURE

#### Shopping motivation

**Hilbert and Tagg (2001)** state that the concept of goal-directed behaviour is to explain the hypothesized relationship between shopping motivation and the experience of shopping.

#### Mall Atmosphere

**Jain and Bagdare (2011)** opine that the environment consists of elements such as

brightness, size, shape, amount, odour, freshness, softness, smoothness and temperature. These factors will influence the customer who visits the mall

### Evaluation of interpersonal service quality

Ree and McLennan, (2006) explain that the shopping mall must identify the importance of quality indicators of service to give service productivity, which results in better service delivery and higher customer satisfaction, while increasing profits for both the suppliers and service recipients.

### 3 SCOPE OF THE STUDY

In the present research, the researcher focused on gender, age, educational qualification, type of consumers, monthly income, marital status, number of family members, type of family, purpose of visit, ethnic group and frequency of visit and its impact on factors of shopping motivation, mall atmosphere and evaluation of mall experience. 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.

### 4 METHODOLOGY USED

The following methodology is used in the study

**4.1 Study Area** The study area refers to Chennai city.

**4.2 Samples** were collected from 100 respondents.

#### 4.3 Data sources:

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

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

#### 4.4 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.

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.

### 5 LIMITATIONS OF THE STUDY

The following are the limitations of the study

5.1 The study takes into account certain factors influencing the consumer perception and behaviour towards mall.

5.2 The study assumes information given by the consumers as valid and reliable.

### 6 ANALYSES AND DISCUSSION

The factors analysis by principal component method derived 16 factors of mall consumers. These factors are considered as dependent variable and a demographic background and shopping habits are considered as independent variables. In this context a multiple regression analysis is applied on all the 16 factors individually and following results are obtained.

#### 6.1 Influence of demographic and shopping variable on Aesthetic appreciation.

The influence of 16 variables on aesthetic appreciation is revealed in following table.

Table.1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.228(a)	.052	.031	.80260

Source: Computer data

From the above table it is found that R square value .052 and adjusted R square value .031. This implies the independent demographic and shopping variables create impact on the aesthetic appreciation at 5.2% level. The adjusted R square value reveals that the influence of these variable ranges from 3.1% to 5.2%. This leads to the verification of regression fit in the following Anova table.

Table.2

ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	17.613	11	1.601	2.486	.005(a)
	Residual	320.796	498	.644		
	Total	338.409	509			

Source: Computer data

From the above table, it is found that F value=2.486, P=.005 are statistically significant at 5 % level. Therefore, the regression fit explains the influence of demographic and shopping details on

the aesthetic appreciation of the mall consumer. The individual influence of independent variable is determined through the following co-efficient table.

Table.3  
 Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.541	.406		8.724	.000
	Gender	-.094	.081	-.057	-1.154	.249
	Age	-.098	.043	-.124	-2.276	.023
	Education	.070	.037	.086	1.896	.059
	Type	.008	.038	.011	.207	.836
	Income	-.002	.033	-.003	-.054	.957
	Marital	.087	.096	.048	.898	.369
	Family	-.017	.059	-.015	-.293	.770
	Family type	.202	.100	.100	2.011	.045
	Purpose	-.060	.073	-.037	-.818	.414
	Ethnic	.013	.078	.007	.167	.867
	Frequency	-.073	.035	-.096	-2.090	.037

Source: Computer data

From the above table, it is found that Age ( $t=-2.276$ ,  $P=.023$ ), family type ( $t=2.011$ ,  $P=.045$ ) and frequency of mall visit ( $t=-2.090$ ,  $P=.037$ ) are statistically significant at 5% level. It shows that the different age groups of consumers have different perception over the mall appearance, Similarly the consumer from joint and nuclear family have different approach on beauty of the mall. It is meticulously observed that the frequency of visit to mall also changes the consumer's perception towards appearance and attractiveness of the mall.

### 6.2 Influence of demographic and shopping variable on idea shopping

The influence of 16 variables on idea shopping is discovered in following table

Table.4  
 Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.226(a)	.051	.030	.63754

Source: Computer data

The above table demonstrates that R square value is .051 and adjusted R square value is .030. This shows the independent demographic and shopping variables create impact on the idea shopping at 5.1% level. The adjusted R square value conceals that influence of these variable ranges from 3.0% to 5.1%. This leads to the verification of regression fit in the following Anova table.

Table.5  
 ANOVA(b)

Model		Sum of	Df	Mean	F	Sig.
1	Regression	10.874	11	.989	2.432	.006(a)
	Residual	202.417	498	.406		
	Total	213.291	509			

Source: Computer data

Table 5 reveals that F value=2.432, P=.006 are statistically significant at 5% level. Therefore, the regression fit explains the influence of demographic and shopping details on the idea shopping of the mall consumer. The individual influence of independent variable is determined through the following co-efficient table.

Table.6  
 Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.426	.322		10.627	.000
	Gender	.075	.064	.058	1.166	.244
	Age	-.021	.034	-.033	-.603	.547
	Education	.074	.029	.115	2.533	.012
	Type	-.022	.030	-.036	-.711	.478
	Income	-.012	.026	-.021	-.459	.647
	Marital	.006	.077	.004	.076	.940
	Family	-.039	.047	-.041	-.826	.409
	Family type	.224	.080	.140	2.816	.005
	Purpose	-.065	.058	-.050	-1.122	.262
	Ethnic	.022	.062	.015	.346	.729
	Frequency	.012	.028	.020	.426	.670

Source: Computer data

Table 6 displays that educational qualification ( $T=2.533$ ,  $P=.012$ ) and type of family ( $T=2.816$ ,  $P=.005$ ) are statistically significant at 5% level. It reveals that respondents from different family who possess different educational qualification have dissimilar ideas with regard to

the presence of new trends and innovative fashions available at the mall.

### 6.3 Influence of demographic and shopping variable on diversion.

The influence of 16 variables on diversion is depicted in the following table.

Table.7  
 Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.275(a)	.076	.055		.62923

Source: Computer data

The content of table 7 addresses that R square value is .076 and adjusted R square value is .55. This infers that the dependent demographic and shopping variables create impact on the diversion at 7.6% level. The adjusted R square value reveals that the influence of these variable ranges from 5.5% to 7.6%. This leads to the verification of regression fit in the following Anova table.

Table.8  
 ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	16.144	11	1.468	3.707	.000(a)
	Residual	197.176	498	.396		
	Total	213.320	509			

Source: Computer data

The results of the above table reveals that F value =3.707, P=.000 are statistically significant at 5% level. Thus the regression fit elucidates the influence of demographic and shopping details on the diversion of the mall consumer. The individual influence of independent variable is determined through the following co-efficient table.

Table.9  
 Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.331	.318		13.610	.000
	Gender	-.001	.064	-.001	-.019	.985
	Age	-.082	.034	-.131	-2.434	.015
	Education	-.002	.029	-.003	-.061	.951
	Type	-.085	.030	-.142	-2.823	.005

Income	-.009	.026	-.016	-.344	.731
Marital	.125	.076	.087	1.652	.099
family	-.110	.046	-.117	-2.366	.018
Family type	.148	.079	.092	1.881	.061
Purpose	.003	.058	.003	.059	.953
Ethnic	-.004	.061	-.003	-.060	.952
Frequency	-.016	.027	-.027	-.592	.554

Source: Computer data

Table 8 states that Age (t=-2.434, P=.015), type of family(t=-2.823,P=.005) , and number of family members (t=-2366, P=.018) are statistically significant at 5% level..It implies that the different age groups of consumer have diverse opinion about the mall is amazing place to spend weekends with friends and family. It is also found that the number of members in a family and consumers from joint as well as nuclear family do not agree that the mall is a place where they will be able to get away from their routines.

### 6.5 Influence of demographic and shopping variable on Ambience

The influence of 16 variables on ambience is revealed in following table.

Table.10  
 Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.191(a)	.036	.015		.64159

Source: Computer data

The above table represents that R square is .036 and adjusted R square value is .015. This shows that the independent demographic and shopping variables create impact on the ambience at 3.6% level. The adjusted R square value reveals that the influence of these variables ranges from 1.5% to 3.6%. This leads to the examination of regression fit in the following Anova table.

Table.11  
 ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.752	11	.705	1.712	.068(a)
	Residual	204.994	498	.412		
	Total	212.745	509			

Source: Computer data

The above table identifies that F value=1.712, P=.068 are statistically insignificant at 5% level. Hence the regression fit explains the influence of demographic and shopping details on the ambience of the mall consumer. The individual influence of independent variable is determined through the following co-efficient table.

Table.12  
 Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.882	.324		11.963	.000
	Gender	.085	.065	.066	1.312	.190
	Age	-.035	.034	-.056	-1.026	.305
	Education	.051	.030	.079	1.716	.087
	Type	-.053	.031	-.089	-1.736	.083
	Income	.038	.026	.068	1.442	.150
	Marital	.031	.077	.022	.407	.684
	Family	-.056	.047	-.059	-1.178	.239
	Family type	.065	.080	.040	.807	.420
	Purpose	-.052	.059	-.040	-.888	.375
	Ethnic	-.019	.063	-.014	-.311	.756
	Frequency	.001	.028	.001	.032	.975

Source: Computer data

It has been depicted from the above table that demographic variables are not significant at 5% level. It implies that mall consumers have similar opinion about ambience.

### 6.6 Influence of demographic and shopping variable on Attractiveness

Table.13

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.172(a)	.030	.008		.59241

Source: Computer data

The above table infers that R square is .030 and adjusted R Square value .008. This depicts that the independent demographic and shopping variables create impact on the attractiveness at 3.0% level. The adjusted R square value shows that the influence of these variable ranges from .8% to 3.0%. This leads to the verification of regression fit in the following Anova table.

Table.14  
 ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.358	11	.487	1.388	.175(a)
	Residual	174.776	498	.351		
	Total	180.133	509			

Source: Computer data

Table 14 depicts that the F value=1.388, P=.175 are statistically insignificant at 5% level. Hence, the regression fit elucidates the influence of demographic and shopping details on the attractiveness of the mall consumer. The individual influence of independent variable is determined through the following co-efficient table.

Table.15  
 Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.804	.300		12.696	.000
	Gender	.128	.060	.108	2.135	.033
	Age	-.016	.032	-.028	-.516	.606
	Education	.032	.027	.055	1.187	.236
	Type	.003	.028	.005	.093	.926
	Income	.021	.024	.042	.886	.376
	Marital	.043	.071	.033	.610	.542
	Family	.005	.044	.006	.112	.911
	Family type	.116	.074	.079	1.564	.118
	Purpose	-.042	.054	-.035	-.782	.435
	Ethnic	.017	.058	.014	.300	.764
	Frequency	-.037	.026	-.066	-1.412	.159

Source: Computer data

Table states that gender (t=2.135,P=.033) is statistically significant at 5% level. It implies that the male and female have different opinion on overall look of the mall. They are attracted towards lighting, colours and other displays within the mall.

### 6.7 Influence of demographic and shopping variable on social relationship

The influence of 16 variables on social relationship is revealed in following table.

**Table.16**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.232(a)	.054	.033	.64475

Source: Computer data

The above table reveals that R square value is .054 and adjusted R square value .033. This implies the independent demographic and shopping variables creates impact on the social relationship at 5.4% level. The adjusted R square value implies that the influence of these variables ranges from 3.3% to 5.4%. This leads to the verification of regression fit in the following Anova table.

**Table.17**  
**ANOVA(b)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.799	11	1.073	2.580	.003(a)
	Residual	207.020	498	.416		
	Total	218.819	509			

Source: Computer data

From the above table it is found that, F value =2.580, P=.003 are statistically significant at 5% level. Thus the regression fit explains the influence of demographic and shopping details on the attractiveness of the mall consumer. The individual influence of independent variable is determined through the following co-efficient table.

**Table.18**  
**Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.737	.326		11.462	.000
	Gender	-.004	.065	-.003	-.057	.955
	Age	-.082	.035	-.128	-2.358	.019
	Education	.044	.030	.067	1.482	.139
	Type	-.065	.031	-.107	-2.108	.036
	Income	.029	.026	.052	1.105	.270
	Marital family	.138	.077	.095	1.783	.075
	Family type	-.047	.047	-.050	-.994	.321
	Family type	.162	.081	.100	2.014	.045
	Purpose	-.054	.059	-.041	-.913	.362
	Ethnic	.053	.063	.037	.841	.401
	Frequency	-.013	.028	-.021	-.463	.644

Source: Computer data

The results of the above table shows that age(t=-2.358, P=.019), type of consumers (t=-2.108, P=.036), and type of family (t=2.014 ,P=.045) are

statistically significant at 5% level. It implies that the consumers who belong to different age group vary in their opinion about interactive and friendly atmosphere in the mall. It also reveals that consumers of different type also differ in their conception with regard to the courteous behavior of the mall employee. By keen observation it has been found that joint and nuclear family have different perception over the employee's politeness.

### 6.8 Influence of demographic and shopping variable on layout

The influence of 16 variables on layout is revealed in following table.

**Table.19**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.214(a)	.046	.025	.59464

Source: Computer data

The above shows that R square is .046 and adjusted R square value .025. This implies that the independent demographic and shopping variables create impact on the layout at 4.6% level. The adjusted R square value reveals that the influence of these variable ranges from 2.5% to 4.6%. This leads to the verification of regression fit in the following Anova table.

**Table.20**  
**ANOVA(b)**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8.471	11	.770	2.178	.014(a)
	Residual	176.090	498	.354		
	Total	184.561	509			

Source: Computer data

From the above, it is found that F value 2.178, p=.014 are statistically significant at 5% level. Therefore, the regression fit explains the influence of demographic and shopping details on the layout of the mall consumer. The individual influence of independent variable is determined that the following co-efficient table.

Table.21  
 Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	3.823	.301		12.713	.000
	Gender	.076	.060	.063	1.260	.208
	Age	.008	.032	.013	.245	.807
	Education	.027	.027	.044	.970	.332
	Type	-.056	.028	-.100	-1.964	.050
	Income	.018	.024	.034	.727	.468
	Marital	.031	.071	.023	.430	.667
	Family	-.042	.044	-.048	-.954	.341
	Family type	.155	.074	.104	2.086	.037
	Purpose	-.076	.054	-.062	-1.388	.166
	Ethnic	.053	.058	.041	.907	.365
	Frequency	-.020	.026	-.035	-.756	.450

Source: Computer data

The above states that type of consumer ( $t=1.964, P=.050$ ), and type of family ( $t=2.086, P=.037$ ) are statistically significant at 5% level. It implies that the different type of consumers vary in their perception over the displays of product and search efficiency in the mall. It is also discovered that joint and nuclear family do not have similar perception towards signage and window dressing.

### 6.9 Influence of demographic and shopping variable on Design

The influence of 16 variables on design is revealed in following table

Table.22

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.180(a)	.032	.011	.69357

Source: Computer data

It is apparent from the above table that R square is .032 and adjusted R square value is .011. The reveals that the independent demographic and shopping variables create impact on the design at 3.2% level. The adjusted R square value shows that the influence of these variable ranges from 1.1% to 3.2%. This leads to verification of regression fit in the following Anova table.

Table.23  
 ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.997	11	.727	1.511	.124(a)
	Residual	239.555	498	.481		
	Total	247.552	509			

Source: Computer data

The above table, it is found that F value =1.511,  $P=.124$  are statistically insignificant at 5% level. Hence, the regression fit explains the influence of demographic and shopping details on the design of the mall consumers. The individual influence of independent variable is determined through the following co-efficient table.

Table.24  
 Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	3.186	.351		9.084	.000
	Gender	.104	.070	.075	1.483	.139
	Age	-.002	.037	-.003	-.062	.950
	Education	.082	.032	.117	2.557	.011
	Type	-.023	.033	-.035	-.688	.492
	Income	-.009	.028	-.016	-.333	.739
	Marital	.066	.083	.043	.795	.427
	family	.022	.051	.021	.422	.673
	Family type	.177	.087	.102	2.040	.042
	Purpose	-.010	.063	-.007	-.159	.874
	Ethnic	.036	.068	.024	.528	.598
	Frequency	-.008	.030	-.012	-.257	.798

Source: Computer data

Table 24 reveals that education ( $t=2.557, P=.011$ ) and type of family ( $t=2.040, P=.042$ ) are statistically significant at 5% level. It shows that the consumers of different qualification have dissimilar impression about uniqueness of the mall. It is carefully observed that the joint and nuclear family have diverse opinion about the location and lane to navigate into the mall.

### 6.10 Influence of demographic and shopping variable on comfort

The influence of 16 variables on comfort is revealed in the following table.

Table.25

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.212(a)	.045	.024		.81595

Source: Computer data

Table 25 explicates that R square value is .045 and adjusted R square value is .024. This reveals that the independent demographic and shopping variables create impact on the comfort at 4.5% level. The adjusted R square value implies that the influence of these variable ranges from 2.4% to 4.5%. This leads to the verification of regression fit in the following Anova table.

Table.26  
ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	15.577	11	1.416	2.127	.017(a)
	Residual	331.556	498	.666		
	Total	347.133	509			

Source: Computer data

The above table, it is found that F value=2.127, P=.017 are statistically significant at 5% level. Thus, the regression fit explains the influence of demographic and shopping details on the comfort of the mall consumer. The individual influence of independent variable is determined through the following co-efficient table.

Table.27  
Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.675	.413		8.906	.000
	Gender	.055	.083	.033	.660	.509
	Age	-.089	.044	-.110	-2.025	.043
	Education	.082	.038	.099	2.171	.030
	Type	-.016	.039	-.021	-.411	.681
	Income	.020	.033	.028	.593	.554
	Marital	.109	.098	.060	1.110	.267
	Ly	-.109	.060	-.091	-1.820	.069
	Family type	.057	.102	.028	.561	.575
	Purpose	-.140	.075	-.084	-1.880	.061
	Ethnic	.016	.080	.009	.200	.842
	Frequency	-.003	.036	-.004	-.076	.939

Source: Computer data

The above table states that age ( $t=-2.025$ ,  $P=.043$ ), educational qualification ( $t=2.171$ ,  $P=.030$ ), are statistically significant at 5% level. It implies that different age group of consumer have different perception over the space available within the mall to navigate without any congestion. It is also found that consumers of different qualification vary in the opinion about sufficient aisle space in the mall.

### 6.11 Influence of demographic and shopping variable on interpersonal relationship

The influence of 16 variables on interpersonal relationship is revealed in the following table.

Table.28  
Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.162(a)	.026	.005		.66192

Source: Computer data

From the above, it is found that R square value is .026 and adjusted R square value is .005. This reveals that the independent demographic and shopping variables have impact on the interpersonal relationship at 2.6% level. The adjusted R square value implies that the influence of these variable ranges from .5% to 2.6%. This leads to the verification of regression fit in the following Anova table.

Table.29  
ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.892	11	.536	1.223	.269(a)
	Residual	218.196	498	.438		
	Total	224.088	509			

Source: Computer data

The above table, it is found that F value=1.223, P=.269 are statistically insignificant at 5% level. Thus, the regression fit explains the influence of demographic and shopping details on the interpersonal relationship of the mall consumer. The individual influence of independent variable is determined through the following co-efficient table.



Table.30  
 Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	3.761	.335		11.234	.000
	Gender	.098	.067	.074	1.460	.145
	Age	-.038	.036	-.058	-1.059	.290
	Education	.000	.031	.000	-.007	.994
	Type	.007	.032	.011	.220	.826
	Income	.022	.027	.039	.814	.416
	Marital family	-.012	.079	-.008	-.151	.880
	Family type Purpose	-.052	.049	-.055	-1.077	.282
	Family type Purpose	.136	.083	.083	1.645	.101
	Ethnic	-.035	.061	-.026	-.570	.569
	Ethnic	.022	.065	.016	.347	.728
	Frequency	-.017	.029	-.028	-.598	.550

Source: Computer data

From the above table, it is found that gender, age, education, type of consumers, income, marital status, type of family, number of family members, purpose of visit, ethnic and frequency of visit are statistically insignificant at 5% level. This implies that demographic variables do not influence the interpersonal relationship of the mall consumers.

**6.12 Influence of demographic and shopping variable on merchandise quality and price.**

The influence of 16 variables on merchandise quality and price is revealed in the following table.

Table.31  
 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.240(a)	.058	.037	.73073

Source: Computer data

From the above, it is found that R square value is .058 and adjusted R square value is .037. This reveals that the independent demographic and shopping variables have impact on the merchandise quality and price at 5.8% level. The adjusted R square value implies that the influence of these variables ranges from 3.7% to 5.8%. This leads to the verification of regression fit in the following Anova table.

Table.32  
 ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	16.244	11	1.477	2.766	.002(a)
	Residual	265.916	498	.534		
	Total	282.161	509			

Source: Computer data

The above table, it is found that F value=2.766, P=.002 are statistically significant at 5% level. Thus, the regression fit explains the influence of demographic and shopping details on the merchandise quality and price of the mall consumer. The individual influence of independent variable is determined through the following coefficient table.

Table.33  
 Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	3.046	.370		8.243	.000
	Gender	.057	.074	.039	.777	.438
	Age	-.116	.039	-.160	-2.945	.003
	Education	.022	.034	.029	.645	.519
	Type	.078	.035	.114	2.244	.025
	Income	.017	.030	.027	.575	.566
	Marital family	.119	.088	.072	1.356	.176
	Family type Purpose	.031	.054	.029	.584	.560
	Family type Purpose	.242	.091	.131	2.649	.008
	Ethnic	-.135	.067	-.090	-2.019	.044
	Ethnic	.092	.071	.057	1.288	.198
	Frequency	-.030	.032	-.043	-.932	.352

Source: Computer data

Table 34 shows that age (t=-2.945, P=.003), type of consumers (t=2.244, P=.025), type of family (t=2.649, P=.008), and purpose of visit (t=-2.019, P=.044) are statistically significant at 5% level. It implies that different age group of consumer have different perception over the quality and price of the product. Consumers of different occupation also differ in their perception with regard to range of products available in the mall. Joint and nuclear family also have diverse belief about the reasonable price of the product. It is exactly observed that the consumers who visit mall have dissimilar opinion about the good quality and right price in the mall.

### Findings and conclusion

Demographic profiles of the consumers do not have different perception about ambience. Gender have varied outlook towards attractiveness. Mall consumers of dissimilar age, type of consumers and type of family have diverse opinion about social relationship. Consumers of different type and type of family have different view about layout. Designs of the mall do not have any influence on educational qualification and type of family. Comforts also do not impact the age and educational qualification of the consumers.

Interpersonal relationship is not influenced by demographic variables. Consumers of different age, type of consumers, type of family and purpose of visit have different opinion about merchandise quality and price. Demographic variables like age, educational qualification, type of family and purpose of visit vary in consumers view with regards to convenience. Male and female with different educational qualifications have different opinion about the enjoyment.

The result of the research implies that most of the buyers react positively despite their different perception and values in respect to environmental effects. The study has observed that the mall consumers have better perception on mall atmosphere which proves that most of the consumers are impacted by the facilities of mall atmosphere. To conclude successful performance of shopping goals and overall value perceived by the consumers create effective experiential shopping.

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