

## **Study of the mall and shopper attributes as antecedents of mall shopping behaviour**

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**Abstract:** *According to Indian Brand equity Foundation (IBEF, 2017), the Indian retail industry has emerged as one of the most dynamic and fast-paced industries. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world's fifth-largest global destination in the retail space. India's retail market is expected to grow at a Compound Annual Growth Rate (CAGR) of 10 per cent to US\$ 1.6 trillion by 2026 from US\$ 641 billion in 2016. While the overall retail market is expected to grow at 12 per cent per annum, modern trade would expand twice as fast at 20 per cent per annum and traditional trade at 10 per cent. By 2018, the Indian retail sector is likely to grow at a CAGR of 13 per cent to reach US\$ 950 billion. These escalating consumer trends have led to retail trade growth and has caught the attention of academicians, corporate & researchers towards Indian retailing and consumer behavior. The present research entails three stages. Firstly, the research tries to identify the specific mall attributes and shopper attributes that influence shopping and patronage behavior. Secondly, the research aims to discover the impact of the above mentioned attributes on shopping behavior in terms of frequency of visit, time spent in shopping mall and amount spent on per visit. Thirdly, the study examines the impact of shopping behavior on patronage behavior. Study result shows that various attributes (e.g., Age, utility motives,) are strongly related to amount spent in mall. Whereas others (e.g., Gender, hedonic motives and mall attributes,) are related to frequency of visit and time spend in mall. Shopping behavior: Frequency of visit and time spent in the shopping mall has positive relationship with the patronage behavior.*

**Keywords:** Shopping Mall, Patronage behavior, shopping motives, shopping behavior, hedonic and utility.

### **Introduction**

Owing to the increasing importance of the retail sector a thorough understanding of the patronage behaviour became a critical issue for not only retail managers but also academicians & researchers. This involved getting insights into the 6 W's namely- who, what where, when, why and how of the customer patronage behaviour. The earlier researches (Batra & Ahtola, 1991; Babin et al., 1994; Nicholls et al., 2000) indicated that people frequented malls due to purely utilitarian/ functional reasons i.e. wide assortment of products, brands & choices under one roof. Another body of research indicated that malls did not only fulfil the functional needs but also acted as a centre for recreation & socialization by providing food courts, restaurants, cinemas,

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children's play areas, interactive entertainment, social use areas, relaxation spaces (Terblanche, 1999, Wong, et. al. 2001;Ng. 2003; Bloch et al., 1994)

Mall attributes/characteristics and its impact on the perception & satisfaction of the customers also attracted the interest of many researchers who studied the impact of specific mall attributes like- ambience, image, facilities, tenant mix, assortment, parking, location and sale orientation on the patronage behaviour (Bloch et al., 1994, Finn and Louviere, 1996; Sit et al., 2003)

Along with the studies which focussed on the mall attributes & patronage behaviour, a number of researchers also tried to explore the dynamics of shopper characteristics (namely their demographic & psychographic characteristics) and buying behaviour (Bloch et al., 1994, Bellenger et al., 1977; Roy, 1994; Martin & Turley, 2004). Several studies tried to unearth the dynamics between the age, gender, income, lifestyle of shoppers & the patronage behaviour.

In India literature on customer patronage behavior in shopping mall is scant and researchers have partially investigated the customer patronage role in the shopping mall. Although Indian have always preserved its cultural values but still Indian culture has undergone metamorphosis resulting in to change in family structure, increase in number of working couples, delegation of authority etc. Most of the prior studies related to the cultural & social influence on patronage behavior are US centric, not much work in this field has been done in India which provides an ample scope for research considering the unique & complex characteristics of Indian culture.

Furthermore, although prior studies have dealt with mall attributes and Shopping motives as attractive variables for the choice of mall but fewer studies have tried to establish a direct relationship between these factors and shopping behavior (frequency of visit, time spent in mall and amount spent).

Past researches have dealt with the impact of individuals' social and economic condition on the patronage behavior but not much emphasis has been given to shopping behavior affecting the same. In the present study an attempt has been made to take a comprehensive view and develop inter-linkages between all the shopper as well as mall attributes including demographic profiling, shopping motives, mall attributes with the shopping behavior. In addition, make an effort to construct shoppers segments on the basis of their shopping motives.

## **Literature Review**

### **Shoppers' attributes and their impact on shopping behavior**

#### **Gender and shopping behaviour**

Several studies explored the impact of gender on different aspects of the mall patronage behaviour starting from the processing of the external cues, considering the marketing offering, developing an attitude to the final behavioural response. (Laroche et al., 2003; Vincent et al., 2004). Females were found to be more excited about their shopping experience when they get better product assortment as compared to male (Raajpoot et al., 2008). According to Cleveland et al., 2003 when shopping for holiday gifts, females make greater use than males of product-specific and environmental sources of information, whereas males make greater use of salesperson assistance. Females are also more involved in the purchasing sequence, seek information more actively before making purchases, and spend more time and amount than males do (Fischer & Arnold, 1994; Kavussanu & Roberts, 2001 Lehto et al., 2004)

## **Age cohort and shopping behavior**

### **Generation y (20-30 years)**

Consumers who were born between 1981 and 1995 Generation Y consumer attending college either employed full or part time jobs. Generation Y consumers are free spending and enjoying recreational activities. Their patronage influenced by recreational activity and social activity. They visit mall for watching movie, eating out, getting with friends, browsing, thrill seeking, escapism and keep touch with new trends.(Sit et al., 2003; Martin et al.,2004;Ravichandran et al.,2009;Khare.2011) and positive attitude towards mall factors hygienic and entertainment (Jackson et al., 2011).

### **Generation x (30-40 years)**

Shopper who were born between 1965 and 1980.Generation X consumer are employed, self employed, professionals, house wives and serious buyer. They are serious shopper, fulfilling duties towards family and enjoy weekend with their family so convenient location, entertainment, variety of services and utility factors influenced their patronage (Kim et al., 1995; Jackson et al., 2011; Khare, 2011).

### **Baby Boomers (40-50 years)**

Shopper who were born between 1946 and 1964.Convenient location, eating area, safe environments influenced their patronage behavior (Kim et al 1995; Khare, 2011).

### **Late Baby Boomers (50 and above)**

Shopper who were born between 1920 and 1945.They have less energy, much time and much disposal. Convenient location, eating area, safe environment and services influenced their patronage (Kim et al., 1995; Strugnell et al., 2009; Khare , 2011).

**H<sub>01a</sub>:** There is no variance in male and female shopping behavior.

**H<sub>01b</sub>:** There is no variance between different age group and their shopping behavior.

## **Shopping motives and shopping behavior**

Shopping motives suggest that a person may go shopping when he wants to buy, needs attention, wants to be with peers, desires to meet people with similar interests, feels a need to exercise, or has leisure time' (Tauber, 1972). People usually visit malls keeping two things in mind: hedonic motive and utility motive. Several researchers have studied shopping motivations, resulting in a broad range of literature (Tauber, 1972; Westbrook & Black, 1985; Batra & Ahtola, 1991; Babin et al., 1994; Bloch, Ridgway & Dawson, 1994; Arnold & Reynolds, 2003).

### **Utility Shopping Motives**

Consumers are concerned with purchasing products in an efficient and timely manner to achieve their goals with a minimum of frustration. Utilitarian motivation involves satisfying functional or economic needs (Babin et al., 1994), often characterized as task-related and coherent (Batra & Ahtola, 1991). Babin et al. (1994), found that utilitarian shoppers visit shopping malls only for product(s) they want to purchase, thereby neglecting all other motivations. Utilitarian motivations include convenient shopping; procuring goods, services, or specific information; and reducing the costs (i.e., money, time, and effort) that may also involve planning to accomplish a sense of achievement (Batra & Ahtola, 1991).

Hedonic shopping motives are pleasurable and entertaining shopping experiences introduced by (Jones, 1999). Now a day we find large number of malls and because of this the market has become highly competitive, thus recreational aspect of retailing is increasingly becoming a powerful competitive tool. Hedonic motive includes leisure activities, video games, socialization, learning about new trends self gratification and watching cinemas, etc. All these things involve the expenditure of the time of the consumers on the activities through which they gain pleasurable shopping experience. (Wakefield et al., 1998) noted patronage intention and desire to stay in mall influenced by excitement, environment, variety of store and involvement with shopping. (Khare, 2011) identifies entertainment motives influenced Indian consumers towards mall and their positive impact on frequency and time spend. Malls are so spacious and provided product under one roof which enhance their value oriented visit (Miceli et al., 1998; McDonald., 1999; Berry et al., 2002).

There is no association between shopping motives and shopping behavior.

### **Attitude towards Mall Attributes and Shopping Behavior**

Research with reference to mall environment and attributes on consumer behavior has been thoroughly investigated by different researchers (Ibrahim, 2002; Dennis et al., 2002a; Dennis et al., 2002b). Mall internal attributes like sound, lighting, space, colour design, layout size studied by various researchers (Ruiz, 1999; Wong et al., 2001; Babin et al., 2003) suggested that all the elements play an important role in providing entertainment to shoppers in the mall and enhanced their patronage behaviour.

In addition, to internal attributes other attributes such as distance, comfort, transport mode, effort, tension and value emerged as important variables in affecting shopping mall patronage (Ibrahim, 2002; Shim & Eastlick, 1998). Recent researches showed that atmospheric attribute influenced only desire to stay but not patronage intention (Teller et al., 2008; Abghari, 2011). Various researches noted atmospheric clues highly correlated with the consumer buying behavior and spend more money in store (Wakefield & Baker, 1998; Severin et al., 2001; Baker, 2002).

**H<sub>03</sub>:** There is no association between shoppers' attitude towards mall attributes and shopping behavior.

### **Shopping Behavior and Patronage:**

An understanding of patronage behavior is a key issue for retail managers because it facilitate them to identify and target those consumers most likely to purchase and loyal to the shopping mall. In the past, a large number of constructs affecting the retail patronage have been explored. The choice of store and frequency was found to be affected by factors like competitive price, services, product quality, store atmosphere, opening hour, store size etc. (Baker et al., 2002; Shim et al., 1998; Finn & Louviere, 1996; Pan & Zinkhan, 2006; Roy, 1994). The results of a study conducted by (Pan and Zinkhan, 2006), suggest that various predictors (e.g., service, product selection, quality), are strongly related to shoppers' retail choice, whereas others (e.g., store attitude, store image), are important antecedents of shopping frequency. Shoppers vary in the way they behave in the shopping mall and in perceived benefits received by them in shopping mall forecaster them to re-patronage intention (Bloch et al., 1994; Jones et al., 2006). Research suggested that retail patronage can be enhanced by location and retail tenant selection. It also suggested that area in which shopping mall located appeal to a specific type of frequent customer (Raajpoot et al., 2008).

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High level of correlation was found between Attitudes, personal Norms, perceived behavioural Controls and Patronage Intentions As a general rule, the more favourable the attitudes and subjective norms and the greater the perceived control, the stronger is the person's intention to perform the behavior.

**H<sub>04</sub>:** Shopping behavior has no association with the patronage behavior.

### Research Methodology

The objectives of the research are as follows.

1. To identify the specific mall attributes and shopper attributes that influence shopping and patronage behaviour.
2. To discover the impact of the above mentioned attributes on shopping behaviour in terms of frequency of visit, time spent in shopping mall and amount spent on per visit.
3. To examine the impact of shopping behaviour on patronage behaviour (loyalty & intension to revisit).

The purpose of the current study was to determine the effects of demographics (age, gender), shopping motives and mall attribute, on shopping behaviors and patronage behavior when shopping in mall. The shopping behaviors explored were: frequency of visit, time spent in mall and amount of money spent shopping per visit. The study was carried out through out a survey by means of a structured questionnaire and contained 33 shopping motives, mall attributes, from strongly disagree to strong agree and 14 additional categorical and close-ended questions regarding shopping behaviors and demographics. The study was carried out through out a survey by means of a structured questionnaire using the mall intercept technique, covering 120 shoppers in Delhi and NCR. The respondents were instructed to tick an appropriate box for each question. Self administrated and exit interview was conducted over the business hour of the shopping mall. Every 5<sup>th</sup> shoppers are requested to participation the survey.

The SPSS16 software was used as a tool to analyze the data. The effects of mall attributes and shoppers' attributes on shopping behavior were evaluated using correlation analysis. K-mean cluster analysis was also used to segment the mall shoppers) on the basis of their motives.

### Results and Analysis

The demographic profile of the sample studied indicate that the male respondent were 50% and 50% are female respondent and they all are falling in different age group. The majority of the shoppers are adult (38%) falling into age group (26-45) and young (31%) age group (16-25).

Since (60%) respondents have an income 20,000 and above and 40% have income above one lac and the educational levels were also high with (88.2%) respondents having a post graduate, graduate. It indicate that malls attract the middle and as well as upper classes in the catchment.

With regard to the occupation, 53.3% of the respondents are salaried employees and professionals while 31.7% are students and 8.3% respondents have their own business and 6.7% are home maker and retired.

The shopping behavior of the sample studied indicates that (66.7%) of the study respondents spent 2-6 hours and (21.3%) spent above 6 hours and the frequency of the visit towards the mall is also high that (63.4%) respondents visited more than 5 times to 15 times and (36.6%) of the respondents visited more than 15 time in last 3 months. It indicates that respondents found mall as a attractive place and feel comfortable spent more time in mall.

Majority of respondents (73.3%) are interested to go shopping malls on weekends and (23.3%) shoppers interested visit shopping mall on holidays.

With regard to the amount spending behavior in the shopping mall study showed that majority of respondents (60%) spent above 2000-6000 rupees on per visit and (23%) respondents spent 1000-2000 rupees while (16.7%) respondents spent above 6000 rupees on per visit Table 1.

**Table 1: Description of the Sample**

Socio-demographic profile	Frequency	Percentage
<b>Sex</b>		
Male	60	50
Female	60	50
<b>Age Group</b>		
16-25 years (Age)	38	31.7
26-35 years	22	18.3
36-45 years	22	18.3
46-55 years	18	15.0
Above 55 years	20	16.7
<b>Education</b>		
High school	2	1.7
Under Graduate	8	6.7
Graduate	36	30.0
Post Graduate	70	58.2
Diploma	2	1.7
PhD	2	1.7
<b>Occupation</b>		
Student	38	31.7
Salaried Employee	46	38.3
Own business	10	8.3
Retired	2	1.7
Home maker	6	5.0
Professional	18	15.0
20k-40k	12	10.0
41k-60k	16	13.3
61k-80k	24	20.0
81k-1lac	20	16.7
above 1lac	48	40.0
<b>Time spent</b>		
Less than 2 years	14	11.7
2-4 hours	48	40.0
4-6 hours	32	26.7
More than 6 hours	26	21.6
<b>Amount spent</b>		
1000-2000 rupees	28	23.3
2001-3000 rupees	22	18.3
3001-4000 rupees	14	11.7
4001-5000 rupees	18	15.0
5001-6000 rupees	18	15.0
More than 6000 rupees	20	16.7
<b>Frequency</b>		
Up to 5 times	20	16.7
6-10 times	20	16.7
11-15 times	36	30.0
More than 15 times	44	36.6
<b>Visit mall</b>		
on weekdays	4	3.4
on weekends	88	73.3
on holidays	28	23.3
<b>Total</b>	<b>120</b>	<b>100</b>

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**Gender and Shopping Behavior**

Hypothesis 1a stated that there no significant difference between gender (male and female) and their shopping behaviors: frequency of visit, time spent in mall and amount spent on per visit. In order to assess this hypothesis, chi-square was used.

**Table 2: Gender and Shopping Behavior**

Variable		Gender		Chi value	Asymp.sig.
		Male	Female		
Time Spent	Less 2 hrs	85.7%	14.3%	15.318	.007
	2-4 hrs	53.3%	26.7%		
	4-6 hrs	16.7%	36.7%		
	More 6 hrs	10.0%	33.3%		
Amount spent	1000-2000	10.0%	33.3%	2.758	.737
	2001-3000	23.3%	13.3%		
	3001-4000	13.3%	10.0%		
	4001-5000	13.3%	16.7%		
	5001-6000	10.0%	20.0%		
	Above 6000	13.3%	20.0%		
Frequency	Up to 5 times	23.3%	10.0%	3.200	.362
	6- 10 times	10.0%	23.3%		
	11- 15 times	30.0%	30.0%		
	Above 15 times	36.7%	36.7%		

The above crosstab table showed about 40 % of the study respondents spend average time (2-4 hours) in shopping mall. In comparison of male and female time spend behavior, (33.3%) female spends more than six hours while 85% to their male counterpart spent less than 2 hours. In concern of amount spent and frequency of visit male and female have same behaviors.

Further statistical analysis revealed that there was a significant difference found between gender and time spent in mall,  $X^2(3, N = 120) = 15.3, p = .007$ . This reflects the biological variation and gender perspectives with shopping behavior regarding time spent in mall. But, there was no statistically significant difference found between male and female shopping behavior in terms of amount of money spent per visit and frequency of visit (Table no.2).

**Age and Shopping Behavior**

Hypothesis 1<sub>ob</sub> stated that there is no variance between different Age groups and their shopping behaviors: frequency of visit, time spent in mall and amount spent on per visit. Crosstab table showed that.

The above cross table shows that different age groups have different shopping behavior in terms of amount spending, time spend and frequency. Young shoppers (16-25 years) & (26-35 years) spend more time in shopping mall. While older shopper (46-55) and (above 55) spent time 2-6 hours in shopping malls.

**Table 3: Age and Shopping Behavior**

Variable		Age					Chi value	Asymp.sig
		16-25	26-35	36-45	46-55	Above 55		
<b>Time Spent</b>	Less 2 hrs	0%	18.2%	0%	22.2%	30.0%	<b>28.324</b>	<b>.005</b>
	2-4 hrs	26.3%	27.3%	54.5%	55.6%	50.0%		
	4-6 hrs	21.1%	54.5%	27.3%	22.2%	10.0%		
	More 6 hrs	52.6%	0%	18.2%	0%	10.0%		
<b>Amount spent</b>	1000-2000	73.7%	0%	0%	0%	0%	<b>95.124</b>	<b>.000</b>
	2001-3000	26.3%	54.5%	0%	0%	0%		
	3001-4000	0%	45.5%	9.1%	11.1%	0%		
	4001-5000	0%	0%	9.1%	33.3%	50.0%		
	5001-6000	0%	0%	36.4%	33.3%	20.0%		
	Above 6000	0%	0%	45.5%	22.2%	30.0%		
<b>Frequency</b>	Up to 5 times	0%	9.1%	0%	0%	90.0%	<b>1.420</b>	<b>.000</b>
	6- 10 times	0%	.0%	0%	100.0%	10.0%		
	11- 15 times	5.3%	54.5%	100.0%	0%	0%		
	> 15 times	94.7%	36.4%	0%	0%	0%		

As far as amount spending behaviour is concerned the (73.3%) younger shoppers (16-25) spend amount 1000-2000. On the other hand Adult shoppers (26-45) spend amount 2001-5000. And older shopper (above 46) spend amount 4001-above 6000).In term of frequency of visit in shopping mall younger shoppers’ visit more than 15 times in shopping mall while older shoppers are not interested visit more frequently.

The above table shows that younger shoppers (16-25) frequent the malls for recreational activities as represented by their high frequency of mall visits but they are not much of spender. The older shoppers are hard utility oriented & focussed, & go mall for specific purchases. The adult shoppers (36-45 yrs.) are utility and recreational oriented so, they are interested in time spent amount spend and frequently visit mall.

Further statistical analysis revealed that there was a significant difference found between different age groups and their above shopping behaviors (P=.005) time spent, (P=.000) frequency of visit and (P=.000) amount spent (Table 3). Hence it is concluding that Hypothesis 1<sub>0b</sub>is rejected.

**Shopping motives and shopping behavior**

Hypothesis 2 stated that there no association between shopping motives and shopping behavior: frequency of visit, time spent in mall and amount spent on per visit. Correlation was computed to determine the association between shopping motives and shopping behavior.

**Table 4: Shopping Motives and Shopping Behavior**

Motives	Time Spent		Frequency of visit		Amount spent	
	R	Sign	r	Sign	R	Sig.
Shopping is an adventures activity		Non significant	.779	.000	-.752	.000
Going mall to watch movies	NS	NS	.577	.000	-.595	.000
Going mall to enjoy the variety of food	NS	NS	.739	.000	-.735	.000
Going mall for video game arcade	NS	NS	.637	.000	-.595	.000
Going mall to keep me with new fashion and trades	.509	.000	.798	.000	-.563	.000
<b>Utility Motives</b>						
Going mall to compare different brands	.480	.000	.634	.000	-.654	.000
Going mall when there is a sale	.404	.001	.589	.000	-.605	.000
Going mall to buy	-.405	.001	-.639	.000	.759	.000
Going mall because variety of products under one roof		NS	.564	.000	.563	.000
Going mall to buy things for family, friends and special ones.		NS	-.750	.000	.840	.000

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A Pearson correlation was computed to determine the relationship between hedonic motive and shopping behavior. The data showed that there was a strong, positive correlation between hedonic motives and frequency of visit. Which was statistically significant ( $r=.779, .577, .739, .637, .798, p < .005$ ). While hedonic motives had a negative correlation with amount spent in shopping mall ( $r = -.752, -.595, -.735, -.595, -.563, P < .005$ ). Out of six shopping motives only one motive (Going mall to keep me with new fashion and trades) had positive association with time spent in mall.

The above (Table no.3) showed that utility motive (to buy and to buy for family friends) had strong positive association ( $r = .759, 840, P < .005$ ) with amount spending shopping behavior. In summary, shoppers with hedonic motives frequently visit the shopping mall and spent time but they are not serious buyer or not much interested in spending more while on the other hand shoppers who come with purely buying motives spent more amounts while they are spending less time and smaller number of visit in the mall. Therefore, Hypothesis 2 was rejected that there was no association between shopping motives and shopping behavior.

### Attitudes towards mall attributes and shopping behavior

Hypothesis 3 stated that there no association between mall attributes and shopping behavior: frequency of visit, time spent in mall and amount spent on per visit. Correlation was computed to determine the association between shopping motives and shopping behavior.

Shoppers who had positive attitude towards utility mall attributes (location of the mall, safety in the mall, variety of store) more impact on amount spend. While the shoppers who had positive attitude towards hedonic mall attributes (mall atmosphere, entertainment features, No. of stores and food outlets) had impact on frequency of visit and time spent in mall. Result also showed out of 17 mall attributes only three attributes (location, entertainment and food outlets) have shown very high significant ( $P < 0.05$ ) (Table no.4) relationship with shopping behavior; followed by variety of stores and atmosphere shown significant. Therefore, Hypothesis 3 was rejected that there was no association between mall attributes and shopping behavior.

**Table 5: Attitudes towards Mall Attributes and Shopping Behavior**

<b>Hedonic mall attributes</b>	<b>Time spent</b>		<b>Amount spent</b>		<b>Frequency</b>	
Atmosphere of the mall	.487	.001				
Entertainment feature	.546	.000	.543	.000	.369	.000
Number of stores	.457	.001				
Food outlets	.471	.001	.810	.000	.682	.000
<b>Utility mall attributes</b>						
Location of the mall near home	.482	.001	.682	.000	.469	.001
Safety in the mall						
Variety of store			.427	.001		

### Shopping behavior and patronage behavior

Hypothesis 4 stated that shopping behaviour will not affect the patronage behavior. Correlation was computed to determine the association between shopping behavior and patronage behavior. A positive relationship ( $r = .694, P < .05$ ) was indicated between frequency with patronage (intension to revisit) behavior, although statistically significant relationship emerged between time spent & revisit intension but the correlation figure was low ( $r = .297, P < .05$ ). The relationship between Amount spent & patronage intensions was not statistically significant.

### **Shopper segment**

K-mean cluster analysis was also used to segment the mall shoppers (Entertainer, demanding, serious, family oriented and ambitious) on the basis of their motives along with their shopping behavior & demographic profile.

### **Entertainer**

This shopper segment belongs to the (16-25) year, college going and graduate. They visit mall for recreational activity like watching movie, play videogame, enjoy variety of food, browsing new information and new fashion and trend. They usually frequent visitor and spent more time in shopping mall along with 1000-2000 amount spent on per visit.

### **Demanding**

This shopper segment belongs to the (36-45) years, married having one or two kids, highly educated, salaried and professional. They visit mall for both hedonic and utility motives. They are also frequent visitor and spent 2-4 hours in the shopping mall they are moderate price sensitive and generally spent 2000-5000 on per visit.

### **Serious**

This shopper segment belongs to the (45 and above) year, married with highly annual income, growing kids. They normally visit shopping for their children, to buy for them and dinning. They are not as much of interested in visiting and spending more time in shopping mall but they are serious buyer and amount spender on every visit. They visit mall simply for utility motive.

### **Ambitious**

This shopper segment belongs to the (26-35) year, young married, having one child, salaried and highly price sensitive. Normally visit to shopping for hedonic (watching movies with family and friends) and utility (looking sale and discount) perspective. They are looking for value of money

### **Family oriented**

This shopper segment belongs to the female (26-45) years, married, having kids. This shopper segment usually visit mall for to buy for their children and family members. They visit mall along with their children and for their entertainment.

### **Conclusion**

Gender differences exist in shopping behavior, Female spent more time in shopping mall than male these result supported by the previous research (Underhill, 2009). Male shopping trips may also be shorter than female because they spent less time looking and move faster through stores and have fewer choices. Although female shopped for longer periods of time than did male, they did not spend more money. Female are more likely than male to enjoy shopping, therefore spend more time doing it. Men do not enjoy shopping so they do not spend as much time involved in the activity, however they may spend more than women Male and female both visit shopping malls most frequently.

Age is found to affect shopping behaviors: frequency of visit, time spent and amount spent the frequency of visit decreases as the age increases while the amount spent increases with age. Young shoppers (less than 16 to25) are frequently visit mall and spend more time in malls. While older shoppers (26 to 45) are frequently visits mall, spend more time and spend amount in

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mall. The oldest shopper group (46 and above 55) with grown up children are spent more amount of money but are not frequent shoppers, these findings are in accordance to the research of Sit et al., 2003; Martin et al., 2004; Ravichandran et al., 2009; Khare. 2011).

Shoppers who have hedonic shopping motives spent more time and their visits to the mall are more frequent. While utility shoppers having specific need in mind have lower frequency of visits, spend less time but spend more amount of money as compared to hedonic shoppers. These results are corroborated by previous researches (Miceli et al., 1998, McDonald, 1999; Berry et al., 2002). Some hedonic motives like watching movies, playing video game and socialization with friends motives influence to spent amount. Same positive attitude towards hedonic mall attributes influence frequency of visit and more time spent while positive attitude towards utility mall attributes influence amount spending. Shopping behavior (frequency of visit, time spent and amount spent) has impact on patronage behavior. Result showed that frequency of visit and time spent has relationship with patronage behavior. Shoppers who spend more time and frequently visit to shopping malls have positive intention to revisit the mall. Shoppers who spend more amounts are more utilities oriented if they get better products and services in another mall they will go to that mall. They are less mall loyal shoppers..

### Managerial Implication

This study offers the implication for retailing research and practice. Every developer, retailer and mall management always interested to find out the shoppers who shop in the mall or revenue generated shoppers and this study help them to identify these shoppers. Shopper's clusters will help them to understand their needs and motives. Retailers will also understand who shops, who visit and who spent time in the visit the mall. This facilitates the mall managers to develop the appropriate retailing strategies to satisfy the each segment needs.. Through analyzing their customer base, they can better tailor made their store hours and offerings to suit the customer's schedule and out perform their competitors. Retailers can use the shopping motive and attitude towards mall attribute findings to mould entertainment facility, tenant mix and mall facilities.

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