Factors Influencing Selection of Shopping Malls

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Factors Influencing Selection of Shopping Malls: An Exploratory Study of Consumer Perception

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Abstract

Shopping mall is a group of retail stores under one roof. Malls have been constantly adapting and changing in both style and substance in order to attract increasingly sophisticated and fickle consumers. There are various factors which might affect shoppers' selection of a place to shop. The present study is an attempt in this regard with special reference to Indian context. The objective of this study was to identify the factors affecting selection criterion of consumers with respect to shopping malls. Mall intercept survey was conducted to identify the factors which influence the selection of shopping malls in multiple cities. The sample included 181 active mall shoppers. Total seven factors which influence the selection of shopping malls from consumer's view point were identified with a structure questionnaire. Study will help the mall owners and the retail marketers to understand the insights of shoppers that on what basis consumers select the shopping malls for shopping. On these bases, they can plan their strategies for shopping malls.

Key Words

Consumer Behaviour, Retail Experience, Services, Shopping Malls, Strategies

Introduction

In recent years, the expansion of organized retailing has initiated many revolutionary changes in India and as a result various types of modern retail outlets started functioning in the country. One such type of retail format is shopping mall which is a group of retail stores under one roof. In the views of Pookulangara and Knight (2013), shopping malls are expected to be frontrunners for the growth of organized retail in India. Shopping mall is a group of retail business planned, developed, owned and managed as a unit (Kotler & Armstrong, 2002). Levy, Weitz and Pandit (2012) defined shopping malls as closed, climate-controlled, lighted shopping centres with retail stores on one or both sides of an enclosed walkway. The retail format variables for shopping malls include tenant mix, service offerings, promotional and advertising programmes and tenant placement (LeHew & Fairhurst, 2000). These malls offer services to its consumers in the form of a convenient access to a desirable mix of retailers within a managed environment to provide a satisfying and safe, shopping and leisure experience.

Accessibility, a heterogeneous mix of retail outlets, unique environment, safety and leisure are the key service features that differentiate the retail experience of shopping malls from that of other shopping destinations, such as freestanding stores, departmental stores, focused centres, rejuvenated high streets vendors, retail parks, specialty and festival centres, as well as other television or e-retail stores. In the views of Singh and Dash (2012) due to the intense competition shopping malls have to present a unique and favourable image. This differentiating image can be created by combining various features at one place. In the views of Ibrahim and Ng (2002), the modern shopping malls offer

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variety of entertainment alternatives, lifestyle products and services, such as luxury shopping, game zones, beauty salons, cinemas and food joints, to enhance shoppers' experience. Although shopping malls do not belong to the category of a 'pure' service (Shostack, 1977), yet they can be deemed as an umbrella service encasing numerous other goods and services. This is due to the peculiar characteristics of shopping mall services, such as intangibility of the environment and ambience, inseparability of the consumer from the process of consuming the experience, the heterogeneity of services offered owing to the multiplicity of participants and elements involved in the production process, perishability of the experience, lack of ownership, etc.

The marketing mix of shopping malls can be traditionally defined using the four P's: product, place, price and promotion (McCarthy, 1964); expanded into seven P's appending people, process and physical evidence to the existing ones (Booms & Bitner, 1981). The marketing mix of shopping malls can be seen as a combination of the three 'manageable' elements of access and accessibility, range and specialization, and internal environment and service (Howard, 1995). There is scope for further re-labelling and sub-dividing some elements of the marketing mix of shopping malls to cater more comprehensively to their uniqueness as a service (Kirkup & Rafiq, 1999). According to them, the key elements of a shopping mall marketing strategy to attract and retain customers include accessibility and location of the mall, its external and internal design, the assortment of retailers, retail outlets and leisure attractions, prior to the development of the mall, and the communications mix, cost of access, customer services provided and the interaction between centre, store and customer participants, post-opening of the mall. This is so because, instead of a singular benefit, consumers gain a 'bundle of benefits' in the form of tangible merchandize, fulfilment of psychological and physical requirements, social requirements, escape, exploration, flow and epistemic and aesthetic benefits out of consuming a mall experience (Bloch, Ridgway & Dawson, 1994; Warnaby & Davies, 1997).

These studies only present the external views about consumer insights and not much has been explored about those factors which might affect the selection of shopping malls by the consumers based on their perceptions. Schiffman, Kanuk and Kumar (2010) defined perception as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. There are various factors which might affect consumer's perception related to the selection of a place to shop (Kenhove, Wulf & Waterschoot, 1999; Koelemeijer & Oppewal, 1999). The perception of the consumers towards a shopping mall depends upon its image which is a complex construct that includes both tangible and intangible elements of a shopping mall not easily discriminated (Downs, 1970). Various studies have been carried out on image-like variable of shopping areas (Hauser & Koppelman, 1979). The image of the shopping mall creates

a unique and favourable impression in the minds of shoppers which provides a competitive edge difficult to be replicated by competitors (Steenkamp & Wedel, 1991). Studies suggest a strong correlation between image and consumer shopping preferences (Baloglu & McClearly, 1999; Pessemier, 1980; Ruiz, 1999), frequency of visit (Haynes & Talpade, 1996; Howell & Rogers, 1980), dollars spent (Donovan & Rossiter, 1982; Howell & Rogers, 1980), amount of purchase (Howell & Rogers, 1980; Spies, Hesse & Loesch, 1997), desire to stay (Wakefield & Baker, 1998) and re-patronage intention (Spies et al., 1997; Wakefield & Baker, 1998). In the views of Sit, Merrilees and Birch (2003), the information about consumer perceptions of shopping centre image, including entertainment, directs the management in positioning and developing a unique marketing strategy of the centre; thus, the present study is an attempt to understand those factors which affect consumer's perception resulting in their selection of a place to shop with special reference to shopping malls in Indian context.

Review of Literature

Shopping mall is a group of retail business planned, developed, owned and managed as a unit. Shopping malls are developed on 'principle of cumulative attraction' (Nelson, 1958) according to which cluster of similar but complementary retail outlets have greater drawing power over the geographically dispersed outlets. In the initial years of their life cycle, shopping malls worked primarily as economic entities that offer a wide array of stores and merchandise to consumers at a single location (Bloch et al., 1994). However, to meet the changes in consumers' needs, desires, values and lifestyles, the malls have passed through continuous adaptations in terms of their design and tenant variety (Martin & Turley, 2004).

The initial studies on mall shopping behaviour of consumers were based on retail gravitational explanation according to which consumer choice, preference or patronage decisions depends upon the shopping mall size and distance. Later on, various other characteristics were identified which affect the mall and shopper patronage models (Bucklin, 1971; Meoli, Feinberg & Westgate, 1991; Stoltman, Gentry & Anglin, 1991). In a study by Downs (1970), it was observed that shoppers' perception could be measured on a variety of dimensions, such as price, layout, ease of reaching the mall and parking, visual appearance, reputation, merchandise, services, hours of operation and atmosphere. Bellenger, Robertson and Greenberg (1977) established entertainment as an attribute of the shopping centre image. Hauser and Koppelman (1979) identified five dimensions which include variety, quality, satisfaction, value and parking.

Finn and Louviere (1996) in their study discovered six dimensions, namely merchandise, atmosphere, services, accessibility, anchor tenant and trendiness. In the views of Rajagopal (2009), shopping malls could attract higher

customer traffic on the basis of the ambience, stores assortment, sales promotions and comparative economic gains. Hu and Jasper (2001) investigated about the mature consumer experiences on shopping mall. In their study, they identified five major factors which were very important for experienced and mature consumers during the shopping from shopping malls. The factors which emerged in their findings were convenience, choice, crowds, ambiance, parking and hedonic shopping orientation. In the views of Leo and Philippe (2002), shopping mall image is a holistic entity constituting elements, such as retail mix, infrastructure and atmosphere. According to McGoldrick (2002), the image of shopping mall is a multidimensional concept which consists of tangible or functional attributes, such as its physical features, and intangible attributes which includes its atmospheric qualities. Yavas (2003) produced a similar list of important attributes for shopping malls, including quality, price, cleanliness, courtesy, assortment, security, store hours, accessibility and atmosphere.

Zhuang et al. (2006) studied the impact of 13 situational factors on mall shoppers' choice including factors, such as assortment, atmosphere, convenience and quality. In a study carried out on UAE shopping malls from the shoppers' perspective, El-Adly (2007) found six mall attractiveness factors—comfort, entertainment, diversity, mall essence, convenience and luxury. Hedhli and Chebat (2009) identified shopping mall's image can be measured on five dimensions including access, price/promotion, store atmosphere, cross-category assortment and within category assortment. Wendy and Sandra (2005) studied shopping mall preferences of teens from 12 to 17 years of age. In their study, they concluded that the most important attributes in teens' choice are as follows: how friendly and welcoming the mall is to teens; whether the mall contains 'cool' stores; whether it is a good place to hang out with friends; and whether it is very attractively designed.

Sujo and Phatak (2012) found the attractiveness factors of shopping malls for prospect customers. They also studied shopper's attitude and behaviour towards malls on the basis of attractiveness factors. They attempted to identify ideal constituents of shopping malls for prospective shoppers and found six attitude factors and four dimensions or characteristics considered as basics for visiting the malls. Dubihlela and Dubihlela (2014) in their study focused on Southern Africa found the main features of shopping malls which are directly related to customer satisfaction. They identified various features in shopping malls, such as merchandizers, accessibility, service, amenities, ambiance, entertainment, security and many more. On the basis of their mall culture research, they also suggested the promotional strategy to the marketer for better customer satisfaction. Various other studies revealed that shopping centre image has been dominated by four key attributes, namely, merchandise mix, accessibility, services and atmospherics (Dennis, Marsland & Cockett, 2001; Finn & Louviere, 1996; Frasquet, Gil & Molla, 2001).

In recent years, very few studies were reported on constituent factors of shopping malls in India. Bailay (2003) reported that Indian consumers prefer shopping malls as they offer easy access to all the products under one roof. Patel and Sharma (2009) carried out a survey to examine the shopping motivation of Indian customers and found nine factors divided into two dimensions utilitarian and hedonic. All nine factors covered different areas, such as economic, enjoyment, gratification, idea shopping etc., affecting motivation of Indian customers to do shopping from shopping malls. Devgan and Kaur (2010) in their study mentioned that in the views of Indian customers at shopping malls they get best value for money spent. Tiwari and Abraham (2010) discussed about economic and social contribution of shopping malls in terms of growth of the city. They also studied the role of consumer behaviour towards shopping malls and found various dimensions related to mall's performance and necessary for the good management and productivity of malls. In the views of Banerjee (2012), shopping mall image is the most important attractiveness dimension in India.

Objective of the Study

- To identify the factors affecting selection criterion of consumers with respect to shopping malls.

Research Methodology

The data were collected through a self-design questionnaire, which was divided into two parts: the first part gathered the information related to demographic characteristics of the respondents. The demographic variables about which the details were collected include gender, age and marital status. The second part contained various statements related to the perception of the respondents towards selection of shopping malls. The statements were framed on the basis of relevant research papers (Das et al., 2013; Hu & Jasper, 2001; Zhuang et al., 2006) and newspaper articles (Bailay, 2003) which could probably affect the selection of shopping malls by the consumers. In all, there were 40 such statements which were framed. The respondents were asked to rate these 40 statements on a five point scale, where 1 mean strongly disagree and 5 means strongly agree. To ensure the content validity, these statements were shown to subject experts and retail marketers and after their consent total 181 responses were collected through personal contacts and online survey forms (Table 1). Convenient sampling technique was applied and the data were gathered from Ahmedabad, Indore, New Delhi and Pune.

Data Analysis

Reliability Test

In the views of Nunnally and Bernstein (1994), Cronbach's coefficient alpha (α) should be applied to newly constructed

Table 1. Descriptions of Respondents

Description	Frequency	Percentage
Gender		
Male	106	58.5
Female	75	41.5
Age		
20–30 years	127	70
30–40 years	35	19
40–50 years	14	8
Above 50	5	3
Marital status		
Single	128	70
Married	53	30

Source: Authors' own calculations.

measurement instruments. Therefore to ensure the reliability of constructs coefficient α was carried out on all 40 items using SPSS. The standardized Cronbach's alpha (α) was found to be high at 0.902. The item-total correlation test is used to identify the item(s) of the scale which shows inconsistency with the averaged behaviour of the other item(s) of the scale. This test helps in deciding

whether or not the given item should be retained in the scale. This test was applied on these 40 statements and the corrected item-total correlations of four items were found to be less than the acceptable limit of 0.30 proposed by Nunnally and Bernstein (1994) (Table 2). Thus, iterations were carried out till all the items had the item-total correlation value of 0.30 or more. In this process, the number of statements was reduced to 36. Among the finally retained 36 statements, the correlation values ranged from as high as 0.747 to as low as 0.352 and the corrected Cronbach's α was found to be 0.957 which indicates the very high reliability of the scale.

Factor Analysis

To group the finally retained 36 statements, on the basis of communalities, principal component analysis (PCA) was used because of its simplicity. The factor load was rotated by varimax rotation. The normal varimax solution is not obtained directly from a correlation matrix. It is obtained by rotating other types of factor solutions to the varimax form. In the present study, it was considered desirable to use the highest factor loading criterion to select constituent factors with respect to shopping malls. This criterion was

Table 2. Item-Total Statistics

Items	Mean	Std. Deviation (SD)	First Item-Total Correlation	Second Item-Total Correlation
1. Attractive architecture	3.8182	0.97448	0.637	0.657
2. Latest interior design	3.7500	1.07171	0.577	0.599
3. Attractive interior wall and floor colour schemes	3.5966	1.03746	0.473	0.473
4. Overall interesting design	3.5795	1.18776	0.381	0.425
5. Easy locating desired stores	4.0341	1.00796	0.652	0.678
6. Variety of stores	4.0398	1.16305	0.600	0.605
7. Multiple options of shopping, gaming, entertainment and eating	4.1761	1.04071	0.537	0.603
8. Music of choice	3.2159	1.21372	0.401	0.395
9. Soothing music	3.5966	1.10158	0.595	0.588
10. Appropriate lighting	4.0398	0.94634	0.634	0.638
11. Comfortable temperature of AC	4.0795	0.91616	0.694	0.743
12. One roof solution	3.7955	1.14801	0.387	0.416
13. Convenient timings	3.8920	0.87161	0.338	0.352
14. Sales promotion schemes	3.5795	1.10812	0.525	0.528
15. Discounts in malls	3.9716	1.03332	0.605	0.619
16. Attractive visual display	3.7216	0.95426	0.619	0.590
17. Nearness	3.3068	1.29047	0.371	0.356
18. Spacious parking	3.5511	1.20366	0.537	0.526
19. Novelty	3.8352	0.96280	0.553	0.564
20. Products of interest	3.7784	1.00955	0.584	0.598
21. Good product quality	3.9943	1.04470	0.599	0.581
22. Cleanliness	4.1364	0.94030	0.708	0.738
23. Pleasant aroma	**4.1761**	**3.90278**	**0.173**	
24. Accessibility	3.9773	0.95591	0.587	0.614
25. Comparatively low prices	**4.1420**	**3.93188**	**0.155**	
26. Spacious corridors	3.8807	0.97540	0.555	0.598
27. Shopping carts/trolleys/baskets	4.0227	0.91934	0.598	0.605
28. Sign boards	3.9602	1.04395	0.704	0.735

(Table 2 continued)

(Table 2 continued)

Items	Mean	Std. Deviation (SD)	First Item-Total Correlation	Second Item-Total Correlation
29. Basic amenities	4.0341	1.01361	0.597	0.620
30. Helpful staff	4.1250	1.03441	0.740	0.784
31. Presentation by sales persons	3.7330	1.09662	0.345	0.353
32. Suggestions by sales peoples	**3.7443**	**2.43720**	**0.053**	
33. Less personal attention	**1.9489**	**0.66992**	**0.044**	
34. Security & safety features	3.9659	1.02482	0.706	0.747
35. Welcoming feedbacks	3.9432	0.97814	0.679	0.688
36. Separate play zones for kids	3.8580	1.06220	0.592	0.607
37. Common membership card for all facilities and stores	3.8580	1.03496	0.592	0.618
38. Multiple payment options	4.0511	0.98717	0.653	0.667
39. Hassle free billing options	4.0114	1.03641	0.669	0.642
40. Overall attractive impression	4.0568	1.03491	0.605	0.615

Source: Authors' own calculations.
Note: Items marked in bold were deleted.

uniformly used in the factor analysis carried out on the total sample of the study.

Total seven factors were extracted which represented 63.2 per cent of total variance (Table 3). The appropriateness of any data for factor analysis depends upon the Bartlett's test of sphericity. In the present study, the significant value of 0.000 was obtained, which indicates that the data do not produce an identity matrix and thus could be used for factor analysis. The Kaiser–Mayer–Olkin (KMO), measure of sampling adequacy (MSA) reading was 0.928 which was considered to be highly acceptable for factor analysis. For factors extraction, only the factors with Eigen values greater than one were considered (Figure 1).
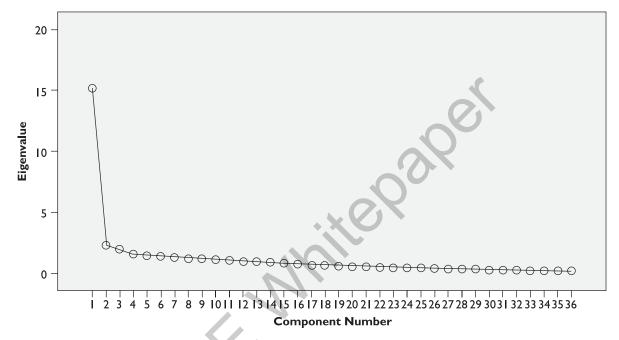
The statements whose factor load was more than 0.4 where considered for factor analysis (Field, 2000; Stevens, 1992); thus in this procedure, two statements were not

Table 3. Extracted Factor Loadings

Factor No.	Factors Nomenclature	Scale Items	Factor Loads
1	Service Experience α = 0.942	Security & safety features	0.781
		Cleanliness	0.772
		Helpful staff	0.727
		Sign boards	0.687
		Comfortable temperature of AC	0.672
		Basic amenities	0.662
		Welcoming feedbacks	0.636
		Good product quality	0.631
		Shopping carts/trolleys/baskets	0.630
		Appropriate lighting	0.624
		Easy locating desired stores	0.618
		Hassle free billing options	0.583
		Multiple payment options	0.572
		Common membership card for all facilities and stores	0.517
		Overall attractive impression	0.510
		Discounts in malls	0.499
		Multiple options of shopping, gaming, entertainment and eating	0.454
2	Internal Environment α = 0.810	Overall interesting design	0.748
		Attractive interior wall and floor colour schemes	0.680
		Latest interior design	0.641
		Attractive architecture	0.528
		Spacious corridors	0.486
		Separate play zones for kids	0.414
3	Convenience α = 0.733	Convenient timings	0.748
		Spacious parking	0.622
		Attractive visual display	0.622
		Accessibility	0.527

Factor No.	Factors Nomenclature	Scale Items	Factor Loads
4	Utilitarian Factors α = 0.671	One roof solution	0.620
		Variety of stores	0.611
		Sales promotion schemes	0.515
		Products of interest	0.437
5	Acoustic Factor	Music of choice	0.786
6	Proximity	Nearness	0.787
7	Demonstration	Presentation by sales persons	0.743

Source: Authors' own calculations.

Figure 1. Screen Plot

Source: Authors' own calculations.

considered suitable to be grouped under any factor, and only 34 statements appeared in the final factorization.

Results and Discussion

Factor 1: Service Experience

This factor consist total 17 statements out of which highest factor load was 0.781 for 'Security & safety features' and the lowest factor load was 0.454 for 'Multiple options of shopping, gaming, entertainment and eating'. The Cronbach's α value of 0.942 confirms the high internal consistency of factor statements. The shopping mall should have certain experience enhancing facilities, including tangibles, necessary amenities and elusive atmosphere. The tangible factors include items, which have physical existence and characteristics and help the consumers in making purchase decisions by supporting the core services (Hoffman & Bateson, 2002). These tangible includes facilities such as Trolley, basket, AC, helpful staff etc., and thus

helps the consumers in assessing the overall quality of the service encounters (Bitner, 1992). The presence of basic amenities, such as clean wash rooms, drinking water, escalators etc., provides pleasant experience to the consumers. In a research, Tongue, Otieno and Cassidy (2010) found that the presence of basic amenities plays an important role in the decision-making process of consumers. In views of Frimpong (2008), the absence of basic amenities not only affects the consumers but also adversely affect in attracting qualified persons for the service set-up.

In their study Peek-Asa et al. (2006) found that the customers and the employees were concerned about the exposure of risk by any criminal act. If customers do not feel safe and comfortable they would hesitate to spend their time and money in any type of service setting (Kajalo & Lindblom, 2010). Laycock and Austin (1992) found that formal surveillances reduce consumer's concern about safety and security. Bitner (1992) mentioned that the interaction between the customers and the employees affect the customers' experience and emotional commitment. In the

interaction, a smile, pleasant voice, empathy and friendly approach of the staff towards customers affects the customer's perception of the experience (Soderlund & Rosengren, 2008).

In the views of Heide and Gronhaug (2006), the atmosphere of the service set-up consists of three factors: ambience, interaction and design. The ambience factor consists of elements such as odour, temperature, colour, air quality, etc. Thus, creating positive ambience with the help of elements such as odours, temperature, lighting etc. enhance the consumer's experience (Schmitt, 1999) and obtain the attention of the customers by influencing their experience (Slatten, Krogh & Connolley, 2011).

The modern shopping malls offer variety of entertainment alternatives, lifestyle products and services, such as luxury shopping, games zones, beauty salons, cinemas and food joints (Ibrahim & Ng, 2002), to enhance shoppers' experience. According to O'kelly (1981), shopping trips could be multi-purpose and consumers might like club activities, such as entertainment, shopping and dining.

A shopping mall must offer both core and support services. The support services include venue quality, cloaking, refreshments as well as factors, such as public transport and payment queue (Hume et al., 2006). The presence of support facilities also enhances the 'service experience' of the shoppers. The detail about support service has been discussed in fourth factor.

Factor 2: Internal Environment

This factor consist total six statements out of which highest factor load was 0.748 for 'Overall interesting design' and the lowest factor load was 0.414 for 'Separate play zones for kids'. The Cronbach's α value was observed very high at 0.810 proving very high internal consistency. The architecture and external design and the surrounding environment of a shopping mall influence consumers' assessment of the threshold quality and standard of service they can expect there (Cowell, 1993). The structure of a mall projects and external presence and authority that includes high visibility, appropriate signage and cladding so as to convey the status of the mall and the type and segment of consumers targeted (Guy, 1994). Kotler (1973) mentions about the effect of atmosphere on the purchase decision. In his views, atmosphere enhances the purchase probability of the customers and could be experienced by the senses, that is, sight, sound, scent and touch. Bitner (1992) replaced the term atmosphere with servicescapes in a service setting. In a study of Chinese consumers, Li, Zhou and Zhuang (2003) found that while deciding upon the place to shop from consumer's emphasis highest importance to the atmosphere, location was given less and price the least important. In the views of Blackwell, Miniard and Engel (1995), the environmental dimensions, such as air quality, lighting, layout, carpeting and aisle width and placement, could be the

attributes which could be used to project the store image and influence store choice.

A mall is set up of the mix of core and support services. The core services represent the firms' basic competency (Ferguson et al., 1999), while support services facilitate the core offerings (Lovelock, 1992). Therefore, facilities such as kids play zone fits well in the category of support services.

Factor 3: Convenience

This factor consists of total four statements out of which highest factor load was 0.748 for 'Convenient Timing' and the lowest factor was 0.527 for 'Accessibility'. The Cronbach's α value 0.733 suggest high internal consistency. In views of Dawson (1983), location and accessibility are the most important determinants of success for a shopping mall. To attract large number of consumers and enhance their overall experience, the shopping malls need to have 'pull factors' (Yavas, 2003), which includes quality, price, cleanliness, courtesy, assortment, security, store hours, accessibility and atmosphere. The availability of spacious parking facility provides the different experience to the shoppers when compared to the traditional shopping centres, thus addressing the issues associated with negative shopping experience such as traffic congestion or crime and security (Bloch et al., 1994). The ambiance factors of a mall also include creative display in the sales area, which influence customer's emotions (Sherman, Mathus & Smith, 1997).

Factor 4: Utilitarian Factors

This factor consists of total four items out of which highest factor load was 0.620 for 'One Roof Solution' and the lowest factor load was 0.437 for 'Products of Interest'. The Cronbach's α value was considerably high at 0.671. The shopping malls must have variety of stores which enables the consumers to choose from a range of products as per their requirements. According to Kahn and Wansink (2004), high perceived variety leads to greater consumptions. In a study by Ubeja (2013), it was found that customers were willing to pay any amount but they want greater variety of products under one roof. Annual sales promotion schemes had a great impact on shopping from shopping malls. The promotional and advertising programmes increase traffic within the mall and also create an image among the target market (Alexander & Muhlebach, 1992). Sale promotion gives monetary benefits and mental satisfaction to consumers during the shopping and helps them to take more risk in purchasing decisions (Ubeja, 2013).

Factor 5: Acoustics Factor

This factor consists of a statement with a factor load of 0.786 for 'Music of choice'. The music played in the

shopping malls had a direct relation with the movement of foots of the shoppers. Southing and light music engages the consumers with the overall atmosphere of the shopping mall and thus plays a very important role in attracting the consumers towards shopping malls.

Factor 6: Proximity

This factor consists of an item with factor load of 0.787 for 'Nearness'. The consumers prefer to go to shopping mall near to their residence or work place to avoid travelling long distance. Since shopping activities carried out normally during peak hours, that is, in the evening or weekend consumers prefer to visit to nearby shopping malls and thus avoid the issues associated with negative shopping experience such as traffic congestion or crime and security (Bloch et al., 1994).

Factor 7: Demonstration

This factor consist a single statement with the factor load of 0.743 for 'Presentation by sales persons'. For getting best services and attention, customers always refer to sales person's suggestions and presentations. Conscious customers always compare the services offered by the sales executives of shopping malls and then decide to purchase the product from any particular mall (Ubeja, 2013).

Conclusion

There are limited attempts, especially in India, to understand the behaviour of shoppers towards malls. The present article identifies the factors responsible for selecting a place to shop by consumers. Total 181 responses were gathered on 40 statements which finally reduced to 34 items. These 34 items converged into seven factors— *service experience, internal environment, convenience, utilitarian factors, acoustics, proximity and demonstration*— which play important roles in helping consumers for making such decisions. The retailers and marketing strategists could use these findings as this article gives an insight of consumer decision-making process and also adds new dimensions to already existing knowledge of consumer behaviour for shopping, leisure and entertainment products. Further studies can be carried out to confirm the factors extracted in the study.

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