

A STUDY OF CONSUMER ATTITUDE TO DESIGN THINKING TOWARDS SHOPPING MALL WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT:

This research delves into the impact of design thinking, on how people perceive shopping malls in Coimbatore City. It explores how consumer preferences are changing in an era of evolving shopping experiences. By conducting surveys, interviews and observations on a group of Coimbatore City residents the study uncovers a growing focus on aspects like mall layout, aesthetics and amenities that influence consumer behaviour. The application of design thinking principles emerges as crucial

in adapting shopping malls to meet these evolving consumer desires. This study provides insights for developers and marketers of malls emphasizing the importance of embracing design thinking to create attractive mall experiences. In today's landscape, understanding and incorporating design thinking can play a key role, in enhancing customer satisfaction and attracting more visitors to Coimbatore City's shopping malls.

KEYWORDS: Coimbatore City, Consumer, shopping malls

INTRODUCTION:

Shopping, buying and utilizing are three activities which constitute concepts of the consumers. " Buying consumption behaviour. It is possible also, that the motives behind two consumers shopping at the same store could be same are different. Same may arise as when the consumers look for convenience, shopping experience etc, whereas motives may vary as a result of compulsion or by free choice.

Compulsory happens when the consumer is forced to indulge in shopping and for him/her it could be a great deal for burden, in the case he/she will try to finish off work in minimum time that too with minimum effort. While for the other consumers who see shopping as a mean enjoyment. May consider shopping as a form of sport. In this case he/she will not mind sparing extra time and effort while searching and evaluating various alternative available to him

Create an Empathy Map and Deep User Understanding

Design Thinking Stage	Potential Questions
Empathy	How do the shopping mall influence the customer to buy a product?
	What was the level of satisfaction of consumer using shopping mall?
	How did the shopping mall provide service to the customers?
	What are the problems faced by customers using shopping mall?

Objectives of the Study:

- To study consumers attitude towards shopping malls in Coimbatore City.
- To study consumers buying tactic, shopping priority during shopping at mall in Coimbatore City.
- To find out the consumers perception towards shopping in Coimbatore City.
- To study consumers shopping experience at mall in Coimbatore City.

Limitations of the Study

Major limitation of this study is the sample size which is limited to Coimbatore City only. Most of the retailers in organized sector will be hesitant in providing information about

their private brands, branding strategies and communication strategies. Most of the customers will not be willing to divulge personal details.

Research Methodology

Research Methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. To do my study I have adopted exploratory research design. The Primary Data is collected through questionnaire Method.

- Research Design Exploratory
- Data Source Primary & Secondary data
- Research Instrument Questionnaire
- Sample Plan shopping malls of Coimbatore City.

TOOLS USED

- Percentage analysis
- Chi-square
- Anova

STATEMENT OF THE PROBLEM

"The study aims to investigate and analyze the consumer attitudes and preferences towards shopping malls in Coimbatore city. Specifically, it seeks to understand the factors influencing consumers' choices in shopping malls, their overall satisfaction with the shoppingmall experience, and their perceptions of convenience, variety, pricing, and service

quality. Additionally, the study aims to explore how demographic and psychographic factors, such as age, income, and lifestyle, impact consumer preferences in Coimbatore's shopping malls. Ultimately, the research will provide insights into the current state of consumer attitudes towards shopping malls in Coimbatore and offer recommendations for improving the shoppingmall experience in the city."

Define Problem Statement:

Design Thinking Stage	Interference
Define	<ol style="list-style-type: none">1. What are the problems faced by the consumer using shopping mall?2. What are the solutions to be provided for the problem faced by the consumer using shopping mall?

SCOPE OF THE STUDY

The study on consumer attitudes towards shopping malls in Coimbatore city will exclusively investigate the preferences and behaviours of a diverse demographic within the citylimits. It will delve into factors influencing consumer attitudes, including store variety, pricing, convenience, ambiance, and service quality. The research aims to compare and contrast different shopping malls in the city to identify strengths and weaknesses. It will

consider external factors such as economic conditions and pandemic impacts on consumer attitudes. Ultimately, the study's scope is to provide insights and recommendations for enhancing the shopping mall experience in Coimbatore city during a specified time frame."

REVIEW OF LITERATURE:

Archana. B (2015): Through the loyalty/frequency programmes, customers become more interested in convenience and ease than in freebies, If the retailer just focuses on gathering information about the customers, and does not focus on execution, they would not get rewards of CRM

Gotham (2016) identified seven salient store characteristics that influence consumer patronage decisions concerning where to shop. Those attributes are price, quality of merchandise, selection, atmosphere, location, parking and sales people. He further stated that store atmosphere, location, parking facilities and friendliness of store people are the salient factors that influence consumer store patronage. As a result, store attributes such as service offering, activities, facilities and convenience have major influence on customer satisfaction

RESEARCH GAP:

The research gap in the study of consumers' attitudes towards shopping malls in Coimbatore City is the absence of recent and comprehensive research that takes into account the impact of the COVID-19 pandemic on consumer behaviour and preferences regarding shopping malls. This gap in the literature necessitates an examination of how the pandemic has influenced consumers' attitudes, safety concerns, and their expectations from shopping mall experiences in the post-pandemic era.

and loyalty. Suhail Sattar, chairman of the Chennai Chapter of the Retail Association of India and co-founder of Hasbro
Pattanaik, Subidita & Busan Mishra, Bidhu. (2016): India is considered as a Potential market and most attractive emerging retail markets. However, Indian retail Industry has to overcome roadblocks such as, ease of FDI in retail, lack of Supportive infrastructure, strengthened supply chain management process, adoption of State-of-the-art technology, overcoming manpower issues and overcoming real-estate Issues, more particularly high rentals and initial investments, to a flourishing future
Clothing (2021)“Retail has bounced back much more strongly in non-metros. Non-metros are at 80% pre-COVID levels while it was closer to 65% in metros. Malls are still facing a challenge in comparison to high street stores,”.

DATA ANALYSIS AND INTERPRETATION:

TABLE-1

Table showing on the combination at shopping mall

Descriptives

	N	MEAN	std. Deviation	std. Error	95% confident interval for mean		minimum	maximum
					Lower Bound	Upper Bound		
Shopping and entertainment	42	2.43	.941	.145	2.14	2.72	1	4
Shopping and food	20	2.15	.745	.167	1.80	2.50	1	4
Entertainment and food	29	2.34	.769	.143	2.05	2.64	1	4
Food and movie	19	2.53	1.020	.234	2.03	3.02	1	4
Total	110	2.37	.876	.084	2.21	2.54	1	4

TABLE-2

ANOVA

	Sum of squares	Df	Mean square	F	Sig.
Between groups	1.594	3	.531	.686	.563
Within groups	82.124	106	.775		
Total	83.718	109			

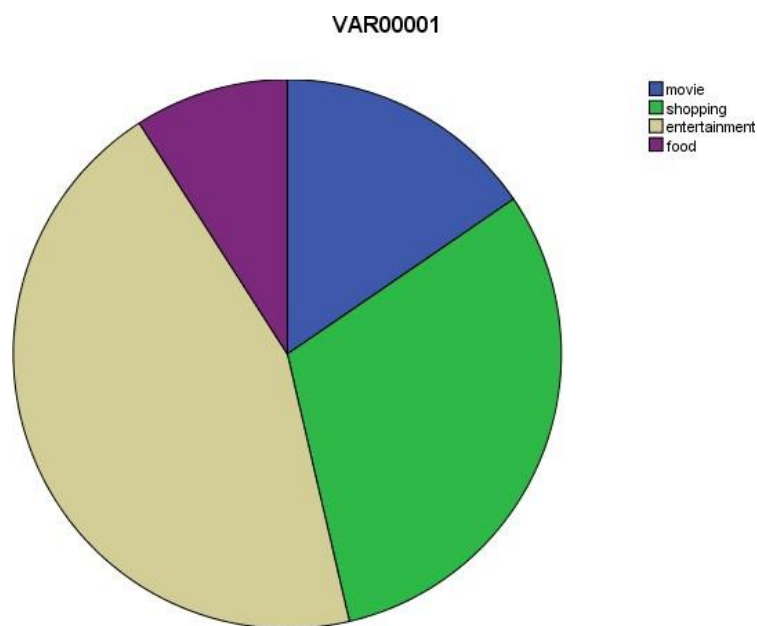
INTERPRETATION:

The above table indicates that 42% of the respondents of shopping and entertainment. 20% of the respondent of shopping and food. 29% of the respondents of entertainment. 19% of the respondents of food and movie.

TABLE-3

Table Showing do you come to the shopping mall

	Frequency	Percent	Valid Percent	Cumulative Percent
Movie	17	15.5	15.5	15.5
Shopping	34	30.9	30.9	46.4
Entertainment	49	44.5	44.5	90.9
Food	10	9.1	9.1	100.0
Total	110	100.0	100.0	



INTERPRETATION:

The above chart indicates that 15.5% of the respondents come to movie.30.9 %of the respondents come to the shopping.44.5% of the respondents come to entertainment and9.1 of the respondents come to food.

TABLE-4

Table showing the approximate cost of the item you purchased

Descriptives

	N	MEAN	std. Deviation	std. Error	95% confident interval for mean		minimum	maximum
					Lower Bound	Upper Bound		
Below 1000	19	2.05	1.177	.270	1.49	2.62	1	4
1001 – 2000	41	2.39	1.046	.163	2.06	2.72	1	4
2001 – 3000	40	2.08	1.141	.180	1.71	2.44	1	4
Above 3000	10	2.50	1.434	.453	1.47	3.53	1	4
Total	110	2.23	1.139	.109	2.01	2.44	1	4

TABLE-5

ANOVA

	Sum of squares	Df	Mean square	F	Sig.
Between groups	3.340	3	1.113	.855	.467
Within groups	137.978	106	1.302		
Total	141.318	109			

INTERPRETATION:

The above indicates that 19% of the respondents cost below 1000.41% of the respondents cost to 1001-2000.40% of the respondents cost to 2001-3000.10% of the respondents of cost above 3000.

TABLE-6

Table showing frequently do you visit a mall

	Observed N	Expected N	Residual
Daily	12	27.5	-15.5
Monthly	45	27.5	17.5
Weekly	40	27.5	12.5
Fortnightly	13	27.5	-14.5
Total	110		

TABLE-7
Test statistics

	How frequently do you visit a mall
Chi-square	33.20 ^a
Df	3
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5

INTERPRETATION:

The above table indicates 12% of the respondents of daily.45% of the respondents of

monthly.40% of the respondents of the weekly.13% of the respondents of fortnightly.

FINDINGS:

- Majority (42%) of the respondent's combination of shopping and entertainment.
- Majority (49%) of the respondents of entertainment.

- Majority (41%) of the respondents of cost between 1001-2000.
- Majority (45%) of the respondents of monthly.

SUGGESTION:

- Customer Service is a critical factor for keeping your clients coming back and ensuring they refer you to others.
- Growing your business will be a difficult task at best if you don't perform, meet and exceed your clients' expectations, and provide service that creates customers for

life.

- Customer service is all about the customer's perception. You have to do more than just get the job done. You must deliver on all the things (big and small) that affect the relationship with your client.

CONCLUSION:

This study conducted from Coimbatore city, shopping mall is a highly place, when compared to others store. The study about the various aspects of customer attitude to shopping mall in Coimbatore city. the purpose of the research is to analyse the "customer attitude towards shopping malls in Coimbatore city, which is found to be positive. Coimbatore offers sample shopping opportunities to tourists who come here to spend their vacation.

From the study it is revealed that a majority of customers do prefer to shop at shopping malls as it is a convenient place to buy anything they desire. Most respondents expressed that the shopping malls are just not a place to shop due to its constant availability, but has also

created an ideal environment for social interaction for people of all ages. Also shopping malls offer excellent parking facilities, create

value for money, credit / debit card facilities, and so.

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