
An Analysis of Shoppers Satisfaction level with Shopping Experience in the Shopping Malls

Prof. Brijesh H. Joshi*, Dr. Rajendrasingh Waghela &**

Prof. Kalpesh T.Patel***

** Research Scholar, Devi Ahilya vishwavidyalaya, Indore*

***Ph. D Guide, Devi Ahilya vishwavidyalaya, Indore*

**** Research Scholar, Devi Ahilyavishwavidyalaya, Indore*

ABSTRACT:

The word 'retail' is derived from the French word 'retailer', meaning to 'cut a piece off' or 'to break bulk'. In simple terms it implies a first-hand transaction with the customer. Retailing involves direct interface with the customer and the co ordination of business activities from end to end. The Retailing in India is receiving global recognition and attention and this emerging market is witnessing a significant change in its growth and investment pattern. Creating superior customer experience seems to be one of the central objectives in today's retailing environments. Pine and Gilmore (1999) argued that creating a distinctive customer experience can provide enormous economic value for firm, and Frown and Payne (2007) derived managerial implication, such as the careful management of customer 'touch point' based. Today customer's looking modernizations in the shopping, excitement in the shopping and entertainment in the shopping. This research paper specially focused on satisfaction level of customers by overall shopping experience. We have measured different factors and variables to analyse the proper results. We have applied objectives on the basis of literature review, hypothesis testing, research methodology and limitations of the study.

Key Words: *Indian retail sector, Customer shopping experience, Shopping Malls and Customer Satisfaction.*

INTRODUCTION

Growing numbers of consumer shop, to purchase goods and services, gather product information or even browse for enjoyment. The consumer environments are therefore playing an increasing role in the overall relationship between marketer and their consumers. They are often the only source of cues which shoppers have, to form impressions and make decisions about their future relationship with retailers. The impact of these shopping environments in malls on consumer response is critical to understand for marketing planning. Creating superior customer experience seems to be one of the central objectives in today's retailing environments. Retailers around the globe have embraced the concept of customer experience, with many incorporating the notion into their mission statements. For example, Valero Energy Corporation is committed to ensuring a positive retail experience for customer by focusing on convenience, value and quality. Dell computers focuses on delivering the best customer experience in the market the firm service, while Toyota's mission statement is to

sustain profitable growth by providing the best customer experience and dealer support. Similarly, it has been argued that the success of Starbucks is based on creating a distinctive customer experience for their customers (Michelle 2007). Pine and Gilmore (1999) argued that creating a distinctive customer experience can provide enormous economic value for firm, and Frown and Payne (2007) derived managerial implication, such as the careful management of customer ‘touch point’ based.

Rapid growth in Indian economy and population offers potential for different kinds of investments. Among those investment fields shopping malls have become popular thus increasing the competition in this aspect. For this reason, choice of shopping destination is a topic receiving increasing attention. Regardless of their sizes, all shopping malls are attraction centres for people to come together to socialize, see new developments, and do the shopping. Overall malls are critical retail venue that contributes to consumer experience (Haytko & Baker, 2004) and they are among the most frequently visited retailers (Dholakia, 1999).

A location itself may be a source of pleasurable experience for its visitors (Bloch, Ridgway & Dowson, 1994). Carbone (1999) claims that, any future purchase is more a result of how customers feel about a company than what they think about the product or service they buy. Also several researchers have argued that the goal of much consumption activity is to obtain satisfying experiences rather than simply goods (as cited in Haytko and Baker, 2004). So in this research we examine expectations of shoppers from malls and the characteristics of the malls that form their experiences.

Dychtwald, 1997; Goodwin and McElwee, 1999; Hare, 2003; Moschis, 1992; Moschis et al, 2004 analyse that Within the existing literature there is agreement that the physical store environment, the attitude of service staff, avoiding long queues at checkouts, parking across, receiving value for a money, accessibility of products on shelves and the availability of food products in appropriate (smaller) size are particularly important to senior when grocery shopping. Also of relevance are the social aspects of shopping experience (Wilson *et al*, 2004). Shopping can provide older consumer with exercise and entertainment (Tongren, 1988), and particularly for those social interaction (Leventhal, 1997; Moschis *et al*, 2004).

According to Ashley, 1997; and Templin 1997 over the number of years, the competition between shopping malls have increased significantly possible due to the overbuilding of retail centres and changing consumer shopping activities. Advancement in the transportation system has further accelerated the level of competition. Another contributing factor is the similarity of the attributes of most shopping malls, with too many stores offering too much of the same merchandise

Finn and Louviere, 1990; Donovan, Rosister, Marcoolyn and Nesdale, 1994; Burns and Warren, 1995; and Jones, 1999 has give the apparent similarity in shopping centre attributes, shoppers will probably choose to visit the nearest shopping mall when faced with the existence of more than one shopping mall within ‘reasonable’ travelling distance. However, not all shoppers seem to conform to such normative behaviour. Past research has revealed

that many consumers make a decision regarding where to shop based on their attributes towards a mix stores.

GROWTH OF INDIAN RETAIL SECTOR

The word 'retail' is derived from the French word 'retailer', meaning to 'cut a piece off' or 'to break bulk'. In simple terms it implies a first-hand transaction with the customer. Retailing involves direct interface with the customer and the co ordination of business activities from end to end. The Retailing in India is receiving global recognition and attention and this emerging market is witnessing a significant change in its growth and investment pattern. It is not just the global players like Wal-Mart, Tesco and Metro group are eyeing to capture a pie of this market but also the domestic corporate behemoths like Reliance, KK Modi, Aditya Birla group, and Bharti group too are at some stage of retail development. Reliance, announced that it will invest \$3.4 billion to become the country's largest modern retailer by establishing a chain of 1,575 stores by March 2007. The last couple of years have been rosy for real estate developers and the retailers are finding suitable retail space in prominent locations. The industry is buoyant about growth and the early starters are in expansion mood. There is increased sophistication in the shopping pattern of consumers, which has resulted in big retail chains coming up in most metros; mini metros and towns being the next target. Consumer taste and preferences are changing leading to radical alteration in lifestyles and spending patterns which in turn is giving rise to new business opportunities. Companies need to be dynamic and proactive while responding to the ever-changing trends in consumer lifestyle and behaviour. Retailing in India is currently estimated to be a USD 200 billion industry, of which organised retailing makes up 3 percent or USD 6.4 billion. By 2010, organised retail is projected to reach USD 23 billion and in terms of market share it is expected to rise by 20 to 25 per cent². The report also predicts a stronger retailer growth than that of GDP in the coming five years. The generic growth is likely to be driven by changing lifestyles and by strong surge in income, which in turn will be supported by favourable demographic patterns. Rapid growth in international quality retail space brings joy to shoppers and shopping malls are becoming increasingly common in large cities, and announced development plans project at least 150 new shopping malls by 2008. The number of department stores is growing at a much faster pace than overall retail, at 24 per cent annually. Supermarkets have been taking an increasing share of general food and grocery trade over the last two decades. Development of mega malls in India is adding new dimensions to the booming retail sector. Shopping experience in the nation of shopkeepers is changing and changing very fast. There is significant development in retail landscape not only in the metros but also in the smaller cities.

LITERATURE REVIEW

- A number of studies have concluded that consumers are available in number of ways. First, in terms of access the goods and consequently the availability of choice of good quality products in certain areas. Second in terms, of higher cost, as many are forced either to be dependent upon remaining local retailer with higher price and lower quality (Lang, 1994; Thomos, 1993; Baratt, 1997). Thus, the extent to which consumer's satisfaction level can influence the shopping environment depends on the

ability of consumers to signal their preference. As discussed earlier retail sector is a powerful driven by the needs of wealthier and mobile consumers.

- Within the (Bell, 1997) study of service quality of the retailing sector, the author use a measure of the quality of the shopping experience. Satisfaction is the factor that drives the success of private organisation (Peterson and Wilson, 1992). It has shown the loyalty of customers by encouraging repeat purchase or usages of services and is deemed to be essential for attaining competitive advantages (Bitner, 1990).
- The experience created not only by those elements which the retailer can control (e.g.; service interface, retail atmosphere, assortment and price), but also by elements that are outside of retailer's control (e.g.; influence of others, purpose of shopping). Additionally the customer shopping experience encompasses the total experience, including the search, purchase, consumption, and after- sale phase of the experience and many involve multiple retail channels.
- The retail literature suggests that customers value the convenience value the physical aspects; such as store layout, offer (Gutman & Alden, 1985; Hummel & Savitt, 1988; Mazursky & Jacoby, 1985; Oliver, 1981; Dabholkar, 1996) also found empirical support for the contention that shop layout contributes to consumer's shopping convenience and therefore a satisfactory shopping experience. Insight the evidence from the environmentally psychology literature support the notion the physical surrounding can influence the attitudes as well as the behaviours of consumers in a retail store (Donovan & Rossiter 1982; Darden, Erdem & Darden, 1983; Ridgway, Dawson & Bloch, 1989).
- Tangible stores attributes can also be seen as the “means” by which a consumer is able to achieve a desired “end”, such as a satisfying in store shopping experience (Kerin, 1992. The store environment affects consumer's behavior and perceptions. Factors refer to background conditions of the internal environment such as temperature, scent, music and lighting. Baker (1986) classified factors present in the environment in to three categories: ambient factors (Scent, music cleanness, temperature, air quality, humidity etc), design factors (aesthetic factors such as colour, materials, patterns and functional factors such as layout, comfort and signage) and social factors (the number of appearance of others customers and sales peoples)
- Social reactors refer to people available or present in the store environment (Customers and Employees) The number of store customers and employees and employee's attitude manipulate in order to represent high social store environment a low social store environment. In the high social store environment, employees were present in the store and one of them greeted the customer's when they entered the store. In the low social store environment, it was only one employee, who ignored the client. The effect o f the social factors on respondent's pleasure, arousal and willingness to buy.
- Accessibility defines with transportation provision and support activates. It is associated with the different demographic and geographic factors. It can be defined for those person who experience some degree of limitation in their shopping due to health problems were more likely to express satisfaction with shop facilities and those health problems are more likely to need specialist facilities, such as disabled toilet and seats rest. This way also reflects in result on accessibility, with it more likely to be rated as satisfying by those with no limitation due to health problems.

- External shopping environment refer with external facilities and variety of shops available in the markets, which involve in continuous satisfying the consumers needs. External shop refers the total lie out and size of the stores and also reflects the variety stores and shops. External environment or its atmospheres have significant influence on consumer's emotions and effect, perceptions, as well as a behaviour (Baker, Grewal and Parasuraman, 1994) The different variables are work with external shopping environment 1) Aesthetics Variable such as Architecture, colour, scale, materials, texture, patterns, shapes, accessories and 2) Functional Variables such as Lay out, comfort and signage.
- Walsh and Henning-Thurau (2001) observed that there is a lack of previous relevant consumer research in Germany, together with the need to test the generalizability of consumer decision making style in different countries and with non-student samples, prompted and investigation of German shoppers. The original U.S eight factors model could not be confirmed completely, but support was found for six factors. Brand Consciousness, perfectionism, and Novelty/Hedonism, and Confused by over choice. Impulsiveness, and Novelty –Fashion Consciousness. Variety seeking was novel to Germany and replaced brand loyalty and price- value consciousness factors found in previous countries.
- Traill (2006) analysed the rapid spread of supermarkets in developing and middle-income countries and forecasted its continuations. In this article, the level of supermarket penetration is model quantitatively on a cross section of 42 countries for which data could be obtained, representing all stages of developments. This study has founded that: GDP, per capital incomes distributions, urbanizations, female labour participations and openness to inward foreign investments are all significant explicators.
- Bhat and Bownder (2001) analysed the experience of interweaving brand reputation, organisational and technological innovations. The authors observed that the effective management of innovation involves creatively managing the process of creative destructions. For a product like a watch, capturing market share requires the careful enmeshing of brand reputations and innovations. Positioning itself uniquely through a comprehensive visioning exercise. Titan became a market leader. Titan industries became the most admired brand in selling watches in forty countries.
- Ajzen (1989) point out that an evaluative dimension is a common feature of all the definitions of attitude. Shim et al. (2001) indicate that an attitude towards behaviour can be recognized by an individual's positive or negative evaluation of a relevant behaviour, which comprise a person's beliefs regarding the perceived outcomes of performing the behaviour. From this perspectives, knowledge of consumer's attitudes can help explain the reason behind their favourable and unfavourable evaluation of an objects or a behaviour:, for an example, why consumers do or do not buy products of particular brand name or shop at certain types of store formats.
- There are various measures of shopping attitudes. For instance, Urbany et al (1996) and Ailawadi et al (2001) have specifically developed a scale for measuring attitude towards grocery shopping. Childers al (2001) developed a scale to measure attitude towards shopping that utilizes a technological device. In this research, we would like

to measure the “enjoyment” that Indian consumers get from the shopping process. In the retailing literature this shopping enjoyment is referred to as attitude towards shopping (Donthu and Gilliland, 1996); Donthu and Garcia, 1999; Beatty and Ferrell, 1998; Reynolds and Beatty, 1999; Ellis, 1995. Shopping enjoyment actually pertains to the “affective” aspects of the shopping attitude.

- Several Consumer studies have studied that “fun side” of shopping as opposed to “shopping as a work” (Babin et al 2005; Batra and Ahtola, 1991). Most of these studies have described shopping either in terms of its utilitarian aspects or in terms of its hedonic value. The utilitarian consumer behaviour has been described as energise, task-related, and rational. Perceived utilitarian shopping value might depend on whether particular consumption need stimulating the shopping trip was accomplished. Often, this means a product is purchased in a deliberate and efficient manner. Utilitarian value, reflecting shopping with a work mentality, may be useful in explaining the “dark side of shopping” alluded to earlier.
- According to Hirschman and Holbrook (1982), compared to shopping’s utilitarian aspects, its festive, or epicurean side has been studied less often. Hedonic value is more subjective and personal and its utilitarian counterpart results more from and playfulness than from task completion. Thus, hedonic shopping value reflects shopping’s potential entertainment and emotional worth.
- The marketing concept suggests that satisfying customers should be the primary goal for a firm because satisfaction leads to profitability. “One key measure of whether retailing is fulfilling the marketing concept is that of customer satisfaction” (Ellis and Marino, 1992, p.42). Satisfaction with a shopping experience encourages repeat patronage intentions, and customer loyalty (Hollowell, 1996). For retail organisations, whether a retail store or a shopping centre with multiple retail outlets, offering an appropriate mix of products, services and experience enhance customer satisfaction. Brown (1978) identifies relevant attribute categories through which retail organisations attempt to satisfy customers, merchandise, services, physical characteristics, employees and other shoppers (as cited in Ellis and Marino, 1992). Assessment of customer attributes relating to such retail attributes allows management to modify strategies and increase shopping satisfaction. (Ellis and Marino, 1992).

OBJECTIVES OF THE STUDY

1. To study the demographic profile of shoppers in the mall.
2. To understand the overall customer shopping experience.

HYPOTHESIS OF THE STUDY

H₀: There is no significant correlation between customer satisfaction and overall shopping experience in the mall.

RESEARCH QUESTIONS

The researcher attempted to answer the following questions.

1. What are the general shopping activities of shoppers in the mall?
2. How can shopper increase their shopping experience in the mall?

RESEARCH METHODOLOGY

Descriptive research design was followed in this research to find out overall shopping experience in the shopping mall. A sample of 120 shoppers has been selected from three malls of Ahmedabad City for the study. The sampling technique used for collecting data is convenience sampling. The present study is completely based on the primary data, collected with the help of structured questionnaire by meeting the shoppers at mall. A structured questionnaire was prepared based on the objectives of the study.

For literature review, secondary data will be collected from following sources:

1. Various books on consumer behaviour and retailing,
2. Journals like Journal of Marketing, Journal of Consumer Research, Journal of Retailing, Journal of Consumer Affairs, Journal of Marketing Research, Journal of Advertising Research, Academy of Marketing Science Review, Journal of Academy of Marketing Science etc.,
3. Internet
4. To collect the secondary data from various libraries of various institutes.

LIMITATION OF THE STUDY

The scope of the study is confined to Ahmedabad city only. Convenience sampling was used to select the sample respondents, as random sampling could not be used due to non-availability of population.

Data Analysis and Interpretations:

Table: 01 Demographic profile of the respondents.

Characteristics	Measuring Group	Frequency	Percent (%)
Gender	Male	75	62.5
	Female	45	37.5
Age	Below 18 years	20	16.66
	18-28 years	30	25
	28-38 years	15	12.5
	38-48 years	25	20.83
	Above 48 years	30	25
Education	Graduate	55	45.83
	Post Graduate	45	37.5
	Diploma	10	8.33
	Other	10	8.33
Occupation	Student	40	33.33
	Employed	55	45.83
	House wife	25	20.83
Income	Less than 10,000	25	20.83

	10,000-20,000	35	29.16
	20,000-30,0000	40	33.33
	More than 30,000	20	20.16
Marital Status	Married	72	60
	Unmarried	48	40
Types of Family	Nuclear	48	40
	Joint Family	72	60

Table 2: Respondent Profile by Shopping Activities.

Variable	Categories	Frequency	Percent
Mobility to get to the mall	Two Wheeler	45	37.5
	Four Wheeler	60	50
	Public Transport	15	12.5
With whom you go for shopping at malls	Alone	16	13.33
	Friends	54	45
	Family	20	16.66
	Colleagues	22	18.33
	Relatives	08	6.66
Average you visit a shopping mall	First time	11	9.16
	Once in a week	45	37.5
	Once a month	30	25
	Once in a fortnight	12	10
	Rare	10	8.33
	Everyday	12	10
Average money spent in the mall	Less than 1000	50	41.66
	Between 1000-3000	26	21.66
	Between 3000-5000	24	20
	More than 5000	20	16.66
Shopping Time of Day	Morning	46	38.33
	Afternoon	34	28.33
	Evening	40	33.33
Average time spent in the mall	Less than 1 hour	12	10
	1-2 hours	25	20.83
	2-3 hours	34	28.33
	More than 3 hours	49	40.83

Primary Data Collection by Field Work

Table: 3 Factors influencing opinion on shopping experience at malls.

Factors and Items	Factory Loading
Factor: 1 Shopping Ambience	
Parking Faculties	0.80
Cleanliness, lighting and temperature	0.75
Address and location of the mall	0.61
Restroom and waiting area	0.65

Lift and other facilities	0.70
Cleanliness, lighting and temperature	0.69
Factor: 2 Layout of Store	
Ease of locating the mall	0.65
Overall convenience of the mall	0.75
Ease of locating the stores	0.71
Easy access to restrooms	0.65
Easy access to food court	0.78
Easy to get around and shop	0.65
Factor: 3 Staff Issue	
Assistance	0.61
Interpersonal skills	0.62
Easy accessible billing counters	0.65
Waiting rooms	0.70
Factor: 4 Internal Store Environment	
Store facilities	0.82
Design	0.84
Attractive Décor	0.85
A good elevator system	0.71
Factor: 5 Social Aspects	
Social interactions	0.68
Roll of shopping in daily life	0.65
Factor: 6 Accessibility	
Support and service	0.71
Transport facility	0.72
Factor: 7 External Shopping Environment	
Store atmosphere	0.81
More space to move	0.70
Size of centre	0.68
Lay out of centre	0.81
Variety of stores	0.68
Architecture	0.69
Colour	0.71
Patterns	0.60

Table: 4 Correlation between customer satisfaction and overall customer shopping experience.

Shopping Ambience	Pearson correlation Sig. (2 tailed) 0.000 N	0.438*
Layout of Store	Pearson correlation Sig. (2 tailed) 0.000 N	0.270*
Staff Issue	Pearson correlation Sig. (2 tailed) 0.000 N	0.265*
Internal Store Environments	Pearson correlation Sig. (2 tailed) 0.000 N	0.320*
Social Aspects	Pearson correlation	0.265*

	Sig. (2 tailed) 0.000 N	
Accessibility	Pearson correlation Sig. (2 tailed) 0.000 N	0.270*
External Shopping Environment	Pearson correlation Sig. (2 tailed) 0.000 N	0.366*

- The results show that the correlation is positive between customer satisfaction and overall shopping experience (Pearson correlation $\frac{1}{4}$ 0.438; p $\frac{1}{4}$ 0.000 and is significant at 0.01 level).
- The results show that the correlation is positive between customer satisfaction and overall shopping experience (Pearson correlation $\frac{1}{4}$ 0.270; p $\frac{1}{4}$ 0.000 and is significant at 0.01 level).

RESULT OF THE HYPOTHESIS:

- The above result shows that the correlation is positive between customer satisfaction and overall shopping experience in the shopping mall with Pearson correlation. So finally we concluded that there is a significance correlation between customer satisfaction and overall shopping experience in the mall. So null hypothesis is rejected and alternative hypothesis is accepted.

DISCUSSION:

Factor: 1 Shopping Ambience

In this research study, the factor analysis reflect total seven (7) factors which influence on shopping experience of shoppers. The first factor is shopping ambience which reflect the (6) variables. In this factor, parking facilities and cleanliness, lightening and temperature have highest factor loading. Parking facilities have (0.80) and cleanliness, lightening and temperature have (0.75). Mostly shoppers have good experience with these two variables.

Factor: 2 Layout of Store

The second factor is layout of store. In this factor loading, easy access to food court have (0.78) highest factor loading, it means shoppers like to come at mall because they enjoyed a lot with availability of food court. Food court is also considered as an entertainment facility where people can enjoy different foods with friends and family members.

Factor: 3 Staff Issue

Third factor is staff issue and in this factor trial room have (0.70) highest factor loading. This factor reflects the matter of human resource available in the mall. Shoppers believe that they have good experience with the security of trial room in the malls. A shopper has given highest score to this factor because they are more conscious about this factor.

Factor: 4 Internal Store Environments

Fourth factor is internal store environment. In this factor, shopper mostly likes decor and design of the mall. They give first preference design in the selection of the mall. This factor is so important in the selection and choice of the shopping mall. Internal design of the mall gives highest satisfaction in the shopping.

Factor: 5 Social Aspects

Fifth factor is social aspects, in this factor people gives priority to social interaction which have (0.68) factor loading. Shoppers like to come with their friends, relatives and family members in the malls. Every shopper comes to the mall with different purpose. Some of them come for shopping and some of are for entertainment and leisure activities only.

Factor: 6 Accessibility

Sixth factor is accessibility, in this factor the transport facility have (0.72) factor loading which reflect that shoppers are satisfied with this facility in the mall. Shopper shows their satisfaction level with some of the mall because they provide the best transport facility within the area of the mall.

Factor: 7 External Shopping Environments

The last factor is external shopping environment. In this factor the highest factor loading have mall atmosphere. Shoppers come and stay for longer time because of total mall atmosphere available in the mall. Mall atmosphere consist with air conditioning system, music, lighting etc.

Discussion of open ended question- (Overall Shopping Experience in the Mall):

As a researcher, we had asked open ended question to the respondents on overall shopping experience with motivational level during the shopping in the mall. Finally, we analyse the answers of this question and concluded that most of the shoppers are satisfied with their overall shopping in the mall. Many of them have suggestion to improve the internal environment of the shopping mall. We asked and got many suggestions. Many respondents told that entertainment facilities should be improved and it must be unique. Secondly, the size of restroom should be enlarge so old aged people can do rest over there.

CONCLUSION:

This research paper represents the overall shopping experience of shoppers. The factor analysis in this paper presents the result of satisfaction of shoppers. In this research paper, we have identified seven factors on the basis of literature review which reflect the satisfaction and dissatisfaction of shoppers. There is need of improvement in the shopping malls. Mall owner should focused on the improvement of entertainment facilities, provide extra ordinary services; change the pattern of mall and other internal retail stores. We asked some customers and they suggested that people cannot spent more time in some of the mall because malls are not spacious and they feel congested when they do shopping in the mall. We finally conclude that overall (120) shoppers are satisfied with their shopping trip in the mall but there is need to improvement a lot so customer can enjoy the shopping with their friends and mall management can also draw more profitability.

REFERENCES :

- i Ankush Sharma and Preeta Vyas, June (2007), “Decision Support System in Indian Organised Retail Sector,” *IIM Ahmedabad*, W.P No.2007-06-04, pp.2-5.

-
- ii Ashok C. and G. Hariharan, 2008, "Profile and Perception of Retail Consumers- an Empirical Study in Palakkad District", *Indian Journal of Marketing*, vol.xxxviii, number: 2, pp.24-29.
 - iii A.T Kearny, 2004, "Pace of International retail expansion quickening," *according to A.T Kearny study* available at: www.atkearny.com/main.taf.
 - iv Ajzen, I. (1989). "Attitude structure and behaviour," in A.R. Pratkanis, S.J. Breckler, and A.G. Greenwalds (Eds), *Attitude structure and functions*; pp.241-274, Hillsdale, NJ: Lawrence Erlbaum.
 - v Batra, R, & Ahtola, O-T (1990), "Measuring the hedonic and utilitarian sources of consumer attitudes," *Marketing Letters*, 2 (2), pp.159-170.
 - vi Bush, A, Smith, R & Craig, M, (1999), "The influence of consumer socialization variable and attitude towards advertising: A comparison of African-Americans and Caucasians," *Journals of Advertising*, 28 (3), pp13-15.
 - vii Bhatt and Bowonder. (2001). "Innovation as an enhancer of brand personality: Globalisation experience of titan industries," *Creative and Innovation Management*, 10(1): pp. 26-39.
 - viii Bloch, P.M., N.M. Ridgway and Dawson, S.A. (1994), "The shopping mall as consumer habitat," *Journal of Retailing*, Vol. 70, No.1, fall, pp. 23-42.
 - ix Cooper, Donald and Schindler, Pamela (1999). "Business Research Methods," *Tata McGraw Hill Edition*, Sixth edition.
 - x Darden, W.R, & Babin, B.J (1994), "Exploring the concept of affective quality: Expanding the concept of retail personality," *Journal of Business Research*, 29, pp.101-109.
 - xi Donovan, R.J, & Rossiter, J.R (1982), "Store atmosphere: An environmental psychology approach", *Journal of Retailing*, 58 (1), pp.34-47.
 - xii Hirschman, E.C (1980), "Innovativeness, novelty seeking, and consumer creativity," *Journal of Consumer Research*, 7, pp.283-295.
 - xiii Hirschman, E.C; & Holbrook, M.B. (1982), "Hedonic consumption: Emerging concepts, methods and propositions," *Journal of Marketing*, (46), pp.92-101.
 - xiv Holbrook and Hirschman, E.C. (1982), "The experimental aspects of consumption: Consumer fantasies, feeling and fun," *Journal of Consumer Research*, 9, pp.132-140.
 - xv Naresh K Malhotra, (2007), "Marketing Research an Applied Orientation," 5e, *Pearson Education*, Prentice Hall India Pvt Ltd.
 - xvi Skinner, R.W. (1969), "Hidden consumer motives in supermarket selection," *American Journal of Agriculture and Economics*, 51 (5) December.
 - xvii Sinha. P.K. (2003), "Shopping orientation in the evolving Indian market," *Vikalpa*, 28 (2): 13-22.
 - xviii Traill. Bruce. (2006). "The rapid rise of supermarkets, Development Policy Review," 24 (2): 163-174.
 - xix Urbany. J.E., Dickson. P.R., and Kalapurakal, R. (1996). "Price search in the retail grocery market," *Journal of Marketing*, April, pp. 91-104.
 - xx Walsh, Gianfranco and Henning-Thurau. (2001), "German consumer decision-making styles," *Journal of consumer affairs*, 35 (1): 73-95.