

Mall Patronage Behaviour : Understanding the Inter-linkages Between Shopping Motives, Shopper Demographics, and Shopping Behaviour

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Abstract

The retailing sector in India has undergone significant metamorphosis in the past 10 years. Retailing is gradually inching its way towards becoming the next boom industry. Organized retailing has ushered a total transformation of the whole concept of shopping in terms of consumer buying behavior. Shopping today is much more than just buying – it is an experience in itself. The retailing business in India has witnessed a huge growth due to the emergence of supermarkets as well as centrally air-conditioned malls. Consumers are the major beneficiaries of the retail boom. The Indian consumer too is changing rapidly. They now have a choice to choose from a wide range of products, quality, variety, and prices. Consumers are now showing a preference for shopping malls, which enable them to shop a variety of products under one roof and offer a shopping experience in terms of ambience and entertainment. This research tried to examine the impact of shopping motives, demographical profile (age and gender) of shoppers on shopping behaviour: frequency of visits, time spent at the shopping mall, and amount spent on per visit. An attempt was also made to establish a relationship between shopping behaviour and patronage. The study results showed that shopping motives and shopping behavior of the shoppers differed by gender and generation (age group). The results also revealed that shopping behavior (frequency of visits and time spent at the shopping mall) had a positive relationship with patronage behaviour.

Keywords: shopping mall, patronage behavior, shopping motives, shopping behavior, hedonic and utility motives

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The Indian economy was liberalized in the 1990s, which triggered a total metamorphosis in the Indian economy and gave a new lease of life to organized retailing. According to the Global Retail Development Index (GRDI), 2011, out of 30 developing countries, the Indian retail sector was ranked as the fifth most attractive retail destination on the world map. Statistically, the total volume of retail trade in India was \$330bn in 2007, which is expected to touch the milestone of \$637bn in 2015 (Anand, 2008). The launch of Ansal Plaza in Delhi and Crossroads in Mumbai in 1999 were the flagship projects that led to the rapid increase of organized retail in the country and transformed the retail landscape in India. The long awaited decision of FDI - 100% in single brands (2011) and 51% in multiple brands (2012) was also allowed by the Indian government. Favorable demographics, steady economic growth, easy availability of credit, and large scale real estate development will fuel the growth of the Indian retail market, and it will make India the destination of choice for top global retailers. Along with the growth of organized retailing, the Indian consumers are also changing rapidly. They now have a choice of wide range of products, quality, variety, and prices. The whole concept of shopping and consumer behaviour has been altered in India due to the retail revolution (Pathak & Tripathi, 2009 ; Prabha & Baseer, 2007).

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Consumers are now showing preference for shopping malls, which enable them to shop a variety of products under one roof and offer a shopping experience in terms of ambience and entertainment. Understanding of shopping behavior is a critical issue for retail managers because it enables them to identify the shoppers' behavior regarding frequency of visits, time and amount spent, and helps them to target those shoppers who are most likely to purchase the goods. The research aims to ascertain the impact of shopping motives and demographic profile (age and gender) of shoppers on shopping behaviour: frequency of visits, time spent in a shopping mall, and amount spent per visit. In addition, the study also tries to examine the impact of shopping behavior on patronage behavior.

Literature Review

Conceptual Framework of Shopper Demographics, Shopping Motives, & Shopping Behaviour

Demographic Profile & Shopping

➤ **Relation of Gender with Shopping Motives and Shopping Behaviour** : Previous research has shown that males and females exhibit different shopping motives and behaviour (Fischer & Arnold, 1994 ; Jackson, Stoel, & Brantley, 2011). Men and women differ in many aspects of consumption, product choice, and response to advertising and product positioning. Women are also more involved in the purchasing sequence, seek information more actively before making purchases, and spend more time in stores than males do (Fischer & Arnold, 1994). Married men's involvement in shopping may be dependent on the wife's work status, with husbands of working women being more involved in shopping (Dolakia, Pedersen, & Hikmet, 1995).

Research has shown that gender is a predictor of shopping activities while on vacation, with females more likely than males to engage in shopping and browsing (Khare, 2011), and females are more likely than males to spend more time and prefer buying different items as souvenirs than males. A study by Jha and Singh (2013) in India indicated that no difference existed between male and female perceptions, emotions, and shopping behaviour with respect to effect of atmospheric stimuli- music and salespersons. Cleveland, Babin, Laroche, Ward, and Bergeron (2003) showed that when shopping for holiday gifts, females made greater use than males of product-specific and environmental sources of information, whereas males made greater use of salesperson assistance.

➔ **H01:** There is no variance in males and females regarding their shopping motives to visit a mall.

➔ **H02:** There is no variance in shopping behaviour of males and females.

Different Generations with Their Shopping Motives and Shopping Behaviour

➤ **Generation Y (20 - 30 years)** : Consumers who were born between 1981 and 1995 are called Generation Y consumers. Generation Y consumers are either attending college or are employed in full time or part time jobs. Generation Y consumers are free spending and enjoy recreational activities. Their patronage is influenced by recreational and social activities. They visit malls for watching movies, eating out, getting together with friends, browsing, thrill seeking, escapism, and to keep in touch with new trends (Khare, 2011 ; Martin & Turley, 2004 ; Sit, Merrilees, & Birch, 2003). They also have a positive attitude towards mall hygiene and entertainment factors (Jackson et al., 2011).

➤ **Generation X (30-40 years)** : Shoppers who were born between 1965 and 1980 are called Generation X consumers. They are employed, self employed, professionals, home makers, and serious buyers. They are serious shoppers, fulfilling their duties towards their families and enjoy the weekends with their families, so convenient location, entertainment, variety of services, and utility as well as recreational factors influence their patronage (Jackson et al., 2011; Khare, 2011).

➤ **Baby Boomers (40-50 years) :** Shoppers who were born between 1946 and 1964 are called Baby Boomers. Convenient location, eating area, and safe environments influence their patronage behaviour (Khare, 2011).

➤ **Late Baby Boomers (50 years and above) :** Shoppers who were born between 1920 and 1945 are called Late Baby Boomers. They have less energy, much time, and much income at their disposal. Convenient location, eating area, safe environment, and services influence their patronage (Khare, 2011 ; Meneely, Burns, & Strugnell, 2009). They are strictly highly utilitarian shoppers and visit malls for buying (Allard, Babin, & Chebat, 2009).

The above analysis has revealed that shopping motives differ from generation to generation. Littrell, Ma, and Halepete (1995) in their study explained that generation X places less importance on utilitarian aspects, while late baby boomers give more importance to value for money, sales, and planning when to shop. Studies have suggested that baby boomers lay greater emphasis on convenient location and safety in the shopping mall (Kim et al., 1995). Therefore, we propose that type of shopping motives and shopping behaviour will differ from generation to generation.

➤ **H03:** There is no variance between different age groups and their shopping motives to visit a mall.

➤ **H04:** There is no variance between different age groups and their shopping behaviour.

➤ **Shopping Motives and Shopping Behaviour :** Shopping motives suggest that a person may also go shopping when he 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). Several researchers have studied shopping motivations, resulting in a broad range of literature (Arnold & Reynolds, 2003 ; Babin, Darden, & Griffin, 1994 ; Batra & Ahtola, 1991; Bloch, Ridgway, & Dawson, 1994 ; Tauber, 1972; Westbrook & Black, 1985). Tauber (1972) identified a number of shopping motivations with the hypothesis that consumers are motivated by two types of psychosocial needs: personal and social. The personal motives include the needs for role-playing, diversion, self-gratification, learning about new trends, physical activity, and sensory stimulation. The social motives include the needs for social experiences, communication with others, peer group attractions, and status & authority. Further research studies established that people usually visit malls keeping two things in mind: hedonic motive and utility motive. Utility shopping motives suggest that consumers are concerned about purchasing products in an efficient and timely manner to achieve their goals with a minimum of frustration (Batra & Ahtola, 1991).

In hedonic motives, shopping is viewed as a positive experience where consumers may enjoy an emotionally satisfying experience related to the shopping activity regardless of whether or not a purchase was made. The hedonic aspect of shopping has been acknowledged and categorized as adventure, joy, festive, arousal, fantasy, and excitement (Babin et al., 1994 ; Bloch & Richins, 1983; Fischer & Arnold, 1990 ; Sherry Jr., 1990). Arnold and Reynolds (2003) investigated hedonic reasons with respect to why people go shopping and found six broad variables that motivate shopping: (a) adventure, (b) social, (c) gratification, (d) idea, (e) role, and (f) value. Wakefield and Baker (1998) noted that patronage intention and desire to stay in a mall were influenced by excitement, environment, variety in goods available at a store, and involvement with shopping. Khare (2011) identified that the entertainment attribute influenced Indian consumers towards malls, and had a positive impact on frequency of visits and time spent when visiting a mall. Malls are so spacious and provide various products under one roof, which enhances shoppers' value oriented visit (Berry, Seiders, & Grewal, 2002 ; McDonald, 1999; Miceli, Sirmans, & Stake, 1998). Shoppers requiring low levels of entertainment as a shopping motive spend more amount of money and time in a shopping mall than shoppers who require high levels of entertainment. Studies have also examined whether shoppers' perception of high or low levels of entertainment as motivation for shopping affected their consumption in terms of time and amount spent while visiting a mall. Therefore, we propose that types of shopping motives will influence shopping behaviour.

➤ **H05:** Shopping motives have no effect on the shopping behaviour.

➤ **Shopping Behaviour and Patronage :** In the past, a large number of antecedents of retail patronage have been identified. These antecedents can be categorized into three groups: (a) product-relevant factors (factors pertaining to product features and attributes - e.g., product quality, price), (b) market-relevant factors (factors pertaining to the retailer of concern - e.g., service provided by the store), and (c) personal factors (factors pertaining to consumer characteristics - e.g., attitudes, motivations to fulfill, such demographics such as age, gender, income, etc.). The results of a study conducted by Pan and Zinkhan (2006) suggested 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. In a study conducted by Pavlou and Chai (2002), it was found that attitudes, personal norms, and behavioural controls had a significant effect on Chinese consumers' intentions to adopt e-commerce and to engage in product purchase behaviour.

A study by Kaushal and Medhavi (2011) found that Indian consumers' patronage towards malls is because malls have quality and variety of products under one roof. An understanding of patronage behaviour is a critical issue for retail managers because it enables them to identify and target those consumers who are most likely to make a purchase. Reflecting on this managerial need, one research stream focused on explaining retail patronage with respect to various elements (e.g., store, frequency of visits, store choice) (Pan & Zinkhan, 2005). Relationship between attitudes, personal norms, perceived behavioural controls, and patronage intentions have also been examined by researchers. As a general rule, the more favourable the attitudes and subjective norms, the greater is the perceived control, and the stronger is the person's intention to perform the behaviour.

➤ **H06:** Shopping behaviour will not affect the patronage behaviour.

The conceptual framework of the study is represented in the Figure 1.

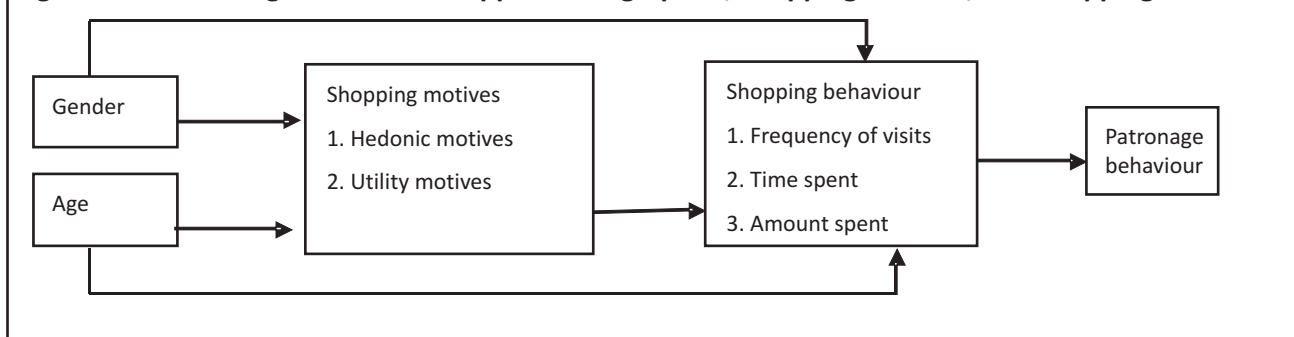
Objectives of the Study

This study examines the effects of demographic variables (gender and age) of the respondents and shopping motives on shopping behaviours (frequency of visits, time spent, and amount spent on per visit) when shopping in a shopping mall. Shopping behaviours with respect to Indian shopping malls have not been the focus on any of the past studies.

Research Methodology

The questionnaire was developed using the review of literature. The questionnaire contained the questions and the information based on the various levels of data measurement. To avoid any subjectivity bias, the questions included in the questionnaire were multiple choice questions ; most of the questions used the 5-point likert scale format to record the observations regarding respondents' attitude and reactions over certain situations. The

Figure 1. Inter-Linkages between Shopper Demographics, Shopping Motives, and Shopping Behaviour



respondents were instructed to tick an appropriate box for each question. The survey was conducted from October to December 2013 by using a structured questionnaire using the mall intercept technique, covering 180 shoppers in Delhi and NCR. Self-administered questionnaires were given to the respondents, and exit interviews were conducted during business hours at a shopping mall. Every 5th shopper was requested to participate in the survey. After data collection, SPSS was used to analyze the collected data and derive the results.

Instrument Variables

➤ **Demographics** : The respondents were asked to respond to the following demographic questions in order to create a demographic profile of the participants: gender, age, marital status, occupation, number of kids, and income.

➤ **Shopping Motives** : Shopping motives were determined using 16 statements from a previous study that were rated on a 5 - point scale (Arnolds & Reynolds, 2003). Respondents were asked to respond to the statements on a scale ranging from *strongly agree* (1) to *strongly disagree* (5).

➤ **Shopping Behaviour** : Respondents were asked about how much time they spent in the shopping mall (less than 2 hours, 2 - 4 hours, 4 - 6 hours, above 6 hours). The respondents were also asked about how much money they spent on per visit to the shopping mall (INR 1000-2000, INR 2001-3000, INR 3001-4000, INR 4001-5000, INR 5001-6000, and above INR 6000), and how frequently they had visited the shopping mall during the last three months (less than 5 times, 5 to 10 times, 11 to 15 times, and more than 15 times).

➤ **Patronage Intentions Towards a Mall** : Patronage intention towards a mall was measured by adopting items from the scale developed by Dodds, Monroe, and Grewal (1991). The four-item patronage intention scale originating from Oliver and Swan (1989) was also used. For measuring the patronage intention, the participants indicated their responses on a 5-point Likert-type scale ranging from *strongly disagree* (1) to *strongly agree* (5).

➤ **Reliability of the Instrument** : Cronbach's alpha was computed in order to determine the internal consistency of the scales. An alpha of .744 was computed for shopping motives, mall attributes, mall management strategies, and situational factors scale. Reliability scales were acceptable, as the threshold value of .70 was exceeded (Nunnally, 1978).

Analysis and Results

The purpose of this study is to determine the effects of demographics (age, gender), shopping motives, mall attributes, mall management strategies, and situational variables on shopping behaviour and patronage behaviour of the respondents (when the respondents were shopping in the sample mall). The shopping behaviours explored were: frequency of visits, time spent at the mall, and amount of money spent shopping per visit. In order to address the objectives, 180 questionnaires were collected by using a mall intercept survey. The questionnaire contained 16 shopping motives, four patronage behaviour related questions rated from *strongly disagree* to *strongly agree*, and 14 additional categorical and close-ended questions regarding shopping behaviours and demographics. The demographic details of the respondents are depicted in the Table 1.

With respect to the demographic profile of the respondents, 50% of the respondents were male and 50% of the respondents were female, and they fell into different age brackets. The majority of the shoppers were adult shoppers (68%) falling in the age group of 26 - above 55 years, and young respondents, falling in the age group of 16-25 years comprised of 31.7% of the total respondents ;60% of the respondents were earning an income of ₹ 20,000 and above, and 40% of the respondents were earning an income of ₹ 1 lakh and above. The educational levels of the respondents were also high, with 88.2% of the respondents possessing at least a graduate degree.

Table 1. Demographic Profile of the Respondents & their Shopping Behaviour

Demographic Profile	%
Sex	
Male	50
Female	50
Age Group	
16-25 years (Age)	31.7
26-35 years	18.3
36-45 years	18.3
46-55 years	15
Above 55 years	16.7
Education	
High school	1.7
Under Graduate	6.7
Graduate	30
Post Graduate	58.2
Diploma	1.7
PhD	1.7
Occupation	
Student	31.7
Salaried Employee	38.3
Own business	8.3
Retired	1.7
Home maker	5
Professional	15
Income in ₹ (per month)	
20k-40k	10
41k-60k	13.3
61k-80k	20
81k-1lakh	16.7
above 1 lakh	40
Time Spent	
Less than 2 years	11.7
2-4 hours	40
4-6 hours	26.7
More than 6 hours	21.6
Amount spent (in ₹)	
1000-2000	23.3
2001-3000	18.3
3001-4000	11.7
4001-5000	15
5001-6000	15
More than 6000	16.7
Frequency	
Up to 5 times	16.7
6-10 times	16.7
11-15 times	30
More than 15 times	36.6
Visit mall	
Weekdays	3.4
Weekends	73.3
Holidays	23.3
Total	100

Table 2. Gender & Shopping Motives

Motives	Gender	N	Mean Rank	U-value	Significance
Shopping stimulates my senses	Male	90	103.50	330.00	.050
	Female	90	79.50		
Shopping is a way to relieve stress	Male	90	310.90	306.00	.019
	Female	90	77.10		
I go to a mall to watch movies	Male	90	107.64	254.500	.002
	Female	90	75.36		
I go to a mall for video game arcade	Male	90	81.06	245.00	.004
	Female	90	71.94		
I go to a mall to socialize with friends	Male	90	115.29	212.00	.000
	Female	90	67.71		
I go to a mall to keep up with new fashion and trends	Male	90	77.94	314.500	.038
	Female	90	105.06		
I go to a mall looking for discounts	Male	90	71.4	249.00	.001
	Female	90	111.6		

These details indicate that the sample mall attracted people from the middle class as well as upper classes. With regard to the occupation, 53.3% of the respondents were salaried employees and professionals, while 31.7% of the respondents were students, 8.3% of the respondents had their own business, and 6.7% of the respondents were home makers and/or retired people. The shopping behaviour of the sample respondents indicates that 66.7% of the respondents spent 2-6 hours in the mall and 21.3% of the respondents spent above 6 hours in the mall. The frequency of visiting the mall was also high, with 63.4% of the respondents having visited the mall more than 5 times to 15 times and 36.6 % of the respondents having visited the mall more than 15 times in the last 3 months. It indicates that respondents found the mall to be an attractive place and felt comfortable spending time at the mall. Majority of the respondents (73.3%) went shopping at the mall on weekends and 23.3% of the shoppers visited the shopping mall on holidays.

With regard to the spending behaviour of the respondents in the shopping mall, the data analysis revealed that majority of respondents (60%) spent INR 2000-6000 on per visit and 23% of the respondents spent INR 1000-2000, while 16.7% of the respondents spent above INR 6000 on their per visit to the mall.

➤ **Gender and Shopping Motives :** Hypothesis H01 states that there is no variance between male and female respondents and their shopping motives when visiting a mall. Mann-Whitney test was used to get the results, which are depicted in the Table 2. The hypothesis H01 is rejected, as there is a variance between male and female respondents in their motives to visit a mall for shopping. The *U* value (330.00, 306.00, 254.500, 212.00, 314.500, 249.00 sig. $P < .005$) shows that the results are statistically significant. The Table 2 shows that the mean rank for males is high for watching movies, playing video games, socializing with friends, participating in adventurous activities, and participating in escapism activities while visiting a mall ; while the mean rank for females is significantly high for browsing behaviour and value for money.

➤ **Gender and Shopping Behaviour :** The hypothesis H02 states that there no significant difference between gender (male and female) and their shopping behaviours: frequency of visits, time spent at a mall, and the amount spent per visit. In order to assess this hypothesis, the Mann-Whitney test was conducted (Table 3). As represented by the Table 3, there is a difference between male and female respondents in terms of time spent at the mall. Mean rank for females is 113.46 and for males, it is 69.54, which shows that the female respondents spent more time at the mall as compared to males, resulting in a significant difference ($U = 230.500$; $Sig. = 0.001$). Hence, the null

Table 3. Gender & Shopping Behaviour

Shopping Behaviour	Gender	N	Mean Rank	U value	Significance
Time spent at mall	Male	90	69.54	230.5	.001
	Female	90	113.46		
Amount spent at mall	Male	90	82.41	359.00	.172
	Female	90	100.53		
Frequency of mall visits	Male	30	89.43	430.00	.757
	Female	30	93.51		

Table 4. Age & Shopping Behaviour

Shopping Behaviour	Age	N	Mean Rank	Significance
Time spent at the mall	16-25	57	125.61	.005
	26-35	33	82.77	
	36-45	33	93.69	
	46-55	27	61.50	
	above 55	30	60.90	
	Total	180		
Amount spent at the mall (in ₹)	16-25	57	32.37	.000
	26-35	33	72.27	
	36-45	33	143.85	
	46-55	27	129.66	
	above 55	30	133.05	
	Total	180		
Frequency of mall visits	16-25	57	145.35	.000
	26-35	33	103.77	
	36-45	33	88.50	
	46-55	27	46.50	
	above 55	30	19.50	
	Total	180		

hypothesis H02 is rejected with respect to the time spending behaviour of male and female respondents. However, statistically, there is no significant difference ($p > .05$) between shopping behaviour displayed by male and female respondents in terms of the amount of money spent per visit and frequency of visits, which signifies that the hypothesis H02 is accepted with reference to the amount spent by the respondents, and the frequency of visits made by them.

➡ **Age and Shopping Motives:** The hypothesis H03 is rejected as there is a variance between different age groups and their shopping motives. The sig. $P < .005$ shows that the results are significant.

➡ **Age and Shopping Behaviour :** Hypothesis H04 states that there is no variance between different age groups and their shopping behaviours: frequency of visits, time spent at the mall, and amount spent on per visit. The Kruskal Wallis test was used, and mean ranks were calculated to find the results (Table 4). Statistical analysis reveals that the respondents of different age groups displayed different shopping behaviours in terms of the amount spent (chi-square = 12.654, $df = 3$, sig. = .005), time spent (chi-square = 41.879, $df = 3$, sig. = .000), and frequency of visits (chi square = 38.213, $df = 3$, sig. = .000) (Table 4). The Table 4 shows that the respondents in the age group of 16-25 years spent more time at the mall and even their frequency of visits to the shopping mall was higher as compared to the respondents of other age groups. However, on the other hand, older age group shoppers spent

Table 5. Shopping Motives and Shopping Behaviour

Motives	Time Spent		Frequency of visits		Amount spent	
	<i>R</i>	<i>Sig.</i>	<i>R</i>	<i>Sig.</i>	<i>R</i>	<i>Sig.</i>
Hedonic Motives						
Shopping is an adventurous activity		Non significant	.779	.000	-.752	.000
I go to the mall to watch movies	NS	NS	.577	.000	-.595	.000
I go to a mall to enjoy the variety of food	NS	NS	.739	.000	-.735	.000
I go to a mall for video game arcade	NS	NS	.637	.000	-.595	.000
I go to a mall to keep up with new fashion trends	.509	.000	.798	.000	-.563	.000
Utility Motives						
I go to a mall to compare different brands	.480	.000	.634	.000	-.654	.000
I go to a mall when there is a sale	.404	.001	.589	.000	-.605	.000
I go to a mall to make purchases	-.405	.001	-.639	.000	.759	.000
I go to a mall due to the availability of a variety of products under one roof		NS	.564	.000	.563	.000
I go to a mall to buy things for family, friends, and loved ones.		NS	-.750	.000	.840	.000

greater amounts of money on shopping. Hence, it is concluded that there is a variance in different age groups and their shopping behaviours. Thus, the hypothesis H04 is rejected.

➤ **Shopping Motives and Shopping Behaviour :** Hypothesis H05 states that there is no association between shopping motives and shopping behaviour: frequency of visits, time spent at the mall, and amount spent on per visit. Correlation was computed to determine the association between shopping motives and shopping behaviour (Table 5). Pearson's correlation was computed to determine the relationship between hedonic motives and shopping behaviour. The data shows that there is a strong, positive correlation between hedonic motives and frequency of visits to the mall, which is statistically significant ($r = .779, .577, .739, .637, .798, p < .005$). However, hedonic motives had a negative correlation with the amount spent at the shopping mall ($r = -.752, -.595, -.735, -.595, -.563, p < .005$). Out of the six shopping motives, only one motive (Going to the mall to keep myself updated regarding new fashion and trends) had a positive association with the time spent at the mall. The Table 5 shows that the utility motive (to make purchases for oneself and for family and friends) had a strong positive association ($r = .759, .840, p < .005$) with the amount of money spent.

In summary, shoppers with hedonic motives frequently visited the shopping mall and spent time, but they were not serious buyers and were not much interested in spending more; however, on the other hand, shoppers who visited the mall with purely buying motives (to make relevant purchases and not just spend time and indulge in window shopping) spent more amounts of money while they spent less time and visited the mall lesser number of times. Therefore, the hypothesis H05 is rejected as there is no association between shopping motives and shopping behaviour.

➤ **Shopping Behaviour and Patronage Behaviour :** Hypothesis H06 states that shopping behaviour does not affect the patronage behaviour. Correlation was computed to determine the association between shopping behaviour and patronage behaviour. A positive relationship ($r = .694, p < .005$) is observed between frequency and patronage (intention to revisit) behaviour, although a statistically significant relationship emerged between time spent and revisit intention, but the correlation figure was low ($r = .297, p < .05$) for the same. Hence, the relationship between amount spent and patronage intention is not statistically significant. Therefore, the hypothesis H06 is accepted in terms of amount spent and patronage (revisit intention).

Discussion and Conclusion

According to Underhill (2009), gender differences exist in shopping behaviour, with females spending more time in a shopping mall than males. Shopping trips made by men may also be shorter than the ones made by females because they (men) spend less time looking, move faster through stores, and have fewer choices. Although women shopped for longer periods of time as compared to their male counterparts, they did not spend more money. Women are more likely than men to enjoy shopping, therefore, they spend more time doing it. Men do not enjoy shopping, so they do not spend as much time on this activity; however, they may spend more money than women. Men and women both visit shopping malls most frequently (Underhill, 2009).

The present study found that age of the respondents affected their shopping behaviours: frequency of visits, time spent, and amount spent. The frequency of visits decreased as the age increased, while the amount spent increased with age. Young shoppers (in the age group of 16 to 25 years) frequently visited the mall and spent more time at the mall. However, the older shoppers (falling in the age group of 26 to 45 years) frequently visited the mall, spent more time, and spent more amount of money while shopping at the mall. The oldest shopper group (respondents aged 46 and above 55 years), with grown up children, spent more amounts of money, but were not frequent shoppers. These findings are in accordance with the research results obtained by Sit et al. (2003), Martin and Turley (2004), and Khare (2011).

Our study also observed that shoppers who had hedonic shopping motives spent more time, and their visits to the mall were more frequent. Utility shoppers having specific needs in mind had lesser frequency of visits, spent less time, but spent more money as compared to the hedonic shoppers. These results are corroborated by previous research studies (Berry et al., 2002 ; McDonald, 1999 ; Miceli et al., 1998). Some hedonic motives like watching movies, playing video games, and socializing with friends influenced the hedonic shoppers to spend money. The same positive attitude towards hedonic mall attributes influenced the frequency of visits and time spent at the mall, while positive attitude towards utility mall attributes influenced the amount of spending. The results also revealed that high income shoppers were less attached to the mall than low income shoppers, which reflects the fact that shopping is a hedonic activity for lower income shoppers than for higher income shoppers, which is in accordance with the results obtained by Allard et al. (2009).

Managerial Implications

This research showed that hedonic shopping motive oriented shoppers spend more time, and they are the frequent visitors to the malls. In addition, hedonic shopping motives influence the shoppers' intentions to visit the mall again in the future. The study results also revealed that socioeconomic groups differed in their preferences. Hence, the managements of the shopping malls should focus on those factors that are important for their target audience. For example, shoppers of different age groups - both male and female - seem to have different shopping motives and shopping behaviour. For mall owners and tenants, the findings suggest that making efforts to improve patron satisfaction with mall attributes will improve the hedonic shopping value patrons believe they get from a mall visit and will increase the likelihood that they will visit the mall again in the future. Therefore, the mall managements should implement different marketing strategies for store location and tenant selection that addresses the needs of their entire audience.

This study also offers implications for retailing research and practice. Developers, retailers, and mall managements are always on the lookout for shoppers (who shop at the mall) and people who can generate revenue for them when they (the people) visit the malls. The present study helps to identify these shoppers. The study results will be useful for mall managements to understand the needs and motives of the shoppers. This study will also prove to be useful for the mall managers to develop appropriate retailing strategies to satisfy the needs of each and every segment of consumers visiting the malls. Developers are busy developing upscale malls, and are furnishing the same with all kinds of recreational and unique features. Upscale malls are more likely to generate emotional attachment. However, the ultimate question is : Are up scaling malls worth the investment, especially

for upper-income shoppers, who shop more but are less (emotionally) attached to malls? This question deserves to be investigated in future research studies. By analyzing their customer base, mall managements can better tailor made their store hours and offerings to suit the customers' schedule and out perform their competitors. Retailers can use the findings of the present study (regarding customers' shopping motives, shopping behaviour, and their patronage behaviour) to mould their entertainment facilities, tenant mix, and mall facilities.

Limitations of the Study and Directions for Future Research

This study represents an exploratory attempt to determine the impact of shopping motives of the shoppers and their demographical profile (age and gender) on shopping behaviour: frequency of visits, time spent at the shopping mall, and amount spent on per visit. As with any exploratory research, the findings of this study are to be accepted with several limitations. Since limitations of a study can be viewed as directions for future research in the field, it is pertinent to list limitations and future research opportunities simultaneously. The first limitation of this study is the non-probability sampling technique used to collect data from the respondents. Usage of a non-probability sample compromises the external validity of a study to a large extent. Therefore, it is advisable to repeat this study by using a probability sampling technique. The second limitation of the study is associated with the demographic profile of the shoppers. The present study only considered the impact of respondents' age and gender on their shopping behaviour. Income and work status variables were not considered. Therefore, the impact of these variables on shopping behaviour can be examined in future research studies. Our choice of the retail context (shopping mall) might limit the range of shopping motives that could be perceived as important and might be biased towards the utilitarian elements of a shopping experience.

However, given our findings, future research may examine the extent to which shopping motives differ across different retail environments (e.g., grocery stores, departmental stores, anchor stores, and shopping malls). Additional research is necessary to confirm and generalize these findings. First, it is important that this study be replicated with other independent measures such as mall environment and its impact on shopping and patronage behaviour along with shopping motives. The study should be replicated using a large sample of respondents from a variety of malls that differ in their image characteristics to ensure generalizability of the study findings.

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