

Factors Influencing Shopping Behaviour and Satisfaction of Women Consumers in Select Retail Outlets in Coimbatore Abstract

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Abstract- Retailing in India is at a nascent stage of its evolution, but within a small period of time certain trends are clearly emerging which are in line with the global experiences. As retail markets become increasingly competitive, retailers are continuously looking to differentiate their retail offering. Consumer purchasing decisions are frequently made at the point of purchase and may be heavily influenced by what takes place there. A great many factors contribute to purchase decision, including consumer characteristics, brand features and situational factors. With the increase in role of women in the economic activities and by nature, women are being identified as a better saver than man, the decision making process by women for investment purpose gains its importance. Today people look for better quality product at cheap rate, better service, better ambience for shopping and better shopping experience. Organized retail promises to provide all these. The objectives are to study the factors influencing the shopping behaviour and Satisfaction of women consumers in select retail outlets of Coimbatore and to contribute suggestions for policy implications. In the present study, extensive uses of both primary and secondary data were collected systematically. The researcher selected 430 women consumers for the study. The women consumers were selected by using convenient sampling method. Statistical Tools such as Percentage Analysis, Weighted Average, Correlation and Regression are used for the study. Findings of the study shows there is no significant relationship between Store Assortment and Shopping Satisfaction and also Perceived Price and Shopping Satisfaction. The study concludes that the women consumers were found to have significantly influenced in their shopping behaviour that have ultimately led to satisfy them in maximum perspectives advantageous with their retail store shall induce to revisit for pleasure shopping and fulfill their needs.

Index Terms- Women, Shopping, Retail Outlet, Store, Influence, Satisfaction, etc.

I. INTRODUCTION

India is one of the largest emerging markets, with a population of over one billion. It is one of the largest economies in the world in terms of purchasing power. Retailing in India is at a nascent stage of its evolution, but within a small period of time certain trends are clearly emerging which are in line with the global experiences. Organized retailing has become more popular in big cities in India and most of the metropolitan cities and other big cities are flooded by modern organized retail stores.

As retail markets become increasingly competitive, retailers are continuously looking to differentiate their retail offering. One way they can differentiate is by providing a shopping environment that is customized to meet customers' needs, not only in terms of merchandise, convenience and pricing but also in providing a pleasant and, possibly, exciting shopping atmosphere. Consumer purchasing decisions are frequently made at the point of purchase and may be heavily influenced by what takes place there. A great many factors contribute to purchase decision, including consumer characteristics, brand features and situational factors.

2. WOMEN

Women constitute above half of the world population. Their contribution is about 55% including their unpaid economic activities. Hence there is every reason that women should plan an equal role in

economic decision making. The 1994 world survey on the role of women in development reported that the ratio of women to men is economically active population has almost doubled over the last 20 years. With the increase in role of women in the economic activities and by nature, women are being identified as a better saver than man, the decision making process by women for investment purpose gains its importance.

Despite worldwide evidence of the low levels of female participation in social, educational, economic and political spheres, there is still a tendency to see it as a real problem only in a limited number of countries. Yet, as noted above, the reality is that no country in the world, no matter how advanced, has achieved true gender equality, as measured by comparable decision making power, equal opportunity for education and advancement, and equal participation and status in all walks of human endeavor.

Retailing in India has a long history. Early retailing in India can be traced back to the weekly heats where vendors used to put their offerings on sale. Kirana stores have traditionally dominated the Indian retail market for a long time. Most of the retail stores in India are small family run businesses utilizing predominantly household labour. Organized retail began to make its mark in India in the 1970s when shops like Raymond's, Nalli's and Bata were in the market through their exclusive stores or franchisees. Today, the flood of products in the market coupled with a wealthier, more informed Indian consumer have created the atmosphere for the entry of organized retail in India Today people look for better quality product at cheap rate, better service, better ambience for shopping and better shopping experience. Organized retail promises to provide all these.

3. STATEMENT OF THE PROBLEM

Understanding customers in terms of customer behavior and loyalty is a difficult job. Distribution is an integral part of any retail organization. Delivering the right goods in the right place at the right time is main task of distribution. Retail majors are under serious pressure to improve their supply chain systems and distribution channels and reach the levels of quality and service desired by customers.

As more and more organized retail outlets are dotting the Indian topography, competition is no more restricted between organized and unorganized retailing. It is now quite evident between organized retailers as well. Efficient and effective Loyalty programs, home delivery of goods, customer retention strategies, offers, discounts etc are the order of the day. This, in turn, led the retailers to revisit their existing marketing strategies and introduce appropriate changes in them in order to get themselves succeed in the industry and flourish. Hence, it is worthwhile to study the factors influencing shopping behaviour and satisfaction of women consumers in retail stores in Coimbatore.

4. OBJECTIVES OF THE STUDY

1. To study the factors influencing the shopping behaviour and Satisfaction of women consumers in select retail outlets of Coimbatore.
2. To contribute suggestions for policy implications

5. RESEARCH METHODOLOGY

The methodology of the research indicates the general pattern of organising the procedure for gathering valid and reliable data for the purpose of investigation. In the present study, extensive uses of both primary and secondary data were collected systematically. For this purpose a well-structured questionnaire was used for collecting the data. Retail stores are classified into six major shopping avenues viz. 1) Retail Malls, 2) Specialty Stores, 3) Convenient Stores, 4) Discount Store, 5) Hyper Market / Super Market and 6) Departmental Stores. The researcher selected 430 women consumers for the study. The women consumers were selected by using convenient sampling method. Statistical Tools such as Percentage Analysis, Weighted Average, Correlation and Regression are used for the study.

6. SCOPE OF THE STUDY

In this study the researcher had attempt to find the factors influencing shopping behaviour and satisfaction achieved through shopping in the select retail outlets in Coimbatore. The practical value of this study is that retailers may be play better with the factual results based on the outcome of the study that

can help improve the differences in the existing retail settings. Research results indicate that the managers should design the store environment that would attract a lot of shopping parties, parents with children, and foster discussion among them.

7. LIMITATIONS OF THE STUDY

The study and the results of the study are confined to the geographical location of Coimbatore alone as the factors influencing the shopping behavior may vary according to other geographical areas and socio-economic culture of the respective people.

8. LITERATURE REVIEW

Puccinelli et al., (2009) in their study highlight that retailers recognize that greater understanding of customers can enhance customer satisfaction and retail performance. This article seeks to enrich this understanding by providing an overview of existing consumer behavior literature and suggesting that specific elements of consumer behavior, goals, schema, information processing, memory, involvement, attitudes, affective processing, atmospherics and consumer attributions and choices-play important roles during various stages of the consumer decision process. The authors suggest ways in which retailers can leverage this understanding of consumer behaviour. Each of these conceptual areas also offers avenues for further research.

Akir and Othman (2010) in their paper developed a framework which integrates several dimensions affecting consumer decision making (attributes importance, demographic variables, interpersonal influence) and repurchase intention as well as the possible relationship among variables is developed. The results of this research support the complexity of consumer buying behaviour. Consumers' preference differs on which attributes they emphasize more as compared to the others and the issue of how significantly others influence their buying decisions and repurchase intention. The implications of this research: 1) Contributes to the body of knowledge and exploratory model building on consumer purchase behaviour, and 2) The research model will provide an important input to the marketing decision-making process and management decision, such as

marketers, product managers and/or brand managers to streamline their marketing plan and strategies. Devgan and Kaur (2010) in their study found that several factors such as rising per capita income, emergence of nuclear families and entry of multinational companies offering a huge variety of products have raised the demand of household products. This has been seen as an opportunity for the ushering organised retail sector that is growing by leaps and bounds in India. Even in the middle and small cities, the shopping malls have been successful to snatch the customers of small kirana stores at a very fast pace, thereby making it imperative to locate the factors that contribute in forming changing attitude of customers' towards shopping malls. The study tried to attain this objective by applying the statistical technique of factor analysis and extracted six important factors determining customers' perceptions towards shopping malls in India.

9. ANALYSIS AND RESULTS

9.1. SOCIO-DEMOGRAPHIC VARIABLES

From the Table 1 it is understood that maximum (39.3%) of the women consumers are in the age group below 25 years, 27.2% of the respondents are in the age group between 25 and 40 years, 16.5% of the women are in the age group of 40 to 55 years and the remaining 17% of the respondents are in the age above 55 years. It is clear that majority (65.8%) of the women is married and only 34.2% of them are unmarried. It is evident that maximum (31.2%) of the respondents had completed their undergraduate, 27.4% of them are qualified with higher secondary, 23.7% are post graduates and the remaining 17.7% of the respondents are having other qualifications viz. ITI, Diploma, M.Phil., etc. It is evident that most (34%) of the respondents are working in Private sector companies, 30% of them are self-employed, 9.1% are working in government sector and the remaining 27% of them are home makers. It is understood that more than half (53%) of the respondents monthly family income is below Rs.20,000, 19.8% of them draw above Rs.40,000, 15.3% of the respondents indicated between Rs.30,000 and Rs.40,000 and the remaining 11.9% of the respondents monthly income is from Rs.20,000 to Rs.30,000. It is found that majority (63%) of the respondents are spending between Rs.4001 to

Rs.7000 per month for shopping, 20.9% of them spend below Rs.4,000, 8.8% of them spend between Rs.7001 and Rs.10,000 and the remaining 7.2% of the respondents spend above Rs.10,000 per month for shopping. It is clear that majority (68.4%) of the respondents indicated less frequent in their shopping, while 22.3% of them opined moderately frequent and the remaining 9.3% stated more frequent. It is observed that maximum (35.6%) of the respondents spend between 1 to 2 hours during shopping, 32.3% spend more than 3 hours for shopping, 27% of the respondents spend 2 to 3 hours and the remaining 5.1% of them spend less than 1 hour for shopping.

Table 1: Socio Demographic Variables of the Women Consumers

Sl.	Social Demographic Variables	Respondent s (430 Nos.)	Percentage (100%)
1.	Age		
	Below 25 Years	169	39.3
	25 to 40 years	117	27.2
	40 to 55 years	71	16.5
	Above 55 years	73	17.0
2.	Marital Status		
	Married	283	65.8
	Unmarried	147	34.2
3.	Educational Qualification		
	Upto H.Sc.	118	27.4
	Under Graduate	134	31.2
	Post Graduate	102	23.7
	Others (Diploma/ITI/M.Phil., etc.)	76	17.7
4.	Occupation		
	Government Sector	39	9.1
	Private Sector	146	34.0
	Self-Employed	129	30.0
	Others (Home maker/Unemployed)	116	27.0
5.	Monthly Family Income		
	Below Rs.20000	228	53.0
	Rs.20000 to 30000	51	11.9
	Rs.30000 to 40000	66	15.3
	Above Rs.40000	85	19.8
6.	Monthly Shopping expenses		
	Upto Rs.4000	90	20.9
	Rs.4001 to 7000	271	63.0
	Rs.7001 to 10000	38	8.8

	Above Rs.10000	31	7.2
7.	Frequency of shopping		
	Less frequent	294	68.4
	Moderately frequent	96	22.3
	More Frequent	40	9.3
8.	Time spent for shopping		
	Less than 1 hour	22	5.1
	1 to 2 hours	153	35.6
	2 to 3 hours	116	27.0
	More than 3 hours	139	32.3

Source: Computed from Primary Data

9.2. DESCRIPTIVE STATISTICS

Table 2: Factors Influencing Shopping Behaviour of Women Consumers Cronbach’s Alpha: 0.778

Influencing Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Wtd. Avg.	Rank
There is a convenient distance between my home and the outlet	12 (0.028)	69 (0.321)	71 (0.495)	164 (1.526)	114 (1.326)	3.695	3
I do most of my shopping in the same retail outlet	11 (0.026)	17 (0.079)	55 (0.384)	203 (1.888)	144 (1.674)	4.051	2
I think that this store sells a wide range of products.	23 (0.053)	31 (0.144)	93 (0.649)	204 (1.898)	79 (0.919)	3.663	6
I think the price labels in this store are not much expensive.	16 (0.037)	32 (0.149)	95 (0.663)	175 (1.628)	112 (1.302)	3.779	5
I think that the employees of this store are very friendly	8 (0.019)	28 (0.130)	103 (0.719)	177 (1.647)	114 (1.326)	3.840	4
This store is the best store that I should buy goods or services.	3 (0.007)	19 (0.088)	81 (0.565)	164 (1.526)	163 (1.895)	4.081	1

Source: Computed from Primary Data

Note: Figures in parenthesis represent weighted scores

It is clear from the Table 2 that the factors influencing shopping behaviour among women consumer in Coimbatore was high with the Customer Loyalty “This store is the best store that I should buy goods or services” with the mean of 4.081, followed by the patronage represented by the statement “I do most of my shopping in the same retail outlet” with the mean of 4.051, third rank corresponds to Store Location reveals “There is a convenient distance

between my home and the outlet” with the mean score of 3.695, fourth rank stands for perceived service quality “I think that the employees of this store are very friendly” with the mean score of 3.840, fifth rank signifies perceived price represented by the statement “I think the price labels in this store are not much expensive” with the mean score of 3.779 and the last rank denotes Store Assortment “I think that this store sells a wide range of products” with the mean score of 3.663. It is found that the reliability shows 0.778 which is in the acceptable range.

Table 3: Opinion on Satisfaction towards Store Shopping Cronbach’s Alpha: 0.839

Satisfaction	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	Wtd. Mean	Rank
I am overall satisfied with the store	11 (0.026)	48 (0.223)	114 (0.795)	141 (1.312)	116 (1.349)	3.705	2
In my opinion, the store has fulfilled my expectations	17 (0.040)	39 (0.181)	87 (0.607)	160 (1.488)	127 (1.477)	3.793	1
This store has never disappointed me.	6 (0.014)	53 (0.247)	123 (0.858)	175 (1.628)	73 (0.849)	3.595	4
I vouch this store can be an ideal store for all customers	19 (0.044)	27 (0.126)	114 (0.795)	174 (1.619)	96 (1.116)	3.700	3

Source: Computed from Primary Data

Note: Figures in parenthesis represent weighted scores

It is understood from the Table 3 that the level of satisfaction towards shopping in the retail outlet shows the highest rank for the statement “In my opinion, the store has fulfilled my expectations” with the mean of 3.793, second rank was for “I am overall satisfied with the store” with the mean of 3.705, third rank was for the statement “I vouch this store can be an ideal store for all customers” with the mean of 3.700 and the last rank was achieved “This store has never disappointed me” with the mean of 3.595. The reliability was found to be high with 0.839.

9.3. CORRELATION

Table 4: Correlation between Factors Influencing Shopping Behaviour and Satisfaction of Women Consumers

		Satisfaction	Location of the Retail outlet	Patronage	Store Assortment	Perceived Price	Perceived Service Quality	Customer Loyalty
Satisfaction	Pearson Correlation	1	.529**	.547**	.294**	.367**	.442**	.443**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N		430	430	430	430	430	430
Location of the Retail outlet	Pearson Correlation		1	.515**	.159**	.205**	.188**	.236**
	Sig. (2-tailed)			.000	.001	.000	.000	.000
	N			430	430	430	430	430
Patronage	Pearson Correlation			1	.268**	.286**	.206**	.257**
	Sig. (2-tailed)				.000	.000	.000	.000
	N				430	430	430	430
Store Assortment	Pearson Correlation				1	.406**	.357**	.167**
	Sig. (2-tailed)					.000	.000	.000
	N					430	430	430
Perceived Price	Pearson Correlation					1	.517**	.456**
	Sig. (2-tailed)						.000	.000
	N						430	430
Perceived Service Quality	Pearson Correlation						1	.404**
	Sig. (2-tailed)							.000
	N							430
Customer Loyalty	Pearson Correlation							1
	Sig. (2-tailed)							
	N							430

** . Correlation is significant at the 0.01 level (2-tailed).

It is observed from the Table 4 that the inter correlation between factors influencing shopping behaviour of women consumers was analyzed with the satisfaction score which shows moderately high and moderate correlation results hereunder:

- ✓ There is moderately high correlation between Location of the Retail Store and Shopping Satisfaction (r=0.529, Sig.0.000) significant at 1% level.
- ✓ There is moderately high correlation between Location of the Retail Store and Shopping Satisfaction (r=0.547, Sig.0.000) significant at 1% level.
- ✓ There is moderate correlation between Shopping Satisfaction and Perceived Service Quality (r=0.442, Sig.0.000) significant at 1% level.
- ✓ There is moderate correlation between Shopping Satisfaction and Customer Loyalty (r=0.443, Sig.0.000) significant at 1% level.
- ✓ There is moderately high correlation between Location of the Retail Store and Shopping Patronage (r=0.515, Sig.0.000) significant at 1% level.
- ✓ There is moderate correlation between Store Assortment and Perceived Price (r=0.406, Sig.0.000) significant at 1% level.

- ✓ There is moderately high correlation between Perceived Price and Perceived Service Quality ($r=0.517$, Sig.0.000) significant at 1% level.
- ✓ There is moderately high correlation between Perceived Price and Customer Loyalty ($r=0.456$, Sig.0.000) significant at 1% level.
- ✓ There is moderately high correlation between Perceived Service Quality and Customer Loyalty ($r=0.404$, Sig.0.000) significant at 1% level.

Apart from these factors the other variables were found to have low and very low correlation between each other, however the null hypothesis is rejected. To find the overall power determination regression analysis is done to find the impact of shopping behaviour and satisfaction among women involved in buying good from retail outlets of Coimbatore.

9.4. MULTIPLE REGRESSIONS

Table 5: Regression analysis shows factors Influencing Shopping Behaviour of Women Consumers

R	R Square	Adjusted R Square	Std. Error of the Estimate	df	F	Sig.
.716 ^a	.513	.506	2.37748	(6,423)	74.200	.000 ^a

Predictors: (Constant), Customer Loyalty, Store Assortment, Location of the Retail outlet, Perceived Service Quality, Patronage, Perceived Price
 Dependent Variable: Satisfaction

Regression analysis was conducted to find the relationship between Factors Influencing shopping behavior of women consumers and their satisfaction shopping in retail outlets F-test was used to measure the statistical significance of the model shows $F=74.200$, Sig.0.000. The R-Squared is 0.513 which means that approximately 51% of the variance of Shopping Satisfaction was explained by the predictor variables that is Factors influencing shopping behavior based on Location of the Retail outlet, Patronage, Store Assortment, Perceived Price, Perceived Service Quality and Customer Loyalty.

Table 6: Coefficient results shows factors Influencing Shopping Behaviour and Satisfaction of Women Consumers in Retail Outlets

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.749	.696		2.514	.012
Location of the Retail outlet	.868	.123	.282	7.047	.000
Patronage	.970	.138	.289	7.025	.000
Store Assortment	.205	.135	.059	1.526	.128
Perceived Price	-.031	.161	-.009	-.196	.845
Perceived Service Quality	.811	.146	.231	5.555	.000
Customer Loyalty	.647	.127	.202	5.087	.000

Dependent Variable: Satisfaction

Results from the Table 6 it is observed that there is a significant relationship between Location of the Retail outlet and Shopping Satisfaction ($t=7.047$, Sig.0.000) followed by Patronage and Satisfaction ($t=7.025$, Sig.0.000), then follows Perceived Service Quality ($t=5.555$, Sig.0.000) and finally, Customer Loyalty ($t=5.087$, Sig.0.000) to reject the null hypothesis. Whereas, there is no significant relationship between Store Assortment and Shopping Satisfaction ($t=1.526$, Sig.0.128) and Perceived Price and Shopping Satisfaction ($t=-0.196$, Sig.0.845) to accept the null hypothesis.

10. FINDINGS

10.1. Socio-Demographic Variables

- Maximum (39.3%) of the women consumers are in the age group below 25 years. Majority (65.8%) of the women are married. It is evident that maximum (31.2%) of the respondents had completed their undergraduate. Most (34%) of the respondents are working in Private sector companies. More than half (53%) of the respondents monthly family is below Rs.20,000. Majority (63%) of the respondents are spending between Rs.4001 to Rs.7000 per month for shopping. Majority (68.4%) of the respondents indicated less frequent in their shopping and finally, maximum (35.6%) of the respondents spend between 1 to 2 hours during shopping,

10.2. Descriptive Statistics

- It is clear that the factors influencing shopping behaviour among women consumer in Coimbatore was high with the Customer Loyalty “This store is the best store that I should buy goods or services” and the last rank denotes Store Assortment “I think that this store sells a wide range of products”. It is found that the

reliability shows 0.778 which is in the acceptable range.

- It is understood that the level of satisfaction towards shopping in the retail outlet shows the highest rank for the statement “In my opinion, the store has fulfilled my expectations” and the last rank was achieved “This store has never disappointed me”. The reliability was found to be high with 0.839.

10.3. Correlation

It is found that there is moderately high correlation exists between

- Location of the Retail Store and Shopping Satisfaction
- Location of the Retail Store and Shopping Satisfaction.
- Location of the Retail Store and Shopping Patronage.
- Perceived Price and Perceived Service Quality.
- Perceived Price and Customer Loyalty.
- Perceived Service Quality and Customer Loyalty.
- Perceived Price and Perceived Service Quality
- Perceived Price and Customer Loyalty.
- Perceived Service Quality and Customer Loyalty.

It is also evident that there is moderate correlation exists between

- Shopping Satisfaction and Perceived Service Quality.
- Shopping Satisfaction and Customer Loyalty.
- Store Assortment and Perceived Price.

Apart from these factors the other variables were found to have low and very low correlation between each other, however the null hypothesis is rejected.

10.4. Regression

Regression analysis was conducted to find the relationship between Factors Influencing shopping behavior of women consumers and their satisfaction shopping in retail outlets F-test confirms statistical significance of the model and the R-Squared shows 51% of the variance of Shopping Satisfaction explained by Location of the Retail outlet, Patronage, Store Assortment, Perceived Price, Perceived Service Quality and Customer Loyalty. It is also observed that there is no significant relationship between Store

Assortment and Shopping Satisfaction and also Perceived Price and Shopping Satisfaction. Whereas, there is a significant relationship between Location of the store and shopping satisfaction, Perceived Service Quality and Shopping Satisfaction and also Customer Loyalty and Shopping Satisfaction

11. SUGGESTIONS

- Satisfaction also plays an important role and it is evident that majority of the women consumers were found contented with the cost and pricing factors and only few to mention were found discontented with the pricing factors. Therefore, it is recommended branded products shall provide offers for regular shoppers which may not only satisfy them but also helps to spread the word of mouth will increase their business growth.
- When it comes to the product assortment, the availability of some of the quality brands as expected by the customers were not available with few stores. Therefore, it is suggested that the store personnel shall take note of the feedback received by the customers to make arrangements for procuring the brands that the consumers expects during their shopping. Also, the arrangements of branded products shall be displayed that may motivate their mood and be a visual treat to stimulate their shopping mood.
- It is observed and recommended that there is only a marginal dissatisfaction identified with regard to factors influencing shopping behaviour among women consumers in Coimbatore which are Product Assortment and Perceived Price which needed much attention by the policy makers to satisfy the entire customer based by providing store services to the expected level.

12. CONCLUSION

Retailing in India is at a nascent stage of its evolution, but within a small period of time certain trends are clearly emerging which are in line with the global experiences. As retail markets become increasingly competitive, retailers are continuously looking to differentiate their retail offering. Consumer purchasing decisions are frequently made

at the point of purchase and may be heavily influenced by what takes place there. A great many factors contribute to purchase decision, including consumer characteristics, brand features and situational factors. With the increase in role of women in the economic activities and by nature, women are being identified as a better saver than man, the decision making process by women for investment purpose gains its importance. Today people look for better quality product at cheap rate, better service, better ambience for shopping and better shopping experience. Organized retail promises to provide all these. It is concluded that the women consumers were found to have significantly influenced in their shopping behaviour that have ultimately led to satisfy them in maximum perspectives advantageous with their retail store shall induce to revisit for pleasure shopping and fulfill their needs.

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