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Consumer Behaviour and Attitude towards Shopping Malls in Delhi NCR

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Abstract – The growth of India sorted out retail industry has changed the shopping behaviour of the India consumers. Shopping today is substantially more than simply buying-it is an affair itself. Consumers have different motivations to visit the shopping malls. Shopping in malls has turned into a noteworthy leisure action. In this investigation, an endeavor was made to contemplate the motivations that individuals go out on the town to shop in mall. This examination has been completed at Delhi and the National Capital Region comprising of Gurgaon, Noida, Ghaziabad and Faridabad which by and large have the maximum number of malls in India. As Delhi NCR is driving in the current mall space and expansive aggregate of mall supply in future is likewise on the blacksmith's iron, the discoveries are accepted to be tremendously valuable for those in the mall business here. Shopping malls have seen a great growth in India amid the previous couple of decades. In any case, the malls have not had the capacity to reliably give a one stop goal to the consumers in NCR DELHI. This paper inspects the engaging quality elements of shopping malls from the customers' point of view dependent on the review of socialized and urban customers. There are numerous malls taken over in this examination which speak to the city of NCR Delhi in a geographical manner.

Keywords: Consumer, Behaviour, Attitude, Shopping Mall, Delhi, Factors

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1. INTRODUCTION

In the present competitive market, consumers are the lords. They are the leaders. The standard of behaviour of the Indian consumer has experienced a noteworthy change in the sorted out retail segment. The consumer scene is changing quick. Word related changes and infiltration of media have caused a noteworthy change in the manner in which the consumer spends his cash. The consumer currently needs to eat shop and get engaged under a similar rooftop. Consumers today observe an energizing blast of decisions, new classes and new shopping alternatives and have expanding extra cash to satisfy their goals.

Since shopping malls began in the Western economies that have distinctive financial settings, mall designers in the creating Asian markets ought to have attempted to comprehend the idea of a mall and related shopping behaviour before systematizing it in the nearby markets. This required perfect adjustments in the organization, structure, and mall-mix (Singh and Bose, 2008). Nonetheless, adjustments did not occur if there should arise an occurrence of shopping malls in India.

Key to the accomplishment of any business associations lies in the hands of clients. Understanding

their requirements, needs and their buying behavior decides the association achievement. To anticipate the future patterns, marketing staff are dissecting the clients buying behavior design. The term Consumer buying behavior is characterized as the investigation of when, where, why, and how individuals buy a product. In antiquated days' kin don't want to purchase restorative products, as they probably am aware the unsafe impact of utilizing these counterfeit however at this point the pattern has changed. Youth and grown-ups in India are progressively worried about their looks and for that they like to purchase beautifying agents products.

Consumer's product consumption relies upon various traits like Price, Quality, Brand name, Brand devotion and Labeling. Every one of these qualities presently turn into another pattern in the market. As of now, individuals are falling to quality, branded and shabby evaluated products. Early day's cost was the main factor in the mentality of individuals. However at this point, every one of these variables have a noteworthy job in ruling the market

1.1 Shopping Malls

The on-going flood in the growth of shopping malls in India is changing the manner in which individuals

shop. Today consumers search for facilities like cost, comfort, accommodation, in-house-stopping, stimulation, bistros, multiplexes, play regions for youngsters, gaming and nourishment courts when they venture into these malls. It isn't just about shopping, feasting, or viewing a motion picture, it's an involvement in itself, a way of life action, and giving this experience is the thing that these malls are developing as their USP.

A shopping mall is an enormous structure or gathering of structures that contain different stores and different business foundations (or) solely sells different products/brands in retailing mode. On the off chance that it is a gathering of various stores, they are associated by walkways so consumers can without much of a stretch walk and shop between the stores. Malls can be worked in an encased or in an outside organization. Notwithstanding, in India the vast majority of the main shopping malls are with an essential motto of acting like „One Stop Shop' that gives all most all the required products and brands directly from basic need, way of life products to durables like furniture under one roof. Clients will be clearly upbeat on the off chance that they get what they need advantageously in one area.

Indeed, even as questions have been raised over the eventual fate of mushrooming shopping focuses and malls in India, an international master has alleviated such fears, saying a youthful developing market guarantees enormous growth potential for them.

Mall culture in India and particularly in Delhi and NCR has developed with a mind blowing pace, however this culture was at that point existent for as far back as quite a while in other real cosmopolitan urban communities like Mumbai, Bangalore, Chennai and so forth. Only a couple of years back, individuals needed to settle on a decision among shopping, films or hanging out on a vacation however at this point at malls, every one of these employments can be performed in the meantime, under a similar roof and that too with a wonderful experience. What's more, it is fundamentally the experience and not the expectation that checks with regards to malls. The motivation behind why shopping malls are so famous lies in their international intrigue. It is by all accounts a thing of history when shopping malls had their essence just in spots like Singapore and Dubai. Truth be told, presently they are wherever around us.

1.2 Consumer Behavior

In basic words, consumer behavior can be characterized as the arrangement of activities and activities of consumer in acquiring and utilizing goods and services. Be that as it may, it includes an investigation of buying motives so as to look at the determination criteria of the consumers for the products they pick and what persuades them to carry on as they do in the market places. It centers around how people settle on choices to invest their accessible

assets like energy, cash and exertion on consumption related things.

The term consumer behavior alludes to the behavior that consumer show in hunting down buying, utilizing, assessing and discarding products and services that they expect will satisfy these necessities. The investigation of consumer behavior in the investigation of how people settle on choices to spend their accessible assets (time, cash, exertion) on consumption related things. It incorporates the investigation of 'what they purchase', 'why they purchase', 'when they purchase', 'where they purchase' how regularly they purchase' and 'how they use'

Their choice relies on numerous criteria. Be that as it may, consumer buys have happened much before their real buy. Marketing assumes an imperative job in this. Marketing and Advertising have a solid positive effect on buying behavior of consumers, and they specifically impact consumer buying a product from an organization that she/he is very much aware of. In antiquated days, consumers were not made a fuss over the traits before buying a product. In any case, there comes an enormous change in the consumer buying behavior of the 21st Century.

► Factors Affecting Consumer Buying Behaviour

Consumer buying behavior is affected by the real three components:

1. Social Factors
2. Psychological Factors
3. Personal Factors.

► Five stages of consumer buying behaviour

There are for the most part five stages/arranges in consumer decision process

- **Recognition of problem** Recognition of an issue begins when a customer understands an issue or need.
- **Search for information** When a customer distinguishes an issue, the subsequent stage is to sufficiently sufficient information to take care of the issue.
- **Evaluation of alternatives** Next phase of the consumer decision process is assessing the choices. In this stage the Consumer will discover the choices.
- **Purchase decision** in the wake of settling on a decision regardless of whether to buy, a consumer may travel through the primary

decision process as it plans and intends to buy a specific brand or product

- **Outcome** In this progression, after fundamentally examining each phase in the decision procedure, final purchase is made.

1.3 Consumer Attitude towards Shopping Malls

Middle class Indians have severed their affection for customary stand-alone Indian stores that have no cooling, sorted out stopping and other open courtesies. Specialists state malls all through the nation are getting greater as they are currently being situated as an one-stop-search for shopping, entertainment, leisure and eating-out requirements as opposed to a spot just to look for style/luxury products. The quickly developing middle-class populace, the ascent in ladies workforce and consumerism throughout the decade were the significant powers in driving interest in the retail area. The accompanying features of the shopping malls explain why they have turned out to be so well known among the Indian bourgeoisie.

Across the board stores – With everything from basic supplies and vegetables to footwear, garments, beauty care products, furnishings and electrical things accessible under one roof, a developing Indian middle class with higher dispensable earnings is setting out toward the malls in huge numbers. The malls are another indication of the new, prosperous India, of call focuses, re-appropriating and increasingly discretionary cash flow, of fashionable youngsters. Albeit a lot of rural India stays in deep poverty, numerous urban Indians are getting to be more extravagant.

At one hand, where customers have such a large number of advantages of the malls, they state that they have lost a personal touch with the shop proprietors and a unique relationship that they have had with their local 'kirana' stores since last such a significant number of years. In malls, they unquestionably get great services however they need 'post-sales services. In malls, they believe they are being treated as simply one more customer though in the local 'kirana' store they are known by their names, their preferences, their inclinations and so on. A few times, even personal issues are being examined at the local stores. On the off chance that anything is observed to be of undesired quality, at that point they can without much of a stretch get it traded for a superior one. What's more, obviously, at a local store, they make the most of their dealing directly for each and every product. Obviously, the quantity of customers every day visiting the malls can't be neglected and consequently it looks practically difficult to know customers by their names, and so forth. Notwithstanding, there are numerous customers who consistently visit their most loved mall and some chosen shops in the mall. Also, this is the point at

which they expect some 'more than expected' medicines as an ordinary customer.

2. REVIEW OF LITERATURE

Swaminathan and Vani (2008) - inspected shoppers' observation and attitude towards shopping malls and featured 15 factors that had an impact on shoppers' attitude. Venkateswarulu and Uniyal (2007) distinguished a lot of factors that depicts consumers' goal to support a shopping mall. Chattopadhyaya and Sengupta (2006) placed that shopping malls with clear and particular situating had higher customer support.

Recently, **Zhang et al. (2011)** - seen that shoppers' observations about the products' esteem are formed by the mall atmospherics, which has an effect on their emotional reactions and behavior. Numerous investigations have utilized explicit factors comprising mall ambience, which have been distinguished as noteworthy influencers of shoppers' mall loyalty and support behavior. These include: temperature, neatness, charming smell, lighting, and ambient melodies. Babin, Hardesty and Suter (2003) watched the effect of different shading and light mixes on shoppers' responses and their recognition towards belittling the mall. Correspondingly, Broekemier, Marquardt and Gentry (2008) noticed that upbeat (or dismal) music impacts consumers' motivation straightforwardly while shopping

Sahar Karimi (2013) - investigated the online purchase decision-making behavior of consumers by presenting a complete methodology that covers two distinct perspectives: a) singular dimension behavior and b) market-level behavior. Singular dimension behavior improves our comprehension of how purchase decision-making forms unfurl and whether they vary for various people. Drawing from decision examination and consumer behavior writing, four fragments of online consumers are presented dependent on two individual variables: decision making style and learning of the product. Original behavior of each section is recognized tending to varieties simultaneously and process result for various gatherings. What's more, market-level behavior explores the genuine behavior of consumers in connection with various retailers in the market; it depends on the collected behavior of 60,000 people. Behavior in a specific website as well as cross-visiting behavior of consumers contrasting numerous retailers is inspected"

Syed Irfan Shafi, Dr. C. Madhavaiah (2014) - This test think about analyzed the impact of statistic and consumer buying properties which affect the apparel purchaser decisions, aftereffects of the investigation uncovered that reference group, promotion, retailer characteristics, product traits, income, and occupation are the most essential component of apparel buying behavior, this shows the apparel outlets should give additional hugeness to apparel obtaining ascribes to draw and pull in the shoppers,

and moreover the promotional program furthermore ought to be performed forcefully and precisely.

Shekar et al., (2016) - considered the general customer fulfillment, reaction of customers with respect to the accessibility and nature of products and services offered at shopping malls and the solace dimension of the respondents towards shopping in the shopping malls. Sharma (2012) research conveyed in Mumbai likewise surveyed the general customer fulfillment. The researcher broke down the reaction of customers as to the accessibility and nature of products and services offered at shopping malls and the solace dimension of the respondents towards shopping in the shopping malls. Then again, research examine completed by Yaaminidevi (2013) in Madurai city, Tamilnadu with an example of 100 respondents concentrated on Facility Management like ambience, framework and traffic were broke down especially. She proposed that malls not just take into account the product needs of the customers, yet in addition a wellspring of entertainment, diversion. Khare (2010) on an alternate note researched the mall shopping behavior of Indian small-town consumers. She concentrated on how these malls bring utilitarian and experiential advantages and influence the shopping behavior among small town individuals, however they are new to the idea of malls. The discoveries demonstrate that people contrast in their discernment towards malls on the issue of social interaction and the job of cultural restriction is plainly unmistakable here.

3. RESEARCH OBJECTIVES

1. To find out the attitude of Delhi shoppers towards mall shopping knowledge.
2. To discover the consumer behavior towards different offerings by a shopping mall and the connection between them.
3. To characterize the term that the shopping malls changes the method for the retail sector identified with various products
4. To discover the consumer behavior towards Shopping malls in North focal district.
5. To break down the behavior of consumers with reference to shopping malls in Delhi NCR.

4. RESEARCH METHODOLOGY

Conclusive and exploratory research Secondary data will be utilized for developing the Questionnaire

4.1 Data Collection Method

Primary data collection through a Structured Non-Disguised Questionnaire

4.2 Sample Size

CL = 95%

Z = 1.96

p= 75%

q= 25%

D = ±5

Sp = 2.5

n= 292

N = 10,268,614

(Population of NCT of Delhi between the age group of 18-60 years)

Nc = 291.99 (corrected sample size)

4.3 Type of Sampling

Non-Probability – Convenience Sampling

5. DATA ANALYSIS AND RESULT

The examinations of the gathered data were brought out through different factual systems, for example, multiple regression investigation, ANOVA and data investigation. The data were incorporated and investigated utilizing MS Excel for Windows computer software. Every one of the data gathered and utilized is for Delhi shoppers as it were.

Table 1. Age Profile of the Respondents

Age Group	No of people
10-20	47
20-30	23
30-40	4
40-50	6
TOTAL	80

Table 1 demonstrates the age profile of the respondents. The quantity of members in the present research is 80. Out of the 80 respondents the most astounding proportion of the respondents (59%) fell in 10-20-year age group, trailed by the age group 20-30 (29%).

Table 2. Occupation Profile of the Respondents

Occupation	No of people
Student	63
Professional/Service	9
Housewife	5
Self Employed/Own Business	3
Total	80

Table 2 demonstrates the occupation profile of the respondents. The quantity of members in the present research is 80. Out of the 80 respondents the most noteworthy proportions of the respondents (79%) were Students, trailed by Professionals 20-30 (11%).

Table 3. Monthly Shopping by the Respondents

Frequency - Shopping/Month	No of people
Once A Month	37
Twice A Month	25
Thrice A Month	7
More Than Thrice A Month	11
Total	80

Table 3 demonstrates the occasions individuals shop in a month. The quantity of members in the present research is 80. Out of the 80 respondents the most noteworthy quantities of the respondents (37) shop once every month, trailed by individuals who shop two times every month (25).

Table 4: Shopping Period Preferred by the Respondents

Preferred Time for Shopping	No of people
Weekdays Morning	3
Weekend Morning	10
Weekdays Afternoon	14
Weekend Afternoon	16
Weekdays Evening	8
Weekend Evening	29
Total	80

Table 4 demonstrates the time favored by shoppers to shop throughout the week. The quantity of participants in the present research is 80. Out of the 80 respondents the most noteworthy quantities of the respondents (29) shop amid an end of the week evening, trailed by individuals who lean toward shopping at an end of the week afternoon (16).

Table 5. Place Preferred for Shopping by the Respondents

Place preferred for shopping	No of people
Shopping Mall	25
Local Area Market	3
Both	52
Total	80

Table 5 demonstrates the spot favored by shoppers to shop. The quantity of participants in the present research is 80. Out of the 80 respondents the most elevated quantities of the respondents favor shopping at both – Malls and Local Markets (52), trailed by individuals who wanted to shop at a Shopping Mall (25).

Table 6. Malls which Respondents are aware about

Malls	No of people aware
The Great India Place	72
Select City walk	68
Ambience Mall Gurgaon	59
Metro Walk Mall	38
Star City Mall	34

Table 6 demonstrates the malls individuals know about. The number of participants in the present research is the mall about which individuals are most aware about is The Great India Place (72), trailed by Select Citywalk (68).

The accompanying figure demonstrates the normal number of month to month visits by the respondents to the malls taken in the review. The number of participants in the present research is 80. The mall which is most visited is The Great India Place (2.25times), trailed by Select Citywalk (1.525).

The accompanying figure demonstrates the spending separation of the respondents in the malls taken in the review. The number of participants in the present research is 80. Respondents as a rule spend similarly on –

- Eating & Drinking
- Movies & Entertainment and
- Shopping

Table 7. Spending Behaviour of the Respondents

Spending Behaviour	No of persons (Out of 80)
On the spot mood	51
Planned purchases	50
Linked spending	48

Table 7 demonstrates the spending behavior of the respondents in malls. The number of participants in the present research is 80. The outcomes disclose to us that individuals are similarly disposed towards all the three behaviors; for example On-the-spot state of mind, Planned Purchases and Linked Spending.

Table 8. Mean Scores for Attributes of Shopping Mall Experience

ATTRIBUTES	ITEM DESCRIPTION	MEAN SCORE
Convenience	Malls are convenient	4.2875
Variety	Malls offer more variety	4.1375
Hygiene	Malls are hygienic	4.3375
Value for Money	Malls offer value for money	3.225
Expensiveness	Malls are not expensive	2.7875
Congeniality	Atmosphere in malls is congenial	3.6
Fashion	Malls are fashionable	4
Personal Comfort	Malls are good for outings with Friends & Family	3.975

A sum of 8 attributes of mall shopping were accepted to influence the customer involvement in the malls of Delhi. Each factor was assigned rating on a scale of 1-5 (where, strongly agree=5 and strongly disagree=1). Table 8 demonstrates the mean reactions of the respondents on the attributes. This table reveals to us a consumer's normal involvement in the accompanying criteria. The outcomes demonstrate that individuals strongly agree that malls are hygienic, convenient and offer more variety when

contrasted with other local markets. Numerous imagines that malls don't offer an incentive for cash and could conceivably be costly. Malls are useful for trips with loved ones, are fashionable and offer a congenial atmosphere.

Table 9. Mean Scores for Various Offerings of Shopping Malls

OFFERINGS	MEAN SCORE
Availability of Goods	3.7625
Eating Joints	3.8625
Multiplexes / Entertainment	4.125
Facilities (AC, Parking)	4.05
Overall Experience	3.8625

A sum of 4 characteristics/offerings of malls were appraised by the respondents on a scale delineating their fulfillment with the advertising. Each factor was designated rating on a scale of 1-5 (where, 5 = Max and 1 = Min). With this a reaction on the general mall shopping knowledge of the Delhi customer was likewise evaluated on a similar scale. Table 9 demonstrates the mean reactions of the respondents on the five, previously mentioned components.

■ **Multiple Regression Analysis**

The number of participants in the present research is 80. A hypothesis test was done so as to find which Dimension positively affects Customer Satisfaction in malls. Multiple Regression examination was hence used to lessen the things to a few variables. A few things once in a while speak to a similar thought; consequently, these can be precluded on the off chance that they are repetitive or superfluous.

H0 = There is no critical impact of any of the Dimensions on Shopping Experience. H1 = Availability of Goods significantly affects Shopping Experience.

H2 = Quality of Eating Joints significantly affects Shopping Experience. H3 = Multiplex/Entertainment significantly affects Shopping Experience.

H4 = Facilities like Car parking; AC, and so on significantly affect Shopping Experience.

Table 10. Regression Results for Dimensions on Shopping Experience

DIMENSIONS	COEFFICIENTS	T STAT	SIG. (P-VALUE)
Availability	0.41592	3.41436	0.0010
Eating Joints	0.11633	1.17723	0.2428
Multiplexes	0.52061	3.94002	0.0001
Facilities	-0.21897	-1.99216	0.0499

Note: Dependent Variable: Overall Customer Shopping Experience F = 32.951 (Sig. at p<0.05), R=0.79833, R² =0.63733, adj R² =0.61799 p<0.05

Table 10 gives out the consequence of the multiple regressions analysis tests with the goal that proper conclusions can be formulated.

■ **Hypothesis Testing**

H1 = Availability of Goods significantly affects Overall Shopping Experience.

In light of the outcome in Table 10, Multiple Regression displays that there is a huge positive connection between Availability of Goods and Overall Shopping Experience (Coefficient=0.41, p<0.05). Subsequently, the primary hypothesis of this research is acknowledged.

H2 = Quality of Eating Joints significantly affects Overall Shopping Experience.

In light of the outcome in Table 10, Multiple Regression displays that there is certifiably not a huge connection between Quality of Eating Joints and Overall Shopping Experience (Coefficient=0.11, p>0.05). Therefore, the second hypothesis of this research isn't accepted.

H3 = Multiplex/Entertainment significantly affects Overall Shopping Experience.

In light of the outcome in Table 10, Multiple Regression displays that there is a noteworthy connection between Multiplex Experience/Entertainment and Overall Shopping Experience (Coefficient=0.52,p<0.05). Subsequently, the third hypothesis of this research is accepted.

H4 = Facilities significantly affect Overall Shopping Experience.

In view of the outcome in Table 10, Multiple Regression displays that there is a critical negative connection between Facilities offered and Overall Shopping Experience (Coefficient=-0.21, p<0.05). Thusly, the fourth hypothesis of this research isn't accepted.

Table 10 demonstrates that Availability of Goods and Multiplex Experience/Entertainment have a noteworthy positive impact on Overall Shopping Experience, though the impact of Responsiveness, Assurance and Empathy on Overall Shopping Experience isn't critical.

In this way, speculations H1 and H3 are accepted while H2 and H4 are not accepted. Additionally, Multiplex Experience/Entertainment has more noteworthy impact (Coefficient=0.52, p<.05) than that of Availability of Goods (Coefficient=0.41, p<.05).

■ **ANOVA Analysis**

A hypothesis test was done so as to find whether there is any contrast between the different factors influencing mall shopping behavior or not. ANOVA

was in this manner used to examinations the few factors.

H0 = There is no noteworthy contrast between the different attributes/factors influencing Mall Shopping to be specific – Convenience, Variety, Hygiene, Value for Money, Expensiveness, Congeniality, Fashion and Family Suitability.

H1 = There is a noteworthy contrast between the different attributes/factors influencing Shopping Experience.

Table 11. ANOVA Results for Factors Affecting Shopping Experience

F	P-VALUE	F-CRIT
38.9888	1.51E-45	2.02405

Table 11 gives out the aftereffect of the ANOVA analysis test so appropriate conclusions can be contrived.

■ **Hypothesis Testing**

H1 = There is a noteworthy distinction between the different attributes/factors influencing Shopping Experience.

In light of the outcome in Table 11, ANOVA shows that there is a huge contrast between the different factors/attributes influencing Shopping Experience (F-Value>F-Critical, P-Value>0.05). Subsequently, the hypothesis of this research is accepted.

The Overall Mall Experience got an average rating of 3.8625 out of 5, which focuses towards altogether high satisfaction dimensions of the respondents from malls.

6. CONCLUSION

With the adjustment in the living style of the general population of Delhi it is seen that consumers want to purchase from a spot where the openness is higher and where they can purchase everything under one roof. This has brought the idea of Malls. Additionally, with the opening of the stores and hypermarkets in Malls consumers get assortment of product at competitive costs. Consumers not just regard Malls as a spot to shop yet they treat it as an excursion place where can appreciate utilizing the recreational facilities like multiplexes, gaming zones and can even go for Window Shopping. Facilities like Spa, Gyms, eating Joints are altogether found in the Malls. This includes to their shopping Experience.

Consumers experience the thorough idea handling making their buying decisions, since there are elective products which contend in the territory's nearness, generally less expensive value, quality, and so on. Brand, Quality and cost are one among the solid contending factors in the decision-making process. In any case, in malls, the in-house ads and signage has a bigger extension to entice the customers towards

purchases, as a significant customer visit mall for window shopping. Along these lines, malls retailer can concentrate more in this specific region to pull in the customers. Pre-arranging and in-house promoting together give clearness and customer can go for better buying decisions. dominant part decided on "Closeness of Malls" as one key parameter to decide for shopping, there is dependably a degree for different retailers to appreciate. On the off chance that the motivation behind shopping is just the purchase of products, they need not head out to malls the whole distance, rather would pick a superior Khirana or a close-by small mall for the equivalent. This examination has been done at Delhi and the National Capital Region comprising of Gurgaon, Noida, Ghaziabad and Faridabad which aggregately have the maximum number of malls in India. As Delhi NCR is driving in the current mall space and expansive measure of mall supply in future is additionally on the anvil, the discoveries are accepted to be gigantically helpful for those in the mall business around there.

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