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ABSTRACT

A shopping mall (or simply mall), shopping center, or shopping arcade is a building or set of buildings that contain stores, and has interconnecting walkways enabling visitors to easily walk from store to store. The walkways may or may not be enclosed. The main purpose of the present study is to found out the impact of mall environment on mall equity. The Gwalior region is selected for the study, sample size is 200. Reliability test is applied to check the reliability of data and regression is applied to find out impact of mall environment on mall equity.

Introduction

Mall is generally used to refer to a large Shopping area usually composed of a single building, which contains multiple shops. Therefore, mall can refer to a place where a collection of shops all adjoins a pedestrian area that allows shoppers to walk without interference from vehicle traffic.

The shopping mall therefore offers a space where people can relax as much as in they may want to shop. The experience that the shopper has in a given shopping mall is crucial in determining whether the person will go back to the shopping mall again. The shopping mall is a social environment that is not one's home or office, but rather a "third place" in which to socialize works or just hang out. A café in the shopping mall should not just be a place to hang out and/or work from a laptop, but part of a self-sustaining, self-generating scenario of distributed shopping experiences. Alfred Taubman, who developed some of the most successful malls in the United States, talks on the success of shopping malls, and the factors that influence the same. He reasons that ultimately, the success of a shopping mall is grounded in a profound level of insight into the shopper's experience. He argues that, people want to be closer to other people. Just in the same way that a person doesn't want to sit home alone and watch a movie on their television, but rather goes to a movie theatre to pay for the same movie. People are "entertained" by just watching other people go about their business. In this same way, some shopping malls have gone as far as providing fairs, exhibitions and other related activities, just to attract people into the malls. Therefore, the public space acts as the major attraction and/or the component that keeps the shopper for a duration that is enough for them to view and see all that the shopping mall has to offer. The environment therein is of great importance too. For this reason, successful malls offer a controlled environment in their interiors. This gives a comfortable interior enabling shopper to go about their business in an atmosphere that is optimal for such undertakings. Ventilation, lighting thus become a big phenomenon in the planning and designing of the shopping mall.

Objectives of the study

1. To find out impact of mall environment on mall equity
2. To analyze the present status of malls in Gwalior region

Hypothesis of study

H01: There is a no significant impact of mall environment on mall equity

Research Design

The study was exploratory and empirical in nature. Primary data and secondary data is used for research.

Sampling Technique

Random sampling technique was used to identify the respondents of the study. Big bazaar and Deendyal mall is selected for the study.

Population

The population for the study included customers who use to buy products from Big bazaar and Deendyal mall and employees working in this malls. The targeted population for the study is 4300 samples.

Sample Size

Sample size was 200

Questionnaire

Structured questionnaires were prepared for the study and it was prepared by studying various past studies undertaken by researchers. The questionnaire is divided into two parts. First section of the questionnaire consist demographic profile of customers and employees. In first section, questionnaire demographics include gender, age, marital status, educational qualification, income, work experience. In the second part of questionnaire, variables related to mall environment were included. The variables are measured on five point Likert scale where 1= strongly disagree and 5= strongly agree.

Data Analysis

Demographic Profile

The demographic profile from surveyed respondents is shows a meaningful result. The gender distribution of respondents is 65 percent for male and 35 percent for female. Majority of respondents have bachelor degree qualification with 50 percent, intermediate with 20 percent and master degree with 30 percent. The reliability of questionnaire were tested through reliability test and the value of cronbach's alpha is calculated which is more than .70.

Regression Analysis

Regression analysis has been carried to find out the relationship between independent and dependent variables and to find the relationship between mall environment and mall equity. Value of Durbin watson is 1.884 which indicate that model is good fit for regression, Value of F

is 125.833, which are significant at 0% level, and value of t is 7.602, which are also significant at 0% level. R square value is .389, which indicates 38.9 % of variance in mall equity is explained by customer mall environment. This indicates that there is a significant impact of mall environment on mall equity. Thus, hypothesis is rejected.

Conclusion

It is concluded from the above study that mall environment play a major role in influencing consumer bahaviour and creating mall equity, the retail organization should focus on the ambience factors of the mall and infrastructure should be design in such a way that provides a pleasant visit to customers. The research found that the comfortable recreational areas and mall environment plays a significant role for creating mall equity in malls, this findings will help the retailers to design their malls in consideration with all these factors so to retain their customers.

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Table 1. Description of Sampling

S.NO	Name of mall	Sample size	Customers	Employees
1	Big Bazaar	100	80	20
2	Deendyal Mall	100	80	20

Reliability Statistics

Cronbach's alpha	Cronbach's alpha based on strandized items	No of items
.780	.783	16

The reliability of questionnaire were tested through reliability test and the value of cronbach's alpha is calculated which is more than .70.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.623[a]	.389	.385	8.511	1.884

a. Predictors: (Constant), Mall environment

b. Dependent Variable: Mall equity

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9113.966	1	9113.966	125.833	.000[a]
	Residual	14340.909	198	72.429		
	Total	23454.875	199			

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
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	Residual	14340.909	198	72.429		
	Total	23454.875	199			

a. Predictors: (Constant), Mall environment

b. Dependent Variable: Mall equity

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	19.620	2.581		7.602	.000
	Mall environment	2.039	.182	.623	11.218	.000

a. Dependent Variable: Mall equity

The above table shows the regression results between mall environment and mall equity. The equation for regression analysis from the above table can summarized as below

$Y = a + b x + error$

Mall equity = 19.620 + .623 (mall environment)