# Consumer Attitude of People towards Commercial Center with Special Reference to Oberon Mall, Kochi

**Athira K Thampi, Athira V Menon, K G Rajani**

*Abstract: A shopping mall is a building that contains retail stores under one roof. It is the collection or group of different stores offering various brands, products or services at one place.In malls under one roof we can see different consumer attitudes. But this wasn't the case before the arrival of mall, people was depending on mom-and-pop stores and margin free to get their supplementary, and need to visit other stores to get several other things like garments , groceries etc. But this was not the case when mall was introduced, people was free to purchase from one place where we get all the needed things. Nowadays, malls are situated in almost every major city around the world which plays a pivot role in today's environment and we see consumer with different purchasing behaviour.*

*Index Terms: Consumers, Consumer attitude,Commercial attraction, Feasibility, Merchandise, Purchasing behaviour.*

## I. INTRODUCTION

The concept of shopping malls in India is experinced a great change. With globalization at its peak and paring away for the international brands, people may feel that they get anything from these shopping malls. The main reasons for conducting such a research is to find out which sections of the society do a lot of shopping in the malls. And we look into the scenario, before the arrival of shopping mall the consumers depended on the mom-and-pop stores to meet their need . Consumer also faced a major problem while shopping in stores and margin-frees due to lack of proper parking facilities which turned into a major issue. But in later there was a dramatic change when shopping mall came into existence. They provide services ,wide range of products under a single roof from groceries to entertainment are being provided in malls. Oberon mall is considered as one of the largest shopping mall in Kerala which is located in the heart of the Cochin City. The mall established on March 2009.All the big brands are available under one roof.

Today Oberon group has became multinational group with various farm products, hospitality, national and international ventures including shopping malls, entertainment, games ,stationery etc . It is also considered as the first lifestyle mall in Kerala , aims to define again the shopping habits of keralites and set a trends in shopping and entertainment with rich experience.

## II. OBJECTIVES

● To know the approaches of people towards the new generation shopping malls with special reference to Oberon mall, Kochi, Kerala.
● To know the effect of new generation malls on lifestyle of people.
● To know the shift in satisfaction level of customers of retail shops with the establishment of shopping malls.

**STATEMENT OF THE PROBLEM:**

Shopping mall is considered as the very important factor. The main advantage of a mall is each and every product are available under one roof. The study is mainly for the purpose of knowing about the attitude of people towards new generation shopping mall which had become a part of our life, which offer everything needed under one roof. Through this we made an analysis of the attitude of people towards new generation shopping mall with special reference to Oberon mall, Kochi, Kerala.

## III. RESEARCH METHODOLOGY:

The methodology used to collect the data comprises of both primary and secondary data. Primary data: Data have been collected by means of observations and direct interview. For this study we mainly focused on questionnaire. Secondary data are collected indirectly. This is done through books, reports, journals, periodicals and websites related to the area under study. For analysing consumer attitude of people towards Oberon mall we used statistical tools such as correlation, chi-square and percentage method.

HYPOTHESIS
● H0: There is no effect on the satisfaction level of customers of retail shop with the introduction of shopping malls.
● H1: There is an effect on the satisfaction level of customers of retail shop with the introduction of shopping malls proof read your paper.

## IV. ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST

| | Value | df | Asymp. Sig. (2-sided) | |
|---|---|---|---|---|
| Pearson Chi-Square | 27.982a | **8** | | 0 |
| Likelihood Ratio | 29.423 | **8** | | 0 |
| Linear-by-Linear Association | 21.935 | | **1** | 0 |
| N of Valid Cases | | 100 | - | 0 |

**INTERPRETATION:**

The tested value shows that the obtained chi-square value is 27 is significant. It means that the obtained significant value is 0.01 Which is less than the cut off value is of 0.0. So, There is a significant relationship between affordability and service

CORRELATION

| | Comfortable | Purchase |
|---|---|---|
| Comfortable Pearson Correlation | **1** | **.21** |
| Sig(2-tailed) | - | **.837** |
| N | **100** | **100** |

**INTERPRETATION:**

The value of Pearson correlation is .021 which is significant at 0.01. It can be obtained that, there is a large positive relationship between comfortable and purchase.

## V. FINDINGS

1. Majority says that they comes to Oberon Mall for the purchase of lifestyle products at reasonable cost.
2. Majority of the respondents says that the opinion about the staff is considered to be good.
3. A huge respondent says that they prefer shopping at Oberon Mall because of quality products.
4. Majority of the people says that they occasionally visit Oberon Mall.
5. Majority of the people visit Oberon mall due to the availability of a wide range of foreign brands at feasible rate. 6. Majority says that the allocation of each product is segmented according to the nature of the product

## VI. SUGGESTIONS

1. Product should be properly arranged.
2. Number of salesman in each section should be increased
3. More products of Indian brands should be included.
4. They need to examine not only the quality but also the quantity according to its nature
5. Facility in parking area should be improved.
6. Safety measures should be improved in Oberon mall to avoid uncertainity if occurred.

## VII. CONCLUSION

Mall should be converted in a manner that the new aspects can be added later on it to keep up the consumers delight. Managing consumer attitude and innovation is the key to stay amid competition. Ensuring a relaxing ambience and facilities like seating arrangements for elders, a proper alignment for entrance and exit etc is necessary. Malls with a statement like values for time, value of quality, value of experience, value of money is encouraging India to become a shining star of global retail.

## REFERENCES

1. Books and Articles 1. Shekaretal(2016) conducted on personality and buying motives of Indian consumers volume 3.
2. Sohil( 2015) report based on The difference in men and women for the preference in shopping mall.
3. Tushiff and Gupta(2013) report on the relationship of various factors with impulse buying behaviour of consumers
4. Manmadhan and Prema (16 October 2008) on the article "Kochi moves to Suburbs". The Hindu Retrieved on7 June 2009.
5. An article about Oberon mall appeared in,The economic Times 26 Feb 2009 coined about Oberon group opens 100 cr mall in Kochi.
6. Juhan, Samuel(1 march 2009)articled about "Kerala gets its largest lifestyle mall 'Oberon mall' in Kochi"

**WEBSITES:**

www.googlebooks.com. www.wikipedia.com. www.study.com. www.academic.edu

### AUTHORS PROFILE

**Athira K Thampi,** M Com Finance and System Amrita School . Of Arts and Science, Kochi

**Athira V Menon,** M Com Finance and System Amrita School . Of Arts and Science, Kochi

**K G Rajani,** Assistant Professor Amrita School Of Arts and Science, Kochi