

Effects of Shopping Mall Attributes on Indian Youth Emotion: An Empirical Study

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Abstract

The present study examines how various attributes of shopping mall environment influences the Indian youth consumer's emotions. It is also extended the research towards the dimensions of positive and negative emotions of youth. Thus, the main goal of this research work is to ascertain how the characteristics of shopping centers affect the feelings of young customers when they visit them. The study involves (551) samples and it is collected by using mall intercept technique. The ANOVA's findings learn more about the beneficial relationship between youth's positive emotions and shopping mall qualities here. This study has several practical implications. Firstly, the result has shown that the shopping mall attributes has positive and significant impact on youth consumer's positive emotion. This means, the more number of shopping mall attributes will lead to the strong positive emotions of consumers towards shopping mall. Further the study provided the evidence that shopping mall attributes has a significant impact on negative emotions.

Keywords: *Shopping malls, positive emotion, Negative emotion*

1 Introduction

Young consumers are a budding force in many global markets. They are rising not only in numbers but also in expenditure power. Youth consumers are an emerging age group which is recognized as meaningful market segment (Wong et.al., 2012). The youth segment in urban India has an limitless appetite for clothes, fast food and gadgets. It can be worthwhile market for today's retailer. This group also has an extra ordinary power over the parent's purchasing power, usually referred to as "pester power". This section is also vital for retailers to analyze the demographic profile of youth consumers. This group changes very quickly with small increases in the age.

Two thirds of the population in the nation are under 35, and by the year 2050, more than 60% will be in the working age range of 15 to 60. The average age of Indians are 23 in comparison to the world median age of 33. India is home to about 20 percent of the global population under 25 years of age (RBI, 2008-09) (RBI handbook on Indian economy 2008-09).

Youth consumers are the driving force of any retail industry. This is an emerging group which shapes the meaning of shopping of the shopping malls. Shopping malls are replacing traditional bazaars and having an increasing impact on our economic and social lives (Hameli, 2017). Shopping malls are not only to shop but also the places to have fun.

Shopping malls are an integral part of the community and a one-stop-shop for all kind of consumer's needs from shopping to dining and entertainment. In the last decade shopping malls have evolved from shopping destination to entertainment destination. In addition to that today malls are synchronizing with customer's needs by offering constant engagement and activities and to target each audience that visits the mall. We can conclude that a shopping mall has something for everyone in the family, regardless of age and gender (Indian Retailer.com, 2022).

The rise of corporate retail giants and the superstore make the shopping more entertaining and valuable. India is the highest rising consumer market of the globe in contemporary retail market due to liberalization and business policies in the last two decades (Kincade, 2007). There is no universal retail format and structure across the globe based on the retail evolution and trend (Sahay, 2012) but the developed countries are touching towards the unconventional retail format. Kincade (2007) claims that the joint retail development theory aids in predicting increased aggression in upcoming retail markets. The concept of shopping mall entered in to the Indian scenario

after globalization. The Spencer plaza of Chennai came to the picture in 1999 (Image Research, 2007). Malls are the representative of cultural and entertainment centers. The retail format can be characterized as the significant manifestation of the retail industry that seeks steady growth and upkeep to guarantee long-term viability (Kincade, 2007). The retailing variables like product assortment, product category, price, convenience and experience basically ensures the footfalls and it affects to the success rate of the retailer. A significant portion of Indian shoppers engage in shopping as a recreational activity (Sahay, 2012).

2 Literature Review

Shopping mall attributes

The thought of shopping malls originated from the western countries. These shopping malls have very specific appeal in their approach and that reflects the mix needs of the targeted customers. In case of Indian shopping malls, they are not the accurate imitation of western shopping malls. Indian shopping malls are always located in a high density urban area. Therefore Indian malls are more perpendicular in approach (Singh, Bose, 2008).

Today's malls are very different in nature with store mix, location, entertainment, food and beverage which is tailor-made to suit the target customer (KPMG Analysis, 2017, October).

The customer's learning is an important aspect to get the expertise in retail shopping environment (Uniyal, 2012). Store shopping behavior can be better understood by looking at the situational and retailer aspects (Yan, 2004). The retailer's marketing strategies, which include pricing, promotions, product assortment, improved operational systems, and overall excellence, all have an impact on consumers' purchasing decisions (Yan, 2004). The marketing stimulant primarily offered in terms of entertaining experience, ease of the site (Sahay, 2012) and behavior of sales staff service operate as a cues which reduce the consumer's perceived risk concerning shopping mall qualities.

Numerous researches have been conducted on consumer perception, assessment, and behavior, which aids merchants in strategic planning and promote the expansion of modern retail (Sahay, 2012). According to (Kotler, 1973), shop qualities relating to retail outlet can be categorized in terms of "store atmospherics and store location". Ambient elements of a store, such as color, lighting, music played, salespeople, and so many. The dimensions that go into creating a shopping mall's image are location, products sold, product quality, store environment, price, employee equality, visibility, promotion, and services, according to Ghosh (1990).

Emotion

People determine emotions through a cognitive evaluation process, which views emotions as a general condition of provocation. Emotion is "a mental state of readiness that arises from cognitive appraisals of events or thoughts," and it "may lead to particular actions," according to Bagozzi et al. (2017). It also explains that emotions are deliberate and derived from particular things or references. Emotion and the emotional aspect of the human brain are closely intertwined. A mental classification, that is biased, consciously sensed, and often perceived in unison with emotion and mood. Since emotion has a specific mood and increases in intensity, it has an impact on psychological health.

The study of emotion can be approached from various angles. According to Izard (1977), the discrete emotions perspective suggests that emotions can be understood as a collection of discrete and phenomenological distinct affective states. The same methodology (Dawson et al., 1990) looked at seven distinct emotional states in their examination of the impact of emotions in the retail setting (relaxed, content, satisfied, cheerful, astonished, enthusiastic, and rewarded).

2.3. Positive Emotion and Negative Emotion

Different emotion structures exist (positive/negative vs. specific emotion), according to the research. Emotions, according to (Storm & Storm, 1987), can be divided into clusters and arranged hierarchically. At the most basic level, influence is both positive and negative.

Positive emotions can basically be split into two categories: interpersonal emotions and emotion without a social context (Storm and Storm, 1987). There are major differences between the non-interpersonal emotions, yet love and its particular emotion names cover the interpersonal emotions. Compared to contentment, which is passive and has a low level of arousal, happiness is more active and reactive. On the other side, pride refers to the sense of superiority. When a goal is not achieved, negative emotion will be felt instead of positive emotion when the object is satisfied with his achievement. Morris and Hirschman (1982) claim that emotions can be divided into two categories: positive and negative. Positive emotional states include excitement, acceptance, and interest, whereas negative emotional states include wrath, disapproval, aggravation, concern, melancholy, disgust, and shame. Storm and Storm (1987) assert that situations outside of one's control or the conduct of other people can elicit fundamentally unpleasant emotions like dread, grief, and rage.

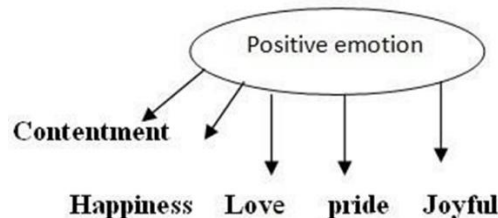


Figure1:PositiveEmotion

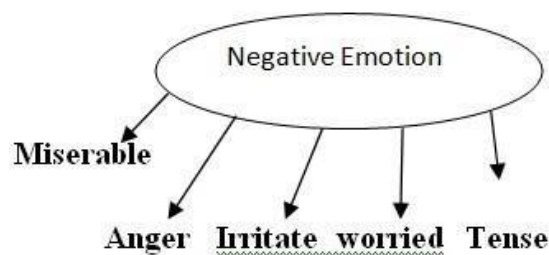


Figure2:Negative Emotion

(Mowen and Minor, 1997) state that two polar opposite dimensions of affective response—excitation, which is unpleasant and passive—and passion—are the sources of emotion. Four kinds of moods are identified by these two-dimensional arrangements: melancholy, anger, contentment, and happiness. According to Palacios et al. (2016), affective features in consumers are caused by environmental stimulation, which includes both positive and negative affective reactions. While the negative affective reaction is irritating and distressing and the positive affective response's emotions are serenity and enthusiasm. Emotions, therefore, are products of the cognitive process and are contingent upon the environment and circumstances. Consequently, emotions are dispositions toward action in addition to being reactions to assessments. Singh and colleagues (2023) suggest that respondent emotions, including pleasure and arousal, are predicted by interactions with mall appealing qualities based on prior experiences. The above literature related to positive and negative emotions has been presented through Figure-1 and Figure-2.

3 Emotion and Shopping mall attributes

Research on marketing generally agrees that people react sensitively to their surroundings. For instance, (Kotler, 1973) claims that emotional reactions can be induced in customers by shop surroundings. As a result, certain features of the retail environment such as music and aromas might have an emotional impact on customers. Similar to this, research demonstrates that aspects of the retail environment produce sensory stimulation that can pique consumers' emotions such as calm, relaxation, and energy. Thus, in order to elicit from consumers certain desired feelings, retailers exploit features of the shopping mall environment. Consumers' emotional states are influenced by shopping mall environment factors when they are shopping.

The authors, Wong et al. (2012), describe how alterations in lifestyle lead to a shift in consumers' shopping preferences, causing them to value luxury and other essential items that have a significant impact on their emotions and overall financial well-being in addition to necessities that meet their household needs.

(Rahadhini et al., 2020) assert that the hedonic shopping value directly influences impulsive purchases by evoking pleasant feelings.

4 Research Gap

In summary, overview shows that there is wide divergence in the content of shopping mall attributes and consumer emotion. Studied often use different variables of shopping mall attributes and focus on different location. There are also different research on shopping mall and consumer psychology. So a few research has been done on youth consumer's emotion and shopping malls.

Therefore, our proposed model has two variables:

The shopping mall attributes is an independent variable consisting of 9 items:

1. Location,
2. Floor layout,
3. Depth of merchandise,
4. Width of the merchandise,
5. Lighting of the store
6. Music played in the store,
7. Visual merchandise,
8. Efficiency,
9. Prompt staff and

2. Youth consumer's emotion is a dependent variable which consists of 10 items. Youth's emotion also has two categories, positive emotion and negative emotion.

From the above literature review, we proposed the conceptual model in Figure-3.

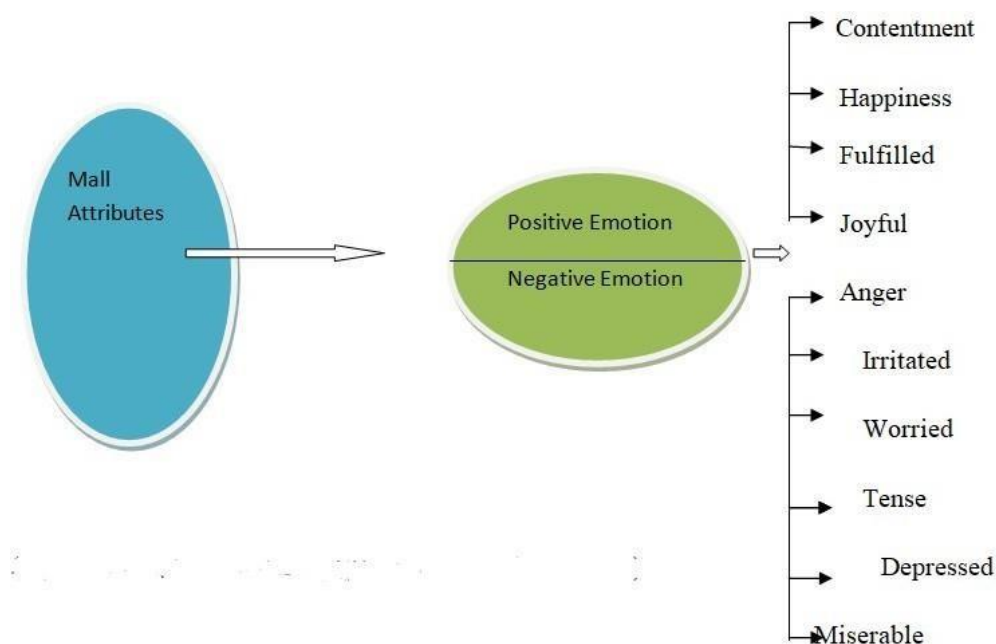


Figure3: Conceptual Model of Effects of shopping Mall on positive and negative emotions

5 Objectives

The study aims to investigate the impact of shopping mall features on the emotional state of young Indian consumers. Additionally, it has been discovered that shopping mall features have a favorable and significant impact on both negative and good emotions.

6 Hypotheses

A series of theories about the probable connection between features of the shopping mall environment and consumer emotion were established based on the structural questionnaire approach. Figure 3 provides a rough picture of the model that will be examined. Given the proposed model, we propose two theories. H1: The effect of shopping mall attributes on positive emotion of youth consumers is positive and significant H2: The effect of shopping mall attributes on negative emotion of youth consumers is positive and significant.

7 Research Design and Methodology

Instrument design

Mostly, this study is based on primary data. Secondary data is only employed in the framework development process. The primary instrument for gathering information regarding the feelings of young consumers in relation to shopping malls is an organized questionnaire. A five-point Likert scale is employed to elicit questionnaire replies. According to Laros and Steenkamp (2003), emotions are scored using a five-point Likert scale that goes from "I feel this emotion not at all (1)" to "I feel this emotion very strongly (5)." The questionnaire's first portion includes questions meant to elicit the respondents' demographic data. There are nine items in the second section of the questionnaire covering the characteristics of shopping malls. Ten questions make up the third component of the questionnaire, which is about the qualities of the emotion.

Data Collection

The study includes sample respondents who are residing in different cities of Odisha. Sample respondents are selected using judgmental sampling method. The target population for this study is consisting of mainly youth as they constitute the majority of the visitors of shopping malls. The questionnaire was administered to 649 respondents. Initially, a pilot study was done on 116 respondents. Out of 649 responses, 250 responses were collected through e-mail and the rest was collected from the physical mode and the valid responses were 551. A three step analysis process is used. The Initial investigation of the data is done to check whether measures of each can explain enough variance in the construct.

8 Data Analysis

In this study the Cronbach's alpha coefficients for the scale reliabilities is exceeding the minimum value of 0.7 which is presented below in (Table-1). The data were tested for sampling adequacy using KMO and sphericity statistics. The KMO measures the sampling adequacy ratio had a value of 0.753 which is greater than the minimum acceptable value of 0.5 which is presented in (Table-2).

Cronbach's Alpha	No. of Items
0.733	26

Table 1: Reliability Statistics

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.753
Approx. Chi-Square	4456.868
Bartlett's Test of Sphericity (df)	171
Sig.	.000

Table 2: KMO and Bartlett's Test

Shopping-mall attributes	Initial	Extraction
Location of the outlet	1.000	.563
Floor Layout(design)	1.000	.523
Depth of Merchandise	1.000	.650
Width of merchandise	1.000	.659
Lighting within store	1.000	.647
Music played in thestore	1.000	.538
Visual merchandising	1.000	.576
Efficiency of billing	1.000	.678
Prompt Staff	1.000	.677

Table3:Communalities

In this study all the items of shopping mall attributes has been extracted through commu-nalities test and their values are more than.5 which is accepted.(in the table-3).

8.1Shopping malls youth consumer's profile based on demographic characteristics

In order to derive insights into the shopping mall's youth consumer segment, we compared demo- graphic characteristics (age, gender, income, occupation, education and store visit) which is presented below.

Analysis of Youth Consumer's demographic profile For the present sample, all respondents were youth with 45.2 percent of the respondents being males and 54.8 percent respondents being females. A majority of them (37.9percent) were 18-22 years of age. The respondents were divided in to five income categories with monthly income less than Rs15000(59.3percent), between Rs15000 to Rs 25000(11.4 percent), between Rs 250001- Rs 35000 (10 percent), between Rs 350001 to Rs 50000 (11.4 percent) and more than Rs 50000 (7.8 percent).The respondents were divided according tothe different occupation (12.2 percent) were professionals, (9.3 percent) were business person, 24.5 percent were salaried,

48.1 percent were students and (6percent) were from other occupation. They have alsodifferent educational back ground out of them (47.4percent) majority have postgraduates. In terms of store visit by youth the preference were (10.3percent) towards kirana store,(24.7percent) towards departmental stores, (52.3percent) towards supermarket),10 percent towards Hypermarket and 2.7 percent have other preferences. The maximum youth visitors (59.3 percent) visit the store once in a week.

8.2Test of Hypotheses

Shopping MallAttributes	Contented		Fulfilled		Happy		Joyful	
	F value	P value	F value	P value	F value	P value	F value	P value
LocationFloor Layout	4.222	12	3.595	0.000	2.961	0.000	3.475	0.000
Depth of merchandiseWidth of merchandiseLighting								
Music								
Visual merchandising								
Efficiency of billing								
Prompt staff								

Table4:Effect of Shopping mall Attributes on Positive Emotion(H1)

ANOVA was conducted to examine the effect of shopping mall attributes on youth consumer's emotion.

The table-4 states that shopping mall attributes have an effect on positive emotions of youth consumer's results partially support these effects. Firstly the shopping mall attributes on contented (positive emotion) is positive and significant ($F=4.222, p<0.000$). As predicted in table-4 shows that mall attributes effect on Fulfilled (positive emotion) is positive and significant ($F=3.595, p<0.00$). According to the table-4 analysis shows that shopping mall attributes effect on Happy (positive emotion) is positive and significant ($F=2.961, p<0.002$). It also shows that store attributes effect on joyful (positive emotion) is positive and significant ($F=3.475, p<0.05$).

Shopping Mall Attributes	Anger value	value	Irritated value	value	Worried value	value	Tense value	value	Depressed value	value	Miserable value	value
Location Floor Layout Depth of merchandise Width of merchandise Lighting Music Visual merchandise Efficiency of billing Prompt staff	1.900	.050	2.683	.005	.822	.596	2.267	.017	3.518	.000	2.226	0.019

Table 5: Effect of Shopping mall Attributes on Negative Emotion (H2)

The above table (Table- 5) shows that, the link between shopping mall attributes and youth consumer's negative emotion. The findings back up these impacts. Table 5 demonstrates that ($F=1.90, p.05$) significantly affected negative emotion (anger). Table- 5 reveals that mall attributes effect on Irritated (negative emotion) is positive and significant ($Fvalue=2.683, p<.005$). According to table-5 regression analysis shows that mall attributes effect on Worried (negative emotion) is negative and not significant ($Fvalue=.822, P>.596$). In table 5 the regression analysis shows that mall attributes effect on Tense (negative emotion) is positive and significant ($Fvalue=2.267, P<.017$). Table-5 also explain about shopping mall attributes effect on Depressed (negative emotion) is positive and significant ($F=3.518, p<0.05$). Finally, the shopping mall attributes on Miserable (negative emotion) is positive and significant ($F=2.226, p<0.019$).

9 Conclusions

This article's goal was to assess the impact of shopping mall environment attributes on youth consumers' emotion. It also examined its effect on positive and negative emotions. The results shows that mall environment attributes have significant effect on three negative emotions out of the five negative emotions. The current study provided several insights. The study captured the youth consumer's positive and negative emotion of two locations by ANOVA method.

The understanding of consumer psychology in different shopping environment is difficult. A large number of studies have been done on store attributes and consumer psychology. Though the previous endeavors have found a little scope in their investigation for various aspects of shopping mall attributes and consumer psychology. The present work fills up this gap by finding out how shopping mall attributes putting effect on youth consumer's positive and negative emotion.

This study has numerous realistic implications. Firstly, the results showed that shopping mall attributes has positive and significant impact on youth consumer's positive emotion. This means, the

More number of shopping mall attributes will lead to the strong positive emotions of consumer's towards shopping mall.

10 Future Scope

Further the study may be conducted to the different malls and regions before generalizing the result. This study may be extended to destination shopping malls.

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