

GENERATION Y'S SHOPPING MALL BEHAVIOUR IN A TIER II CITY

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Abstract: Generation Y named as the next generation of spenders is young, educated and tech-savvy who hold a differing attitude regarding shopping when compared to the other cohorts because of technological/socio-cultural/ economic and retail changes in the last few years. India is positioned as the foremost destination for retail investment. The highly diverse demographics, the spending power, less operational cost and rentals make the retail tenants to shift to Tier II cities. Coimbatore being an educational and industrial hub has a diverse population who view shopping mall as a destination for entertainment. This study mainly focuses on the shopping mall behaviour of the Generation Y consumers in Coimbatore based on various shopping dimensions. Survey was collected from 348 respondents. It was found that GEN-Y who are under age group of 18 to 26 mainly visit malls as a place for social interactions. The Coimbatore Gen-Y respondents usually spent more time in mall when there is an attractive aesthetic and flow in the mall.

Keywords: Shopping behaviour, Generation Y, Mall

INTRODUCTION

Generation Y named as the next generation of spenders is young, educated and tech-savvy who hold a differing attitude regarding shopping when compared to the other cohorts because of technological/socio-cultural/ economic and retail changes in the last few years. They have been brought up in households where both parents work and have learnt to shop and make brand decisions sooner compared with other generations. Generation Y has highest spending power that boost the economic growth of the country. Being far more tech-savvy than previous generations, Generation Y, has not abandoned shopping in stores for online purchasing. They prefer visiting mall as a form of entertainment and a time to share with their friends and family. Generation Y offers the retail industry one of its greatest growth opportunities and simultaneously act as one of its greatest challenges. With 65 per cent of its population under the age of 35, India today is considered to be the most preferred hub to retail industry. According to the Global Retail Development Index, India is positioned as the foremost destination for retail

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investment. The highly diverse demographics, the spending power, less operational cost and rentals make the retail tenants to shift to Tier II cities. As per ASSOCHAM, consumer behaviour in tier- II cities has been witnessing a major shift from conventional trader-run standalone shops to larger format retail malls. Coimbatore being an educational and industrial hub has a diverse population who view shopping mall as a destination for shopping, social interaction and entertainment. Hence it is important to study the shopping mall behaviour of the Generation Y consumers in Coimbatore based on various shopping dimensions.

HYPOTHESES

- H1: There is a significant association between gender of the respondents and the shopping dimensions
- H2: There is a significant association between age of the respondents and the shopping dimensions
- H3: There is a significant association between qualification of the respondents and the shopping dimensions
- H4: There is a significant association between monthly income of the respondents and the shopping dimensions
- H5: There is a significant association between occupation of the respondents and the shopping dimensions
- H6: There is a significant association between Average time spent in mall per visit by the respondents and the shopping dimensions
- H7: There is a significant association between no. of stores visited during per visit to mall by the respondents and the shopping dimensions
- H8: There is a significant association between frequency of visit by the respondents and the shopping dimensions
- H9: There is a significant association between monthly spending percentage of the respondents and the shopping dimensions

REVIEW OF LITERATURE

Bloch *et al.* (1994), studied, consumers' interrelationships with malls as consumption sites are explored using the concept of a habitat drawn from the ecological sciences. They conducted an empirical study of consumer activity within multiple mall habitats. They found the differences in mall habitat activity patterns and identified explained the differences through the mall related shopping orientations.

Ma and Niehm (1994), examined the relationship of older Generation Y (Gen Y) customers' (18-27) shopping orientations. They assessed the importance and

impact of service expectations and perceptions on customer satisfaction and loyalty when shopping for apparel in different types of retail outlets. Three different retail settings (department, specialty, and discount stores) were studied using a convenience sample of older Gen Y female customers. Descriptive analysis, exploratory factor analysis, *F* tests, and regression analysis were employed. It was found that shopping orientations were related to older Gen Y customers' expectations for retail services and patronage in all three apparel retail settings.

Nicholls *et al.* (2002), investigated the changes in shopping behaviour in malls during 1990's and 2000. They collected and analysed the respondents' demographic attributes, shopping motivations, situational factors and purchase behaviour. They found no difference between the demographics of the respondents in the earlier and later periods. They observed significant differences in shopping patterns and purchase behaviours. They found the current generation to be leisure driven, visit mall less and purchase more per visit.

Taylor and Cosenza (2002), examined the reason for the shopping behaviour of a very important segment named "later aged female teen". They conducted a focus group interview in two large metropolitan cities in USA. It was found that this segment of late teen was born for shopping of apparels. The study revealed that the purchase of right product is important from a social affiliation and social influence position. The group felt that the desire to stay and shop at the mall seemed to be a function of the mall composition and excitement.

Bakewell and Mitchell (2003), examined the decision making of Adult Female Generation Y consumers using Consumer Styles Inventory (CSI). The study uses the CSI as a basis for segmenting Generation Y consumers in to five meaningful and distinct decision-making groups, namely: "recreational quality seekers", "recreational discount seekers", "trend setting loyals", "shopping and fashion uninterested" and "confused time/money conserving". The questionnaire was administered to a non-probability sample of female undergraduate students aged between 18 and 22, which resulted in 244 usable responses. The authors found confirmed shopping as a form of leisure and enjoyment for adult female Generation Ys. Who were finally grouped as "recreational quality seekers" and "recreational discount seekers".

Ahmed *et al.* (2007), conducted a survey to study the shopping habits and shopping orientation of the young adults in Malaysia. He collected the data from 132 respondents and founded that the students were motivated to visit the malls primarily by the interior design of the mall; products that interested them; opportunities for socializing with friends; and convenient one stop shopping. Further analysis showed that younger respondents have more favorable dispositions or shopping orientations towards malls than somewhat older respondents.

Howard (2007), studied on What is leisure shopping, who are leisure shoppers, what is leisure retailing, and how are shopping centres providing for them?. The paper portrayed two models which may be used to analyse both shopping activity and shopping centres from the leisure point of view. The author found that Leisure shopping is not best conceptualized as part of a continuum from purposive to leisure oriented. The result stated that leisure shopping is dependent on individual characteristics, trip motivations, the social setting of the trip and the nature of the destination.

Hemalathaa and Ravichandran (2009) studied the mall visit behaviour of older generation Y consumer and the identified the important factors that influence older generation Y consumer purchasing in malls. The questionnaire was collected from the visitors of malls with the age group between 19 and 25 years selected through the non probability sampling technique. It was found that there was a significant relationship between educational qualifications of the shoppers and the various motivational factors role shopping and adventure shopping that influence their visit to the mall.

Patel and Sharma (2009), investigated the shopping motivations Indian shoppers go for shopping in Mall. They conducted a survey among 162 active mall shoppers. The shopping motivations of the consumers were identified by 47 items grouped under nine factors by conducting factor analysis. Confirmatory factor analyses helped in validating the items as utilitarian and hedonic shopping motivations. Utilitarian shopping motivations identified were convenient shopping, economic shopping and achievement shopping while hedonic shopping motivations were shopping enjoyment, gratification shopping, idea shopping, shopping for aesthetic ambiance, roll shopping, and social shopping.

Deb (2012) used fuzzy analytical hierarchy processing (FAHP) to develop a structured model to understand mall preferences among Indian customers. The customer value from shopping experience was analysed using three sections namely, hedonic value (HV), utilitarian value (UV) and social value (SV). The study suggest that the most preferred value that determines mall preference by Indian customers is HV, followed by SV, contrary to the stereotype that Indian customers are price sensitive.

METHODOLOGY

A survey was conducted to assess the mall shopping habits of the young adults in Coimbatore. Total 348 usable surveys were obtained using convenient sampling method. The data was collected through a structured instrument. One section of the instrument was designed to capture the demographics and shopping behaviour patterns of the consumers. The other section had 27 items (Bloch *et al.*, 1994) classified under seven dimensions which was used to capture the consumers'

motive for visiting malls. Each dimension has multiple items ranging from two to seven items per dimension. Each item utilized a five-point Likert-type scale, ranging from 1 "strongly disagree" to 5 "strongly agree". The following is the description of each of the dimension studied

1. **Aesthetic dimension:** The mall itself offers experiences that are consumable beyond the products and services sold. Malls structure is sought for the climatic comfort and creates a different image than is characterized by silence or soft background music. Mall planners are devoting increasing resources to environmental and architectural aspects of the mall. Interior design is the key mall's image-fostering process Design features like high ceilings, flooring, store layout as well as physical facilities like elevators, air conditioning, and washrooms all impact assessments by consumers.
2. **Escape dimension:** The psychological sensory stimulation resulting from mall atmospherics is an attracting factor relieving from boredom or loneliness. A shopping trip can offer a consumer the opportunity for diversion from stressful routing lifestyle. The common term "browsing" or "window shopping" reinforce the belief that shopping is a popular pastime.
3. **Flow dimension:** Flow is a state of absorption that is associated with losing track of time Mall shoppers become relatively isolated from cues relating to time and weather.
4. **Exploration dimension:** Exploration, or learning about new trends, is a major attracting factor. Consumers visit malls Stores that are first to carry new products.
5. **Role enactment dimension:** Some consumers relish the buyer's role in the process of haggling and bargaining. For many shoppers, going to a mall allows them to enact a role that is significant to their personal identity.
6. **Social dimensions:** Shopping can provide the opportunity for a social experience outside the home. Shopping trips often result in planned or unplanned encounters with friends. Consumers desire to trade where store personnel, are perceived as helpful, friendly, and courteous.
7. **Convenience dimension:** Many shoppers select shopping areas based on hours of operation and travel time. Consumers prefer to shop as close to home as possible. Consumers dislike wasting time on finding parking space. Convenience of location and product variety offered will be key criteria for consumers.

Percentage analysis, mean and ANOVA was used for analyzing the data.

Table 1
Profile of the GEN Y Respondents

<i>Gender</i>	<i>Frequency</i>	<i>Percentage</i>
Male	259	74.4
Female	89	25.6
Total	348	100
<i>Age</i>	<i>Frequency</i>	<i>Percentage</i>
18-20	192	55.2
20-22	119	34.2
22-24	23	6.6
>24	14	4
Total	348	100
<i>Qualification</i>	<i>Frequency</i>	<i>Percentage</i>
Diploma	15	4.3
Bachelor Degree	211	60.6
Master Degree	122	35.1
Total	348	100
<i>Marital Status</i>	<i>Frequency</i>	<i>Percentage</i>
single	325	93.4
Married	23	6.6
Total	348	100
<i>Monthly income/Pocket Money</i>	<i>Frequency</i>	<i>Percentage</i>
<10000	259	74.4
10000-20000	31	8.9
20000-30000	14	4
30000-40000	14	4
40000-50000	11	3.2
50000-100000	11	3.2
>100000	8	2.3
Total	348	100
<i>Occupation</i>	<i>Frequency</i>	<i>Percentage</i>
Student	280	80.5
self employed	19	5.5
Professional	8	2.3
Salaried Private Employee	38	10.9
Salaried Government Employee	3	0.9
Total	348	100

Table 2
Shopping Behaviour Pattern of the GEN Y Respondents

<i>Average Time spent in the Mall per visit</i>	<i>Frequency</i>	<i>Percentage</i>
30 mins - 1 hr	90	25.9
1 hr - 2 hr	168	48.3
2 hr - 3 hr	62	17.8
3-4 hrs	23	6.6
> 4 hrs	5	1.4
Total	348	100
<i>No. of different stores visited during per visit to mall</i>	<i>Frequency</i>	<i>Percentage</i>
1-2	59	17
3-4	102	29.3
5-6	89	25.6
7-8	37	10.6
>=9	61	17.5
Total	348	100
<i>Frequency of visit to mall</i>	<i>Frequency</i>	<i>Percentage</i>
Every day	5	1.4
once in a week	82	23.6
once in two weeks	95	27.3
once in a month	128	36.8
whenever required	38	10.9
Total	348	100
<i>Spending in Mall as a % of monthly income</i>	<i>Frequency</i>	<i>Percentage</i>
5 per cent or less of their monthly income	164	47.1
6-10 per cent	111	31.9
11-15 per cent	28	8
16-20 per cent	20	5.7
more that 20 per cent	25	7.2
Total	348	100

Table 3
Measure of the Importance of the Shopping Mall Dimension

<i>Dimensions</i>	<i>N</i>	<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>	<i>Std. Deviation</i>
Aesthetic	348	1	5	3.5316	0.82667
Escape	348	1	5	2.8432	0.84862
Flow	348	1	5	3.0536	0.93308
Exploration	348	1	5	3.3973	0.74606
Role enactment	348	1	5	3.069	0.88266
social	348	1	5	3.7744	0.81687
convenience	348	1	5	3.2622	0.76229

RESULTS AND DISCUSSIONS

Profile of the Mall Visitors

The Table 1 shows the profile of the respondents. 80.5% of the respondents were students. 74% were male. 55.2% were in the age group of 18-20, and 34.2 % were in the age group of 20-24. 60.6% were Bachelor Degree holders while 35.1% were master Degree holders. 93.4 per cent of the Gen-Y respondents are single. 74.4% of them have an monthly income or pocket money of <Rs.10,000. 10.4% of them are salaried Private Employee.

Shopping Pattern of the Mall Visitors

Table 2 depicts the details of the shopping behaviour of the Gen -Y respondents. 48.3% of the respondents spend an average of 1hr-2hr for shopping during per visit to the mall while 25.9% spend 30 min-1 hr. 29.3 % visit 3-4 shops during per visit to the mall. While 25.6% visit 5-6 stores during their visit to the mall. 36.8% of the respondents visit once in month to the mall while 27.3% visit once in two weeks. 47.1% of the respondents spend 5% of their monthly income for the purchase at the mall per month. While 31.9% spends 6-10% of their monthly income for purchases at the mall.

Shopping Intension Dimensions

The Gen-Y visit mall giving importance to the social interactions dimensions. The next importance is given to Aesthetic dimension followed by exploration. Exploration, Convenience and flow dimensions follow the respective sequence in motivating the Gen-Y to visit mall. The least important motivation dimension for the visit to the mall was escapism (Refer Table 3).

ANOVA Results

Table 4 shows the ANOVA results. There is a significant association between the gender and the flow dimension. Significant association was found between age and motivational dimensions like Escapism, Flow and Role enactment. Escapism dimension was significantly associated with education qualification and marital status. Monthly income or pocket money was totally influencing the social interaction dimension and convenience dimension. The occupation did not have any significant influence on any of the shopping dimensions. The average time spent in the mall is significantly influenced by aesthetic and flow dimensions. The number of stores visited per visit to the mall is significantly influenced by aesthetic, flow, exploration, and social interaction dimensions. Frequency of the visit to the mall significantly influences the aesthetic, escapism, flow, exploration, Role enactment and convenience dimensions. There is no significant association between the monthly expenditure spent on any of the shopping dimensions.

Table 4
Details of the Variation in the Perception of the Shopping Mall Dimensions
Across the GEN Y Profile

<i>Gender</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Aesthetic	Between Groups	0.081	1	0.081	0.118	0.732
	Within Groups	237.052	346	0.685		
	Total	237.132	347			
Escape	Between Groups	0.236	1	0.236	0.328	0.567
	Within Groups	249.655	346	0.722		
	Total	249.891	347			
Flow	Between Groups	4.833	1	4.833	5.625	0.018**
	Within Groups	297.277	346	0.859		
	Total	302.11	347			
Exploration	Between Groups	1.063	1	1.063	1.916	0.167
	Within Groups	192.076	346	0.555		
	Total	193.14	347			
Role Enactment	Between Groups	0.2	1	0.2	0.256	0.613
	Within Groups	270.145	346	0.781		
	Total	270.345	347			
Social	Between Groups	1.11	1	1.11	1.667	0.197
	Within Groups	230.432	346	0.666		
	Total	231.542	347			
convenience	Between Groups	0.83	1	0.83	1.43	0.233
	Within Groups	200.806	346	0.58		
	Total	201.636	347			
<i>AGE</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Aesthetic	Between Groups	3.818	3	1.273	1.876	0.133
	Within Groups	233.315	344	0.678		
	Total	237.132	347			
Escape	Between Groups	6.539	3	2.18	3.081	0.028**
	Within Groups	243.353	344	0.707		
	Total	249.891	347			
Flow	Between Groups	11.707	3	3.902	4.622	0.003**
	Within Groups	290.403	344	0.844		
	Total	302.11	347			
Exploration	Between Groups	3.489	3	1.163	2.109	0.099
	Within Groups	189.651	344	0.551		
	Total	193.14	347			
Role Enactment	Between Groups	9.279	3	3.093	4.076	0.007**
	Within Groups	261.066	344	0.759		
	Total	270.345	347			

contd. table 4

Social	Between Groups	0.138	3	0.046	0.068	0.977
	Within Groups	231.404	344	0.673		
	Total	231.542	347			
convenience	Between Groups	1.594	3	0.531	0.914	0.434
	Within Groups	200.041	344	0.582		
	Total	201.636	347			
<i>EDUCATION</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Aesthetic	Between Groups	0.096	2	0.048	0.07	0.932
	Within Groups	237.036	345	0.687		
	Total	237.132	347			
Escape	Between Groups	4.541	2	2.27	3.193	0.042**
	Within Groups	245.35	345	0.711		
	Total	249.891	347			
flow	Between Groups	0.186	2	0.093	0.106	0.899
	Within Groups	301.923	345	0.875		
	Total	302.11	347			
Exploration	Between Groups	0.181	2	0.09	0.162	0.851
	Within Groups	192.959	345	0.559		
	Total	193.14	347			
Role Enactment	Between Groups	0.454	2	0.227	0.29	0.748
	Within Groups	269.89	345	0.782		
	Total	270.345	347			
social	Between Groups	0.092	2	0.046	0.068	0.934
	Within Groups	231.451	345	0.671		
	Total	231.542	347			
convenience	Between Groups	0.665	2	0.333	0.571	0.565
	Within Groups	200.97	345	0.583		
	Total	201.636	347			
<i>Marital Status</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Aesthetic	Between Groups	0.682	1	0.682	0.998	0.319
	Within Groups	236.45	346	0.683		
	Total	237.132	347			
Escape	Between Groups	3.623	1	3.623	5.09	0.025**
	Within Groups	246.268	346	0.712		
	Total	249.891	347			
Flow	Between Groups	1.621	1	1.621	1.866	0.173
	Within Groups	300.489	346	0.868		
	Total	302.11	347			
Exploration	Between Groups	0.166	1	0.166	0.297	0.586
	Within Groups	192.974	346	0.558		
	Total	193.14	347			

contd. table 4

Role Enactment	Between Groups	0.055	1	0.055	0.07	0.791
	Within Groups	270.29	346	0.781		
	Total	270.345	347			
social	Between Groups	0.153	1	0.153	0.229	0.633
	Within Groups	231.39	346	0.669		
	Total	231.542	347			
convenience	Between Groups	1.948	1	1.948	3.376	0.067
	Within Groups	199.687	346	0.577		
	Total	201.636	347			
<i>Monthly Income or Pocket Money</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Aesthetic	Between Groups	2.54	6	0.423	0.615	0.718
	Within Groups	234.592	341	0.688		
	Total	237.132	347			
Escape	Between Groups	3.091	6	0.515	0.712	0.64
	Within Groups	246.8	341	0.724		
	Total	249.891	347			
flow	Between Groups	5.472	6	0.912	1.048	0.394
	Within Groups	296.638	341	0.87		
	Total	302.11	347			
Exploration	Between Groups	4.35	6	0.725	1.31	0.252
	Within Groups	188.79	341	0.554		
	Total	193.14	347			
Role Enactment	Between Groups	4.186	6	0.698	0.894	0.5
	Within Groups	266.159	341	0.781		
	Total	270.345	347			
social	Between Groups	9.012	6	1.502	2.302	0.034**
	Within Groups	222.53	341	0.653		
	Total	231.542	347			
convenience	Between Groups	7.5	6	1.25	2.196	0.043**
	Within Groups	194.136	341	0.569		
	Total	201.636	347			
<i>Occupation</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Aesthetic	Between Groups	4.146	4	1.036	1.526	0.194
	Within Groups	232.987	343	0.679		
	Total	237.132	347			
Escape	Between Groups	5.959	4	1.49	2.095	0.081
	Within Groups	243.932	343	0.711		
	Total	249.891	347			
flow	Between Groups	5.252	4	1.313	1.517	0.197
	Within Groups	296.858	343	0.865		
	Total	302.11	347			

contd. table 4

Exploration	Between Groups	2.011	4	0.503	0.902	0.463
	Within Groups	191.129	343	0.557		
	Total	193.14	347			
Role Enactment	Between Groups	4.555	4	1.139	1.47	0.211
	Within Groups	265.79	343	0.775		
	Total	270.345	347			
social	Between Groups	1.489	4	0.372	0.555	0.695
	Within Groups	230.053	343	0.671		
	Total	231.542	347			
convenience	Between Groups	1.291	4	0.323	0.553	0.697
	Within Groups	200.344	343	0.584		
	Total	201.636	347			
<i>Average Time Spent In Mall Per Visit</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Aesthetic	Between Groups	6.458	4	1.615	2.401	0.05**
	Within Groups	230.674	343	0.673		
	Total	237.132	347			
Escape	Between Groups	2.813	4	0.703	0.976	0.421
	Within Groups	247.079	343	0.72		
	Total	249.891	347			
flow	Between Groups	9.944	4	2.486	2.919	0.021**
	Within Groups	292.166	343	0.852		
	Total	302.11	347			
Exploration	Between Groups	2.814	4	0.703	1.268	0.282
	Within Groups	190.326	343	0.555		
	Total	193.14	347			
Role Enactment	Between Groups	1.814	4	0.453	0.579	0.678
	Within Groups	268.531	343	0.783		
	Total	270.345	347			
social	Between Groups	3.244	4	0.811	1.219	0.303
	Within Groups	228.298	343	0.666		
	Total	231.542	347			
convenience	Between Groups	1.174	4	0.293	0.502	0.734
	Within Groups	200.462	343	0.584		
	Total	201.636	347			
<i>No. of Stores Visited During Per Visit to Mall</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Aesthetic	Between Groups	9.618	4	2.405	3.625	0.007**
	Within Groups	227.514	343	0.663		
	Total	237.132	347			
Escape	Between Groups	1.445	4	0.361	0.499	0.737
	Within Groups	248.447	343	0.724		
	Total	249.891	347			

contd. table 4

flow	Between Groups	16.119	4	4.03	4.833	0.001**
	Within Groups	285.991	343	0.834		
	Total	302.11	347			
Exploration	Between Groups	10.462	4	2.616	4.911	0.001**
	Within Groups	182.677	343	0.533		
	Total	193.14	347			
Role Enactment	Between Groups	3.476	4	0.869	1.117	0.348
	Within Groups	266.868	343	0.778		
	Total	270.345	347			
social	Between Groups	9.04	4	2.26	3.484	0.008**
	Within Groups	222.503	343	0.649		
	Total	231.542	347			
convenience	Between Groups	3.494	4	0.874	1.512	0.198
	Within Groups	198.142	343	0.578		
	Total	201.636	347			
<i>Frequency of Visit</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Aesthetic	Between Groups	9.067	4	2.267	3.409	0.009**
	Within Groups	228.065	343	0.665		
	Total	237.132	347			
Escape	Between Groups	15.884	4	3.971	5.821	0.00*
	Within Groups	234.007	343	0.682		
	Total	249.891	347			
flow	Between Groups	9.947	4	2.487	2.92	0.021**
	Within Groups	292.162	343	0.852		
	Total	302.11	347			
Exploration	Between Groups	8.749	4	2.187	4.069	0.003**
	Within Groups	184.391	343	0.538		
	Total	193.14	347			
Role Enactment	Between Groups	7.846	4	1.962	2.563	0.038**
	Within Groups	262.498	343	0.765		
	Total	270.345	347			
social	Between Groups	2.185	4	0.546	0.817	0.515
	Within Groups	229.358	343	0.669		
	Total	231.542	347			
convenience	Between Groups	5.548	4	1.387	2.426	0.048**
	Within Groups	196.087	343	0.572		
	Total	201.636	347			
<i>Monthly Expenditure Spent</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Aesthetic	Between Groups	2.246	4	0.561	0.82	0.513
	Within Groups	234.887	343	0.685		
	Total	237.132	347			

contd. table 4

Escape	Between Groups	0.939	4	0.235	0.323	0.862
	Within Groups	248.953	343	0.726		
	Total	249.891	347			
flow	Between Groups	3.592	4	0.898	1.032	0.391
	Within Groups	298.518	343	0.87		
	Total	302.11	347			
Exploration	Between Groups	4.941	4	1.235	2.251	0.063
	Within Groups	188.199	343	0.549		
	Total	193.14	347			
RoleEnactment	Between Groups	3.37	4	0.842	1.082	0.365
	Within Groups	266.975	343	0.778		
	Total	270.345	347			
social	Between Groups	0.692	4	0.173	0.257	0.905
	Within Groups	230.851	343	0.673		
	Total	231.542	347			
convenience	Between Groups	1.178	4	0.294	0.504	0.733
	Within Groups	200.458	343	0.584		
	Total	201.636	347			

Significance : $p < 0.05$

Managerial Implications

Gen-Y in Coimbatore has no other recreational location than the mall. They view mall as a good destiny for socialisation. They view as a one stop destiny to shop, watch movie, have fun and dine. Aesthetic and flow dimensions should be given more importance to motivate the Gen-Y to spend more time inside the mall. Exploration and social interactions along with aesthetic and flow forms a combination to be focussed to foster the Gen-Y visit more number of stores.

CONCLUSION

The retail industry must proactively examine the characteristics, shopping patterns and spending habits of Gen Y. This will allow retailers to create conducive environment for gaining their trust and loyalty. The most significant implication for retailers is to establish long term relationships with Gen Y today, to leverage as the generation moves through successive life stages as children, teens and young adults. Retailers need to be aware that Generation Y as they are a very difficult segment of consumers because they are well-educated, inquisitive and marketing savvy. The research helps the marketers and communicators in a retail environment to develop strategies catering to the need of the Generation Y consumers.

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