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 malls, 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 experienced 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 in Kerala, aims to define again the shopping habits of.
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| 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**

| Comforatable Pearson Correlation | Comfortable | Purchase |
|----------------------------------|-------------|----------|
| Sig(2-tailed)                    | -           | .837     |

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 uncertainty 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.

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