

IMPACT OF MALL ATTRIBUTES ON WINDOW SHOPPING IN SHOPPING MALLS: A STUDY IN TELANGANA STATE

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Abstract

Window shopping in a shopping mall for apparel purchase refers to the practice of browsing or looking at clothing and fashion items on display in store windows or showcases without the immediate intention to make a purchase. It allows shoppers to visually explore the latest trends, styles, and collections offered by various retailers within the mall. Window shopping is often done for leisure, inspiration, or to compare different options before making a final buying decision. It can also be a social activity, where friends or family members enjoy strolling through the mall, discussing fashion choices, and seeking inspiration for future purchases. While window shopping may not always lead to immediate purchases, it plays a significant role in influencing consumers' fashion preferences and can contribute to future buying decisions. This article has dealt with the window shopping behavior of customers in **Telangana** state.

Keywords: Window shopping – Shopping mall behavior – Apparel purchase

Introduction

Window shopping in shopping malls for apparel purchase in Telangana is a popular and culturally significant activity. It involves leisurely strolling through malls and looking at clothing and fashion items on display in store windows or showcases. Telangana, known for its diverse culture and traditions, has a thriving mall culture where window shopping is not just a means of exploring fashion trends but also a social activity.

Shoppers in Telangana often visit malls to enjoy the ambiance, spend time with friends and family, and seek inspiration for their apparel choices. They appreciate the opportunity to visually explore the latest clothing collections, accessories, and styles offered by various retailers. It's a chance to appreciate the creativity and craftsmanship behind the displays while considering future purchases.

Window shopping in Telangana's shopping malls plays a crucial role in shaping consumers' fashion preferences. It allows them to stay updated with current trends, even if they don't make immediate purchases. Additionally, the vibrant mall environment, often accompanied by entertainment options, makes it a delightful experience for both locals and tourists.

What is Window Shopping in Shopping Mall?

Window shopping in shopping malls is a popular pastime enjoyed by people all around the world. It involves leisurely strolling through a mall, gazing at the displays and merchandise showcased in store windows or glass cases, and occasionally stepping inside stores to get a closer look at the products. While it might seem like a simple and idle activity, window shopping serves several purposes and has evolved over time.

1. Exploring Fashion Trends: Window shopping allows individuals to stay updated with the latest fashion trends and styles. By observing the clothing, accessories, and displays in store windows, shoppers can get a sense of what's currently in vogue.

2. Inspiration: Many people use window shopping as a source of inspiration for their own wardrobes or interior design ideas. The creative and eye-catching displays can spark ideas for new outfits or home decor.

3. Relaxation and Entertainment: Window shopping provides a relaxing and enjoyable way to spend leisure time. Malls often feature appealing aesthetics, including well-designed displays, lighting, and decorations, which enhance the overall shopping experience.

4. Comparison Shopping: For those who plan to make purchases, window shopping can serve as a preliminary step for comparison shopping. Shoppers can assess prices, quality, and variety among different stores before deciding where to buy.

5. Social Activity: Window shopping can be a social activity as well. Friends and family often enjoy exploring malls together, offering opinions on products, and sharing the experience. It's an opportunity for bonding and quality time.

6. Stress Relief: Some individuals find window shopping to be a form of stress relief. It offers a chance to escape from daily pressures and immerse oneself in a visually stimulating environment.

7. Research: Window shopping can be a form of research, especially for major purchases. Shoppers may take the time to gather information about products, brands, and prices before making informed decisions.

8. Occasional Splurge: Occasionally, window shopping can lead to impulse purchases when shoppers come across something they truly love or believe they can't live without.

Review of Literature

Bell and Teller's study (2019) examines the evolving concept of window shopping in the digital age. They explore how online browsing of products and store websites influences consumers' offline shopping behavior in physical malls. The research suggests that online window shopping often serves as a precursor to in-store visits, and this trend has significant implications for retailers seeking to bridge the gap between online and offline shopping experiences.

Edwards and Smith (2016) investigate the enduring significance of window displays in shopping malls. Their research provides insights into the psychology of window shopping, demonstrating how well-designed displays can captivate the attention of passersby and encourage them to enter stores. The study emphasizes the importance of visual merchandising in shopping mall environments.

Lee and Gretzel's research (2017) explores how window displays and the overall store environment impact impulsive buying behavior among shoppers in shopping malls. The authors find that strategically designed window displays can trigger unplanned purchases, highlighting the role of serendipity in the shopping process within mall settings.

Methodology

This study was carried out across five districts within the state of Telangana, with an average of 157 respondents per district, resulting in a total sample size of approximately 785 respondents. Among these respondents, 225 were women. The study adopted a descriptive research design and employed a convenience sampling technique to select the participants. The study's analyses and findings are outlined below.

Path Regression Analysis of Customers’ Opinion on Mall Attributes in Window Shopping

Table- 1 Abbreviation of Window Shopping(WS)

Abbreviation	Window Shopping(WS)
WS-1	Mall has good special exhibits
WS-2	It is a good place for “window shopping”
WS-3	Mall has unique stores

Table- 2 Model Fit Summary

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
Window Shopping	0.962	0.925	0.925	0.21088

Dependent Variable: Window Shopping

The model reveals that the R- (Multiple Correlation Coefficients) value is 0.962, measuring the degree of the relationship between Window Shopping and the predicted values such as 'Mall has good special exhibits' (WS-1), 'It is a good place for "window shopping"' (WS-2), and 'Mall has unique stores' (WS-3). The R-Square (Coefficient of Determination) value stands at 0.925, indicating that over 92% of the variation in Window Shopping is explained by the variations in the independent variables 'Mall has good special exhibits' (WS-1), 'It is a good place for "window

shopping' (WS-2), and 'Mall has unique stores' (WS-3). Additionally, the adjusted R-squared value remains at 0.925, offering an adjustment based on the number of independent variables in the model, which is a desirable property of a goodness-of-fit statistic.

The Path diagram represents the independent variables of Customers’ Opinion on Mall Attributes in Window Shopping, including 'Mall has good special exhibits' (WS-1), 'It is a good place for "window shopping' (WS-2), and 'Mall has unique stores' (WS-3). Path Regression analysis was employed on all three variables, and it's worth noting that all variables exhibit high significance at the 1% α -significant level.

Fig-1 Path Regression Analysis of Customers’ Opinion on Mall Attributes in Window Shopping

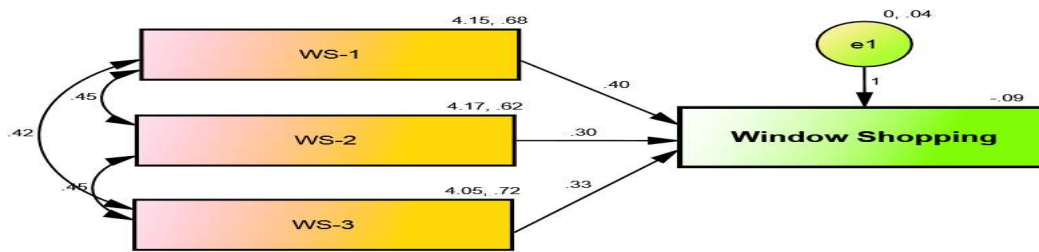


Table- 3 Regression Weights for Customers’ Opinion on Mall Attributes in Window Shopping

Regression Weights	Estimate	S.E.	C.R.	P
Window Shopping <--- WS-1	0.403	0.013	30.603	.000
Window Shopping <--- WS-2	0.296	0.015	20.295	.000
Window Shopping <--- WS-3	0.329	0.012	26.828	.000

Note: .000 is 1% α -significant level

The significant variables are comparing with estimated values, the resulted that the first influenced the Customers’ Opinion on Mall Attributes in Window Shopping is ‘Mall has good special exhibits’ (WS-1),and the estimate value is 0.299. The second influenced variable is ‘Mall has unique stores’ (WS-3)and the estimate value is 0.274. Third influenced variable is ‘It is a good place for “window shopping’(WS-2)the estimate value is 0.221.

Table-4. Covariance for Customers’ Opinion on Mall Attributes in Window Shopping Variables

Covariance	Estimate	S.E.	C.R.	P
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WS-2<-->WS -3	0.447	0.029	15.485	.000
WS -3<-->WS -1	0.424	0.029	14.499	.000
WS -2<-->WS -1	0.451	0.028	15.962	.000

Note: .000 is 1% α -significant level

The above table interprets covariance relationship of Customers' Opinion on Mall Attributes in Window Shopping Variables all relationships are significant at 1%, the significant relations are comparing with estimate values, WS -2<-->WS -1, WS-2<-->WS -3 and WS -3<-->WS -1 relationships are significant at 1% level. The estimate values are 0.451, 0.447 and 0.424 respectively.

Table-5. Correlations for Customers' Opinion on Mall Attributes in Window Shopping Variables

Correlations	Estimate
WS-2<-->WS -3	0.664
WS -3<-->WS -1	0.605
WS -2<-->WS -1	0.694

The above table interprets Correlation's relationship of Customers' Opinion on Mall Attributes in Window Shopping Variables all variables' relationships are positive correlated. Among the relationship the high correlated variables are WS -2<-->WS -1, WS-2<-->WS -3 and WS -3<-->WS -1 the correlation values are 0.694, 0.664 and 0.605 respectively.

Findings

Based on the research findings, it is evident that shopping malls in Telangana offer compelling attractions for window shopping. The impact values associated with these factors underline their significance.

Firstly, the presence of engaging special exhibits in malls holds substantial influence, with an impact value of 0.4303. This suggests that shoppers are drawn to malls that curate captivating exhibitions, making them a prime destination for leisurely browsing.

Similarly, the availability of unique stores within these malls plays a crucial role in encouraging window shopping, with an impact value of 0.329. The diverse array of stores offering distinctive products and experiences adds to the mall's appeal, particularly for those seeking to explore apparel options.

Furthermore, the opinion of mall shoppers reinforces the idea that malls are indeed favorable places for window shopping, as indicated by an impact value of 0.296. This positive perception further solidifies the mall's status as a destination for relaxed and unhurried shopping experiences.

In conclusion, these findings underscore the importance of special exhibits, unique stores, and positive shopper opinions in driving window shopping behavior in Telangana's malls. It is clear that these factors contribute significantly to the preference for shopping malls as ideal places for leisurely window shopping, particularly due to the presence of special exhibits.

Suggestions

Based on the research findings, the following suggestions can be made:

1. **Leverage Special Exhibits:** Shopping mall managers should consider incorporating special exhibits as part of their marketing strategy. These exhibits can attract visitors and enhance their opinion of the mall's attributes. Regularly updating and promoting these exhibits can help maintain interest and engagement among shoppers.
2. **Diverse Retail Offerings:** To enhance the appeal of the shopping mall, it's essential to curate a diverse range of unique stores. Unique and exclusive offerings can draw in customers and keep them engaged in window shopping activities. Mall management should actively seek out retailers that provide distinctive products or experiences.
3. **Promote Window Shopping:** Mall administrators should actively promote the mall as a destination for window shopping. Emphasize the relaxed and enjoyable experience of browsing without the immediate pressure to purchase. Marketing campaigns, signage, and social media can be used to highlight the mall's suitability for leisurely window shopping.

By implementing these suggestions, shopping malls can improve their customers' opinions of mall attributes related to window shopping, ultimately enhancing the overall shopping experience and visitor satisfaction.

Conclusion

Window shopping for apparel in Telangana's shopping malls is more than just a practical activity; it's a cultural and social experience that contributes to the region's dynamic fashion scene. The study concludes the Customers' Opinion on 'Mall Attributes in Window Shopping is Mall has good special exhibits' and 'Mall has unique stores'

References

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