

DEMOGRAPHIC PROFILE AND VISIT PATTERN OF MALL CUSTOMERS IN UDAIPUR

TANVI KHURANA¹ & SEEMA DWIVEDI²

¹Research Scholar, Department of Family Resource Management, College of Home Science,
MPUAT, Udaipur, Rajasthan, India

²Associate Professor, Department of Family Resource Management, College of Home Science,
MPUAT, Udaipur, Rajasthan, India

ABSTRACT

The intensity of rivalry in the retail market is high and demands a need to manage shopping malls appropriately and understand the general consumer behavior during visits at a shopping mall in terms of their main reasons for visiting the mall and attitude in order to attract shopping mall visitors to visit these malls. The purpose of the study aimed to determine consumers' main reasons for visiting the shopping mall and their frequency of visits at the mall. The study was conducted in three malls in Udaipur city. A sample of 90 customers (30 from each mall) was selected for the present study. Questionnaire and interview techniques were used for data collection. Frequency and percentage were used for analysis of data. The findings of the study revealed that the consumers visit the shopping mall with certain reasons in mind and the frequencies of visits of these consumers vary. The majority of the respondents were females (55.55%), in the age group 20-30 years (46.66%), had an annual family income 2-5 lakhs, engaged in private job, graduates and post-graduates equally, single (unmarried) and belonged to nuclear family (70%) Majority of the respondents visited the mall once a month (31.11%) or once a fortnight (24.44%) to watch a movie (60%), for shopping (51.11%) or visit an eatery (40%). Mostly the respondents visited the mall on weekends (55.55%), spent 3-4 hours in the mall (53.33%), preferred car (44.44%) or 2-wheeler (28.88%) for a visit and were accompanied by friends (42%) or family (28.88%). This study contributes to the current literature and provides valuable information to retailers and shopping mall managers, with regard to marketing communications and marketing strategies that aim to increase the frequency of visits of consumers at the shopping mall.

KEYWORDS: Retailing, Shopping Mall, Malls, Customer