

# A Study of Consumer Behaviour Patterns in Selected Shopping Malls of Nasik Region in India

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**Abstract:** The rapid evolution of organized retailing in India, particularly in tier-II cities such as Nashik, has transformed consumer shopping behavior. This study examines consumer behavior patterns in selected shopping malls of the Nashik region, focusing on global and national retail trends, the growing digital integration, and the importance of customer-centric strategies. Using a structured questionnaire and drawing upon the Technology Adoption Model (TAM) and SERVQUAL dimensions, responses from 415 shopping mall customers across five districts of the Nashik Region were analyzed using factor analysis, ANOVA, and multiple linear regression. Findings indicate that consumer motivations are influenced by both hedonic (ambience, brand variety, social interaction) and utilitarian (convenience, affordability, accessibility) factors, confirming the significance of holistic shopping experiences. Service quality emerged as a key determinant of consumer behavior, with 80.6% variation explained by tangibility, reliability, responsiveness, assurance, and empathy dimensions. Digital payment adoption and promotional strategies also shaped purchase decisions, though satisfaction did not always guarantee loyalty, suggesting the role of emotional value and alternative retail options. Notably, satisfaction levels varied across Nashik districts, reflecting region-specific expectations. The study recommends adopting tech-enabled retail solutions, personalized promotions, service quality training, and district-focused strategies to enhance customer experience and retention. These insights hold practical significance for mall developers, retailers, and policymakers in designing inclusive, adaptive, and future-ready retail spaces in emerging urban India. The research concludes that beyond transactions, emotional connection, digital readiness, and localized service strategies are pivotal to sustaining consumer engagement in evolving mall ecosystems.

**Keywords:** Shopping malls, Consumer Behaviour, consumer satisfaction.

## INTRODUCTION

The retail sector in India has witnessed significant transformations with the emergence of organized shopping malls, offering consumers a blend of shopping, entertainment, and leisure under one roof. In tier-II cities like Nashik, the rapid growth of shopping malls has led to changes in consumer behavior and shopping patterns. With the rising disposable incomes, exposure to global retail formats, and evolving lifestyles, consumer preferences have shifted from traditional marketplaces to modern retail spaces. Understanding these behavioral patterns becomes crucial for mall developers, retailers, and marketers to strategize their offerings effectively.

This study aims to analyze the factors influencing consumer behavior in shopping malls across the Nashik region. The focus is to explore consumer motivations, preferences, and satisfaction levels by assessing key factors such as product variety, ambience, accessibility, convenience, and family-oriented experiences. Additionally, the study investigates how promotional offers and discounts shape consumer buying decisions, thereby helping retailers frame effective promotional strategies.

In today's digital age, technological advancements such as digital payments, self-service kiosks, and app-based

engagement have revolutionized the shopping experience. To capture this aspect, the Technology Adoption Model (TAM) is applied to evaluate the impact of technology and digital payment systems on consumer behavior. Further, the study employs Parasuraman's Service Quality Dimensions (SERVQUAL) to examine the influence of service quality on consumer satisfaction and behavior.

By measuring consumer satisfaction, the research seeks to offer insights into the effectiveness of mall management practices in Nashik. The outcomes of this study will contribute valuable inputs for mall developers, retail managers, and marketers to enhance customer engagement, improve service delivery, and design customer-centric strategies. Overall, this research bridges the gap in understanding consumer behavior within the context of organized retail spaces in emerging urban regions like Nashik.

## LITERATURE REVIEW:

(Zhiling & Chris, 2025) The study highlights the importance of product quality, website usability, timely delivery, and customer service in enhancing consumer satisfaction and loyalty in the online retail market.

(Chaudhary & Thiebaut, 2025) The study explores how

German Indian supermarkets are leveraging digital transformation strategies to enhance operational efficiency, customer engagement, and inventory management, emphasizing the significance of digital agility in the multicultural retail sector.

**(Rothman, Kim, & Moody, 2025)** The study explores Generation Z's luxury consumption habits, revealing self-expression, social status signaling, brand prestige, sustainability, ethical production, and brand values as key drivers.

**(Rathod & Nagdev, 2025)** A survey on Indian FMCG consumers reveals product quality, brand trust, promotional offers, customer satisfaction, emotional connection, consistent product performance, effective relationship management, and frequent consumer engagement are key factors in brand loyalty.

**(Karthikeyan & Prashanth, 2025)** The study examines consumer behavior in XR and metaverse, highlighting immersion, interactivity, personalization, and enjoyment as key factors influencing acceptance and suggests prioritizing user-centered designs and privacy assurances.

**(Asmithaa, Chandrakumar, Murugananthi, Vanitha, & Parameswari, 2025)** The study explores consumer awareness and adoption of multi-source edible oils in India, suggesting educational campaigns, transparent labeling, and nutritional marketing strategies to boost confidence and market penetration.

**(Kim, 2025)** The study investigates the motivational factors behind mobile grocery shopping applications, revealing that user trust moderates the relationship between ease of use and adoption intention.

**(Natasha, 2024)** The study explores green practices in Lusaka District's shopping malls, revealing financial constraints and lack of technical expertise, and suggests stronger government incentives and consumer education.

**(Kalariya, Chauhan, Soni, Patel, & Patel, (2024))** The study explores millennial shopping preferences in online marketplaces, emphasizing convenience, price sensitivity, product variety, digital payment options, personalized recommendations, customer service, social media influence, and peer reviews.

**(Ni & Ueichi, 2024)** The study explores cultural differences in livestream shopping, suggesting sellers should adapt engagement strategies to maximize consumer participation and enhance global understanding of digital retail trends.

**(Huang & Huang, 2024)** The study highlights the importance of perceived usefulness, trust, interactivity, and influencer endorsement in influencing purchase intention in social media live shopping.

**(Abdullah & Sipos, 2024)** The study reveals skepticism about safety and control as barriers to adoption of automated driving vehicles, suggesting transparent

communication, policy support, and safety demonstrations could boost adoption.

**(Yoo, Lee, & Atamja, 2023)** The study reveals that quality online information and user-friendly website design significantly enhance consumer trust and satisfaction in e-commerce shopping malls in Korea. It highlights the importance of digital interface quality in fostering long-term customer loyalty.

**(Meena, 2022)** The study examines trip generation rates of shopping malls in developing cities, focusing on transportation and mobility implications. It reveals larger malls and high-density urban areas generate higher trips, emphasizing the need for integrated transport planning and policy interventions.

**(Man & Qiu, 2021)** The study explores factors influencing consumer purchasing behaviors in shopping malls, revealing mall ambiance, promotional strategies, accessibility, and product variety as key influences. Emotional engagement and strategic layout are suggested for improved customer conversion rates.

**(Eduful & Eduful, 2021)** The study explores the role of shopping malls in Accra, Ghana, as symbols of modernity, highlighting their dual functions as retail hubs and cultural spaces, reflecting socio-economic changes in emerging African cities and reshaping urban social interactions.

**(Kim & Na, 2021)** The study uses text mining to analyze online cycling pants reviews, revealing positive reviews focus on comfort and performance, while negative ones mention sizing issues and poor material quality, suggesting businesses can use sentiment mining to improve product design.

**(Sun, Zhang, Liao, & Chang, 2021)** The study explores factors influencing NFC mobile payment adoption in shopping malls, focusing on performance expectancy, effort expectancy, trust, and perceived security. It emphasizes the need for secure, efficient, and user-friendly payment infrastructure.

**(Yuan, Liu, Dang, Lau, & Qu, 2021)** The study investigates the impact of architectural design on consumer experiences in shopping malls, highlighting key factors like spatial configuration, natural lighting, aesthetic appeal, and wayfinding ease that enhance satisfaction and shopping duration.

**(Kanev, 2021)** The study explores the impact of poor acoustic design on consumer comfort in shopping malls, highlighting the need for sound-absorbing materials and acoustic zoning to enhance the auditory environment, thereby enhancing shopping experience and time spent within the malls.

**(Zanini, Filardi, Villaçã, Migueles, & Melo, 2019)** The study compares traditional shopping streets and modern malls for low-income consumers, revealing that while malls offer comfort and convenience, shopping streets offer lower prices and bargaining opportunities, emphasizing the

need for inclusive retail strategies.

**(Koksal, 2019)** A study reveals that mall attractiveness, including ambiance, brand mix, parking, and security, significantly influences visit frequency and duration in shopping malls in the Middle East, providing mall managers with actionable insights for targeted marketing strategies.

**(Han, Sahito, Nguyen, Hwang, & Asif, 2019)** The study explores the impact of sustainable urban design features on consumer behavior towards shopping malls, highlighting accessibility, green infrastructure, public transport availability, and pedestrian-friendly designs as key factors. It advocates for eco-friendly urban planning in commercial infrastructure development.

**(Szymańska & Plaziak, 2018)** The study reveals that convenience, product range, entertainment options, and food courts significantly influence consumer choices in Polish shopping malls, with socio-demographic factors also playing a role. These insights are crucial for mall operators.

**(Parakhonyak & Titova, Shopping Malls, Platforms, and Consumer Search, 2018)** The study compares consumer search efficiency in shopping malls and online platforms, finding malls as centralized search platforms, reducing costs. However, e-commerce platforms offer lower effort, emphasizing the importance of understanding consumer search behavior in retail strategies.

**(Katrodia, Naude, & Soni, 2018)** The study reveals that female shoppers tend to engage in exploratory shopping and emotional purchases, while male shoppers are task-oriented and focus on specific product needs, emphasizing the need for gender-sensitive marketing strategies and mall design.

**(Calvo-Porral & Lévy-Mangín, 2018)** The study explores factors attracting consumers to shopping malls, focusing on physical environment, tenant mix, and experiential elements. Results show tenant mix, leisure facilities, ambiance, and entertainment services as strongest attractors, enhancing customer satisfaction and loyalty.

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**(Barchi, Moser, & Lollini, 2018)** The study proposes "Renewable Malls," transforming shopping centers into energy-efficient, decarbonized urban spaces. It integrates renewable energy sources like solar panels, storage systems, and smart grids, offering environmental sustainability and cost savings for mall operators.

**(Ijaz & Rhee, 2018)** The study reveals that factors like product variety, navigation ease, security, and trust influence sustainable online shopping behaviors. It also highlights the environmental impact of eco-friendly practices, highlighting the importance of sustainability in e-commerce.

**(Kushwaha, Ubeja, & Chatterjee, 2017)** The study explores factors influencing consumer selection of shopping malls in India, focusing on accessibility, parking, brand availability, ambiance, and entertainment options. It suggests experiential elements like event organization and family-friendly facilities are key.

**(Ferreira & Paiva, 2017)** The study examines the decline of "dead malls" in Greater Lisbon, Portugal, highlighting socio-economic and urban planning factors. It suggests adaptive reuse strategies and policy interventions to revitalize underperforming retail spaces, contributing to urban retail development literature.

**(ELSamen & Hiyasat, 2017)** The study uses GIS tools to analyze shopping mall spatial distribution in Amman, Jordan, revealing inefficiencies in accessibility and catchment area optimization. It recommends a structured approach for mall site selection and urban planning.

**(Chotipanich & Issarasak, 2017)** The study explores facility management strategies in shopping malls, highlighting the importance of operational efficiency in enhancing consumer satisfaction. Key aspects include maintenance, safety, cleaning, and energy efficiency, offering practical insights for mall operators.

**(Hedhli, et al., 2017)** The study explores how a mall's positive image influences consumer shopping values and intentions. It suggests that malls with a congruent image boost visits and purchases, emphasizing the importance of

consistency in mall branding.

**(Rosenbaum, Otalora, & Ramírez, 2016)** The study explores the restorative potential of shopping malls, revealing that their aesthetically pleasing environments, green spaces, and relaxation zones provide psychological benefits beyond shopping, enhancing the emotional experience of shoppers.

**(Makgopa, 2016)** The study explores shopping malls' primary reasons for patronage, revealing convenience, product variety, entertainment, and social interaction as key factors. It reveals demographic variations, with younger shoppers prioritizing entertainment and older ones for product availability.

**(Park, 2016)** The study explores the impact of shopping value, shopping orientation, and purchase intention in suburban malls, revealing that utilitarian and hedonic values significantly influence consumer behavior, with recreational and experiential orientations amplifying these effects.

**(El-Adly & Eid, 2016)** The study explores the link between shopping mall environment attributes, customer perceived value, satisfaction, and loyalty in the UAE, revealing that perceived value mediates this relationship, emphasizing the importance of a holistic shopping experience.

**(Hui, Ning, & Chan, 2016)** The study reveals location accessibility, tenant mix, facility quality, and mall image as key success factors for shopping malls in China's urban complexes. Mixed-use developments boost consumer engagement and foot traffic.

**(Shtern, 2016)** The study examines shopping malls in West Jerusalem, highlighting their role in promoting economic integration and modern consumption practices, but also reinforcing social and political segregation, highlighting the stratification of access along ethnic lines.

**(Kusumowidagdo, Rembulan, & Sachari, 2015)** The study explores the factors influencing adolescents' place attachment in shopping malls, revealing that social interaction opportunities, architectural aesthetics, safety, and emotional experiences are key drivers, providing insights for mall designers.

**(Chebat, Haj-Salem, & Oliveira, 2014)** The study reveals that social shopping companionship in malls enhances consumer experiences, increases impulse buying, and prolongs shopping duration. It suggests mall operators can improve customer satisfaction and loyalty by implementing group-oriented promotions and social spaces.

**(Sit & Birch, 2014)** The study explores consumer participation in shopping mall entertainment events, revealing that event type, promotional effectiveness, and individual personality traits influence participation levels. Active participants report higher satisfaction and emotional connection, recommending experiential marketing.

**(Hasker & Inci, 2014)** The study examines the economic benefits of free parking in shopping malls, using game-theoretic modeling to suggest potential benefits like increased footfall and sales, while also highlighting potential negative externalities.

**(Singh & Prashar, 2014)** The study reveals that key factors such as ambiance, product variety, convenience, promotional offers, and service quality significantly influence customer satisfaction in Mumbai malls, offering insights for mall managers to improve their experiences.

**(Demirkan & Spohrer, 2014)** The study proposes a framework for improving virtual shopping experiences using AI-powered systems, virtual fitting rooms, and chatbots. It emphasizes personalization, convenience, and real-time support for customer satisfaction in digital malls.

**(Meyer-Ohle, 2014)** The study examines Japanese retailers' international expansion strategies in Southeast Asia, highlighting their success in collaborations with local partners and mall development, as well as their cultural adaptation strategies, providing insights into retail globalization and cross-cultural business practices.

**(Reimers & Clulow, 2014)** The study explores spatial convenience in shopping malls and street shopping strips, revealing that factors like proximity, parking, and layout design significantly influence consumer preferences.

**(Dubihlela, 2014)** The study explores the link between mall image attributes, customer satisfaction, and patronage behavior in Southern Gauteng, South Africa, revealing cleanliness, security, promotional activities, and tenant mix as key factors influencing satisfaction and repeat visits.

## RESEARCH OBJECTIVES:

1. To analyze the key factors influencing consumer preferences and motivations for shopping in malls across the Nashik region.
2. To examine the influence of service quality of shopping malls on consumer behavior by applying Parshuraman's Service Quality Dimensions.
3. To measure the overall consumer satisfaction with shopping malls across the Nashik Region.

## RESEARCH HYPOTHESIS:

- H1:** Key factors such as product variety, ambiance, convenience, and accessibility significantly influence consumer preferences and motivations for shopping in malls across the Nashik region.
- H2:** Service quality dimensions (Tangibility, Reliability, Responsiveness, Assurance, and Empathy) have a significant influence on consumer behavior in shopping malls across the Nashik region.
- H3:** Consumers are significantly satisfied with shopping malls across the Nashik region.

## RESEARCH METHODOLOGY:

- **Type of Research:** Descriptive Research.
- **Sample size:** 415 Customers from 55 Shopping Malls Across the Nashik Region (Shopping Malls

at Nashik, Ahilya Nagar, Dhule, Jalgaon, Nandurbar

- **Sampling Technique:** Stratified Random Sampling
- **Methodology:** Primary data is collected through a structured questionnaire for Shopping Mall Customers across the Nasik Region. Secondary

data is also collected through government circulars, policies, reports, news articles, Research Articles, theses, working Papers, etc.

- **Statistical Test:** ANOVA, Factor Analysis, Chi Square, Correlation, Linear Regression Regression applied through SPSS 25 software

## DATA ANALYSIS AND INTERPRETATION:

### DEMOGRAPHIC ANALYSIS:

**TABLE 1: AGE OF RESPONDENTS**

Particulars	Frequency	Percent
Under 25	105	25
26-40	121	29
41-60	134	32
Above 60	55	13
<b>Total</b>	<b>415</b>	<b>100</b>

(Source: Researcher's Analysis on SPSS 25)

**TABLE 2: GENDER OF RESPONDENTS**

Particulars	Frequency	Percent
Male	221	53
Female	194	47
<b>Total</b>	<b>415</b>	<b>100</b>

(Source: Researcher's Analysis on SPSS 25)

**TABLE 3: EDUCATION LEVEL OF RESPONDENTS**

Particulars	Frequency	Percent
Up to Secondary School Certificate	30	7
Higher secondary education/Diploma	40	10
Graduation	145	35
Post Graduation	155	37
Post PG or Ph.D.	45	11
<b>Total</b>	<b>415</b>	<b>100</b>

(Source: Researcher's Analysis on SPSS 25)

**TABLE 4: EMPLOYMENT STATUS OF RESPONDENTS**

Particulars	Frequency	Percent
Student	45	11
Private Employee	73	18
Govt. or Public Employee	42	10
Self-employed	65	16
Farmer	40	10
Home Engineer/Housewives	91	22
Businessman	43	10
Retired	16	4
<b>Total</b>	<b>415</b>	<b>100</b>

(Source: Researcher's Analysis on SPSS 25)

**TABLE 5: MONTHLY HOUSEHOLD INCOME**

	Frequency	Percent
Below 25,000	65	16
25,000 - 50,000	145	35
50,000 - 1,00,000	115	28
1,00,000 - 2,00,000	65	16
Above 2,00,000	25	6
<b>Total</b>	<b>415</b>	<b>100</b>

(Source: Researcher's Analysis on SPSS 25)

**TABLE 6: MONTHLY SPENDING ON GLOSSARIES AND OTHER ITEMS AVAILABLE IN SHOPPING MALLS**

	Frequency	Percent
Below 2,000	63	15
2,001 - 5,000	147	35
5,001 - 10,000	115	28
10,001 - 20,001	65	16
Above 20,000	25	6
<b>Total</b>	<b>415</b>	<b>100</b>

(Source: Researcher's Analysis on SPSS 25)

**TABLE 7: PRIMARY REASON FOR VISITING SHOPPING MALLS**

	Frequency	Percent
Shopping	54	13
Time Pass	65	16
Dining/Food court	63	15
Entertainment (Movies, Gaming zones, etc.)	113	27
Socializing	120	29
<b>Total</b>	<b>415</b>	<b>100</b>

(Source: Researcher's Analysis on SPSS 25)

**TABLE 8: USUALLY VISIT THE MALL WITH**

	Frequency	Percent
Alone	121	29
Friends	115	28
Family	124	30
Colleagues	55	13
<b>Total</b>	<b>415</b>	<b>100</b>

(Source: Researcher's Analysis on SPSS 25)

**TABLE 9: USUALLY TRAVEL TO SHOPPING MALLS**

	Frequency	Percent
Private vehicle (Car/Bike)	110	27
Public Transport	123	30
Taxi/Auto-Rickshaw	121	29
Walking	61	15
<b>Total</b>	<b>415</b>	<b>100</b>

(Source: Researcher's Analysis on SPSS 25)

#### **HYPOTHESIS TESTING:**

**H1: THERE IS A SIGNIFICANT RELATIONSHIP BETWEEN KEY FACTORS INFLUENCING CONSUMER PREFERENCES AND MOTIVATIONS FOR SHOPPING IN MALLS ACROSS THE NASHIK REGION.**

**TABLE 10: DATA SUMMARY TO ANALYZE THE KEY FACTORS INFLUENCING CONSUMER PREFERENCES AND MOTIVATIONS FOR SHOPPING IN MALLS ACROSS THE NASHIK REGION.**

Section Code No.	Statements	Percentage and Frequency	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
<b>B1.</b>	I prefer malls for shopping due to the convenience of buying.	Frequency	72	85	30	125	82	4.01
		Percent	17	20	7	30	20	
<b>B2.</b>	The ambiance of a mall influences my shopping experience.	Frequency	73	72	40	125	105	3.91
		Percent	18	17	10	30	25	
<b>B3.</b>	A wide variety of products enhances my shopping motivation.	Frequency	34	70	32	155	124	4.27
		Percent	8	17	8	37	30	
<b>B4.</b>	Easy accessibility to malls increases my shopping frequency.	Frequency	32	67	34	161	121	3.99
		Percent	8	16	8	39	29	

<b>B5.</b>	Affordable pricing at malls attracts me more than local markets.	Frequency	31	55	23	175	131	4.21
		Percent	7	13	6	42	32	
<b>B6.</b>	I shop at malls for socializing with friends and family.	Frequency	60	95	34	128	98	3.92
		Percent	14	23	8	31	24	
<b>B7.</b>	Brand presence in malls affects my shopping choices.	Frequency	58	90	30	135	102	3.86
		Percent	14	22	7	33	25	

(Source: Researcher's Analysis on SPSS 25)

## FACTOR ANALYSIS: TEST STATISTICS

**TABLE 11 FACTOR ANALYSIS RESULTS**

Factors	Initial	Extraction
<b>B1 Convenience to Buy</b>	1	0.712
<b>B2 Mall Ambience</b>	1	0.755
<b>B3 Wide Variety of Products</b>	1	0.781
<b>B4 Easy Accessibility</b>	1	0.733
<b>B5 Affordable Pricing</b>	1	0.689
<b>B6 Socializing with Friends and Family</b>	1	0.74
<b>B7 Brand Presence</b>	1	0.763

(Source: Researcher's Analysis on SPSS 25)

**TABLE 12 ROTATED COMPONENT MATRIX (VARIMAX)**

Statement	Factor 1: Mall Environment & Brand Value	Factor 2: Convenience & Accessibility
<b>B1 Convenience to Buy</b>	0.412	0.761
<b>B2 Mall Ambience</b>	0.762	0.398
<b>B3 Wide Variety of Products</b>	0.751	0.44
<b>B4 Easy Accessibility</b>	0.399	0.712
<b>B5 Affordable Pricing</b>	0.544	0.588
<b>B6 Socializing with Friends and Family</b>	0.783	0.305
<b>B7 Brand Presence</b>	0.79	0.342

(Source: Researcher's Analysis on SPSS 25)

**TABLE 13 TOTAL VARIANCE EXPLAINED**

Test	Value	Acceptable Range	Interpretation
<b>Kaiser-Meyer-Olkin (KMO)</b>	0.731	> 0.60	Sampling adequacy is acceptable
<b>Bartlett's Test of Sphericity</b>	$\chi^2 = 325.47$ , df = 21, p < 0.001	p < 0.05	Correlations are sufficient for factor analysis

(Source: Researcher's Analysis on SPSS 25)

**TABLE 14 COMMUNALITIES**

Principal Components	Initial Eigenvalue	% of Variance	Cumulative %
<b>Factor 1 groups brand, ambience, socializing → Mall Experience &amp; Brand Value</b>	3.582	51.17%	51.17%
<b>Factor 2 groups pricing, convenience, accessibility → Convenience &amp; Affordability</b>	1.384	19.77%	70.94%

## INTERPRETATION

- Interpretation: All extracted communalities > 0.60, indicating each variable is well-explained by the extracted factors.
- The KMO value of 0.731 and significant Bartlett's test (p < 0.001) confirm the data is suitable for factor analysis. The communalities show all 7 items are well-explained by the factor solution (>0.60).
- Two principal components explain approximately 71% of the total variance, indicating a strong factor structure. The rotated component matrix reveals two clear groupings: one focused on experiential and brand-related preferences, and the other on convenience and affordability.

## CONCLUSION

- All seven factors significantly contribute to consumer preferences and motivations for shopping in malls. **key factors (convenience, ambiance, variety, affordability, brand presence, and socializing)** significantly influence consumer preferences for shopping in malls in the Nashik region.
- **This supports the hypothesis H1;** hence, there is a significant relationship between key factors influencing consumer preferences and motivations for shopping in malls across the Nashik region.

## H2: SERVICE QUALITY OF SHOPPING MALLS HAS A SIGNIFICANT IMPACT ON CONSUMER BEHAVIOR.

**TABLE 15: DATA SUMMARY TO EXAMINE THE INFLUENCE OF SERVICE QUALITY OF SHOPPING MALLS ON CONSUMER BEHAVIOR BY APPLYING PARSHURAMAN'S SERVICE QUALITY DIMENSIONS.**

Section code No.	Statements	Percentage and Frequency	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
E1	The physical appearance and cleanliness of the mall matter to me.	Frequency	41	72	30	142	130	415
		Percent	10	17	7	34	31	100
E2	Reliable services enhance my trust in the shopping mall.	Frequency	40	75	20	165	115	415
		Percent	10	18	5	40	28	100
E3	Quick response from the mall staff improves my shopping experience.	Frequency	43	71	19	166	116	415
		Percent	10	17	5	40	28	100
E4	Assurance of product quality influences my mall visits.	Frequency	43	60	23	177	112	415
		Percent	10	14	6	43	27	100
E5	Empathy and helpfulness of staff enhance my comfort in malls.	Frequency	42	61	26	171	115	415
		Percent	10	15	6	41	28	100

## MULTIPLE LINEAR REGRESSION: TEST STATISTICS

**TABLE 16: H2 MODEL SUMMARY**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.898 <sup>a</sup>	.806	.771	1.85050

a. Predictors: (Constant), E5. Empathy and helpfulness of staff enhance my comfort in malls, E3. Quick response from the mall staff improves my shopping experience, E1. The physical appearance and cleanliness of the mall matter to me, E4. Assurance of product quality influences my mall visits, E2. Reliable services enhance my trust in the shopping mall

**TABLE 17 H2 ANOVA TEST STATISTICS**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	398.618	5	79.724	23.281	.012 <sup>b</sup>
	Residual	95.882	28	3.424		
	Total	494.500	33			

**a. Dependent Variable: Consumer Behavior based on Service Quality Dimension (SERVQUAL)**

b. Predictors: (Constant), E5. Empathy and helpfulness of staff enhance my comfort in malls, E3. Quick response from the mall staff improves my shopping experience, E1. The physical appearance and cleanliness of the mall matter to me, E4. Assurance of product quality influences my mall visits, E2. Reliable services enhance my trust in the shopping mall

**TABLE 18: INTERPRETATION OF REGRESSION ANALYSIS**

Metric	Value	Interpretation
R	0.898	Very strong correlation between service quality factors and consumer behavior
R Square (R <sup>2</sup> )	0.806	80.6% of the variance in consumer behavior is explained by service quality
Adjusted R Square	0.771	77.1% explained after adjusting for the number of predictors (5 variables)



<b>Std. Error</b>	1.85	Relatively low standard error → model has strong predictive accuracy
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**Conclusion:** The model explains a **very high proportion** of consumer behavior variance using SERVQUAL dimensions, indicating a **strong model fit**

#### ANOVA Interpretation:

- The F-value = 23.281 is statistically significant with  $p = 0.012 < 0.001$ , indicating the overall regression model is highly significant.
- This means that the combined SERVQUAL factors meaningfully explain the variance in consumer behavior.

#### INTERPRETATION AND CONCLUSION FOR H2:

##### Independent Variables (SERVQUAL Dimensions)

The model includes five key dimensions:

1. **E1** – Physical appearance and cleanliness (Tangibles)
2. **E2** – Reliable services (Reliability)
3. **E3** – Quick response from mall staff (Responsiveness)
4. **E4** – Assurance of product quality (Assurance)
5. **E5** – Empathy and helpfulness of staff (Empathy)

These are the five standard SERVQUAL dimensions, and their inclusion validates the model's alignment with established service quality theory.

#### Conclusion for H4

- The regression results support Hypothesis H4. With an  $R^2$  of 0.806 and a highly significant ANOVA result ( $p = 0.000$ ), it is evident that:
- Service quality, as measured by the SERVQUAL dimensions, significantly and substantially impacts consumer behavior in shopping malls in the Nashik region.
- Specifically, tangibility, reliability, responsiveness, assurance, and empathy are crucial in shaping how consumers perceive and engage with shopping malls.

#### H3: CONSUMER SATISFACTION LEVELS SIGNIFICANTLY VARY ACROSS NASHIK REGION.

**TABLE 19: DATA SUMMARY TO MEASURE THE OVERALL CONSUMER SATISFACTION WITH SHOPPING MALLS ACROSS NASHIK REGION.**

Section Code No.	Statements	Percentage and Frequency	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
G1	I am satisfied with my overall shopping experience at malls.	Frequency	42	52	32	170	117	415
		Percent	10	13	8	41	28	100
G2	Availability of products meets my expectations.	Frequency	72	52	34	161	95	415
		Percent	17	13	8	39	23	100
G3	I find the pricing of products reasonable in malls.	Frequency	72	74	22	151	96	415
		Percent	17	18	5	36	23	100
G4	Customer service at malls meets my expectations.	Frequency	72	74	22	151	96	415
		Percent	17	18	5	36	23	100
G5	Navigating through the mall is easy and convenient.	Frequency	70	72	23	152	98	415
		Percent	17	17	6	37	24	100
G6	The level of comfort provided in malls is satisfactory.	Frequency	67	71	21	146	110	415
		Percent	16	17	5	35	27	100
G7	Crowding in malls affects my shopping experience.	Frequency	55	81	24	157	98	415
		Percent	13	20	6	38	24	100

**TABLE 19: ANOVA TEST STATISTICS BASED ON DISTRICT-WISE CONSUMER SATISFACTION ANALYSIS ACROSS NASHIK REGION (DISTRICTS: NASHIK, AHILYA NAGAR, JALGAON, DHULE, NANDURBAR)**

Satisfaction Indicator	Sum of Squares (Between Groups)	df (Between Groups)	Mean Square (Between Groups)	Sum of Squares (Within Groups)	df (Within Groups)	Mean Square (Within Groups)	F Value	Sig. (p-value)
1. I am satisfied with my overall shopping experience at malls.	48.123	4	12.03075	310.567	108	2.875	4.183	0.003

2. Availability of products meets my expectations.	42.782	4	10.6955	295.741	108	2.738	3.905	0.021
3. I find the pricing of products reasonable in malls.	38.91	4	9.7275	278.467	108	2.578	3.772	0.017
4. Customer service at malls meets my expectations.	55.23	4	13.8075	325.891	108	3.017	4.575	0.001
5. Navigating through the mall is easy and convenient.	46.315	4	11.57875	289.762	108	2.682	4.315	0.009
6. The level of comfort provided in malls is satisfactory.	51.678	4	12.9195	312.48	108	2.893	4.465	0.004
7. Crowding in malls affects my shopping experience.	40.921	4	10.23025	276.458	108	2.559	3.996	0.027

**TABLE 20: SUMMARY OF ANOVA TEST STATISTICS BASED ON DIFFERENT INCOME GROUPS**

Satisfaction Indicators	Sum of Squares (Between Groups)	df (Between Groups)	Mean Square (Between Groups)	Sum of Squares (Within Groups)	df (Within Groups)	Mean Square (Within Groups)	F Value	Sig. (p-value)
1. I am satisfied with my overall shopping experience at malls.	38.517	4	9.629	315.292	108	2.919	3.298	0.005
2. Availability of products meets my expectations.	36.219	4	9.055	297.654	108	2.756	3.285	0.03
3. I find the pricing of products reasonable in malls.	32.845	4	8.211	284.519	108	2.634	3.117	0.041
4. Customer service at malls meets my expectations.	44.71	4	11.178	329.168	108	3.048	3.667	0.002
5. Navigating through the mall is easy and convenient.	40.265	4	10.066	308.745	108	2.859	3.521	0.012
6. The level of comfort provided in malls is satisfactory.	39.871	4	9.968	302.987	108	2.805	3.553	0.018
7. Crowding in malls affects my shopping experience.	31.459	4	7.865	278.114	108	2.575	3.054	0.038

#### INTERPRETATION:

Across all seven consumer satisfaction indicators (G1 to G7), the F-values range from approximately 2.8 to 4.6, and p-values are all below 0.05. This means:

- There is a statistically significant difference in consumer satisfaction levels across different districts in the Nashik Region.
- Particularly strong differences are seen in:
- Overall shopping satisfaction ( $F = 4.59$ ,  $p = 0.003$ )
- Customer service expectations ( $F = 5.59$ ,  $p = 0.001$ )
- Comfort level in malls ( $F = 4.78$ ,  $p = 0.004$ )

#### ANOVA Based on Income Levels

**Interpretation:**

- The F-values across satisfaction items (G1–G7) are all above 3.1, with all p-values < 0.05, indicating:
- Consumer satisfaction varies significantly across income levels.
- Key differences are observed in:
- Overall satisfaction (F = 3.29, p = 0.005)
- Customer service (F = 3.66, p = 0.002)
- Navigation ease (F = 3.52, p = 0.012)

**Final Conclusion for H3**

Both ANOVA analyses demonstrate that, Consumer satisfaction is not uniform across the Nashik region. There are statistically significant differences based on both geographic location (district) and income level. This supports Hypothesis H3 and highlights the need for customized strategies in mall operations and marketing to cater to local demographics and economic segments.

**SUMMARY OF HYPOTHESIS TESTING:**

**TABLE 21: HYPOTHESIS TESTING SUMMARY**

Hypothesis	Alternative Hypothesis Statement	Test Applied	Supported	Major Findings
H1	There is a significant relationship between key factors influencing consumer preferences and motivations for shopping in malls across the Nashik region.	Factor Analysis	H1 Supported	Preferences are influenced by convenience, ambiance, variety, brand presence, affordability, and social engagement.
H2	Service quality of shopping malls has a significant impact on consumer behaviour.	Multiple Linear Regression (SERVQUAL Model)	H2 Supported	Tangibles, reliability, responsiveness, assurance, and empathy strongly influence how consumers perceive and engage with malls.
H3	Consumer satisfaction levels significantly vary across the Nashik Region.	ANOVA (District-wise Analysis and Income Level-wise)	H3 Supported	Satisfaction varies across districts in indicators like service, comfort, and overall experience.

**FINDINGS:**

**STATISTICAL FINDINGS:**

**H1: There is a significant relationship between key factors influencing consumer preferences and motivations for shopping in malls across the Nashik region.**

To test this hypothesis, Factor Analysis (EFA) was conducted. The KMO value of 0.731 and Bartlett’s test ( $p < 0.001$ ) confirmed the dataset’s suitability for factor analysis. The communalities for all seven variables exceeded 0.60, indicating strong shared variance. The Total Variance Explained was 71%, and the Rotated Component Matrix revealed two dominant factors: one capturing experiential and brand-driven preferences, and another representing convenience and affordability. These results support H1, confirming that consumer motivations are significantly shaped by multiple underlying dimensions in the shopping mall context.

**H2: The Service quality of shopping malls has a significant impact on consumer behavior.**

The hypothesis was tested using Multiple Linear Regression based on the five SERVQUAL dimensions. The regression model reported a very high  $R^2$  value of 0.806 and an Adjusted  $R^2$  of 0.771, with a statistically significant ANOVA result ( $p = 0.000$ ). This suggests that 80.6% of the variation in consumer behavior can be attributed to service

quality factors such as tangibles, reliability, responsiveness, assurance, and empathy. These findings strongly support H2, indicating that well-delivered service experiences significantly enhance mall-goers’ engagement and satisfaction.

**H6: Consumer satisfaction levels significantly vary across the Nashik Region.**

ANOVA was conducted across five districts: Nashik, Ahilya Nagar, Jalgaon, Dhule, and Nandurbar. The F-values across all seven satisfaction indicators ranged from approximately 2.8 to 4.6, with p-values consistently below 0.05. Specific variation was observed in overall satisfaction (G1), customer service (G4), and comfort (G6), affirming geographic variation in satisfaction levels.

These findings support H3, proving that consumer satisfaction in malls differs significantly by location within the Nashik region

**MAJOR FINDING:**

Consumers in the Nashik region exhibit multifaceted motivations for shopping in malls that go beyond simple purchase intentions. Factor analysis revealed that experiential elements like brand variety, ambiance, and social interaction, along with practical considerations such as convenience, parking, and affordability, significantly influence their preferences. Two principal factors emerged:

one centered on emotional and lifestyle-driven shopping behavior, and the other on utility-based drivers. This finding confirms that mall developers and marketers need to provide a comprehensive shopping experience that addresses both hedonic and utilitarian consumer motivations.

Service quality has a strong and measurable impact on consumer behavior in shopping malls. Using the SERVQUAL model, dimensions such as tangibles (cleanliness and appearance), reliability, responsiveness, assurance, and empathy were all found to be highly significant in shaping consumer perceptions. The regression model demonstrated that over 80% of consumer behavior variation could be attributed to service quality variables. This finding underscores the importance of training staff, maintaining hygiene standards, and delivering consistent service to influence mall goers' shopping decisions positively.

Consumer satisfaction levels significantly differ across districts within the Nashik region. ANOVA analysis across Nashik, Ahilya Nagar, Jalgaon, Dhule, and Nandurbar revealed significant variation in key satisfaction indicators like overall shopping experience, customer service quality, and comfort levels. These geographic differences suggest that mall management practices and customer expectations may not be uniformly met across districts. Thus, mall operators must localize their offerings and service strategies according to regional consumer expectations and infrastructure capabilities.

### RECOMMENDATIONS:

The research underscores that convenience, atmosphere, product diversity, and cost-effectiveness substantially affect consumer choices in shopping malls. Mall developers and managers should prioritise the creation of user-centric layouts that facilitate effortless navigation and accessibility. An appealing atmosphere featuring aesthetically pleasing decor, suitable lighting, and comfortable seating can elevate the overall shopping experience. Moreover, assembling a broad yet economical range of products across several categories is crucial to address the unique requirements of clients while ensuring value for money. These initiatives can together enhance patronage and promote return visits.

The characteristics of service quality, including reliability, staff empathy, responsiveness, & cleanliness, were identified as significant determinants of consumer satisfaction. Mall management should implement SERVQUAL-based training programs for workers to enhance customer-centric service behaviour and improve service quality. Upholding stringent cleanliness standards, particularly in communal spaces like food courts, is essential for improving the perception of quality and safety. Implementing real-time support for consumer systems such as information kiosks, mobile assistance applications, and feedback collection platforms will facilitate prompt resolution of client issues and enhance the shopping experience.

The present research indicated substantial disparities in consumer satisfaction among several districts of the Nashik region, underscoring the necessity of localised strategies. Mall operators ought to perform regular district-specific satisfaction audits to ascertain regional expectations and service deficiencies. Marketing campaigns, promotional methods, and service offerings should be tailored to align with local preferences and purchasing capacity. This focused strategy will foster enhanced customer interaction, boost regional competitiveness, and improve overall mall performance in the Nashik region.

### CONCLUSION:

This study comprehensively explored the multifaceted dimensions of consumer behavior in shopping malls across the Nashik region, focusing on preferences, promotional impacts, digital experiences, service quality, elderly consumer perceptions, regional satisfaction variations, and retention dynamics. The findings confirmed that key elements such as convenience, ambiance, affordability, and variety significantly shape consumer motivations. Promotional strategies—especially loyalty programs, discounts, and seasonal offers—have a pronounced effect, though their impact varies by gender and income levels. Furthermore, technological advancements and the ease of digital payments emerged as significant drivers of consumer behavior, emphasizing the growing importance of tech-enabled retail experiences. Service quality, based on SERVQUAL dimensions, strongly influenced satisfaction, while elderly shoppers expressed distinct and positive perceptions based on accessibility and staff support.

Despite achieving satisfactory levels of service and experience, the study found that, crucial insight malls need to go beyond transactional relationships and build emotional connections, trust, and personalized value to retain customers. Differences in satisfaction levels across Nashik's districts further highlighted the importance of region-specific marketing and operational strategies.

In light of these findings, the study recommends a series of targeted interventions, including digital integration, personalized marketing, district-wise service adaptations, and inclusive infrastructure enhancements. These measures not only align with the needs of different consumer segments but also future-proof shopping malls by cultivating stronger emotional loyalty and tech-responsiveness. Future research may explore the role of AI in personalization, sustainability practices in mall management, or the influence of post-pandemic consumer psychology on mall culture in Tier-II cities like Nashik. By implementing these strategies, mall operators and marketers can transform consumer behavior and position malls as vibrant, responsive, and emotionally connected spaces in India's evolving retail landscape.

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