



## ATTRIBUTES INFLUENCING MALL PATRONAGE WITH SPECIAL REFERENCE TO SELECTED CITIES IN SOUTH INDIA

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### ABSTRACT

*The aim of the study is to identify the factors that affect the shoppers' patronage towards shopping malls. The literature concerning the attributes of shopping malls that significantly affect patronage towards shopping malls. A sample of 210 respondents was taken who are the visitors of shopping malls or their mostly purchases are from shopping malls. The data was collected through the questionnaire including 36 items on five-point Likert scale. Statistical analysis was done using the software SPSS version 20 which indicated the Frequencies, Exploratory Factor Analysis of data. Six attributes those are relevant to the mall patronage were found: Convenience, Ambience, Sales Promotion, Safety, Amenities, and Entertainment of shopping that affect the consumer mall patronage. The results of the study will differ with the national context, size and the culture of the nation as it is relevant to the nation of India. And further research will include how image can be built in consumer's mind regarding shopping malls.*

**Key words:** Attributes, Mall Patronage, Shopping Mall.