

A STUDY ON CONSUMER'S BEHAVIOUR IN SHOPPING MALLS

JISHA C L*

RABIYA MOHAMMED*

Abstract

This paper presents Consumer's behaviour in shopping malls in Ernakulam city.. For the study Convenient Sampling Method was used and the sample size was 50. Simple percentage analysis was used for the analysis. Better environment and improved customer service, Competitive price with seasonal discount & various gift schemes, various options to the customer for choosing brand and variety, ample scope of promoting sales and enhance brand image, availability of parking space for vehicles, scope of employment at local area for various segments, all these reasons made the consumers attract towards Shopping Malls.

Keywords:

Shopping malls;

Consumer

Consumer's behaviour;

Purchasing habits;

Buying behaviour;

*** Rajagiri College of SocialSciences,Rajagiri P O Kalamassery Kochi**

1. Introduction

Shopping malls are an emerging trend in the global arena. The first thing that comes in our mind about the shopping mall is that it is a big enclosed building housing a variety of shops or products. According to historical evidence shopping mall came into existence in the Middle Ages, though it was not called so. The concept of departmental stores came up in the 19th century with the Industrial Revolution. Consumers wanted a better shopping experience and this demand gave rise to the emergence of Shopping Malls, gradually that spreads to India the largest free democracy having 1/6th of global population.

Consumers are the major beneficiaries of the retail boom. The Indian consumers are changing rapidly. They now have a choice of wide range of products, quality, prices. Organized retailing is changing the whole concept of shopping in terms of buying behavior. The new policy of Indian government to allow multinational retail brands like Wal-Mart, Carrefour, Spinney's etc.. to set up outlets in India is thus to give a new shape to the retail culture in India and thus to give a momentum to the economic sector.

Shopping malls contribute to business more significantly than traditional markets which were viewed as convergence of supply and demand. Shopping malls attract buyers and sellers, and induce customers providing enough time to make choices as well as a recreate means of shopping.

In such a scenario consumers buying behavior is of great interest for consumers educator and marketers interested in serving the consumer. Therefore there is a clearly need for research on this issue. In this study an attempt was made to study the consumer buying behavior in shopping malls of Kochi.

2. Review of Literature

Cox and Cooke (1970) determined customer preference for shopping centers and the importance of driving time. The authors concluded that location and attractiveness are important determinants of consumer shopping center preferences.

Bellenger et al. (1977) found that some consumers placed the greatest value on convenience and economic attributes including convenience to home, accessibility, and the presence of services such as banks and restaurants. Others however, emphasized recreational attributes including atmosphere, fashionability, variety of stores and merchandise.

Brunner and Mason (1968) investigated the importance of driving time upon the preferences of consumers towards regional shopping centers. They expressed that although it is recognized that population, purchasing power, population density, newspaper circulation, and other factors are influential in determining the shopping habits of consumers, a factor which is generally overlooked is the driving time required to reach the center.

Huff (1964 and 1966) concluded that the comparative size of the centers and the convenience of access were the primary characteristics that consumers sought when choosing a shopping center to visit.

3. Objectives of the study

- i. To investigate the consumer buying behavior in shopping malls in Ernakulam city.
- ii. To study variation in buying behavior across different demographic variables.
- iii. To find out whether there is any difference in the buying pattern among urban and rural consumers.

4. Methodology of the study

The place of the study is restricted to Ernakulam city. The universe of the study was consumers in Ernakulam city and respondents were the consumers in shopping malls.

The type of the study is descriptive and the main source of the information on which the project based was the primary data. Method of data collection was the questionnaire which was found more accurate and reliable since the data were obtained directly from consumers. In order to understand the effectiveness of the questionnaire designed a pre-test was conducted with three respondents and appropriate changes were made .

The sample was 50 and the sampling method used is convenience sampling. The respondents were given questionnaires and the data were collected directly from them by way of personal administration. The statistical tools used for the data analysis included descriptive statistics and diagrams.

5. Analysis and discussions

The Data collected were summarized and analyzed properly using appropriate statistical techniques.

Table 5.1

Age-wise classification

CATEGORY	NUMBER OF RESPONDENTS	PERCENTAGE
Up to 20 years	10	20
20-30 years	20	40
30-40 years	15	30
Above 40 years	05	10
Total	50	100

Age of consumer is an important factor which influences the buying behaviour in shopping mall. The above table shows that most of the respondents are between 20-30(40%) age group. It may be noted that the least group representing 10% is above 40 years of age group.

Table 5.2

Monthly income wise classification

MONTHLY INCOME	NUMBER OF RESPONDENTS	PERCENTAGE
Up to 15000	5	10

15000-30000	15	30
30000-45000	20	40
Above 45000	10	20
Total	50	100

Above table 5.2 depicts that the majority of the respondents belongs to the income group between 30000-45000, which is 40%. Each income group of 15000-30000 stands second with 30%. Least is up to 15000, which is only 10%.

Table 5.3

Occupation wise classification

CATEGORY	NUMBER OF RESPONDENTS	PERCENTAGE
Government	6	12
Private	16	32
Business	7	14
Others	21	42
Total	50	100

It is an accepted fact that buying decision is greatly influenced by occupation and income of an individual. It depicts that majority of the respondents belongs to others category (42%). Private employees with 32% stands next. The least are business and Government employees with 14% and 12% respectively.

Table 5.4

Area wise Classification

CATEGORY	NUMBER RESPONDENTS	OF	PERCENTAGE
Urban area	36		72
Rural area	14		28
Total	50		100

Out of the 50 respondents, 36 (72%) of them come from urban area and 14 (28%) from rural area

Table 5.5

Willingness to Purchase

CATEGORY	NUMBER RESPONDENTS	OF	PERCENTAGE
Yes	42		84
No	8		16
Total	50		100

84% of the respondents likes to purchase from shopping malls and 16% do not like to purchase from shopping malls. This analysis shows that majority of the respondents likes to purchase from shopping malls

Table 5.6

Frequency in visiting shopping mall

CATEGORY	NUMBER RESPONDENTS	OF	PERCENTAGE
Weekly	3		6
Monthly	19		38
Occasionally	28		56
Total	50		100

Out of 50 respondents, 28 respondents (56%) visits shopping mall occasionally, 19 of them visits monthly (38%) and only 3 respondents visits mall weekly which is 6%.

Table 5.7

Price Consciousness

OPINION	NUMBER OF RESPONDENTS	PERCENTAGE
Yes	35	70
No	15	30
Total	50	100

Table 5.7 shows that 70% of the respondents are price conscious while purchasing and 30% are not conscious about price.

Table 5.8

Visiting more than one store for low price

OPINION	NUMBER OF RESPONDENTS	PERCENTAGE
Yes	27	54
No	23	46
Total	50	100

Table 5.8 shows that 54% of the respondents visit more than one store for finding low price and 46% do not visit another store for low price.

Table 5.9

Shopping mall - a pleasant activity

OPINION	NUMBER OF RESPONDENTS	PERCENTAGE
Yes	42	84
No	8	16
Total	50	100

It is important to know whether shopping mall gives any pleasant feeling to its customers or not.

Table 5.9 depicts that out of 50 respondents 42 of them enjoys shopping in malls. Only 8 respondents do not enjoy it.

Table 5.10

Shopping mall - A Time Killer

OPINION	NUMBER OF RESPONDENTS	PERCENTAGE
Always	6	12
Usually	7	14
Occasionally	20	40
Never	17	34
Total	50	100

There is a feeling among the customers that shopping malls usually wastes time and it acts as a time killer. Table 5.10 analyses that 40% of the respondents agree that shopping in mall wastes time occasionally. 34% convey that shopping in malls never wastes their time.

Table 5.11**Confusion while choosing a brand**

OPINION	NUMBER OF RESPONDENTS	PERCENTAGE
Strongly agree	5	10
Agree	27	54
Disagree	13	26
Strongly disagree	5	10
Total	50	100

Confusion is a major factor while shopping in malls. From the table 5.11 we can analyze that out of 50 respondents 5 respondents strongly agree with this statement that there occurs confusion while choosing a particular brand. 27 respondents agree, 13 respondents disagree and 5 respondents strongly disagree. This analysis shows that 54% (27 respondents) get confused while choosing a particular brand.

Table 5.12**Purpose of visiting malls**

PURPOSE	NUMBER OF RESPONDENTS	PERCENTAGE
Entertainment	9	18
Hangout	7	14
Shopping	11	22
All of these	23	46
Total	50	100

Purpose of visiting a shopping mall is an important thing to be known i.e., whether the consumers are coming for entertainment, hangout, shopping or for all these purposes.

Out of the total respondents 46% come for entertainment, hangout, shopping all together. 22% of the respondents come for shopping. 18% and 14% of the respondents come for entertainment and hangout respectively.

Table 5.13

Average amount of money spent at malls on purchase

AMOUNT	NUMBER OF RESPONDENTS	PERCENTAGE
Less than 500	5	10
500 to 1000	15	30
1000 to 5000	25	50
Above 5000	5	10
Total	50	100

Almost half percentage of the respondents spend an amount between 1000 - 5000. This has been followed by 500 - 1000 which is 30%. Least spenders come under the category below 500 and above 5000 which is 10%.

6. Conclusion

Ambiance of shopping malls, assortment of stores; sales promotions and comparative economic gains in the mall attract higher customer traffic to the malls. With the changing shopping needs and aspirations, consumers are finding it easier to shop at malls where a wide choice of merchandise is available under one roof. Indian consumers are recreational in their shopping. Shopping is a fun activity for them. Among young consumers between the age 20-30 years are most recreational in their shopping. There is a significance difference between age group and purpose of visiting shopping malls. Price consciousness is greatly influenced by one's income. Consumers are confused by over choice. They are novelty conscious and are variety seekers. Better environment and improved customer service, Competitive price with seasonal discount & various gift schemes, Various options to the customer for choosing brand and variety, ample scope of promoting sales and enhance brand image, availability of parking space for their car, scope of employment at local area for various segments all these reasons made the consumers attract towards Shopping Malls.

7. References

- Bellenger, D.N., D.H. Robertson, and B.A. Greenberg (1977),” Shopping center patronage motives”, *Journal of Retailing*, Vol 53, Issue 2, pp 29.
- Bloch, Peter H, Ridgway, Nancy M, Nelson and James E (1991), “Leisure and Shopping Mall”, *Advances in Consumer Research*, Vol. 18, Issue 1, pp 445.
- Burns, David J, Warren and Homer B (1995), “Need for uniqueness shopping mall preference and choice activity”, *International Journal of Retail & Distribution Management*, Vol. 23, Issue 12, pp 4.
- Craig, A.M. and Turley, L.W. (2004), “Malls and consumption motivation: an exploratory examination of older generation and young consumers, *International Journal of Retail & Distribution Management*, Vol 32, Issue 10, pp 464.
- Dickson, John and Albaum Gerald (1977), “A Method for Developing Tailormade Semantic Differentials for Specific Marketing Content Areas”, *Journal of Marketing Research*, Vol. 14, Issue 1, February, pp 87.
- Feinberg, Richard A, Meoli and Jennifer (1991), “A Brief History of the Mall”, *Advances in Consumer Research*, Vol. 18, Issue 1, pp 426.
- Gianotten, Henk J (2002), “Guest Editorial”, *International Review of Retail, Distribution & Consumer Research*, Vol. 12, Issue 3, July, pp 221.
- Groeppel Klein, Andrea, Germelmann and Claas Christian (2003), “Minding the Mall: Do We Remember What We See?”, *Advances in Consumer Research*, Vol. 30, Issue 1, pp 56.
- Lamb, Kimberly (2003), “As the retail world turns”, *Journal of Property Management*, Vol. 68, Issue 5, September-October, pp 68.
- Maronick, T.J. (2007), “Specialty retail center’s impact on downtown shopping, dining and entertainment”, *International Journal of Retail & Distribution Management*, Vol. 35, Issue 7, pp 556.
- Meoli, Jennifer, Feinberg, Richard A, Westgate and Lori (1991), “A Reinforcement-Affect Model of Mall Patronage”, *Advances in Consumer Research*, Vol. 18, Issue 1, pp 441.