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Study on Buying Behavior in Shopping Malls

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ABSTRACT

Shopping in India has witnessed a revolution with the change in consumer behaviour. The changing lifestyles of consumers, disposable income growth and favourable demographic patterns have provided various opportunities as well as set more challenges for retailers. Shopping malls have become one step solution to meet the various needs of the consumers. In the recent years there has been a huge influx of shopping malls in Kerala. These malls allure large crowds and converge the stocks of major international and Indian brands. A study on consumer buying behaviour in shopping mall would enable to identify what factors convinces them to visit shopping malls, the rationale behind their buying behaviour, which enables a retailer to strategize their promotional plans, work for the betterment of the product and services, focus more on mall management and provide the value for the money spent by the customer.

1. Introduction

India's retail sector now stands at the cusp of fast-paced growth, one that could see it emerge as one of the fastest growing retail markets across the world. This growth in retail market will be led by factors such as change in lifestyle and rising income, which helped the FMCG industry to grow at a rapid speed over the past few years. The growth of the industry has increased the competition which provides various opportunities and threats. Apart from that, providing customer value has become an important challenge for the retailers.

With the advancement of technology consumers have access to a large amount of information which influence their buying decisions. They demand value not only in terms of price and quality, but also in ambience, convenience, availability of products, services etc. This increasing demand on quality, variety, and availability of products as well as the increase in spending power has resulted in consumers using super markets and hyper markets for their personal shopping.

Shopping malls have become one step solution to various needs of the customers. Ambiences, Air conditioning facilities, scope for window shopping, food courts, entertainment like movie theatres, game zones etc. in shopping malls are added boosters for customers to opt for malls. Thus, malls serve the purpose of giving quality time and place for entertainment, socialization, pleasure and fun besides selling required products and services.

2. Significance of the study

In the recent years there has been a huge influx of shopping malls in Kerala. These malls attract large crowds and stock major international and Indian brands. The leading cities of Kerala are getting to witness a retail revolution with shopping malls, increasing its growth in number of shopping malls. A study on consumer behaviour in shopping mall would enable to identify various factors which influence the customers while shopping and at the same time identify the shopping pattern of the consumers.

3. Scope of the study

Shopping malls as a business segment is booming now a days. Kochi being the commercial capital of Kerala is bubbling with such retail activities. The present study tries to find out the consumer behaviour in shopping malls in Ernakulam district. There are a number of shopping malls in Ernakulam like Lulu mall, Abad Nucleus, Gold Souk Grande, Central Square mall, Oberon mall etc. The study has been under taken among the respondents who visits shopping malls. 100 samples were taken for the study.

4. Objectives of the study

The study is undertaken with the following objectives;

- To identify the factors which influence the consumers to select shopping malls.
- To analyse the buying behaviour of the consumers in shopping malls.

5. Hypotheses of the study

H_{01}: Convenience is not a significant factor in selecting shopping mall.
H_{02}: Quality of products is not a significant factor influencing consumers while shopping in shopping malls.

6. Research methodology

- Selection of sample**-** For the purpose of the study a sample of 100 consumers who visits shopping malls were selected through snow ball sampling.
- Collection of data**-**Data were collected using primary and secondary sources. Primary data were collected using interview schedule. Secondary sources include published journals, magazines, books and from various websites.
- Tools of analysis**-** The data collected were suitably classified and analysed keeping in view the objectives of the study. For the purpose of analysis, statistical

tools like percentages and average were used. T test was applied to test the hypothesis.

7. Limitations of the study

The study is completed in the midst of certain limitations and constraints. The following are some of the limitations:

- Availability of time and resources are important limiting factor for the study.
- Inherent limitation of sampling technique have affected the study to a certain extent.

8. Analysis

I. Demographic profile of the respondents

Table 1.7 (1) **Gender of the respondents**

Gender	Frequency	Percent
Male	43	43.0
Female	57	57.0
Total	100	100.0

Source: Primary data

Table 1.7(1) shows that, out of the sample selected majority (57%) of the respondents are female rest 43 % are male.

Table 1.7(2) **Age of the respondents**

Age	Frequency	Percent
Below 20	4	4.0
20-40	48	48.0
40-60	47	47.0
Above 60	1	1.0
Total	100	100.0

Source: Primary data

The above table depicts that 48% of the respondents fall between the age group of 20-40 years and 47% of the respondents fall between 40-60 years.

Table 1.7(3) **Occupation of the respondents**

Occupation	Frequency	Percent
Private	46	46.0
Government	20	20.0
Business	19	19.0
Student	11	11.0
Unemployed	4	4.0
Total	100	100.0

Source: Primary data

Table 1.7(3) reveals that, 46% of the respondents are private employees, 20% are government employees, 19% fall under business category.

Table 1.7(4) Monthly income of the respondents

Monthly income(□)	Frequency	Percent
Below 15000	4	4.0
15000-30000	49	49.0
30000-45000	14	14.0
45000-60000	22	22.0
Above 60000	11	11.0
Total	100	100.0

Source: Primary data

Table 1.7(4) reveals that 49 percent of the respondents have a monthly income between □ 30000-45000, 22 percent have monthly income between □ 45000-60000. 14 percent have income level between □ 30000-45000. 11 percent of the respondents have monthly income above □ 60000.

II. Buying behaviour of the respondents

Table 1.7(5) Malls frequently visited

Malls	Mean	Rank
Lulu mall	1.16	1
Abad nucleus	1.79	4
Gold souk Grande	1.81	5
Oberon mall	1.64	2
Central Square mall	1.67	3
Bay pride mall	1.84	6
Others	1.98	7

Source: Primary data

The above table 1.7(5) shows that the mostly visited mall by the respondents is Lulu mall (mean 1.16), Oberon mall (1.64), Central Square mall (1.67) and Abad Nucleus mall (1.79).

Table 1.7(6) **Frequency of visiting shopping malls**

Frequency of visit	Frequency	Percent
Weekly	2	2.0
Monthly	23	23.0
Random	41	41.0
Special occasions	34	34.0
Total	100	100.0

Source: Primary data

Table 1.7(6) depicts that 41 percent of the respondents visit malls on a random basis while 34 percent visits on special occasions, 23 percent visits the mall monthly. Only 2 percent of the respondents visit malls weekly.

Table 1.7(7)**Purpose of visiting shopping malls**

Purpose	Mean	Rank
Shopping	1.83	1
Entertainment	2.08	2
Social gathering	3.15	3
Know new trends	4.54	5
Food and beverages	3.56	4

Source: Primary data

The table shows mean values of the variables using Friedman test and it reveals that shopping (rank 1, mean value 1.83) is the main purpose of visit of the respondents. Respondents visits mall for entertainment (rank 2, mean value 2.08) and for social gathering (rank 3, mean value 3.15). Food and beverages falls in the fourth rank (rank 4, mean value 3.56) and knowing new trend has the least rank (rank 5, mean value 4.54).

Table 1.7(8)**Time spend in the shopping malls**

Time Spend	Frequency	Percent
1-2 hrs	8	8.0
2-3 hrs	26	26.0
3-4 hrs	49	49.0

4-5 hrs	12	12.0
Above 5 hrs	5	5.0
Total	100	100.0

Source: Primary data

Table 1.7(8) shows that 49 percent respondents spend 3-4 hours in shopping mall, 26 percent spend 2-3 hours while 12 percent spend 4-5 hours in shopping malls.

Table 1.7(9) **Types of products purchased**

Products	Mean	Rank	Products	Mean	Rank
Grocery	3.60	2	Movies	4.38	4
Clothing	3.34	1	PlayStation	8.39	9
Footwear	4.89	5	Skincare	8.69	10
Jewellery	9.54	12	Health and fitness	8.91	11
Food and beverages	3.81	3	Consumer durables	7.50	7
Electronics	7.62	8	Accessories	7.37	6

Source: Primary data

Based on the analysis of Friedman test, it was found that clothing is purchased mainly by the respondents (mean value 3.34). Next comes grocery (mean value 3.60) followed by food and beverages (mean value 3.81). Respondents also visit for watching movies, purchasing footwear and accessories such as bags, watches, eyewear etc. Consumer durables and electronics falls next in the list. Jewellery is the least purchased product.

Table 1.7(10) **Frequency of purchasing products**

Products	Very often	Often	Some-times	Rarely	Very rarely
Grocery	46	33	11	5	5
Clothing	54	29	12	3	2
Footwear	26	44	22	4	4
Jewellery	6	8	10	20	56
Food and beverages	52	38	6	4	-
Electronics	3	41	23	16	17
Movies	45	23	17	13	2
PlayStation	5	9	53	18	15
Skincare products	1	12	26	53	8
Health and fitness	-	10	17	55	18
Consumer durables	1	40	18	28	13
Accessories	5	26	35	25	9

Source: Primary data

The table shows that grocery, clothing, food and beverages, movies (46%, 54%, 52%, and 45% respectively) are purchased more frequently by the respondents. Footwear, electronics and consumer durables are purchased often. PlayStation, accessories such as bags, watches, and eyewear are purchased sometimes. Skincare products, Health and fitness are rarely purchased. Jewellery are purchased very rarely by the respondents.

Table 1.7(11) **Amount spend on per purchase**

Products	Below 2000	2000-4000	4000-6000	6000-8000	Above 8000
Grocery	60	38	2	-	-
Clothing	29	69	2	-	-
Footwear	85	12	3	-	-
Jewellery	16	9	52	-	23
Food and beverages	94	6	-	-	-
Electronics	8	3	25	50	14
Movies	99	1	-	-	-
PlayStation	98	2	-	-	-
Skincare products	94	5	1	-	-
Health and fitness	79	20	1	-	-
Consumer durables	11	28	10	30	21
Accessories	93	7	-	-	-

Source: Primary data

The results shows that, majority of the respondents spend below □ 2000 on purchasing grocery (60%), food and beverages(94%), footwear (85%), movies (99%), PlayStation (98%), skin care products (94%), health and fitness (79%) and

93 percent on accessories such as bags ,watches and eyewear. □ 2000-4000 is spend by majority of the respondents on clothing (69%). 52 percent of the respondents spend □ 4000-6000 on jewellery. 50 percent and 30 percent of the respondents spend between □ 6000 and □ 8000 on electronics and consumer durables respectively.

Table 1.7(12) **Factors considered to select a shopping mall**

Factors	Mean	Rank
Offers and discounts	4.33	**3**
Convenience	2.48	**1**
Location	2.91	**2**
Parking facility	4.90	**5**
Brand image	6.22	**8**
Past experience	5.49	**7**
Range of products	4.96	**6**
Recommendation of friends/family	4.73	**4**

Source: Primary data

Convenience is the most important factor respondents consider while selecting shopping mall. The next factor considered is location followed by offers and discounts. Respondents also select the mall based on the recommendation of friends/ relatives. Parking facility is another factor considered for selecting a shopping mall.

Hypothesis Testing H_{01}: Convenience is not a significant factor in selecting shopping mall.

Table 1.7(13) **Testing of hypothesis**

Factor	Mean	Stand. Deviation	T value	P value
Convenience	2.48	1.648	12.25	.000

Source: Primary data

The above table shows that factor convenience has a mean value of 2.48 which is significantly less than the central score of scale 4.5(p value is .000) which reflects that the hypothesis is not true. Hence the hypothesis is rejected and concludes that convenience is a significant factor in selecting a shopping mall.

Table 1.7(14) **Factors which influence the respondents while shopping in shopping malls.**

Factors	Mean	Rank
Prices and offers	4.50	2
Accessibility	4.35	3
Quality of products	4.53	1
One roof arrangements	4.03	5
Transaction settlement	3.85	8
Brand consciousness	3.39	15
Ambience	3.46	14
Product display	3.73	11
Access to global products	3.84	9
Celebrity visits	2.89	18
Time savings	3.88	7
Customised products	3.59	13
Status	3.72	12
Facility to socialise	4.14	4
Substitute products	3.27	16
Availability of trendy products	3.91	6
Home delivery	3.15	17
Membership cards	2.88	19
Staff behaviour	3.83	10

Source: Primary data

As per the Table 1.7(13) it is observed that the rank preference of the respondents about the factors influencing shopping in shopping malls varies significantly. Here rank is assigned on mean rank basis. So first rank is assigned to the factor with highest mean. Therefore quality of products (mean value 4.53) is the main factor influencing the respondents while shopping in shopping malls. The second factor is the prices and offers (mean value 4.50) followed by accessibility (mean value 4.35). The fourth factor influencing is facility to socialise with mean score of 4.14. The fifth factor is one roof arrangement (mean score 4.03).Substitute products, home delivery, celebrity visits, membership cards are not influencing the respondents while shopping in shopping malls.

Hypothesis Testing-H_{02}: Quality of products is not a significant factor influencing consumers while shopping in shopping malls.

Table 1.7(15) **Testing of hypothesis**

Factor	Mean	Stand. Deviation	T value	P Value
Quality of products	4.53	0.59	25.76	0.000

Source: Primary Data

The table 1.7(15) reveals that the mean value is significantly greater than the central score of scale of measurement 3 (p value is 0.000) , so the hypothesis is rejected and concludes quality of product is a significant factor influencing while shopping in shopping malls.

9. Major Findings

- Out of the100 respondents 57 percent were female and 47 percent male.48 percent of the respondents were of the age group 20 -40 years, 47 percent between the age group 40-60 years. Majority of the respondents (46 %) were private employees, 20 percent of the respondents were government employees and 19 percent in the category of business.49 percent of the respondents have monthly income between □ 15000-30000. 22 percent have monthly income between □ 45000-60000.
- The most frequently visited mall by the respondents was Lulu mall. Second Oberon mall and third Central Square mall.
- Majority of the respondents (41%) visits malls on random basis. While 34 percent of the respondents visit malls on special occasions. 23 percent visit malls monthly.

- The main purpose of visiting malls is for shopping. Respondents visit malls for entertainment and also for social gathering.
- 49 percent of the respondents spend 3-4 hours and 26 percent spend 2-3 hours in shopping malls.
- The main products respondents purchase from shopping malls are clothing(rank 1), grocery (rank 2), food and beverages (rank 3), movies (rank 4) , footwear (rank 5).
- Grocery, clothing, food and beverages, movies are the products and services most frequently purchased by the respondents. Footwear, electronics and consumer durables are purchased often. Jewellery are purchased very rarely by the respondents.
- Majority of the respondents spend below 2000 on purchasing grocery, food and beverages, footwear, movies, PlayStation, skin care products, health and fitness and on consumer durables. 69 percent of the respondents spend between 2000 and 4000 on clothing.
- Convenience is the major factor in choosing a shopping mall. The second factor is location. Offers and discounts also influence in choosing a shopping mall.
- The hypothesis convenience is not a significant factor in selecting shopping mall was rejected as the p value (0.00) was less than the central score value of 4.5.
- Quality of products is the main factor influencing the respondents while shopping in shopping malls. The second factor is prices and offers and the third factor is accessibility followed by facility to socialise.
- The t test also showed that quality of product is a significant factor influencing while shopping in shopping malls (p value 0.00).

10. Conclusion

The present study shows that convenience is one of the factor because of which the respondents choose a particular shopping mall. Majority visits mall on random basis and spend about 3-4 hours in the mall. Clothing, grocery, food and beverages are the main products purchased from the mall. Thus the consumer shopping patterns are being changing. Apart from the regular purpose of shopping, they opt for shopping malls for entertainment and social gathering.

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