

CONSUMER BUYING BEHAVIOR TOWARDS SHOPPING MALLS WITH SPECIAL REFERENCE TO SALEM DISTRICT

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ABSTRACT: Retail sector in India has become the dynamic renovation and rapid growth in the past years. India has the greatest opportunity in the retail sector for the development of the economy. In retail sector the investment has been increased from all over the world, especially India has become the place for the investment in retail sector like Foreign Direct Investment (FDI). Retail infrastructure in India has become the steady growth in the construction and that are operated in the various cities as a shopping malls. Consumer buying behaviour has become the most important factor for every sector, Indian consumer has the dynamic change in their behaviour, taste, preference, motives, personality, attitudes, beliefs and values when they are making a purchase in the shopping malls. In this paper the significance to study the buying behaviour of the consumer in the shopping malls. The scope of the research is to find the buying behaviour of the respondents with regard to the expectation of the products and availability of service that are offered in the malls. Factors that are influencing the customer towards the purchase of products in the shopping malls. The sample size of 150 has been selected for the study. Simple Random Sampling method is used in the study. The study mainly focuses on the buying behaviour of consumers in the shopping malls and focuses on the future scope in the retail sector.

Keywords: Shopping Malls, Retail, Consumer, Buying Behavior.

INTRODUCTION

In India Shopping malls has the greatest opportunity for the development of the business. Shopping malls contains various kinds of stores that have multiple collections of products and services for the consumers. India most of the shopping malls are provided with the all required products for the customer based on their expectation like price, availability of the products, quality of the product, availability of all brands, packaging of the product, appearance of the shops etc.,. Since the physical visibility of the products has to be good and the customer has to feel the product which create the key for the purchase of product. Ambience of the malls has to be like Air condition facility, Window facility, place for the entertainment, food court, theaters, game facilities etc, which makes the customer to feel that they have to visit the shopping malls again and again.

Buying Behavior of the consumer is based on the expectation of the products that are available as like. Customers used to buy the products based on the influence of their friends, family members, relatives, neighbors, colleagues and others. Customers buy the products that will be different from one person to another person based on their attitude, life style, personality, perception about the products etc. Shopping malls has been chosen by most of the customer nowadays in order to purchase all the products in a single place, Which helps to save their time, money and stress of the consumers

IMPORTANCE OF THE STUDY

There is a dynamic change in the usage of products from one consumer to another consumer, since they are not alike, the shopping pattern of consumers will vary constantly over a period of time based on their needs, personality, lifestyle and their usage pattern. The important and purpose of this study is to assess the consumer buying behavior towards the shopping mall and their shopping pattern of products. This study will determine the general characteristics of the buying pattern of the consumer, factors that are influencing the consumer to shop in the malls, how it will affect the shopping pattern, how they spend to purchase the products, what made them to become the loyal consumer. Finally the study will determine the buying behavior pattern has made the repurchase intention in the shopping malls.

STATEMENT OF THE PROBLEM

In this study customer buying behaviour has the greater importance for the retailers, which helps them to fine the needs and wants of the customers. Buying behaviour will vary from one consumer to another consumer based on the offers that are provided. Building

a place for entertainment in shopping Centre is a approach used to be a focus for shoppers. A study with shopping behavior of consumer will help to understand behavior of mall visitors and also help the marketers to frame marketing strategies that can be additional capable of meeting their wants and needs.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

✓ To Study the Consumer Buying Behaviour towards Shopping Mall at Salem District

SECONDARY OBJECTIVE

✓ To assess the socio-demographic profile of the customers at Shopping Mall To study the customers' behaviours towards retail Malls

✓ To understand the factors influencing the mall shoppers' buying behavior.

✓ To examine the shoppers' satisfaction level on promotional activities in retail malls

✓ To offer suggestion to retailers to maximize the service to customers at shopping mall

METHODOLOGY

Definition of research

Defining of and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions to determine whether they fit hypothesis.

Type of Research: Descriptive research

. Descriptive research includes surveys and fact finding enquires of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present.

SOURCES OF DATA:

Primary data

Primary data required for the study is collected by circulating questionnaire among respondents.

Secondary data

Secondary data needed for conducting the research work is collected from various documents & other reports.

SAMPLE SIZE:

Total sample size 70

SAMPLING PROCEDURE:

Simple Random Sampling technique is used for the collection of data required for the research study

DATA COLLECTION INSTRUMENT:

The instrument used for data collection is a structurally planned questionnaire. Pilot study has been made with the experts to finalize the questions.

Tools Used in the Study

Percentage analysis

Percentage analysis is the method to represent raw streams of data as a percentage

(a part in 100 - percent) for better understanding of collected data. It represents or summarizes the relevant features of a set of values. This can be calculate by this formula

$$\text{Percentage analysis} = \frac{\text{Number of frequency}}{\text{Total number of frequency}} * 100$$

Chi-square

The chi-square test is an important test amongst the several tests of significant'. Chi theoretical variance Square, symbolically written as χ^2 , is a statistical measure used in the context of sampling analysis for comparing a variance to a.

This can be calculated using the formula

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where

O = Observed frequency.

E = Expected frequency (Pillai & Bagavathi, 1999).

LIMITATIONS OF THE STUDY

- Time constraints has outlawed from going deep into the subject. The information obtained or the collection of data is limited. The study is purely academic.
- Some of the respondents do not have clear idea. So their opinion may be partial.
- Some of the respondents feel it as a interruption to answer the questionnaire in their busy schedule.

ANALYSIS AND DISCUSSION

1. PERCENTAGE ANALYSIS

Table 1: Product availability of the respondent

Product availability	Frequency	Percent
Highly satisfied	22	31.425
Satisfied	12	17.1
Neither satisfied nor dissatisfied	14	20.0
Dissatisfied	12	17.1
Highly dissatisfied	10	14.28
Total	70	100.0

INTERPERTATION

It is evident from the table 4.9 that 31.425% of respondents are Highly satisfied, 17.1 % of the respondents are Satisfied, 20% of the respondents are Neutral and 17.1% of the respondents are Dissatisfied and the remaining 14.28 % of respondents are Highly dissatisfied.

Table 2: Offers of the respondents

Offers	Frequency	Percent
Free	35	50.0
Discount	9	12.9
Coupons	3	4.3
Vouchers	23	32.9
Total	70	100.0

INTERPERTATION

It is evident from the table 4.10 that 50% of respondents are Free, 12.9 % of the respondents are Discount, 4.3% of the respondents Coupons are and 32.9% of the respondents are Vouchers.

Table 3: Opinion of the respondents

Opinion	Frequency	Percent
Very good	21	30.0
Good	22	31.4
Neutral	12	17.1
Bad	3	4.3
Very bad	12	17.1
Total	70	100.0

INTERPERTATION

It is evident from the table 4.11 that 30% of respondents are very good, 31.4 % of the respondents are good, 17.1% of the respondents are Neutral and 4.3% of the respondents are bad and the remaining 17.1 % of respondents are Very bad.

Table 4: Reliable of the respondents

Reliable	Frequency	Percent
Highly satisfied	1	1.4
Satisfied	23	32.9
Neither satisfied nor dissatisfied	11	15.7
Dissatisfied	15	21.4
Highly dissatisfied	20	28.6
Total	70	100.0

INTERPERTATION

It is evident from the table 4.13 that 1.4% of respondents are Highly satisfied, 32.9 % of the respondents are Satisfied, 15.7% of the respondents are Neither satisfied nor dissatisfied and 21.4% of the respondents are Dissatisfied and the remaining 28.6 % of respondents are Highly dissatisfied.

Table 5: Choice of the respondents

Choice	Frequency	Percent
Highly satisfied	12	17.1
Satisfied	22	31.4
Neither satisfied nor dissatisfied	9	12.9
Dissatisfied	12	17.1
Highly dissatisfied	15	21.4
Total	70	100.0

INTERPERTATION

It is evident from the table 4.16 that 17.1% of respondents are Highly satisfied, 31.4 % of the respondents are Satisfied, 12.9% of the respondents are Neither satisfied nor dissatisfied and 17.1% of the respondents are Dissatisfied and the remaining 21.4 % of respondents are Highly dissatisfied.

2. CHI-SQUARE**Association between Occupation and Level of satisfaction of the respondent**

An attempt was made to study the association between Educational qualification and Reliable of the respondents. For this purpose the respondents classified on the basis of chi-square test between Educational qualification and Reliable of the respondents. The data are tabulated and presented in the table 2.1.

Null hypothesis (H₀) There is no association between Educational qualification and Reliable of the respondents

Alternative hypothesis (H₁) There is an association between Educational qualification and Reliable of the respondents

Table 6: Educational qualification and Reliable of the respondents**Educational qualification of the respondent * Reliable of the respondents**

Educational qualification	Reliable of the respondents					Total
	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied	
Up to 10	0	11	0	3	11	25
Up to 12	1	11	11	0	0	23
UG	0	1	0	0	9	10
PG and Above	0	0	0	12	0	12
Total	1	23	11	15	20	70

Table 7: Educational qualification and Reliable of the respondents**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	100.538 ^a	12	.000
Likelihood Ratio	102.660	12	.000
Linear-by-Linear Association	4.137	1	.042
N of Valid Cases	70		

Inference

It is evident from the table 7 that the calculated value is more than the table value. Therefore, the null hypothesis is rejected. It is inferred that there is an association between Educational qualification and Reliable of the respondents.

CONCLUSION

Shopping malls has been playing important role of every consumers, where they used to purchase the products in a single place called shopping mall. Multi shops with multibrand facilities are available in the shopping mall. Availability of the products has to satisfy the consumers, which makes them to repurchase the product. Shopping malls has to focus on the consumer expectations and that has to be satisfied by considering the price, offers, vouchers etc., Buying behaviour of the consumer will vary from one consumer to another consume. According to that the mall has to create the effective marketing strategy and effective advertisement to attract more customers that may influence buying behaviour of consumers.

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