

A CRITICAL STUDY ON CONSUMER BEHAVIOUR REGARDING PURCHASE OF PRODUCTS FROM SHOPPING MALLS

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Abstract

Retailing in a layman's language involves the procurement of varied products in large quantities from various sources and their sales in small lot for direct consumption to the purchaser. The retail sector in India is witnessing a huge revamping exercise as traditional markets make way for new formats such as departmental stores, hypermarkets, supermarkets, speciality stores and shopping malls. Western-style malls have begun appearing in metros and second-rung cities alike introducing the customers to a shopping experience likes never before. In response to the growing importance of services in the economy and recognition by the different firms to use, services as a distinguishing factor, the study about to study consumer perception regarding purchase of products from big shopping malls in Chandigarh. This study included the awareness level of citizens of Chandigarh regarding the shopping malls, and the factors influencing the customer's decision to visit shopping malls and the study of satisfaction level of customers.

Key Words: Retailing, departmental stores, hypermarkets, specialty stores, shopping malls

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1. Introduction

Mall culture in India and especially in Delhi & NCR has grown with an incredible pace. Just a few years back, people had to make a choice among shopping, movies or hanging out on a holiday but thanks to our malls, all these jobs can be performed at the same time, under the same roof and that too with a wonderful experience. And it is basically the experience and not the intention that counts when it comes to malls.

The reason why shopping malls are so popular lies in their international appeal. It seems to be a thing of history when shopping malls had their presence only in places like Singapore and Dubai. In fact, now they are everywhere around us.

If we dive back in time to the early Nineties, Ansal Plaza appeared to be the only popular shopping mall of the region but presently there are more than two dozens of well-established malls in the region and another 140-odd new shopping arcades are set to dot the city landscape in days to come.

People find these malls to be the best place to shop or hang out in summer heat as they offer free entry to a completely air conditioned complex with good music playing all around and loads of window shopping opportunity which is appreciated by one and all. Not to forget the numerous food joints that serve different cuisines meant to magnetize the taste buds of all the foodies. Though malls are equally popular among all ages, the true lovers of multiplexes are the youngsters for whom malls are the `ultimate place to be`. These malls serve their various purposes like shopping, watching movies, dating or just to hang out though they really don't need a purpose for being there.

These malls have changed the trends to an extent that the glamour that could be seen only on the silver screen has now come to our cities and we can actually see it in our neighborhood. Almost all the malls present in the region can match any high-quality mall in any part of the world.

The retailing sector in India has undergone significant transformation in the past 10 years. The organized retail industry in India is expected to grow 25-30 per cent annually and would triple in size from Rs. 35,000 crore in 2004-05 to Rs.109,000 crore (\$24 billion) by 2010. Retailing is gradually inching its way towards becoming the next boom industry. Organized retailing is changing the whole concept of shopping in terms of consumer buying behaviour. Shopping today

is much more than just buying- it is an experience itself. The objectives of this study were to investigate the shopping motivations Indian shoppers go for shopping in Mall.

Shopping mall, shopping centre, or simply mall is one or more buildings forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to easily walk from unit to unit, along with a parking area – a modern, indoor version of the traditional marketplace.

The shopping mall is a global phenomenon that has its roots in ancient outdoor bazaars where people would go to buy goods from local artisans, farmers and craftsmen. The shopping malls that we know today were birthed in the beginning of the 20th century and have since then grew to cover the major cities of the world in a few different forms. Not only has the shopping mall become a place to find and purchase goods, it is also known as a cultural hot spot where people of all ages can come to interact. However, there has been some criticism to shopping malls, specifically strip malls. The phenomenon called ‘Shopping Center or Mall’ is rocking India-metros and now even the smaller towns are buzzing with the mall mania. The malls have become a sensation in terms of changing the life style of Indian- the way they are shopping and socializing.

2. History/Evolution of Shopping Malls

Shopping malls are typically known to be indoor shopping centers, though some have outdoor areas with the shops having their own indoor space. The idea came from old covered market places that were popular between the 10th and 15th centuries, and are even still around today. In 1785, the first purposely-built shopping center was created, but it was not until 1916 that a shopping mall as we consider them today was built in the United States. During the 1950s, large indoor shopping malls began to spring up in major cities across the world, with famous ones being built in Paris and London. As automobiles and suburbs sprung up, strip malls were created, which the first shopping centers were built outside of downtown areas.

This shopping mall template became almost formulaic in the 1980s, whereby the proper mix of anchor department stores and smaller in line shops was guaranteed to generate lucrative real estate revenues for developers and mall operators. Such consistent cash flows attracted the

interest of the investment community, with pension funds and institutional lenders taking ownership interests in regional shopping malls.

3. Need for the Study:

Experience in Chandigarh has shown that the rush to develop the first generation shopping malls, without adequate planning and value given to design resulted in more than a few failures. Conversely, in the markets like the urban, best practice design principles were incorporated from the very outset, which lead to consistent success. And thus, from a rigorous process of trial and error, certain design formulas have emerged fro the development of a successful shopping centre. The measure of success depends upon how these seemingly universal formulas are adapted to fit local demographic, socio-economic and cultural realities; a classic case of "thinking globally but acting locally."

This study is also important for the owners of shopping malls so that they can judge the perception of their potential and current customers. as big malls are going to come up in the city beautiful so the study was conducted to know the perception of the Chandigarh citizens, that how much they visit in the shopping malls. Study is also needed as the customers awareness regarding the shopping malls.

4. Review of Literature:

Dawson, Bloch and Ridgway (1990) classified shopping motivations in experiential (watching other people, enjoying the crowd, meet new people, etc) and product-related needs (find new or unique products, see new things, etc.).

Sheth (1983) distinguished functional and non-functional motivations. Functional motivations pertain to tangible aspects such as product assortment, product quality, convenience, price etc., while non-functional motivations comprise non-tangible aspects (such as store clientele, store reputation and promotions), social motivations (social interaction etc.) and personal motivations (enjoyable experiences). (cf. Geuens et al. 2001).

Bloch et al. (1994) identified distinct patterns of the mall habitat. The six patterns captured were mall enthusiasts (high level of purchasing, enjoyment of the mall aesthetics, e.g., physical design, appearance, and experiential consumption), escape (a relief from boredom, and an escape from routine), exploration (desires for variety or novelty and enjoyment of exploring new products or stores while in the mall), flow (a pleasurable absorption that is associated with losing track of time), knowledge or epistemic (obtaining information about new stores and new products) and social affiliation (enjoyment of communicating and socializing with others).

Williams, Painter and Nichols (1978) found four shopping segments: low-price shoppers, convenience shoppers, involved shoppers and apathetic shoppers.

Arnold and Reynolds (2003) investigated hedonic reasons why people go shopping and identified six broad categories of hedonic shopping motivation. These included adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping. Adventure shopping refers to shopping for excitement, adventure, and stimulation. It also refers to experiencing a different environment that stimulates the senses. Social shopping emphasizes the social benefits of shopping with friends and family. Gratification shopping refers to shopping as a means to create a positive feeling, that is, to feel better or give a special treat to oneself. Idea shopping refers to shopping to gather information about new trends, fashions, and products. Role shopping reflects the enjoyment felt when shopping for others and finding the perfect gift. Value shopping refers to the joy of hunting for bargains, finding discounts, and seeking sales.

5. Objectives of Study

1. To study the awareness level of customers of Chandigarh citizens regarding the shopping mall.
2. To study actors influencing customers decision to visit shopping malls.
3. To study the satisfaction level of the customers regarding the shopping malls.

6. Research Methodology

6.1 Research Design

A descriptive conclusive research design was used to present the study. The study was conducted to study the consumer perception regarding the purchase of products from big shopping malls in Chandigarh. In fact research design is nothing but a blue print for the course of action to be adapted during research.

6.2 Data Collection Method

In the present study both primary and secondary data had been used. For collecting the primary data, personal interview method was followed. Respondents were personally contacted and administered structured, undisguised and unbiased questionnaires. Secondary data was collected from various newspapers, magazines and internet.

6.3 Sampling Plan

6.3.1 Universe

All the consumers who do shopping from shopping malls.

6.3.2 Population

All consumers of shopping malls in Chandigarh.

6.3.3 Sampling Unit

Single most unit of population it may be single person or a group from whom questionnaire will be filled up to fulfill the target. In this report the sampling unit is any consumer of Shopping Malls in Chandigarh.

6.3.4 Sampling Technique

The selection of respondents was done on the basis of convenience sampling.

6.3.5 Sampling Size

The number of respondents included in the study was 300.

7. Analysis and Interpretation

In this chapter the data collected through field investigation has been analyzed. The Table No.1 shows that all the respondents are visiting the shopping malls in Chandigarh.

Table 7.1: Responses regarding the Shopping

Options	Responses	Percentage
Yes	300	100
No	0	0

Table 7.2: Awareness among the respondents regarding shopping malls

Options	Responses	Percentage
Yes	300	100
No	0	0

Table No.2 shows that all the respondents are aware of the shopping malls.

Table 7.3: Factors influencing the visitors to visit shopping malls

Options	Responses	Percentage
High Quality of Infrastructure	115	38.33
Arrangement under One Roof	13	4.33
Availability of Parking Place	5	1.67
Approachability	18	6
Outlet of your choice	125	41.67
Ambience	24	8
Availability of Different Brands	300	100

Table No.7.3 shows that, high quality of infrastructure is important to customers, arrangement under one roof, parking place availability and approachability are indifferent to customers, outlet

of your choice is most important to customers, ambience is the least important to customers and availability of different brands is most important to customers.

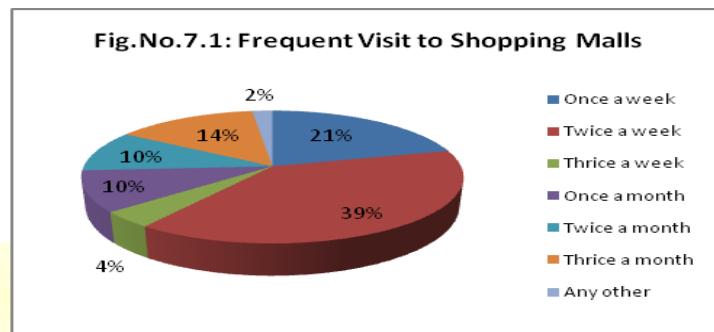


Table No.7.4 (Fig.No.7.1) depicts that 21% respondents visit the shopping malls twice a week, 39% respondents visit the shopping malls twice a week, followed by 4% respondents who visit shopping malls thrice a week. 10% respondents visit shopping malls once a month, 10% respondents visit shopping mall twice a month, 14% respondents visit the shopping malls thrice a month and 2% respondents visit the shopping malls on other occasions.

Table 7.4: Frequent visits to shopping malls

Options	Responses	Percentage
Once a week	63	21
Twice a week	117	39
Thrice a week	12	4
Once a month	30	10
Twice a month	30	10
Thrice a month	42	14
Any other	6	2

Table No.7.5 (Fig.7.2) depicts that all the customers are visiting shopping malls to purchase consumer durable goods followed by 75% each are visiting to purchase clothes and raw food. The table further depicts that 50% of respondents are visiting for purchasing groceries, followed by 25% for toiletries, 13% for electronic goods, 12% for kitchenware and 10% for purchasing stationery items.

Table 7.5: Products Purchased from Shopping Malls

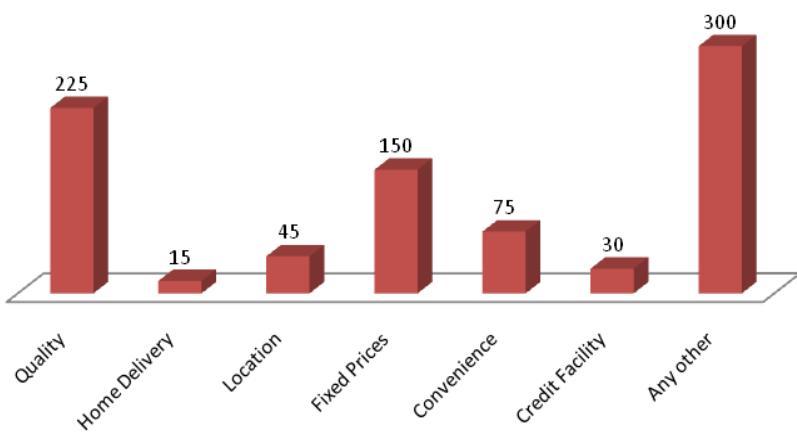
Options	Responses	Percentage
Clothes	225	75
Stationery	30	10
Kitchenware	36	12
Raw Food	225	75
Confectioneries	33	11
Groceries	150	50
Durables	300	100
Electronics	39	13
Toiletries	75	25



Table No.7.6 (Fig.7.3) depicts that factors which influence the customer to purchase from the shopping malls maximum look for the quality, few opt for the home delivery and few to location, 50% of respondents buy products because of fixed prices, for 25% convenience is more important, few for credit facility and all the respondents are buying just because of the variety available at shopping malls.

Table 7.6: Factors Influencing the Respondents to Purchase the Products from Shopping Malls

Options	Responses	Percentage
Quality	225	75
Home Delivery	15	5
Location	45	15
Fixed Prices	150	50
Convenience	75	25
Credit Facility	30	10
Any other	300	100

Fig.7.3:Factors Influencing Purchse of Product**Table 7.7: Influence of Advertisement on the Visitors to visit Shopping Malls**

Options	Responses	Percentage
Yes	300	100
No	0	0

Table 7.8: Prices of the Products Available at the Shopping Malls

Options	Responses	Percentage
More Than Small Retailers	150	50
Less Than Small Retailers	75	25
Highly Competitive	75	25

Fig.7.4: Perception Reg. Prices of Products Available in Shopping Malls

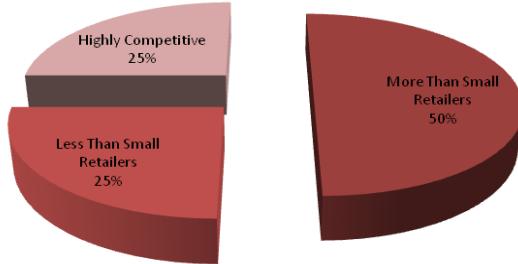
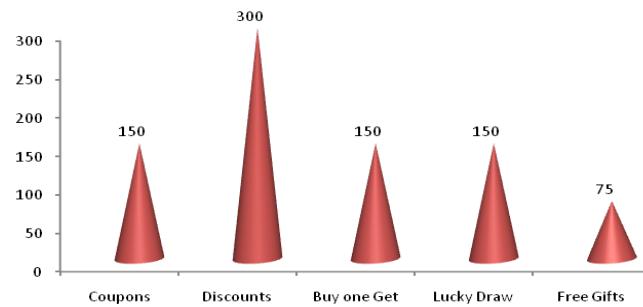


Table No.7.8 (Fig.No.7.4) depicts that as per 50% respondents the prices at shopping malls are more than small retailers, ad per 25% respondents prices are less than small retilers and as per 25% respondents prices are highly competitive.

Table 7.9: Promotional Tools Adopted by Shopping Malls

Options	Responses	Percentage
Coupons	150	50
Discounts	300	100
Buy one Get One	150	50
Lucky Draw	150	50
Free Gifts	75	25

Fig.:7.5: Promotional Tools Adopted by Shopping Malls



The Table No.7.9 (Fig.No.7.5) depicts that as per 50% of the respondents, promotional tools followed by shopping malls are coupons, buy one get one free and lucky draw schemes. 100% respondents are of the opinion that discounts are offered at shopping malls and 25% respondents are of the opinion that free gifts are offered at shopping malls.

Table 7.10: Satisfaction Level of the Customers Regarding Shopping Malls

Options	Responses	Percentage
Reception	300	65
Interiors	300	100
Decoration	120	60
Exteriors	69	23
Parking	75	60
Sites	45	15
Basic Facilities	300	100
Display	75	20

Table No.7.10 depicts that most of the respondents are highly satisfied with reception, decoration and parking facilities & other basic facilities at the shopping malls. It is also noticed during study that respondents are indifferent with the exteriors, site and display of goods at shopping malls.

Results & Findings

- 100% of the respondents are visiting shopping malls at Chandigarh.
- The research also revealed that the respondents are aware of the shopping malls and they have visited the shopping malls.
- Most of the respondents are influenced by the availability of different brands at shopping malls.
- Most of the respondents visit shopping malls once a week.
- The customers generally buy raw food and grocery from the shopping malls.
- The main factor which triggers the customers to visit the shopping malls is the quality of products.
- The fixed price of products generally influences the customers to buy the products.
- It is also observed during research that 100% respondents are triggered by advertisement to visit the shopping malls.
- It is observed that prices are highly competitive at the shopping malls.
- The sales promotions adopted by shopping malls are buy one get one free, coupons and discounts.
- The 100% respondents are highly satisfied by the interiors & basic facilities at the shopping malls.

Conclusion:

The primary data analysis revealed that the majority of the respondents have been aware of the shopping malls and they visit the shopping malls. They are influenced to visit the shopping malls due to the availability of different brands. The research revealed that majority of respondents visit shopping malls once a week to usually purchase grocery and raw food. The main reason which triggers the respondents to purchase the products from shopping malls is quality of products and availability of different brands under one roof. Most of the respondents get influenced by advertisement. The perception of customers regarding prices of products at shopping malls is

highly competitive. Most of the shopping malls are using the sales promotion tools like free gifts, coupons and discounts. The most of respondents were satisfied with basic amenities and interiors at the shopping malls.

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