

Customer Buying Behaviour Towards Shopping Malls

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Abstract: The research aims to investigate the role of customer behavior towards shopping malls in the Chennai area. Explore the satisfaction level of the customer about malls are considered to be the main objective of the work. In the history of the retail market, rapid growth has increased in the mall. The research aims to find what attracts a consumer to buy from malls, to study the satisfaction level of customers in malls, to analyze customer remarks about malls. The methodology adopted is the collection of primary data from 25 male and 25 female customers and analyzing it using descriptive analysis and chi-square test. To conclude, from the study conducted on Customer perception towards malls is good when compared to general stores available in local and there is a significant increase in behavior towards malls.

KEYWORDS: Malls, General Stores, Customer Perception.

INTRODUCTION:

The study aims to examine the role of customer perception towards malls in Chennai. In the history of malls, the rapid growth increases due to purchase preference in malls when compared to local shops. However, showcasing the satisfaction level of the customer towards the mall is considered to be the major objective of the research. Through the perceived benefits, the mall's trust is influenced which tells that the attained quality of the price affects the behavior of the customers. However, the comprehensive impression of the malls is quite positive and zealous. Most of the shoppers choose shopping malls over other retail shops as it has a one roof facility. Moreover, shopping malls have entertainment facilities, food courts and a lot more. This drives the consumer to print their foot to the malls than other retail stores.

REVIEW OF LITERATURE:

Shivakumar R. Sharma (2012) has represented that malls have replaced the place of

the small Kirana shops all over the nation. India's retail ecosystem has grown rapidly with the evolution of highly constructed super malls in various metropolitan cities. The concept of the mall system seems to be well and good, nevertheless, the change of customers from Kirana stores to the mall is in terms of its personality traits, attitude, beliefs, and some moral values. Moreover, it's considered to be more significant to study the buying behavior of the consumers in Mumbai city regarding the retail markets. The research was taken place in Mumbai to investigate the overall customer contentment, the response from the customers in terms of the product's quality and services also validate the comfort behavior of the customer at the shopping malls. Except for five of the malls, the study has been conducted in the Mumbai malls. The influencing factors of the Mumbai customers to buy in the malls might be a high income, the relationship among the consumers and the respondents, the frequent visits of the customers and the reason for the mall visit and a lot more factors had been included [1].

Katrodia, A., Naude, M. J., & Soni, S. (2018) represented that the evolvement of the shopping malls become a phenomenon in terms of social and global events which gives the customer a novel satisfaction and develops a relatively buying nature. This research aimed to focus the gender variations with respect to buying the products in Durban area malls. This study is considered as a cross-sectioned study in which they took 700 respondents to analyze the buying nature of the consumers, their experience at the shopping of both the male and the female customers in the Durban city in South Africa. The data collection has been carried out by semi-structured and pre-tested closely-ended questionnaires. This study exposed the gender differences in terms of shopping their products at the mall. However, from the women's point of a notion, the time and the money spent were more when compared to men. The most significant customer attraction factor was that the personal attributes and also the mall's

infrastructure. In the selective malls in Africa, there is gender discrimination in customer shopping behavior. Another fact is that female customers spent more time shopping which affects the average cash spent at a mall. Furthermore, some of the highly influencing consumer buying attitudes are cultural factors, social and psychological factors [2].

Deepak Devgan and Mandeep Kaur (2010), narrated some of the major factors which lead to going malls for shopping are the growth of nuclear families, the entry of multinational companies, and the rise in capital incomes. These factors offer a bigger demand for the products in various aspects. As a result, the customers head to the different shopping malls for their needs [3].

After malls are getting emerged, Swamynathan, R and Mansurali A and Uma Chandrasekar (2013) demonstrated the frequent shopping of Coimbatore people. The author explained the relationship between the visiting of malls and the level of income, also he employed to find out what are the factors influencing Coimbatore people to buy the things from the malls. Furthermore, the author derived a data reduction model for the mall mania[4].

Rajagopal (2008)s have survived that with respect to demand and supply, shopping malls played a crucial role than the usual traditional markets in a simple convergent perspective. However, shopping malls provide the customer a sufficient time for purchasing their stuff, in this way malls attract people's attention and it provides some of the creativity towards the shopping. Though malls gained huge responses from the audience, the competition is there between huge shopping centers, congestion markets, etc, As a result, there is an urge for the mall proprietors to entertain and attract the customers. This research mainly focuses on shopping behavior and convergence of the consumer in the urban areas in the impact of the shopping malls. Based on the survey conducted on the shoppers the results show the cognitive behavior of the customers in terms of the attraction towards, the intense of the mall's

shopping. However what drives the customer crazy towards the malls are the ambiance or infrastructure of the shopping malls, the decorative and creatively organized stores, the offers of huge discounts, and the quality of the products [5].

Hence there is a need for the study of Customer Buying Behavior towards shopping malls in Chennai.

OBJECTIVE OF THE STUDY

1. The aim of the research is to find what attracts a consumer to buy from malls.
2. The aim of the research is to study the satisfaction level of customer about malls.
3. The aim is to analyze customer remarks about malls or general stores.
4. The aim is to build strong image about Malls.
5. The aim is to study on customer perception towards Malls.

RESEARCH METHODOLOGY:

It's quite a complicated task to collect or accumulate the entire data from the huge population. As a result, the researchers utilized some of the sampling techniques to acquire the actual results. In this, the sampling units get selected based on the convenience of the researcher. By using the well-constructed description questionnaires, the comprehensive study is supervised and primary data has been collected in the total of 50 public, 25 women and 25 men are utilized. The second phase of data has been accumulated via books, articles, and website utilities.

TOOLS OF STUDY:

The data were collected from the respondents were analyzed using various statistical tools such as, descriptive analysis, and chi-square test.

STATISTICAL ANALYSIS

Based on well structured questionnaire the following data are obtained and analyzed which are given in table 1.

| Table 1: CUSTOMER BUYING BEHAVIOUR TOWARDS SHOPPING MALLS | | | | | | | | |
|---|-----------|----|------|----------------|---------------------|----|-------------|-----------------|
| S. No | Variables | N | Mean | Std. Deviation | Chi-Square | df | Asymp. Sig. | Result |
| 1 | Age Group | 50 | 1.84 | .93 | 17.520 ^a | 3 | .001 | Significant |
| 2 | Sex | 50 | 0.5 | 0.505 | 0 | 1 | 1.00 | Not Significant |

| | | | | | | | | |
|----|---|----|------|------|---------------------|---|------|-----------------|
| 3 | Marital Status | 50 | .58 | .50 | 1.280 ^a | 1 | .258 | Not Significant |
| 4 | Occupation | 50 | 2.68 | 1.52 | 7.600 ^a | 4 | .107 | Not Significant |
| 5 | Monthly Income | 50 | 2.60 | 1.09 | 15.120 ^b | 3 | .002 | Significant |
| 6 | Visit to shopping malls | 50 | .86 | .35 | 25.920 ^c | 1 | .000 | Significant |
| 7 | Purchasing or things at the shopping malls | 50 | .86 | .35 | 25.920 ^c | 1 | .000 | Significant |
| 8 | Preference on going to shopping malls | 50 | 2.74 | 1.08 | 20.600 ^a | 4 | .000 | Significant |
| 9 | Considering advertisements as source of inform shopping malls | 50 | .74 | .44 | 11.520 ^c | 1 | .001 | Significant |
| 10 | Feeling about any type of difference between shopping mall and general store | 50 | .86 | .35 | 25.920 ^c | 1 | .000 | Significant |
| 11 | Purchase daily use products from shopping malls only | 50 | .46 | .50 | .320 ^c | 1 | .572 | Not Significant |
| 12 | Thinking about products of new style and designs are available at shopping malls | 50 | 2.20 | .95 | 7.920 ^b | 3 | .048 | Significant |
| 13 | Favourite combination at shopping malls | 50 | 2.36 | 1.27 | 12.000 ^a | 4 | .017 | Significant |
| 14 | Feels good while shopping at malls to buy clothes or something than the traditional stores. | 50 | 2.80 | 1.25 | 5.600 ^a | 4 | .231 | Not Significant |
| 15 | While shopping (clothes/household items) how many stores typically we visit | 50 | 2.72 | 1.23 | 6.400 ^a | 4 | .171 | Not Significant |
| 16 | Considering ambience and location of shopping mall while purchasing? | 50 | 2.18 | .85 | 14.800 ^b | 3 | .002 | Significant |
| 17 | Prefer buying from mall for the extra amenities even at high price. | 50 | 2.62 | 1.28 | 9.400 ^a | 4 | .052 | Not Significant |

| | | | | | | | | |
|----|---|----|------|------|---------------------|---|------|-----------------|
| 18 | Average time spending in mall. | 50 | 2.38 | 1.05 | 16.200 ^a | 4 | .003 | Significant |
| 19 | Word 'mall' that signify in customer life | 50 | 2.62 | 1.31 | 4.600 ^a | 4 | .331 | Not Significant |
| 20 | Stick to a particular brand for clothes or house hold items | 50 | .38 | .49 | 2.880 ^c | 1 | .090 | Significant |

Source: Primary data and developed by researcher

As per table 1 the following **Findings** are obtained. Using descriptive analysis and Chi-square test to test hypothesis the following results are obtained.

1. In terms of Age group 23 are in 18 – 30, 15 are in 31 – 45, 9 are in 46 – 60, 3 are in 61 – 75 and none are 75 and above. There is significant difference in age groups.
2. Regarding Gender 25 are Male and 25 are Female taken into consideration for study. There is no significant discrimination for Genders both must considered to be same.
3. On Marital status 29 are Married and 21 are Unmarried. There is no such difference in the Marital aspects.
4. Regarding Occupation 15 are from government, 11 are doing Business, 10 are Professional, 3 are Self-employed and 11 are others. There is no significant difference among various occupations.
5. Regarding Monthly Income in Rs. 13 are Below 15000, 4 are between 15001 – 30000, 23 are between 30001- 50000, 10 are between 50001-75000 and none are above 75000 and above. There is significant difference between monthly incomes of the consumers.
6. When customers were asked whether they will visit shopping malls, 43 of them said yes and 7 said no. Hence there is significant difference on customers visiting shopping malls.
7. When asked about how do they like purchase at the shopping centers, 43 are said answer as yes and 7 of them said no. Hence there is significant difference on more customers visiting shopping malls and majority of them said they like purchase at the shopping centers.
8. When asked about on preference on going to shopping malls, 4 said on Week days, 21 said on Weekends, 13 on Holidays, 8 said Occasionally and 4 said Frequently. As per Chi square testing it is found as, there is significant difference on preference on going to shopping malls and majority of them said they will go during weekends.
9. When asked about Do you consider preparation regarding advertisements as source of inform shopping malls, 37 said Yes and 13 said No. There

is significant difference in customer consideration regarding advertisements as source of information on shopping malls.

10. When customers were asked whether they like the differences at the malls and the traditional stores. 23 of them said Yes, and 27 of them said No. There is significant difference in customer perception on feeling any type of difference between shopping mall and general store.
11. When asked about whether customer will purchase daily utilized products from malls, for that, 23 said Yes and 27 were unsatisfied. There is no significant difference in customer perception in purchasing daily use products from shopping malls only.
12. When asked with customers about thinking about products of new type of style and design materials are available at malls, 14 of them Agreed Strongly, 16 of them Agreed, 16 of them Neither Agreed nor Disagreed, 4 of them Disagree and none of them Strongly Disagreed. There is significant difference in customers about thinking products of new style and designs are available at shopping malls.
13. When asked about which is your favorite combination at shopping malls, 17 of them said Shopping + Entertainment, 11 of them said Shopping + Food, 13 of them said Shopping + Food + Entertainment, 5 of them said Food + Entertainment and 4 of them said shopping + Games. There is significant difference in customers perception about favorite combination at shopping malls
14. When asked about do you ever feel mall is a better ambience to get clothes and some of the household items than local shops, all of them says yes and 10 of them said Availability of products that they need, 10 of them said Variety of the products that they need, 14 of them said Discounts, 12 of them said Special offers and 4 of them said other reasons. There is no significant difference in feeling about mall is a optimal place to getting items than local area shop.
15. When asked while shopping for clothes and household stuff how many shops do you normally

look, 9 of them said 1, 15 of them said 2, 11 of them said 3, 11 of them said 4 and 4 of them said 5. There is no such variations in total of stores looked while buying things.

16. When asked about whether they will consider ambience and location of shopping mall while purchasing, 11 of them Strongly agreed, 22 of them Agreed, 14 of them Neither agreed nor disagreed, 3 of them Disagreed and none Strongly disagreed. There is significant difference in considering ambience and location of shopping mall while purchasing,

17. When asked would you their preference while getting things from mall for the extra ambiances even for the higher costs 10 said they will afford higher prices, 18 of them said due to Special offers which are attractive, 8 of them said the facilities of stores are visually appealing, 9 of them said the store has hygiene, attraction and convenient public utilities (washrooms, fitting rooms, etc.) and 5 of them due to other reasons. There is significant difference in their preference while buying from mall.

18. When enquired about what is the average time they will spend in mall, 12 of them said Less than one hour, 15 of them said One to three hours, 16 of them said more than three hours, 6 of them said alternative days, and one said weekly once. There is significant difference on amount of time spent in mall.

19. When discussed about what does the word 'mall' signify in your life, 12 of the said it is Hang-out destination, 14 of them said it is shopping, 10 of them said it is for eating, 9 of the said to see movies, 5 specified other reasons. There is no significant difference about the word "mall" that signify in their life.

20. When requested to inform about "do you stick to a particular brand for clothes or house hold items" 31 of the customers said they are and 19 of the customers said no they are not stick to a particular brand for clothes or house hold items. There is significant difference at 9% about the particular brand for clothes or household items that stick to their mind.

SUGGESTIONS AND CONCLUSION:

Customer perception towards Malls is studied in Chennai, Tamil Nadu with 25 male and 25 female customers and there is significant difference in age groups. There is no difference between Gender and both are same. There is no difference between Marital status. There is no difference among various occupations. There is difference between monthly incomes of the

consumers. There is difference on customers visiting shopping malls.

There is difference on more customers visiting shopping malls and majority of them said they like to purchase at the malls. There is difference on preference on going to shopping malls and majority of them said they will go during weekends. There is difference in customer consideration regarding advertisements as source of information on shopping malls.

There is difference in customer perception shopping mall and general store. There is no difference in customer perception in purchasing daily use products from shopping malls. There is difference in customers thinking about products of new style and designs are available at shopping malls.

There is difference in customers perception about favorite combination at shopping malls. There is no difference in feeling about shopping malls are considered to be better ambience to buy clothes, household stuffs than the traditional local shops. There is no such difference in total stores visited while shopping. There is difference in considering ambience and location of shopping mall while purchasing. There is difference in their preference while buying from mall. There is difference on amount of time spent in mall. There is no difference about the word "mall" that signify in their life. There is difference about the particular brand for clothes or household items that stick to their mind.

To conclude, from the study conducted on Customer perception towards Malls there is significant increase in customer behavior towards Malls.

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