

A Study on the Factors Affecting Consumer Behavior While Shopping At Shopping Malls

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Abstract

Shopping malls have seen an impressive growth in India during the past few decades. However, the malls have not been able to consistently provide a one stop destination to the consumers in NCR DELHI. This paper examines the attractiveness factors of shopping malls from the shoppers' perspective based on the survey of civilized and urban shoppers. There are many malls taken into consideration in this study which represent the city of NCR Delhi in a geographical manner. This paper proposes to study the shopping mall attractiveness wherein the attempt is to study the behavior and attitude of the shoppers towards malls. Furthermore, the paper also proposes to derive the constituents of an ideal mall from shopper's perspective. This study revealed six attitude factors of the shoppers towards malls: Locality & Convenience, Relaxed Shopping, Prestige Shopping, Product knowledge, any day visit and Price Parity. The study also arrived at characteristics of a mall that people consider while visiting the mall which are Overall Attractiveness, Amenities & Atmospherics, Personnel, Shopping Ease and Convenience. The categorization of attractiveness factors for studying the behavior and attitude of the Shoppers towards malls reveal the overall insight about the concept of an ideal mall and therefore, allow the mall managers to develop effective retail strategies to deliver the desired values.

Keywords;- shopping malls, retail, consumer attitude, consumer behavior, NCR Delhi, mall attractiveness

INTRODUCTION

Shopping in India has witnessed a revolution with the change in consumer behavior and the whole format of shopping is also altering. The phenomenon called shopping Centre or shopping mall is rocking India - metros and now even the smaller towns are buzzing with the mall mania. Modern retail format i.e. shopping malls are characterized by professionally managed large format stores, providing goods and services that appeal to consumers, in an ambience that is conducive for shopping. The recent surge in the growth of shopping malls is changing the way people shop. Today consumers look for facilities like cost, comfort, convenience, in-house parking, entertainment, coffee shops, food courts and children play area when they step into the malls and they demand the best of everything. It's not about shopping, dining or watching a movie, it's an experience in itself, a lifestyle activity, and providing this experience is what these malls are building up as their Unique Selling Proposition. Mall culture in India and especially in Delhi 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. The possibility of shopping for clothes, shoes and grocery, while simultaneously having provision for eating and entertainment in the form of movies or video game parlors, has been a convenient experience for the consumers. Pollution free, air conditioned shopping ambience in the malls is preferable to the heat, humidity, noise associated with

roadside shopping. The mall culture has become a sensation in terms of changing the lifestyle of Indians – the way they are shopping and socializing. The changing lifestyles of consumers, strong income growth and favorable demographic patterns have provided various opportunities as well as set more challenges for retailers. Increase in the number of nuclear families with double –income groups and tight working schedules have left consumers with less time for leisure.

RETAIL IN INDIA

Retail is the interface between the producer and the individual consumer buying for personal consumption. This excludes direct interface between the manufacturer and institutional buyers such as the government and other bulk customers. A retailer is one who stocks the producer's goods and is involved in the act of selling it to the individual consumer, at a margin of profit. As such, retailing is the last link that connects the individual consumer with the manufacturing and distribution chain. The retail industry is divided into organized and unorganized sectors. Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate backed hypermarkets and retail chains, and

also the privately owned large retail businesses. Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local Karana shops, owner manned general stores. Retailing is the single largest component of the services sector in terms of contribution to GDP. Its massive share of 14% is double the figure of the next largest broad economic activity in the sector. India is the “second most attractive retail destination” globally from among thirty emergent markets. It has made India the cause of a good deal of excitement and the cynosure of many foreign eyes. With a contribution of 14% to the national GDP and employing 7% of the total workforce (only agriculture employs more) in the country, the retail industry is definitely one of the pillars of the Indian economy. The sector is on a high growth trajectory and is expected to grow by more than 27 per cent over the next 5 to 6 years. Retail is one of India’s largest industries, contributing to about 10 per cent of the GDP and providing employment to 8 per cent of the nation’s workforce. Indian retail business promises to be one of the core sectors of Indian economy.

REVIEW OF LITRETURE

The purpose of this study, many research papers in different journals have been referred to. Some of the most prominent ones are as follows: Richa Malik, Amman Kapoor and Neha rana (2015), “Impact of Organized Retailing on Unorganized Sector”, Journal of IPM Meerut, Vol. 11, No. 1, P studied the impact of organized retailing on unorganized sector. The objective of their study was to analyze the consumer behavior towards organized and unorganized retailing in India, their source of purchasing and the factors which influence their mall purchasing in India. The researchers concluded with their study, that India’s organized and unorganized sector can co- exist and flourish. The growth in India’s organized sector is due to change in consumer’s behavior. This change was the result of change in income, lifestyles. But in India it is quite skeptical that organized sector will be ever able to overcome the unorganized retail completely. The values, culture and beliefs prompt them to go to shop retail shops where they can get cheap products. . They carried out their study in few selected malls in Bursa, Turkey. They surveyed 621 young consumers aged 12-24. The researchers found that five mall attractiveness.

OBJECTIVES

The mall phenomenon in Delhi is changing the way people shop. While exhibiting gradual acceptance of the organized retail formats, people are moving out of their zone-based buying behavior and have significantly increased their spending at the malls. This study covers the following objectives:

1. To determine and study the key factors that influence consumer behavior towards shopping malls.
2. To know and analyze the level of satisfaction of customers with regard to shopping malls as one of modern retail format
3. To analyze consumers’ overall shopping experience in malls
4. To understand the mall management strategies followed by retailers or mall developers to lure customers towards shopping malls.
5. To know the perception of customers towards the purchasing
6. To know the buying behavior of customers in retail store
7. To know what are the main factors that influencing buying decision process.

RESEARCH METHODOLOGY

For the current study customers visiting selected shopping malls in NCR Delhi have been covered. A total of 122 respondents were approached. Out of these 122 respondents, 22 respondents were uninterested in responding or were falling short of time, for which this analysis is being made. Thus a sample of 100 respondents was taken finally for the study. It was not feasible to cover all the customers visiting shopping malls. So for the purpose of this study 100 random customers were selected for the study. Convenience sampling method has been used for selecting the sample. For the study, both primary and secondary data were collected. For primary data, a structured questionnaire was developed and administered to the respondents. For secondary data, existing literature in form of magazines, papers, company literature, book, journals, web sources were consulted. To collect first hand/ primary data a structured, closed-ended, multiple choice questionnaire was prepared and was administered the sample of respondents selected for the study. Questions are related to general profile of respondents, attributes of shopping in malls, customer satisfaction related to shopping in malls, problems faced by shoppers and overall factors influencing shopping in malls. In the project report the data is presented with the help of Bar Graphs, Pie Charts, Tables, etc. These have been specifically used to present the data collected from respondents through questionnaire.

FINDINGS AND ANALYSIS

The foremost factors that motivate an individual to choose mall over other retail formats are one roof

arrangements, Global Brands available, Wide Range of Products and Ambience & Quality.

Overall shopping experience at malls is far better in comparison to other formats.

Consumers are satisfied with the promotional tools adopted by malls like coupons, membership cards, premium and contests. Earlier malls were initially visited by consumers who would familiarize themselves with the mall culture but now, with passage of time, visits by regular users have consistently increased at the malls.

Difficulty in finding a specific product and problem of choice are major problems faced by consumers.

Overall impression regarding shopping mall is enthusiastic and positive.

Consumers prefer shopping malls over other retail formats because of one roof arrangements. Availability of food, shopping and entertainment at one place is the main factor that has changed the consumer behavior towards shopping malls.

Key purchase items include clothing/accessories/shoes & computer/electronics/software. Factors like technology for faster billing, sufficient open space, customization of products, access to global brands, direction marks, waiting and sitting place, parking place, cleanliness, approachability, etc. have a significant impact on consumer behavior towards shopping malls.

Other factors that attract consumers towards malls are the quality of products, surroundings, customization of products, sufficient open space, cleanliness and hygiene, parking place and access to global brands.

- Mall retailers offer discount schemes, membership cards; lucky draws etc. which also helps to increase more footfalls.

Accelerated convergence of consumer tastes, increase in spending behavior and shift in consumer demand for foreign brands like McDonalds and consumer preference for shopping in new environments have led to the acceptance of mall culture. Age group of the respondents Age Percentage No. of people 18-27 35% 35 28-35 28% 28 36-42 21% 21 42 & above 16% 16

35% comes under the age group of 18-27, 28% fall in the age group of 28-35, 21% come under the age group of 36-42 and 16% are above 42 years of age who visit shopping malls. • Gender of the respondents Gender Percentage No. of people Male 47% 47 Female 53% 53 Total 100% 100 Table 6.2 Figure 6.2: Gender of the Respondents Figure 6.2 shows that 53% of the respondents who were interviewed were female and rest 30% were males. Marital status of the respondents Marital status Percentage No. of people Married 67% 67 Unmarried 33% 33 Total 100% 100 Table 6.3 Figure 6.3: Marital Status of the Respondents Figure 6.3 represents that 67% of respondents were married and 33% of respondents were unmarried.

Educational qualification of the respondents Educational Qualification Percentage No. of people School Level 7% 7 Graduate 54% 54 Post Graduate 30% 30 Others 9% 9 Total 100% 100 Table 6.4 Figure 6.4: Educational

Qualification of the Respondents From figure 6.4 it can be analyzed that more than 50% of the respondents belong to the group of graduates, 30% of the respondents were postgraduates who visit malls and only 7% belong to school level. Thus it shows that people who had visit malls have good academic.

Factors that motivate respondents to shop in malls against traditional shops Category Percentage No. of people Global Brands available 56% 56 One roof arrangements 96% 96 Wide Range of Products 87% 87 Ambience & Quality 63% 63 Overall fun filled experience 48% 48 .

Factors that motivate respondents to choose shopping malls against traditional shops Figure 6.15 shows that majority of the respondents (96%) are motivated by one roof arrangements feature of shopping malls and along with this the availability of wide range facilities (87%).

LIMITATION OF THE STUDY

- This study is based on the prevailing customer's behavior. But the customer's behavior may change according to time, fashion, technology, development, etc.
- Data collection of exact data for the research is not possible because there is a gap between what respondent say and what they actually do.
- Information provided by the customers may not be accurate. They may hide some of the information at the time of filling up the questionnaires
- Scientific methods of post testing could not be conducted.

CONCLUSION

VERIETY: big bazar offers a wide variety of products of different prices and different qualities satisfying most of its customers.

QUALITY: Providing quality at low prices and having different type of products for different income customers is another advantage, normally what the customers want.

PRICES: as the noted the prices and offers in big bazar have been one of main attractions and reasons for its popularity. The price ranges and the products offered are satisfying the products.

LOCATION: the location of big bazar has been mainly in the heart of the city or in the out skirts giving a chance to both the city and the people living outside the city to shop.

ATTRACTIVE SALES: Big bazar has been known for its great sale and great offers. Big bazar has been long times of the people waiting to get in to the store for the sale.

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