

“SHOPPER’S MOTIVATION TO SHOP AND THEIR BEHAVIOUR IN MALLS.”

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Abstract: *The retail industry is unquestionably one of the fastest growing and vigorous industries in the world today, competitors are entering the market arena, innovation, changes in technology, introduction of new retailing methods to the industry and consumer’s needs are changing. Simultaneously, retailing is also changing rapidly because of the fast-changing environment. Hence, to survive and sustain the market, retailers need to know how to keep practically of these changes to attract new customers and retain them. Shopping malls viewed as a place not only for shopping but also for recreation and entertainment. This study aims at understanding the shopper’s motivation to shop and their behaviour in malls.*

Key words: *shopping mall, shopping motivation, environment, customers*

INTRODUCTION

The retail industry is a sector of the economy that is comprised of individuals and companies engaged in the selling of finished products to consumers. The retail industry has added to the economic growth of many countries and is definitely one of the fastest growing and dynamic industries in the world today. Consumer’s needs are changing, competitors are entering the market arena, and technology is introducing new retailing methods to the industry. At the same time, retailing is also changing rapidly because of the fast-changing environment in which retailers operate. Hence, to survive and sustain the market, retailers need to know how to keep shoulder to shoulder of these changes to attract new customers and retain them.

Driven by changing life styles, rising income levels, favorable demographics pattern and by the entry of corporate sector, Indian retail is growing like never before. The fundamental drivers of change are increasing per capita income, growing GDP, availability of consumer finance and therefore irreversible. Expecting retail in India could be worth US\$ 175-200 billion by 2016. The retail business in India in the year 2007 was Rs. 1,54,000 and a study conducted by Mckinsey says it

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is estimated to go up to Rs. 6,080,000 by 2025. In the next five years, India should have retail entities strong enough to compete with the best in the world. India is way behind when compared with developed markets such as the USA and emerging markets in Asia, Europe and South America, where significant progress has made in the last two decades. Several well-known corporate houses, such as Tatas, RPG., the Rahejas, Biyani's Future Group, Piramal, Reliance, Bharti and Birlas have already entered the Indian retail arena.

Motivation

Motivation is an inner feeling that stimulates the action that to be taken by an individual. It provides a specific direction or, results in a response. A range of psychosocial needs motivates shopping behaviour, which is beyond acquiring products and services (Arnold & Reynolds, 2003). A shopper goes shopping because he experiences a need and recognizes that shopping activities may satisfy that need.

Hedonic shopping motivations take account of adventure shopping, gratification shopping, value shopping, social shopping, role shopping, and idea shopping motivation. Adventure shopping refers to shopping for stimulation, and the feeling of being in another world. Gratification shopping refers to shopping for stress relief, shopping to alleviate a negative mood, and shopping a special treat for oneself. Value shopping refers to shopping for sales, looking for discounts, and hunting for bargains. Social shopping refers to the enjoyment of shopping with friends and family, socializing while shopping, and bonding with others while shopping. Role shopping reflects the enjoyment that shoppers derive from shopping for others and idea shopping refers to shopping to keep up with trends and new fashions, and to see new products and innovations (Arnold & Reynolds, 2003).

OBJECTIVES OF THE STUDY

1. To study the demographic profile of shoppers in mall.
2. To study the motivation to shop in malls.
3. To offer suggestions for improvement, to motivate and attracting shoppers based on the results of the study.

RESEARCH QUESTIONS

The researcher attempted to answer the following questions

1. What are the characteristics of shoppers?
2. Is there any difference in the motivation to shop?

METHODOLOGY

Descriptive research design was followed in this research. The sampling technique used for collecting data is convenience sampling and the sample size is 112. The present study is completely based on the primary data, collected with the help of structured questionnaire by meeting the shoppers at mall. The collected data were analysed by the appropriate statistical tools

LIMITATIONS OF THE STUDY

The scope of the study is confined to Chennai city only. Convenience sampling was used to select the sample respondents, as random sampling could not be used due to non-availability of population details.

HYPOTHESIS OF THE STUDY

To accomplish the objectives of the study, the following hypotheses were formulated.

- (a) There is significant difference in motivation to shop variables and demographic variable gender.
- (b) There is significant difference in motivation to shop variables and demographic variable age
- (c) There is significant difference in motivation to shop variables and demographic variable annual income.

RESULTS AND DISCUSSION

DEMOGRAPHIC PROFILE OF SHOPPERS

Demographic profile of the respondents was constructed based on the data collected. A completed profile of the respondents who participated in the survey is presented in Table 1.

Based on the demographic factor it is clear that 44.64 % of the respondents are male shoppers and 55.36% are female shoppers. Based on the age of shoppers 26.79% are below 20 years, 31.25% are of 21-30 years, 25.89% are of 31-40 years, and 16.07% are of 41 years above. The educational qualifications of shoppers 22.32% students, 37.50% graduates, 33.93% are Postgraduates and 6.25% others (doctorate and diploma holders). The occupation statuses of shoppers shows that are 22.32% students, 35.71% employed, 32.14% homemakers and 9.82% retired. Annual income of the shoppers show that 26.79% has less than Rs. 300000, 39.29% has an annual income of Rs. 300001 - Rs. 500000, 23.21% has Rs. 500001 - Rs. 700000 and 10.71% has Rs. 700001 and above.

Table 1
Demographic profile of the respondents

<i>Characteristics</i>	<i>Measuring Group</i>	<i>Frequency</i>	<i>Percent</i>
Gender	Male	50	44.64
	Female	62	55.36
Age	Below 20 years	30	26.79
	21-30 years	35	31.25
	31-40 years	29	25.89
	41 years and above	18	16.07
Education	School level	25	22.32
	Graduate	42	37.50
	Post graduate	38	33.93
	Others	7	6.25
Occupation	Student	25	22.32
	Employed	40	35.71
	Home maker	36	32.14
	Retired	11	9.82
Annual income	Less than Rs.300000	30	26.79
	Rs.300001 - Rs.500000	44	39.29
	Rs.500001 - Rs.700000	26	23.21
	Rs.700001 and above	12	10.71

Source: Primary

MOTIVATION TO SHOP IN MALLS AND DEMOGRAPHIC

Table 2
One way ANOVA: Motivational variable to shop in malls and gender

<i>Motivation to shop in malls</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Achievement shopping	352.308	1	352.308	62.409	.000
Value shopping	376.378	1	376.378	125.742	.000
Idea shopping	278.569	3	92.856	19.458	.000
Social shopping	214.350	3	71.450	14.587	.000
Adventure shopping	312.662	1	312.662	52.975	.000
Gratification shopping	128.213	3	42.738	6.797	.000

Table 2 showing that a one-way ANOVA was used to test the motivational variable to shop (achievement shopping, value shopping, idea shopping, social shopping, adventure shopping and gratification shopping) among gender (male and female). Motivation to shop differed significantly across the male and female shoppers. The F value for achievement shopping, value shopping, idea shopping, social shopping and adventure shopping and gratification shopping are 62.409, 125.742, 19.458, 14.587, 52.975 and 6.797 shows significant difference between genders. Hence, the stated hypothesis no (a) is accepted.

Table 3
One way ANOVA: Motivational variable to shop in malls and age

<i>Motivation to shop in malls</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Achievement shopping	89.696	3	29.899	4.835	.003
Value shopping	155.179	3	51.726	4.942	.002
Idea shopping	165.076	3	55.025	5.267	.001
Social shopping	119.603	3	39.868	6.324	.000
Adventure shopping	66.700	3	22.233	3.469	.016
Gratification shopping	15.088	1	15.088	8.383	.004

Source: Primary

From table 3 it is clear that based on age group (below 20 years, 21-30 years, 31-40 years and 41 years and above) it is observed that motivation to shop differed significantly across the age group. The F value for achievement shopping, value shopping, idea shopping, social shopping and adventure shopping and gratification shopping are 4.835, 4.942, 5.267, 6.324, 3.469, 8.383 show significant difference between shoppers based on age group. Hence, the stated hypothesis no (b) is accepted.

Table 4
One way ANOVA : Motivational variable to shop in malls and Annual income

<i>Motivation to shop in malls</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Achievement shopping	88.143	3	29.381	4.749	.003
Value shopping	258.721	3	86.240	8.403	.000
Idea shopping	139.846	1	139.846	27.831	.000
Social shopping	133.878	3	44.626	8.826	.000
Adventure shopping	36.033	3	12.011	4.084	.007
Gratification shopping	10.723	3	3.574	1.969	.118

Source: Primary

From table 4 it is clear that based on annual income (Less than Rs.300000, Rs.300001 -Rs.500000, Rs.500001 - Rs.700000, Rs.700001 and above) it is observed that, motivation to shop differed significantly across shoppers based on annual income The F value for achievement shopping, value shopping, idea shopping, social shopping and adventure shopping and are 4.749, 8.403, 27.831, 8.826, 4.084 which is significant and gratification shopping do not show significant difference between different income group shoppers. Hence, the stated hypothesis no (c) is partially accepted.

In conclusion, a link shopping motives and shopping values of shopping helps to exhibit the traits of the consumers’ personality. A better understanding of the motives and aims of shopping and consumption behaviours helps to know how people perceive themselves.

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