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Consumer buying Behavior towards Shopping Mall with Reference to Ernakulam District; Kerala

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Abstract: The Indian retail sector has undergone drastic changes during the last 10 years. Now it will be considered as the major booming industry in India. Organised retailing has made an absolute transfiguration in the entire idea of shopping and furthermore in terms of purchasing conduct of consumers. The retail business in India saw an exceptional development in view of the origin of general stores and also fully air-conditioned shopping area. The Indian customers are these days demonstrating some inclination for shopping centers that empower them to buy extensive assortment of items under one rooftop and offer an exceptional affair of shopping regarding condition and excitement. The present study aims to examine the influence of different variables affecting consumer buying behavior based on different demographic profiles. The study result showed that male and female had a different perception towards shopping mall, different age groups having different motive while visiting malls and all kind of consumers (students, home maker, business man etc.) are like to buy from shopping malls irrespective of their income level.

Keywords: Consumer buying behavior, perceptual factors, motivational factors, external influences attitudinal factors and mall satisfaction.

I. INTRODUCTION

In 1990s the Indian economy was liberalized and this led to the new lease of life to organized retailing industry. The retail industry in India has emerged as one of the rapidly growing and also the most dynamic industries in the world. It account for the 10 percent of the countrys GDP and 80 percent of the total employment generation. Now Indian retail sector has ranked as the fifth largest retail destination among the world. Statistically the retail market in India is relied upon to become almost twofold to US \$1 trillion by 2020 from US \$ 600 billion in 2015 because of advancement in income, urbanization and attitudinal changes. The overall growth of retail market is expected to grow at 12 percent annum. High market potential,

favorable demography, low economic risk, steady economic growth, easy availability of credit, moderate political risk and large scale real estate investment will be the reason for the growth of Indian retail market. The launch of Ansal's plaza in Delhi (1999) followed by Crossroads in Mumbai and Spencer Plaza in Chennai led to the rapid increase of organized retail in India. Along with the growth of organized retailing the behavior of Indian consumers is also changing. They directly had a decision of extensive variety of assortment items with great quality and at negotiable prices. Shopping today will be considered as an involvement in itself as opposed to simply purchasing. The retailing business in India had demonstrated surprising development because of the rise of general stores and additionally completely cooled shopping centers. Malls and mega malls are starting in almost all the areas, be it metros or the rural region across the length and breadth of the country. This exploration is to look at effect of perceptual components, shopping motives, external influences, attitudinal factors and overall mall satisfaction on buying behavior of consumer towards shopping malls in Ernakulam District of Kerala.

II. STATEMENT OF THE PROBLEM

Indian retail industry is one of the quickly developing businesses among the world. The entire idea of shopping and shopper conduct has been modified in India because of the retail unrest and its effect is additionally being knowledgeable about Kerala. It is essential for worldwide and Indian retailers to be fruitful to comprehend the neighborhood condition and additionally the customer's purchasing conduct. Customers are presently showing their purchasing demeanor towards sorted out shopping centers contrasted with traditional un composed retail outlets, which empower them to buy distinctive items under one outlet and gets a remarkable ordeal of shopping condition and entertainment. Although shopping centers effectively draw in guests, retail locations work inside the shopping centers have blended achievement; just 30 percent of the retail location proprietors have recuperated their investment (Viridi, 2011). People visit the shopping centers for different reason separated from shopping, for example, associate with companions, watch films, eat and so on. So comprehension of buyer's purchasing conduct is a noteworthy issue for retail administrators since it gives them a chance to change over these guests to real clients.

III. OBJECTIVE OF STUDY

The essential point of the review is to comprehend the different variables influencing consumers buying behavior based on different demographic profiles with the emergence of shopping malls in Ernakulam district of Kerala.

IV. SCOPE OF STUDY

The present research means to comprehend the effect of psychological factors (perception, attitude, motivation), social factors (reference group), demographic and economic factors (gender, age, marital status, occupation, income) of consumers on their buying behavior i.e. number of visits, average time and amount spent with the emergence of shopping malls in Ernakulam district of Kerala State.

V. RESEARCH METHODOLOGY

Type of Research

The present study is based on descriptive research

Data Source

The information required for the review has been gathered both from both primary as well as secondary sources.

Primary data

A structured questionnaire is used for collecting primary data. To avoid any subjectivity bias, multiple choice questions were included in the schedules.

Secondary data

Required Secondary information were gathered from distributed sources like books, journals (Indian journal of marketing), sites and so forth.

Sample design

A sample of total 100 respondents are selected from the consumers who visit the shopping malls of Ernakulam District of Kerala using judgment sampling method.

Hypothesis of the study

The underlying assumptions of the study were

- There is no critical contrast amongst male and female with regard to factors of consumer behavior.
- There is no significant difference among age group with respect to factors of consumer behavior.
- There is no significant difference between married and unmarried with reference to factors of consumer behavior.
- There is no critical distinction among income groups with respect to factors of consumer behavior.
- There is no noteworthy contrast among different occupational groups with respect to factors of consumer behavior.
- There is no critical contrast amongst male and female with regard to factors of consumer behavior.
- There is no significant difference among age group with respect to factors of consumer behavior.
- There is no significant difference between married and unmarried with reference to factors of consumer behavior.
- There is no critical distinction among income groups with respect to factors of consumer behavior.
- There is no noteworthy contrast among different occupational groups with respect to factors of consumer behavior.

Tools for Analysis

Statistical analysis were carried out using the computer software package SPSS. The tools used were independent sample t-test and one way ANOVA.

VI. LITERATURE REVIEW

Demographic profile and Shopping

Relation of gender with shopping motives and buying behavior: Previous research has shown that males and females shows different shopping motives and buying behavior (Fischer & Arnold, 1994; Jackson, Stoel, & Bantley, 2011). Research has shown that gender is a predictor of shopping activities while on vacation; females spend more time in shopping and prefer different items than males.

Different generations with their shopping motives and buying behavior The research has revealed that shopping motives differ from generation to generation. Litrell, Ma, and Helepete (1995) in their study explained that generation x (30-40 years of age) places less importance on utilitarian aspects while late baby boomers (50 years and above) give more importance to value for money, sales and planning when to shop. Studies have suggested that baby boomers (40-50 years of age) lay greater emphasis on convenient location and safety in shopping mall (Kim *et al.*, 1995).

Shopping motives and buying behavior: Shopping motives in the sense that a person go for shopping with different aims in his mind someone needs to interact with their friends or he needs the attention of others or it will be treated as an exercise or he has to spent some leisure time. (Tauber, 1972). Further research studies explained that people usually visiting shopping malls keeping two things in mind: hedonic motive and utility motive. Utility motive means that consumers are more concerned about their shopping of products i.e. in a productive and opportune way to accomplish their objectives so as to limit their frustration (Batra and Ahtola, 1991). In hedonic thought processes, shopping will be dealt with as a positive ordeal where customers may appreciate an affair of passionate fulfillment identified with the shopping action paying little heed to whether they buy or not. Shopping as far as hedonic viewpoint has been recognized and classified as adventure, joy, festive, incitement, creative ability and a sense of excitement (Babin *et al.*, 1994; Bloch Richins 1983; Fischer & Arnold, 1990; Sherry Jr., 1990).

VII. DATA ANALYSIS & INTERPRETATION

Gender and Factors of Consumer Behavior: The significant difference between gender and factors of consumer behavior was studied using the following hypothesis.

Null Hypothesis: There is no significant difference gender with regard to factors of consumer behavior.

The hypothesis was tested using independent sample t-test. The consequences of free specimen t-test are shown in Table 1 below.

Since the p value is less than 0.05 for the perceptual factors the null hypothesis is rejected at 5 percent level of significance This reveals that there is difference between gender (male and female) as regard to perceptual factors. In the case of all other factors the null hypothesis is accepted and hence there is no significant difference among gender as regard to those factors.

Age Group and Factors of Consumer Behavior

To understand the significant difference among age group and consumer behavior, following hypothesis was formulated.

Table 1
Gender and Factors of Consumer Behavior

<i>Factors of Consumer Behaviour</i>	<i>Gender</i>				<i>t-value</i>	<i>p-value</i>
	<i>Male</i>		<i>Female</i>			
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
Perceptual Factors	14.38	3.057	13.16	2.728	2.106	0.038
Motivational Factors	12.18	2.593	12.42	2.726	0.453	0.653
External Influences	13.18	3.262	13.84	3.06	1.043	0.299
Attitudinal Factors	10.82	3.108	11.52	3.504	1.053	0.295
Mall Satisfaction	13.76	2.973	13.3	3.779	0.799	0.426
Overall Behaviour	64.32	7.644	64.24	7.147	0.054	0.957

Null Hypothesis: There is no significant difference among age group with respect to factors of consumer behavior.

The hypothesis was tested using One Way ANOVA and the analysis is given in Table 2.

Since the p value is less than 0.05 for the motivational factors the null hypothesis is rejected at 5 percent level of significance. This reveals that there is difference between age group as regard to motivational factors. In the case of all other factors the null hypothesis is accepted and hence there is no significant difference among different age group with regard to perceptual factors, external influences, attitudinal factors, mall satisfaction and overall buying behavior.

Marital Status and Factors of Consumer Behavior

A hypothesis was developed as given below to find out the relation between marital status and consumer behavior.

Null Hypothesis: There is no significant difference between married and unmarried with regard to factors of consumer behavior.

The hypothesis was tested using independent sample t-test and the results are given in Table 3.

Since the p value is less than 0.05 for the motivational factors the null hypothesis is rejected at 5 percent level of significance. This shows that there is difference between the behavior of married and unmarried with regard to motivational factors while visiting shopping malls. In the case of all other factors the null hypothesis is accepted and hence there is no significant difference among married and unmarried with regard to factors of consumer behavior except motivational factors.

Income and Factors of Consumer Behavior

In order to find out the significant relationship among different income groups and factors of consumer behavior, a hypothesis was formulated as follows.

Null Hypothesis: There is no significant difference among income groups with respect to factors of consumer behavior.

The hypothesis is tested using One Way ANOVA and the results are given in Table 4.

Since the p value is more than 0.05 for all the factors the null hypothesis is accepted. This shows that there is no difference among income group of the respondents and their buying behavior towards shopping mall. The result reveals that even the respondents monthly income is below 10000, they shows some kind of buying preference towards shopping malls.

Occupation and Factors of Consumer Behavior

Significant relationship between different occupational groups and factors of consumer behavior is studied by de- veloping the following hypothesis.

Null Hypothesis: There is no significant difference among different occupational groups with respect to factors of con- sumer behavior.

The hypothesis is tested using One Way ANOVA and the results are given in Table 5.

Since the p value is more than 0.05 for all the factors the null hypothesis is accepted. This shows that there is no difference among occupation of the respondents and their buying behavior towards shopping mall. The result shows that students, employees, business people or professionals, retired people and home maker all of them like to be buying from shopping mall.

Table 2
Age Group and Factors of Consumer Behavior

Factors of Consumer Behaviour	Mean					f-value	p-value
	Age Group						
	15-20	21-30	31-40	41-50	Above 50		
Perceptual Factors	13.27	14.36	13.5238	14.55	13.62	0.651	0.627
Motivational Factors	11	12.24	13.1905	13.33	13	3.23	0.016
External Influences	13.2	12.16	14.619	13.88	14.5	2.402	0.055
Attitudinal Factors	11.62	11.24	11.4762	11	9.93	0.728	0.575
Mall Satisfaction	13.31	14.28	13.3333	13.88	12.81	0.771	0.547
Overall Buying Behaviour	62.41	64.28	66.14	66.66	63.87	1.053	0.384

Table 3
Marital Status and Factors of Consumer Behavior

Factors of Consumer Behaviour	Marital Status				t-value	p-value
	Married		Unmarried			
	Mean	SD	Mean	SD		
Perceptual Factors	13.37	2.9	14.34	2.95	1.63	0.106
Motivational Factors	12.76	2.68	11.63	2.47	2.132	0.035
External Influences	13.9	3.25	12.95	2.98	1.481	0.142
Attitudinal Factors	11.14	3.31	11.22	3.38	0.124	0.902
Mall Satisfaction	13.17	3	14.05	2.61	1.515	0.133
Overall Behaviour	64.34	6.99	64.2	7.94	0.096	0.124

VIII. FINDINGS

- The result of the study shows that male and female had a different perception towards shopping malls.
- There is significant difference between different age groups and their motivation to visit shopping malls.
- There is no significant difference between married and unmarried with regard to factors of consumer buying behavior except motivational factors.
- The result of the study shows that not only higher income groups but also lower income groups exhibit some kind of buying preference towards shopping mall.
- The result shows that students, employees, business people or professionals, retired people and home maker all of them like to be buying from shopping mall

Table 4
Income and Factors of Consumer Behavior

<i>Factors of Consumer Behaviour</i>	<i>Mean</i>					<i>F-value</i>	<i>p-Value</i>
	<i>Income Group (in Rs)</i>						
	<i>Below 10000</i>	<i>10001-20000</i>	<i>20001-30000</i>	<i>30001-40000</i>	<i>Above 40000</i>		
Perceptual Factors	14	12.36	13.95	13.68	14.17	1.026	0.398
Motivational Factors	13	13.29	11.19	11.95	12.62	1.764	0.143
External Influences	13.75	13.57	13.29	14.58	13.1	0.748	0.561
Attitudinal Factors	12.5	11.79	9.9	11.53	11.31	1.119	0.352
Mall Satisfaction	15	13.14	14.48	12.26	13.62	1.895	0.118
Overall Behaviour	68.25	64.14	62.81	64	64.81	0.552	0.698

Table 5
Occupation and Factors of Consumer Behavior

<i>Factors of Consumer Behaviour</i>	<i>Mean</i>					<i>F-value</i>	<i>P-Value</i>
	<i>Occupation</i>						
	<i>Student</i>	<i>Employees</i>	<i>Business/Profession</i>	<i>Retired</i>	<i>Homemaker</i>		
Perceptual Factors	13.26	14	13.55	12.5	17.2	2.246	0.07
Motivational Factors	12.69	12.08	12.05	10	13.2	0.811	0.521
External Influences	13.43	13.72	13.59	11.5	13	0.276	0.893
Attitudinal Factors	11.17	11.11	11.05	13.5	11.2	0.248	0.91
Mall Satisfaction	13.74	12.86	14	16	13.8	1.067	0.377
Overall Behaviour	64.29	63.78	64.23	63.5	68.4	0.429	0.787

IX. CONCLUSION & RECOMMENDATIONS

This review is an endeavor to discover the purchasing conduct of buyers towards shopping mall. The general conclusion is that even though there is significant influence of demographic profile of the consumers on their buying behavior, consumers prefer to buy from shopping mall because variety products are available under one roof. There for mall management should implement marketing strategies addressing the needs of consumers so that they can convert the visitors of shopping malls in to actual buyers in order to maintain a momentum in today's dynamic retail environment.

X. LIMITATIONS OF STUDY

The following are the limitations of the study

- This study is conducted to analyze the buying behavior of consumers towards shopping malls within Ernakulam district of Kerala. So the results can't be generalized.
- The present study is based on the existing buying behavior of consumers towards mall. There is possibility of changing consumer behavior in accordance with the changes in fashion, time and technological advancement.
- Since the population of the present study is infinite, a sample size of 100 respondents were only covered.

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