A Study on Consumer Preferences Towards Emergence of Malls in Ernakulam District

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ABSTRACT

The purpose of the study is to know the preference of consumers towards emergence of malls in Ernakulam district. Today, consumer's preferences are changing day by day, due to their high standard of living, income, culture etc. "Consumer preferences" is a marketing term which means a consumer likes one thing over another. Today consumers are mostly depending upon shopping malls for buying things. As a result of changing consumer emerge, Shopping mall serves various purposes like shopping, entertainment, get together at free of cost, and a good place for time pass.

The aim of our study is to investigate the Indian consumer's shopping behaviour with respect to new retail format emerging. This study is to analyze the shopping behaviour, the consumer exhibits while visiting or making purchase in the newly opened malls. To study the general purpose and motive behind the Indian consumers visit to these newly established shopping malls, the following factors are taken into consideration: impulse purchase, time, money spent at the shopping malls etc. Usually, malls are mostly situated in metropolitan cities. As the income rises, consumer demand also rises. So people lived in metropolitan cities have usually higher income. That's why we choose this study in a metropolitan city like Ernakulam. The sample size of this study is 803. Chi-square and ANOVA are used to analyze this study.

In their busy schedule customers prefer to purchase everything under one roof. Therefore, we are choosing an Ernakulam city for our study.

Keywords: Consumer behaviour, consumer shopping arcades, indigenous product, shopping malls, entertainments, and metropolitan cities.

1. INTRODUCTION

A Shopping mall is one or more building, forming a complex of shops with interconnecting walkways. It enables visitors to easily walk from unit to unit, along with parking area-a-modern, indoor version of the traditional market place. Shopping mall concept makes everything under one roof where the customer is more concentrated on malls because of quality products, range of choices, good ambience etc.

Today, Shopping malls are replacing "general retail stores" all over india. Because interest, activities, opinion, attitudes and demographic characteristics constitute the lifestyle of a people. As the lifestyle of people changes, today people are more concentrating on malls for purchasing. In this context, it assumes significance to study the buying behaviour of consumer towards emergence of malls in Ernakulam district. Usually, in a metropolitan city, people have a higher income. That's why we choose this study in Ernakulam district.

2. OBJECTIVES

- Primary to know the Indian consumer's shopping behaviour with respect to new retail format emerging.

- To analyze the shopping behaviour, the consumer exhibits while visiting or making a purchase to newly opened malls.

- To study the general purpose and motive behind the Indian consumer visit to these newly established shopping malls, the following factors are taken into consideration: impulse purchase, time, money spent at the shopping malls etc.

3. HYPOTHESIS

- H_0: As the consumer preference changes, consumers are not mostly depending on malls.

- H_0: As the consumer preference changes, Consumers are not buying a bulk product from malls.

- H_0: As the consumer preference changes. Consumers are not spending more time on malls.

- H_0: As the consumer preference changes, consumers spent not more money in malls.

- H_0: Based on general purpose and motive of visit to malls, consumers are not depending on malls.

- H_0: Based on the influence of purchase, consumers are not depending on malls.

- H_0: Based on good qualities, consumers are not depending on malls.

- H_0: Based on general purpose and motive of visit to malls, people do not influence your purchase at malls.

- H_0: As the consumer preference changes, Shopping malls do not tends to exploit impulse purchase of the customer.

- H_0: Based on occasions, consumers are not depending on malls.

- H_0: Based on general purpose and motive of visit to malls, consumers do not frequently visit to malls.

4. LITERATURE REVIEW

Today we observe that shopping mall is increased in Indian retail sector. The malls are emerged with a basic idea of developing a community centre where they get-together for shopping, cultural activity and social interaction.

Huge numbers of malls have emerged and they replaced the street shopping centres and finally, they become shopping communities. (Feinberg et. al., 1991).

Convince, price, and overall services are largely affect the customer attitude towards the mall. There is difference between male and female attitude towards the mall. (Afreenchoudhury & Muhammad Instiary Alam & Sigma Islam, 2014).

Coimbatore is satisfied with the quality and they still need good offers in future days. To attract more customers companies have to carry out promotional activities in unique way. (DR.D Elangovan & R Sangeetha, 2016).

Customer segments seek out relevant "shopping venues "based on their shopping wants and needs (Jackson, stoel and brantery, 2011).

Ujjain city customers want to take facilities of the shopping mall during the purchasing process like –store hygiene factor, personal selling etc. Female customers have much attraction towards shopping offers available in shopping malls (Satnam Kour ubeja, 2015).

The shopping centres which facilitates a variety of shops and create a pleasant environment for the shoppers. (Ooi & Sim, 2007).

The malls are attracted by regular and tourist shoppers towards frequent shopping and compare to the downward market place. (Maronic, 2007).

(Chitra R, 2014) "An empirical study on customer purchase intention towards branded appraisal", this paper aims to study factors affecting customers "purchase intention towards branded apparel". Purchase intention is explained in terms of general consumer variables (normative influence, consumer confidence) and brand specific variables (perceived quality, emotional value).

(Nasrudeen. R and Mohammed, 2014) "level of consumption of fast moving consumer goods by rural consumers-An analytical study", ever since independence of India, because of some obvious reasons, marketing acquired a largely urban bias. When at time of green revolution in the seventies which provided a much –needed boost to agriculture based rural economy in the country. Subsequently, many firms started showing interest in the market and extend their penetration to reach smaller village and towns. Further; nowadays rural consumers are behaving like urban consumer towards the urban lifestyle, fashion, taste, preferences etc.

(Rajasekaran B and Saravan, P.A, 2014) highlighted, "consumer satisfaction on fast moving consumer goods". The study throws on the attitudes, values; beliefs and perception of the consumer with regards to consumption of fast moving consumer goods, the preference and opinion of consumer towards popular brands have been taken into consideration.

(Shanmugapriya.G and Sethurama.R, 2014), highlighted, "Consumer satisfaction towards Hamam soap in thanjavur Town", the marketing scenario in India has undergone vast changes since 1991 due to

the economic reforms. Post liberalization, competition intensified in every product line and market, which forced brands to redefine their norms of existence in all industries. In FMCG industry, especially in toilet soap sector, there is a severe competition among the MNCs, national and local players .Brand loyalty has been determined by several distinct psychological processes of the consumers and entails multivariate measurements.

(Abdul Brosekhan and DR. C. Muthu Velayutham) The study found that in order to develop a frame work for the study of consumer research and the different paradigms of thought that have influenced the discipline. It argued that consumer behaviour itself emerged as a distinct field of study during the 1960's. It has been characterised by two broad paradigms, the positivist and the non-positivist. The positivist paradigm encompasses the behavioural, economic, cognitive, motivational/trait/attitudinal/ and situational perspectives and these perceptive are referred to as the traditional perceptive as they pre-date the development of the non-positivist paradigm. The positivist paradigm, which is still the dominant paradigm, it emphasizes the supremacy of human reason and that there is a single, objective truth that can be discovered by science. The opposing, non-positivist paradigm is enveloping the interpretive and post modern perspectives, which have emerged more recently during the period post-1980 to date. The rational view and the ideology of a homogenous social cultural and thereby deny the complex social and cultural world in which consumers alive. The traditional, positivist perspective takes a very utilitarian approach to be understood the benefits from consumption. While the non-positivist perspective places much greater emphasis on the symbolic dimensions of choice. The objective of non –positivist research endeavour strive is to achieve a better understanding of consumer behaviour with no specific intent to influence consumer behaviour with no specific intent to influence consumer processes. This article aims to identify different streams of thought that could guide future consumer research.

(Susan Lee Taylor, Robert M.Cosenza, 2012) "profiling later aged female teens: mall shopping behaviour and clothing choice", found that retailers agree that categorizing and developing an understanding of target segments are important inputs to differentiating products and enhancing shopping proclivity.

Most shopping behaviour and choice profiling tend to generalize rather than develop useful segment information. Thus, most result is not useful for targeting and positioning. It was stated that a typical later aged female teen was born to shop. When the making the right choice, especially for female clothing, it could be understood. Their clothing is important for concerning both factors like social affiliation and a social influence position. Finally, the desire to stay and shop at the local mall seems like a function of the mall composition and excitement.

(Scaralett Welsleya, MelodyLeHewb, Arch G. Woodsidec, 2006)"consumer decision making style and mall shopping behaviour" based on explorative data analysis including the use of the comparative method, article provides a theoretical model of antecedents and consequences of consumer decision making styles. The EDA results support a complex view of the antecedents and consequences of consumer decision –making styles. The article concludes with specific suggestion for extending psychological theory of shopping behaviour and advancing strategic mall –retailing strategies.

(THE HINDU, business line October 9, 2014)opened just over a year ago, the complex covers a sprawling 17 acres near an intersection of three highways and houses over 215 retail luxury and life style brands , Kochi including those in the food court and entertainment areas, with more waiting to set up shop

in 25lakh sqft of leasable space. The most crowded part, though, is the 2 lakh sqft LULU Hypermarket, India's largest.

(Economic times-march 17, 2013) "Lulu mall in Kochi: how Kerala became shopper's paradise", the lulu mall, which opened earlier this week in Kochi, is a shopper's delight. Spanning a little over 2.5 million sqft and built at a cost of rs 1600 crore, It can accommodate nearly 300 national and international brands.

5. ANALYSIS AND MAJOR FINDINGS

Chi-square Tests

Table 1

	What are the general purpose and motive of you visit to shopping malls?	*What is your overall satisfaction with malls in Ernakulam district?*
Chi-square	340.14	151.68
df	4	1
Level of significance	.000	.000

Interpretation: Calculated value = 340.14 for 4 degrees of freedom at .000 level of significance.

Table value = 9.48 of 4 degrees of freedom at .050 level of significance.

Here calculated value is more than the table value; we accept the null hypothesis and reject the alternate hypothesis.

Inferences: It states that based on purpose and motive of malls, consumers are not mostly depending on malls. Consumers mostly prefer malls to hang out with friends and have quality time. It indicates that mostly the young generation (18-28) visit malls frequently to spent time with their friends and for entertainment. But some customers like window shopping also.

Table 2

	On which occasions do you make purchases?	*What is your overall satisfaction with malls in Ernakulum district?*
Chi-square	189.92	151.68
df	4	1
Level of significance	.000	.000

Interpretation: Calculated value = 189.92 of 4 degrees of freedom at.000 level of significance.

Table value = 9.48 of 4 degree of freedom at .050 level of significance.

Here calculate *d* value is more than the table value; we accept the null hypothesis and reject the alternative hypothesis.

Inferences: It states that based on occasions, consumers are mostly depending on malls during offers and festivals (64%). During festivals and offers, basically the product prices are low consumer are always looking for good quality product with low price.

Table 3

	What is the good quality do you attracted in malls?	*What is your overall satisfaction with malls in Ernakulam district?*
Chi-square	204.88	151.68
df	4	1
Level of significance	.000	.000

Interpretation: Calculated value = 204.88 of 4 degree of freedom at .000 level of significance.

Table value = 9.48 of 4 degree of freedom at .05 level of significance.

Here calculated value is more than the table value; we accept the null hypothesis and reject the null hypothesis.

Inferences: It states that based on good qualities of malls, consumers are not depending upon malls. Peoples are mostly depending upon malls for their entertainment like watching movies, eat food, drink and stuff etc...

Table 4

	What is the average time that you spend at malls?	*What is your overall satisfaction with malls in Ernakulam district?*
Chi-square	140.34	151.68
df	4	1
Level of significance	.000	.000

Interpretation: Calculated value = 140.34 of 4 degrees of freedom at .000 level of significance.

Table value = 9.48 of 4 degrees of freedom at .05 level of significance.

Here calculated value is more than the table value; we accept the null hypothesis and reject the alternate hypothesis.

Inferences: It states that as the consumer preferences changes, consumers are not spending more time on malls. Based on this survey, it indicates that people spend 2 hr-3 hr in malls(40%).Because the people visit malls for their entertainment like watching movies, to eat food ,and playing games on play area etc.

Table 5

	How often do you visit malls?	*What is the general purpose and motive of you visit to shopping malls?*
Chi-square	245.30	340.14
df	4	4
Level of significance	.000	.000

Interpretation: Calculated value = 245.30 of 4 degrees of freedom at .000 level of significance.

Table value = 9.48 of 4 degrees of freedom at .05 level of significance.

Here calculated value is more than the table value; we accept the null hypothesis and reject the alternative hypothesis.

Inferences: It indicates that based on general purpose of visit to shopping malls, consumers are not frequently visit malls. The survey states that the most people in Ernakulam monthly visit malls.

Table 6

	Who influence your purchase at malls?	What is the general purpose and motive of you visit to shopping mall?
Chi -square	590.32	340.14
df	3	4
Level of significance	.000	.000

Interpretation: Calculated value = 590.32 of 3 degree of freedom at .000 level of significance.

Table value = 7.81 of 3 degree of freedom at .05 level of significance.

Here calculated value is more than the table value; we accept the null hypothesis and reject the alternate hypothesis.

Inferences: It states that based on general purpose and motive of visit to malls, people are influence customer purchase. There is a relation between general purpose and the people influence customer purchase.

Table 7

	How much do you spend on average when you visit malls?	What is overall satisfaction of malls in Ernakulam?
Chi-square	143.28	151.68
Df	3	1
Level of significance	.005	.000

Interpretation: Calculated value = 143.28 of 3 degree of freedom at .005 level of significance.

Table value = 7.81 of 3 degree of freedom at .05 level of significance.

Here calculated value is more than the table value; we accept the null hypothesis and reject the alternate hypothesis.

Inferences: As the consumer preference changes consumer not spend more money in malls (above3000). This survey states that 46% of the people spend more money in mall for consumption (above3000). 24% of the people spend money between 2000-3000, 16% people spent money between 100-1000. It indicates that due to the emergence of malls, the consumption power of the people increases and they spent more money for purchasing things from the malls.

Table 8

	"Shopping mall tends to exploit impulse purchase of the customer "do you agree with this opinion?	What is the overall satisfaction of malls in Ernakulam?
Chi-square	61.92	151.68
Df	1	1
Level of significance	.000	.000

Interpretation: Calculated value = 61.92 of 1 degree of freedom at .000 level of significance.

Table value = 3.84 of 1 degree of freedom at .05 level of significance.

Here calculated value is more than the table value; we accept the null hypothesis and reject the alternate hypothesis.

Inferences: As the consumer preference changes, shopping mall are not trended to exploit the impulse purchase of the customer. It indicates that, in Ernakulum 82% of customer agrees with the opinion and 18% of the customer disagrees with the opinion.

ANOVA TEST

Table 1

	What is average time that you spend at malls?
F value	36.68
Significance	.000

Interpretation: Here p value = .000 is less than the .05 level of significance; we reject the null hypothesis and accept the alternate hypothesis.

Inferences: It states that based on age, mostly the young generation (18-28) spend more time in malls (more than 3hrs) because they visit malls for entertainment. The other age group, they always busy with their jobs and family. So they spend less time in malls. But it varies depending upon the people's behaviour and personality.

Due to the emergence of shopping malls, the Indian consumer changes day by day. Nowadays consumers are mostly depending on mall. Because all things are available under one roof.

Females mostly prefer malls for shopping and also they prefer lulu mall in Ernakulam district. Customers and visitors also prefer lulu mall in Ernakulam (70%).

Young generation (18-28) visit malls frequently to spent time with their friends and for entertainment (32%). So entertainment is the major quality of malls. They also looking for variety and branded product (72%). Then the second major quality is services. Thirdly, convince are also the major quality of malls.

The aged group (38-48, 48-58, above 58), they always busy with their jobs and family. So they spent less time in malls and always looking for economic and quality for shopping (28%).

In Ernakulam 82% of the customer agrees with the opinion of "shopping mall tends to exploit the impulse purchases".

The people spend 2hr-3hr in malls (40%) because the people visit mall for their entertainment like watching movies, to eat food and playing games etc. So the people spend more time in malls.

This survey states that 46% of the people spent more money in malls for consumption (above 3000). It indicates that due to the emergence of malls the consumption power of the people increases.

Based on influence of purchase, Consumers are not depending on malls. cosumers taste and preferences are different depending on people's personality, character etc. Therefore the people like friends, family, spouse etc. are influence for our purchase at malls.

Convince, entertainment, quality, price, food quality, impulse purchase, time, money etc. are largely affect consumer preference towards of emergence of malls.

Based on gender, females mostly prefer malls for shopping and also they prefer lulu mall in Ernakulam.

The other general purpose and motive of mall are comfortable shopping experience and to watch movies.

Books, magazines, electronic items and cosmetic are the other products to be purchased from Ernakulam malls.

Suggestions

- To provide more cash counters for payment facility.
- To provide vast area for parking with some more exit and entrances can erase the problem of spending too much time for parking.
- To provide more sitting arrangements and restaurants.

6. CONCLUSION

Based on the study, Consumer's preferences towards emergence of malls are depending upon many factors. They are convenience, price, quality, time, money, spent, impulse purchase, etc. Makes malls –with a bunches of value propositions like value for time, value for quality, value for experience, value for money is boosting India in becoming a shining star of global retail.

The study provides depth understanding about the factors that affect the Ernakulam customer's preferences towards emergence of shopping malls, Due to the development in metropolitan cities, the emergence of malls and customer's preferences has increased.

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