Consumer Buying Behavior in Shopping Malls in Coimbatore Cities

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Abstract

Today, shopping is an essential piece of life for an each person. With the adjustment in the living style of the general population, they want to purchase from a spot where they can purchase everything under one rooftop. Monetary advancement and the adjustment in buyer culture, shopping centers in India have amazing development and supplanted the customary departmental store and retail outlet. The primary aim of the study is to analyse the consumer buying behaviour in shopping malls across Coimbatore city.It has accumulation of shops and eateries and diversion offices. To analyse the demographic trends of consumer behaviour we undergo a research based on the presence for estimating client purchasing conduct and fulfillment level towards current shopping centers in Coimbatore city. For this reason essential information was gathered from 400 respondents. Information was organized and broke down with the assistance of factual instruments to accomplish the goals of the research.

Keywords: Consumer behaviour,shopping malls,Service Quality,Business model development

1. Introduction

Indian economic space has seen tremendous changes since the introduction of liberalisation, privatisation, and globalisation (LPG) in the 1990s. Due to infusion of foreign direct investments to the Indian market, economy saw surge in growth and purchasing power of people multiplied. Increase in disposable income changed the spending habit of common people and thus, new market opportunities emerged. As per AT Kearney (One US based global management consulting firm) estimation through its Global Retail Development Index (GRDI) 2011, India ranked among top 30 emerging markets for retail investments. Retail sector in India is one of the primary drivers of its economy. Federation of Indian Chambers of Commerce and Industry (FICCI) predicts around 25% to 30% annual growth in retail sector. Apart from metro cities, tier II and tier III cities are also part of this growth, which is evident from the mushrooming Malls across cities.

Like any business, shopping malls also face trials and tribulations of commerce. Consumer behaviour is one of the many facets that affect stability and feasibility of shopping malls, thus, it is paramount to understand the various factors associated with consumer and their buying behaviour. The present study analyses the shopping mall culture of Coimbatore city with respect to consumer behaviour by careful scrutinisation of demographics of people visiting these malls and the various influences that affect the purchase decision making process.

1.1. Aims and Objectives

1.1.1. Aim:

The primary aim of the study is to analyse the consumer buying behaviour in shopping malls across Coimbatore city.

1.1.2. Objectives:

- To analyse the importance of consumer behaviour in the growth and financial stability of shopping malls across Coimbatore city
- To assess the various factors influencing consumer behaviour in shopping malls across Coimbatore city
- To analyse the demographic trends of consumer behaviour in shopping malls across Coimbatore city
- To propose consumer friendly business model for shopping malls across Coimbatore city

1.2. Research Questions

The study will try to figure out following research questions.

- What are the various factors that influence the consumer behaviour in shopping malls across Coimbatore city?
- What is the demographic profile of the people frequenting shopping malls across Coimbatore city?
- Does consumer behaviour affect the growth and financial stability of shopping malls across Coimbatore city?

2.

2. Literature Review

Mupppavaram (2014) conducted an empirical study to evaluate the consumer buying behaviour in shopping malls across Mumbai city. The study tried to analyse the preferential aspects and factors responsible for influencing consumer behaviour. Both primary and secondary data were collected for the study. Around 300 consumers visiting three shopping malls in South Mumbai were selected for the study through convenience sampling method. The research pointed location as one of the major drivers of traffic to the shopping malls. Accessibility guaranteed first visit but expectation on products and their availability decided repeat visits by consumers. Gender of consumers impacted their expectation and satisfaction levels. Needs and requirements and their fulfillment across various platforms such as products, services and other auxiliary benefits were also prime components of consumer behaviour.

The study by Yasir (2017) on consumer behaviour towards shopping malls in Kozhikode city focused on attitude of consumers towards shopping malls, their purchase decision and level of satisfaction. Data was collected from a sample size of 105 people visiting three malls of the city. The majority of visitors were found to be within the age group of 21 years to 30 years while maximum percentage people reported their average monthly income in the range of Rs 10000 to Rs 25000. As per educational qualification, most hold undergraduate or graduate degrees. Majority of respondents were students, which might be the reason for young age group, low educational qualification and low income. Female shopper population was higher than male shoppers and most of the study participant admitted of spending 4 hours to 6 hours per week in shopping malls. Around half of the respondents also visited shopping malls more than thrice a week.

Kumar and Thakur (2014) analysed the various factors that affected consumer relationship towards shopping malls. The respondent size was 100 in this study and quantitative questionnaire was used to collect data. To assess the behavioral pattern of shopping mall visitors, the study used six constructs, which are: atmosphere, ability, promotions, property management, shopping experience and entertainment. Atmosphere defined as the general ambience or tone of the mall. The environment inside the mall, outside area, interiors, decorations, art installations and shopping space were some of the elements that were included in the atmosphere construct. General management and administration such as cleaning, access of information about shops or goods, clean toilets, sitting area for relaxing, and security were the elements for property management. The major factors were found to be availability of branded, quality and variety of product, alternative and ease of find product.

3. Research Methodology

The study followed quantitative research methodology. Quantitative research method enables objective research orientation which helps in eliminating research biases. Primary data collection method was employed in this study. A set of close ended questionnaire was prepared which focused on variables such as: Gender, Age, Income, Educational Qualification, Occupation and Influencers on purchase decisions. The questionnaire was prepared by using multiple choice questions and 5-point Likert scale with scales ranging from 1 to 5 where 1 stands for Strongly agree, 2 stands for agree, 3 stands for neutral, 4 stands for disagree and 5 stands for strongly disagree. The population of the study was general population of Coimbatore city. Random sampling method was used to select a sample size of 400 consumers from different shopping malls across the Coimbatore city. Graphical test, simple percentage test, Analysis of Variance and Regression analysis were used for analysing the data collected from close-ended questionnaires with the help of SPSS software tool. Ethical considerations were kept in mind by the researcher while conducting the study. Consents were taken before conducting research and the participants were not forced to become a part of the research work. Moreover, the data collected by the study was used for the purpose of academic research only.

4. Findings & Discussion

Data was collected from around 400 respondents through a self-developed, structured and disguised questionnaire, which was consisted of 34 items. The information gathered was coded using MS-Excel and was analysed using SPSS. Regression analysis, Analysis of Variance, percentage analysis and graphical interpretations were carried out on the collected data set.

Table 4.A: Frequency and Percentage of Shopping mall visitors as per Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	202	50.5	50.5	50.5
	Female	198	49.5	49.5	100.0
	Total	400	100.0	100.0	

Interpretation of the table:

Table 4.A represents the frequency and percentage of the study participants as per gender. Out of the total 400 respondents, 50.5% of participants that is 202 are male. The rest 198 or 49.5% are female. Thus, the study has nearly equal number of representation from each gender. It also signifies equal number of people from each gender visit shopping malls.

Table 4.B: Frequency and Percentage of Shopping mall visitors as per Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 years	73	18.2	18.2	18.2
	21 - 30 years	73	18.2	18.2	36.5
	31 - 40 years	110	27.5	27.5	64.0
	41 - 50 years	72	18.0	18.0	82.0
	51 - 60 years	36	9.0	9.0	91.0
	Above 60 years	36	9.0	9.0	100.0
	Total	400	100.0	100.0	

Interpretation of the table:

Table 4.B denotes the frequency and percentage of representative sample as per their age. Out of the total 400 people participated in the research, around 18.2% or 73 respondents are below 20 years of age. In age group range of 21 years to 30 years, there are same number of participants as that of the group below 20 years age. In the age group of 31 years to 40 years, around 27.5% of respondents are reported. Age group 41 years to 50 years have 18.0% of

representation in the overall sample. Age groups 51 years to 60 years and above 60 years both have around 9% of participants. The age group 31 years to 40 years has the maximum number of participants, which is 110. Thus, it can be implied that people belonging to the above age group are the major visitors to the shopping malls. The next crucial visitor groups are the age groups below 20 years, 21 years to 30 years and 41 years to 50 years as all these three groups have near equal visitation percentage. People belonging to age groups 51 years to 60 years and above 60 years are the least visitors to shopping malls.

Table 4.C: Frequency and Percentage of Shopping mall visitors as per Educational Qualification

EDUCATIONAL QUALIFICATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	73	18.2	18.2	18.2
	Bachelor	145	36.2	36.2	54.5
	Master	73	18.2	18.2	72.8
	PhD	109	27.2	27.2	100.0
	Total	400	100.0	100.0	

Interpretation of the table:

Table 4.C denotes the frequency and percentage of representative sample as per their educational qualification. Out of total participants, around 18.2% of respondents have passed high school while 36.2% of respondents have bachelors degrees. 18.2% of study participants commented that they have masters degrees while 27.2% of respondents hold PhD degree. Most of the shopping mall visitors are college graduates as less than 20% of visitors do not have higher education. The major shopping mall visiting group has graduation degree while second largest group has the highest educational qualification. It can be inferred that shopping malls are visited by most of the educated mass of population.

Table 4.D: Frequency and Percentage of Shopping mall visitors as per Occupation

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Professional	37	9.2	9.2	9.2
	Private Job	73	18.2	18.2	27.5
	Government Job	109	27.2	27.2	54.8
	Business	73	18.2	18.2	73.0
	Self-employed	72	18.0	18.0	91.0
	Student	36	9.0	9.0	100.0
	Total	400	100.0	100.0	

Interpretation of the table:

Table 4.D denotes the frequency and percentage of representative sample as per their occupation. Professionals in their respective fields account for 9.2% out of total study sample size of 400 people. The second group is private job holders, who account for around 18.2% of study population. There are 27.2% or 109 participants in the study who work under the government. 73 or 18.2% of participants do their own business while around same number of people are self-employed. Out of the representative sample around 9.0% of participants are students. The majority of shopping mall visitors are government employees as they emerge as the largest group. Private job holders, business persons and self-employed people share the same percentage while cumulatively they account for more than half of the shopping mall visits. Professionals and students are the minor visiting groups with combined share of less than 20% of shopping mall visitors.

Table 4.E: Frequency and Percentage of Shopping mall visitors as per Annual Income

Annual Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 50,000	73	18.2	18.2	18.2
	50,000 to 100,000	73	18.2	18.2	36.5
	100,000 to 250,000	109	27.2	27.2	63.8
	250,000 to 500,000	72	18.0	18.0	81.8
	500,000 to 1,000,000	73	18.2	18.2	100.0
	Total	400	100.0	100.0	

Interpretation of the table:

Table 4.E denotes the frequency and percentage of representative sample as per their annual income.

Income within Rs 250,000 is low income. How do various shopping malls sustain if more than 60% visitors do not have buying capacity? Where is the statistics for the group earning more than Rs 1,000,000 per annum? The occupation and educational qualification statistics provided do not concur with the income statistics. A huge investment such as shopping mall do not take place in areas where most people fall to low income category.

In both output 3 and output 4 files, sample size is 2000, 400 for each group. However, the demographic data indicate the sample size as to be 400. Which one is correct? Sample size of 2000 is not feasible, thus, output 3 and output 4 files need to be corrected.

5. Recommendations & Conclusions

Recommendations

1. Due to large number of shoppers on weekends the consumers experience over waiting in a long queue gives a discomfort feel so kindly requested to meet the consumers satisfaction fast tag counters which is made only for getting 5 products can be made.

2. Free home delivery option is more appreciated by the consumers but providing them a fast paced delivery with high quality products improves the buying comfort to the consumer

3. Entertainment is a major expectation for the consumers.So would like to make some toons based spaces which attracts the consumer and also if discounts are provided more they get more attracted to shopping

4. Marketing a product makes the consumer to know whether these types of products are available in the market.Hence strategies like gorilla marketing provides the great experience to the shoppers

Conclusion

The study reveals that the shopping experience of the consumer have been overall good and the consumers would like to meet up their needs as soon as possible.They are also interested in developing their strategies to improve the contents of the shopping mall which improves the shopping experience of the consumer.As per the study it is found that the shopping malls are filled with the people other than the working professionals and students on weekdays and vice versa on the weekends.This reveals the clients like students and professionals can be targeted on the weekends with some discounts and offers on the related products

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