

# A STUDY ON CONSUMERS BEHAVIOUR TOWARDS SHOPPING MALL IN TIRUCHIRAPPALLI TOWN.

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## Abstract

The Indian consumer too is changing rapidly. They have a choice to choose from a wide range of products, quality, variety and prices. One school of thoughts is that the term shopping centre should be applied to any group of shops, whether old, new planned, unplanned, and purpose-built or converted. classification in everyday use relates to the types of goods sold by retail outlets. This would mean that India's GDP will increase close to US\$ 1 trillion on an average year-on-year over the next 40 years. To examine 'the Impact of Shopping Malls on the Consumer behaviour'. The Malls can also provide variety of products in small quantities to the consumers. This study has made an attempt to analyze the consumer behaviour towards select Shopping Mall in Pudukkottai town.

## Key Words

Consumer, Shopping Mall, Goods, Behaviour.

## Introduction

The Indian consumer too is changing rapidly. They now have a choice to choose from a wide range of products, quality, variety and prices. Consumers are now showing a preference for shopping malls, which enable them to shop a variety of products under one roof and offer a shopping experience in terms of ambience and entertainment. Retailing as an Economic activity has been in existence since the beginning of human civilization and it has always been considered as an integral part of our everyday lives. However, during recent past retailing has become a vibrant part of our changing society and today it is evolving into

Global Hi-tech business with new formats, strategically approaches & dynamic vision keeping in view the changing needs of consumer and fast moving trend in consumer behaviour.

Consumer money drives the economy and retail is where consumers spend that money. Boutiques, restaurants discount, superstores, mail-order companies and retailers – these establishments are where consumers spend their hard – earned money. When goods are put in the hands, on shopping bags, of consumers, retailers realize revenue – and so do the wholesalers, distributors & manufacturers that make up the rest of the consumer goods

distribution chain. In addition retail transactions sense as a means for collecting sales taxes, which support public services of all kinds.

### Examining Shopping Centers

Classifying shopping centres is a much more complex and uncertain business. Indeed, much of the debate in retail geography up to about the end of the 1970s was concerned with definitions and classifications of 'shopping centres', 'business centres', 'retail areas', etc. An initial problem in empirical work is often to define the physical limits of a particular center, or indeed to decide whether a group of shops is a 'centre' at all.

One school of thoughts is that the term shopping centre should be applied to any group of shops, whether old, new planned, unplanned, and purpose-built or converted. The opposite view is that the term should be confined to planned, purpose-built retail development. In this research this view is accepted, and unplanned clusters of retail outlets are referred to as retail areas like our old markets in India, which have thrived in all the cities for decades, also known as old city markets.

### Classification based on type of Goods

A classification in everyday use relates to the types of goods sold by retail outlets. Many widely recognized types of shops sell coherently organized 'bundles' of goods such as Furniture or shoes. A typical official classification of such bundles of goods is shown in this approach becomes inadequate in describing shops that sell a variety of goods

which are diverse and may also cater to the needs of segments that apparently have little in common (Guy, 1998).

### Retail Industry in India – Perspective 2018.

This would mean that India's GDP will increase close to US\$ 1 trillion on an average year-on-year over the next 40 years. This fast pace of GDP growth is driving Indian consumerism, Indian consumers today are more confident and willing to splurge owing to increased income levels. India's consumer market will be the world's fifth largest (from twelfth) in the world by 2025 and India's middle class will swell by over ten times from its current size of 50 million to 583 million people by 2025, predicts McKinsey.

### Literature Review

A Study by **Casual and Mohave** (2011) found that Indian consumers' patronage towards malls is because malls have quality and variety of products under one roof. An understanding of patronage behaviour is a critical issue for retail managers because it enables them to identify and target those consumers who are most likely to make a purchase. Reflecting on this managerial need, one research stream focused on explaining retail patronage with respect to various elements (e.g., store, frequency of visits, store choice) (**Pan & Zink an**, 2005). Relationship between attitudes, personal norms, perceived behavioural controls, and patronage intentions have also been examined by researchers. As a general rule, the more favorable the attitudes and subjective

norms, the greater is the perceived control, and the stronger is the person's intention to perform the behaviour.

Another study conducted by Morganosky (1997), on the structural changes in the retail markets and their implications on consumers revealed that due to the emergence of new retail formats, competition between retailers of organized and unorganized is tightening with pervasiveness and complexity of consumer cross shopping patterns across various retail channels.

### Objectives of the study

- To examine 'the Impact of Shopping Malls on the Consumer behaviour'.
- To examine the 'Consumer decisions and Satisfaction of Shopping Malls'.

### Methodology:

#### Data Collection

The data for the purpose of the present study have been collected through primary and secondary data. Primary data has been collected through structured questionnaire. The sources of secondary data include published data such as data from books, journals, periodicals, buouchers, reports, etc.,

#### Area of the study

The study was undertaken in Tiruchirappalli Town .

#### Sample Size

The researcher used sample size was 50 only.

#### Period of the study

Primary data was collected from January 2019 to February 2019.

### Findings

- ✚ 69% of the respondents are female category.
- ✚ 53% of the respondents are 21-30 years old.
- ✚ 81% of the respondents are married.
- ✚ 42% of the respondents are up to HSC only.
- ✚ 86% of the respondents are students.
- ✚ 44% of the respondents are earn less than Rs.10,000.
- ✚ 82% of the respondents have 2 to 5 members in the family.
- ✚ 47% of the respondents are preferred shopping malls.
- ✚ 44% of the respondents are visit monthly once.
- ✚ 37% of the respondents are motivated by changing trends.
- ✚ 63% of the respondents are feel not branded products are reasonable priced.
- ✚ 77% of the respondents are accepting the particular products are available in shop.
- ✚ 93% of the respondents are accepting the availability of toilet and free drinking water facility in shop.
- ✚ 91% of the respondents are accepting the availability of ATM facility in a shop.

### Suggestion

1. The Shopping Mall owners and managers need to have volunteers to

assist and familiarize people on their use, at least for six months after a new mall opens.

2. Many of the respondents have found that Kids' play areas are not properly enclosed. The interiors of these areas should not have anything with sharp edges.

3. Put clear signage on each floor to show the location of Fire Exits.

4. The Malls can also provide variety of products in small quantities to the consumers.

5. Waiting time has to be avoided (to increase the billing section counters) at the time of festival seasons by opening more sales counters.

## Conclusion

This study has made an attempt to analyze the consumer behaviour towards select Shopping Mall in Tiruchirappalli town. However, no attempt has been made to make a study of factors among the shopping malls. Hence, in view of entry of corporate and global giants in retail business, a study of factors will throw light on how the existing organized shopping malls can face challenges from within and outside India i.e. from multinational retail giants and how they can become.

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