

INFLUENCE OF PSYCHOLOGICAL FACTOR AND MALL ENVIRONMENTAL FACTOR ON CONSUMER PURCHASE DECISION MAKING FOR KITCHEN APPLIANCES IN SHOPPING MALLS

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Abstract: The research tries to identify the influence of psychological factor and mall environmental factor on consumer purchase decision making for kitchen appliances in shopping malls. Sample size was 100 in all obtained through convenience sampling technique in Chennai. Researcher designed questionnaire is with 5 point scale in the continuum of agreeing. Reliability of this tool is 0.80 and 0.94. Path analysis was used for data analysis. The path analysis found that there is influence of psychological factor and mall environmental factor on consumer purchase decision making for kitchen appliances in shopping malls of Chennai. It is also found that there is influence of consumer purchase decision making on consumer satisfaction for kitchen appliances in shopping malls of Chennai. Hence, it is concluded that the location of the shopping mall, adequacy of the space in the shopping center, parking facilities, clock room for the belongingness, physical surroundings of the shopping mall, layout of the shopping mall; uninterrupted power supply and qualities of the shopping mall among the visitors which make joy and pleasure feeling are paid special attention to.

Keywords: Psychological Factor, Mall Environmental Factor, Consumer Purchase Decision Making, Consumer Satisfaction and shopping malls.

1. INTRODUCTION

Study of consumer behavior in shopping malls, is the study of how buyers/consumers dispose their available resources such as time, money and efforts on consumption-related items in shopping malls. Like manufacturers, consumers are varied in decision making that is the reason why there is a need to study consumer behavior especially in shopping malls. The study of consumer behavior enables us to become better decision makers as a consumer in the near future. It is very important for all the marketers to recognize how majority of the consumers make their consumption decisions in shopping malls, so that the marketers can make better marketing strategies to sell their products through shopping malls. Better understandings about the consumer behavior help marketers, to predict how consumers are reacting to various situations. Based on these experiences so gained they are able to make their marketing strategies for selling their products and services in shopping malls. No doubt, marketers who have better understanding about the consumer behavior enjoy greater competitive advantage comparatively in the market. In the late 1960s studies about the consumer behavior was a new ground of study. Due to availability of limited information about the consumer behavior, research on consumer behavior was developed by adopting and integrating scientific methods from other scientific disciplines, such as studies from psychology, sociology, commerce and economics. First theories of consumer behavior were based on economic theories, on the notion that individual act rationally to maximize their profits, benefits and satisfaction while they purchase goods and services. Presently consumer research is from the managerial perspectives; marketing managers want to know the varied nature of consumers. The managers need to know how and why the consumers use consumption-related information while the people purchase and preserve, so that the marketers can design marketing strategies accordingly.

1.1 Psychological factors

Each and every individual has unique personality that will influence his/her buying behavior. By personality, we mean the person's integrated psychological dimensions that lead to relatively consistent and enduring responses to his/her environment. Personality is described in terms of self-confidence, perception, motivation, etc. Shoppers' buying behavior are influenced both by the internal and environmental elements.

1.2 Mall environmental factor

The role of motivation to buy from shopping malls has a direct impact on consumption. Some basic needs are biogenic and they are 'Instincts' such as thirst, libido and hunger motivate person to search for food. Other needs are psychogenic, they arise as a person satisfies one basic or lower need, higher and higher needs keep on arising. Such are the needs for gaining recognition or belongingness. Most psychogenic needs are not that intense enough to motivate the person to act on them immediately. A need precipitate as a motive when it is induced to a level of intensity. A motive is a need that is sufficiently pressing the self of the individual to drive the person to act of consuming or buying.

2. REVIEW OF LITERATURE

Velaudham and Baskar (2015) identified that that eight factors such as Feature, People, Price, Offer, Brand, Place, Advertisement, Product have influenced and motivated the consumers while choosing the air conditioner from the factors of product. Velaudham and Baskar (2015) found that influence of female is comparatively greater than male even though they are majority in frequency and percentage. This study ascertains that the female is dominant in several dimensions of consumer buying behavior. Velaudham and Baskar (2014) found that there is influence of familial factor, socio-eco factor and influential factor on consumer buying behaviour towards air-conditioner in Chennai city.

Rupesh Kumar Tiwari and Anish Abraham(2010) studied in there paper entitled "Understanding the patron behavior towards looking malls in Raipur city" the patron behavior towards looking malls, with relation to Raipur town. The paper additionally examines the Mall developers, managers, marketers and operators with the proper mix of necessary acumen in terms of varied looking dimensions needed to supply the targeted customers therefore on operationalize the mall with utmost productivity and performance.

Syal and Hemant (2011) analysis paper titled "Retailing in India: Future Perspective". The paper paints a verbal image of the upcoming retail boom probably to happen sooner. The signs area unit was everywhere the place. For few years foreign retailers can have the role of supporter for to standardize the business enterprise and to unify customer's preference across the country. The competition can facilitate to extend the standard of service of the prevailing native retailers and larger client satisfaction in Indian society. Conception of self employment can vanish and property little industries are roped with the large chains. Paper offers a glimpse of the slow evolution of retail market over the years.

Subhashini Kaul and Abhishek (2011) in their paper titled "Consumerism and Mindless Consumption Sustaining the New Age Urban Indian's Identity." highlighted the essential factors that contribute to a negative impact on shopper identity. Key factors impacting the "New Age" Urban Indian's identities were mentioned within the paper and mechanisms recommended at house levels to sustain and arrest this injury. Paper known that multiple social identities area units a reality; within the new millennium, each shopper should notice her multiple role and also the roles" saliency in associate degree integrated manner.

Venkata Ratnam (2011) have careful dynamic client behavior in retail exchange India in his paper entitled "Changing client Behavior and rising Challenges to the Retail exchange India" The author has highlighted that sustained and ascension of China and India, that along give home to over a fifth of the humanity, are making an amazing surge in consumerism on a scale that is unprecedented. Each the countries are engaging destinations for investment and production still as sales and selling.

Bhardwaj, Satendra, Sharma, Rajeev and Agarwal, Jyoti (2011) studied in there paper titled "Perceptions of customers towards looking mall: A case study with regard to Aligarh and Mathura city" data regarding client satisfaction level with the looking Malls in Asian nation. There are an excellent victorious whole each national still as foreign brands and once more it's been notice that brands are sustaining power to remain within the competitions.

3. RESEARCH METHODOLOGY

3.1 Research Design

This study is based on the descriptive study method. It is a fact-finding investigation with adequate interpretation. It focuses on particular aspects or dimensions of the problem studied. It is designed to gather descriptive information and provide information for formulating more sophisticated studies. Both Primary data and secondary data were collected; the primary data is collected by from respondents through survey questionnaire. The collection of factual data increases awareness of the relative accuracy of the measuring devices and enhances the ability to accumulate further knowledge through the study.

3.2 Framework of the Study

This framework of the study is unique in introducing the outcome variable was consumer satisfaction, mediator variable was consumer purchase decision making style and independent variables were psychological factor and mall environmental factor.

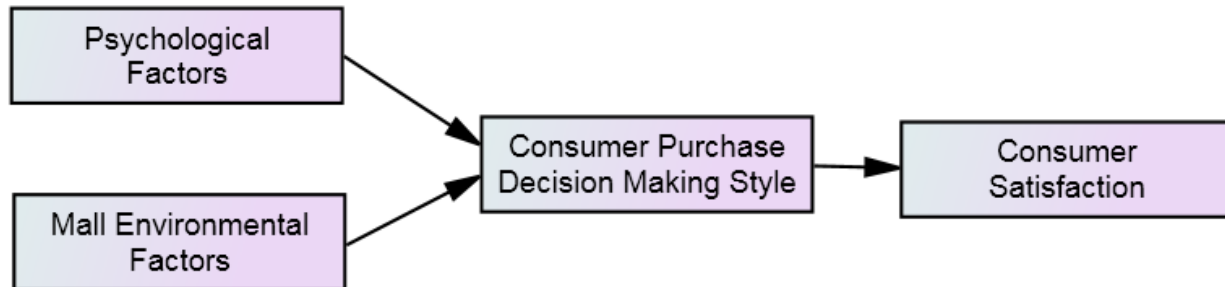


Figure 1: Conceptual Framework

3.3 Objective of the Study

- To identify the influence of psychological factor and mall environmental factor on consumer purchase decision making for kitchen appliances in shopping malls of Chennai.
- To discover the influence of consumer purchase decision making on consumer satisfaction for kitchen appliances in shopping malls of Chennai.

3.4 Hypotheses of the Study

- There is no influence of psychological factor and mall environmental factor on consumer purchase decision making for kitchen appliances in shopping malls of Chennai.
- There is no influence of consumer purchase decision making on consumer satisfaction for kitchen appliances in shopping malls of Chennai.

3.5 Sampling Technique

Convenience sampling technique was adopted for the study. Srivastava (2008) there is only a less effort need to collect the data. Actually no pre plan of executing is there.

3.6 Data Collection

The sample size of the study is 100 in all. The study was conducted in Chennai, Tamil Nadu. Questionnaire with 5 point scale is used.

3.7 Questionnaire Construction

S.No.	Variable	Author
1	Consumer Purchase Decision Making	Sudharani Ravindran, Hari Sundar Ram and Reji Kumar (2009)
2	Psychological Factor	Rousseau and Venter (2014)
3	Mall Environmental Factor	Self Design
4	Consumer Satisfaction	Reynolds, et al. (2012)

Standard tools and self tool were adopted for primary data collection in Chennai city.

3.8 Reliability

For all the items in the questionnaire design the alpha was 0.80 to 94. This indicates high reliability of the items in the questionnaire. With these results the consistency, dependability and adoptability are confirmed.

3.9 Statistical Tool Used

Path analysis was adopted in this study. It is used to know the correlation and regression of independent variables with respect to consumer purchase decision making. Likewise the outcome variable was consumer satisfaction, mediator variable was purchase decision making style and independent variables were psychological factor and mall environmental factor.

4. ANALYSIS AND INTERPRETATION

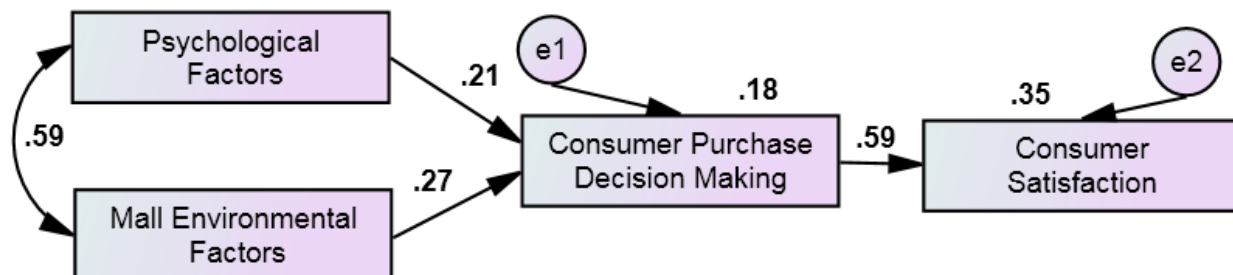


Figure 2: Path analysis of influence of psychological factor and mall environmental factor on consumer purchase decision making

Table 1: Model Fit Indication

Indicators	Observed Values	Recommended Values (Saminathan, et al. (2019))
Chi-Square	1.024	---
p	0.425	Greater than 0.050
GFI	0.999	Greater than 0.90
AGFI	0.999	Greater than 0.90
CFI	0.999	Greater than 0.90
NFI	0.999	Greater than 0.90
RMSEA	0.001	Less than 0.080

Source: Primary data

The above model fit table found that the calculated chi-square value was 1.024. The p value was greater than five percent level. This result was perfectly fit (Velaudham and Baskar, 2015). The Goodness of Fit Index value and Adjusted Goodness of Fit Index values were greater than 0.90. The calculated Comparative Fit Index and Normed Fit Index values were greater than 0.90. It was found that Root Mean Square Error of Approximation value was less than 0.080. The above indicators indicate that it was perfectly fit (Velaudham and Baskar, 2016) and (Premapriya, et al. 2016).

H₀: Psychological factors do not influence by consumer purchase decision making for kitchen appliances in shopping malls in Chennai.

H_A: Psychological factors influence by consumer purchase decision making for kitchen appliances in shopping malls in Chennai.

Through the path analysis, regression weight as the value of CR is 4.408. The Beta value is 0.207 which indicates that 20.7 percent of influence is through psychological factors towards consumer purchase decision making. The p value is 0.01; here the p value is less than 1% and the hypothesis is rejected; hence, it can be concluded that the psychological factors positively influences consumer purchase decision making for kitchen appliances in shopping malls in Chennai.

Table 2: Regression Weights

DV		IV	Estimate	S.E.	C.R.	Beat	p
Consumer Purchase Decision Making	<---	Psychological Factors	0.183	0.130	4.408	0.207	0.001
Consumer Purchase Decision Making	<---	Mall Environmental Factors	0.342	0.188	4.817	0.267	0.001
Consumer Satisfaction	<---	Consumer Purchase Decision Making	0.906	0.160	5.659	0.593	0.001

Source: Primary data

H₀: Mall environmental factors do not influence by consumer purchase decision making for kitchen appliances in shopping malls in Chennai.

H_A: Mall environmental factors influence by consumer purchase decision making for kitchen appliances in shopping malls in Chennai.

Through the path analysis, regression weight as the value of CR is 4.817. The Beta value is 0.267 which indicates that 26.7 percent of influence is through mall environmental factors towards consumer purchase decision making. The p value is 0.01; here the p value is less than 1% and the hypothesis is rejected; hence, it can be concluded that the mall environmental factors positively influences consumer purchase decision making for kitchen appliances in shopping malls in Chennai.

H₀: Consumer purchase decision making do not influence by consumer satisfaction for kitchen appliances in shopping malls in Chennai.

H_A: Consumer purchase decision making influence by consumer satisfaction for kitchen appliances in shopping malls in Chennai.

Through the path analysis, regression weight as the value of CR is 5.659. The Beta value is 0.593 which indicates that 59.3 percent of influence is through consumer purchase decision making towards consumer satisfaction. The p value is 0.01; here the p value is less than 1% and the hypothesis is rejected; hence, it can be concluded that the consumer purchase decision making positively influences consumer satisfaction for kitchen appliances in shopping malls in Chennai.

5. FINDINGS, RECOMMENDATIONS AND CONCLUSION

5.1 Findings

- The path analysis found that there is influence of psychological factor and mall environmental factor on consumer purchase decision making for kitchen appliances in shopping malls of Chennai.
- It is also found that there is influence of consumer purchase decision making on consumer satisfaction for kitchen appliances in shopping malls of Chennai.

5.2 Recommendations

- It is recommended that more attention should be given on display of goods and products by using different topic, colors or size that makes them more attractive.
- It is suggested that quality of employees plays a vital role in determining up the store's image. The number of sales personnel employed, courteous behaviour, and their friendly nature help store to develop better and achieve high turnover.
- It is recommended that location of the shopping mall, adequacy of the space in the shopping center, parking facilities, clock room for the belongingness, physical surroundings of the shopping mall, layout of the shopping mall; uninterrupted power supply and qualities of the shopping mall among the visitors which make joy and pleasure feeling are paid special attention to.

5.3 Conclusion

The research tries to identify the influence of psychological factor and mall environmental factor on consumer purchase decision making for kitchen appliances in shopping malls. Sample size was 100 in all obtained through convenience sampling technique in Chennai. Researcher designed questionnaire is with 5 point scale in the continuum of agreeing. Reliability of this tool is 0.80 and 0.94. Path analysis was used for data analysis. The path analysis found that there is influence of psychological factor and mall environmental factor on consumer purchase decision making for kitchen appliances in shopping malls of Chennai. It is also found that there is influence of consumer purchase decision making on consumer satisfaction for kitchen appliances in shopping malls of Chennai. Hence, it is concluded that the location of the shopping mall, adequacy of the space in the shopping center, parking facilities, clock room for the belongingness, physical surroundings of the shopping mall, layout of the shopping mall; uninterrupted power supply and qualities of the shopping mall among the visitors which make joy and pleasure feeling are paid special attention to.

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