Factors influencing consumer buying behaviour in electronics sector at shopping malls in coimbatore: An analytical approach

[1] Dr V Abirami, [2] Nirmal kumar

[1]Author, Professor- Management Studies Dr N G P College of Arts and Science,Coimbatore, Tamil Nadu- 641048

[2]Co-Author, Management Studies Dr N G P College of Arts and Science, Coimbatore, Tamil Nadu- 641048.

Abstract

In the past few decades the technology of the world has evolved like never before. Unlike the progress of pre-world war era, the current growth is almost exponential with new developments occurring everyday. Electronics market is one of the fastest growing market of India. The country has seen a number of changes and quite significant evolution in its retail market sector. The informed consumers are comparing price, features, cost and other various factors before any purchase. The primary aim of the present study is to analyse the consumer buying behaviour in shopping malls across Coimbatore city. To analyse the demographic trends of consumer behaviour the research was conducted based on the presence for estimating client purchasing conduct and fulfillment level towards current shopping centers in Coimbatore city. The present study collected opinions of around 400 respondents from Coimbatore city.

Keywords: Consumer Behaviour, Shopping Malls, Service Quality, Consumer Preferences, Electronics Goods

Introduction

Retail sector in India is one of the fastest growing industries, all thanks to economic surge. 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. The Federation of Indian Chambers of Commerce and Industry (FICCI) predicts around 25% to 30% annual growth in retail sector. In the consumer driven world, retail places a lot of emphasis on customers. Their needs, wants, choices and preferences takes precedence over other business strategies. Thus, the concept of organised retailing emerged.

Shopping malls is an example of organised retail that is completely dependent on consumer behaviour. Consumer behaviour in the business parlance can be defined as the cognitive and emotional responses towards

any object, environment or action. The detectable actions of any

consumer during search, purchase, consumption and post-consumption of ny product or service helps in learning about the buying decision making process. How to buy, what to buy, when to buy, why to buy, and whom to buy from are the questions a typical consumer thinks and analysis of these factors is the optimal strategy one business can carry out to understand consumer behavior. The mushrooming of shopping malls in various cities has lead to stiffer competition among businesses. Consumer behaviour analysis is pertinent for any company catering to retail sector to survive and thrive. The present study analyses the shopping mall culture of Coimbatore city with respect to consumer behaviour by careful scrutinisation of analytical data of people visiting these malls and the various influences that affect the purchase decision making process.

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?

Literature Review

According to the study of Szymanska and Plaziak (2018) that was conducted on 1756 individuals, more than 40% respondents visit shopping malls at least once a week. Weekdays, around 3 PM to 5 PM is the ideal time for more than 50% of the respondents. People belonging to small towns and rural areas preferred bigger shopping malls for longer visits, however, these people liked weekends for shopping. Majority of the purchases

belonged to clothing, food and cosmetics category. More than two-thirds of the participants use services offered by the shopping centers. Cinema and entertainment services is used by more than 70% people, food and catering was used by 52% of respondents while health and beauty is prefered by one third of the participants.
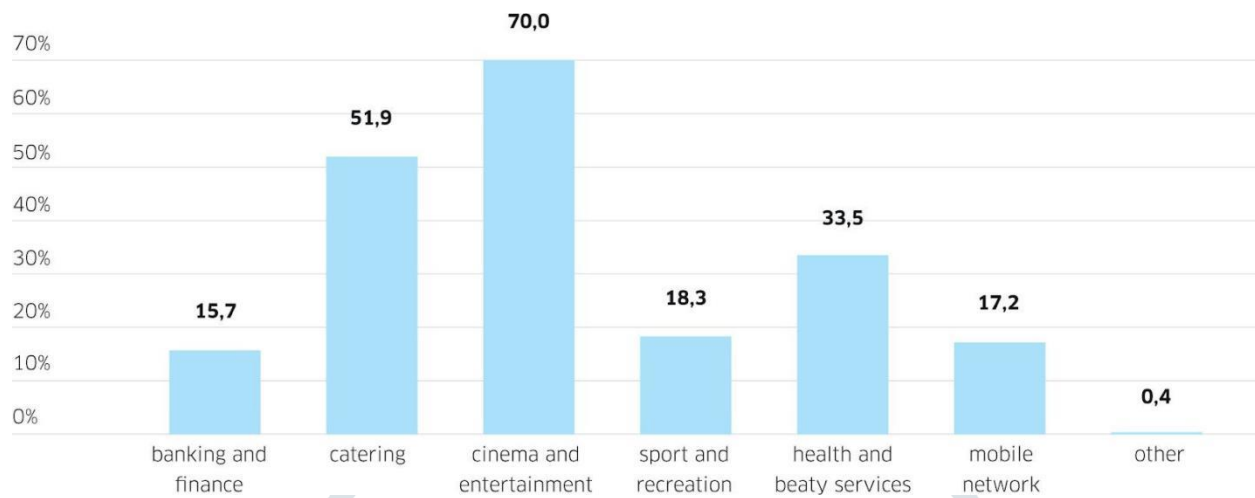

Figure 1: Customer auxiliary service perferrence at shopping malls Source: Szymanska and Plaziak (2018)

Customers were found to be more attracted towards discounts, reduced prices, and special offers as more than 80% of the respondents agreed to it. More than 70% of respondents were found to be satisfied with the products and services offered in shopping malls. Majority of the people claimed that shopping centers are not places to mingle with people or meet friends.

The research study of Mupppavaram (2014) on 300 consumers visiting three shopping malls in South Mumbai revealed preferential aspects and factors responsible for influencing consumer behaviour. 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 customer behaviour.

Yasir (2017) analysed the attitude of customers towards shopping malls, their purchase decision and level of satisfaction. A sample size of 105 people visiting three malls of Kozhikode city were selected as representative sample. 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. Most of the visitors either had undergraduate or graduate degrees as educational qualifications. 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. Majority of the respondents were regular visitors to the malls as around half visited shopping malls more than thrice a week.

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.

Results & 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

		Frequency	Percent	Valid Percent	Cumulative Percent
	Age				
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: Investigation

Reliability Statistics

Cronbach's Alpha	N of Items
.959	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
investigations.1	9.84	11.064	.898	.946
investigations.2	9.81	11.115	.895	.947
investigations.3	9.83	11.212	.896	.947

investigations.4	9.84	11.032	.905	.944

Table 4.F: Job institution

Reliability Statistics

Cronbach's Alpha	N of Items
.909	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Job_institution.1	3.26	1.228	.834	.
Job_institution.2	3.29	1.137	.834	.

Table 4.G: Social

Reliability Statistics

Cronbach's Alpha	N of Items
.910	2

Item-Total Statistics

Scale Item Deleted	Mean if Scale Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted

| social.1 | 3.36 | 1.087 | .836 | . |
| social.2 | 3.30 | 1.215 | .836 | . |

Table 4.H: Comfort

Reliability Statistics

Cronbach's Alpha	N of Items
.946	4

Item-Total Statistics

	Scale Meanif Item Deleted	Scale if Item Deleted	Variance	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
comfort.1	9.69	9.599		.874	.929
comfort.2	9.76	9.447		.862	.932
comfort.3	9.69	9.584		.874	.929
comfort.4	9.70	9.551		.872	.929

Table 4. I: Rotated Component Matrix

Rotated Component Matrix[a]								
	Component							
	Shoppin g	escap e	style	.strea m	investigatio ns	comfo rt	Job_instituti on	Socio
Shopping.3	.929							
Shopping.2	.929							
Shopping.1	.926							

Shopping.5	.924						
Shopping.7	.921						
Shopping.6	.919						
Shopping.4	.911						
escape.2		.940					
escape.4		.930					
escape.1		.928					
escape.3		.926					
escape.5		.925					
style.1			.934				
style.5			.931				
style.2			.920				
style.4			.918				
style.3			.915				
stream.1				.925			
stream.3				.924			
stream.5				.924			
stream.2				.918			
stream.4				.917			
investigations. 4					.946		
investigations. 1					.943		
investigations. 3					.941		
investigations. 2					.939		
comfort.4						.929	
comfort.3						.929	
comfort.1						.929	
comfort.2						.922	

Job_institution.1								.955	
Job_institution.2								.954	
social.1									.955
social.2									.952
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.									
a. Rotation converged in 5 iterations.									

Conclusion

The study reveals that the positive shopping experience of the consumer. The shopping mall visitors like their requirements to be fulfilled by the malls. They want variations in products as well as competitive prices. The owners of the shopping malls found to be interested in learning about customer preference and behaviour. 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. Customers want electronic items to be displayed with enough scope for brand variation. Most prefer servicing facilities to be provided at the shopping point. Thus, in case of any malfunctioning or problem, they can come to the point of purchase and service their equipment without any hassle.

References:

- Choudhury, A., Alam, M. I., & Islam, S. (2012). Customers attitude towards shopping malls: a study on Bashundhara city shopping mall. *DU Journal of Marketing*, *15*.

- Joshi, K. K., & Gupta, S. A STUDY TO ASSESS THE IMPACT OF FOOTFALLS AND CATEGORY MIX ON MALL PERFORMANCE.

- Chitra, D., & Lakshmi, B. (2018). AN EMPIRICAL STUDY ON KEY FACTORS AFFECTING CUSTOMER RELATIONSHIP TOWARDS SHOPPING MALLS IN CHENNAI. Arabian Journal of Business and Management Review (Oman Chapter), 84-88.

- Devaraj, S., Fan, M., & Kohli, R. (2002). Antecedents of B2C channel satisfaction and preference:

validating e-commerce metrics. Information systems research, 13(3), 316- 333. Selnes, F. (1993). An examination of the effect of product performance on brand reputation, satisfaction and loyalty. European Journal of marketing, 27(9), 19-35.

- Miyazaki, A. D., & Fernandez, A. (2001). Consumer perceptions of privacy and security risks for online shopping. Journal of Consumer affairs, 35(1), 27-44.

- Ismail El-Adly, M. (2007). Shopping malls attractiveness: a segmentation approach. International Journal of Retail & Distribution Management, 35(11), 936-950.

- Sherman, E., Mathur, A., & Smith, R. B. (1997). Store environment and consumer purchase behavior: mediating role of consumer emotions. Psychology & Marketing, 14(4), 361-378.

- Park, H., & Cho, H. (2012). Social network online communities: information sources for apparel shopping. Journal of Consumer Marketing, 29(6), 400-411.

- Keisidou, E., Sarigiannidis, L., & Maditinos, D. (2011). Consumer characteristics and their effect on accepting online shopping, in the context of different product types. International Journal of Business Science & Applied Management (IJBSAM), 6(2), 31-51.

- Das, G., & Varshneya, G. (2017). Consumer emotions: Determinants and outcomes in a shopping mall. *Journal of Retailing and Consumer Services*, *38*, 177-185.

- Alavi, S. A., Rezaei, S., Valaei, N., & Wan Ismail, W. K. (2016). Examining shopping mall consumer decision-making styles, satisfaction and purchase intention. *The International Review of Retail, Distribution and Consumer Research*, *26*(3), 272-303.