# IMPACT OF SYSTEMATIC PROCEDURES OF SHOPPING MALL AND STAFF ENGAGEMENT IN CONSUMER BUYING PROCESS: A CASE OF UNDERGRADUATE STUDENTS IN PUNE CITY

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**Abstract:**

Consumer behaviour plays an important part in the strategic planning and decision making which provides valuable insights to management regarding to the future investments and Growth Avenue in the industry. Basically consumer behaviour is the study of individuals in terms of their behaviour when they purchase goods or services, it is all about the procedure they adopt to identify their needs, collect information, evaluate alternatives, select proper alternatives, take purchase decision and show their post purchase behaviour.

Undergraduate students formed large base as consumer for shopping mall. As mall culture is increasing exponentially in Pune city naturally the undergraduate students are also getting attracted towards the mall and spend their leisure time in the mall. For these actors the meaning of shopping has changed now they are adult now they have their own decision making process, show rational buying behaviour and have their different motivation behind the visit to shopping mall.

This research Paper is all about understanding the impact of systematic procedures of shopping mall and staff engagement on consumer behaviour with special reference to undergraduate students while shopping at shopping mall in Pune city.

**Index Terms:** Consumer Behaviour, Undergraduate Students, systematic procedures of shopping mall and staff engagement, Shopping Mall

## 1. INTRODUCTION:

Shopping mall is the destination for shoppers which satisfies all their necessities under one roof along with entertainment and socialization. Shopping mall is the building which is connected by walkways and has wide mix of tenant (tenant mix). It is a social place which provides safety and security to shopper.

Developed countries like USA, UK have already accepted the mall culture and it redefined the 'Retail Concept' in their country. In India the cities like Banglore, Hydrabad and Mumbai which are considered as Metro cities are also accepted the mall culture. This mall development in these cities making its mark and making them most prominent cities in India. After these cities now Pune is also witnessing the same shift in the organized retail industry. 'Tradition retail culture' is now shifted to 'Mall Culture'. Pune is well known for its educational facilities and also called as 'Educational Hub and Oxford of the East'. Students are coming to Pune to perceive their graduation and pot graduation from different corner of the world. These students and especially undergraduate students formed large base as consumer for shopping mall. As mall culture is increasing exponentially in Pune city naturally the undergraduate students are also getting attracted towards the mall and spend their leisure time in the mall. For these actors the meaning of shopping has changed now they are adult now they have their own decision making process, show rational buying behaviour and have their different motivation behind the visit to shopping mall. These buyers are very dynamic in nature and they affected by many factors when they shop at shopping mall. This factor includes marketing mix elements, aesthetical elements, and systematic procedure of the mall and staff engagement in buying process along with these factors demographic profile and utilitarian shopping motive constructs of undergraduate students also impacts their buying behaviour in shopping mall.

While doing research researcher gone through various literature and found that many researcher has focused on the selection criteria for selecting the shopping mall, impact of service on consumer behaviour, consumer behaviour towards shopping mall. Researcher studied it differently for male and female buyer, impact of various situational influences on consumer buying behaviour, mall selection criteria for male and female shopper, studying different motives of consumer while shopping, but very few focused on consumers in the age group of 18 years to 23 years. In Indian context this age group of consumer is basically pursuing their under graduation study and they are the largest customer base for the shopping mall and hence researcher narrow down his research from consumer to undergraduate students.

This research is all about understanding the impact of shopping mall on consumer behaviour with special reference to undergraduate students while shopping at shopping mall in Pune city. The first hand data collected from respondents and its scientific analysis shown that the attributes of shopping mall along with demographic factors and utilitarian shopping motive constructs impacts undergraduate students buying behaviour in significant way.

The result from this study helps the players in the organized retail sector (mall management and mall developer) to devise their strategy, adopting right blend of marketing mix elements, designing the attractive aesthetics and defining the systematic procedure in mall and to provide the proper training to staff so that they can assist consumer in buying process in better manner.

## 2. THEORETICAL BACKGROUND AND DEFINITION OF CONSUMER BEHAVIOUR

A consumer is a person who influences or decides on the acquisition of one of the product or service, and who use one of these product or service.

Consumer behaviour can be defined as "dynamic interaction affect and cognition, behaviour, and environmental events by which human beings conduct exchange aspects of their life".

According to Ostrow & Smiths Dictionary of Marketing, consumer behaviour refers to "the actions of consumer in the market place and understanding what causes consumer to buy particular goods and services as they will be able to determine which products are needed in the market place, which are obsolete, and who are the best to present the goods to the consumer".

### 2.1 Major factors affecting consumer behavior

Buying Behavior is the decision processes and acts of people involved in buying and using products. Need to understand: Why consumers make the purchases? What factors influence consumer purchases? There are various other factors influencing the purchases of consumer such as social, cultural, personal psychological, aesthetical temporal and special factors.

### 2.2 Concept of shopping mall

A shopping mall, shopping center, shopping arcade, shopping precinct or simply mall is one or more buildings forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to easily walk from unit to unit, along with a parking area and a modern interior version of traditional marketplace. The Oxford Advanced Learner's Dictionary defines a shopping mall 'as a large building or covered area that has many shops / stores, restaurants, etc. inside it'

Shopping mall concept is a big hit with the sole purpose to provide everything under the sun under one roof or in one big complex. Organized retail chain and mall stores are mushrooming in all major cities and towns of India. Apart from private players in the organized retail chain business like 'Shoppers Stop', 'Spencers', 'Food Bazar', 'Hypercity', 'Inorbit', 'Big Bazar' and so on, major industrial houses like Tata, Birla, Reliance, Bharti, etc. have entered in retail business and have announced very ambitious future expansion plans. Modern retail formats such as hypermarkets, superstores, discount stores, convenience stores are widely present in major cities of India.

2.3 The following are the systematic procedures that are identified and attributes of staff engagement that affects the buying behaviour of undergraduate students.

| Systematic Procedures used in Shopping mall | | | | | |
| --- | --- | --- | --- | --- | --- |
| Customer Service Desk (Effective query handling and gives proper solutions) | Return and Exchange Policy (Provides easy return and exchange of product) | Customer Feedback/Suggestion system(Helps to share the views and to give suggestion) | Fast computer checkout scanner benefits the shopper | Computer billing system (helps to reduce long waiting time) | Crowd management and Security system(It makes shopping hassle free) |
| Staff Engagement in buying process | | | | | |
| Staff attitude and their behavior | Personal attention towards every problem knowledgeable product assistance | | Proper Understanding the requirements and helps in product selection | Provide genuine information of product | |

## 3. LITERATURE REVIEW

**Melody L. Adkins and et al. (2002)[1]** in this study researcher mainly focused on understanding of customer loyalty feasibility in case of enclosed shopping mall. To increase the loyalty among the customer, mall management defines its procedure and processes carefully with proper staff management and also defines various loyalty programs which mainly focused on increasing loyalty among the customer. The present study also attempted to evaluate the factors of shopping mall which influence the loyalty of shopper. Results from the study indicates that the process in the mall and staff involvement in consumer buying process mostly influence the shopper loyalty, other finding also provide the base for future research.

**Yilmaz and Veysel (2004)[2]** in his study '**Consumer Behavior in Shopping Center Choice**' the main aim is to study the factors that consumer usually focused when he/she make shopping center choice and the study also suggest the model. Researcher constructed the structured questionnaire and collected the data researcher mainly focused 17 factors which mainly influence the choice of mall. The results from the study showed that features of mall, well defined procedures and process and location are the most influencing factors when it comes to mall choice.

**Chung-yim (2006)[3]** in the study titled '**An ecological framework for the strategic positioning of a shopping mall**' researcher focused on the fact that strategic positioning is very crucial when it comes to success of the mall. In case of shopper market and retailer market which is having difference between its positioning strategy and this difference actually impacts the buyer's intention. In the present study researcher designed the model which focused on the systematic interactions between the retailer and shopper it also provides the logical approach to mall positioning which assist the buyer's behaviour and purchase intention. The result also highlights the success factors which actually sets the benchmarking for positioning of mall.

**Dr.S.M.TariqZafar (2011)[4]** In the study '**Value Proposition and Functional Quality Dimension Enhance Customer Loyalty**' researcher focused on the retail store atmospheric factors these factors are design of the store, systematic process adopted by store and overall physical surrounding of the mall which significantly influence the perception and feelings of the shopper. The

[1] Melody L. Adkins Lehew , Brigitte Burgess & Scarlett Wesley(2002), "Expanding the loyalty concept to include preference for a shopping mall", '*Journal The International Review of Retail, Distribution and Consumer Research*', Vol.12,Issue 3,Pp.25-35.

[2] Yilmaz, Veysel(2004) "Consumer Behavior In Shopping Center Choice" '*Social Behavior and Personality: an international journal,*' Vol.32, Issue.8, Pp.89-94

[3] Chung-yim (2006), "An ecological framework for the strategic positioning of a shopping mall", '*Journal of Retail & Leisure Property*',Vol.5, Issue.4, Pp.270–280.

[4] Dr.S.M.TariqZafar (2011),"Value Proposition and Functional Quality Dimension Enhance Customer Loyalty" '*IFRSA Business Review',* Vol.1, Issue.1,Pp.78-97.

present study targets the consumer and attempt to understand their behaviour who are visiting the Easy day store and BharatirRetail. The finding of the research cleared that the above said factors of shopping mall are significant impact of consumer behaviour and it influence the purchase intention of buyer.

**SatnamKourUbeja and D.D. Bedia (2012)[5]** in the study titled '**A Study of Customer Satisfaction from Organized Retailing (With Reference To Indore City)'** researcher aims to analyze the satisfaction of customer in terms of the process defined by mall, product variety and promotions done by mall in the Indore city and explore the variations of satisfaction of customers in terms of demographic factors. Researcher identifies the eleven different factors which are related to the customer satisfaction. From the study the prominent factors are identified as flexibility in billing (process), crowd management system, extra service, parking facility and convenience to reach the store. The result from the study benefited to the mall management to deeply understand the various factor related to the shopping mall and also provides base to analyze the satisfaction of customer in the shopping mall.

**Chithralega J. (2013)[6]** in the study titled '**A study on influence of Shopping Motivation, Mall atmosphere and value relationship with reference to Mega Malls in Chennai**' researcher placed the point that in this era differentiation is becoming more and more important to create strong image in the market and helps in defining unique and innovative strategies adopted by shopping mall. In this study researcher defined the objectives to identify the primary motivations behind the shopper visit to the mall and also extended to analyze the influence of the motivation on value of individual. Researcher collected data from the 200 respondents and analyzed it and the result from the study concluded that the shopping mall atmospheric positioning influence the shopper motivation and value based shopping.

**NehaChhabra (2013)[7]** in her study '**Management Dynamics, "Measurement of consumer's perception of service quality in organized retail using SERVQUAL instrument'** researcher discussed the fact that retail sector is growing in India very rapidly and the growth rate is at 15 to 20 percent per annum in retail business. The government initiatives also providing favorable environment for the growth of the organized sector. Attitude of customers, increase per capita income of consumers and great influence of western culture on Indian consumer buying behaviour are the major factors which impacts the buying habits of consumers. Researcher also tried to identify the research gap between the service expectation from consumers and actual service they experience. The study also aims to explore that the performance of the organized retailing against customer's expectation. The finding of the study shown that organized retailing are performing as per the expectations from customer in best possible way by satisfying their needs and requirements by innovate ways.

**KhairulAnuarMohd Ali (2013)[8]** in the study titled '**A structural equation modeling approaches on factors of shopping mall attractiveness that influence consumer decision-making in choosing a shopping mall**' researcher stated that the economic expansion showed the significant influence in case of organized retail developments. The focused of the study on the attractiveness factor that influence the buyer's behaviour and attract them to shopping mall. The result from the study states that the systematic procedures of the mall, entertainment, design and mall aesthetics were the most influencing factor in buyer purchase behaviour. Researcher also concluded that there exists the significant difference in buying behaviour and demographic factors of the mall like gender, marital status, education and income level which proved that demographic factor of impacts the buyer purchase behaviour.

**Eddie C.M. Hui (2013)[9]** in his research '**Facilities management service and customer satisfaction in shopping mall sector**' researcher aims to understands the role of facility management of shopping mall and various dimensions which influence the satisfaction of customers in case of organized retail sector in India like shopping mall. The finding of the research showed that for satisfaction of the customer common facility management and maintenance are the most significant factor of for the overall satisfaction of the customers. The washroom condition and availability of escalator or lift are also the influencing factor. Researcher concluded that facility management and well defined process of the shopping mall are the influencing factor which influence buyer intention to purchase.

**Manoj Kumar Sharma (2014)[10]** in the study titled '**The Impact on Consumer Buying Behaviour: Cognitive Dissonance**' researcher focused on the cognitive theory of dissonance which is very having prime importance when it comes to consumer behaviour. Marketers have the great interest to analyze the post purchase behaviour of the consumers. The study majorly focused on the factor which responsible to create the cognitive dissonance in buying behaviour of buyer. Some of the cognitive dissonance factors are religion, ethnicity, family status, customs and belief. The research also showed that the cognitive dissonance influence viewed among the demographic of the consumers and some of the factors are responsible for dissonance of post purchase behaviour.

### 4. Research Methodology

The research is conducted in Pune city across 35 major malls. The data is collected through structured questionnaire from 770 undergraduate students at shopping malls by using convenient sampling method. The analysis includes ANOVA, correlation. Inference is drawn on the basis of factual outcome of process.

### 4.1 Objectives of the Study

1. To understand different systematic procedure of shopping mall and staff support to consumer in buying behaviour.
2. To analyze the impact of systematic procedures of shopping mall and staff engagement in consumer buying process on buying behaviour of undergraduate students.

[5]SatnamKourUbeja and D.D. Bedia(2012), "A Study Of Customer Satisfaction From Organized Retailing (With Reference To IndoreCity)", '*Prestige International Journal of Management and Research',* Vol.4,Issue.2,Vol.5,Issue.1,Pp.4-30.

[6]Chithralega.J (2013),"A study on influence of Shopping Motivation, Mall atmosphere and value relationship with reference to Mega Malls in Chennai", '*International Journal of Marketing, Financial Services & Management Research*', ISSN: 2277- 3622,Vol.2,Issue.6, Pp.79-97.

[7]NehaChhabra (2013), "Management Dynamics, "Measurement of consumer's perception of service quality in organized retail using servqual instrument",Vol.13,Issue.1,Pp.70-82.

[8]KhairulAnuarMohd Ali(2013),"A structural equation modeling approaches on factors of shopping mall attractiveness that influence consumer decision-making in choosing a shopping mall", '*Journal of global business and economics',* Vol.6, Issue.1, Pp.10-27.

[9] Eddie C.M. Hui(2013), "Facilities management service and customer satisfaction in shopping mall sector", '*Facilities',* Vol.31, Issue.5/6, Pp.194-207.

[10]Manoj Kumar Sharma (2014),"The Impact on Consumer Buying Behaviour: Cognitive Dissonance" ,'*Global Journal of Finance and Management*', ISSN:0975-6477,Vol.6,Issue.9, Pp.833-840.

**4.2 Hypothesis of the study**

**H₀₁:**There is no association between Systematic procedures of shopping mall and staff engagement in consumer buying process with undergraduate students buying behaviour.

**H_{A1}:** There is association between Systematic procedures of shopping mall and staff engagement in consumer buying process with undergraduate students buying behaviour.

**4.3 Sample Design:**

Sample design is obtaining a sample from population. It refers to the standardized procedures which researcher adopt in selecting the sample. Sampling is the process of obtaining information about the population by using some part of it. The information collected from sample can be analyzed and researcher can draw conclusion which can be generalized.

**4.4 Sample Size:**

The population for the research is wide enough to include undergraduate students pursuing their education from different universities based in Pune city. As per the formula, by Krejcie and Morgan,$s=[X^2NP(1-P)] \div [d^2(N-1)+X^2P(1-P)]$, where s= required sample size, $X^2$= Table value of Chi-square for 1 degree of freedom at the desired confidence level (0.05=3.841), N=Population Size (223200, *Data collected from SPPU BCUD college search, Mandatory disclosers, Institute website and broachers*), P= Population proportion (assumed to be 0.50 since this would provide maximum sample size), d= degree of accuracy expressed as proportion (0.05), the result after calculation is 384,since research is behavioural and respondents are undergraduate students, their responses may vary due to various reasons so to capture accurate data and to increase the precision of result researcher considered 770 undergraduate students as a sample size and simple random sampling method is used for the research study.

## 5. DATA ANALYSIS AND INTERPRETATION

**SYSTEMATIC PROCEDURES IN SHOPPING MALL AND STAFF ENGAGEMENT IN BUYING PROCESS RELATED TABLES**

**Table no –1.0**

**Distribution of the respondents and their opinion about systematic procedures used in shopping mall**

| Sl. No. | Statements | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---------|-----------|-------------------|----------|---------|-------|----------------|
| 1 | Customer Service Desk (Effective query handling and gives proper solutions) | 88 (11.4%) | 130 (16.9%) | 196 (25.5%) | 160 (20.8%) | 196 (25.5%) |
| 2 | Return and Exchange Policy (Provides easy return and exchange of product) | 150 (19.5%) | 41 (5.3%) | 151 (19.6%) | 248 (32.2%) | 180 (23.4%) |
| 3 | Customer Feedback/Suggestion system(Helps to share the views and to give suggestion) | 159 (20.6%) | 137 (17.8%) | 72 (9.4%) | 141 (18.3%) | 261 (33.9%) |
| 4 | Fast computer checkout scanner (benefits the shopper) | 149 (19.4%) | 40 (5.2%) | 172 (22.3%) | 136 (17.7%) | 273 (35.5%) |
| 5 | Computer billing system (helps to reduce long waiting time) | 121 (15.7%) | 32 (4.2%) | 177 (23%) | 163 (21.2%) | 277 (36%) |
| 6 | Crowd management and Security system(It makes shopping hassle free) | 153 (19.9%) | 62 (8.1%) | 141 (18.3%) | 166 (21.6%) | 248 (32.2%) |

*Source: Primary data*

**Interpretation:**

The first statement reveals that each one fourth (25.5 per cent) of the respondents were neutral and strongly agreed about customer service desk which provides them effective query handling and gives proper solutions, 20.8 per cent were agreed, 16.9 per cent of the respondents were disagreed and remaining 11.4 per cent of the respondents were strongly disagreed.

The second statement reveals that one third (32.2 per cent) of the respondents were agreed about return and exchange policy which provides easy return and exchange of product, 23.4 per cent were strongly agreed, 19.6 per cent of the respondents were neutral, 19.5 per cent of the respondents were strongly disagreed and remaining 5.3 per cent of the respondents disagreed.

The third statement reveals that one third (33.9 per cent) of the respondents were strongly agreed about customer feedback suggestion system which helps to share the views and to give suggestion, 20.6 per cent were strongly disagreed, 18.3 per cent of the respondents were agreed, 17.8 per cent of the respondents were disagreed and remaining 9.4 per cent of the respondents neutral.

The fourth statement shows that one third (35.5 per cent) of the respondents were strongly agreed about fast computer checkout scanner which benefits the shopper, 22.3 per cent were neutral, 19.4 per cent of the respondents were strongly disagreed, 17.7 per cent of the respondents were agreed and remaining 5.2 per cent of the respondents disagreed.

The fifth statement reveals that one third (36 per cent) of the respondents were strongly agreed about computer billing system which helps to reduce long waiting time when they shop at shopping mall, 23 per cent were neutral, 21.2 per cent of the respondents were agreed, 15.7 per cent of the respondents were strongly disagreed and remaining 4.2 per cent of the respondents disagree.

The sixth statement reveals that one third (32.2 per cent) of the respondents were strongly agreed about crowd management and security system which makes their shopping hassle free, 21.6 per cent were agreed, 19.9 per cent of the respondents were strongly disagreed, 18.3 per cent of the respondents were neutral and remaining 8.1 per cent of the respondents disagreed.

**Table no – 1.1**
**Distribution of the respondents and their opinion about staff engagement in buying process**

| Sl. No. | Statements | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|---|---|---|---|---|
| 1 | Staff attitude and their behavior | 37 (4.8%) | 99 (12.9%) | 170 (22.1%) | 263 (34.2%) | 201 (26.1%) |
| 2 | Personal attention towards every problem and knowledgeable product assistance | 237 (30.8%) | 103 (13.4%) | 161 (20.9%) | 64 (8.3%) | 205 (26.6%) |
| 3 | Proper Understanding the requirements and helps in product selection | 141 (18.3%) | 80 (10.4%) | 150 (19.5%) | 161 (20.9%) | 238 (30.9%) |
| 4 | Provide genuine information of product | 93 (12.1%) | 142 (18.4%) | 135 (17.5%) | 217 (28.2%) | 183 (23.8%) |

*Source: Primary data*

**Interpretation:**

The first statement reveals that one third (34.2 per cent) of the respondents were agreed about staff attitude and their behavior which impacts their buying behvaiour, 26.1 per cent were strongly agreed, 22.1 per cent of the respondents were neutral, 12.9 per cent of the respondents were disagreed and remaining 4.8 per cent of the respondents were strongly disagreed.

The second statement indicates that one third (30.8 per cent) of the respondents were strongly disagreed about personal attention towards every problem and knowledgeable product assistance provided by shopping mall staff, 26.6 per cent were strongly agreed, 20.9 per cent of respondents were neutral, 13.4 per cent of the respondents were disagreed and remaining 8.3 per cent of the respondents were agreed.

The third statement reveals that one third (30.9 per cent) of the respondents were strongly agreed about proper understanding customer's requirements and staff's helps in product selection was the most motivating parameter when considered about staff engagement in buying process, 20.9 per cent were agreed, 19.5 per cent of the respondents were neutral, 18.3 per cent of the respondents were strongly disagreed and remaining 10.4 per cent of the respondents were disagreed.

The fourth statement reveals that more than one fourth (28.2 per cent) of the respondents were agreed about provide genuine information of product which help them in their buying process, 23.7 per cent were strongly agreed, 18.4 per cent of the respondents were disagreed, 17.5 per cent of the respondents were neutral and remaining 12.1 per cent of the respondents were strongly disagreed.

**Table no – 1.2**
**Distribution of the respondents and their opinion about overall systematic procedures in shopping mall and staff engagement in buying process**

| Dimensions | Low | | High | | Min. | Max. | S.D | Median | Mean | Mean Rank |
|---|---|---|---|---|---|---|---|---|---|---|
| | *N* | *%* | *n* | *%* | | | | | | |
| Systematic procedures used in shopping mall | 388 | 50.4 | 382 | 49.6 | 8 | 28 | 3.672 | 20.00 | 20.34 | 1st |
| staff engagement in buying process | 437 | 56.8 | 333 | 43.2 | 6 | 20 | 3.125 | 13.00 | 13.19 | 2nd |
| Overall systematic procedures in shopping mall and staff engagement in buying process | 363 | 47.1 | 407 | 52.9 | 18 | 47 | 4.585 | 34.00 | 33.53 | - |

*Source: Researcher's calculation*

**Interpretation:**

The above table reveals that more than half (50.4 per cent) of the respondents were having low level opinion about procedures are systematic in shopping mall and remaining 49.6 per cent of the respondents were having high level. The mean and S.D value is 20.34±3.672.

More than half (56.8 per cent) of the respondents were having low level opinion about staff engagement in buying process in shopping mall and remaining 43.2 per cent of the respondents were having high level. The mean and S.D value is 13.19±3.125.

More than half (52.9 per cent) of the respondents were having high level opinion about overall procedures are systematic and staff engagement in buying process in shopping mall and remaining 47.1 per cent of the respondents were having low level. The mean and S.D value is 33.53±4.585.

## 6. HYPOTHESIS TESTING

### Analysis of Hypothesis 1

**Research objective:** To analyze the impact of systematic procedures of shopping mall and staff engagement in consumer buying process on buying behaviour of undergraduate students.

$H_{01}$: There is no association between Systematic procedures of shopping mall and staff engagement in consumer buying process with undergraduate students buying behaviour.

**H$_{A1}$:** There is association between Systematic procedures of shopping mall and staff engagement in consumer buying process with undergraduate students buying behaviour.

Following tables provides analysis about significant relationship between factors influencing buying behavior and systematic procedures of shopping mall and staff engagement in buying process.

**Table no – 1.3**

**Regression relationship between factors influencing buying behavior and systematic procedures and staff engagement in buying process**

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .124(a) | .015 | .013 | 3.263 |
| a Predictors: (Constant), Systematic procedures in shopping mall and staff engagement in buying process | | | | |

| ANOVA(b) | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 127.106 | 2 | 63.553 | 5.970 | .003(a) |
| | Residual | 8165.180 | 767 | 10.646 | | |
| | Total | 8292.286 | 769 | | | |
| a Predictors: (Constant), Systematic procedures in shopping mall and staff engagement in buying process, | | | | | | |
| b Dependent Variable: Factors influencing buying behavior | | | | | | |

| Coefficients(a) | | | | | | |
|---|---|---|---|---|---|---|
| | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| Model | | B | Std. Error | Beta | | |
| 1 | (Constant) | 18.747 | .869 | | 21.574 | .000 |
| | Systematic procedures of shopping mall and staff engagement in buying process | .111 | .032 | .155 | 3.455 | .001 |
| a Dependent Variable: Factors influencing buying behavior | | | | | | |

*Source: Researcher's calculation*

**Analysis:**

The regression established revels that systematic procedures of shopping mall and staff engagement in buying process could significantly impact the factors influencing buying behaviour of undergraduate students, F(2,767)=5.970 and the systematic procedures of shopping mall and staff engagement in buying process accounted for 1.5% of explained variability in factor influencing buying behaviour. The calculated value is less than table value (.000<0.05) hence there is a significant relationship between factors influencing buying behavior and systematic procedures of shopping mall and staff engagement in buying process. So we rejected null hypothesis and alternate hypothesis is accepted. We can say that there is association between Systematic procedures of shopping mall and staff engagement in consumer buying process with undergraduate students buying behaviour.

## 7. FINDINGS

**Systematic procedures used in shopping mall:**

- o 46.3 per cent of the respondents were agreed that customer service desk in shopping mall is important parameter which provides effective query handling and gives proper solutions while shopping at shopping mall and impacts their buying behaviour positively.
- o 53.8 per cent of the respondents were agreed that crowd management and security system which makes their shopping hassle free and they can have pleasurable shopping experience.
- o 52.2 per cent of the respondents were agreed that customer feedback suggestion system which helps them to share the views and to give suggestion which provides them sense of belongingness.
- o 53.2 per cent of the respondents were agreed that fast computer checkout scanner in shopping mall which benefits the shopper in their shopping and also saves their shopping time in procedures.
- o 57.2 per cent of the respondents were strongly agreed that computer billing system in the shopping mall helps them to reduce long waiting time when they shop at shopping mall.
- o 55.6 per cent of the respondents were agreed that return and exchange policy which provides easy return and exchange of product which enhance their shopping experience in positive manner.

**b. Staff engagement in buying process:**

- o 60.3 per cent of the respondents were agreed that staff attitude and their behavior impact their buying behaviour while shopping at mall.
- o 44.2 per cent of the respondents were disagree that personal attention towards every problem and knowledge able product assistance provided by shopping mall staff impacts their buying behaviour in shopping mall.
- o 51.8 per cent of the respondents were agreed that proper understanding customers requirements and staff's help in product selection was the most motivating parameter when it comes to staff engagement in buying process.
- o 52 per cent of the respondents were agreed that staff of the shopping mall provide genuine information of product which helps them in their purchase when they shop at shopping mall.

**c. Systematic procedures and staff engagement in buying process**

o More than half (50.4 per cent) of the respondents were having low level opinion about systematic procedure in shopping mall and remaining 49.6 per cent of the respondents were having high level opinion. The mean and S.D value is 20.34±3.672.

o More than half (56.8 per cent) of the respondents were having low level opinion about staff engagement in buying process in shopping mall and remaining 43.2 per cent of the respondents were having high level opinion. The mean and S.D value is 13.19±3.125.

o More than half (52.9 per cent) of the respondents were high level opinion about overall systematic procedures and staff engagement in buying process in shopping mall and remaining 47.1 per cent of the respondents were having low level opinion. The mean and S.D value is 33.53±4.585.

**Hypothesis Related Finding**

**H$_{a1}$: There is association between Systematic procedures of shopping mall and staff engagement in consumer buying process with undergraduate students buying behaviour.**

Regression analysis was used and it revealed that the calculated value is less than table value (.000<0.05). Hence there is a significant relationship between factors influencing buying behavior and systematic procedures and staff engagement in buying process. So the research hypothesis is accepted. So we can say that there is association between Systematic procedures of shopping mall and staff engagement in consumer buying process with undergraduate students buying behaviour.

## 8. CONCLUSION

From the research it is clear that there is significant relationship between systematic procedures of shopping mall and staff engagement in buying process with the factors influencing undergraduate students buying behaviour, so it becomes very necessary to define these procedures very carefully by mall management and to give great importance to systematic procedure and staff management for efficient and effective management operations which leads to greater customer satisfaction and loyalty.

Systematic procedures are very important and should be carefully defined by mall management because if the processes are not well defined then it may impact buyer's behaviour negatively. In case of staff engagement in the buying process the attributes, like staff attitude, their involvement with buyer in buying process, proper understanding and providing the genuine information have significant impact on undergraduate students buying behaviour, so mall management must give importance to staff management and should provide them training on customer handling and soft skills so that their behaviour and participation with buyer in buyer's buying process influence buyer positively by which they can enhance customer shopping experience.

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