BUYING BEHAVIOR OF COIMBATOREANS IN SHOPPING MALLS

Dr (Mrs.) Padmasani[# 1], **Mrs. R Padmavathi** [*2]

Assistant Professor, Bharathiar University, Coimbatore – 641046.

*Assistant Professor, Mother Teresa Women's University, Kodaikkanal.

Abstract : A significant transformation has taken place in Indian retail sector from unorganised to organised shopping centres and several players show interest in entering into this market. With the emergence of shopping malls, which offer tremendous opportunities for shopping as well as recreation and socialization, the shopping behaviour of shoppers has totally changed. Mall managers have to monitor the behaviour of shoppers periodically in order to develop new strategies to attract more visitors and thereby to have sustained growth. In this context ,the demographic profile of 100 customers in Coimbatore City and its association with the mall behaviour are studied and analysed using percentage analysis and Chi-square test. The study found that the age, occupation and income of shoppers significantly influence few of their mall behaviour .

KEY WORDS: Indian Retail Sector, Shopping Malls, Shoppers, Mall Behaviour, Chi-Square test.

INTRODUCTION

India's public consumption accounted for 124 per cent whereas its private consumption accounted for 57.7 per cent(almost two-third) of the country's ,nominal Gross Domestic Product(GDP) in June 2019.Moreover, the latest study report of World Economic Forum(WEF) states that, by 2030, the domestic private consumption which is USD 1.5 Trillion is expected to develop into a USD 6 trillion and thereby would make India a world's third largest economy.It shows that private consumption is one of the key divers of Indian economy.

In today's diverse,corporate backed market place like hypermarket, multi-national retail chains and shopping malls, the consumers shift away from necessity driven spending to discretionary spending. Consumers spend a substantial amount of their earnings on those items,which they like the most; and are not essentials .This habit is fuelled by the availablity of thousands of identical alternatives At the same time, the retailing culture especially through

Problem Focus

Growing nuclear families, speedy urbanisation, increasing young working population, rising disposable income etc., are the causes for the major revolution in the Indian retail sector. Reacting to the massive opportunities and declining entry barriers in this sector, shopping malls are being opened up rapidly across the country. Today's customers are very selective and they show more interest of shopping in malls as they get divergent benefits of shopping like wide variety of stores, merchandise, entertainment, discount etc., all under one roof. Therefore, the understanding of shopping behaviour of the shoppers visiting the malls and the influence of demographic profile such as gender,age,marital status, occupation ,monthly income on their shopping behaviour would help the mall managers in creating and developing their malls more attractive and distinct.

Objectives of the Study

The objectives of the study are

To understand the demographic profile and mall behaviour of sample customers.

To examine the association between demographic variables and mall behaviour.

Design of the Study

Survey method was used for collecting primary data. For this purpose, 100 mall shoppers residing in Coimbatore city were selected from two malls Viz., Fun mall and Prozone mall, on convenient basis and the required data were collected through questionnaire. The study used percentage analysis to understand the demographic profile and mall buying behaviour whereas the Chi-square test is applied to assess the association between demographic variables and mall behaviour of Coimbatoreans.

I. Results and Discussion

Demographic Profile of the Respondents

It is observed from Table 1 exhbiting the demographic charatertistics of mall shoppers that, majority of the shoppers were male(59%)in the age group between 21-30 years. Most of the mall shoppers were students(49%)and unmarried(55%)revealing that students' visit is high in the shopping malls. It is also supported by the fact that the income of majotity (46%)of the respondents was below Rs.20,000/-.

Table 1: Demographic Profile of the Respondents

Demographic Profile	Classification	Frequency	Percentage
Gender	Male	52	52
	Female	48	48
	Total	**100**	**100**
Age	Below 20	12	12
	21-30	59	59
	31-40	20	20
	41-50	08	08
	Total	**100**	**100**
Marital Status	Married	45	45
	Unmarried	55	55
	Total	**100**	**100**
Occupation	Employed	40	40
	Self-employed	10	10
	Students	49	49
	Others	01	01
	Total	**100**	**100**
Monthly Income (Rs)	Below Rs.20,000/-	46	46
	Rs.20,001-40,000/-	31	31
	Rs.40,001-60,000/-	12	12
	Rs.60,001-80,000/-	8	8
	More than Rs.80,000/-	03	03
	Total	**100**	**100**

Source: Primary Data

Mall Behaviour of the Respondents:

Table: 2 depicts the mall behaviour of the sample respondents of Coimbatore. It shows that, nearly 70 % of them were visiting the malls for minimum one year and 25%of them visited the malls once in a month. As majority of the respondents were students(49%), the amount spent in the mall was below Rs.5000. As far as the time spent per visit, majority(54%) of them spent one to two hours and they preferred(42%) only weekends for their shopping.

Table 2: Mall Behaviour of the Respondents

Mall Behaviour	Frequency	Percentage
Period of mall visit		
Less than 1 year	30	30.0
1 - 2 years	39	39.0
2 - 3 years	19	19.0
3 - 4 years	12	12.0
Total	**100**	**100.0**
Frequency of shopping		
Once a week	5	5.0
Once in two weeks	21	21.0
Once a month	25	25.0
At the time of need	21	21.0
an unplanned basis	20	20.0
Rarely	8	8.0
Total	**100**	**100.0**
Amount spent for shopping		
Below Rs.5, 000	58	58.0
Rs.5,001 to 10,000	26	26.0
Rs.10,001 to 15,000	11	11.0
Above Rs.15,000	5	5.0
Total	**100**	**100**
Time spent for shopping		
One hour	20	20.0
1 - 2 hours	54	54.0
2 - 3 hours	15	15.0
More than 3 hours	10	10.0
5.00	1	1.0
Total	**100**	**100.0**
Preferred days for shopping		
Weekdays	4	4.0

Weekends	42	42.0
During festivals	9	9.0
Offer time	16	16.0
Guest arrival	5	5.0
Whenever required	24	24.0
Total	**100**	**100.0**

Source: Primary Data

Association Between Demographic Variables and Mall behaviour

The mall operators and marketers have to assess whether the demographic variables influence the mall behaviour of mall shoppers.Therefore the following five hypotheses were formulated and tested using Chi-square analysis.For this purpose, all the demographic variables viz,gender,age,maritial status ,occupation and monthly income were considered and their influence on five mall behaviour were studied.

Ho1 -There is no association between Demographic Variables and Period of mall visit

Ho2-There is no association between Demographic Variables and Frequncy of shopping.

Ho3-There is no association between Demographic Variables and Amount spent for shopping.

Ho4-There is no association between Demographic Variables and Time spent for shopping.

Ho5-There is no association between Demographic Variables and Preferred days for shopping.

Association between Demographic Variables and Period of mall visit

. Compared to plenty of retail outlets only minimum malls are in market. In order to know the influence of shoppers demographic variables on Period of mall visit, the hypothesis of 'There is no significant relationship between demographic variables and Period of mall visit' is tested and thr results of chi-square analysis are shown in Table 3. It reveals that, the 'p' values of all demographic variables for gender(.969), age(.443), marital status(.502), occupation(.141), monthly income(.068) are greater than the significance level of 0.05(i.e 'p'>0.05) and hence, the null hypothesis is accepted .Therefore, there is no association between demographic variables and Period of mall visit

Table:3 Association between Demographic Variables and Period of mall visit

Demographic variables	Chi-square value	df	Asymp.sig (2 tailed)
Gender	.252	3	.969
Age	12.039	12	.443
Marital Status	5.332	6	.502
Occupation	13.513	9	.141
Monthly Income	23.815	15	.068

Source: Primary Data

Association between Demographic Variables and Frequency of Shopping

The consumers have two options in shopping i.e., online shopping/direct shopping. For online purchases,consumers need not put that much effort to purchase a product, but in direct shopping consumers involvement will be more . In order to know the influence of shoppers demographic variables on frequency of shopping, the hypothesis of 'There is no significant relationship between demographic variables and frequency of shopping' is tested using chi-square analysis .The results in Table 4 confirm that the 'p'values of Gender (.780), Age(.499), Marital Status (.537), Occupation(.357), Monthly Income(.152), are greater than the significance level of 0.05(i.e. 'p'>0.05) and hence, the null hypothesis is accepted.It can be concluded that there is no association between demographic variables and frequency of shopping.

Table: 4 Association between Demographic Variables and Frequency of Shopping

Demographic variables	Chi-square value	df	Asymp.sig (2 tailed)
Gender	2.479	5	.780
Age	19.348	20	.499
Marital Status	8.943	10	.537
Occupation	16.377	15	.357
Monthly Income	32.203	25	.152

Source: Primary Data

Association between Demographic Variables and Amount Spent for Shopping

The consumer's purchasing ability depends mainly upon their earnings. However, to know the influence of other demogaraphic variables on amount spent for shopping, the hypothesis of 'There is no significant relationship between demogaraphic variables and amount spent for shopping' is tested using chi-square analysis. The results in Table 5 confirm that, except age(.001) and monthly income (**.007**),the 'p'values of gender (.266),marital status (.694), occupation (.832) are greater than the significance level of 0.05(i.e. 'p'>0.05) and hence, the null hypotheses is partly accepted.In other words, there is significant association between two demographic variables viz,age ,monthly income and amount spent for shopping.

Table 5: Association between Demographic Variables and Amount Spent for Shopping

Demographic variables	Chi-square value	df	Asymp.sig (2 tailed)
Gender	5.218	4.266	.266
Age	**40.615**	**16**	**.001**
Marital Status	5.582	8	.694
Occupation	7.367	12	.832
Monthly Income	**38.974**	**20**	**.007**

Source: Primary Data

Association between Demographic Variables and Time Spent for Shopping

In order to know the influence of shoppers demographic variables on time spent for shopping, the hypothesis of 'There is no significant relationship between demographic variables and time spent for shopping' is tested using chi-square analysis. The results in Table 6 reveal that, except monthly income (.002). the 'p' values of gender(.678), age(.538),marital status (.612), and occupation (.481), are greater than the significance level of 0.05 (i.e 'p'>0.05) .Hence, the null hypothesis is partly accepted.Therefore ,there is an association between consumer's monthly income and time spent for shopping.

Table 6: Association between Demographic Variables and Time Spent for Shopping

Demographic variables	Chi-square value	df	Asymp.sig (2 tailed)
Gender	2.318	4	.678
Age	14.815	16	.538
Marital Status	6.314	8	.612
Occupation	11.571	12	.481
Monthly Income	**42.503**	**20**	**.002**

Source: Primary Data

Association of Demographic Variables and preferred Day of Shopping

In order to know the influence of shoppers demographic variables on preferred day of shopping the hypothesis of 'There is no significant relationship between demographic variables on preferred day of shopping' is tested using chi-square analysis. Table 7 reveals that, except Occupation, the 'p' values of gender (.103), age (.151), marital status (.786), and Monthly Income (.386) are greater than the significance level of 0.05(i.e 'p'>0.05) and hence, the null hypotheses is partly accepted. In other words, there is a significant association between consumer's occupation and preferred day of shopping.

. **Table 7: Association of Demographic Variables and preferred Day of Shopping**

Demographic variables	Chi-square value	df	Asymp.sig (2 tailed)
Gender	9.147	5	.103
Age	26.466	20	.151
Marital Status	6.343	10	.786
Occupation	**29.291**	**15**	**.015**
Monthly Income	26.404	25	.386

Source: Primary Data

Conclusion

The study is made to gauge the mall behaviour of urban consumers by choosing the sample respondents of Coimbatore City. The results clearly state that the demographic factors considered in this study such as gender, age, marital status, occupation, monthly income do not influence the period of mall visit and frequency of shopping. However, monthly income significantly influences the amount and time spent by them in shopping malls. Age is also another deciding factor in the amount spending nature of sample respondents. It is also observed that only occupation influences significantly the day of visiting shopping mall. Therefore, the mall owners have to pay due attention to age, monthly income and occupation of the mall visitors while planning the ways to boost mall traffic.

REFERENCES:

Applebaum, W. (1951). Studying Consumer Behavior in Retail Stores. *Journal of Marketing, 16*(2), 72-178.http://dx.doi.org/10.2307/1247625

Dholakia, R.R.(1999). Going Shopping;Key Determinants of Shopping Behaviors and Motivations.International Journal of Retail and Distribution Management, 27(4), 154-166

Scarlett Wesley , Melody LeHew , Arch G. Woodside (2006), Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method, Journal of Business Research, 59 (2006) 535–548

Dave, S. (2011). An empirical analysis of the determinants of customer conversion: A cross sectional study of organized retailers in Chattisgarh. *Journal of Retail & Leisure Property*, *9*(5), 465-475.

Arpita Khare,(2011).Consumer Buying Behaviour of Coimbatorians in Shopping Malls,*Journal of Retailing and Consumer Services*, 18 (2011) 110–118.

Mohanraj,M.(2018). Consumer Buying Behavior towards Shopping Malls with special reference to Salem District. International Journal of Scientific Development and Research 3(7),56-61.

https://economictimes.indiatimes.com/news/economy/indicators/india-poised-to-become-third-largest-consumer-market-wef/articleshow/67450935.cms?from=mdr