

# "A STUDY ON THE CHANGING BEHAVIOUR OF THE CONSUMERS TO SHOP IN MALLS COMPARED TO OTHER RETAIL OUTLETS – A SPECIAL REFERENCE TO CHENNAI CITY"

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## ABSTRACT

*Whoever said money can't buy happiness simply didn't know where to go shopping.*

*~Bo Derek*

Everyone has their own way of relaxing and escaping from the gloomy and mundane everyday life. Undoubtedly every person has to buy things from time to time to supply their family with necessities. Therefore shopping has turned to be a necessity whether we enjoy it or not. For some, shopping is a pleasure and a time off from their stressful life. In the recent past people go to the nearest retail outlet for shopping, but now there is a drastic change in the shopping behaviour of customers. Hence this study is undertaken by a researcher to study the purpose of customers visiting shopping malls, the factors influence the customers and the level of satisfaction of customers visiting shopping malls. The study is based on primary data. The collected data is analysed by applying statistical tolls like percentage analysis, Correlation and ANOVA and results obtained.

Key words: Shopping Malls, Retail Outlet, Consumer Behaviour

## INTRODUCTION

Everyone has their own way of relaxing and escaping from the gloomy and mundane everyday life. Undoubtedly every person has to buy things from time to time to supply their family with necessities. Therefore shopping has turned to be a necessity whether we enjoy it or not. For some, shopping is a pleasure and a time off from their stressful life. Certain people are shopaholic that their strong desire to shop leaves back the other work on the priority list and choose to go to the nearest shop searching for something that would make them happy.

In the recent past people go to the nearest retail outlet for shopping, but now there is a drastic change in the shopping behaviour of customers. Shopping is no more seen as a tiresome work rather has a recreation experience .Due to this change in the customers attitude towards shopping, there is a downfall of traditional retail outlets. Malls are a convenient place to shop To say, malls have mesmerized the customers by providing them with one stop shopping experience, convenience in shopping, array of products, great ambience, parking facilities and more importantly entertainment.

## SCOPE OF THE STUDY

The consumers are the main focus of marketing efforts. The modern marketing concept spells out the real significance of buyer behaviour. In the course of operating the concept, the modern marketing management tries to solve the basic problems of consumers in area of consumption. Solving such consumption problems of consumers warrants a thorough understanding of such problems. It is the marketing manager to study, analyze and interpret the ever-changing consumer behaviour, so that he can. The most important purpose of the study is to understand the behaviour of consumer and to analyse the satisfaction of the consumer towards shopping malls.

## OBJECTIVES OF THE STUDY

- To study on the frequency at which people go to shopping malls.
- To study the purpose of customers visiting shopping malls
- To understand the attitude of the customers towards shopping malls.
- To study on the factors that influence people to shop in malls.
- To analyse the satisfaction level of customers visiting the malls.

## RESEARCH METHODOLOGY

Research design used in the study is descriptive research study. This study is carried out among male and female respondents who visit the shopping malls at Chennai. There are 5 shopping malls used as study samples and they are follows:

- a) Ampa skywalk
- b) Express avenue
- c) Phoenix Mall
- d) The City Centre
- e) The Forum Vijaya Mall

## Sample size and Sampling Technique

Sample size refers to the number of items to be selected from the universe to constitute a sample. The questionnaire is prepared and circulated among 100 respondents from the 5 shopping malls. The technique used for sampling is non-probability sampling.

## Sources of Data

Data are collected through primary sources and secondary sources during the course of research. Survey is conducted by circulating questionnaires to respondents. Secondary data are collected from Articles, Journals, Books, newspaper and websites.

## Pilot Study

Pilot study refers to pre-testing of a questionnaire. A pilot study is often conducted before a questionnaire is finalized. A questionnaire is drafted and field tested with a few respondents. Their responses are studied to determine the need for restructuring the questionnaire, re-sequencing the questions, additions or deletion of questions, giving more instructions for filling up. A pilot study was conducted by circulating the questionnaire to 15 respondents. Few changes were made to the questionnaire because, the suggestions of respondents revealed that a few questions needed to be reframed

## LIMITATIONS OF THE STUDY

- This study is limited to the time period of 2 months.
- The targeted respondents were restricted to the few shopping malls in Chennai only.
- Some of the respondents were not given the answers openly. Hence there is a chance of bias.

## TOOLS USED FOR ANALYSIS OF DATA

Percentile analysis is a way of expressing a number as a fraction of 100. Percentages are useful because they make it very easy to compute things. SPSS 20.0 is used to analyze Chi-Square and Spearman's Rank Correlation. Simple percentage analysis and Cumulative percentage analysis are used for analysis. Microsoft Excel is used to put the bar charts, pie charts. Frequency tables are used to make a clear presentation of the data collected.

## REVIEW OF LITERATURE

**Kumar and Thakur (2014)** in their study stated the key factors affecting customer relationship towards shopping malls. The main factors that affect the shoppers to shopping malls are availability of branded, quality and variety of products, alternate and ease to find the products. They also stated that new products that are launched in the market are also influencing the customers to shop in malls and according to them safety and security is also another factor which affects the consumers to shop in malls with their family and children.

**Obeja and Bedia (2012)** analyzed that customers are conscious about extra facilities & service provided by personal selling in shopping malls. They want hygiene and clean atmosphere in malls. Young customers are most recreational in their shopping. Female are not conscious about price while shopping in malls

**Ranjan (2010)** in his research examined the impact of retail outlets and malls on the purchase behaviour of middle class consumers. According to the study, in order to reach all classes of the society in India, organised retail formats should design a comprehensive and prospective business model which offers the quality product / services at affordable prices and generate more socially balanced business.

**Patel (2008)** investigated the decision making styles of Indian shoppers in shopping malls and studied the variations in these styles across different demographic variables. This study revealed that the average Indian shopper was not very brand conscious, but quite price and quality conscious. It was found that single (un-married) consumers are more price conscious than married consumers. Young consumers between the age group of 11–20 years were found to be the most frivolous in their shopping.

**Gupta and Kaur (2006)** in their paper, examined the extent to which different promotional frames attracted shoppers' perceptions towards product service and made a positive buying decision. They stated that retail location of a store and the distance that the customers must travel to shop are basic criteria in their store choice decisions. Their analysis stated that customers consider price discounts as an important promotional tool in the malls.

**Kim and Kang (1997)** identified seven factors influencing the patronage of malls, strip malls, power centres and factory outlets, only lower prices, easy product return and convenience – a factor comprising trading hours – were regarded as important by patrons of all four retail formats.

## CONCEPT OF THE STUDY

Originally the first of the shopping malls was opened in Paris. Then the trend followed in the other metros over the world, and there was a spree of shopping malls coming up at various places. The shopping mall

often seems to be a prerogative of the young – a place to hang out without parental supervision, a place to stay up-to-date with latest trends and fashion, and a place to spend your hard-earned money. However, shopping malls are not a new invention but in fact have their origins many centuries ago.

The earliest forms of shopping malls are traditional market places which have been used ever since humans lived together in towns. What is today called shopping mall or just mall, shopping center or retail park used to be a simple collection of market stalls. The malls had to be accessible to a large audience in order to benefit the public and be commercially viable. Also it consists of various retail stores as well as restaurants and leisure facilities in weather-protective buildings and have parking spaces available to allow easy access.

## **THE EFFECT ON SHOPPING MALLS ON THE CONSUMERS OF CHENNAI CITY**

Chennai, one of the metropolitan city of India and it is one of the largest cities in India. The city was once an important trade centre during the British rule and has immensely developed since then. After the concepts of globalization and liberalization became popular in the Indian markets, there has been a flood of international brands here. Along with this, the shopping mall culture has spread at a tremendous speed. Best Shopping Malls in Chennai have changed the way people shop in Chennai. These malls have made shopping easy and leisurely.

Consumers wanted a better shopping experience and this demand gave rise to the emergence of shopping malls in India. Nowadays people are willing to go to a mall to shop rather than in small retail outlets. Due to the increasing population and traffic, people are changing their shopping behaviour to a convenient level where they are more interested in the facilities rather than emotions. As a result the retail stores are losing their business and the consumers are moving towards the big malls where shopping of various items can be done under One roof.

### **WHY DO PEOPLE PREFER TO SHOP IN MALLS?**

There are a number of reasons why people shop at malls. Malls are very much convenient places to shop. They provide shoppers with abundant and secure parking areas. Shoppers need not drive around for fifteen minutes looking for a parking place, nor need they be afraid to walk to their cars after they have completed their shopping. In addition malls also provide shoppers with a great variety of stores and shopping opportunities. Not only do people go there to shop, but they also got there for relaxation.

There are movies sometimes as many as fifteen or sixteen. In addition, arcades are available for children, teens and adults. Moreover, a shopping mall is typically located in a busy spot in a city or in a town. People even go to a shopping mall just to escape the heat or cold and make the most of the free air conditioning or heating. Most importantly, malls are great places for entertainment. Due to these reasons nowadays people are willing to go to a mall to shop rather than in small retail outlets. As a result the retail stores are losing their business and the consumers are moving towards the big malls where shopping of various items can be done under one roof.

## ANALYSIS AND INTERPRETATION

## I. PERCENTAGE ANALYSIS

## i. Table Showing the gender wise classification of the respondents

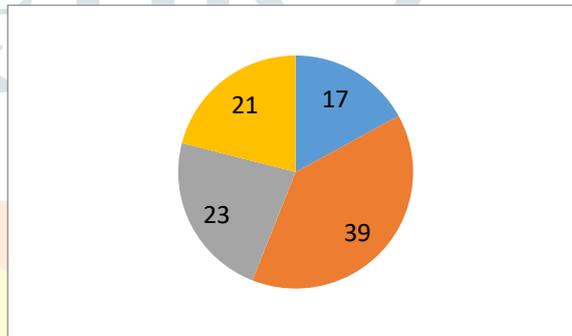
Gender	Number of Respondents
Male	47
Female	53

**Source:** Primary Data

**Interpretation :** From the above table, it is clear that 47% are the respondents are females and the rest 53% of the respondents are males.

## ii. Table showing age wise distribution of respondents

Age	Number of Respondents.
Below 20	17
21-30	39
31-40	23
Above 40	21

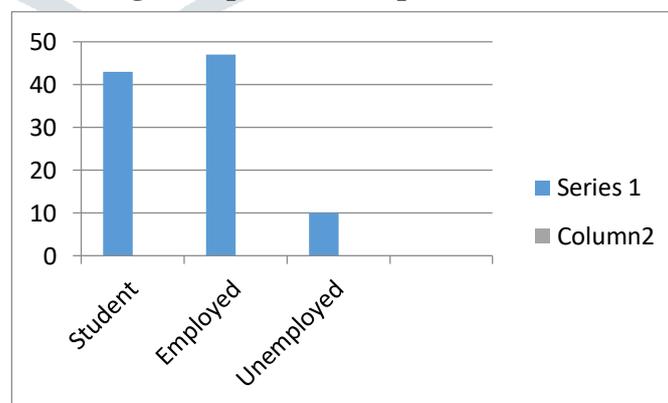


**Source:** Primary Data

**Interpretation:** From the above table it is clear that out of 100 respondents, 17% are below 20 years of age, 39% belongs to the age group of 21-30, 23% belongs to age group 31-40 and remaining 21% of the total respondents belong to the age group of above 40.

## iii. Table showing Occupation of respondents

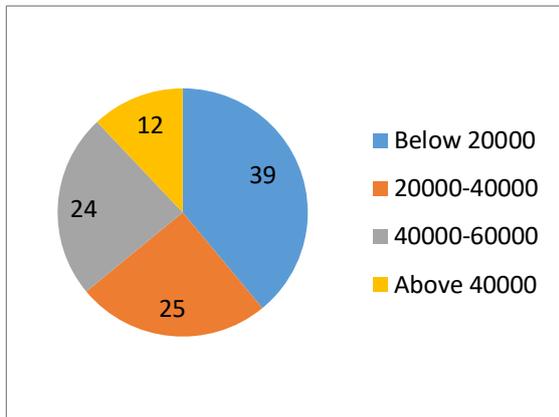
Occupation	Number of respondents
Student	43
Employed	47
Unemployed	10



**Source:** Primary Data

**Interpretation:** The table shows that 43% of the total respondents are belong to student group, 47% are employed and 10% are the others.

**iv. Table showing Monthly Income of respondents**



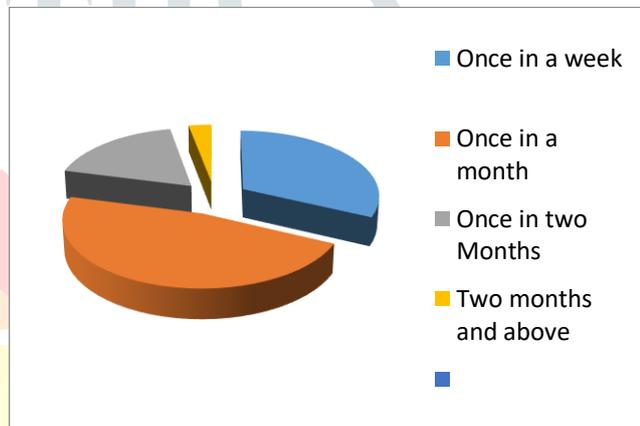
Annual Income	Number of Respondents
Below 20,000	39
20,000-40,000	25
40,000-60,000	24
Above 60,000	12

Source: Primary Data

**Interpretation:** The table gives a clear picture of the survey that out of 100 respondents, 39% of the respondents belong to the income of below Rs.20000, 25% belongs to the income group of Rs.20000 to 40000 , 24% belongs to the income group of Rs.40000 to 60000 and 12% are above Rs.60000.

**v – Table showing the frequency of the respondents visiting the shopping mall**

Frequency	Number of respondents
Once in a week	32
Once in a month	47
Once in two months	18
Two months & above	03

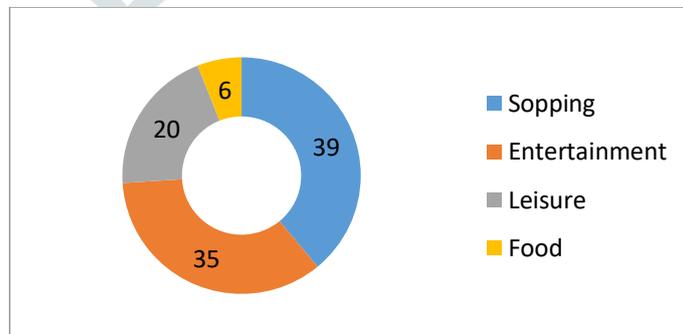


Source: Primary data

**Interpretation:** From the above table it was clear that 47% of the respondents visit the shopping mall once in a month, 32% visit the malls once in a week, 18% of the respondents visits once in two months A very minimal no of respondents of 3% visit the shopping malls only once in more than two months

**vi. Table showing the reason why the respondents visit the malls**

Reason to Visit	Number of respondents
Shopping	39
Entertainment	35
Leisure	20
Food	06

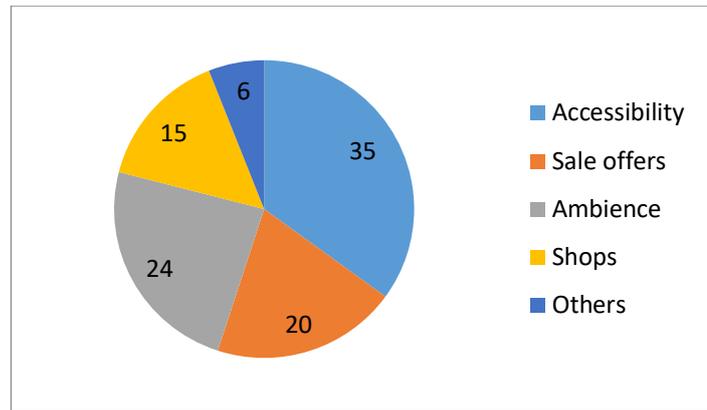


Source: Primary data

**Interpretation:** The above table exhibits that 39% of the respondents go to the malls for actual shopping,35% go to the malls for entertainment purpose and only 06% visit the malls for the food chains that are available in the malls.

**vii – Showing the factors that attracts consumers towards a shopping mall.**

Factors that attracts the Consumers	Number of respondents
Accessibility	35
Sale offers	20
Ambience	24
Shops	15
Others	06



Source: Primary data

**Interpretation:** From the above table it is clear that 35% of the respondents are attracted to the shopping malls because of the accessibility of the malls, 20% of the respondents are attracted because of the sale offers that are available, 15% because of the shops that are exclusive to the malls and the rest 06% because of others reasons such as the crowd, the mall itself, the infrastructure etc.

**viii– Showing the major reason influencing to visit and shop in a malls**

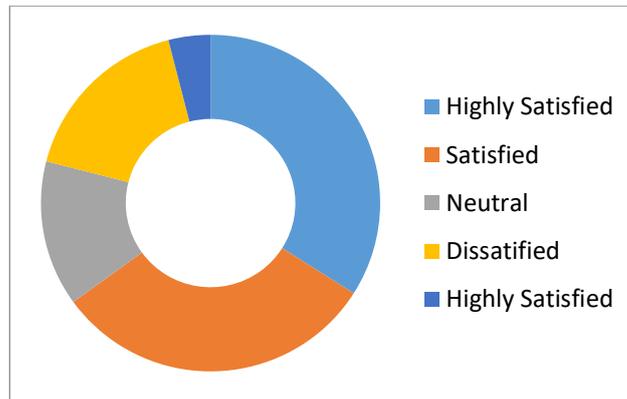
Factors	Low 1	2	3	4	High 5	Total
All in one place	17	23	24	16	20	100
Shopping Environment	8	10	23	14	45	100
Ample Parking Space	20	26	22	17	15	100
Availability of Brands	3	15	22	32	28	100
Competitive Prices	5	6	15	20	54	100
Promotion	9	8	17	21	45	100

Source: Primary data

**Interpretation:** The above table shows the major decision of visiting and shopping in a mall on a scale of 1 – 5 with 1 being the least important factor and 5 being the most important factor. All in one place- 23% have opted for 2, Shopping Environment - 45% have opted for 5, Ample parking space 15% have opted for 5. Availability of Brands 32% have opted for 4, 25% have opted for 5, Competitive Prices 54% have opted for 5, 20% have opted for 4, and Promotional activities 45% have opted for 5 and 8% have opted for 2.

viii – Showing the level of customer satisfaction by shopping in malls

Level of Satisfaction	Number of respondents
Highly satisfied	34
Satisfied	31
Neutral	14
Dissatisfied	17
Highly dissatisfied	04



Source: Primary Data

**Interpretation:** The above shows that 34% of the respondents are very much satisfied with their shopping experience in the malls, 04% of the respondents are very much dissatisfied with the shopping experience in the malls. 14% of the respondents are neutral in their opinion.

**HYPOTHESIS TESTING**

**Chi-Square Tests-I**

Ho: There is no significant difference in the age of the customers and their frequency to visit the shopping malls.

H<sub>1</sub>: There is a significant difference in the age of the customers and their frequency to visit the shopping malls.

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
age * frequency	100	100.0%	0	0.0%	100	100.0%

Age \* Frequency Cross tabulation

		Frequency to visit shopping malls				Total	
		Once in a week	Once in a month	Once in two months	More than two months		
Age	Below 20yrs	Count	6	7	3	1	17
		Expected Count	5.4	8.0	3.1	.5	17.0
	21-30 yrs	Count	18	12	7	2	39
		Expected Count	12.5	18.3	7.0	1.2	39.0
	31-40 yrs	Count	4	15	4	0	23
		Expected Count	7.4	10.8	4.1	.7	23.0
	Above 40 yrs	Count	4	13	4	0	21
		Expected Count	6.7	9.9	3.8	.6	21.0
	Total	Count	32	47	18	3	100
		Expected Count	32.0	47.0	18.0	3.0	100.0

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.458 <sup>a</sup>	9	.189
Likelihood Ratio	13.812	9	.129
Linear-by-Linear Association	.374	1	.541
N of Valid Cases	100		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .51.

**Interpretation:** Since the value of  $p > 0.05$ , the null hypothesis is rejected and accepts the alternative hypothesis. Thus, there is a significant difference between the age of the respondents and the frequency of visiting the shopping malls.

### Chi-square Tests-II

Ho: There is no significant relationship between the income level of the consumers and the factors that influence them to shop in a mall.

H<sub>1</sub>: There is a significant relationship between the income level of the consumers and the factors that influence them to shop in a mall.

#### Income \* Factors that influences the respondents to purchase Cross tabulation

		Factors that influences the respondents to purchase					Total	
		Price	Status	Variety of products	Convenience	Others		
Income	Below Rs.20,000	Count	17	14	6	2	0	39
		Expected	15.6	10.5	7.8	4.7	.4	39.0
	Rs. 20,000 - 40,000	Count	8	7	3	7	0	25
		Expected	10.0	6.8	5.0	3.0	.3	25.0
	Rs. 40,000 - 60,000	Count	9	6	7	1	1	24
		Expected	9.6	6.5	4.8	2.9	.2	24.0
	Above Rs. 0,000	Count	6	0	4	2	0	12
		Expected	4.8	3.2	2.4	1.4	.1	12.0
	Total	Count	40	27	20	12	1	100
		Expected	40.0	27.0	20.0	12.0	1.0	100.0

### Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.062 <sup>a</sup>	12	.066
Likelihood Ratio	22.098	12	.036
Linear-by-Linear Association	1.378	1	.240
N of Valid Cases	100		

- a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .12.

**Interpretation :** Since the value of  $p > 0.05$ , the null hypothesis is not accepted. Thus, there is a significant difference between the age of the respondents and the frequency of visiting the shopping malls.

### III. CORRELATIONS

Ho: There is no significant difference in the income level of the consumers and the average amount spent by them in the mall.

H<sub>1</sub>: There is no significant difference in the income level of the consumers and the average amount spent by them in the mall.

#### Correlations

		Income	Average amount spent per visit
Spearman's rho	Income		
	Correlation Coefficient	1.000	.728**
	Sig. (2-tailed)	.	.000
	N	100	100
Average amount spent per visit	Average amount spent per visit		
	Correlation Coefficient	.728**	1.000
	Sig. (2-tailed)	.000	.
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Interpretation:** Since the value of  $p < 0.05$ , the null hypothesis is accepted. Thus, there is no significant difference between the income of the respondents and the average amount spent by then per visit in a shopping malls.

### FINDINGS OF THE STUDY

From the above data analysis, the findings are as listed below:

- The table shows that 47% of the respondents were males and rest 53% of the respondents were females.
- 39% of the respondents who visits the shopping malls belong to the age group of 20– 30years.
- Majority (43%) of the total respondents who visited shopping malls were students.
- 47% of the respondents visit the shopping malls once in a week.
- Large number of consumers (57%) prefers visiting shopping malls on weekend and 23% of the respondents visit shopping malls on public holidays.
- Accessibility is the main reason that attracts the respondents to visit the malls which comprises of 35% of the total respondents.
- 37% of the respondents purchase from the malls for their personal consumption.
- Majority (45%) of the respondents prefer malls because of the shopping environment.

- Most of the (45%) of the respondents feel that promotion is a major factor in influencing them to visit and shop in the malls.
- 34% of the respondents are highly satisfied with their shopping experience in malls.
- Hypothesis testing reveals that there is a significant difference between the age of the respondents and the frequency of visiting the shopping malls.
- As per Hypothesis analysis, it is concluded that there is a significant difference between the age of the respondents and the frequency of visiting the shopping malls.
- Correlation results shows that there is no significant difference between the income of the respondents and the average amount spent by them per visit in a shopping malls.

## SUGGESTIONS OF THE STUDY

- Despite many products are available in the malls, they need to diversify their selling pattern in order to attract more customers.
- The malls can introduce more utility shops such as banks, pharmaceuticals, dry cleaning centres etc.
- The mall timings can be increased as it increases the early footfalls to the malls.
- Every shop in the mall should try to maintain a good relationship with the customers to increase their loyalty and repeated visits.
- Big retailers who operate separately are a great threat to the shopping malls, so they can come up with innovative strategies to pull the customers to their side.
- The parking at the malls can be made simpler and cheaper in order to attract more customers to the malls.
- Shopping malls concentrates in selling only the apparels and accessories, they can also diversify in selling groceries and daily needs where the number of customers entering the malls and the frequency increases.

## CONCLUSION

It has been observed that due to the changing demographics, urbanization, and awareness due to electronic media especially internet, the customers have multiple options for shopping, and of all the options available malls are been preferred the most. Majority of the customers are visiting malls for variety, easy availability, cleanliness, with additional facility of entertainment for children and convenient parking facility and restaurant etc. Today it has been found that all age group customers prefer to visit malls because of various customers facilities provided to them.

This study is conducted to understand the mall culture among the customers .It highlights the fact that malls bring in a significant change in the life style of Indians as shopping is no longer an activity of buying things but also viewed as a status symbol and a one stop retail solution. The study comes out with a result that malls are preferred by customers because of its comfort, entertainment, fashion, food court, window shopping, multiband, portfolio, quality, mall essence, convenience, attractiveness, and luxury.

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