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RESEARCH ARTICLE

A STUDY ON FACTORS DETERMINING CONSUMER BUYING BEHAVIOUR IN SHOPPING MALLS.

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A shopping mall or shopping centre is a building or set of buildings interconnected with walkways which helps the visitors or customers to walk around and shop their preference. It generally refers to large shopping area consisting of huge building with large number of shops along with a parking space for the convenience of the customers. The term, Mall can also mean 'market for all'. The concept of shopping malls was first introduced in the year 1950 in the US called the North Gate Mall. Mr. Victor Green an Australian born Architect designed the first shopping mall in US named 'The Northland Shopping Center'. In India the retail industry developed with the advent of shopping malls which provided entertainment along with shopping which was a new experience to the Indian shoppers. The Indian Malls are located in urban areas varying in size from 60000 sq. ft. to 70000 sq. ft. The shoppers or consumers are highly attracted towards the shopping malls due to various factors like quality, quantity, ambience, recreational and entertainment facilities, variety of product choices etc. Another important reason for customer to choose a shopping mall for his shopping needs is that all the products he requires are available under one roof. This paper is an outcome of various studies conducted in determining factors influencing the consumer buying behavior in shopping malls.

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Indian retail industry:-

The Indian retail industry (Retailing, n.d) is one of the 5 largest retail market in world economy and is estimated to be \$500 Billion. It is a fast growing industry with approximately 1.2 Billion people. The Indian retail industry is one of the important pillars of Indian Economy and accounts to 22 % of the total GDP. During late 2003 Indian retail industry constituted of owner manned small retail shops. In the year 2010 slowly some large stores like convenience stores and supermarkets started to evolve and constituted to 4 % of the industry. Till the year 2011 Government of India dint permit Foreign Direct Investment in retail industry so that no foreign enterprise was allowed to invest in any form of retail like supermarket, convenience store etc. During November 2011 the government decided to relax the policy and open FDI in retail. But due heavy pressure against it from the opposition parties they dropped the idea until December 2011 when it reached a consensus. Finally in January 2012 the central government approved the reforms in regarding FDI in single brand retail stores. FDI in multi brand retailing was opened by the government of India in September 2012 which had opposition though the economists had a positive opinion towards it and welcomed it and during December 2012 the Federal Government allowed 51% of FDI in retail industry in spite of the heavy opposition from the opposition parties like NDA and Leftist.

CII (2005), has specified that the Indian retail sector has been the second largest employment provider the first being agriculture. According to a statistics conducted during September 2003, India has around 12 million retail outlets in and the organized retail sector has a trade worth to around Rs. 12,90,000 Crores. In these days the income level of

the people of India has gradually increased and as a result the middle class and upper middle class people are ready to spend more from their disposable income towards shopping. This has reflected in the rise of retail business and has shown a good growth in recent years.

Indian retailers:-

According to PWC report modern retailing has a 5% market share in India and is worth to about \$27 billion in sales, and the growth is at 15 to 20% per year. Some of the modern retail formats in India are as follows

S. No	Name of the company	Market Reach
1.	Pantaloon Retail	65 stores and 21 factory outlets in 35 cities, 2 million square feet space
2.	Shoppers Stop	51 stores in 23 cities, 3.2 million square feet space
3.	Spencers Retail	200 stores in 45 cities, 1 million square feet space
4.	Reliance Retail	708 mart and supermarkets, 20 wholesale stores in 15 cities, 508 fashion and lifestyle 1206 crore (US\$180 million) per month sales in 2013
5.	Bharti Retail	74 Easyday stores, plans to add 10 million square feet by 2017
6.	Birla More	575 stores nationwide
7.	Tata Trent	59 Westside mall stores, 13 hypermarkets
8.	Lifestyle Retail	15 lifestyle stores, 8 home centers
9.	Future Group	193 stores in 3 cities, one of three largest supermarkets retailer in India by sales 916 crore (US\$140 million) per month sales in 2013

Shopping Malls and Consumer Behaviour:-

A shopping mall (Shopping, n.d) or shopping centre is a building or set of buildings interconnected with walkways which helps the visitors or customers to walk around and shop their preference. It generally refers to large shopping area consisting of huge building with large number of shops which provide variety of products and choices for the customers to choose. It also contains parking space for the convenience of the customers. The term, Mall can also mean 'market for all'. This means that for all kinds of customers and consumers the shopping mall is a suitable market place to buy the products they need. A mall comprises of Shopping complexes, places for entertainment, refreshment and retail outlets. Shopping malls generally provides the experience of both shopping and entertainment. The concept of shopping malls was first introduced in the year 1950 in the US called the North Gate Mall. Mr. Victor Green an Australian born Architect designed the first shopping mall in US named 'The Northland Shopping Center.

In India the retail industry developed with the advent of shopping malls which provided entertainment along with shopping which was a new experience to the Indian shoppers. The Indian Malls are located in urban areas varying in size from 60000 sq. ft. to 70000 sq. ft. The shoppers or consumers are highly attracted towards the shopping malls due to various factors like quality, quantity, ambience, recreational facilities, variety of product choices etc. Another important reason for customer to choose a shopping mall for his shopping needs is that all the products he requires are available under one roof. In the year 2006 the number of shopping malls in India was 220. It increased to a number of around 600 in the year 2010 and currently increased to 715 in the year 2015. Based on the factors of attraction the consumer decides his activities inside the shopping mall to select a product. He decides what to buy and when to buy. , and make them buy the products available there. Thus there are many such factors which influence the consumer's choice of a shopping mall and his behavior inside the mall.

Rajagopal (2009), in his study has analysed and discussed about the behaviour of urban shoppers in the growing shopping malls. He has stated in his study that shopping malls plays a very important role in contributing the growth of business than the traditional markets. He has studied and found out that some factors like ambience, assortment of stores, sales promotion and comparative economic gain are the reason for people to prefer the shopping malls for their purchase. He has found from his study that the promotions made by large malls have attracted the people in high numbers. Another factor that influences the consumer visit is the assortment of the stores. According to his study volume of buying is more in small shopping malls. The store ambience plays an important role in making the consumers stay for a long time inside the malls.

Rupesh Kumar Tiwari and Anish Abraham (2010), conducted a study about consumer behavior towards shopping malls in Raipur City. They have stated that the emergence of shopping malls in India especially as a shopping destination along with recreation and socialization has made a remarkable growth in the retail industry. From their study they found out that majority of the respondents were in the income group of Rs 20000 to Rs 30000. It was also observed that majority of the respondents have spend one to one and half hours in the shopping malls and a very low number has spend four hours and above in shopping inside the malls. Based on their analysis they have found that the most important factor that attracts people of Raipur towards the shopping malls is the ambience especially the vibrant and attractive interior design of the mall. The second important factor is that they can get all products under one roof in the malls. Another important reason is that mall is a good place to hang out with their friends and relatives and also because they find the products of their taste and expectation. So as a whole their study implies that the people look at the malls as a one stop destination for their various needs like shopping, hanging out and meeting their friends, entertainment, refreshment and dinning.

Sharma, Shivakumar R. (2012), has said in their work that supermalls are replacing 'kirana' stores all over India. They have also said that the Indian retail infrastructure is slowly developing and many hi - fi shopping malls are being constructed and operated in various cities. The taste and preference of the consumers are being changing in terms of personality, buying motives, interests, attitudes, beliefs and values. From the study it is found that majority of the people from Mumbai prefer to shop at shopping malls since it is very much convenient for them to buy all things they desire under one roof. Another important finding from their study is that Mumbai people not only use shopping malls for shopping but also they consider it a place for social interactions and also find it an excellent space to spend time with their family. Some additional facilities like excellent parking space, creating value for money, credit / debit card facilities, and so on also attract Mumbai people to go on for a shopping in Malls.

Anil Kumar Singh et.al. (2012), in his study has found out that in India Retail shopping through Shopping Malls is taking a shape of an industry worth Rs 17000 Cr. Bhopal is the most favourite place for the shopping malls in Madhya Pradesh after Indore. From their study they have found that consumers who are visiting the DB City Mall in Bhopal they spend major part of their money on Food and on fun & entertainment. Also the consumers visiting mall are more particular and cautious of the brand they select to buy. When the consumers bring their children to the malls the decisions they take is mostly influenced by their children. The products they chose are mainly based on the choice of their children. Those who are coming to buy products in the DB City shopping mall are influenced by their relatives and friends. Homemakers and working class people prefer DB City Mall as their first choice. Youth prefer this mall because of the established brands of National and MNC's available in the Mall.

Vineeta Gangal and Dr A Kumar (2013), have conducted a study in Big Bazaar regarding the consumer behavior towards the organized retail. They have mentioned that the shopping habits and purchase pattern of Indian consumers have changed. They have found that students are the highest category of consumers purchasing in Big Bazaar followed by working professionals and home makers. Most of the respondents are not earning any income and they are dependants. From the study the authors found that most of the respondents came to shopping unplanned and majority of the respondents have spend around Rs 1000 to Rs 2000 and majority of the respondents have purchased cloth items.

Conclusion:-

Thus from the various studies conducted in various shopping malls in various places by various authors we can identify some important facts. The shoppers or consumers are highly attracted towards the shopping malls due to various factors like quality, quantity, ambience, recreational and entertainment facilities, variety of product choices etc. The people are considering shopping malls as not only a place of shopping but also a place for hanging out with friends and relations, meeting the old friends, entertainment and movies, refreshment and dinning etc.

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