

A Study on Economic Factors Affecting Customer Behaviour in Malls

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ABSTRACT

The retail sector had to face a transformation during the last decade due to the paradigm shift to the organized retail sector from the unorganised petty shops especially in the urban centers which had emerged into mega shopping malls. This paradigm shift changed the mindset of the people to opt malls as a one stop destination which would eventually fulfil their daily needs and wants like socialization, shopping & entertainment. As a consequence, the growth of retail sector has got modified to a great extent in India. With a large number of malls emerging in metros it has become a shopping destination for most of the people. The aim of this paper is to analyse the pattern of the consumers who gets attracted to these shopping malls which are based on 6 important dimensions ultimately. As a resultant, the shopkeepers and the mall management would be beneficial based on this study so that they can get a clear picture about the customer through a proper data based on the behavior of the customer. This would help the mall management to provide better services and also increase their business efficiency. This outcome of this study will help the shopping behavior of the shoppers to tell a lot about their shopping satisfaction and loyalty. In other words, customer loyalty of the shoppers is important to improve the factors which affect the shopping behavior of the customer and this study has measured the same in a sector of retail industry such as a shopping mall. Going forward, retail outlets are sprouting up in a fast manner which needs a study for the management which influence the shopping behavior of the shoppers so that the mall management would make themselves successful in the growing competition in the retail sector in India.

I. INTRODUCTION

The present trend is a consumer driven world retail sector. This sector has been contributing to the growth of the Indian economic development to a great extent. The ground reality for the concept of organized retailing emerging is that the choice of the consumers are changing rapidly due to the behaviour of the shoppers. The variables which influence a customer in their shopping perspective and also during the period of the post consumption of the product are explained as the mental and emotional practice. These thoughts which are called as the influencers of the customer for a particular product or service is termed as consumer behaviour. It gives a clear idea about the customers' mindset while they a particular product in their mind. Consumer Behaviours a topic which immerses lot of aspects within itself especially in the fields of sociology, socio thinking, anthropology and economics.

Number of research has been carried out in this aspect to study the variables which influence the shopping behaviour of the consumers. The consumer behaviour has been considered as a complex pattern by Solomon(2006) and Peter et al (2008). The study defines the behaviour pattern of the people namely psychological, social and physical behaviour of the people when they buy a particular product or a service and dispose them. To know the reason behind why the behaviour patterns of the people change it is very important to know the shopping needs and from where they buy the product. With the passage of time the shopping behaviour of the consumer has also changed with the focus shifting towards comfort and convenience. Thus to tackle this problem it has become important for the retailers to proactively find out the needs and requirement of the customer and understand them in a better way. Retailers now top rank with the priority as knowing the customer and understanding the behaviour of the customer as well. Eventually this effort results in building the customer loyalty towards a particular brand This has resulted in winning the confidence and trust of the customer.

Theoretical Framework

There were 6 constraints that were used to understand the behaviour of the customer they are reachability, atmosphere, shopping experience, promotions, and property management and entertainment.

Environment

The environment in a shopping mall can be sensed by the prevailing mood of the customer's in the mall. This is a point of focus which has enhanced the beautification of the malls rather than fulfilling then consumer needs and wants. Based on this the behaviour pattern of the customer has been changing. The surroundings of the mall and the environment which prevails inside the mall are some of the critical factors affecting the customer footfalls in malls these days. Today's scenario, the interior works such as mall surroundings, relaxing benches, mall interiors and shopping spaces makes a whole lot of difference.

Property management

Property management comprises of the management of the malls and the administration of the shops in the malls. The other important factors covered under property management are maintenance and cleaning of stores, cleaning of shopping areas,

help desk, easy accessibility of information about shops and goods they offer, toilets, Few factors to list which can test the property management are mall safety & security, hygiene and cleanliness in mall, restroom cleanliness, and symbols clarity and mall image.

Promotions

Abhik Roy (1994) explained that the character a mall as its promotion of the shopping malls. A mode to please the customers is defined as promotion according to Anselmsson (2006). Few strategies used by malls are free gifts/ trail packs, offers and discounts, surprise contest/ lucky draw, demonstrations, celebrity visits and new product launch. Such promotional activities help malls to get more footfalls.

Reachability

The success of a shopping mall is based on its location according to Bearden (1977) and Severin et al (2001).Frasquet et al (2001) stated that accessibility is a prevailing factor in the mall. The important attributes of the shopping mall according to Leo and Philippe (2002) can be listed as convenience with respect to parking and the distance of the mall. The important aspect of a mall is the reachability perspective by the shoppers. Howell and Rogers (2001) found that in metros, the public transport is always crowded and the roads are piled up with traffic jams which becomes an irritating factor to the shopper to reach a mall which is distanced far away. Reachability of the mall, parking space given for the public, proximity to other places of entertainment are the major contributors to the buying behavior of the customer in choosing the particular mall.

Shopping Experience

Shopping experience is the experience gained by the customer while shopping through event giving a positive impact on the mind of the customer. The things which delight you, makes your mind happy during shopping can also be termed as shopping experience. Some examples of shopping experience are- product quality, service quality, range and type of shops in the mall, offers and discounts, surprise contests, price, and Sales Executive Interactions etc.

Entertainment

The most important component in all shopping mall is Entertainment. It is very important because it hold the interest of all audiences by pleasing them which reduces stress caused due to this vast web of mechanical world. Children play area, movie theatres/multiplex, indoor sports, food court and video games zone may be termed as some key areas of entertainment in shopping malls.

II. LITERATURE REVIEW

A study was conducted at Mangalore by Ajaz Ahmed and S Mayya (2015) in order to understand the customer buying behaviour in malls. The outcome of the study explained that the customers have gained a lot of benefits from the organized retail in malls. The benefits obtained by the customers can be listed as wide range of products, well-known brands, shop which is one stop for all requirements, offers and ample discounts. As per the study, these organized retail outlets were instrumental in yielding benefits to almost all the income groups. When shopping with organized retailers some customers revealed that get

low pricing on products. the organized retail is more preferred in malls because of their pricing strategies combined with the reasonable quality products. AdilZiaand and OdaiFalah Mohammad Al Ghaswyneh(2013) identified the impact that shopping experience has on customer loyalty in these retail outlets with a sample of 706 customers using SEM. The various factors related to shopping experience was identified as customer loyalty. The study proved that the various factors of shopping experiences was resulted in customer loyalty. The two dimensions to study customer loyalty impact are execution related excellence and Problem Recovery.

The Factors which influence consumer buying behaviour was researched by Singh et al (2013) which revealed that various factors are there which influence the buying behaviourlike satisfaction, accessibility, sales promotion, workforce, Tangibility, assortment, trustworthiness and Surveying.

In today's scenario Mall management is a technique to ensure the mall differentiates itself from the competitors to emerge as a winner. This is due to the increasing numbers of malls and the mall management has emerged as single most differentiating factors. White (2008) in his research revealed that the strategy adopted to attract customers has also changed due to the change in the lifestyles of the customers. According to his study, customers cannot be attracted with goods exclusively; entertainment centres, entertainment and destination venues, are essential and vital to attract huge customers. Especially the malls which attract more footfalls are the malls with movie theatres and multiplexes. According to the study, the composition of movie watchers shopped in the mall after the movie were 60 % and their spending amount was 35 % of what all shoppers spend as well. Suresh Sannapu, and Nripendra Singh (2012), in order to study the behaviour of the patron of mall shoppers, it was identified that the relationship among the constructs of mall positioning and shoppers satisfaction were the factors based on the 1000 visitors as the samples of Delhi NCR malls. The study revealed that the positioning dimensions of these malls affected the shoppers satisfaction and as a resultant it influenced the customer behaviour patronage. The constructs considered for the study were positioning of the mall, behaviour patronage of the customer and the satisfaction of the shoppers. To determine the patronage behaviour of mallshoppers it is very important to give mall positioning a priority, which was a suggestion given to themall managers based on this study.

The malls served an outlet for social behaviour by considering the social stipulation provided by malls according to the study conducted by Feinberg, Sheffler, Meoli and Rummel (1989). Eastlick and Shim (2000) studied the variation between mall shoppers and mall entertainment seekers. Their study showed that the purpose of visiting the malls can be different based on the motivation among individuals which classify them as mall entertainment seekers and mall shoppers. There is a study done by Eastlick and Shim (2000) which showed that the shops which are there just at the entrance of the mall are the most benefited from the lot as the customer which comes from the parking lot first enters these shops. The most important store choice variable in supermarkets and departmental stores is considered as parking which was found out by a study done by Marjanen (1997). Empirical evidence was found in relation to the location of the chosen parking lotand location of visited stores by Waerden and Borgers (1994). The customers visit malls for the chosen parking faculties compared to them visiting stores located at somedistance.

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Ramakrishna Prasad (2012) in their study found out the purchasing factors of the consumer in the apparel sector in the context of organized retail industry in India. The study based on primary data which was taken from Hyderabad and Secunderabad was based on 178 apparel retail customers by using structured questionnaire and mall intercept methods. The study revealed that the buying behaviour of the customer in apparel sector is mostly influenced by style, value, diversity, demand, creditability, concern and referral groups. This study can help both retail managers and academics for their theoretical and practical purposes. The common promotional activity used by shopping malls was analysed by Parsons (2003). These promotional activities were ranked based on the likelihood of the consumers based on two performance indicators used by shopping malls namely sales and visit. Ailawadi and Keller (2004) identified that the image of the store can be improved by capturing these five factors namely- access, atmosphere, price and promotion, cross-category assortment and within-category assortment. The location of the store and the distance travelled by the customer to reach the store is called Access. The stores which are easily accessible by the customers is the most preferred then the stores which are less accessible. The ambience including lighting, colour schemes and architecture in the store can be termed as the store atmosphere. There are several elements that reflect the store environment namely colour, music and crowding. The store atmosphere should be pleasing and moderately arousing. Stores with a good atmosphere contribute to overall favourable and in turn increase the store patronage.

Zameer (2006) suggested some strategies on how to differentiate one mall from the other malls, reaching huge number of footfalls, conversion of the footfalls into purchases and satisfying the tenant stores. For the success of any shopping malls he told that mall management entails retail – mix planning and tenant selection, lease management, facilities management, utilities management, parking and organizing events and collaborative promotions are the factors behind the success of malls.

To understand the impact of attractiveness factors of the shoppers' satisfaction and the outcomes of shoppers' loyalty was carried out by Khalaf Ahmad (2012) in the Arabian shopping malls. The research found out that attractiveness factors that influenced shopper satisfaction were aesthetics, convenience and accessibility, product variety, entertainment and service quality.

The consumer behaviour depends mainly on purchasing pattern in various store formats and store preference on the basis of product availability, spending pattern, and consumers preferred store, sales man services, and store layout according to Sangvikar and Hemant Katole (2012). The retail outlets are preferred by the customer due to low prices, discounts and variety of products available which was various factors observed while giving preferences to retail outlets. The consumer behaviour patterns changed with the price and availability of the product. The spending patterns can change due to poor quality as well.

III. CONCLUSION

Shopping is an avenue for socializing in the current scenario. In this view, the expectations of the customers related to shopping are high. Previously watching movies, food, purchasing accessories, books, jewellery and garments were different aspects and a customer had to divide these into multiple things to achieve it. The present scenario has addressed all these needs into one umbrella which covers watching movies, hanging out, eating out and meeting people. The role of the mall managers is to make the environment of the mall more energetic, filled with modern and facilities necessary to attract the customers into the mall. This research has proposed to give a message to the mall managers is the aspect of strong positioning of malls which would lead to ensure customer satisfaction. The results have revealed that independent variables such as reachability, environment, and customer shopping experience, property management, promotions, and entertainment have a positive influence on the variable service quality and the unexplained variable customer shopping behaviour is positively influenced in the selected malls. The study has proved that the customers' shopping behaviour has a positive influence on the customers' satisfaction and loyalty. The mall developers shall be able to appreciate the influence of consumer shopping behaviour towards success in growing organized retail environment in India based on the present study.

IV. REFERENCES

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