



A STUDY ON THE CONSUMER BEHAVIOR TOWARDS SHOPPING MALL IN KOZHIKODE CITY

MUHAMED YASIR A K M.Phil scholar Bharathidasan University

ABSTRACT

The retail sector in Indian has a drastic transformation and rapid growth in this era. The emergence of shopping malls has turned the face of the retail industry in India. Indian metro cities like Mumbai, Delhi, Chennai, Bangalore etc. have received economic and social contributions from these malls making them one of the most prominent cities in India as well as around the world. Now small cities are also show the same mall culture. Organized retail sector is growing at rapid speed, more jobs are being created, town plans are getting modernized, and thus the consumer behavior too. These are happens due to high-income opportunities, international exposure, changing attitude towards saving and necessities of lifestyle. The shopping behavior of consumer is also changed with the growing choices and trends. Shopping in malls has become a major leisure activity. In this scenario, the current study will help marketers to understand the consumers in terms of their shopping styles and to adapt and improve their marketing campaigns as well as strategies to penetrate more into the market.

KEYWORDS : Shopping malls, customer's attitude, retail sector, purchasing behavior.

INTRODUCTION:

India has ranked as the fourth most attractive nation for retail investment, among 30 emerging markets by AT Kearney (US based global management consulting firm) in its Global Retail Development Index (GRDI) 2011. The retail sector of India gathered 22 % of GDP and contributes to 8 % of total employment. Changing wants and needs of the customer, higher education, increased spending power, exposure to branded products, increased number of working couples, formation of high number of nuclear families, availability of retail space in more regions and qualified manpower attributed to retail revolution in India.

Over the last few years, retail sector has become one of the fastest growing sectors in the Indian economy. Though the country has the highest retail outlet density in the world, Indian retail sector is highly fragmented and organised retail in the country is at very nascent stage. Organised retailing outlets are less than 5% of the Indian retailing industry. According to FICCI the organized retail industry in India is expected to grow 25-30% annually.

Kozhikode, third largest city in Kerala categorized as Tier II city is having a population of 431,560 persons as per Census 2011. Malls are considered as the visible face of Indian retail scene. In India, Mall culture was confined to metropolitan and Tier I cities like Mumbai, Delhi, Kolkata, Mumbai etc., Currently, Malls are making their presence in Tier II and Tier III cities due to expanding middle and upper class customer base. Kozhikode is also experiencing mall culture in recent years

The major beneficiaries of the retail boom are Consumers. Now the Indian consumers have a choice of a wide range of products, quality and prices. Organised retailing changes the whole concept of shopping in terms of consumer buying behaviour. In this study, an attempt was made to study the consumer decision-making styles in shopping malls of Kozhikode.

OBJECTIVE OF THE STUDY:

1. To understand the customers purchasing behaviour who visit shopping malls.
2. To know the customers attitude towards shopping malls.
3. To understand gender differences if any, in terms of purchasing behavior.
4. To know the overall level of satisfaction among customers.

RESEARCH METHODOLOGY:

Research Method: Survey method

Contact method: Direct personal

Research instrument: Questionnaire

Sample size: 105

Sampling technique: Convenient sampling

Samples are taken from Three different Malls (Focus Mall, Hilite Mall and RP Mall) in Kozhikode city.

ANALYSIS:

Demographic Details of Respondents:

		No	%			No	%
Age	20 and below	11	10.47	Monthly Income	below 10,000	16	15.24
	21-30	38	36.19		10,000-25,000	37	35.24
	31-40	26	24.76		25,001-40,000	25	23.80
	41-50	19	18.10		40,001-50,000	15	14.29
	50 and above	11	10.48		above 50,000	12	14.43
	Total	105	100		Total	105	100
Acad. Qualification	Undergraduate	38	36.19	Occupation	Student	34	32.38
	Graduate	42	40.00		Business / self employed	28	26.67
	Post-Graduate	24	22.86		Govt. Service/ Teachers	25	23.81
	Doctorate	1	0.95		Others	18	17.14
	Total	105	100		Total	105	100
Marital status	Married	64	60.95	Gender	Male	48	45.71
	Unmarried	41	29.05		Female	57	54.29
	Separated	0	0		Transgender	0	0
	Total	105	100		Total	105	100

The Major findings are:

- Most of the consumers are in the age of 21 to 30 (36.19%).
- The income level of consumers is maximum in the range of 10000-25,000.
- Most of the responders' academic qualification is graduate (40%) and undergraduate (36.2%)
- Students are the major responders.
- The quantity of married peoples are higher than that of unmarried people
- The quantity of female consumers is a little bit higher than that

of male consumers.

- Most of the responders (32.38%) spent 4 to 6 hours per week for their shopping. 27.62% people consumes 2 to 4 hours per week.
- Usually they visit (36.19%) 3 to 4 stores during shopping. 31.43 percent people visits 5 to 6 stores during their shopping.
- Around half of the responders visit Malls 3 or more than three times per week.

Purchasing Behaviour in Malls

		Hours	Percentage				
Average Time spent for shopping (Hours/week)	Less than 2	20	19.05	No of Shops Visited in Mall	1 - 2 stores	17	16.19
	2 - 4	29	27.62		3 - 4 stores	38	36.19
	4 - 6	34	32.38		5 - 6 stores	33	31.43
	Above 6	22	20.95		Above 6	17	16.19
	Total	105	100		Total	105	100
Product's Quality offered at shopping malls	Excellent	43	40.95	Feeling about Parking facility provided by mall	Excellent	26	24.76
	Good	24	22.86		Good	19	18.10
	Satisfactory	20	19.05		Satisfactory	36	34.29
	Not Satisfactory	18	17.14		Poor	24	22.85
	Total	105	100		Total	105	100
Reason for Buying from Shopping Malls	Near to house	09	08.57	Frequency of Visit	3 or more than 3 per week	52	49.52
	Good range of items	49	46.67		Weekends	24	22.86
	Friendly environment	39	37.14		Fortnightly	17	16.19
	Good ambience	08	07.62		once a month	12	11.43
	Total	105	100		Total	105	100

RESULTS AND DISCUSSIONS:

		Male	Female	Total			Male	Female	Total
Average time spent for shopping (Hours/week)	Less than 2	14	06	20	Shops Visited in Mall	1 - 2 stores	11	06	17
	2 - 4	17	12	29		3 - 4 stores	20	18	38
	4 - 6	11	23	34		5 - 6 stores	10	23	33
	Above 6	06	16	22		Above 6	07	10	17
	Total	48	57	105		Total	48	57	105
Quality offered at shopping malls	Excellent	18	25	43	Parking facility provided by Malls	Excellent	10	16	26
	Good	15	09	24		Good	10	09	19
	Satisfactory	08	13	20		Satisfactory	17	9	36
	Not Satisfactory	07	10	18		Poor	11	13	24
	Total	48	57	105		Total	48	57	105
Reason for Buying from Shopping Malls	Near to house	05	04	09	Frequency of Visit	2 or more than 2 in one week	31	21	52

Good range of items	28	21	49	Weekends	08	16	24	
Friendly environment	12	27	39		Fortnightly	06	11	17
Good ambience	03	05	08		once a month	03	09	12
Total	48	57	105		Total	48	57	105

Average time spent for shopping (Hours/week)

H0= There is no significant relationship between Gender and Experience with Average time spent for shopping

H1= There is significant relationship between gender and experience with average time spent for shopping.

Here the calculated value is 12.1607

Degrees of freedom=(r-1)*(c-1) (4-1)*(2-1)=3*1=3

In 5% level of significance the table value is =7.815

Here the calculated value is greater than table value so we reject the null hypothesis (Ho). There is significant relationship between Gender and experience with average time spent for shopping.

Shops Visited in Mall:

H0= There is no significant relationship between Gender and Shops Visited in Mall

H1= There is significant relationship between gender and Shops Visited in Mall

Here the calculated value is 6.5028

Degrees of freedom=(r-1)*(c-1) (4-1)*(2-1)=3*1=3

In 5% level of significance the table value is =7.815

Here the calculated value is less than table value so we accept the null hypothesis (Ho). There is no significant relationship between Gender and Shops Visited in Mall.

Quality offered at shopping malls:

H0= There is no significant relationship between Gender and their belief that shopping malls offered quality products.

H1= There is significant relationship between gender and their belief that shopping malls offered quality products.

Here the calculated value is 3.6146

Degrees of freedom=(r-1)*(c-1) (4-1)*(2-1)=3*1=3

In 5% level of significance the table value is =7.815

Here the calculated value is less than table value so we accept the null hypothesis (Ho). There is no significant relationship between Gender and their belief that shopping malls offered quality products.

Parking facility provided by Malls:

H0= There is no significant relationship between Gender and their experience of parking facility provided by Malls.

H1= There is significant relationship between gender their experience of parking facility provided by Malls.

Here the calculated value is 4.0554

Degrees of freedom=(r-1)*(c-1) (4-1)*(2-1)=3*1=3

In 5% level of significance the table value is =7.815

Here the calculated value is less than table value so we accept the null hypothesis (Ho). There is no significant relationship between Gender and their experience of parking facility provided by Malls.

Reason for Buying from Shopping Malls:

H0= There is no significant relationship between Gender and Reason for buying from Shopping Malls.

H1= There is significant relationship between gender and Reason for buying from Shopping Malls.

Here the calculated value is 6.6578

Degrees of freedom = $(r-1) * (c-1) = (4-1) * (2-1) = 3 * 1 = 3$

In 5% level of significance the table value is = 7.815

Here the calculated value is less than table value so accept the null hypothesis (H_0). There is no significant relationship between Gender and Reason for buying from Shopping Malls.

Frequency of Visit:

H_0 = There is no significant relationship between Gender and Frequency of visit.

H_1 = There is significant relationship between gender and Frequency of visit.

Here the calculated value is 8.3503

Degrees of freedom = $(r-1) * (c-1) = (4-1) * (2-1) = 3 * 1 = 3$

In 5% level of significance the table value is = 7.815

Here the calculated value is greater than table value so we reject the null hypothesis (H_0). There is significant relationship between Gender and Frequency of visit.

SUGGESTIONS:

Regarding purchasing decisions, pre-planning for shopping is the new concept buzzing especially in the context of Internet proliferation. However in malls, the in-house advertisements and signage has a larger scope to tempt the customers towards purchases, as a considerable customers visit malls for window shopping. Thus malls retailer can focus more in this particular area to attract the customers. Pre-planning and in-house advertising together gives clarity and customer can go for better purchasing decisions.

Further infrastructure needs to be improved to enhance the performance of the mall. Malls not only cater to the product needs of the customers, but also a source of entertainment, recreation. It is high time that mall owners need to come up with an USP to create visibility in the mall to get desired footfalls. Mall can take up Promotional activities like Food festivals, exhibitions, film promotions, to keep the interest of the people high according to the tastes of the consumer.

CONCLUSION:

This study reveals that the Kozhikode customers are quite happy with overall shopping mall experience. They consider it as "One-Stop Shop" for wide range of brands and products and therefore absolutely comfortable. The value they get for money they spend in malls is considerably good.

As Kozhikode city is entering into mall culture and many more malls are likely to come up, in future there will be stiff competition between malls. So managing a mall will be more challenging. Mall owners have to very much awareness of the mindset of the customers and deliver products and services catering to the needy customers belonging to various groups. Ambience, Infrastructure, Traffic determines the facilities of any mall. Therefore facility management integrates people, process, place and technology in a mall. Hence shopping malls need to ensure that good ambience and traffic is maintained.

The study also proves that the bonding for local shops and groceries continues to exist, especially in towns like Kozhikode with regard to quality of product being offered in malls. If the purpose is only the purchase of products, the customers need not travel to malls all the distance, rather would choose a better Grocery or a nearby small shop for the same.

REFERENCES:

1. Khare, Arpita (2011), Mall Shopping Behaviour of Indian Small Town Consumers. *Journal of Retailing and Consumer Services*, Vol.18(1).
2. Khan, Tarana (2009), Are malls catching on with small town marketers [http://www.afaqs.com/news/story/ 23286 Are malls catching on with small town marketers]
3. Rajagopal, Coexistence and Conflicts between Shopping Malls and Street Markets in Growing Cities: Analysis of Shoppers' Behaviour. Working Paper MKT-03-2010.

4. Mohd Taushif and Rumzi, A Study of Factors Affecting Impulse Buying Behaviour of Consumers At Malls (Delhi). *International Journal of Research and Development – A Management Review*.
5. Sohail and M. Sadiq, Gender differences in mall shopping- a study of shopping behaviour of an emerging nation. *Journal of Marketing and Consumer Behaviour in Emerging Markets*