



Pleasure Motives and Spending Pattern of Mall Shoppers – An Empirical Analysis

KEYWORDS

Pleasure Motives, Spending Pattern, Shopping, Malls.

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ABSTRACT *As the number and the spending power of mature consumers grow, they are demanding more attention from mall retailers. However, while mature consumers have both time and money to spend, they often believe marketers, including retailers, by and large do not have enough understanding to connect with them. During the boom days, many developers jumped into the fray of mall development. High economic growth, increasing size of middle class, high urbanisation rate and availability of personal credit have all contributed to large number of consumers shopping at the malls. This encouraged many developers jump into the bandwagon and start building malls.*

Introduction

In the last decade, retailing sector in India has seen a vast transformation from traditional retailing to modern retailing. The traditional retail consists of small retailers like local Kirana shops, general stores, medical stores, footwear stores, apparel shops, hand-cart hawkers and footpath vendors. As per investment commission of India, there are 15 million such retail outlets in India. As the economy has started growing in India, retail sector has also started modernising and growing. Some of the major industrial houses like Reliance Industries, Bharti group, Aditya Birla group and Tata Trent have entered this sector.

Review of the Literature

Belk (1975) focused on whether the purchase situation will affect the purchase process. The study concluded that factors focus on the influences which have an impact on the customers' purchase decision process. purchase task. Social surroundings, 3. Physical surroundings, 4. Temporal effects, and 5. Antecedents states. **Park et al., (1989)** in their study conducted a field experiment to explore the effects of two situational factors, store knowledge and time available for shopping, on consumers' grocery shopping behavior. The results indicate that these two factors have an impact on such shopping behaviors as failure to make the intended purchases, unplanned buying, brand and product class switching and purchase volume deliberation. **Stoltman et al., (1991)**, in their paper focused on a specific retail patronage phenomenon: mall shopping. Though this form of retailing may have a less promising future than once thought (Turchiano 1990), mall shopping clearly constitutes a significant aspect of retail patronage. While malls have been a formidable aspect of the retailing environment for decades, and a variety of mall-types dot the landscape (e.g., off-price malls and festival malls), surprisingly little research has focused on this general phenomenon. The primary purpose of this paper is to provide additional perspective and exploratory evidence regarding the consumer shopping tendencies and motives underlying mall shopping.

Scope of the study

The purpose of this study is to analyze the preference, motives and satisfaction of the customers shopping in retail malls. A comprehensive examination in finding the level of preference of the shopping malls, experience of the customers in shopping, and finally, the level of satisfaction arrived in hedonic aspects and overall shopping experience

based on the facilities on shopping in the select malls by the customers in Coimbatore City. The scope and outcome of this study will be immensely useful for the policy makers for improvement of the service aspects and make the malls more user-friendly in the years to come.

OBJECTIVES OF THE STUDY

- To study socio – economic factors of the mall shoppers.
- To analyse opinion of the respondents on pleasure motives towards mall shopping.
- To study the association between spending limit of the respondents and opinion on pleasure motives.

LIMITATIONS OF THE STUDY

The respondents were less interested in answering the questionnaire, as they felt that it was an interruption to their shopping, and

There are only two malls and hence the researcher was restricted to survey only from the available resources.

Methodology

Research methodology is a way to systematically solve the research problem. The research design is the blueprint of the proposed studies. Descriptive research has been used for the present study. Questionnaire is prepared in such a way that it is easy to understand, and extra care is taken to see that no unethical questions surface in the survey forms. For the purpose of the research, 540 respondents were considered. They make frequent visit to the shopping malls. The selection of samples was based on the footfall of the customers to the retail shopping malls. The surveys were conducted in two large mega shopping malls in Coimbatore city (Brookfields and Fun Mall) to assess the perception of the customers. The respondents were selected using convenient sampling method. Empirical results from the survey are tabulated and presented in the data analysis.

TABLE - 1

Demographic Variables of the Respondents

Demographic Variables	Respondents (540 Nos.)	Percentage (100%)
Age		
Below 25 Years	217	40.19

25 to 40 years	139	25.74
40 to 55 years	88	16.30
Above 55 years	96	17.78
Sex		
Male	339	62.78
Female	201	37.22
Marital Status		
Married	390	72.22
Unmarried	150	27.78
Educational Qualification		
Up to H.Sc.	124	22.96
Under Graduate	144	26.67
Post Graduate	143	26.48
Others (Diploma/ITI/M. Phil., etc.)	129	23.89
Occupation		

Government Sector	46	8.52
Private Sector	190	35.19
Self-Employed	160	29.63
Others	144	26.67
Number of Earning Members		
One	12	2.22
Two	447	82.78
Three	59	10.93
More than three	22	4.07
Monthly Family Income		
Below Rs.20,001	279	51.67
Rs.20,001 to 30,000	72	13.33
Rs.30,001 to 40,000	75	13.89
Above Rs.40,001	114	21.11

Source : Computed from Primary Data

TABLE - 2

Hypothesis H₁ : There is a significant variance between monthly spending limits and their perception towards pleasure motives during shopping

Analysis of Variance between Spending limits and Pleasure Motivation during Shopping

Frequency and Attributes	N	Mean	SD	95% Confidence Interval		SS (df=2,537)	Mean Square	F	P-Val
				Lower	Upper				
Shopping in malls makes me feel like I am in my own universe									
Less than Rs.5,000	344	3.683	1.089	3.57	3.80	0.76	0.379	0.332	0.718
Rs.5,001 to 10,000	130	3.754	1.042	3.57	3.93	612.18	1.140		
Above Rs.10,001	66	3.773	1.005	3.53	4.02				
Total	540	3.711	1.066	3.62	3.80	612.93			
I find shopping in malls stimulating for my senses									
Less than Rs.5,000	344	4.102	0.873	4.01	4.19	1.21	0.605	0.782	0.458
Rs.5,001 to 10,000	130	4.031	0.906	3.87	4.19	415.26	0.773		
Above Rs.10,001	66	3.970	0.859	3.76	4.18				
Total	540	4.069	0.879	3.99	4.14	416.46			
I feel shopping in malls gives me a thrill									
Less than Rs.5,000	344	3.651	1.117	3.53	3.77	0.54	0.270	0.213	0.808
Rs.5,001 to 10,000	130	3.700	1.152	3.50	3.90	679.39	1.265		
Above Rs.10,001	66	3.591	1.109	3.32	3.86				
Total	540	3.656	1.123	3.56	3.75	679.93			
To me shopping in malls is a way to relieve stress									
Less than Rs.5,000	344	3.791	1.194	3.66	3.92	0.49	0.243	0.179	0.836
Rs.5,001 to 10,000	130	3.777	1.136	3.58	3.97	729.40	1.358		
Above Rs.10,001	66	3.697	1.067	3.43	3.96				
Total	540	3.776	1.164	3.68	3.87	729.89			
When I am in down mood, I got shopping in malls to make me feel better									
Less than Rs.5,000	344	3.892	1.032	3.78	4.00	7.07	3.537	3.304*	0.037
Rs.5,001 to 10,000	130	3.938	1.077	3.75	4.13	574.79	1.070		
Above Rs.10,001	66	3.561	0.963	3.32	3.80				
Total	540	3.863	1.039	3.78	3.95	581.86			
I go to shopping in malls when I want to treat myself to something special									

Less than Rs.5,000	344	3.852	0.953	3.75	3.95	1.30	0.649	0.708	0.493
Rs.5,001 to 10,000	130	3.746	0.951	3.58	3.91	492.18	0.917		
Above Rs.10,001	66	3.758	0.993	3.51	4.00				
Total	540	3.815	0.957	3.73	3.90	493.48			
I enjoy spending time in malls									
Less than Rs.5,000	344	3.852	1.275	3.72	3.99	0.04	0.020	0.013	0.987
Rs.5,001 to 10,000	130	3.854	1.283	3.63	4.08	854.69	1.592		
Above Rs.10,001	66	3.879	1.144	3.60	4.16				
Total	540	3.856	1.259	3.75	3.96	854.73			
Shopping in malls is one of the enjoyable activities of my life									
Less than Rs.5,000	344	3.497	1.243	3.37	3.63	10.98	5.490	3.553*	0.029
Rs.5,001 to 10,000	130	3.615	1.260	3.40	3.83	829.80	1.545		
Above Rs.10,001	66	3.121	1.209	2.82	3.42				
Total	540	3.480	1.249	3.37	3.59	840.78			
I enjoy the décor of the malls.									
Less than Rs.5,000	344	3.701	0.884	3.61	3.79	0.75	0.375	0.464	0.629
Rs.5,001 to 10,000	130	3.654	0.904	3.50	3.81	433.54	0.807		
Above Rs.10,001	66	3.591	0.960	3.35	3.83				
Total	540	3.676	0.898	3.60	3.75	434.29			

Source : Computed from Primary Data

** Sig. @ 1% Level * Sig. @ 5% Level

To sum up, it is clear that the pleasure motive attributes is compared with the monthly spending of the respondents and that only two attributes significantly support positively and the other attributes were found to have no significant variance, It is evident that out of ten attributes measured to find the variance it is found that eight attributes have resulted with no significant variance and only two attributes were found to have significant variance as given here-under.

There is significant variance between "monthly spending of the respondents" and "opinion towards shopping in malls elevates the mood and makes them feel better".

There is a significant variance between the "monthly spending of the respondents" and "opinion towards shopping in malls is an enjoyable activity in life".

FINDINGS

- Maximum (40.19%) of the respondents are in the age below 25 years
- Most (62.78%) of the respondents are male
- Majority (72.22%) of the respondents are married
- Maximum (26.67%) of the respondents are undergraduates.
- Maximum (35.19%) of the respondents are employed in private sector while
- Majority (82.78%) of the respondents are having two earning members in their family
- More than half (51.67%) of the respondents are having below Rs.20,001 as their monthly family income.
- The framed hypothesis partially satisfies the assumptions and found to have no significance with majority attributes which reveals that the monthly spending of the respondents is not significantly influenced by the pleasure motives during shopping in retail malls.

SUGGESTIONS

- The superior ambience and aesthetics will motivate

the customers to visit the mall often.

- When it comes to the product value, the availability of international brands as expected by the customers from some of the stores are not available.
- The shoppers voiced that they expect more enjoyable activities from the malls and expected to have much more thrill in their shopping experience.
- The service quality plays a pivotal role in the minds of shoppers to achieve the expected service and level of quality of service provided in the malls.

CONCLUSION

Malls are fast becoming a place for socializing and recreation (apart from shopping), and customers have high expectations from the malls. They see malls as a one stop destination for various purposes like dining, watching movies, hanging out, meeting new/old friends and shopping. Hence, mall management should understand that malls have become something more than a place to buy products. They should transform the malls that would offer energetic and vibrant stores with attractive product merchandises and scores of entertainment bundled with modern, more sophisticated atmospherics and facilities, necessary to lure the target customers.

Reference

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