Original Research Paper **Management**

A Study on Factors Preventing Middle Class People of Selected Urban Areas of Anand And Kheda Districts of Gujarat State to Visit Shopping Malls

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ABSTRACT

Any one visit nearby grocery shop or shopping mall to buy different items. Whatever items purchased by any one will be as per requirement or in bulk quantity depend upon what is the use of items. The buying behavior of customers differs from area to area and class to class and situation to situation. Normally people buy different items from grocery shops and shopping malls. This research paper concentrates on factors preventing middle class people of urban areas like Anand, Vallabh Vidya Nagar, Kheda and Nadiad of Anand and Kheda districts of Gujarat state to visit shopping malls.

KEYWORDS | Middle Class People, Retailing, Organised Retailing, Unorganised RetailingShopping Malls

OBJECTIVE:
The broad objective of this research paper is to get the idea about factors preventing middle class people to visit shopping malls.

HYPOTHESIS:
During the data analysis the following hypothesis were tested.

(1) There is no association between age and frequency of visiting shopping malls.
(2) Time of shopping is independent of age of customers.
(3) View about shopping malls is independent of gender of customers.

RESEARCH METHODOLOGY:
The research methodology of this paper includes the following.

PRIMARY AND SECONDARY DATA COLLECTION:
Primary data are collected through structured questionnaire having close ended answer. Secondary data are collected from the various on-line and off-line sources in the area of consumer behavour and retailing.

POPULATION:
Researcher has used target population in form of middle class people visiting shopping malls.

GEOGRAPHICAL AREA FOR RESEARCH / SAMPLING AREA:
Selected urban areas like Anand and Vallabh Vidya Nagar and Nadiad and Kheda of Anand and Keheda district of Gujarat state.

RESEARCH INSTRUMENT:
Questionnaire

SAMPLING UNIT:
Middle class people who are engaged in job or they are professional or house wife.

SAMPLE SIZE:
For collecting data for the research work, 730 numbers of respondents were considered. The sample is divided into four different groups for four different cities namely Nadiad, Kheda,Anand and Vallabh Vidya Nagar.

Sr. No	City	Number of Respondents
1	Nadiad	215
2	Kheda	130
3	Anand	175
4	Vallabh Vidya Nagar	210
Total		730

STATISTICAL TOOLS USED FOR DATA ANALYSIS:
The Statistical Package for Social Sciences (SPSS) has been utilized to analyze the data collected through survey work. Chi-square test, Factor Analysis has been used for proper presentation of the findings.

LIMITATIONS OF STUDY:
This study cannot be applied to other area due to difference in demographic, economic and social factors and shopping preference of middle class people. The sampling procedure is non-probability convenience sampling and thus it inherently brings all the limitations of it. Sample size of 730 respondents is acceptable size but for any consumer research like this, using a larger sample size will be preferable and more representative of the whole population of retail customers in this area or elsewhere. The findings of the research cannot be generalized for entire state or nation.

DATA ANALYSIS:
In the data analysis hypothesis were tested and factor analysis was carried out to get the idea about factors preventing middle class people to visit shopping malls.

(1) TESTING OF HYPOTHESIS
(1) Since the calculated chi–square value is 12.052 and P Value is .149 which is greater than 0.05 Therefore, Ho is accepted and it is inferred that there is no association between age and frequency of visiting shopping malls.

(2) Since the calculated chi–square value is 11.473 and P Value is .489 which is greater than 0.05 Therefore Ho is accepted and it is inferred that time of shopping is independent of age of customers.

(3) Since the calculated chi–square value is 3.585 and P Value is .465 which is greater than 0.05 Therefore Ho is accepted and it is inferred that view about shopping malls is independent of gender of customers.

(2) FACTOR ANALYSIS:
Factor analysis was carried out to know the factors preventing middle class people of selected urban areas visit shopping malls and for that 11 questions were asked. The analysis is as under.

List of Extracted Factors

Factor Extractions				
Factor Number	Factor Designation	Maximum Variance	Eigen Value	Variables Included

Factors						
F1	Customer Loyalty and Behaviour of Salesman	18.971	2.495	High Price (Variable 2)		
				Loyalty to local shop (Variable 3)		
				Lack of return facility (Variable 10)		
				Attitude of salesmen (Variable7)		
F2	Inconvenience Shopping Experience	13.965	1.360	Lack of home delivery facility (Variable 9)		
				Prompt impulse buying (Variable 1)		
				Long distance from residence (Variable 8)		
F3	Store Image	11.233	1.122	Negative store image (Variable5)		
				Low quality of products (Variable 4)		
F4	Lack of Facility And Preference	10.355	1.021	Lack of credit facility (Variable 6)		
				Non availability of preferred brands (Variable 11)		

Factors loading of variables

Factors	Variables	Factors			
		F1	F2	F3	F4
1	V2	.750			
	V3	.719			
	V10	.601			
	V7	.593			
2	V9		.681		
	V1		.677		
	V8		.547		
3	V5			.795	
	V4			–.515	
4	V6				.891
	V11				.501

Analysis and Interpretation

The results of factor analysis expose the following parameters about factors that stop customers going to organized retail outlet / Shopping Mall

Parameter 1: Customer Loyalty and Behaviour of Salesman:

The factor with maximum variance of 18.971 percent of total variance with Eigen value of 2.495 is named as '**Customer Loyalty and Behaviour of Salesman**'. Four variables has high factor loading on this factor. First one is V2: High Price with highest factor loading of 0.750. This implies that consumers may avoid going to shopping malls because of high price.

The second highest factor loading under this factor is V3: Loyalty to Local Shop with a factor loading of 0.719. It means that consumers may avoid going to shopping malls because of loyalty local shop i.e. nearby grocery shop.

The variable with third highest factor loading is V10: Lack of Return Facility with a factor loading of 0.601. It means that lack of return policy of shopping may discourage to customer to visit.

The variable with fourth highest factor loading is V7: Indifferent Attitude of Salesman with a factor loading of 0.593. It means that the behavior of salesman may discourage to customers to visit shopping malls.

Parameter 2:

Inconvenience Shopping Experience: The next factor with maximum variance of 13.965 percent of total variance with Eigen value of 1.360 is named as '**Inconvenience Shopping Experience** '. Three variables has high factor loading on this factor. First one is V 9: Lack of Home Delivery Facility with highest factor loading of 0.681. This implies that Customers will avoid going to shopping malls because of lack of availability of home delivery facility.

The second highest factor loading under this factor is V1: Promotes Impulse Buying with a factor loading of 0.677. The consumers avoid visiting shopping malls because it encourages impulse buying.

The variable with third highest factor loading is V8: Long distance from residence with a factor loading of 0.547. It means that customers may avoid visiting shopping malls if it is far away from the residence.

Parameter 3: Store Image:

The next factor with maximum variance of 11.233 percent of total variance with Eigen value of 1.122 is named as **Store Image.** Two variables has high factor loading on this factor. First one is V5: Negative Store Image with a factor loading of 0.795. It implies that customers will not go to shopping malls if the image of mall is negative.

Second one is V4: Low Quality Products with a factor loading of – o.515. It implies that customers may avoid visiting Shopping malls because of low quality of products.

Parameter 4 Lack of Facility and Preference:

The next factor with maximum variance of 10.355 percent of total variance with Eigen value of 1.021 is named as **Lack of Facility and Preference.** Two variables have high factor loading on this factor. First one is V6: Lack of Credit Facility with a factor loading of 0.891. It implies that customers avoid visiting shopping mall because of lack of credit facility which is normally available at nearby grocery shop. Second one is V11: Non availability of preferred brands with a factor loading of 0.501. It implies customers will not visit shopping malls if their preferred brands are not available.

FINDINGS:

The following are the major findings of the study.

- All three hypotheses were accepted.
- Factors preventing middle class people to visit shopping malls are summarized as under with 4 titles with sub points.

Title 1: Customer Loyalty and Behaviour of Salesman:

People avoid to visit shopping malls if they are more loyal to local shops and if the behavior of sales man is not positive

(a)High Price .This implies that consumers may avoid going to shopping malls because of high price.

(b)Loyalty to Local Shop .It means that consumers may avoid going to shopping malls because of loyalty local shop i.e.

nearby grocery shop.

(c) Lack of Return Facility. It means that lack of return policy of shopping may discourage to customer to visit.

(d) Indifferent Attitude of Salesman. It means that the behavior of salesman may discourage to customers to visit shopping malls.

Title 2: Inconvenience Shopping Experience:
If people experience inconvenience while buying from shopping malls will prevent them to visit agan.

(a) Lack of Home Delivery Facility. This implies that Customers will avoid going to shopping malls because of lack of availability of home delivery facility.

(b) Promotes Impulse Buying. The consumers avoid visiting shopping malls because it encourages impulse buying.

(c) Long distance from residence. It means that customers may avoid visiting shopping malls if it is far away from the residence.

Title 3: Store Image:
Sore image also decide whether people will visit the shopping mall or not.

(a) Negative Store Image. It implies that customers will not go to shopping malls if the image of mall is negative.

(b) Low Quality Products. It implies that customers may avoid visiting Shopping malls because of low quality of products.

Title 4 Lack of Facility and Preference:
People will avoid visiting shopping malls if facilities are not available and preference is not available.

(a) Lack of Credit Facility. It implies that customers avoid visiting shopping mall because of lack of credit facility which is normally available at nearby grocery shop.

(b) Non availability of preferred brands. It implies customers will not visit shopping malls if their preferred brands are not available.

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