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An Analytical Study of Items Purchased by Middle Class People of Selected Urban Areas of Anand and Kheda Districts Of Gujarat State from Shopping Malls

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ABSTRACT

People from all over society buy different required items from nearby grocery shops as well as from shopping malls. The frequency of buying different items either from nearby grocery shops or from shopping malls differ from person to person and class to class of the society. In the present era of modernization shopping malls attract people to buy different items. This research paper concentrates on analytical study of items purchased by middle class people of selected urban areas of Anand and Kheda districts of Gujarat state from shopping malls.

KEYWORDS	Middle Class People, Retailing, Organised Retailing, Unorganised Retailing,Shopping Malls, Groceries shops.

OBJECTIVE:
The broad objective of this research paper is to get the idea about what items are purchased by middle class people of selected urban areas of Anand and Kheda districts of Gujarat state from shopping malls.

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

1. There is no association between age and perception about shopping malls over traditional form of retailing.
2. There is no association between age and frequency of visiting shopping malls.
3. Satisfaction about services provided by shopping malls is independent of gender of customers.
4. 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 behaviour 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 what items are purchased by middle class people of selected urban areas of Anand and Kheda districts of Gujarat state from shopping malls.

(1) TESTING OF HYPOTHESIS
(1)Since the calculated chi–square value is 6.938 and P Value is 0.543 which is greater than 0.05 Therefore Ho is accepted and it is inferred that there is no association between age and perception about shopping malls over traditional form of retailing .

(2)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.

(3) Since the calculated chi–square value is 4.551 and P Value is .208 which is greater than 0.05 Therefore Ho is accepted and it is inferred that satisfaction about services provided by shopping malls is independent of gender of customers.

(4) 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 OF DIFFERENT PRODUCTS THAT ARE PURCHASED BY RESPONDENTS FROM THE SHOPPING MALLS.

List of Extracted Factors

Factor Extractions				
Factor Number	Factor Designation	Maximum Variance	Eigen Value	Variables Included
F1	Daily use Items	18.629	2.648	Fast food and other food items (Variable 10)
				Washing items (Variable 14)
				Cosmetic /Body care / Oral Care / Personal Care (Variable 3)
				Grocery / Food grains / Spices / Edible Oil (Variable 1)
				Clothings / Apparels (Variable 4)
F2	Fashionable Items	9.390	1.592	Artificial Jewellery (Variable 12)
				Footwear (Variable 11)
F3	Furniture and Reading Items	8.528	1.136	Furniture (Variable 9)
				Books and Periodicals (Variable 8)
F4	Entertainment Items	8.449	1.023	Entertainment / Music / Movies / Games (Variable 5)
				Consumer Electronics (Variable 6)
F5	Home Decorative Items	7.873	1.002	Home Décor / Home Improvements / Furnishing (Variable7)

Factor Loading of Variables

Factors	Variables	Factors				
		F1	F2	F3	F4	F5
F1	V10	.778				
	V14	.756				
	V3	.652				
	V1	.645				
	V4	.637				
F2	V12		.792			
	V11		.743			
F3	V9			.638		
	V8			.615		
F4	V5				.687	
	V6				.568	
F5	V7					.857

Analysis and Interpretation

The results of factor analysis give the idea about buying different items from the shopping malls.

Parameter 1: Daily Use Items. :
The factor with maximum variance of 18.629 percent of total variance with Eigen value of 2.648 is named as '**Daily Use Items**'. Five variables has high factor loading on this factor. First one is V10: Fast Food and other food items / Biscuits & Chocolates / Health Drinks with highest factor loading of 0.778. The second highest factor loading under this factor is V14: Washing items with a factor loading of 0.756. The variable with third highest factor loading is V3 : Cosmetics / Body Care / Oral Care/ Personal care with a factor loading of 0.652. The variable with fourth highest factor loading is V1:

Grocery / Food grains / Spices/Edible oils with a factor loading of 0.645. The variable with fifth highest factor loading is V4 : Clothing's / Apparels with a factor loading of 0.637.

Parameter 2: Fashionable Items:
The factor with maximum variance of 9.390 percent of total variance with Eigen value of 1.592 is named as '**Fashionable Items**'. Two variables has high factor loading on this factor. First one is V12: Artificial Jewellery with highest factor loading of 0.792.The second highest factor loading under this factor is V14: Footwear with a factor loading of 0.743.

Parameter 3: Furniture and Reading Items:
The factor with maximum variance of 8.528 percent of total variance with Eigen value of 1.136 is named as '**Furniture and Reading Items**. Two variables has high factor loading on this factor. First one is V9: Furniture with highest factor loading of 0.638.The second highest factor loading under this factor is V8: Books and Periodicals with a factor loading of 0.615.

Parameter 4: Entertainment Items:
The factor with maximum variance of 8.449 percent of total variance with Eigen value of 1.023 is named as '**Entertainment Items**. Two variables has high factor loading on this factor. First one is V5: Entertainment / Music / Movies / Gaming with highest factor loading of 0.687.The second highest factor loading under this factor is V6: Consumer Electronics with a factor loading of 0.568.

Parameter 5: Home Decorative Items:
The factor with maximum variance of 7.873 percent of total variance with Eigen value of 1.002 is named as '**Home Decorative Items**. One variable has high factor loading on this factor and that is V7: Home Décor / Home Improvement / Furnishings with highest factor loading of 0.857.

FINDINGS:
- The following are the major findings of the study.
- There is no association between age and perception about shopping malls over traditional form of retailing.
- There is no association between age and frequency of visiting shopping malls.
- Satisfaction about services provided by shopping malls is independent of gender of customers.
- View about shopping malls is independent of gender of customers.
- Whatever items people buy from shopping malls are summarized as under.

(1) Daily Use Items. :
People visit shopping malls to buy different items. As per Factor Analysis whatever items people buy they fall under the head Daily Use Items which include the following.

(a) Fast Food and other food items / Biscuits & Chocolates / Health Drinks Items.
(b) Washing items including powder and cake .
(c)Cosmetics / Body Care / Oral Care/ Personal care Items.
(d) Grocery / Food grains / Spices/Edible oils Items.
(e)Clothing's / Apparels.

(2) Fashionable Items:
As per Factor Analysis items people buy from Shopping Malls fall under the head 'Fashionable Items' which include the following.

(a) Artificial Jewellery Items.
(b) Footwear Items.

(3) Furniture and Reading Items:
As per Factor Analysis items people buy from Shopping Malls fall under the head 'Furniture and Reading Items' which include the following.

(a) Furniture .
(b) Books and Periodicals

(4) Entertainment Items:
As per Factor Analysis items people buy from Shopping Malls fall under the head 'Entertainment Items' which include the following.

(a)Entertainment / Music / Movies / Gaming   Items
(b)Consumer Electronics Items

(5) Home Decorative Items:
As per Factor Analysis items people buy from Shopping Malls fall under the head 'Home Decorative Items' which include the following.

(a) Home Décor / Home Improvement / Furnishings Items

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