



Purchasing Behavior of Consumers towards Shopping Malls in Chennai

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Abstract

Today malls play a predominant role in the life style of people living in metro cities which has massively change the patterns of shopping activities and malls are found almost everywhere. Nowadays, people believe that the malls are the best place to shop or hang out. It is not only a place to shop but also a place for social and recreational activities. The main aim of this paper is to investigate the Purchasing Trends of Customers towards these shopping malls, with special reference to Chennai city. The results indicate that purchasing from shopping malls is in its growing stage in Chennai.

Keywords – Purchasing trends, customers, shopping malls, growing stage, Chennai city

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I- INTRODUCTION

Mall is largest form of organized retailing today. Located mainly in metro cities, in proximity to urban outskirts they range from 60,000 sq. ft to 7, 00,000 sq. ft. and above. They lend an ideal shopping experience with an amalgamation of product, service and entertainment, all under a common roof. The emergence of malls, as an important and significant destination for shopping, recreation and socialization has turned the face of the retail industry in India. Today the word 'Mall' has become a part of people living in metro and big cities. Mall culture is mushrooming across the country's landscape at a faster pace. Also that earlier people had to make a choice among shopping stores or movies but today all that is available under one stop shop with a good shopping experience. Today people believe that the malls are the best place to shop or hang out. The spending capacity and willingness of customers has increased in India. Keeping this in mind, marketers have come up with organized retail outlets to attract and cater to the customers' needs. A well-designed finely maintained store not only attracts more footfalls but also increase the sales.

II- REVIEW OF LITERATURE

Khan and Zafar, 2011- Consumer purchasing power is the main factor, which determines their buying behaviour and brand of shopping malls. Shopping Malls are the places for the fun & entertainment, family outing, shopping and eating's. In shopping Malls age factor is the most dominant factor in daily footfalls. In different shopping malls different age group consumers come and they impact on the buying behavior. *Hu and Jasper* found five elements that are

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important for mature consumers to form an impression of the shopping malls they visited most often: convenience, choice, crowds, ambiance, parking, and hedonic shopping orientation.

Shopping centres with entertainment facilities has an increasing emphasis on customer visit to the malls. The results suggest that the shoppers consider theatre as an added advantage to visit the mall, whether or not they visit the theatre. Also, the customers mostly visit Apparel store, followed by food services, leather stores, fashion stores, consumer service, professional services, electronic stores, departmental stores, home ware and so on (Anuradha and Manohar, 2011). Shopping moves beyond suitability, duty and operation preparing other uses and satisfactions. Two dimensions of understood value of shopping include usability-oriented and enjoy (welfare)-oriented shopping (Sadeghi and Bijandi, 2011). They also said that the atmosphere or environment of the shopping mall may be a useful mean for making approach behavior.

Shopping, buying and utilizing are three activities which constitutes the consumer behavior in a holistic manner (Tauber, 1972). Myriad number of literatures is available which have identified various dimensions and concepts of customers' buying and consumption behavior. However, very few literatures are available which have described about the various constructs of shopping behavior and even fewer numbers of researchers have focused on Indian Consumers.

III- STATEMENT OF THE PROBLEM

Today the purchasing trends of the customers are changing in Chennai due to their preference of purchase towards malls. The customers find easy to purchase goods & services

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under one roof due to variety & availability of products, convenience and wider choice. The problem faced by the customers in shopping malls is due to the higher price charged to products focused mainly for the upper middle class people and due to rush people find difficult to purchase what they need.

IV- OBJECTIVES OF THE STUDY

1. To understand the purchasing attitude of customers towards shopping malls in Chennai
2. To study the preference of people towards shopping malls
3. To study the demographic factors that influence the people to purchase products from shopping malls.

V- RESEARCH METHODOLOGY

Research Design

Research Design is descriptive in nature. The purchasing trends of customers is analyzed and quantified to know the factors responsible for their preference in purchasing products from shopping malls

Sampling Method

For the purpose of data collection, the sampling procedure used in the study is convenience sampling. Based on the convenience the responses were collected from malls at the time of research.

Sample Size

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A total of 75 respondents participated in the survey selected demographic characteristic of the sample including gender, age, education, marital status and monthly family income.

VI- ANALYSIS AND INTERPRETATION

1. Personal Profile of the Respondents

In Consumer behaviour research, personnel characteristics of respondents have very significant role to play in expressing and giving the responses about the problem, keeping this in mind, in this study a set of personal characteristics such as Gender, Age, Education, Marital Status and Monthly Income of the Sample respondents have been examined and presented

TABLE NO. 1.1

TABLE SHOWS THE PERSONAL PROFILE OF THE RESPONDENTS

Descriptions	No. of Respondents	Percent	Cumulative Percent
Gender of the Respondent			
Male	21	27	27
Female	54	72	100
Total	75	100.0	
Age of the Respondent			

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Upto 20 yrs	25	33	33
21-30 yrs	30	40	73
31-40 yrs	15	20	93
41-50 yrs	3	4	97
Above 50 yrs	2	3	100
Total	75	100.0	
Qualification of Respondent			
Student	30	40	40
Private sector	3	4	44
Public sector	12	16	60
Business	20	27	87
Home maker	10	13	100
Total	75	100.0	

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Descriptions	No. of Respondents	Percent	Cumulative Percent
Marital Status of the Respondents			
Single	44	58	58
Married	31	42	100
Total	75	100.0	
Income of the Respondent			
Less than Rs10,000	28	38	38
Rs.10,000 to Rs 20,000	12	16	54
Rs.20,000 to Rs 30,000	25	33	87
More than Rs 30,000	10	13	100

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Total	75	100.0	
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Source: *Primary Data*

From the above table it is inferred that male respondents 28 per cent of the samples and 72 per cent of the respondents are identified as female samples. The respondents of 33 per cent belongs to the age group of below 20 yrs., 40 per cent of the respondents belong to the category of 21 to 30 yrs. and 20 per cent of the respondents belong to the category of 31 to 40 yrs. of age group. 30 per cent of the respondents are students and 20 per cent of the respondents are doing business. 58 per cent of the respondents visiting the shopping mall are single and 42 per cent of the respondents are married.

2. Purchasing Preference of Products in Shopping Malls

Respondents were asked to tick all those products, which they prefer buying from shopping mall. 25 respondents have said that they prefer 'Readymade Garments' and 20 respondents prefer buying 'Books from shopping malls. These products are most preferred and purchased generally from shopping malls.

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TABLE NO. 1.2

TABLE SHOWS THE PURCHASING PREFERENCE OF PRODUCTS IN SHOPPING
MALLS

Products	O	E	(O-E) ²	(O-E) ² /E
Read made Garments	25	15	100	6.66
Books	20	15	25	1.67
Jewellery	10	15	25	1.67
Toys	10	15	25	1.67
Footwear	10	15	25	1.67
Total	75			13.34

Source: *Primary Data*

Since the calculated value is more than the table value, we accept the hypothesis that is the people purchase products from shopping malls in Chennai.

3. Factors Influencing Purchasing Behavior to Purchase from Shopping Mall

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People prefer shopping from mall due to price, quality, operating hours and time taken to reach the outlet are one of the main criteria.

TABLE NO. 1.3

TABLE SHOWS THE FACTORS INFLUENCING PURCHASING BEHAVIOR TO
PURCHASE FROM SHOPPING MALL

Products	O	E	(O-E) ²	(O-E) ² /E
Price	10	15	25	1.66
Quality	20	15	25	1.66
Wider choice	20	15	25	1.66
Convenience	15	15	0	0
Availability of	10	15	25	1.66

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products				
Total	75			6.64

Source: *Primary Data*

Since the calculated value is less than the table value, we reject the hypothesis that is the people prefer purchase products from shopping malls in Chennai.

4. Reason for Visiting Shopping Mall

Reason for visiting the mall is due to Shopping offers an individual an opportunity to socialize, it often results in meeting up with old friends or new acquaintances. 30 respondents have given 'One Stop Shopping' and 20 respondents have given 'Movie' as one of the reason to visit shopping malls. This is very much clear from the table, that maximum crowd puller factors are movie and shopping

TABLE NO. 1.3

TABLE SHOWS THE FACTORS REASON FOR VISITING THE SHOPPING MALL

Products	O	E	(O-E) ²	(O-E) ² /E
Outing	10	18.56	76.56	4.08
One Stop	30	18.56	126.56	6.74

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Shopping				
Movie	20	18.56	1.56	0.08
Food & Drink	15	18.56	14.06	0.74
Total	75			11.64

Source: *Primary Data*

Since the calculated value is more than the table value, we accept the hypothesis that is the reason or visiting shopping malls in Chennai.

VII- FINDINGS OF THE STUDY

1. The demographic factors play a vital role in purchasing of products from shopping malls. Females are more interested in shopping than males.
2. Most of the shopping done by middle and upper service class.
3. The segments which are getting maximum demand in shopping malls are Readymade Garments, Books and Foot ware.
4. The people prefer purchase of products from shopping malls are due to quality, convenience and wider choice.
5. Main reasons for visiting shopping malls are Movie, One Stop Shopping and eating joints.
6. On week days and in day time most of the crowd consists of students and age group of 15 to 30. Most of them come for a movie or food.

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VIII- SUGESTION OF THE STUDY

1. The price of the products should be reduced so that the middle class people can purchase the products from shopping malls.
2. More variety has to be improved in the jewelry than purchasing artificial jewelry from shopping malls.
3. No promotional activities are conducted by the mall and management to attract shoppers. Such practices are good till the people are not well aware and competition is low.

IX- CONCLUSION

The study concludes that; the shoppers visit shopping malls with entertainment centres for making use of all facilities under one roof. This indicates that shoppers visit the malls for social and entertainment purpose, and they spend additional time at food court and stores in the mall. Malls are fast becoming a place for socializing and recreation (apart from shopping), and customers have set 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.

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