Antecedent of Customers Purchase Behaviour in Shopping Malls

Dr S Saravanan[a], Dr R Satish[b]

[a]Assistant Professor- Department of Management Studies, BS Abdur Rahman Crescent Institute of Science and Technology, Chennai
[b]Associate Professor-MBA, Easwari Engineering College, Chennai

ABSTRACT

This paper is attempting to find the parameters' that influence customer purchase behaviour in shopping malls, the relationship between shopping style, consumer opinion and mall layout directly and through a mediating variable named as motivating factor is tested. The research included customers who visit major shopping malls in the city of Chennai, Tamilnadu(India). Data is analysed using AMOS to both conceive a model and assess the causality between variables in studied through a regression model. The findings revealed that almost all the dependent variables had a significant influence over the purchase behaviour in shopping malls. Luxury among the shopping style, Pleasant environment among the Mall layout and ambience, Value shopping among the motivating factors are the key influencing items among the respective constructs.

Keywords: Shopping style, Consumer opinion, Mall layout, Purchase behaviour, Motivating factors

INTRODUCTION

The emergence of malls as an essential and significant target for shopping, socialization and recreation have turned the face of the retail industry in India. Nowadays the word 'Mall' has converted a part of public living in metro and big cities. Mall culture is growing across the country's landscape at a quicker pace. Previously people felt that malls are for upper-middle-class people, but currently, mall mania is mutual among all people. The customer shopping involvement in malls of Chennai recognized intimate shopping feel, accessibility of a different variety of shops, entertaining obtainable at malls, parking capacity, the luxury of shopping, decent product quality, reduction, and sales upgrade, superiority, and respect committed shopping. Customers visit shopping malls with recreational centres for making a custom of all amenities beneath one roof. Retail Industry in India is one of the fastest growing sectors in the world. It has reached to US$ 950 billion in 2018 at CAGR of 13 per cent and expected to reach US$ 1.1 trillion by 2020.Globally India is the fifth largest preferred retail destination.

REVIEW OF LITERATURE

Evaluation of mall's dimensions was statistically different for each type of malls, in terms of accessibility by motorcycle, variety of leisure facilities, attractiveness of architecture design, signs and decorations in the public spaces, easiness to find a praying room, cleanliness and quality of the praying room, quality, cleanliness, and odour in the toilets, and number of public seats. Differences may be because the malls in this study provide sharp contrasts on the mall's dimensions that are discussed (Widiyani, 2018). On average shoppers who stay the longest in the mall, do not spend a higher amount of money. Moreover, a higher number of store visits does not always increase the time spent in the mall. This means, while the mall seems successful to make shoppers getting around and visiting the stores, it does not always follow that these shoppers also spend their money. The results enhance the understanding that shoppers had preferences of stores when visiting a type of shopping malls. Correspondingly, mall managers in each type of shopping malls could improve the store variety related to their shoppers (Wani, 2017). An interesting finding is that there is a correlation between the number of stores on each floor and the consumers. In each floor the stores having various products and arrangements. This would perceive the attractiveness of the stores for the consumers in a different manner. These imply that in managing multi-story malls business practitioners and mall, managers should arrange compositions of stores which attract shoppers to the higher floor (Widiyani, 2018). Ahmed and Mujeeb (2017) tried to focus on massive changes in the field of retail sector impression and customer's behaviour from traditional retail shops to organized retail sector which knows as a shopping center, departmental store, shopping malls, and branches are growing rapidly in our nation as an organized business (Shopping Mall). The author focused on retail store structure, strategy or images and inducing agility, flexibility in retail sectors. It also played a vital role to find out customer's behaviour which is essential factors of the market environment. Finally, the author focused on various characteristics of the retail sector such as store design, store ambiance visual merchandising, music, lighting colours, signage and so forth. Kumar and Rathnakumari(2017)aim that the causes that inspired the buying activities of consumers who visit and obtaining from Malls especially in Cochin city in Kerala, It may be observed that in Malls the buying behaviour of customers are influenced by both economic and non-economic factors. Among the economic factors, offering products at discounts is the main factor that influences the buying behaviour. This supports the fact that even in Malls regulars look at goods sold at fewer prices. Combo offers also perform an indispensable role inconclusive the consumer's behaviourat Malls. The Brashness of salespersons employed in Malls can influence the purchasing behaviour of people to a significant extent. The study, in brief, points towards the fact that Malls have created a specific pattern of buying behaviour among consumers. Many non-economic and hedonic factors have originated to inhabit an important place in the mandate function relating to those who visit Malls. Philosophies of buyers' behaviour need to be accommodative of these changes. Seyed

Ali Alaviet al. (2015) presented the Accepting consumer decision-making (CDM) styles is needed for market subdivision, locating and crafting marketing policies inside a market. Few studies have inspected the significant relationship amongst decision-making styles that consumers display for the period of mall shopping, level of gratification and purchase purpose for the period of mall shopping, level of fulfilment and purchase meaning. He showed this was to study CDM styles as the backgrounds and forecasters of the level of satisfaction and purchase intent. Founded on the Consumer Styles Record, eight CDM styles that individual exhibition thru shopping mall events are suggestedregarding utilitarian and hedonic perspectives. The study hypothesizes these eight CDM styles as a set of forecasters of customer satisfaction and purchase intention.

Devinder pal singh(2018).The paper aims to investigate materialism as one of the retail shopping motives along with utilitarian/hedonic motivations in the Indian context. It aims to identify the key shopping motivations, which explain the shopping value in the context of malls. Furthermore, it intends to develop a shopping motivations-based typology of Indian mall shoppers, and to profile the motivational and demographic characteristics of the discerned segments. Calvo et al (2018) The findings of their study suggest that tenant variety and the internal environment of the mall – understood as an adequate tenant mix and a pleasant, attractive environment – are the main determinants of attracting customers. However, the convenience of the shopping mall and the communication activities do not show a significant influence as pull factors.

Han(2019) The results of there study showed that the built environment and entertainment completely mediated the relationship between ambiance and consumption, and they have a positive impact on the environment and shoppers. The built environment and entertainment are viewed as essential elements of physical and social sustainability.

RESEARCH METHOD
The study area taken up by the researcher is Chennai city. Based on this 7 shopping malls have selected for the study.(Phoenix Market city, Express Avenue, Spencer Plaza, The Forum VijayaMall, Ampa Skywalk, Chennai Citicentre, Spectrum Mall). Respondents are mall visitors. The sample size taken is 360 for the study, tested for outliers and missing data.
In this study the convenience sampling technique has been used which comes under non-probability sampling method.
The current study will help to understand consumerbehaviour in the shopping mall with specific instructions for the Chennai area. The purpose of this research is to develop the shopping malls of Chennai City and to focus on community interaction. Current research on shopping mall development and development can compile the importance of malls to communities that are more comprehensive. Community and financial help of shopping malls in widely and neglected areas — these complicated issues that require large public discounts for building and redevelopment and infrastructure development around the

world, shopping malls around the world. The study tries to provide recommendations/suggestions for effective malling of shopping malls and the Invert Revolution, and continuously appreciate the course of changes to be competitive in the survival and growth of shopping malls in Chennai.

Reliability is measured by using the Cronbach's alpha coefficient. In the statistics, the test using the Cronbach's alpha. The validity of the questionnaire was measured using the Content validity index.

Figure 1 below provides an idea on the conceptual framework.
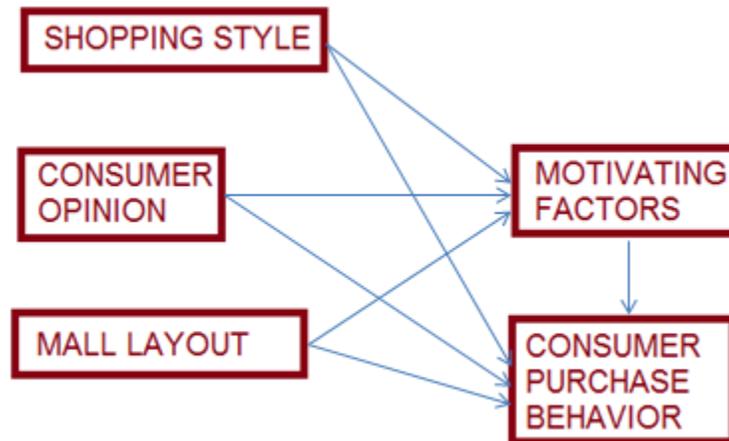
DISCUSSIONS

There are 3 independent variables used in this research Consumer shopping styles, Consumer opinion and Mall layout that is tested for relationship with the dependent variable consumer purchase behaviour directly and also indirectly with a mediating variable Motivating factors.

Table 1: CONSUMER SHOPPING STYLES MODEL

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.286[a]	.082	.060	1.122
a. Predictors: (Constant),Perfectionist, Impulse and careless, Brand Conscious, Novelty and fashion, Luxury, Recreational, Shopping environment, Variety seeking, Convenience Shopping				
b. Dependent Variable: Purchase behaviour in the shopping				

Table 2: Consumer shopping style regression co-efficients towards purchase behaviour

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.049	.506		2.074	.039
	Perfectionist	.139	.066	.108	2.095	.037
	Impulse and careless	.158	.074	.108	2.130	.034
	Brand Conscious	.144	.067	.120	2.134	.034
	Novelty and fashion	.121	.064	.016	2.332	.040
	Luxury	.195	.068	.145	2.859	.004
	Recreational	.132	.065	.025	2.497	.020
	Shopping environment	.109	.058	.008	2.155	.027
	Variety seeking	.110	.066	.008	2.159	.014
	Convenience Shopping	.133	.045	.166	2.940	.003
a. Dependent Variable: Purchase behaviour in the shopping						

Items like Perfectionist, Impulse, Brand conscious, Novelty, Luxury, recreational facilities, Shopping environment, variety seeking and convenience has a significant influence towards the dependent variable of the research. (i.e) Purchase behaviour in the shopping. The multiple regression equation is,

$$Y = 1.049 + 0.139(X_1) + 0.158(X_2) + 0.144(X_3) + 0.121(X_4) + 0.195(X_5) + 0.132(X_6) + 0.109(X_7) + 0.110(X_8) + 0.133(X_9)$$

Table 3: MALL LAYOUT AND AMBIENCE MODEL

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.523[a]	.275	.000	1.158
a. Predictors: (Constant), Pleasant Environment, Facilities and benefits , Mall amenities, Service satisfaction, Speciality stores, Entertainment factors				

Table 4: Regression Co-efficients of Mall layout and Ambience towards purchase behaviour

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.430	.138		17.604	.000
	Pleasant Environment	.563	.850	.685	2.663	.050
	Facilities and benefits	.133	.671	.161	2.198	.044
	Mall amenities	.012	1.471	1.232	2.688	.049
	Service satisfaction	.451	1.400	1.770	1.037	.030
	Speciality stores	.510	.719	1.836	2.100	.003
	Entertainment factors	.342	.608	.415	2.562	.054
a. Dependent Variable: Purchase behaviour in the shopping						

Mall layout and Ambience items like pleasant environment, facilities, mall amenities, service satisfaction, speciality stores and entertainment factors has a significant influence towards the dependent variable of the research. (i.e) Purchase behaviour in the shopping.

The multiple regression equation is,

$Y = 1.430 + 0.563(X1) + 0.133(X2) + 0.012(X3) + 0.451(X4) + 0.510(X5) + 0.342(X6)$

Table 5: OPINION OVER MOTIVATING FACTORS (MODEL)

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.264[a]	.067	.000	1.148
a. Predictors: (Constant), Pleasure and gratification, Value shopping, Amusement factors, Entertainment factors, Exploration factors, Idea shopping factors, Social factors				

Table 6: Regression co-efficient of opinion over motivating factors towards purchase behaviour

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.383	.171		13.945	.000
	Pleasure and gratification	.027	.123	.027	2.219	.027

	Value shopping	.974	.470	1.189	2.070	.039
	Amusement factors	.913	1.243	2.342	1.539	.015
	Entertainment factors	.433	1.154	.529	2.376	.007
	Exploration factors	.537	1.151	.658	2.467	.041
	Idea shopping	.387	1.153	.694	1.203	.023
	Social factors	.477	1.149	1.808	1.285	.019
a. Dependent Variable: Purchase behaviour in the shopping						

Motivating factors like Pleasure and gratification, Value shopping, Amusement factors, Entertainment factors, Exploration factors, Idea shopping and Social factors has a significant influence towards the dependent variable of the research. (i.e) Purchase behaviour in the shopping

The multiple regression equation is,

$$Y = 2.383 + 0.027(X1) + 0.974(X2) + 0.913(X3) + 0.433(X4) + 0.537(X5) + 0.387(X6) + 0.477(X7)$$

Figure 2 explains the Structural model and the strength of influence
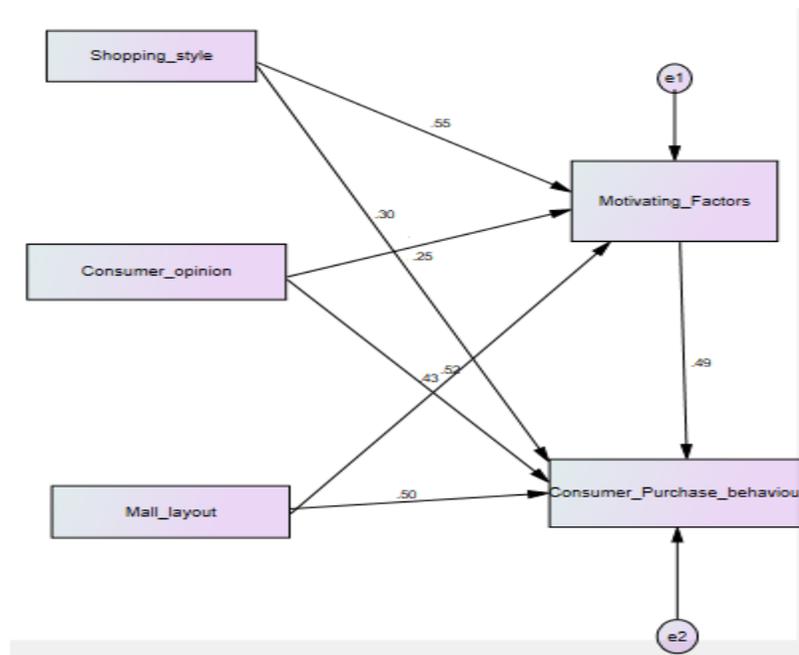
Table 7: Variables in the SEM Analysis for the Model

Motivating_Factors	<---	Shopping_style	0.550	.036	8.127	***	par_5
Motivating_Factors	<---	Consumer_opinion	0.254	.039	7.054	***	par_6
Motivating_Factors	<---	Mall_layout	0.521	.038	7.895	***	par_7

Consumer_Purchase_behaviour	<---	Shopping_style	0.300	.038	5.430	***	par_1
Consumer_Purchase_behaviour	<---	Consumer_opinion	0.430	.040	5.130	***	par_2
Consumer_Purchase_behaviour	<---	Mall_layout	0.501	.039	6.661	***	par_3
Consumer_Purchase_behaviour	<---	Motivating_Factors	0.493	.050	3.630	***	par_4

The path co-efficient in the table proves that the independent variables are significant to influence in dependent variable. Also influence of the mediating variable(i.e) motivating factor is also significant when it comes to purchase behaviour.

CONCLUSION

Through the discussions it is clear that all the 3 independent variables used in this research say, Consumer shopping styles, Consumer opinion and Mall layout that is tested for relationship with the dependent variable consumer purchase behaviour directly is most influencing when it comes to purchase behaviour in shopping malls and also mediating variable Motivating factors is influential in deciding the shopping behaviour of a mall visitor. So the malls should concentrate more on the motivational factors like Value shopping and Amusement factors to make the business environment more vibrant and attract customers.

FURTHER RESEARCH

This research throws up some interesting area for future work , Further research can be conducted to improve top line and bottom line of shopping malls and organized retail industry as a whole, Research can also be directed to elderly consumers to understand the reasons for their visit to shopping malls, A comparative analysis of mall shopping behaviour in Tier, I and Tier II cities, can also be undertaken, A study on comparative analysis of the preferences of consumers for malls and local retailers can be done.

REFERENCES

1. Ahmed, Q. B., &Mujeeb, S. M. (2017). Retail Store Impression And Shopper's Behavior-A Study Of Prozone Mall Aurangabad. *Indian Journal of Commerce and Management Studies*, *8*(1), 64.
2. Alavi, S. A., Rezaei, S., Valaei, N., & Wan Ismail, W. K. (2016). Examining shopping mall consumer decision-making styles, satisfaction and purchase intention. *The International Review of Retail, Distribution and Consumer Research*, *26*(3), 272-303
3. Bhaskar, K., &Harshitha, N. (2017). Retail Marketing in India: Challenges, Strategies and Opportunities. In *National Conference on Marketing and Sustainable Development October* (Vol. 13, p. 14).

4. Calvo-Porral, C. and Lévy-Mangín, J.-P. (2018), "Pull factors of the shopping malls: an empirical study", *International Journal of Retail & Distribution Management*, Vol. 46 No. 2, pp. 110-124. https://doi.org/10.1108/IJRDM-02-2017-0027

5. Han H, Sahito N, Thi Nguyen TV, Hwang J, Asif M. Exploring the Features of Sustainable Urban Form and the Factors that Provoke Shoppers towards Shopping Malls. *Sustainability*. 2019; 11(17):4798. https://doi.org/10.3390/su11174798

6. Jain, N., & Dave, A. (2015). Influence of Children on Family Buying Decisions: Moderating role of Demographic Factors.

7. Kumar, B. P., 3. M. (2017). Determinants of Buying Behaviour in Shopping Malls: A Study of Malls in Cochin City. Determinants of Buying Behaviour in Shopping Malls: A Study of Malls in Cochin City, 6(11)

8. Singh, D.P. (2018), "Integration of materialism with shopping motivations: motivations based profile of Indian mall shoppers", *Journal of Asia Business Studies*, Vol. 12 No. 4, pp. 381-401. https://doi.org/10.1108/JABS-05-2016-0075

9. Khurana, Tanvi, and Seema Dwivedi. "Customer Satisfaction Towards Mall Attributes in Shopping Malls of Udaipur." *International Journal of Environment, Ecology, Family and Urban Studies (IJEEFUS)* 7 (2017): 25-28.

10. Hegde, Sharat S., Sagar Chakole, and Vatsal Vora. "Development of self balancing robot with pid control." *International Journal of Robotics Research and Development (IJRRD)* 7.1 (2017): 1-6.

11. Kumar, Gurram Narendra Santosh, and A. Srinath. "An Ergonomical condition's of Pedestrians on Accelerating Moving Walkway: A People Mover System." *International Journal of Mechanical and Production Engineering Research and Development* 8 (2018): 1376-1381.

12. Vats, Saroj. "Digital Payment Solutions Service Unicorn–A Case Study of Mobikwik." *International Journal of Human Resource Management and Research (IJHRMR)* 8.6 (2018): 147-154.

13. Kumari, K. Vasanthi, G. Venugopalan, and S. Chandran. "Impact of rural consumer purchase behavior towards Ready-to-eat Food market." *International Journal of Sales & Marketing Management Research and Development* 2.1 (2012): 41-48.

14. Garg, SANJEEV KUMAR, and PARDEEP KUMAR Jain. "Ethnocentric tendencies in Indian consumers-an empirical study." *International Journal of Sales & Marketing Management Research and Development (IJSMMRD)* 6.1 (2016): 9-16.