A DETAILED STUDY OF CONSUMER BUYING BEHAVIOR AND BRAND PERCEPTION: FOCUSED CONSUMERS OF NCR- DELHI

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ABSTRACT

Shopping malls in the Indian industry is an upcoming industry worth rupees 17,000 Cr. In NCR (National Capital Regions) will go is the most favorite place for shopping malls, MG(Mehrauli-Guru gram) Road is the place for all famous shopping malls in Gurugram. In NCR, DLF, MGF, JMD, Sahara, and big players are in the reason. On MG Road Guru gram MDF group has two shopping malls in operation MGF Metropolitan mall, MGF Plaza, Sahara Group has its Sahara mall and the BLM group has its City Center. The project involved the study of comparative analysis of consumers' buying behavior and brand perception of consumers regarding the shopping mall on MG Road and Metropolitan mall as a base. Consumer's purchasing power is the main factor, which determines their buying behavior and brand of shopping malls. Shopping malls are places for fun and entertainment, family outing, shopping, and eating. In the shopping mall, each factor is the most dominating factor in daily footfalls. In different shopping malls, consumers of different age groups come and they influence their buying behavior.

Key words: Industry, MGF, Sahara Group, BLM Group, DLF.


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1. INTRODUCTION

In 2018, The GDP was 1.843 trillion US dollars; it was the 12th biggest economy in the globe. In Purchasing Power Parity PPP is considered the economy of India has 4th biggest
A Detailed Study of Consumer Buying Behavior and Brand Perception: Focused Consumers of NCR - Delhi

economy at the US $3.961, where in comparison of per capita income of US $ 31 00, India ranks 139th in GDP per capita as nominal GDP. GDP at PPP(Purchasing Power Parity) is marked 128. If we talk about the growth rate of annual GDP in past 20 years this economy comes under fastest growing economy in the financial world.

Our Nation has the world’s second biggest labor force with a huge number of population i.e. 5963000000. The final output i.e. in agriculture domain the GDP was noted 28%, in industrial domain 18% and in service domain 54%. The major products which emphasize GDP includes jute, wheat, rice, oil seeds, cottons, potatoes, Tea, Sugarcane, Cattles, Water resources, Buffalo, Sheep, Goat, fish. If we talk about major industries, definitely following industries has Improved the GDP of the country.

- textiles,
- chemicals,
- food processing,
- steel,
- transport equipment,
- cement,
- mining,
- petroleum,
- machinery,
- Software.

In 2000 GPD was 6% and rises up to 28% till 2013 which was relatively a moderate share. Due to Major export which includes textile goods, gems and jewelry, software, Engineering Goods, chemicals, and leather manufacturers the share of global trade of India was 1.98% in 2016. Whereas imports in India which includes crude oil, fertilizers, machinery and chemicals has also an impact on India’s trade share.

As per 10 year GRDI (Global Retail Development Index), for the purpose of investment the retail industry of India is a most prominent market in the field of engineering. A share of 10 to 11% in GDP is recorded in 2014 for retail trade particularly of domestic product of India which increased to 14% in 2016 and hopefully it will attain 28% by 2020. The Indian retail industry is seems to be grown to US $ 1000 billion by 2020 as per the report provided by Northbridge Capita. The total market share at this stage in organize sectors is expected to reach up to 30% of the total market share. It is relevant to mention that in 2014 the organize sectors share was 17.5% in respect to total retail market.

For 2015-16 a healthy growth rate of GDP that was 9% of our nation. Which has ripple effect more on retail sector till today out of 9% growth rate only 3% became organized. The retail industry of Indi retail industry accounts for 10% of GDP and 8% of employment. India is being touted as the next big retail this destination with an average three year compounded annual growth rate of 66.64%. The Indian economy is poised to take the third position in the world in terms of Purchasing Power Parity by the year 2020-21. The Indian retail market is in rupees 1700000 million markets as per the image Indian retail report 2017. The organized retail market is zooming ahead with our annual growth rate of 40%. The retail sector is vibrant with growth happening in all related areas- be they malls, hypermarkets, or single brand luxury store they have dotted the commercial landscape of the mentors and have even percolated to the tier II and tier III cities.

The study involves a comparative analysis of consumer buying behavior and brand perception of consumers regarding shopping malls on M.G. Road Gurgaon and Metropolitan
Mall as a base. The methodology adopted to study the consumer buying behavior & brand perception of consumers is through surveys in shopping malls on M.G. Road 675 consumers were surveyed. The survey is done through personal interviews by putting two different sets of structured questionnaires to them with the help of a team of management students.

Consumer purchasing power is the main factor, which determines their buying behavior and brand of shopping malls. Shopping Malls are the places for fun & entertainment, family outing, shopping, and eating. In shopping Malls, the age factor is the most dominant in daily footfalls. In different shopping malls, different age group consumers come and they impact on the buying behavior.

1.1. Metropolitan Mall

The consumers which come under the age of 20-25 and 25-35 are the maximum numbers who visit metropolitan mall. These age group persons are either professionals or students or newly joined service mans. These consumers visit the shopping mall either once a week or two. They use to go to the mall just for shopping, entertainment, watching movies and just for fun. These consumers who visit to metropolitan mall usually spend in the range of 500-2500 Rs. Per visit above said means. These consumers mostly spend on food and beverages, entertainment and music and games. After that on second level they prefer to spend on sportswear, footwear and on apparel. Normally the girls of this age group spend a bit larger amount rather than the male of this group. Most of the girls spend amount in purchasing beauty products, gift items and girls related products. The number of the consumers of this age group likes the metropolitan mall is large in count. In context of metropolitan mall the mind set and brand image of this mall is different from other malls in the mind of the consumers of this age group. This age group consumer has the images of PVR, Gurugram in a bigger segment. This age group also have a mindset and brand image of shoppers stop metropolitan mall, Mc Donald’s, etc these consumers find metropolitan mall the best in comparison of others for the purpose of food joints, entertainment, movies and for window shopping. Even the Wi-Fi Facility is available in the mall so the youngsters visit the malls on daily basis just to use the internet and complete their work or to play the game on phones just to kill their time. The ambience and gentry of metropolitan mall impress the consumers of this age group. A general perception of metropolitan mall is that it is a big shopping place and a bit costly.

1.2. Sahara Mall

The consumers of age group of 25-30 and 35 above are maximum in number in Sahara Mall. The consumer of this age group in Sahara Mall is normally the serviceman, professionals and homemakers. They normally visit twice a month or Once in a week. The quality of this mall i.e. Sahara Mall is that the consumer visiting this mall are serious buyers and they come to visit the mall with their family members for the purpose of dining, shopping and also come to purchase day to day grocery items. These types of buyers have common annual income between the ranges of 4-8 lakhs approx. the consumers spend more than 2500 Rs. Or between 500-2500 in this shopping mall. Mostly they spend on household things, eating and funds. This mall influences the consumers by giving different discount schemes. Haldiram, Pantaloon, Big Bazaar are the main focused outlets for these types of consumers in Sahara mall. Some of the buyers have brand image of Sahara Mall due to big Bazaar and Haldiram. However some other have sound brand image of Sahara Mall due to Pantaloon. It is a good place to eat and for the purpose of shopping.
1.3. MGF Plaza
MGF plaza is visited by the buyers of the age group 25-35 and normally the age above 35 consumers which are coming to MGF plaza mainly belongs to the segment of business class home makers and service class. They are the buyers who are serious consumers. These buyers come twice in a month or once in a month. They just come for purchasing electronic goods and home furnishing materials such as LCD, LED, Refrigerator and other branded products in MGF Plaza. These age group consumers have their household income in the range of 7-12 lakhs per annum. The perception of their mindset in context of MGF plaza has a sound image particularly for the purchase of electronics and household items like brand, LG, Electrolux, Samsung, Philips, etc. in this mall. It is a different mindset of a consumer against metropolitan mall as well as DLF City center.

Here it is relevant to mention that the consumer or buyer who visit MG Road almost visit to every shopping mall. In this study of shopping mall and when we analyzed the data we found that the best place for branded shopping, entertainment, dining and fun, metropolitan mall is the best for consumers. Even it is also good to mention it that this mall is not for middle class. Sahara mall is a place for family shopping due to Pantaloon, Big Bazaar, and Haldiram etc. This is the only mall where the middle class consumers/buyers visit MGF plaza is being visited by the buyers who are keenly interested to purchase essential items and home furnishing goods. It is the best place for both the segments that is middle class and above middle class as well as the Higher class.

2. OBJECTIVES OF THE STUDY
- The study was conducted on the following objectives.
- To analyze the consumers behaviors considering the different shopping malls at MG Road.
- To analyze the different category of consumers visiting the shopping malls.
- Perception of consumers considering the brand image in the minds of consumers.
- The factors which stimulates the consumers to visit the shopping malls.
- To analyze the factors or areas in which the consumers are pretending to spend up to the most.
- To analyze the consumer’s behavior considering the shopping malls is differing from the rest of the mall.
- To recommend the findings the following points considering the behavior pattern and the perception of brand in the mind of consumers:
  - How to increase the number of people visiting the shopping malls?
  - How to increase the people visiting the malls into consumers?
  - How to analyze the consumers and design the plan for them accordingly?

3. RESEARCH PLAN
To examine the consumers purchasing behavior and perception of consumers for the brand the descriptive study is being handled. Primary and secondary data was gathered to compile the research. A survey was initiated to collect the data for the purpose of this research. Initial data was taken from the market through survey forms which were given to the consumers available in the different shopping malls. Consumers normally come in a pre occupied mind with the brand perception to any of the shopping mall and their perception differs with each other in various aspects. A consumer survey was done to know their purchasing behavior in different
shopping malls on M.G.Road. These are the key persons who are known to be the market constitutors and have the main business target for all the outlets. Until we cannot understand the behavior of the consumers or we can say without knowing the psychology of the consumer as well as the purchasing power and capacity of consumers the mall cannot increase their footfall and mall cannot convert their perceptions into the real purchase. This is the reason in our study survey forms were distributed to know their buying habits, purchasing powers, brand perceptions, buying behavior and their real need and wants. The secondary data was also taken into consideration to understand the buying pattern for which collection through internet through newspaper, KPMG reports for these findings.

3.1. Research Instrument
In this particular research the main tool used is primary data which was collected through questionnaires. Questionnaire was framed for consumer brand perception as well as their buying behaviors. For this purpose close ended questionnaire was taken into consideration. It had a bunch of options and the consumers as a respondent choose among them.

3.2. Sample Plan
3.2.1. Sample Size
Metropolitan Mall- 180
Sahara Mall 215
MGF Plaza 195
Total 590

3.2.2. Simple Procedure
Non-probability Convenience Sample was adopted i.e. the most accessible members of the population or random selection of the consumers. The best-suitied method for this kind of survey is a Personal Interview while the consumers were shopping. Through this method of conducting research more questions can be asked and it helps in collecting additional information, which may be useful for the company.

4. LIMITATIONS OF THE STUDY
- Only a small population of the consumers were studied, which may not be enough to throw the correct picture.
- The consumers were very reluctant to answer the question and the response may be biased.
- The answer given by the consumers were too vague to deduct exact figures.
- The DLF City Centre was not studied due to the permission problem.

5. MGF GROUP
With the burgeoning of the Indian financial sector, it is becoming increasingly important to identify the distinct strengths of any financial services company before deciding to associate with it. This is an introduction to an organization that, in many ways, has been a role model for a host of new companies entering the field. With over 60 years of experience. The Motor and General Finance Ltd. are one of India’s oldest financial companies, and today among the acknowledged leaders in the industry. The company provides here an outline of the group's wide-ranging development financing and fund management experience, and the scope of our operations today. The motor and General Finance has now become the MGF Group, with
companies involved in Hire Purchase and leasing, construction and real estate development, and automotive dealerships.

The following are the companies within the MGF Fold

1. MGF Developments Ltd.
2. MGF Motors Pvt. Ltd.
3. MGF Automobiles Pvt. Ltd.
5. Compact Motors Ltd.
7. Omega Motors Pvt. Ltd.
8. Motor and General Finance Ltd.
9. MGF (INDIA) Ltd.
10. India Lease Developments Ltd.
11. Jaybharat Credit Ltd.
12. Goodwill India Ltd.
13. MGF Services Ltd.

Globalization and knowledge growth have changed rules. Today, the customers are more aware and better connected with counterparts across the nation. This changing environment compels to seek higher levels of service quality and efficiency. There is perhaps a no better measure of an organization's success than satisfaction in customer satisfaction. With world-class Service and Support systems, the company constantly strives to be the industry best, setting standards for others to follow.

5.1. Retail
With 2, 00,000 sq. ft of space dedicated to departmental stores and retail outlets, the Metropolitan is a shopper's paradise. From furnishings to cosmetics, jewelry to designer wear, the complex will cover varying budgets, tastes, and needs. Shop space has been structured keeping the retailer in mind. All outlets will have back door servicing, for aesthetic and logistical considerations. Signage and shop windows allow retailers to create a distinct pull.

5.2. Hospitality
The complex has six specialty restaurants offering Continental, Chinese, Mediterranean, and Frontier cuisine. From Delhi's discerning gourmets, the Metropolitan promises a veritable feast. For the musically inclined, live performance from talented musicians and groups will be a feature of the jazz Bar. Theme based restaurants like sports cafes would appeal to the younger crowd.

5.3. Entertainment
The top floor has a Multiplex screening the latest blockbusters. It serves to draw crowds to upper floor stores, encouraging impulse buying. Constantly changing signage and cutouts of recent attractions will add variety. 30, 000 sq ft of space is earmarked for exclusive Fun spots. With a host of arcade games, pool, bowling, crazy cars, and virtual reality games. Aimed at attracting the younger crowd, the Metropolitan will have a discotheque. It serves as a crowd puller during after commercial hours, while serving as a venue for exciting events and promotions.
5.4. Lifestyle Outlets
HEALTH AND FITNESS CLUB. BRANDED PARLORS- Staying fit is now the mantra of the day. An exclusive fitness club boasting modern equipment and facilities will feature in the complex. Spread over nearly four acres, the Metropolitan, through sheer scale and spread, puts conventional shopping malls in the shade. On par with malls, the world over; the Metropolitan banishes the current notion of 'hurried shopping' in clustered localities. Cinema, fine dining, fun spots, and cultural feasts heighten the experience, introducing the concept of 'leisure shopping'. The accent is on space, a gentle pace, and above all, comfort.

6. DATA ANALYSIS
6.1. Consumer Buying Behaviour in Metropolitan Mall
Keeping with international norms, the Metropolitan will boast an Atrium, which is designed to be the heart of the complex. It will serve as the converging point for the flow of visitors, and be the primary node from which they embark on their journey. With designated resting areas, visitors can take a break as they contemplate how they would like to occupy themselves. The Atrium will, thus, be humming with activity, and will generate the character for the mall. The age group of consumers in Metropolitan mall is - Below 20 yrs and they were 35 in number and all are students, 20-25 yrs.-70(30 students, 5 business persons and 35 homemakers),

25-35 yrs.-60(10 business persons, 35 professionals, and 15 homemakers), 35 yrs.& above-15(5 business persons, 5 professionals, and 5 homemakers). The basic and prime purpose to come to the shopping mall of the age group below 20 yrs is fun & entertainment.

1st Category of Consumers

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Students</th>
<th>Business Persons</th>
<th>Homemakers</th>
<th>Professionals</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 20</td>
<td>35</td>
<td></td>
<td></td>
<td></td>
<td>35</td>
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<td>20-25 Years</td>
<td>30</td>
<td>5</td>
<td>35</td>
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<td>70</td>
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<td></td>
<td>60</td>
</tr>
<tr>
<td>35 Years and Above</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

Figure 1
6.2. Findings in Metropolitan Mall

Generally the mall is being visited for mainly fun, entertainment, gaming zone, shopping and finally the family outing. The average spending of the consumers varies in different age groups is 14% up to Rs 200 and 43% of consumers spend Rs 200-500 per visit. 29% of consumers spend Rs 500-2500 and 14% of consumers spend Rs 2500 and above per visit. Mostly the gentry visiting the mall are mostly of age group starting from 25 to 35 years. The main attraction of this age group is mainly to watch movies as a part of entertainment in PVR and doing shopping in Shoppers Stop or the Reliance Trends. The perception of all the consumers visiting the mall were brand oriented regarding their purchases. The further observation was found that the average rate of spending of consumers were nearly about 2500Rs. Or more per family. The footfalls coming in the malls had their earnings ranging from 2-10 Lakhs. When asked as a part of comparison which is the best mall, maximum of the respondents have recommended for the metropolitan mall of M.G. Road.

6.2.1. Consumer Buying Behavior in Metropolitan Mall

It was observed that the consumers used to spend their money under the heads of food joints, entertainment, apparel and footwear. The majority to visit the metropolitan mall were ranging in age of 20-35 years. The income spend by these respondents were from 2500 to more. The consumers visiting the metropolitan mall are either student or services or professional are in higher numbers.

6.2.2. Brand Perception Metropolitan Mall

Consumers in the mall mostly know mall as PVR, Shoppers Stop, and Metropolitan Mall. Consumers in the mall are mostly Brand oriented regarding anything.

Consumers accept that this mall is the best place for fun & entertainment and a good food joint.

Consumer's mostly motivated to come to the shopping mall by friends and relatives.

6.3. Findings in Sahara Mall

Consumers in the Sahara mall were mostly in the age group among 25-35 and 35 and above. In consumers, the numbers of Homemakers and Services and professionals were in the maximum numbers. Consumer the mall generally the mall once in a week and twice in a month. Consumers come to the mall for household shopping, eating, and purchase for the apparel. Consumers influence by the Discounting schemes, and for the entertainment. The annual household income between 2 -10 lakhs.

6.3.1. Consumer Buying Behavior in Sahara Mall

Consumers in the mall come for the households shopping.

Consumers come to the mall mostly homemakers and service class.

According to them, Sahara Mall is the best for the middle class.

Students' consumers spend much on apparel and food & beverages in Sahara Mall. They spend 67% on apparel and 33% on food & beverages.

6.3.2. Consumer Brand Perception in Sahara

- As a brand Sahara Mall is famous for the middle class due to the Big Bazaar.
- Big Bazaar, Pantaloon, and Haldiram are the most popular among consumers.
- Sales and discount schemes attract them to come to the mall.
6.3.3. Consumer Brand Perception
The MGF Arc us brand attract% consumers in the mall. Consumers were also come due to the Branded shops like Electrolux, Philips, and LG electronics. As a brand in shopping malls, consumers said that Plaza is the best for all necessary home items like electronics and furniture.

7. RESEARCH FINDINGS OF 590 CONSUMER'S ANALYSIS
Metropolitan mall is mainly been renowned in the age group of 20-35 years. Considering the factors of entertainment and fun is mainly in the area of entertainment and fun. Considering the main food joints points have been indentified due to which the Metropolitan mall is considered more in comparison of Sahara Mall and MGF Mall. Whereas in the service class people and in homemakers the Sahara mall is been visited and Pantaloons in the youths.

Considering the furnishing and electronic items the MGF mall is in trend. Considering the MGF malls the Sahara mall and the metropolitan mall is been in demand by the youth generations. MGF Plaza is purchasing and selling mainly the home related products. Apparel, sportswear, and mostly for the food. Mostly numbers of the consumers in the age group between 20- 35 yrs. The annual income of there was in between 2- 10 lakhs. In consumers, PVR and Shoppers stop were very famous. The survey among the 215 consumers

8. CONCLUSION
In Survey among the 180 consumers regarding consumer buying behavior and consumer brand perception in Metropolitan Mall consumers came for the fun & entertainment, shopping for the branded regarding consumer buying behavior and consumer brand perception in Sahara mall consumers come for the purchasing of households and shopping for the pantaloons. Consumers mainly in the age group of 25 — 35 yrs and more than 35 yrs. Big Bazaar is the main attraction among consumers. The survey among the 195 consumers regarding the consumer buying behavior and brand perception of consumers in MGF Plaza consumers in the age group between 30 - 35 yrs and above. They come for the home furnishing and other necessary electronics items for the home. Arc us is the main attraction among consumers.

9. RECOMMENDATIONS
In Metropolitan Mall management should think about indoor games like bowling, snooker for their good time pass in the mall. In Metropolitan Mall there should be a disco for the complete fun and entertainment. In Sahara Mall management should also think about promoting other stores except for Big Bazaar. Make it like a Shopping mall, not like a Big Bazaar store. In MGF PLAZA there are home furnishing items so make some plans for these serious customers who visit and purchase from the mall.

FOR THE METROPOLITAN MALL: This is a complete mall for the family, fun, and entertainment so increase the numbers on the consumer in the mall open some more food joints in the mall and start some indoor games like snooker, for the good time pass in the mall. Starts discos for the youths and does more promotional activities for young generations like fashion shows etc.

FOR THE SAHARA MALL: It’s not like a shopping mall it’s just like a Big Bazaar store especially for the middle class and place mostly for the consumers in the age group of 35 and above. To promote other stores also in the shopping mall make it a complete shopping mall. Open some places like PVR in the mall by which it can also attract the young generations. Make some proper sitting arrangements for the customers especially for the old customers.
A Detailed Study of Consumer Buying Behavior and Brand Perception: Focused Consumers of NCR - Delhi

FOR THE MGF PLAZA: This is a complete place for the home furnishing items and necessary electronic items so open some more branded stores.

REFERENCES


