CUSTOMERS BUYING BEHAVIOUR AT SHOPPING MALLS AND SUPER MARKETS – A STUDY WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI CITY

Dr. M. Raja
Assistant Professor, P.G & Research Department of Commerce
Government Arts & Science College, (Affiliated to Bharathidasan University),
(Previously Bharathidasan University Constituent College), Trichy, Tamilnadu, India

J. Chandrasekaran
Ph.D. Research Scholar (Part Time), P.G & Research Department of Commerce
Government Arts & Science College, (Affiliated to Bharathidasan University),
(Previously Bharathidasan University Constituent College), Trichy, Tamilnadu, India

ABSTRACT

Globalization and liberalization brings the India as one the most emerging markets in global economy especially in retail sector. Globalization witnessed the unprecedented growth rate for Indian retail sector and it integrated entire global market as one roof and consumer has the wider choice for choosing the goods and services. Developments in the retail sectors lead to constructions of shopping/supermarkets at various major cities. The present technological driven market brings the changes in Indian consumer perceptions, behaviour, preference, attitude and beliefs. The data were collected from around 300 consumers at malls/supermarkets. The present mainly focus the factors determining the consumer buying behaviours at shopping malls/supermarkets at Tiruchirappalli city. It is obvious from the study that shopping malls/supermarkets at Tiruchirappalli city try to improve their artistic design of the shopping mall/supermarket, increase the entertainments facilities in the Shopping malls/supermarkets, offer more convenient shopping timing and improve their shopping malls/supermarkets images

Key words: Shopping Malls/Super Market, Retail, Consumer perceptions, Buying Behavior

Cite this Article: Dr. M. Raja and J. Chandrasekaran, Customers Buying Behaviour at Shopping Malls and Super Markets – A study with Special Reference to Tiruchirappalli City, International Journal of Management, 11(10), 2020, pp 1168-1176.
http://www.iaeme.com/IJM/issues.asp?JType=IJM&VType=11&IType=10
1. INTRODUCTION

In the consumer oriented market almost all the business and industry depended with consumer buying perceptions, attitude, behaviour, taste and preference etc. All the marketing activities are tried to identify the consumer behaviours but it is a crucial and never ending process. In the present technological driven world consumers are mostly influenced by the environment where they lived by. Since consumers are very important for FMCG industry especially shopping malls/ supermarkets so the marketer try to understand the consumer behaviour and its changes time to time for formulating the new marketing strategy. Now globalization makes the entire world as a one market, it has the greater influence in the consumer taste, perception and behaviour. Almost all the international brands are well known by the consumers it also available in all the malls/markets. Hence it is essential for market especially shopping malls/supermarket to study consumers buying behaviour and their changes.

2. REVIEW OF LITERATURE:

The following are the important studies from India and abroad relevant to the present study.

Raja.M and Dr.Clement Sudhahar.J (2009) measured the Indian stock market performance for stock split announcement. It is very clear from the study that Indian stock market has efficient for stock split announcement it means the Indian stock market has well absorbed stock split announcement contained information’s and the share prices of sample companies considerably increased after the announcement of stock split.

Jati Kasuma and Mellisa Lubi etal (2014) evaluated the antecedents of consumer behavior and foreign product. It is understood from the study that there is no significant relationship between the cultural factor and foreign electronic product evaluation. But the foreign electronic product evaluation has the significant relationship between attitude, family group and country of origin.

R. Rajesh Ramkumar M.Selvan and M.Raja etal (2015) investigated the BSE and NSE Sectoral indices and its efficiency using various statistical techniques. It is understand from the present study that out of all BSE and NSE sectoral indices only CNX Energy and CNX IT index from National Stock Exchange and BSE IT and BSE TECH Index from Bombay Stock Exchange were randomly distributed.

Alina Stankevich (2017) critically reviewed the Consumer Decision-Making Process. The researcher investigated the how the consumer decision making process has the impact on marketing society. In the present study the author critically reviewed the around 24 peer reviewed articles & reports and found that the present study gives the deeper understanding on consumer behaviours and buying strategies.

Dr.M.Raja and Dr.R.Venkatamuni Reddy etal (2018) constructed the model portfolio considering the NSE CNX Nifty Pharma Index as samples using Sharpe single index model. It is interesting to note that out all sample companies in the NSE CNX Nifty Pharma Index the highest risk obtained by Aurobindo Pharma Ltd and Glenmark Pharmaceuticals were obtained the lowest risk among the sample companies.

Timokhina Galina and Taylan Urkmez etal (2018) reviewed the 85 peer-reviewed international publications on cross cultural variation in consumer behaviour. The purpose of the present study is to have greater understanding on consumer behavior and related industries. The researcher concluded that the outcome of the study is contributes the theoretical and managerial implications of the consumer behaviour and its related industry.

Dr.M.Raja and Muthu Gopalakrishnan etal (2018) examined the National Stock Exchange sectoral indices and its co-integration & stationarity. It is obvious from the study
that NSE sectoral indices were co-integrated with each other and there is a stationarity among NSE sectoral indices during the study period.

**Damar-Ladkoo (2018),** examine the mobile phone and country of origin effects on Consumer Behaviour. In the present study the researcher found that brands of mobile phones have better impact on entrepreneurs and businesses with great insight on the consumer perception and country-of-origin effects. It is very much useful country-of-manufacture and country-of-assembly

**Dr.Kiran.G, Dr.Appasaba.L.V and Dr.M.Raja etal (2020)** examined the consumer perception towards the online banking services provided by selected public sector banks. It is found from the present study that sample public sector banks prompt responses, security features of banks website and user friendliness of website of the public sector banks has great impact on customer’s satisfactions on online banking.

**Dr.M.Raja and Jegadeeswaran.B (2020)** analysed the mutual scheme investments and investor’s perceptions at Chennai city. It is understood from the study that the sponsor company should provide some essential information’s like schemes risk and returns, credit rating, brand name of the mutual fund and its reputations etc. in their prospectus at the time of launching the new mutual fund schemes.

**Chinnadurai Kathiravan, Murugesan Selvam, J. Gayathri, Mariappan Raja etal (2020)** forecasted the air pollution and its impact on stock return of BSE and NSE indices. It is interesting to point out that CNX NIFTY has an excess return due to variations/changes in the air pollution. It is also important to note that investors should consider the Air pollutions as a important reference for their investment decisions.

**Raja, M., and Muthu Gopalakrishnan etal (2020)** evaluated the companies in the NSE CNX Nifty IT index and their price dynamic linkages. It is noteworthy to point out that there is more in prices of companies in the NSE CNX Nifty IT with less predictability.

**3. STATEMENT OF PROBLEM**

India is a country has the huge population next to china. There is a paradigm shift in the socio-economic and culture of the people. India has the potential opportunity for retail sector grow because of its population. At present there is a dynamic change in retail sector. Retail infrastructure has increased every Indian metropolitan city with construction of big shopping malls and supermarkets. Investment in retail sector drastically increased year by year especially foreign direct investment on retail sector has increased gradually and many foreign companies entered into Indian retail sector. Indian shopping malls are having all verities of the product according to the consumers’ needs and expectations. Facilities in the shopping malls like air conditioner, car parking, display of the product, food court, entertainment, video camps and Cinema Theater etc., attract the customers visit the malls frequently. But customers’ buying behaviour mostly influenced by family members, colic’s, friends and neighbourhood etc., Most of the time customers do shopping at malls because of the shopping convenience, relaxation, entertainments in the shopping mall and image of the shopping mall/super market etc., With this background the present study is made an attempt to study customers buying behaviours at shopping malls/super market with special reference to Tiruchirappalli district.

**4. OBJECTIVES OF THE STUDY**

To study the customer’s buying behaviour at shopping malls/super markets the following objectives are developed.
Customers Buying Behaviour at Shopping Malls and Super Markets – A Study with Special Reference to Tiruchirappalli City

- To evaluate the factors determining the customer’s buying behaviour at shopping malls/super markets at Tiruchirappalli district.
- To examine the level of satisfactions of the customers who doing shopping at shopping malls/super markets at Tiruchirappalli district.

5. HYPOTHESIS OF THE STUDY
The following are the hypothesis for the present study.

- There is a significant relationship between the customer buying behavior and artistic design of the shopping mall and super market.
- There is a significant relationship between the customer buying behaviour and their shopping convenience
- There is a significant relationship between the customer buying behaviour and their relaxation.
- There is a significant relationship between the customer buying behaviour and entertainments in the shopping mall/super markets.
- There is a significant relationship between the customer buying behaviour and shopping malls /super markets image

6. RESEARCH METHODOLOGY
This study attempted to fulfill the significant gap in the customers buying behaviour at shopping mall/super market in Tiruchirappalli district. To examine the factors determining the customers buying behaviour at shopping mall/super market data were collected from 300 customers from Tiruchirappalli District. Data were collected only from the customers who are doing shopping at shopping malls/super markets. The primary data were collected from the customers using well define questionnaire during 2019 at various shopping malls/super markets located at Tiruchirappalli district. The collected primary data were processed through KMO & Bartlett’s Test and factor analysis. KMO & Bartlett’s Testis used to check whether the collected data is appropriate to proceed with the factor analysis or not. Factor analysis is used to study the customer buying behaviour variables.

7. LIMITATIONS OF THE STUDY
- The samples used for the present study is confined with only Tiruchirappalli city.
- Only important and selected variables related to consumer buying behaviour are considered under this studied. The consumer buying behaviour variables consider for this study are not final concluding.
- Present study used two important tests for analysis the consumer buying behaviour variables they are
  - KMO & Bartlett’s Test and factor analysis hence limitations of these two tests are applicable to this study also.

8. ANALYSIS AND DISCUSSIONS
To study the customer buying behaviour at shopping malls/super markets at Tiruchirappalli district two important tests were used. To the check whether the collected data are adequate for precede the factor analysis or not the KMO & Bartlett’s test was applied. Second factor analysis was applied to study five-dimension customer buying behaviour variables.
The five-dimension customer satisfaction variables had Coefficient alpha of 0.726. Uma Sekaran and Roger Boger (2005) mentioned in their book titled “Research Methods for Business: A Skill Building Approach” that if KMO measure of sample adequacy score is above 0.70 that is a satisfactory and good score for proceed the factor analysis. In the present study KMO and Bartlett’s test of Sphericity was significant (Chi-Square – 1672.63, p<0.000). Kaiser, H.F. (1974) portrait in his research paper titled “An Index of Factorial Simplicity” that KMO measure of sampling adequacy exceed the above 0.60 the data are appropriate to proceed the factor analysis. In this study the KMO measure of sampling adequacy was greater at 0.726 and the calculated value exceeded the recommended value of 0.60. Hence, the results of KMO and Bartlett’s test recommend that the data is appropriate to proceed with the factor analysis.

8.1. Factor determining the customer satisfaction on online banking services- Factor Analysis

In the present study attempts is made to examine the customer buying behaviour at shopping malls/super market using Principal Component Analysis method. In the present study there were five variables considered namely artistic design of the shopping mall/super market, shopping convenience, relaxation, entertainment in the shopping mall/super market and image of the shopping mall/super market.

Table 2 explains the customer buying behaviour and artistic design of the shopping mall and super market. Principal Component Analysis revealed five factors with Eigen value exceeding 1.0 explaining the variance up to 24.628. The variance up to 0.862 for inside design of the Shopping Mall and Market, 0.842 The internal colour usage of the Mall and Market attracts me, 0.821 for quality of structure of the shopping Mall and Market, 0.786 for pleasant music, 0.748 for pleasant fragrance and 0.721 for attractive lighting arrangement. To predict the customer buying behavior and artistic design of the shopping mall and super market varimax rotation performed for six factors and these factors were assigned according the variables. In is obvious from factor analysis that reliability measures exceeded the minimum value of 0.60 for all six variables. Hence the hypothesis -1 “There is a significant relationship
between the customer buying behavior and artistic design of the shopping mall and super market” are accepted.

Table 3 Customer Buying Behaviour and their shopping Convenience

<table>
<thead>
<tr>
<th>S.No</th>
<th>Factors consider under Convenience</th>
<th>Factor loadings</th>
<th>Eigen values</th>
<th>Percentage of variance</th>
<th>Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Visit the Mall/Market because it’s very near to my home or place of work</td>
<td>0.852</td>
<td></td>
<td>9.312</td>
<td>(0.794)</td>
</tr>
<tr>
<td>2</td>
<td>Visit the Mall/Market because the parking area of the Mall/Market is excellent</td>
<td>0.813</td>
<td>(Cronbach α =10.421)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>The Mall/Market has convenient shopping hours</td>
<td>0.802</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Crowd Less shopping</td>
<td>0.781</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Get everything (dining, movies shopping etc.) in this Mall/Market</td>
<td>0.764</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table -3explains the customer buying behaviour and their shopping convenience. Principal Component Analysis revealed ten factors with Eigen value exceeding 1.0 explaining the variance up to 9.312. The variances up to 0.852 for visit the Mall/Market because it’s very near to my home or place of work, visit the Mall/Market because the parking area of the Mall/Market is excellent for 0.813, The Mall/Market has convenient shopping hours for 0.802, Crowd Less shopping for 0.781 and get everything (dining, movies shopping etc.) in this Mall/Market for 0.764. To determine the customer buying behaviour and their convenience varimax rotation performed for five factors. The result of the factor analysis shows that reliability measures exceeded the minimum value of 0.60 for all five variables. Hence the hypothesis-2 “There is a significant relationship between the customer buying behaviour and their shopping convenience” are accepted.

Table 4 Customer Buying Behaviour and their Relaxation

<table>
<thead>
<tr>
<th>S.No</th>
<th>Factors consider under Relaxation</th>
<th>Factor loadings</th>
<th>Eigen values</th>
<th>Percentage of variance</th>
<th>Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Whenever feel lonely visit the mall/market</td>
<td>0.841</td>
<td>(Cronbach α = 8.246)</td>
<td>6.124</td>
<td>(0.782)</td>
</tr>
<tr>
<td>2</td>
<td>Whenever stressed, visit the mall/market</td>
<td>0.812</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Get the feeling of relaxation visit the mall/market</td>
<td>0.797</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Visit the mall/market to avoid traffic congestion</td>
<td>0.762</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>To escape from the boring job schedule, visit the mall/market</td>
<td>0.724</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table -4shows the customer buying behaviour and their relaxation. Principal Component Analysis portrait ten factors with Eigen value exceeding 1.0 explaining the variance up to 6.124. The variance up to 0.841 for whenever feel lonely visit the mall/market, 0.812 whenever stressed, visit the mall/market, 0.797 for get the feeling of relaxation visit the mall/market, 0.762 visit the mall/market to avoid traffic congestion, 0.724 for To escape from the boring job schedule, visit the mall/market. To determine the customer buying behaviour and their relaxation varimax rotation performed for five factors and these factors were located according to the variables. The result of the factor analysis tells that reliability measures exceeded the minimum value of 0.60 for all five variables. Hence the hypothesis -3“There is a significant relationship between the customer buying behaviour and their relaxation” are accepted.
Table 5 Customers Buying Behaviour and Entertainments in the Shopping Malls/Super Markets

<table>
<thead>
<tr>
<th>S.No</th>
<th>Factors consider under Entertainment</th>
<th>Factor loadings</th>
<th>Eigen values</th>
<th>Percentage of variance</th>
<th>Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Children’s play or amusement center</td>
<td>0.821</td>
<td></td>
<td>7.210</td>
<td>(0.702)</td>
</tr>
<tr>
<td>2</td>
<td>Relaxation place availability</td>
<td>0.782</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>A inside movie theatre</td>
<td>0.721</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Inside fast food restaurants and</td>
<td>0.692</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Other stores inside</td>
<td>0.624</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5 reflects the customer buying behaviour and entertainments in the shopping mall/super markets. Principal Component Analysis revealed five factors with Eigen value exceeding 1.0 explaining the variance up to 7.210. The variance up to 0.821 for children’s play or amusement center, 0.782 for relaxation place availability, 0.721 for a inside movie theatre, 0.692 for inside fast food restaurants and 0.624 for other stores inside. To determine the customer buying behaviour and entertainments in the shopping mall/super markets varimax rotation performed for five factors. These factors were placed according the variables. The results of the factor analysis show that reliability measures exceeded the minimum value of 0.60 for all variables. Hence the hypothesis -4 “There is a significant relationship between the customer buying behaviour and entertainments in the shopping mall/super markets” are accepted.

Table 6 Customers Buying Behaviour and Shopping Mall /Super Market Image

<table>
<thead>
<tr>
<th>S.No</th>
<th>Factors consider under Shopping Mall /Super Market Image</th>
<th>Factor loadings</th>
<th>Eigen values</th>
<th>Percentage of variance</th>
<th>Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Different international brands</td>
<td>0.872</td>
<td></td>
<td>23.724</td>
<td>(0.791)</td>
</tr>
<tr>
<td>2</td>
<td>More no. of national brands</td>
<td>0.860</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Good quality products</td>
<td>0.851</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Excellent services provided by the store people</td>
<td>0.814</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Reasonable prices</td>
<td>0.792</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Sales personnel cordial behaviour</td>
<td>0.753</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Availability of stocks</td>
<td>0.682</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 6 explains the customers buying behaviour and shopping mall/super market image. Principal Component Analysis showed ten factors with Eigen value exceeding 1.0 explaining the variance up to 23.724. The variance up to 0.872 for different international brands, more no. of national brands is 0.860, good quality products is 0.851, excellent service provided by the store people is 0.814, reasonable prices is 0.792, sales personnel cordial behaviour is 0.753 and availability of stocks is 0.682. To predict the customers buying behaviour and shopping mall/super market image varimax rotation performed for 7 factors and assigned according the variables. In is known from factor analysis that reliability measures exceeded the minimum value of 0.60 for all seven variables. Hence the hypothesis 5– “There is a significant relationship between the customer buying behaviour and shopping malls /super markets image” are accepted.
9. FINDINGS, SUGGESTIONS AND CONCLUSIONS:

9.1. Findings from the Study

This is obvious from the study that the variables like artistic design of the shopping mall/supermarket, shopping convenience, relaxation, entertainment in the shopping mall/supermarket and image of the shopping mall/supermarket are significantly influences the customers buying behaviour at shopping malls and super markets. Shopping malls/Super markets at Tiruchirappalli city has very good inside design, internal color, pleasant music, pleasant fragrance and attractive lighting arrangement which attracts more customers for shopping. Majority of the customers visit the shopping malls/super markets at Tiruchirappalli district because of the Mall very near to their home and their work place, parking facility, convenient shopping hours, crowd less shopping and get everything at shopping malls/ super markets.

9.2. Suggestions from the Study

Shopping malls and supermarkets at Tiruchirappalli should maintain the good artistic design which includes design, internal colour, quality of structure, Pleasant music, Pleasant fragrance and attractive lighting to attract the new customers towards their Shopping Mall and Super Market. Shopping convenience is an another important factor for attract the more customers hence shopping malls and supermarkets at Tiruchirappalli should provide the convenient shopping hours, provide the adequate parking facilities and offer everything (dining, movies shopping etc.) in their malls/ super markets. Entertainments in the Shopping Malls/Super Markets is the most important factors for attract more customers hence the shopping malls/supermarkets are offer the children’s play or amusement center, relaxation place, inside movie theatre, inside fast food restaurants etc., Shopping Mall /Super Market Image is another important factor for attract the new customers hence shopping malls and supermarkets at Tiruchirappalli should take the necessary steps to offer the different international brands, more number of national brands, Good quality products, excellent services by store people, reasonable prices, sales personnel cordial behaviour and availability of stocks.

10. CONCLUSIONS

The present study on customers buying behaviour at shopping malls and super markets covers only Tiruchirappalli city. Reviews of literature in the area of consumer buying behaviour were extensively discussed for clear understanding. Contemporary trends in the field of consumer behaviour were clearly discussed for forecast the future trends in the present study. It was found from the previous studies that the studies were made with more samples because modern customers expect more facilities for themselves it will help us to interrelations with common characters. It is very clear from the study that shopping malls/supermarkets at Tiruchirappalli city try to improve their artistic design of the shopping mall/super market, increase the entertainments facilities in the Shopping malls/supermarkets, offer more convenient shopping timing and improve their shopping malls/supermarkets images.

REFERENCES


