



Primary factors motivate customers to visit and buying in shopping malls: An analytical study

Azhar AT¹, Dr. K Mangaiyarkkarasi²

¹ Ph.D. Research Scholar, Department of Commerce (CA), Hindusthan College of Arts and Science, Coimbatore, Tamilnadu, India

² Assistant Professor and Assistant COE, Department of Commerce (CA), Hindusthan College of Arts and Science, Coimbatore, Tamilnadu, India

Abstract

In the early 1980s, shopping malls were designed to get the shopper come out of the heavy weather; it introduced the world to shopping complexes which was free from bad weather, life, crime, dirt and troubles and brought everything under one roof. It was early 2010's when malls gained popularity and started growing in numbers. But times are changing; malls have become a symbol of consumerism and go-to shopping hubs for urban and suburban societies. Also Shopping in malls has become a major leisure activity where it included entertainment activities also. In this context, consumer behaviour represents one of the greatest interests of marketing executives and business managers due to their need to adapt their companies' strategies to the new cutting edge. In order to progress understanding of this new consumer, this article focuses on analyzing consumer behaviour in shopping malls. Thus, the aim of this research is to know the driving factors motivating consumers for mall shopping and their satisfaction in buying nowadays. To achieve this researcher has made an analytical study in the shopping malls in the Coimbatore city using primary data collection method with a sample size of 720.

Keywords: Shopping Malls, Consumer behaviour, Influential factors

Introduction

In recent days, a shift over has been noticed in shopping habits as consumers become choosier and more selective in their spending. This is due to a number of factors, like online shopping, the growth of social media, COVID-19 pandemic and recession. Understanding consumer behaviour is essential for a company to find success for its current products as well as new product launches. Every consumer has a different thought process and attitude towards buying particular product. If a company fails to understand the reaction of a consumer towards a product, there are high chances of product failure. Due to the changing fashion, technology, trends, living style, disposable income and similar other factors, consumer behaviour also changes. A marketer has to understand the factors that are changing so that the marketing efforts can be aligned accordingly.

Statement of the problem

The mall has faced a hard-hitting path in current years, between the pandemic and competition from online shopping. Malls that want to stay relevant over the next decade will have to renovate themselves. Many shopping malls today are challenged by a fluctuating visitor count and a decrease in tenant turnover. Mall operators are shifting their business models to decrease customer pain points and thinking of getting back to the traditional retail business. These challenges have grave consequences, resulting in shops and even entire shopping malls closing down, all over the world. So the study aimed at finding the route for the mall owners to roar the success and the same to be continued in future.

Need for the study

As Shopping Malls are entering in to the digital age malls have taken more and more place in our economic and social life and have also taken the place of traditional street shopping and big bazaars. Shopping malls are not only places to shop; they also have become places for having fun and spending time. Consumers spend a considerable time in shopping malls because they host a lot of stores and activities that attract consumers' attention and offer a lot of benefits. Malls turn-off into lifestyle centers, providing shopping and entertainment for post-pandemic shoppers who want to shop and play and Outlet malls are transforming themselves into destination shopping centres. As a result of the pandemic, branded retailers, which were the mall's anchor tenants, attracted less foot traffic. Due to this, some malls are relying less on traditional shopping and more on retail media, live streaming, and other forms of digital shopping. This made to study the factors influencing buying behaviour of mall shopping consumers which will serve the mall operators to retain its consumers.

Scope of the study

Any marketer's success depends on how they are eventually fulfilling their consumers. It is immensely influenced by the factors such as how they are making their customers aware of their products, how they present their products to them and the foremost important aspect is how they satisfy their customers. Hence there is a remarkable scope in studying what are the factors that influence customers the most to purchase in shopping malls how customers visiting shopping malls are satisfied with all aspects of the mall.

Objectives of the study

The study has been made to achieve the following objectives.

1. To understand the primary factors that motivates customers to visit and purchase in shopping malls.
2. To find out the overall satisfaction of the customers in all service and product aspects of the mall.

Limitations of the study

1. Since the study is intended for purely academic time constraints has outlawed from going deep into the subject where the data gathered is limited.
2. Few respondents do not have clear idea about how to express their views and perceptions which lead to partial find out.
3. Some of the respondents feel that answering questions for someone’s research as interruption and disturbance in their busy schedule.

Review of literature

Anmol Rasheed *et al.*, (2017) studied the factors affecting impulse buying behaviours in shopping-Malls and found that consumers are more used to impulse buying when they see any discount offers or free products. Also the study identified that Income level has very significant impact on consumer’s impulse buying behaviour as if store is well decorated, with colourful surroundings.

Shekar *et al.*, (2016) studied the overall customer satisfaction, response of customers with regard to the availability and quality of products and services offered at shopping malls and the comfort level of the respondents towards shopping in the shopping malls.

Keshamoni Srinivas *et al.*, (2016) made a study on consumer buying behaviour in malls and analyzed factors like special offers, quality, variety and price are the major determinants which make customers to visit shopping malls.

Research design

The study is analytical and descriptive in nature and the main aim of descriptive research design is to obtain complete and accurate information about the mall purchasing consumers. It is a structured and pre-planned design. This also relies on the secondary source of data like quantitative data, journals and other published resources.

Sampling area

The sampling unit taken for the study was respondents residing and visiting malls for shopping in Coimbatore City of Tamil Nadu, India. The target population for the research study is the visitors and buyers in shopping malls in the Coimbatore city.

Sampling framework

This research focuses on the expectation of consumers, their behavioural pattern and decision-making styles of consumers in buyers in shopping malls. A structured questionnaire is used by the researcher for the study to assess the opinion of consumers on various concepts. Convenient sampling method is used for data collection. Simple percentage and Ranking analysis has been used to interpret the data.

Results of the study

Table 1: Personal profile of the respondents

Sl. No	Particulars	No of Respondents	Percentage	
1	Gender	Male	522	72.50
		Female	198	27.50
		Total	720	100
2	Age	17-30Years	425	59.03
		31-40 Years	180	25.00
		41-50 Years	77	10.69
		51-60 Years	29	4.03
		61-70 Above	9	1.25
		Total	720	100
3	Educational Qualification	School Education	136	18.89
		Collegiate education	519	72.08
		Illiterate	65	9.03
		Total	720	100
4	Occupational Status	Business / Profession	274	38.06
		Government Employee	109	15.14
		Private Employee	253	35.14
		Agriculture	74	10.28
		Others	10	1.39
		Total	720	100

From the above table it is evident that from the sample size 720, 72.50 % of the respondents are male and 27.50% of the respondents are female and 59.03% of the respondents are in the age group of 17- 30 years, 25% of the respondents are in the age group of 31-40 years, 10.69% of the respondents are in the age group of 41-50 years and 4.03% of the respondents are in the age group of 51-60 years and 1.25 % of the respondents are in the age group of 60 years and above, 18.89% of the respondents have school education, 72.08% of the respondents have collegiate education, and 9.03% of the respondents are illiterate, 38.06% of the

respondents are professionals or doing their own business, 35.14% are private employees, 15.14% are government employee,10.28% are agriculturist 1.39 % are students and house wives and others.

It can be inferred that majority (72.50%) of the respondents are male, majority (59.03%) of the respondents are in the age group of 17- 30 years, and majority (72.08%) of the respondents are having Collegiate Education and most (38.06%) of the respondents are professionals or doing their own business.

Table 2: Factors motivating the customers for shopping in malls

Factors	Sum	Mean	Rank
Sales promotional schemes	3112	4.32	10
Easy Locating desired stores	3755	5.22	8
Attractive architecture	3804	5.28	7
Convenient timings	3854	5.35	6
Nearness	3693	5.13	9
Multiple options of shopping, gaming, entertainment and eating	4556	6.33	1
Variety of stores	4133	5.74	4
One roof solution	4198	5.83	3
Good Product Quality	4211	5.85	2
Discount in malls	4084	5.67	5

Source: Primary Data

The elaborate data presented in the table indicates the factors stated by the buyers for choosing shopping malls as their purchase venue. Most of the consumers have said that multiple options of shopping, gaming, entertainment and eating greatly motivated them to visit malls. This variable is ranked in first place with the mean score of 6.33. It has been observed that the respondents have said that Good Product Quality is also an important factor that influences them to prefer shopping malls when compared to other venues. It is ranked in second place with the mean score of 5.85. Similarly the customers have stated that One roof solution and Variety of stores have impressed them.

These variables are ranked in the third and fourth places, with the mean score of 5.83 and 5.74, respectively. Discount in malls, convenient timings, Attractive architecture, Easy Locating desired stores, Nearness and Sales promotional schemes have also added to their influencing list. These variables are rated in the fifth to tenth places, with the mean score of 5.67, 5.35, 5.28, 5.22, 5.13 and 4.32 respectively. The study inferred that multiple options of shopping, gaming, entertainment and eating have greatly motivated consumers to purchase in shopping malls.

Table 3: Customers' Level of Satisfaction towards various aspects of the shopping mall

Particulars	Highly Satisfied	Satisfied	Neutral	Dis-satisfied	Highly Dissatisfied	Sum	Mean	Rank
Promotional offers,	294 (40.83)	299 (41.53)	114 (15.83)	13 (1.81)	0 (0.00)	3034	4.21	4
Display & Signage	243 (33.75)	402 (55.83)	64 (8.89)	10 (1.39)	1 (0.14)	3036	4.22	3
Visual merchandising	246 (34.17)	319 (44.31)	151 (20.97)	4 (0.56)	0 (0.00)	2967	4.12	8
Product merchandising	277 (38.47)	287 (39.86)	124 (17.22)	32 (4.44)	0 (0.00)	2969	4.12	8
Sanitary and toilet facilities	244 (33.89)	337 (46.81)	114 (15.83)	16 (2.22)	9 (1.25)	2951	4.10	10
Ambience of the mall	258 (35.83)	349 (48.47)	105 (14.58)	8 (1.11)	0 (0.00)	3017	4.19	6
Parking facility	269 (37.36)	336 (46.67)	102 (14.17)	13 (1.81)	0 (0.00)	3021	4.20	5
Air conditioning	261 (36.25)	347 (48.19)	102 (14.17)	10 (1.39)	0 (0.00)	3019	4.19	6
Customer treatment	300 (41.67)	312 (43.33)	98 (13.61)	10 (1.39)	0 (0.00)	3062	4.25	2
Presentation by sales persons	334 (46.39)	316 (43.89)	59 (8.19)	10 (1.39)	1 (0.14)	3132	4.35	1

Source: Primary Data

From the above table discussion it has been observed that consumers' level of satisfaction towards Guidance to staff is ranked in first place with the mean score of 4.35. Followed by the respondents' have said that they were satisfied with Customer treatment and this variable is ranked in second place with the mean score of 4.25. Similarly the buyers have stated that display of products also nice and they are satisfied with promotional offers, parking facility, ambience of the hall and these variables are ranked in third, fourth, fifth and sixth place with the mean score of 4.22, 4.21, 4.20 and 4.19 respectively. Batch of consumers have said that they were attracted by visual and product merchandising and also the sanitary and toilet facilities. These variables are ranked in eighth to tenth place with the mean score 4.12 and 4.10 respectively.

Thus it has been clearly concluded that majority of consumers were found to be satisfied with the Presentation by sales persons.

Suggestions and recommendations

Based on the opinions and findings from the respondents studied we can arrive at a valuable suggestion for the mall operators for their further development.

Since customers always prefer high quality and branded products in the mall, their prices always seems to be high where the price rates fail to meet the expectations of middle and low income groups.

Most of the respondents suggested that music and sounding lacks in all the malls in Coimbatore because soothing and light music engages the consumers with the overall atmosphere of the shopping mall and thus plays a very important role in attracting the consumers towards shopping mall.

Shopping mall must offer both core and support services like venue quality, cloaking, refreshments, etc.,

Conclusion

There are only limited studies that have made in Coimbatore, to understand the behaviour of shoppers towards malls. The present article identifies the factors that motivate customers for giving preference to visit shopping malls. Multi shops with multi brand facilities available in the shopping mall have gathered much attention on the side of the customers. This particular factor has influenced the customers the most. It has been noticed that customers wish to pay any amount but they want greater variety of products

under one roof. The mall operators could use these as a handy tool for consumer decision-making process. It also adds new dimensions to already existing knowledge of consumer behaviour for shopping, leisure and entertainment products which increase their service experiences. Future studies can be carried out to validate the factors identified in the study.

References

1. Ahmed Ajaz, Mayya Sureshramana. Buying Behaviour and Perceptions of the Customers of Shopping Malls:A Case Study of Manglore Region. Research Inveny: International Journal of Engineering and Science,2015:5(9):11-15.
2. Leon G Schiffman, Leslie Lazar Kanuk, Consumer Behavior, India, Dorling Kindersley (India) Private Limited, 2007.
3. Paul Peter J, Jerry Olsen C. Consumer Behavior & Marketing Strategy, New Delhi, Tata Mc Graw-Hill Publishing Company Limited, 2005.
4. Patel V, Sharma M. Consumers' motivations to shop in shopping malls: A study of Indian shoppers. Journal of Advance in Consumer Research,2009:8:285-289.