

Customer Behavior towards Shopping mall

A study in Bhilai (Chhattisgarh, state India)

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ABSTRACT

The retail sector in Indian has seen a drastic transformation and rapid growth since the last decade. Till date it is being dominated by small and unorganized entrepreneurs like Khirana shops, standalone stores, boutiques, Traditional family business stores etc. However, with the growing global economic powers, new economic policies, FDI relaxations and unique marketing strategies the new kind of retailers like shopping malls tend to hook the consumers even in Tier II and Tier III towns. Organized retail sector is growing at rapid speed; more jobs are being created, town plans are getting modernized, and thus the consumer behavior too. While the transition is happening at global level in various forms, the shopping behavior of consumer is also likely to change with the growing Choices and trends. Shopping in malls has become a major leisure activity. In this scenario, the current study aims

At analyzing the purchasing behavior of 'shopping mall customers' in Bhilai, Chhattisgarh

Keyword: Customer, retail sector, shopping malls, purchasing behavior, advertising, etc.

INTRODUCTION

India is one of the emerging markets in the global economy. Since Liberalization, the country has witnessed growth at unprecedented rate. With reforms in almost all the sectors, the country has seen growth in infrastructure, capital markets, banking, insurance, etc. This advancement has given rise to a new sector in the country in the form of retail industry. With growth of industry,

the employment levels have increased and that has led to the increase of disposable income of the common consumer. Every decade calls upon company management to think freshly about its Objectives, strategies, diplomacy. Rapid changes can easily make out dated yesterday 'winning principles for conducting business. What are new challenges, Managements are under pressure with increased Global competition, environment decline, infrastructure neglect, low labor skills and Host of other economic, political and social problems. Yes, there are problems, but they are also opportunities. The globalize market, Means that companies can count on a much larger market potential for their goods and Services, Environment decline presents countless opportunities to companies that can Create more effective means of cleaning up the environment. Infrastructure neglect will provide huge opportunities for companies in construction, transportation

Customer

Simply speaking, customer is a person who consumes or uses various goods and services. Goods may include consumable goods (like wheat, salt, sugar, fruits etc.) Or durable consumer goods (like T.V, Refrigerator, Toaster, Etc) .We buy may include electricity Transport, Professional's Advices etc. "Anybody who chooses goods and services spends money to obtain them and Uses to satisfy his or her own needs"

Customer behavior

Consumer behavior is the study of human response to products and services. It is important to understand Why" & "How's of buyers behave so manufacturer can do a better job of developing quality of product, charging reasonable price, Improvement in distributing product through various channels, and promoting goods and services with various promotion measure for the group of consumers. The study of consumer behavior has its roots in examining people for the Sake of understanding and going insight. Consumers are like finger prints, no two Consumers are same in their behavior. Consumers are shaped to some extent by the Environment in which they live they in term affect environment through their behavior The fundamental goals of every business are to achieve full profit potential out of target consumer with various needs and taste there are many similarities also among

Concept and Importance of Shopping Malls:

A shopping mall is a huge building or group of buildings that contain various stores and other business. Establishments (or) solely sells various products / brands in retailing mode. If it is a collection of multiple stores, they are connected by walkways so that consumers can easily walk and shop between the stores. Malls can be built, in an enclosed or in an open-air format However, in India most of the leading shopping malls are with a primary motto of acting like „**One Stop Shop**’ that provides all most all the required products and brands right from grocery, lifestyle products to durables like furniture under one roof. Customers will be obviously happy if they get what they, want conveniently in one location. The mall was originally conceived of as a community center where people would converge for shopping

Cultural activity and social interaction (Gruen & Smith, 1960). And one can easily say that malls have succeeded in, achieving the age old purpose of bringing them into existence. Thus, in today's consumer culture "Mall" is the, center of the Universe (Feinberg & Meoli, 1991). Shopping „per se“, can be done even in e-commerce websites. As a matter of fact, the various online, product stores are offering products and services at higher discounted prices and delivering the products at doorsteps conveniently. However people still crave for a common locality to gather, socialize, connect, and engage. In, India, either metros or small towns, for majority of people, shopping is a **shared experience** with family, friends and Known people. For teenagers, malls are becoming best opted place to hang around. Shopping malls are being, Developed with a concept of providing a space for „activity centre's“ in the social fabric of communities giving higher, Prominence to culture and consciousness (Nielsen Report, 2014). Physical visibility and feel of the product is another key experience that any mall can provide to the, customer. Special ambiances, Air conditioning facilities, scope for window shopping, food courts, entertainment like Movie theatres, game zones etc in shopping malls are added boosters for customers to opt for malls. Thus, malls serve the purpose of giving quality time and place for entertainment, socialization, pleasure and fun besides selling required products and services. Small town consumers are no exception for this kind of combo offerings. Whatever might be the concept they come with, consumers of urban or small town wants shopping malls to provide a „One stop Shop“ for retail as well as entertainment which they can't get through online shopping

Understanding the Customer Behavior in Shopping Malls – Why is it important?

For any retailers, either organized or unorganized, enhancing the customer traffic and sales are always important. However, in the current context of online retail and e-commerce evolution, both traffic and sales are declining day by day, leaving little choice to retailers, especially to big mall retailers. The current customer is more empowered, well informed, ready with well grounded homework and after all they want utmost value for the money they spent. Now a days, customer generated reviews on social media, blogs, websites etc., is minimizing the control of retailers on the customers. Thus it became customary to understand the customer behavior and preferences. Apart from that, small town malls are encountering various varieties of challenges – malls tend to generate new kinds of ideas related to lifestyle which could be alien to prevailing cultural practices, especially in small town, rural conservative societies. Understanding and molding their mind sets is on priority to mall retailers. Secondly, traditional unorganized retail sector can always remain a competitor. Procuring trained or professional sales men in small towns who could handle varieties of customers could be another challenge. Hence, a great deal of research is focusing worldwide to know – How consumer shop, what factors convinces them to visit shopping malls, the rationale behind their shopping behavior, consumer decision making process, the key role players in decisions etc. Accordingly the mall retailer can strategize their promotional plans, work for the betterment of the product and services, focus more on mall management and provide the value for the money spent by the customer.

REVIEW OF LITERATURE

There is a need to understand shopping as a fundamental feature of modern society, says Dennis (2005). His empirical investigation carried over a three-year period, of four UK shopping centers focused in finding out the role of attributes such as transport links, parking, choice of major stores, attractiveness of malls, basic facilities, seating areas, helpfulness of staff, friendly atmosphere, quality of products etc. And the study concluded that the people are attracted to different shopping centers for different reasons. Another crucial study by Taushif and Gupta (2013), attempted to investigate the relationship of various factors, with impulse buying tendency of consumers in the Delhi region also concluded that same. On the other hand, argues that the buying behavior of customer is influenced by the needs and preferences of the consumers for whom the products are being purchased. Sohail (2015), in his empirical research study compared men and women for differences in mall shopping.

Based on a survey of 513 shoppers across Saudi Arabia, the study suggest that factors such as value perceptions, lifestyles and shopping orientation differ across genders and have a significant impact on mall patronage (Sohail, 2015). A cross-cultural study by Wijnen et al., (2011) analyzes how shopping centre attributes can be adapted to Culture related shopping behavior of emigrants. The results, based on an online survey among British, Japanese and American emigrants living in Amsterdam and Amstelveen (the Netherlands), reflect a universal lifestyle among emigrants, while they also emphasize cultural values and differences .A quantitative empirical research by was performed among consumers of two inner-city shopping areas in The Netherlands. The researcher focused in finding out “Which – and how do – atmospherics of an inner-city shopping area contribute to the experiential value of the consumer, differentiated by age?”

AIM OF THE STUDY

As explained in the Introduction for a retailer, either organized or unorganized, enhancing the customer traffic and sales is always is on high-priority. Shopping malls are of no exception to this strategy. While the shopping malls culture is growing at a rapid speed even in district headquarters and small towns, they are encountering various challenges to keep a hold on customers. Similarly, customers are also witnessing a new kind of shopping experience on the whole, that is quite distinctive to that of traditional shopping methods. Also there is research dearth on these kinds of studies, especially in Gujarat. And Gujarat being a business and commerce centric state, there is a necessity to focus on this kind of study. Thus, the current study aims at analyzing the purchasing behavior of „shopping mall customers“ in Bhilai,

OBJECTIVES

1. To understand the purchasing behavior of customers who visit shopping malls.
2. To identify gender differences if any, in terms of purchasing behavior.
3. To identify the overall level of satisfaction among customers
4. To study the consumer behavior at shopping malls with reference to gender, age, Occupation and income.
5. To analyze different attributes of layout, accessibility, ambience, availability of Services, sales personnel and promotional tools in Mall.

6. To study consumer's buying tactic, shopping priority during shopping at malls in Region of Bhilai.

Research Methodology

There are two methods are used to collect the data of research work viz:

Primary Method of Data Collection:

Under this method data was collected directly by:

Questionnaire- based survey of consumers' shopping at organized outlets of Shopping malls and also consumers' shopping at unorganized outlets at normal shops.

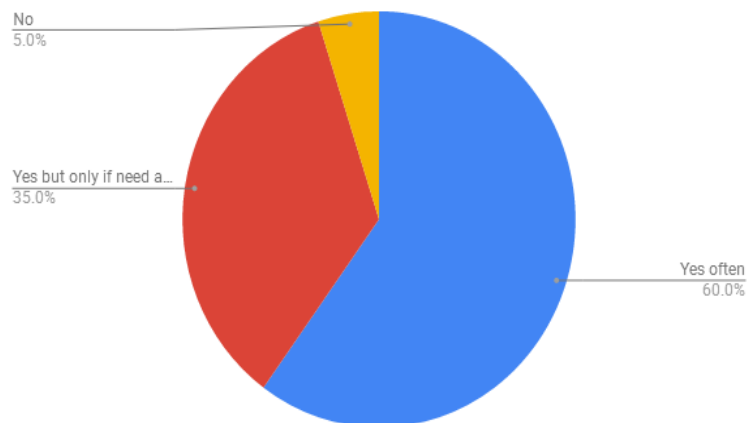
Secondary Method of Data Collection:

Secondary data was collected from magazines, thesis reports, seminars and Conference papers, articles, websites, unpublished data, published books, journals, and newspapers etc. For the purpose of this study, the survey method is adopted for collection of data. This method has been selected keeping in mind the number of shopping mall Consumers in Mumbai and the corresponding number of shopping mall in Mumbai. The survey includes primary and secondary data.

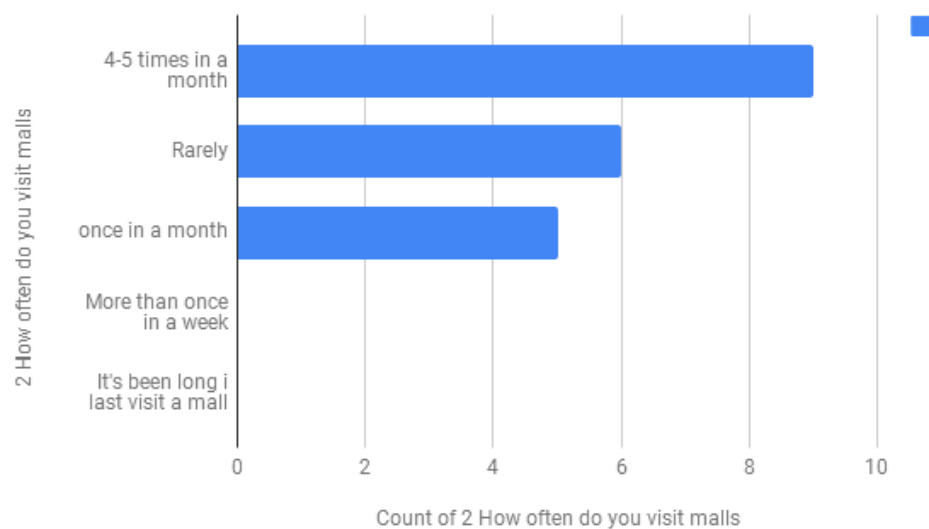
Sample of the Study:

The population was the shopping mall Consumers in Bhilai. The study covers the Bhilai city. Since the shopping mall Consumers were scattered Bhilai city, it is necessary to give proper attention to all those who reside in this area. In order to give proper representation to total population, 50 respondents were collected through random sampling method.

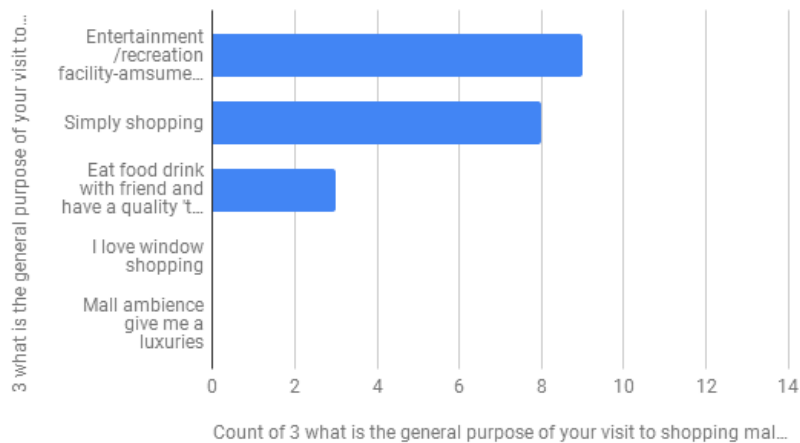
1 Do you visit shopping malls ?



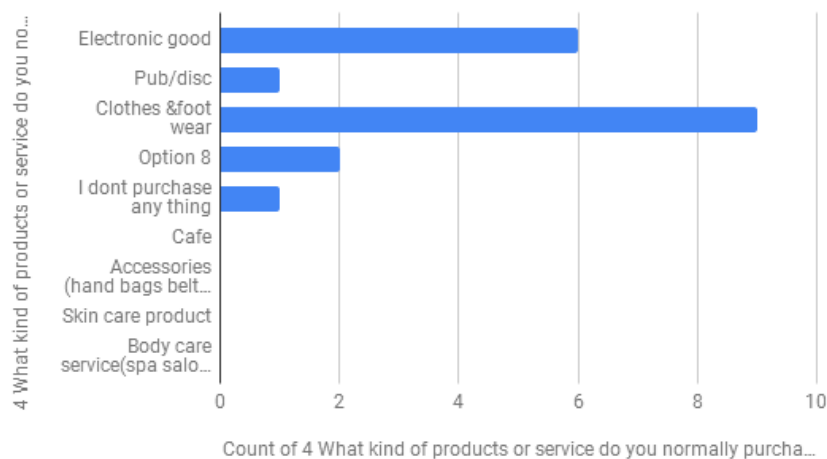
2 How often do you visit malls



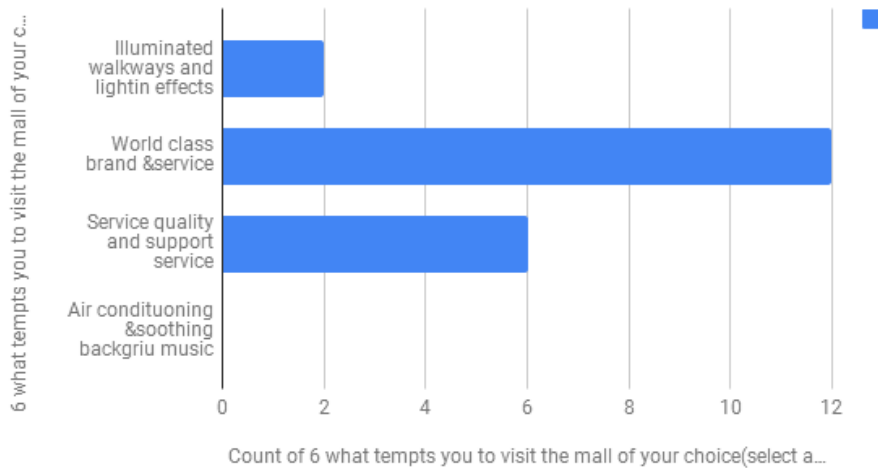
3 what is the general purpose of your visit to shopping malls?(You may select more than one also)



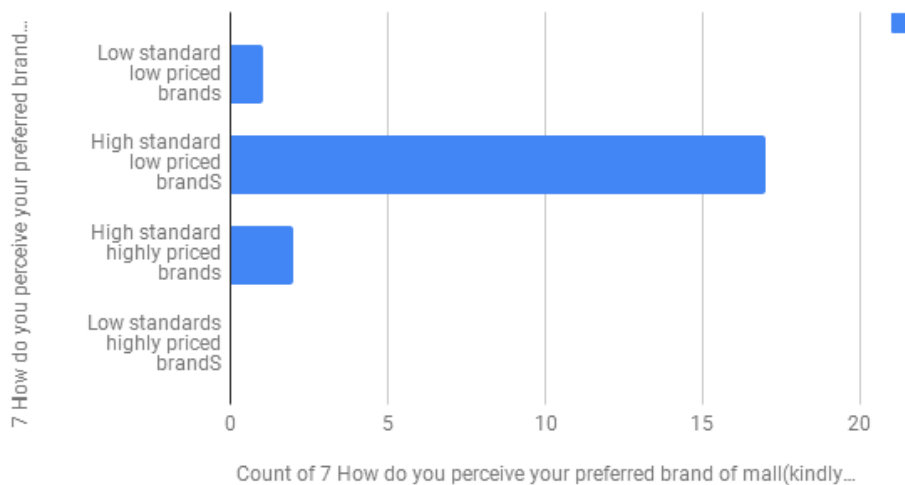
4 What kind of products or service do you normally purchase in shopping malls?(you may select more than one also)



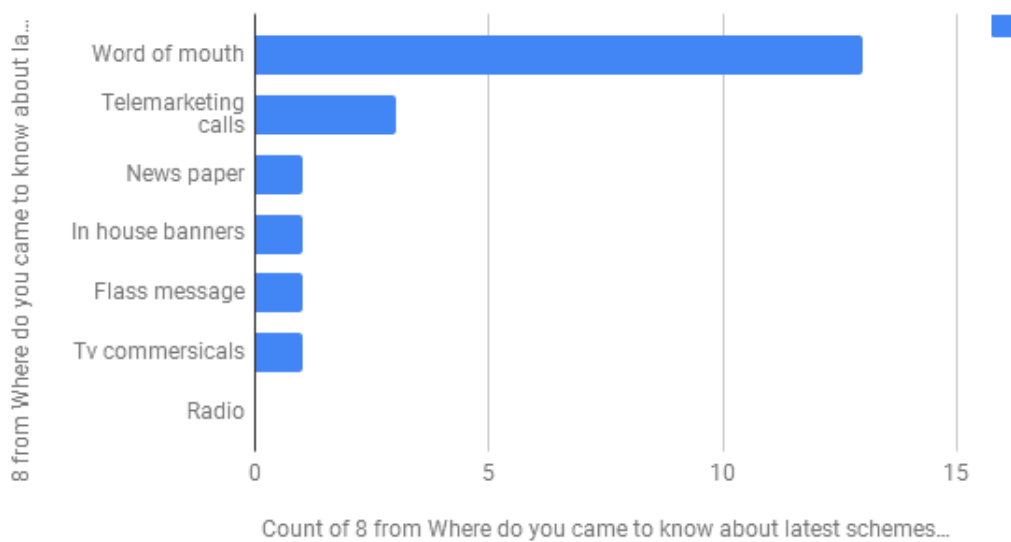
6 what tempts you to visit the mall of your choice(select above)often?(you select more thane also)



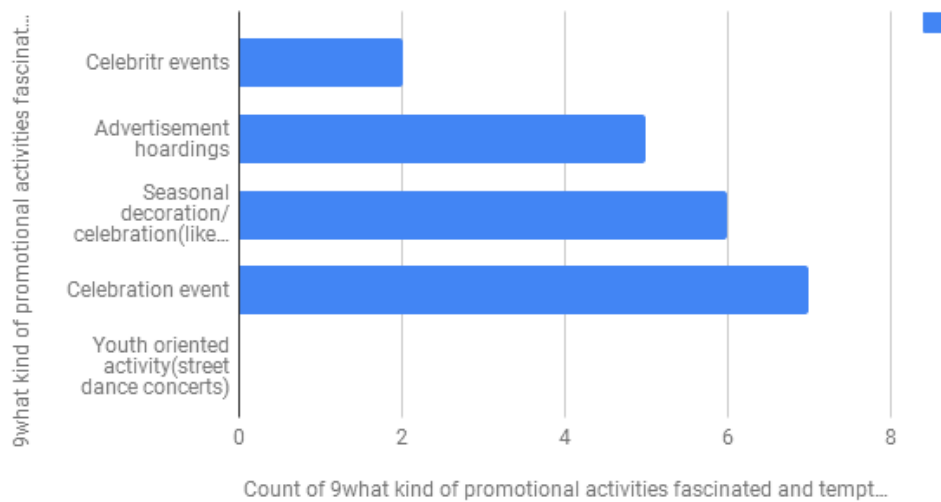
7 How do you perceive your preferred brand of mall(kindly select only one)



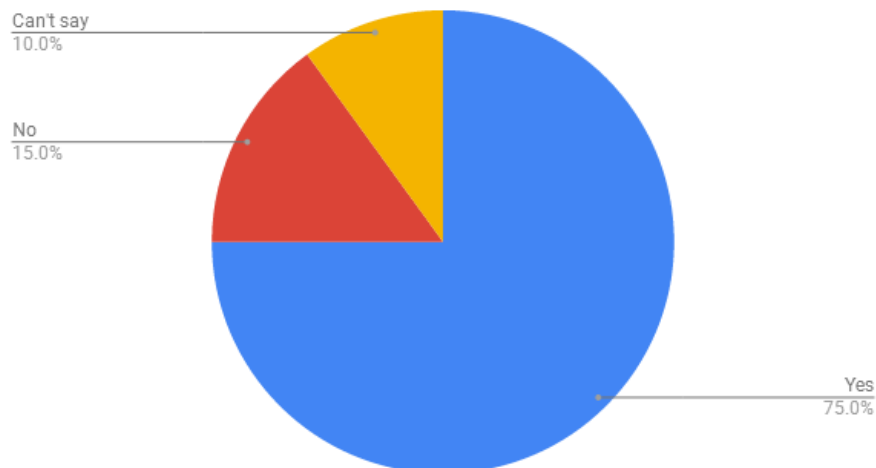
8 from Where do you came to know about latest schemes events and trends in your preferred mall??(you may select m...



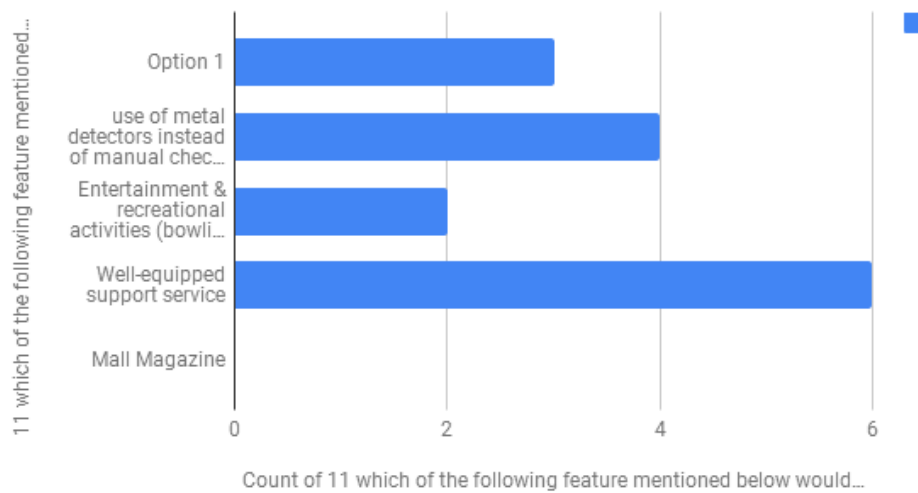
9what kind of promotional activities fascinated and tempt you to visit the mall often ?(you may select more than one also)*



10 Do these promotional events affect your buying behavior?



11 which of the following feature mentioned below would enhance your overall satisfaction level for your preferred mall...



DATA INTERPRETATION

Information collected from the respondents within the study area was tabulated; analyses and conclusions were drawn with the help of independent variables like gender, age, occupations and Average monthly family income, for awareness of services, usage of services and satisfactions. The study predominantly proves that the Bhilai customers are quite happy with overall shopping mall experience and absolutely comfortable as they consider it as “One-Stop Shop” for wide range of products and brands. The value they get for money they spend in malls is considerably good. Bhilai shopping malls scored good marks with regard to services like overall ambience, AC, cleanliness, parking facility, guidance of staff, Sanitary/ toilet facilities etc. However, regarding the safety measure, there is huge dearth of awareness among customers. They are, in fact, not aware about what kind of safety measures can be demanded in a shopping mall. Mall management can focus more in this area, by making arrangements for such facilities as well ask keeping the customers informed about the same through proper signage setups and proactive responses

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