International Journal of Early Childhood Special Education (INT-JECSE)
DOI:10.48047/intjecse/V14I8.312 ISSN: 1308-5581 Vol 14, Issue 08 2022

BUYING BEHAVIOUR OF MALL SHOPPERS IN COIMBATORE CITY, TAMILNADU.

Dr.R.Padmavathi[1], Dr.K.Ravichandran[2],Dr.(Mrs).Padmasani[3](Retd).
[1]Assistant Professor, Department of Commerce,MotherTeresaWomen'sUniversity,Kodaikkanal-624101.
[2]Professor, Department of Entrepreneurship Studies, Madurai KamarajUniversity,Madurai-625021.
[3]AssistantProfessor,Department of Commerce BharathiarUniversity,Coimbatore-641046.

ABSTRACT:
Buying is considered as a pleasure seeking activity that is related with sentiments and psycho-social inspirations, (Chang, Eckman, & Yan, 2011)[(1)].The Consumers have become very shrewd and choosy while buying things as India has the highest young population profile. Thus, the Indian middle class has provided a big boost to the consumer culture during the recent past and it is hoped that their buying behavior will continue to change in the coming years. Inthis context, this study examines the buying behavior of 600 respondents comprising 200 shoppers each from three malls in Coimbatore City viz., Brooke Fields, Fun Republic and Prozone. A structured questionnaire is used to collect data from respondents.

KEYWORDS: Buying Behavior, Shopping Mall Mall Shoppers.

I.INTRODUCTION

Consumer buying behavior includes actions, steps or processes taken by the consumers in a marketplace before (and after) buying a product or a service. These actions are the outcome of the attitudes, preferences, intentions and decisions which can be both online and offline depending on the modern business paradigm. The study of consumer buying behavior is an interdisciplinary subject area drawing widely from sociology, psychology, anthropology and economic conditions. Consumer buying behavior covers not only covers the purchase part but also includes the usability and even the disposal of the products or services after use. This is part of the Post Purchase Evaluation which is a critical part of the process of buying behavior. Behavior of a consumer largely depends upon interplay between inner self and outer stimuli. Consumers do not make their decisions in a vacuum. Consumption decisions made in the market cannot be viewed as an independent event – it is closely related with values, social relationship and cultural allegiance. Their purchases are highly influenced by cultural, social, personal, and psychological factors. Indian consumers have diametrically changed their shopping behavior and impulse buying is emerging as a highly noticeable behavior. This purchase behavior opens the new market for all durables and non-durables, due to more disposable income in the hands of youngsters and women, mall culture weekend celebrations and shopping habits. Now they are not buying things based on requirements, but based on emotions.

II.STATEMENT OF THE PROBLEM

The increase in consumer spending in society resulted in a new life style that has been accepted where they spend less time for planning before shopping. The Indian retail industry has emerged as one of the most vibrant and fast-paced industries due to the entry of several new players. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world's fifth-largest global destination in the retail space. According to the Department of Industrial Policies and Promotion (DIPP). The data also show the mounting increase in the expenditures of the citizens of the nation, whose attraction is turning towards the mall for their shopping in the purview of saving time, energy and cost. Customers used to buy the products based on the influence of their emotional states and also influence from the external factors which are done by the showroom managers. They buy the products that will be different from one person to another person based on their emotional states such as attitude, life style, personality, perception about the products and external environment such as visual, olfactory, sensation and promotional factors. Hence in this article, an attempt is made to analyze the buying behavior of respondents of mall shoppers at Coimbatore City.

III.OBJECTIVES OF THE STUDY

The objectives of the study are;
1.To understand the buying behavior of mall shoppers.

DOI:10.48047/intjecse/V14I8.312 ISSN: 1308-5581 Vol 14, Issue 08 2022

2.To find out most frequently purchased products of mall shoppers

IV.RESEARCH METHODOLOGY

Sample Design Sources of Data and Research Tools

The study is purely based on primary data and it is a combination of both descriptive and empirical research .However in this study, as the targeted population (mall shoppers) is unknown and varies day-by-day, the researcher has considered the sample size of 600 comprising 200 shoppers each from three malls (giving equal importance to all three) in Coimbatore viz., Brooke Fields, Fun Republic and Prozone. A purposive sampling technique was used as the data were collected from the respondents who come out of the shops after making a purchase (Window Shoppers of the mall were not considered).The following statistical tools were applied to analyze the data ie., Percentage Analysis and Simple Ranking Method.

V.SIGNIFICANCE OF THE STUDY

Moreover, people from all walks of life are visiting the malls for their purchases. The buyers want to experience pleasure, and it can be a lot of fun to go shopping and imagine owning the products which they see. Once he/she starts experiencing pleasure as a result of this sense of vicarious ownership, he/she more likely to buy those products so that he/she is can continue to experience that pleasure. Therefore, buying behavior is significant in the marketing world and the marketers have to augment the mall shoppers' behavior and their mindset towards the mall purchases.

VI.RESULTS AND DISCUSSION

A) BUYING BEHAVIOR OFMALL SHOPPERS.

Mall trading has become big business, as shopping malls have evolved into multi-storied structures housing a large number of stores that sell diverse products and services. Shopping malls house a number of retail stores and restaurants. Moreover shopping malls have been a topic of interest to marketing researchers for at least 35 years. In fact, malls play a major role in promoting consumers' lifestyles. They have become not only centers for shopping, but also community centers for social and recreational activities across the globe also. Stores, food courts, restaurants, cinemas, children's play areas, interactive entertainment, social use areas, relaxation spaces and promotional areas are now major components of any mall. Mall behavior of sample respondents is shown in Table 1.2.

Table 1.2.BuyingBehavior of Sample Respondents

	Classification	Frequency	Percentage
Shopping Venue Before Malls Emergence	Small Retail Stores	150	25.0
	Departmental Stores	317	52.8
	Factory Retail Outlet	95	15.8
	Discount Stores	38	6.3
	Total	**600**	**100.0**
Period of Mall Visit	Less than 1 year	170	28.3
	1 - 2 years	304	50.7
	2 - 3 years	100	16.7
	3 - 4 years	26	4.3
	Total	**600**	**100.0**
	Prozone Mall	223	37.2

DOI:10.48047/intjecse/V14I8.312 ISSN: 1308-5581 Vol 14, Issue 08 2022

Preferred Shopping Mall	Fun Mall	93	15.5
	BrookFields	284	47.3
	Total	**600**	**100.0**
Frequency of Shopping	Once in a week	75	12.5
	Once in two weeks	151	25.2
	Once in a month	150	25.0
	At the time of need	87	14.5
	Unplanned basis	104	17.3
	Rarely	33	5.5
	Total	**600**	**100.0**
Preferred Days for Shopping	Weekdays	76	12.7
	Weekends	254	42.3
	During festivals	32	5.3
	Offer time	106	17.7
	Guest arrival	56	9.3
	During leisure time	76	12.7
	Total	**600**	**100.0**
Preferred Time for Shopping	9.30 am - 1.00 pm	80	13.3
	1.00 pm - 3.00 pm	155	25.8
	3.00 pm - 6.00 pm	177	29.5
	6.00pm -10.00 pm	188	31.3
	Total	**600**	**100.0**
Time Spent for Shopping	One hour	117	19.5
	1 - 2 hours	281	46.8
	2 - 3 hours	162	27.0
	More than 3 hours	40	6.7
	Total	**600**	**100.0**
Money Spent	Below Rs.5, 000/-	300	50.0

DOI:10.48047/intjecse/V14I8.312 ISSN: 1308-5581 Vol 14, Issue 08 2022

for Shopping (per month)	Rs.5,001/- to 10,000/-	229	38.2
	Rs.10,001/-to 15,000/-	60	10.0
	Above Rs.15,000/-	11	1.8
	Total	**600**	**100.0**
Mode of Transport to Visit the Mall	Two-wheeler(Own)	259	43.2
	Four-Wheeler(Own)	220	36.7
	Cabs / Auto(Hired)	81	13.5
	Others	40	6.7
	Total	**600**	**100.0**
Mode of Payment for Shopping	Cash	331	55.2
	Credit card	144	24.0
	Debit card	113	18.8
	Others	12	2.0
	Total	**600**	**100.0**

Source: Compiled using primary data

It is evident from the table that, with reference to the shopping venue before the establishment of malls, it is found that 25 per cent of the respondents bought from Small Retail Stores, 52.8 per cent of the respondents went to Departmental Stores, 15.8 per cent of the respondents used Factory Retail Outlet and 6.3 per cent of the respondents did shopping in Discount Stores. The result reveals that majority (52.8 per cent) of the respondents preferred only Departmental Stores before the mall concept emerged in India. The Information is depicted in Chart1.1.

With regard to period of mall visit, 28.3 per cent of the respondents visit malls for shopping for less than 1 year, 50.7 per cent of the respondents are purchasing between 1 to 2 years, 16.7 per cent of the respondents are shopping about 2 to 3 years, and 4.3 per cent of the respondents are shopping from 3 to 4 years, and 50.7 per cent of the respondents are using the malls to shop for 1 to 2 years. Thus the results reveal that majority (50.7 per cent) of the respondents are visiting malls from 1 to 2 years. Pictorial diagram illustrated in Chart 1.2.

With respect to “preferred shopping mall”, it is clear that 37.2 per cent of the respondents like Prozone Mall, 15.5 per cent of the respondents visit Fun Mall 47.3 per cent of the respondents prefers Brookfield’s. Hence, the majority of the respondents (47.3 per cent) prefer Brookfield’s for shopping. Pictorial diagram is given in Chart 1.3.

For frequency of shopping, it is found that, 12.5per cent of the respondents visit “Once in a week”, 25.2 per cent of the respondents visit “Once in two weeks”, 25 per cent of the respondent’s visit “Once in a month”, 14.5 per cent of the respondents visit malls as per their need arises. 17.3 per cent of the respondents visit on an unplanned basis and 5.5 per cent of the respondents visit rarely. This result shows that majority (25 per cent) of the respondents visit “Once in two week” (25.2 per cent).Pictorial diagram is given in Chart 1.4.

With reference to preferred days for shopping, the table insists that, 12.7 per cent of the respondents shop on weekdays, 42.3 per cent of the respondents purchase on weekends, 5.3 per cent of the respondents like to shop during festivals, 17.7 per cent of the respondents purchase only on Offer time, 9.3 per cent of the respondents purchase only on “Guest arrival” and 12.7per cent of the respondents shop “during leisure time”. Thus, the majority of the (42.3per cent) respondents visit malls for their purchase only on weekends. Details are presented in Chart 1.5.

DOI:10.48047/intjecse/V14I8.312 ISSN: 1308-5581 Vol 14, Issue 08 2022

With regard to preferred time for shopping, the above table confirms that 13.3 per cent of the respondents visit between 9.30 am - 1.00 pm, 25.8 per cent of the respondents visit between 1.00 pm - 3.00 pm, 29.5 per cent of the respondents visit between 3.00 pm - 6.00 pm, and 31.3 per cent of the respondents visit between 6.00pm -10.00 pm and 29.5 per cent of respondents visit between 3.00 pm - 6.00 pm. Hence, majority (29.5 per cent) of the respondents preferred time is 3.00 pm - 6.00 pm. A horizontal bar graph displays these details in Chart1.6.

About time spent for shopping, the table reveals that, 19.5 per cent of the respondents spent one hour at mall, 46.8 per cent of the respondents spent 1 - 2 hours in mall, 27 per cent of the respondents spent 2 - 3 hours for their shopping, and6.7 per cent of the respondents spent More than 3 hours. Thus, majority of the respondents (46.8 per cent) spent 1 - 2 hours in malls. Chart 1.7. presents this information.

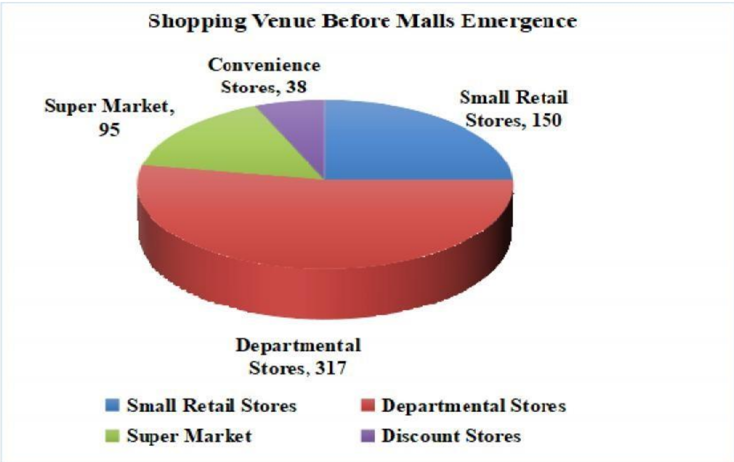
With reference to money spent for shopping, the above table expresses that 50 per cent of the respondents spent below Rs.5, 000/-, 38.2 per cent of the respondents spent between Rs.5, 001 /-and 10,000/-, 10 per cent of the respondents spent between Rs.10, 001/- and 15,000/-, and 1.8 per cent of the respondents spent above Rs.15,000/-.Hence majority (50 per cent) of the respondents spent below Rs.5, 000/-in mall purchases. Chart 1.8.presents the above details.

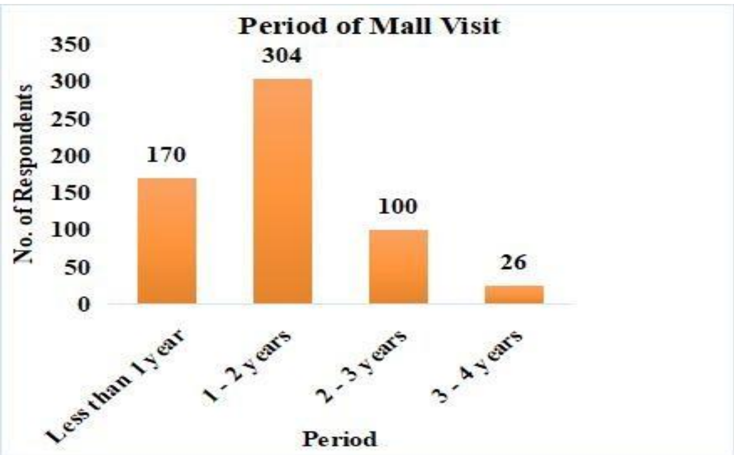
With respect to mode of transport to visit the mall, Table 4.2. exhibits that43.2 per cent of the respondents visits the mall visits Two-wheeler(Own), 36.7 per cent of the respondents visit by Four Wheeler(Own), 13.5 per cent of the respondents use Cabs / Auto(Hired), and 6.7 per cent of the respondents use other modes of transport(Public Transport). Thus, majority (43.2 per cent) of the respondents use their own Two-wheeler to visit the mall. A horizontal bar graph presents these details in Chart 1.9.

Regarding mode of payment for shopping, the table shows that, 55.2 per cent of the respondents paid cash, 24 per cent of the respondents paid through credit card, and 18.8 per cent of the respondents paid through debit card, and 2 per cent of the respondents paid through others. Thus, majority (55.2 per cent) of the respondents paid cash for their mall purchases. The bar graph presents the information in Chart 1.10

.

Chart.1.1.Shopping Venue before Malls Emergence.
Chart.1.2.Period of Mall Visit.





DOI:10.48047/intjecse/V14I8.312 ISSN: 1308-5581 Vol 14, Issue 08 2022

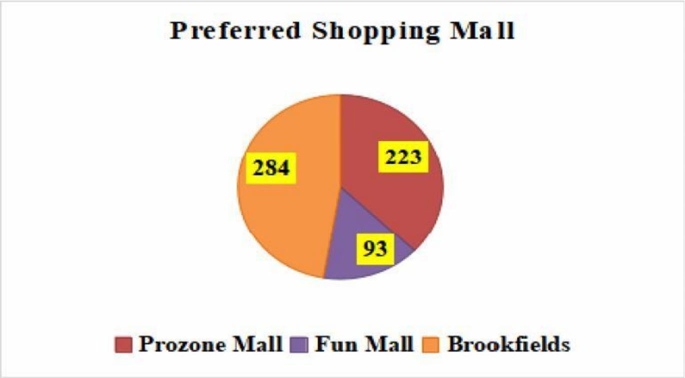


Chart.1.3.Preferred Shopping Mall.

Chart.1.4.Frequency of Shopping.

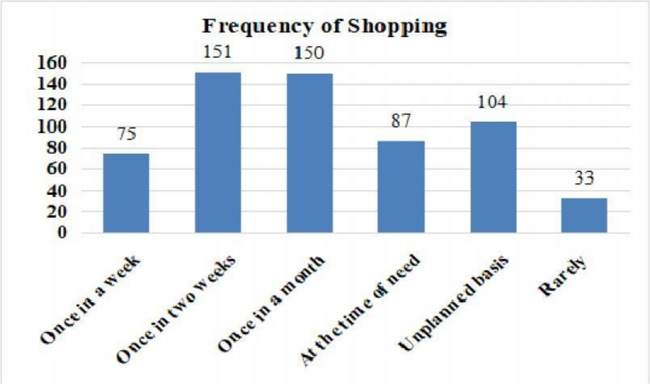


Chart.1.5.Preferred Days for Shopping.

DOI:10.48047/intjecse/V14I8.312 ISSN: 1308-5581 Vol 14, Issue 08 2022

Chart.1.6.Preferred Time for Shopping.

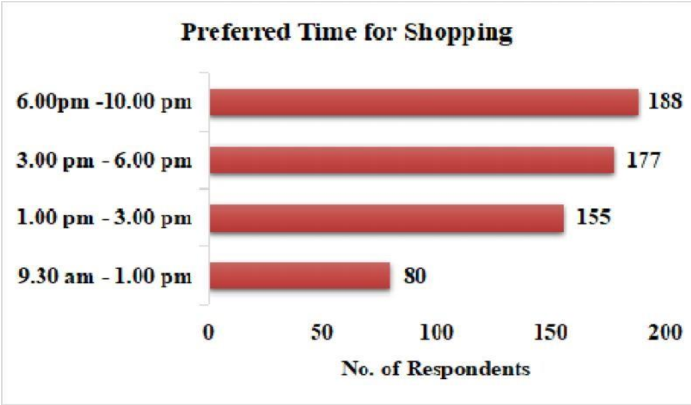


Chart.1.7.Time Spent for Shopping.

Chart.1.8.Money Spent for Shopping (per month).

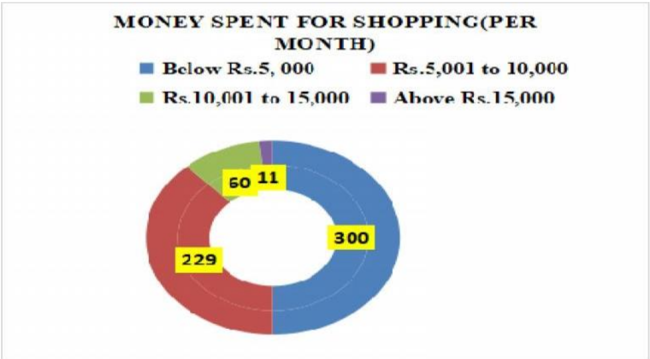


Chart.1.9.Mode of Transport to Visit the Mall.

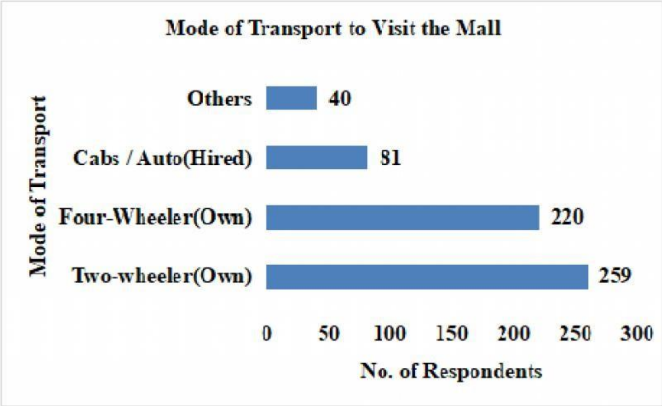
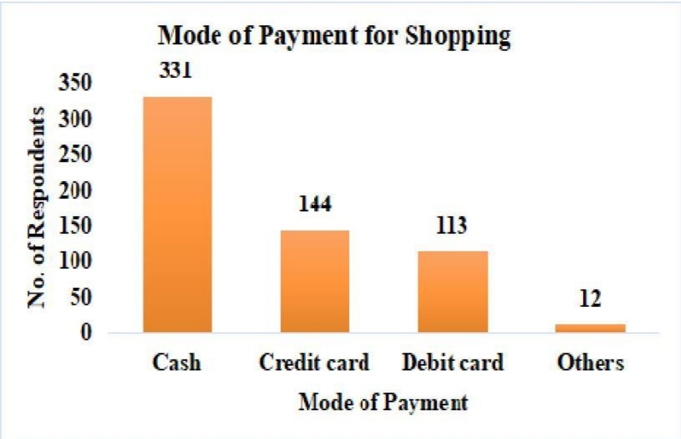


Chart.1.10.Mode of Payment for Shopping.



B)TYPES OF PRODUCT PURCHASED INMALLS

The list of product requirements of consumers may vary amongst them. As minds differ consumers to differ from needs and wants. Based on this they prioritize products differently at the time of purchase. The priority in the purchase requirements depends mostly on the income and lifestyle of the consumers. From the past studies, it is found that mostly clothing and cosmetics are purchased. Some mentioned about electronics, like: cell phones, food items like: ready to cook foods. Other items were mostly home decoration goods, accessories, and stationery items. **(nilufa nipa, 2018).** Based on the current study the following products are listed for ranking. Among the list of products considered in the study, respondents have asked to rank the products that are available at various outlets in the shopping mall. They are asked to give Rank 1 to the most purchased product, Rank 2 to the next preferred product, like wise up to rank 8 they have ranked products. Rank 8 is for the least preferred product at mall purchase. Table 1.2.shows the respondent's opinion towards the product types purchased.

Table 1.2.Types of Product Purchased in Malls

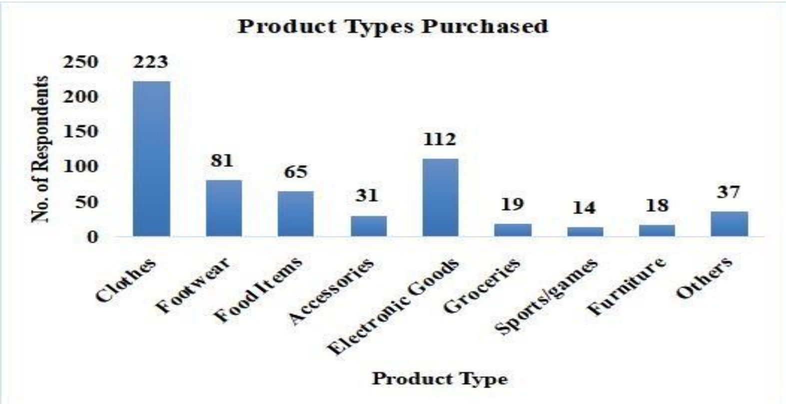
Products	Responses		
	N	Percentage	Rank
Clothes	223	37.17	1

Footwear	**81**	**13.50**	**3**
Food Items	65	10.83	4
Accessories	31	5.17	6
ectronic Goods	**112**	**18.67**	**2**
Groceries	19	3.17	7
Sports/games	14	2.33	9
Furniture	18	3.00	8
Others	37	6.17	5
Total	**600**	100.00	

Source: Compiled using primary data

Table 1.2.shows the rank of products based on the mean value. It proves **Clothes** (**37.17**) has the highest mean value, followed by **Electronic Goods** (**18.67**),and **Footwear(13.50**).And the least mean value is for furniture (3.0). Hence it has proved that mostly consumers are diverted towards impulse purchases while seeing **Clothes, Electronic Goods and Footwear.** At the same time for durable products consumers are not doing impulse purchases. It might be for purchasing durable products consumers need enough research. But this research shows that consumers are not hesitating to make purchase decision while purchasing **Clothes, Electronic Goods and Footwear.** Chart 1.11.presents these details about purchase.

Chart.1.11. Product Types Purchased in Malls.



III.CONCLUSIONS AND RECOMMENDATIONS

The buying behavior displayed by consumers in the given shopping malls may not be applicable in each and every environment. This implies that environment itself is a critical factor leading to mall purchases. However, it is equally important for malls to understand the power of purchasing behavior ofits consumers and the potential financial rewards for the retailers who can maximize this effect. Mall purchase does not match with rational decision making of a consumer. When need emerges a consumer buy impulsively and does not search for alternatives. The study helped to know how the consumers are behaving while doing mall purchases. From the above findings, it is clear that the producers have to concentrate on promoting their business houses by giving attractive offers during weekends and also evening time to cover the working people segment at their unit.

IV.REFERNCES

[1]David H. Silvera, Anne M. Lavack, Fredric Kropp, (2008). Impulse buying: the role of affect, social influence, and subjective wellbeing. Journal of Consumer Marketing, 25 (1), pp.23 – 33.

[2]Dholakia, U. M., (2000).Temptation and resistance: An integrated model of consumption impulse formation and

DOI:10.48047/intjecse/V14I8.312 ISSN: 1308-5581 Vol 14, Issue 08 2022

enactment. Psychology &Marketing, 17 (11), pp.955-982.
[3]Eun Joo Park, Eun Young Kim and Judith Cardona Forney, (2006).A structural model of fashion-oriented impulse buying behavior. Journal of Fashion Marketing and Management, 10(.4),pp.433-446.
[4]Elsa Rodríguez, Miriam Berges, Karina Casellas, Rosángela Di Paola, Beatriz Lupín, Laura Garrido and Natacha Gentile.(2002).Consumer Behaviour and Supermarkets in Argentina. Development Policy Review, 20 (4): 429-439
[5]Feng Xuanxiaoqing, Dong-Jenn Yang and Kuang Chuan Huang, (2011). A study of the factors that affect the impulsive cosmetics buying of female consumers in Kaohsiung. African Journal of Business Management, 6(2), pp. 652-657, 18.
[6]Fritz Strack and Lioba Werth, Roland Deutsch, (1998). Reflective and Impulsive Determinants of Consumer Behavior. Journal of consumer psychology", 16(3), pp. 205-216.
[7]Geoff Bayley, Clive Nancarrow, (1998).Impulse purchasing: a qualitative exploration of the phenomenon. Qualitative Market Research an International Journal, 1 (2) pp. 99 – 114.
[8]Griffin, M., Babin, B., & Modianos, D. (2000). Shopping values of Russian consumers: the impact of habituation in a developing economy. Journal of Retailing, 76 (1), pp.33-4
[9]Han, Y. K., Morgan, G. A., Kotsiopulo, A., & Kang-Park, J., (1991). Impulse buying behavior of apparel purchasers. Clothing and Textiles Research Journal, 9(3), 15-21.
[10]Hausman Angela, (2000). A multi-method investigation of consumer motivations in impulse buying behavior. Journal of consumer marketing, 17 (5), pp.403-426.
[11]Hoch, Stephen J., and George F. Loewenstein, (1991).Time inconsistent Preferences and Consumer Self-Control. Journal of Consumer Research, 17, pp.492-507.
[12]Vidush. H, G. Navneet, (2012). Retail sector in India: issues & challenges. Zenith International Journal of Multidisciplinary Research, 2(5), pp.244-264.
[13]Jeffrey, S. A., & Hodge, R., (2007). Factors influencing impulse buying during an online purchase. Electronic Commerce Research, pp. 367-379.
[14]Jones, Michael A., Kristy Reynolds, Seungoog Weun, and Sharon E. Beatty, (2003) The Product Specific Nature of the Impulse Buying Tendency. Journal of Business Research, 55 (6), pp. 441-450.
[15]Joe¨l Billieux, Lucien Rochat Marie, My Lien Rebetez and Martial Van der Linden (2008). Are all facets of impulsivity related to self-reported compulsive buying behavior?. Personality and Individual Differences 44. 1432–14.