



## Consumer's Behavior for shopping mall: A study on Influencing Factors

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### Abstract:

*Indian consumers exposed to shopping mall since last decade and become prone of shopping with joy, social interaction, gathering, day out with family, eating out and entertainment. The blow of retailing in India made shopping malls very common to large cities, towns and sub urban areas. How Ahmedabad can be out of the focus of this tsunami. The competitive courage of retailers has made Ahmedabad Garden of shopping malls. Will these mall culture successful in its intention to increase footfalls? Can it convert the window shoppers in actual one? These questions can be answered if we can identify the characteristics of shoppers to their intentions of visiting shopping mall and planned purchase behavior. Hence, the purpose of this paper is to assess consumer behavior in regards to shopping malls in India. The paper identifies the relationship of consumer characteristics to their planned and unplanned purchase behavior to shopping mall retail stores.*

*The answer of this question will only be identified by studying consumers' behavior at shopping mall and analyzing it further. This paper identifies buyers' intention to purchase product at mall, influencing factors on buying decisions at shopping mall, Impact of different stimulus in generation of footfalls at shopping mall, impulse buying behavior of shoppers, shopping habits of the consumers at shopping mall, activities that consumers engage in while inside a mall.*

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**Keywords:** Shopping, Mall, Buyers, Ahmedabad, Retail

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### 1. Introduction

Retail growth is expected to be stronger than GDP growth, driven by changing lifestyles and by strong income growth, which in turn will be supported by favorable demographic patterns and the extent to which organized retailers succeed in reaching lower down the income scale to reach potential consumers towards the bottom of the consumer pyramid. Growing consumer credit will also help in boosting consumer demand. Indian Retail sector consists of small family-owned stores, located in residential areas, with a shop floor of less than 500 square feet. At present the organized sector accounts for only 4-6 % of the total retail business and its growing with approximately 15% rate.

The shopping mall has been recognized as one of the top 50 innovations that revolutionized the lives of American consumers. Seventy-five per cent of Americans visit a shopping mall at least once a month, spending more time in shopping malls than anywhere else outside of home and work (Kowinski, 1985). In response to changing consumer needs, malls have grown larger and their one stop convenience has expanded to include service outlets and entertainment providers. Shopping malls today offer fast-food courts, restaurants, video arcades, movie theaters, beauty salons, dental offices, and more. Malls have also become important meeting places, especially for young people and seniors. Mall managers have leveraged this trend by instituting expos, art exhibits, health screening, auto shows, and live music.

Malls are now becoming giant entertainment centers, almost to the point where their traditional retail occupants seem secondary. Underhill (1999) observed that when you enter a shopping mall today, you are never sure if you are in a store or a theme park. The importance of creating a positive, vibrant, and interesting image has led innovative marketers to blur the line between shopping and theater. Both shopping malls and individual stores must create stimulating environments that simultaneously allow people to shop and be entertained. The bottom line, of course, is to get people to spend more. The more time you can get people to spend in a mall, the more they are likely to buy things.

The malls are the temples of modern India. And going by reports, would soon be everywhere. Centerpieces of a consumer culture, malls are a great place to take sociological notes on consumer behavior (Mukherjee P, Malls: New temples of modern India). The structure of retailing will also develop rapidly. Countries like India also feeling these numerous changes as shopping malls are established and becoming increasingly common in almost all the large cities. There are more than 300 malls already established in India by 2007 and announced development plans project around 100 new shopping malls by 2008-09. In Ahmedabad around 10 to 15 shopping malls established or under construction. How this change in retail environment will impact on consumer behavior? With new shopping-malls having become operational in many cities across India, it is interesting to observe how the shopping-behaviour of consumers in the vicinity of these malls has changed and thereby draw some lessons that could be of some use to the developers of hundreds of new malls as well as tenants who are looking for the business through shopping mall across India.

Hence, the purpose of this paper is to assess consumer behavior in regards to shopping malls. For this a survey of shoppers at Himalaya mall was conducted in Ahmedabad during the month of March 2008. Ahmedabad has witnessed changes in retail development with its changing and variety seeking population. Shopping destination like 10 acre, Iscon mall, Dev arc, Gallops, R3 mall, Fun Republic, Himalaya mall etc are competing the old city high street market. Himalaya mall is situated at newly developed area of the city which has Big Bazaar, Welspun outlet, McDonalds, Bata and other branded outlets for shopping and Adlabs multiplex and Scary house for the entertainment.

## **2. Objectives of the Study**

This paper identifies buyers planned or unplanned shopping with purchased or not purchased behavior at mall in first section also identifies Influencing factors on buying decisions at shopping mall in second section. Stimuli that generate footfalls, shopping habits of consumers and their impulse buying behaviour are also observed and analyzed in this paper.

## **3. Research Methods and Tools**

A survey of 240 respondents was conducted in Ahmedabad at Himalaya Mall during the march 2008 with the help of self developed and self-administered questionnaire after communicating the purpose of the study with respondents. The questionnaire consisted of 7 close ended questions. The study is a primary study to explore the planned and unplanned shopping behavior of consumers and factors that influence their buying behavior.

To analyze the data cross tabulation methods have been used in this study. Conditional probabilities used to analyze the planned and unplanned purchase behavior with respect to demographical criteria. Weighted average method was used to analyze influencing factors on consumer buying behavior at mall with respect to demographical criteria.

## **4. Respondent Profile**

Here Researchers has investigated 240 respondents by convenience sampling method at Himalaya mall during March 2008. Out of 240 respondents 143 were Male and 97 were Female with different occupational pattern. The following tables show the demographic distribution of respondents.

**Table-1 Profile of Respondents**

Demographics	Gender			Occupation	
	Age Group	Male	Female	Total	Student
18-25	67	50	117	Service	67
25-35	50	31	81	Business	36
35 Above	26	16	42	Professional	15
Total	143	97	240	Housewife	37

Source: Primary Data

## 5. Shopping Behaviour

Shopping Behaviour or Buying Intention of buyer consisted of two stages when he or she wants to purchase the product. The first stage is of whether he or she has planned the shopping at the mall or not and second is he or she has shown behaviour with purchased the product or not. According to Underhill (1999), almost all unplanned (impulse) buying is a result of touching, hearing, smelling, or tasting something on the premises of a shopping venue, including a mall, which is why merchandising can be more powerful than marketing. This Shopping Behavior analyzed with Gender, Age and Occupation of Respondents in the following tables.

### 5.1 Gender wise Shopping Behaviour

**Table-2 Gender wise distribution**

Shopping	Behavior	Male	Female	Total
Planned	Purchased	87	48	135
	Not Purchased	10	13	23
Unplanned	Purchased	30	21	51
	Not Purchased	16	15	31
	Total	143	97	240

Source: Primary Data

**Finding 1:** Researchers have analyzed from the table-2 that about 67 % Males are visiting shopping mall with prior planning of shopping compared to 62 % Females. 90 % Males purchase the products as they have planned before the visit, whereas 78 % Females buys the products according to their planning before visit. Male and Females are equally showing their impulse shopping behaviour as about 60% of each made purchase although priorly they did not have planned it.

### 5.2 Age wise Shopping Behaviour

**Table-3 Age wise distribution**

Shopping	Behavior	18-25 Years	25-35 Years	35 Years & above	Total
Planned	Purchased	64	53	18	135
	Not Purchased	10	8	5	23
Unplanned	Purchased	23	16	12	51
	Not Purchased	20	4	7	31
	Total	117	81	42	240

Source: Primary Data

**Finding 2:** Here, Researchers have analyzed from the table-3 that about 55 % Respondents of below 25 years age are visiting shopping mall with prior planning of shopping compared to 65 % of between 25-35 years and 43% of above the 35 years. 86 % Respondents of below 35 years age are purchase the

products as they have planned before the visit. Respondents of Age above 25 years showing more impulse shopping behaviour as about 80 % Respondents have made purchase although priorly they did not have planned it.

### 5.3 Occupation wise Shopping Behaviour

**Table-4 Occupation wise distribution**

Shopping	Behavior	Student	Service	Business	Professional	Housewife	Total
Planned	Purchased	32	43	26	8	26	135
	Not Purchased	8	6	2	3	4	23
Unplanned	Purchased	19	15	8	4	5	51
	Not Purchased	26	3	0	0	2	31
Total		85	67	36	15	37	240

*Source: Primary Data*

**Finding 3:** Researchers have analyzed from the table-4 that about Housewives are planning their shopping better than the students and government and private sector service holders. Business people are more precise in their visit to mall as well as their planned purchases at shopping mall. Impulse shopping behaviour has seen least in students and more in Business people and Professionals.

### 2. Influencing factors on buying decisions at shopping mall

Consumers are generally deciding their shopping based on certain parameters. According to Michel Levy, Shoppers decides it based on Value pricing or features of the products, Brand of the products, Sales promotions on products, Influences of sales representatives, Store displays, Store Brand, Ambience of store, Assortment and experience of the shopper with the store or the mall. Following tables analyzed the influencing factors with respect to All 240 respondents, Gender wise distribution, Age and Occupation wise distribution. Rank given by all the respondents are calculated in Scores though weighted average method.

### 5.4 Influencing factors for All Respondents

**Table-5 Influencing factors for All Respondents**

Visitor's Preference	For planned and unplanned purchase	
	Score	Rank
Parameters		
Price and Features of products	1409	1
Brand / Products	1324	2
Sales promotion offer	1312	3
Prior Experience	820	7
Influence of Sales Person	875	6
In Store Display	942	5
Brand / Store	993	4
Ambience of Store	798	8
Reference for the Store	613	10
Product Assortment/Variety	657	9

*Source: Primary Data*

**Finding 4:** From the table 5, Researchers have analyzed that respondents consider price and features of the products most important factors that influence their buying behavior at shopping mall. Brand of the products and Sales promotion offers also influence their buying decision at shopping mall. Product assortment in the store and References about the store are least influencing their behavior.

### 5.5 Gender wise Influencing factors

**Table-6 Gender wise Influencing factors**

Gender wise Preference Parameters	Male		Female	
	Score	Rank	Score	Rank
Price and Features of products	904	1	505	1
Brand / Products	853	2	459	3
Sales promotion offer	852	3	472	2
Prior Experience	498	8	322	5
Influence of Sales Person	639	5	236	8
In Store Display	676	4	266	6
Brand / Store	583	6	410	4
Ambience of Store	566	7	232	9
Reference for the Store	358	10	255	7
Product Assortment/Variety	436	9	221	10

*Source: Primary Data*

**Finding 5:** From the table 6, Researchers have analyzed that male are more affected through price, brand, and Sales promotion offers and store displays. Similarly, female are more affected through price, brand, Sales promotion and store whereas least affected though variety and assortment.

### 5.6 Age wise Influencing factors

**Table-7 Age wise Influencing factors**

Age Group wise Preference Parameters	18-25 Years		25-35 Years		35 Years & above	
	Score	Rank	Score	Rank	Score	Rank
Price and Features of products	912	1	454	4	98	1
Brand / Products	712	4	465	2	93	2
Sales promotion offer	897	2	396	5	67	5
Prior Experience	533	6	288	9	55	9
Influence of Sales Person	787	3	539	1	70	4
In Store Display	466	8	321	8	63	6
Brand / Store	701	5	455	3	86	3
Ambience of Store	493	7	324	7	58	8
Reference for the Store	321	10	325	6	60	7
Product Assortment/Variety	454	9	235	10	51	10

*Source: Primary Data*

**Finding 6:** From the table 7, Researchers have analyzed those 18-30 years age group is more affected by price, sales promotion offers and influence of sales personal whereas 25-35 years age group consumer affected through brand, store and influence of sales person. 35+ age group also showing similar kind of characteristics.

### 5.7 Occupation wise Influencing factors

**Table-8 Occupation wise Influencing factors**

Occupation wise Preference	Student		Service		Business		Professional		Housewife	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Price and Features of products	433	1	247	2	166	4	68	5	206	1
Brand / Products	374	5	229	3	177	2	73	2	189	4
Sales promotion offer	423	2	262	1	160	6	87	1	202	2
Prior Experience	293	7	172	6	163	5	45	6	163	6
Influence of Sales Person	422	3	202	5	186	1	69	4	192	3
In Store Display	238	9	144	8	115	7	31	9	70	10
Brand / Store	387	4	219	4	168	3	70	3	179	5
Ambience of Store	302	6	167	7	88	8	42	7	141	7
Reference for the Store	271	8	142	9	72	9	40	8	135	8
Product Assortment/Variety	237	10	108	10	64	10	29	10	126	9

*Source: Primary Data Finding*

**7:** Researchers have analyzed from the table 8 that students are more affected through price, sales promotion offers whereas Government and private sector Service holders are influence from sales promotion offer and brand. Business and Professional category showing some what identical characteristics Housewives more affected to price whereas least affected to displays.

**Finding 8:** Respondents are habitual of accompanying either family or friends with them while they visit the shopping mall. About 55 % Respondents are found with their family, some with their child or spouse. 80 % respondents have used Cash transaction, whereas 20 % have used purely either debit or credit card as mode of transaction. 15 % respondents have used both Cash and Debit/Credit card as mode of transaction.

**Finding 9:** 28 % respondents visited the shopping mall for entertainment purpose as mall have multiplex facility, 21 % respondents visited because they planned their food at the food court of the shopping mall. Window shopping was also one of the ways of getting engage in the shopping mall as about 22% respondents engaged in window shopping without any purchase.

**Finding 10:** According to the respondents, Sales promotion offers from the different stores, new movies in the multiplex, specific brand store, event announced by the mall and festival celebrations were some of the reasons that encouraged them to visit the shopping mall.

## 6. Results and Discussions

There was a general agreement among the respondents that price is the most influencing factor, which is followed by Male shoppers are more pre decided than female shoppers in buying decisions.

## 7. Future Scope

It is recommended that further research utilize random sampling methods with larger sample size, so the results can be generalized. Future research should also consider a broader demographic profile (Income group, Spending on one visit etc.) given that consumers' shopping-related perceptions and expectations at shopping mall are likely to differs. One important issue which effects on the consumer decision

making at mall was impulse purchase behavior. Impulse buying can be studied from situational point of view. Other side, planned shoppers who have changed their decision of buying from the shopping mall stores also an important issue for the further research.

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