A STUDY OF CONSUMER BEHAVIOR IN MALLS WITH REFERENCE TO MARATHWADA REGION

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Introduction:- Consumers are time-poor but information–rich; they expect better quality, better service, lower prices and more value for their efforts and money. Considering the prospective growth of the shopping malls in India, in the present study, an attempt is made to analyze the Consumer Behavior in Shopping Malls in Marathwada Region.

Objectives of the study:-
1) To find out impact of demographic variables like age, income, gender on buying behaviour of consumers
2) To analyze buying behavior of the consumers in shopping malls
3) To find out factors influencing buying decisions of the consumers visiting shopping malls
4) To know the consumers satisfaction from shopping malls
5) To provide suggestions for quality improvement of shopping malls

Hypotheses of the study:-
1) Convenience of shopping and store image are major factors that influence in customers buying
2) There is no relationship between educational qualification and brand consciousness of customers
3) There is relationship between satisfaction of customers and various facilities provided by shopping malls

Review of literature:- After doing review of literature, it is found that, many in depth researcher have been carried out on shopping mall and consumer behaviour. The review of literature could provide foundation of research and the gap of the area of the study was identified that no considerable work has been done on the consumer behaviour in malls with a special reference to Marathwada region. Malls in Marathwada are developing at the higher rate, from the customers' perspectives. Hence this study can add value to the existing pool of knowledge.

Data collection: - For the present study both primary and secondary data was used. Primary data was collected through self administered structured questionnaire, personal interviews while the secondary data was collected from internet newspapers, journals, magazines, and company web links, reports of printed and unprinted material

Sampling Frame: There were total four shopping malls functioning in the Marathwada region. All the four malls, presently functioning in the Marathwada region were selected for the study. The customers of these malls were selected for the study. 400 walk in customers were randomly selected in all shopping malls.

Analysis and Interpretation of data:- The data processing tools, which have been used to analyze the data in the study are basically graphical analysis, chi- square test etc.along with statistical software SPSS and MS-Excel.

Limitations of the study:-

1) The geographical limits for present research study are the boundaries of Marathwada region.

2) This study is time bound. It includes the study of malls present in Marathwada region up to 2015.

3) The study results are limited to organized retail sector and not to unorganized sector.

Analysis and Interpretation of data: -

The data processing tools, which have been used to analyze the data in the study, are basically graphical analysis, chi- square test etc. along with statistical software SPSS and MS-Excel.

Finding and conclusions:-

1) From the customers' survey, it is observed that, in a Marathwada region there was male i.e. 60.25 percent dominance in household shopping from shopping malls. 35.75 percent middle age group customers i.e. 26 to 40 years mostly prefer shopping from malls. One of the reasons of it could be middle age group people have more responsibilities as they are in the growth phase of their life and are chasing time for every activity. Malls being a convenient store enable them to get quick shopping experience

2) 16) Customers were asked to rank the factors which influenced them to buy a particular product in shopping malls. It is revealed from the study that, customers prefers the price of the products as most important element for influenced decision to buy a particular products and it's also ranked number **first** among all the component of the motive element i.e. 295 customers. The **second** important factor which shows ranking was quality of the products in the malls and around 216 customers gave most importance to the quality. The **third** important factor of ranking was discount factor and around 137 customers gave most importance. The **fourth** rank was brand of the product. Around 156 customers gave most importance to the brand. The **fifth** rank was convenience of the malls. Around 97 customers opined that convenience is most important factor. The **sixth** rank was store image. Around 55 customers opined that store image is most important factor. From the cumulative score good environment attribute was in **seventh** rank. Around 76 customers opined that environment is most important factor. The **last** ranking factor is necessity. Around 18 customers opined that necessity is most important factor.

3) It was observed from the study that, Majority of the customers are highly satisfied with transport convenience i.e. 59.5 percent, good collection of products i.e. 49.25 percent, quality of products i.e. 94.25 percent, billing i.e. 43.75 percent, formalities with retailers i.e. 44.00 percent, after sales services i.e. 38.50 percent, parking space i.e. 64.25 percent, spending time i.e. 44.25 percent, branded products i.e. 78.50 percent, products range i.e. 49.50 percent, retail store image i.e. 76.25 percent, discounts i.e. 49.25 percent, helpful and courteous staff i.e.59.25 percent, good return policy i.e.39.50 percent, self pick up products i.e.54.50 percent and the behaviour of the employee i.e. 59.50 percent. Thus, it can be concluded that the shopping malls provides enormous benefits to the customers and customers are highly satisfied with all facilities, benefits of products and services offered by the shopping malls

Testing of Hypotheses:-

Hypothesis – 1

H0: Convenience of shopping and store images are not the major factor that influence in their buying

H1: Convenience of shopping and store images are the major factor that influence in their buying

Table No.1

| Sr. No.	Particulars	Ranking of Motives					Weighted average	Rank
		Most important 5	Important 4	Somewhat important 3	Least important 2	Not at all important 1		
1	Price	295	22	21	18	44	1706	1
2	Quality	216	104	00	38	42	1614	2
3	Brand	156	104	78	24	38	1516	4
4	Discount Offers	137	123	75	65	00	1532	3
5	Environment	76	82	82	118	42	1032	7
6	Store Image	55	101	142	41	61	1248	6
7	Convenience	97	62	101	95	45	1271	5
8	Necessity	18	62	134	88	98	1014	8

Source: - Data Collected through Survey.

From the above table, it is clear that convenience of shopping is fifth rank and store image of shopping malls is sixth rank. So it is clear that convenience of shopping and store images are not the major factor that influence in their buying.

On the basis of above mentioned facts it can be concluded that the null hypothesis is accepted and alternative hypothesis is rejected. Hence it is clear that convenience of shopping and store images are not the major factor that influence in their buying.

Hypothesis – 2

H0:   There is no relationship between educational qualification and brand consciousness of the customers

H1:   There is relationship between educational qualification and brand consciousness of the customers

One-Sample Chi-Square Test
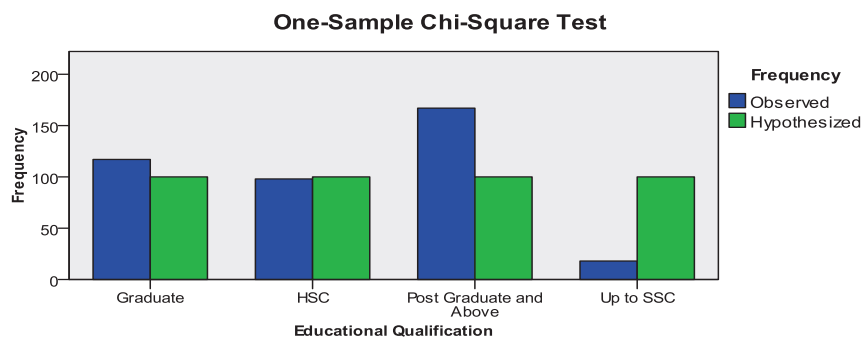
Total N	400
Test Statistic	115.060
Degrees of Freedom	3
Asymptotic Sig. (2-sided test)	.000

1. There are 0 cells (0%) with expected values less than 5. The minimum expected value is 100.

From the result of one sample chi – square test it is observed that the calculated value is more than table value. So, the Null hypothesis is rejected and alternative hypothesis is accepted. Hence it is cleared that there is relationship between educational qualification and brand consciousness of the customers.

Hypothesis – 3

H0:   There is no relationship between satisfaction of customers and various facilities provided by shopping malls

H1:   There is relationship between satisfaction of customers and various facilities provided by shopping malls

Table No.2

Customers Opinion about Satisfaction of Facilities Given by Malls

Sr. No	Particulars	Highly Satisfied	Satisfied	Neutral	Dissatisfactory	Highly Dissatisfactory
1	Good collection of products	257 (64.25)	97 (24.25)	23 (5.75)	23 (5.75)	00
2	Parking Facilities	237 (59.25)	117 (29.25)	23 (5.75)	23 (5.75)	00
3	Quality of Products	238 (59.50)	98 (24.50)	22 (5.50)	42 (10.50)	00
4	Branded Products	218 (54.50)	138 (34.50)	22 (5.50)	22 (5.50)	00
5	Attractive offers	197 (49.25)	137 (34.25)	44(11.00)	22 (5.50)	00
6	Spending Time	177 (44.25)	117 (29.25)	63 (15.75)	43 (10.75)	00
7	Self Pick up products	158 (39.50)	118 (29.50)	81 (20.25)	22 (5.50)	21 (5.25)
8	Help full staff	154 (38.50)	77 (19.25)	94 (23.50)	75 (18.75)	00
9	Behaviour Staff	134 (33.50)	162 (40.50)	62 (15.50)	42 (10.50)	00
10	Ambience	314 (78.50)	59(14.75)	27(6.75)	00	00
11	Retail store image	305 (76.25)	71 (17.75)	24 (6.00)	00	00
12	Familiarity with Retailers	238 (59.50)	121 (30.25)	41 (10.50)	00	00
13	Billing	93 (23.75)	95 (23.75)	145 (36.20)	22 (5.50)	45 (11.25)

14	Open Time	198 (49.50)	161 40.25)	41 (10.25)	00	00
15	Loyalty Program	197 (49.25)	97 (24.25)	106 (25.25)	00	00
16	Accessibility	176 (44.00)	162 (40.50)	62 (15.50)	00	00
17	Products Range	175 (43.75)	162 (40.50)	63 (15.75)	00	00

Sr. No	Particulars	Highly Satisfied	Satisfied	Neutral	Dissatisfactory	Highly Dissatisfactory
18	Reasonable Price	138 (34.50)	218 (54.50)	44 (11.00)	00	00
19	Transport Convenience	137 (34.25)	179 (44.75)	84 (21.00)	00	00
20	Discount	377 (94.25)	23 (5.75)	00	00	00
21	Good Return Policy	157 (43.75)	243 (60.75)	00	00	00
22	After sales Services	117 (29.25)	283 (70.75)	00	00	00
23	Credit Facility	00	00	35 (8.75)	102 (25.50)	263 (65.75)

Source: - Data Collected through Survey.

From the above table, it is clear that, 64.25 percent customers are highly satisfied with good collection of product, 59.25 percent with parking facility, quality of products i.e. 59.50 percent, branded products i.e.54.50 percent, attractive offers i.e. 49.25 percent, spending time i.e. 44.25 percent, self pick up products i.e. 39.50 percent, help full staff i.e. 38.50 percent, ambience i.e. 78.50 percent, retail store image i.e. 76.25 percent, familiarity with retailers i.e.59.50 percent, discount i.e.94.25 percent, open time i.e. 40.25 percent, accessibility i.e. 44.00 percent, loyalty program i.e. 49.25 percent, 44.75 percent customers are satisfied with transport of convenience, 40.50 percent of customers are satisfied with behaviour of staff with customers, 54.50 percent customers are satisfied with reasonable price of products, 60.75 percent and 70.75 percent customers were satisfied with good return policy and after sales service respectively in shopping malls.

From the above facts, it is clear that satisfaction of shopping malls customers depends on varies facilities provided by shopping malls.

On the basis of the above mentioned facts, it can be concluded that the null hypothesis is rejected and alternative hypothesis is accepted. Hence it is clear that there is relationship between satisfaction of customers and various facilities provided by shopping malls.

Suggestions 1) In Nanded, Parbhani, Osmanabad, Beed, Hingoli and Jalna at least one shopping mall is needed. 2) They should arrange seminars and road show to attract the middle class family towards shopping malls as per their daily products. 3) They should provide transportation facility like home delivery services from shopping malls 4) Provision of ordering various items available in shopping malls through mobile/ email and for catalogue of available products to customers 5) Provisions of increasing availability of national and international products and brands at shopping malls 6) Shopping malls should create more awareness of various offers from time to time. Awareness can be created by using various media such as advertisements through radio, local channels, in store announcement at regular intervals etc 7) more international brands should be stocked and highlighted

References:-

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