

AN EMPIRICAL STUDY OF BUYER BEHAVIOR ON VARIOUS MALL ACTIVITIES IN STRIP MALLS

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Abstract

Calculated Mall organization is a multifaceted and more amazing business proposal. Mall culture is viewed as an essential change in the lifestyle of Indians. Strip malls have absolutely reconsidered the shopping foundation. These strip malls have intended to benefit by flooding gathering, anyway it didn't rise, as indicated by (Malls in India report, 2014) around 90% of the Malls are endeavoring to help. Shopping Malls, as an industry is driven via land, not by retailing. The assessment investigates mall organization and exhibits that accomplishment model of a strip mall doesn't depend upon a lone variable (retail marks) yet rather a mix of various components (land arranging, zoning, grapple occupants, availability, network).

Keywords: Buyer Behavior, Buyer Loyalty, Shopping Environment, Buyer attitude

I. Introduction

Strip mall headway is happening at a quick pace in both Tier I and Tier II urban networks in India, driven by the made retail region. For the perceiving Indian client, the malls are ended up being a panacea to all their shopping loads. The squeezed halting zones, swarmed sustenance courts, flooding stay stores and kid's zones are a revelation to the abovementioned. Growing disposable wages and absence of significant worth time are causing a prerequisite for strip malls in the lives of urban Indian purchaser. Nevertheless, malls are staggered to find that while people are contributing a lot of vitality at these strip malls, they are not going through an impressive proportion of money.

II. Literature Review:

2.1.Mall Patronage:

Early experts on strip mall bolster made gravitational models to choose support for shopping zones using various objective measures, for instance, expel, people thickness and mass(square film of retail space). Retail gravity illustrate, gives a technique to choosing strip mall support

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considering the rule of cost (accessibility) versus utility (gauge) (Huff,1963). According to Moore and Mason (1969) who looked thought of retail center help, the authenticity of these models and various approaches to manage trading locale assessment using the thoughts of mass and detachment are a long way from being clearly valid, since they accept practically identical retail center help decisions from clients with similar jobs, informative levels and word related game plan. Presently, contemplates started having a rising customer focus. A while later, thinks about focussed on dynamic variables, for instance, picture attributes and purchasers' shopping aims (Stoltman, 1991). Wakefield and Baker (1998) assessed the connection between three segments inhabitant arrangement, mall condition and shopping incorporation , on clients' intensity and need to stay at the strip mall to appreciate forerunners and results of vitality at the shopping plaza. LeHew al. (2000) improved the endurance thought and analyzed strip mall qualities that affected reliable help of strip malls.

2.2. Decrease In Mall Patronage:

As showed by the all inclusive Council of Shopping Centers, the mall business has suffered a serious drawn-out period of time in which bargains improvement has not using any and all means facilitated the pace of expanding (Pacelle, 1997). Likewise, while malls bargains are declining, the proportion of retail strip mall space is extending. Industry experts prescribe three reasons. In any case, there are such countless malls that look definitely same, with an unreasonable number of stores offering exorbitantly of a comparable stock. On account of absence of time, purchasers hope to grow their shopping time (Ashley, 2009). Third, less customers are conveying they go to the strip mall since they relish the experience (Parasuraman, A., Zeithaml, An., and Berry, L.,1985). Notwithstanding the obviously terrible perspective for malls, there are some prominent instances of defeating difficulty. In spite of the way that people's lives are as far as anyone knows extra time-pressed, they will find time to participate in practices they acknowledge (Ashley, 2009). Strip mall engineers are attempting to pull in customers by making a stimulating shopping information planned to attract and keep them at the mall . Educational research has moreover exhibited that purchaser's mindset impacts their decision to shop, from strip mall or catchment of stores, shopping centers condition (Finn and Louviere, 1996). Clients attempting to expand their shopping time will as often as possible drive past more vulnerable strip malls to accomplish objective shopping plazas that have the best collection of stores and stock (Ashley, 2009).

2.3.Buyer Behavior :

As demonstrated by Tauber (1972), buyer lead contains three unquestionable exercises: shopping, buying and eating up. Greater progression has been practiced in recognizing social estimations of obtaining and different speculations on buying conduct have been proposed in past research. Hoever, less number has investigated about the choosing components of eating up and shopping conduct. Tauber (1972) moreover fought that shopping is more than basically

purchase yet also an entertainment activity. Customer direct can be described as the lead that purchasers appear in search for, obtaining, using, evaluating and disposing of things and organizations that they expect will fulfill their necessities, Schiffman (2001). All things considered, there are various trades about buyer shopping. Shopping has been portrayed as a development that suggests the securing of purchaser items. It is in like manner considered as an expressive development, for instance, searching for client items, envisioning about outfits and fights. The key factors to attract customers and hold them are accessibility or zone, new arrangement, the assortment of retailers, amusement interest, the correspondence mix, cost of access, customer organizations gave and the coordinated effort between center, store and customer participants (Ramli, 2007).

2.4. Buyer Loyalty:

Dick and Jain (1995), regarded the force of connection between relative perspective of individual and their interminable purchasing conduct as the buyer. If it is surveyed, it is taken as portion of organization's wealth. customer commitment as the degree of purchaser's keep getting or buying conduct from an organization supplier, having positive attitudinal nature towards the supplier and lean toward this provider when require this organization (Kheng, Mahamad and Ramayah, 2010). Buyer dependability is considered as a positive acknowledgment about any inquiry. (Katarzyna and Patryk, 2011).

III. Research Methodology:

3.1. Objectives of study:

The objectives of this research study are as follows,

1. To study the relationship between age and money spent, age and visit frequency, income and money spent, money spent and time spent.
2. To study the difference in the demographic profiles of buyers.
3. To analyze the difference in the shopping behavior of buyers.
4. To study the difference in the mall attitude of buyers.

3.2. Hypotheses of study: following are the hypothesis for the purpose of final analysis:

- H01: There is no relationship between age and money spent, age and visit frequency, income and money spent, money spent and time spent.
- HA1: There is relationship between age and money spent, age and visit frequency, income and money spent, money spent and time spent.
- H02: There is no significant difference in the demographic profiles of buyers.
- HA2: There is significant difference in the demographic profiles of buyers.

- H03: There is no significant difference in the shopping behaviour of buyers.
- HA3: There is a significant difference in the shopping behaviour of buyers.
- H04: There is no significant difference in the mall attitude of buyers.
- HA4: There is a significant difference in the mall attitude of buyers.

3.3. Research Design:

The primary data is collected for this research and assemble by distributing the questionnaire among different people online and manually. Data are taken from the customers stepping out of the mall. 200 questionnaires were taken for the analysis from 12 malls of Bhubanewar. Bhubaneswar is selected because it represents a great cross-section of diverse population of entire country, where a majority of diverse cultures exist and people of almost all the income and social levels can be found. Bhubaneswar is the best market in the country where all major retailers test the market and also it is the capital city of Odisha. SPSS is used for the analysis of data.

3.4. Measurement

a) **Demographic Variables:** The demographic data collected including gender, age, marital status, income, profession, education. These 6 variables were framed on appropriate category scales.

b) **Mall Attitude:** Twelve shopping center credits were assessed the significance shopping center benefactors put on these. These relate to the most well-known traits contemplated in past support look into viz., Location, stopping offices, assortment of stores, shopping center worker conduct, value, quality, client benefit, limited time exercises, climate, shopping center enhancements, sustenance courts and security arrangements. Level of significance of these shopping center traits were estimated through Likert compose reactions. A multi-thing stock of shopping center exercises was conceived utilizing the plan of the present Indian shopping centers, survey of writing on shopping centers and the kind of outlets found in shopping centers. The things for shopping center exercises to be specific, shopping, feasting out, watching motion pictures, meeting companions, window shopping, child's zone and getting a charge out of the feeling. Buys made at the shopping centers were gathered on a five point scale (1- Never and 5-Very every now and again). Things picked were chosen based on sorts of outlets found in Indian shopping centers. These included: movies, dinning out, attire, footwear, jewellery, knickknacks and home needs. Frequency of visits, time spent and cash spent are taken for the examination reason.

IV. Analysis

Table 4.1: Frequency Table of customer demography and there mall activities.

Income			
	Frequency	percentage	Cumulative percentage
<3 lacs	16	8.0	8.0
3-6 Lacs	32	16.0	24.0
6-12 lacs	56	28.0	52.0
>12 lacs	96	48.0	100.0
Total	200	100.0	
Education			
graduate	72	36.0	36.0
Post Graduate	100	50.0	86.0
Doctoral degree	16	8.0	94.0
professional	12	6.0	100.0
Total	200	100.0	
Marital status			
Married	128	64.0	64.0
Un married	72	36.0	100.0
Total	200.0	100.0	
Gender			
male	64	32.0	32.0
Female	136	68.0	100.0
Total	200	100.0	
Profession			
Salaried	24	12.0	12.0
Self employed	56	28.0	40.0
Businessman	16	8.0	48.0
Housewife	60	30.0	78.0
student	44	22.0	100.0
Total	200	100.0	
Age			
18-25	52	26.0	26.0
26-35	64	32.0	58.0
36-50	64	32.0	90.0
50-above	20	10.0	100.0
Total	200	100.0	
Time spent			
<1 hr	8	4.0	4.0
1-2 hrs	16	8.0	12.0
2-3 hrs	148	74.0	86.0
>3 hrs	28	14.0	100.0
Total	200	100.0	

Income			
	Frequency	percentage	Cumulative percentage
Money Spent			
<3000	60	30.0	30.0
3000-6000	100	50.0	80.0
6000-12000	28	14.0	94.0
>12000	12	6.0	100.0
Total	200	100.0	
Visit Frequency			
Once a week	32	16.0	16.0
2-3 times a week	16	8.0	24.0
Once a month	96	48.0	72.0
Once a fortnight	56	28.0	100.0
Total	200	100.0	

Above table shows the Frequency and percentage of customer demography and there mall activities.

4.1. To study the relationship between age and money spent, age and visit frequency, income and money spent, money spent and time spent.

H01: There is no relationship between age and money spent, age and visit frequency, income and money spent, money spent and time spent.

HA1: There is relationship between age and money spent, age and visit frequency, income and money spent, money spent and time spent.

Table 4.1.1: Correlation analysis of various factors

Age and Money spent			
		Age	Money spent
Age	Pearson Correlation	1	.293**
	Sig. (2-tailed)	.	.000
	N	200	200
Money spent	Pearson Correlation	.293**	1
	Sig. (2-tailed)	.000	.
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			
Age and Visit Frequency			
		Age	Visit Frequency
Age	Pearson Correlation	1	.349**
	Sig. (2-tailed)	.	.000
	N	200	200

Age and Money spent			
		Age	Money spent
Visit Frequency	Pearson Correlation	.349**	1
	Sig. (2-tailed)	.000	.
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			
Income and Money spent			
		Income	Money spent
Income	Pearson Correlation	1	.561**
	Sig. (2-tailed)	.	.000
	N	200	200
Money spent	Pearson Correlation	.561**	1
	Sig. (2-tailed)	.000	.
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			
Money spent and Time spent			
		Money spent	Time spent
Money spent	Pearson Correlation	1	.077
	Sig. (2-tailed)	.	.277
	N	200	200
Time spent	Pearson Correlation	.277	1
	Sig. (2-tailed)	.000	.
	N	200	200

From the above table it is cleared that there is a moderate degree of positive correlation between age of the respondent and money spent; age of the respondent and frequency of visiting the mall; low degree of positive correlation between time and money spent at the mall. However, there is a high degree of positive correlation between incomes of the respondent and money spent at the mall. So HA1 is proved rejecting H01.

4.2.To study the difference in the demographic profiles of buyers.

H02: There is no significant difference in the demographic profiles of buyers.

HA2: There is significant difference in the demographic profiles of buyers.

Along these lines, Differences in mall behaviour of different professions, age groups, genders, marital status, educational and income levels. Heavier customers are frequently better qualified and with a higher extra cash.

Table 4.2.1: Chi-square analysis of various factors

	Income	Education	Marital Status	Gender	Profession	Age
Chi-Square	72.640 ^a	111.680 ^a	15.680 ^b	25.920 ^b	37.600 ^c	25.920 ^a
df	3	3	1	1	4	3
Asymp. Sig.	.000	.000	.000	.000	.000	.000

a. 0 cells (.0%) have expected frequencies under 5. The base expected cell frequency is 50.0.

b. 0 cells (.0%) have expected frequencies under 5. The base expected cell frequency is 100.0.

c. 0 cells (.0%) have expected frequencies under 5. The base expected cell frequency is 40.0.

4.3. To analyse the difference in the shopping behaviour of buyers.

H03: There is no significant difference in the shopping behaviour of buyers.

HA3: There is a significant difference in the shopping behaviour of buyers.

Table 4.3.1: Chi-square analysis of Visit Frequency and Time spent of customers

	Visit Frequency	Time spent
Chi-Square	72.640 ^a	260.160 ^a
df	3	3
Asymp. Sig.	.000	.000

a.0 cells (.0%) have expected frequencies under 5. The base expected cell recurrence is 50.0. There is a noteworthy contrast in the behavior factors of customers as far as the frequency of shopping center visit and time spent.

4.4. To study the difference in the mall attitude of buyers.

H04: There is no significant difference in the mall attitude of buyers.

HA4: There is a significant difference in the mall attitude of buyers.

In the above table, it is found that there is a significant difference in the behaviour of buyers across all product categories.

V. Findings:

- The statistic profile of the example examined shows that lion's share of the buyers are youthful (with approx. 60% of the Sample between 18-35 years old), with a pay of over a lac for every month (right around half win more than 12 lacs p.a.) and 36% respondents are something like a graduate. This shows the shopping centers draw in the center and the privileged societies in the catchment, exceedingly taught and youthful group.
- Married couples who visited the shopping centers are twice of the unmarried individuals who visited the shopping centers. Additionally, the quantity of females

Table 4.4.1:Hypothesis Testing of Behavioral Variables – mall activities (using ANOVA)

		Sum Of Squares	df	Mean Square	F
Movies	Between Groups	107.520	3	35.840	19.548*
	With in Groups	359.360	196	1.833	
	Total	466.880	199		
Dining out	Between Groups	26.899	3	8.966	3.928*
	With in Groups	447.421	196	2.283	
	Total	474.320	199		
Apparel	Between Groups	139.006	3	46.335	26.017*
	With in Groups	349.074	196	1.781	
	Total	488.080	199		
Footwear	Between Groups	81.832	3	27.277	14.831*
	With in Groups	360.480	196	1.839	
	Total	442.320	199		
Jewellery	Between Groups	16.091	3	5.364	5.104*
	With in Groups	205.989	196	1.051	
	Total	222.080	199		
Knick knacks	Between Groups	22.918	3	7.639	3.828*
	With in Groups	391.162	196	1.996	
	Total	414.080	199		
Home needs	Between Groups	31.730	3	10.577	5.241*
	With in Groups	395.550	196	2.018	
	Total	427.280	199		

NB:- * - Significant at 5% level (P<0.05), NS- Not Significant at 5% Level (P>0.05)

visiting the shopping centers is twice the same number of as guys visiting shopping center.

- Almost 22% of the examples were understudies. This implies their visit may not really be changing over into deals/incomes as understudies frequently visit shopping center just for window shopping and once in a while additionally for stimulation like films, eating out, knocking down some pins back streets, gaming zones and so forth.
- Also, 48% of the respondents visited the shopping center just once per month and 74% of the espondents burn through 2-3 hours on a normal for every shopping center visit. It additionally developed that just about 64% of the respondents burn through 3000-12000 rupees for each month in shopping centers.
- There is a direct level of positive relationship between 's age of the respondent and cash spent; age of the respondent and recurrence of visiting the shopping center; low level of positive connection among's chance and cash spent at the shopping

center. In any case, there is a high level of positive connection between's salaries of the respondent and cash spent at the shopping center.

VI. Suggestions :

- The catchment should bolster the advancement as far as shopper footfall and spending. There ought to be an association between the catchment region and the occupant blend of the shopping centers. There ought not to be such a large number of shopping centers in a similar catchment zone, as they may tear up into one another's objective fragment.
- Mall inhabitants ought to have significance for the objective buyers. A synergistic connection between them, where nearness of one retail mark drives deals for the other will result in shopping center gainfulness over the long haul. • It is vital that the shopping center is open and all around associated through open transport, alongside sufficient parking spots.
- A normal shopping center ought to be 80,000 sq ft or more to have the correct number of retail marks for different classifications viz. Clothing, footwear, gems, multiplexes, feasting out and hardware and so on. To make the aphorism – All shopping needs under one rooftop.
- Ensuring something like one stay on each floor and occupants like multiplexes, nourishment courts and so forth. On higher floors will direct the customers to more elevated amounts, which they would have typically dodged without these allurements. Finding grapple stores at particular spots and bunching vanilla stores around them is a savvy zoning strategy to sustain off the footfall produced by stay.

VII. Limitations of the study:

Though the detailed investigation is made in the present study, still there are limitations. This study is restricted only to the 12 different malls of Bhubaneswar only. So, the results may not be applicable to other areas. This study is based on the prevailing customer's behavior. But the customer's behavior may change according to time, fashion, technology, development, etc. As per the population of the study is huge, a sample size of 500 sample respondents is only covered. Data collection of exact data for the research is not possible because there is a gap between what respondent say and what they actually do. Information provided by the customers may not be accurate. They may hide some of the information at the time of filling up the questionnaires.

VIII. Conclusion:

The main Indian shopping centers appeared very nearly 19 years prior, and way breaking improvements have begun occurring in most recent couple of years. As 10 years and a half is

anything but quite a while to see huge changes in commercial center or shopping conduct, shopping Mall should focus on the advancement of Retail marks instead of peering toward a higher rate of return. The emphasis ought to be on shopper enjoyment and driving higher footfalls, which if appropriately took into account will change over into higher deals/incomes.

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