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AN IMPACT OF CONSUMER SHOPPING STYLES IN SHOPPING MALLS OVER PURCHASE BEHAVIOR WITH REFERECNE TO CHENNAI CITY

Mr.G.Aravindhan[1], *Dr.R.Satish*[2]

[1]Research scholar, bharathiar university

[2]Associate professor,jeppiaar engineering college

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ABSTRACT

This research is to analyse how shopping is done in shopping malls of Chennai. The growth of Indian Retail Industry is showing how people are changing their styles while shopping in various malls of Chennai. The growth of malls is a clear indication of organized retail stores in Chennai and India as well. Usage of smart phones and Internet penetration in India is growing at a faster rate and it leads to more footfalls in the shopping malls. Recent changes of FDI policies in Indian Retail Industry are a great boost to the shopping malls. The objective of the study is to find out important shopping styles carried out by the Chennai consumers in various shopping malls. By using SEM analysis, the researcher found major shopping styles which have an impact on purchase behaviour.

1. Introduction

The emergence of malls as an essential and significant target for shopping, recreation and socialization have turned the face of the retail industry in India. Nowadays the word 'Mall' has converted a part of public living in metro and big cities. Mall culture is growing across the country's landscape at a quicker pace. Previously people felt that malls are for upper-middle-class people, but currently, mall mania is mutual among all people. Also that previously people had to create a choice among shopping stores or movies but today all that is obtainable below one-stop shop with good shopping know-how. Today people trust that the malls are the best place to shop or hang out. The expenditure capacity and willingness of customers has improved in India. Keeping this in mind, dealers have come up with organized retail outlets to attract and cater to the customers' wants. A well-designed finely continued store not only attracts more footfalls but also raise the sales.

2. Background Of Study

The customer shopping involvement in malls of Chennai recognized intimate shopping feel, accessibility of a different variety of shops, entertaining obtainable at malls, parking capacity, the luxury of shopping, decent product quality, reduction, and sales upgrade, superiority, and respect committed shopping. Customers visit shopping malls with recreational centres for making a custom of all amenities beneath one roof. Nowadays shoppers have a habit to be different selective because of the increasing number of malls. They are most probably to support malls that are most good-looking and have a wide variety of provisions and products that match their favourites. So, it is essential for mall managers to retain an awareness the attraction features while emerging their malls.

3. Evolution Of Shopping Malls At India Level

In India 'Retailing Malls' began to do their business especially after the 1990s when economic reforms commenced. However, there was a very strong opposition of all political parties either because of the 'swadeshi' lobby or the socialistic concern for small kirana shoppers, which were supposed to be driven off from the market by the monopolies of capitalist houses. During the second phase of economic reforms, i.e., post 2000 AD years, a larger number of retailing malls have entered into the retail market.

3.1 Major Shopping Malls in India:

Name	Location	Year	Size
World Trade Park, Jaipur	Jaipur	2012	2,400,000 sq ft (220,000 m2)
Lulu International Shopping Mall	Kochi	2013	2,500,000 sq ft (230,000 m2)
DLF Mall of India	Noida	2016	2,000,000 sq ft (190,000 m2)
Phoenix Marketcity (Bengaluru)	Bengaluru	2010	1,400,000 sq ft (130,000 m2)
Elante Mall	Chandigarh	2013	1,150,000 sq ft (107,000 m2)
Esplanade One	Bhubaneswar	2018	1,000,000 sq ft (93,000 m2)
Phoenix Marketcity (Chennai)	Chennai	2013	1,000,000 sq ft (93,000 m2)
Fun Republic	Lucknow	2007	970,000 sq ft (90,000 m2)
Mantri Square	Bengaluru	2010	924,000 sq ft (85,800 m2)
Express Avenue	Chennai	2010	900,000 sq ft (84,000 m2)
Orion Mall	Bengaluru	2012	850,000 sq ft (79,000 m2)
The Great India Place	Noida	2007	850,000 sq ft (79,000 m2)
Infiniti Mall	Mumbai	2011	850,000 sq ft (79,000 m2)
DB City Mall	Bhopal	2010	800,000 sq ft (74,000 m2)

Viviana Mall	Thane	2013	1,000,000 sq ft (93,000 m2)
Hilite Mall	Kozhikode	2014	750,000 sq ft (70,000 m2)
Ahmedabad One	Ahmedabad	2011	706,000 sq ft (65,600 m2)
Mall of Travancore	Trivandrum	2018	700,000 sq ft (65,000 m2)
Forum Fiza Mall	Mangalore	2014	686,892 sq ft (63,814.4 m2)
Prozone Mall	Aurangabad	2010	680,189 sq ft (63,191.6 m2)
R City	Mumbai	2009	657,000 sq ft (61,000 m2)
South City Mall	Kolkata	2008	650,000 sq ft (60,000 m2)
High Street Phoenix	Mumbai	2008	650,000 sq ft (60,000 m2)
The Forum Vijaya	Chennai	2013	636,000 sq ft (59,100 m2)
Bhawani Mall	Bhubaneswar	2012	600,000 sq ft (56,000 m2)
Centre Square Kochi	Kochi	2013	630,000 sq ft (59,000 m2)
VR Bengaluru	Bengaluru	2015	600,000 sq ft (56,000 m2)
Gold Souk Grande	Chennai	2014	600,000 sq ft (56,000 m2)
P&M Hi-Tech City Centre Mall	Jamshedpur	2017	550,000 sq ft (51,000 m2)

Table 1.1 *Major shopping malls in India*

4. Literature Review

Patel and Sharma(2009) In the mall-use shopping decisions, the study focuses on all the decisions that shoppers make in strolling around the mall, circulating within the floors, choosing stores to buy particular merchandises, and stopping at facilities. To capture behaviour patterns in the shopping malls, respondents in each mall were asked to mention which stores they entered during their visit of the shopping mall, as well as the total expenditure (in food and beverages and non-food-beverages) and duration of time spent in the malls. In this regards, a full set of store visits is investigated and is tailored to the shopping style which describes a shopper's action of choosing stores in the mall. The findings confirm four types of shopping styles regarding the most likely stores visited. The grocery shoppers who mainly visited the food type of stores, the fashion shoppers who were highly interested in visiting the apparel-and-accessories type of stores, the social shoppers who mainly visited the eating-places type of stores, and the recreational shoppers who most likely visited the media-and-special-interest type of stores and some different combination of other types of stores. All types of shstlls have every type of shoppers’ shopping styles

Walsh and Hennig (2001) observed that there is a lack of previous relevant consumer research in Germany, together with the need to test the generalisability of consumer decision making styles in diverse nations and with non-students samples, provoked an examination of German shoppers. Eight factors could not be confirmed entirely by the original but funding was found for six factors namely perfectionism, recreational/hedonism brand consciousness confused by over choice, suddenness and innovation fashion consciousness. Diversity seeking was novel to Germany and replaced brand loyalty and price-value consciousness factor found in preceding countries.

Sproles (1984) established a 50-item instrument to shape the decision-making styles of consumers based on primary data which was collected from 111 scholar women in two modules of the University of Arizona. He employed a factor examination technique, and he found six decision-making style traits; namely brand, novelty-fad-conscious perfectionism, value, shopping avoider-time saver-satisfier and support confused,-seeking decision maker.

As per Fan and Xiao (1998), there are three types of methods in studying consumer decision making styles. They are the psychological lifestyle approach, which finds hundreds of features related to consumer behaviour, second is the customer typology approach, which categorizes consumers into numerous types and last is the consumer appearances approach, which focuses on different cognitive dimensions of consumer decision making and identified five consumer decision making styles.

5. Research Methodology

5.1 Sources of Data

Primary data and secondary data are collected for the study.

5.2 Population of the Study

Mall visitors of Chennai city are considered as population for this study.

5.3 Sampling frame

The study area taken up by the researcher is Chennai city. Based on this 7 shopping malls have selected for the study.(Phoenix Market city, Express Avenue, Spencer Plaza, The Forum Vijaya Mall,Ampa Skywalk, Chennai Citicentre,Spectrum Mall).

5.4 Sampling Technique

In this study the convenience sampling technique has been used which comes under non-probability sampling method.

5.5 Sample size determination

The sample size is determined based on Cochran's formula. It is used to calculate a sample size of a large population whose degree of variability is not known. By taking 95% confidence level the sample size is determined for the study. The total sample size is 390.

6. Analysis & Intrepretation

6.1 Specific Measures For Goodness Of Fit

There are particular measures that could be ascertained to decide goodness of fit model. The measurements that should be accounted for are recorded underneath, alongside their satisfactory edges. The goodness of fit is conversely identified with test estimate and the variable quantity in the model. Therefore, the edges beneath are basically a rule.

Computation of degrees of freedom (Default model)
Number of distinct sample moments: 65
Number of distinct parameters to be estimated: 30
Degrees of freedom (65 - 30): 35

The result (Default model)
Minimum was achieved
Chi-square = 79.339
Degrees of freedom = 35
Probability level = .000

Table 1.2 *Measures and Thresholds for model 1*

Indices	**Value**	**Suggested value**
Chi-square value	79.339	-
DF	35	-
CMIN	2.265	< 5.00 (Hair et al., 1998)
P value	1.967	> 0.05 (Hair et al., 1998)
GFI	1.000	> 0.90 (Hu and Bentler, 1999)
RMR	0.025	< 0.08 (Hair et al. 2006)
AGFI	0.984	> 0.90 (Hair et al. 2006)
CFI	1.000	> 0.90 (Daire et al., 2008)
RMSEA	0.000	< 0.08 (Hair et al. 2006)

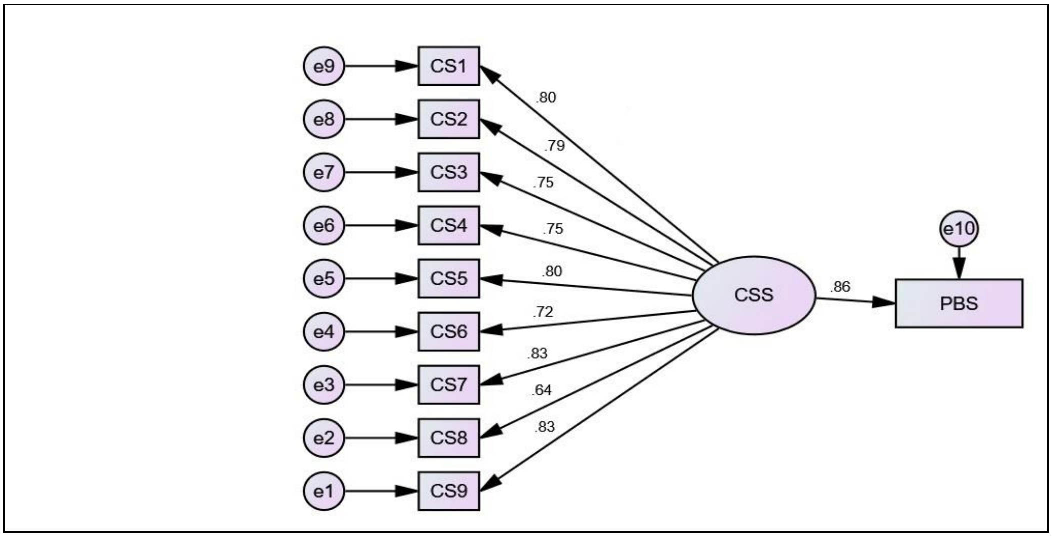

Figure 1.1 *SEM model for the Consumer Shopping styles and Purchase behaviour*

6.2 Parameter Estimates

Notwithstanding to considering about general model fit, it is essential to consider the significance of assessed parameters, which are like regression coefficients.

Table 6.2 *Variables in the SEM Analysis*

Variables			Standard Estimate	S.E.	C.R.	P
CS9	←	CS	.828	.077	40.138	***
CS8	←	CS	.640	.047	63.927	***
CS7	←	CS	.829	.053	60.870	***
CS6	←	CS	.719	.048	63.428	***
CS5	←	CS	.799	.045	64.490	***
CS4	←	CS	.748	.048	62.152	***
CS3	←	CS	.754	.052	55.836	***
CS2	←	CS	.787	.043	68.288	***
CS1	←	CS	.802	.049	62.668	***
Purchasing behaviour	←	CS	.864	.060	41.074	***

Note: *** denotes significant is lesser than 0.000. **CS is the consumer shopping style**

The asterisks (***) show factual significance, i.e., the p-value is lesser than .05 in the most part of the cases. All loadings are highly huge aside from four cases. The relapse weights related with the 10 out of fourteen variables are factually significant. It is likely that this indicator model is more suitable to depict the Consumer shopping style towards the Purchasing behaviour.AMOS gives Standard Errors (SE) and Critical Ratios (CR) to evaluate the significance of each estimate. The CRs are what might as well be called standard ordinary strays, and a value greater than 2.00 is viewed as significant ($Z = \pm 1.96$ is significant at .05 level, two-tailed). The Estimates are the partial relapse weights. The C.R. is a critical proportion, which equals the estimate / S.E. In the event that distributional presumptions are met, the C.R. ought to be > 2 to be huge at .05 levels. Here, the C.R. estimations of larger part variables are more noteworthy than 2, and so they are all significant. Hence the model is fit.

7. Findings

In reviewing the SEM path model it can be seen that both the Customer shopping styles and Purchase behaviour are influenced by the Location (CS1), Shopping atmosphere (CS2), my style (CS3), Exclusive and unique (CS4), a lot of luxury (CS5), Price tag (CS6), Expensive (CS7), generally act impulsive (CS8), and properly displayed (CS9) have impact on the purchase behaviour in the shopping mall. Purchase behaviour was also hypothesized to be influenced by consumer shopping styles.

8. Suggestion

The developers of the malls should realize to create a shopping destination for the shopper which has a mix of retail outlets, eating joints, entertainment places, etc. This offers them with the whole shopping experience. The promoters should take the help of retail experts to create a balanced tenant mix that also includes the variety of products and anchor stores so that the shoppers are able to get everything they want under one roof, which will solve their purpose of coming to the shopping mall. Nowadays customer shopping is not just functionality behaviour to meet the basic demand, but also to have a happy and relaxed emotional experience. Retailers should give extra attention to the visual image of the store through space, color, and material, etc. to convey consumers the brand & unique personality and design concepts, also to bring a strong sensory and emotional experience.

9. Conclusion

Shopping malls is a place to shop and are attraction centers for people to come together, to socialize, see new developments, do the shopping and serve as employment hubs. Changing dynamics of consumer behaviour and enormous brand choices has made the consumer to settle for nothing less than the best. Understanding what the consumer wants is the key to survive in the long run. An ideal shopping mall is the reflection of the amiable relationship among the stakeholders – mall developers, mall managers, mall tenants and the consumers. Even while Chennai is a little behind its southern counterparts in terms of mall development, the city has adapted itself to the “mall culture” and the shopping mall culture has brought a refreshing change in the way Chennai consumers shop. Shopping malls aren’t just places to shop, they are attraction centers for people to come together, to socialize, see new developments, do the shopping and serve as employment hubs. Understanding what the consumer wants is the key to survive in the long run.