

**CONSUMERS BUYING BEHAVIOUR ON SHOPPING AT MALLS-  
COMPARATIVE STUDY FROM THE PERSPECTIVES OF URBAN AND  
RURAL COSUMERS.**

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**Key words: Buying behavior, consumers, shopping behavior and shopping at  
malls.**

**ABSTRACT:**

A comprehensive understanding of consumer behaviour is essential to the long- run success of any marketing program. It is seen as a one of the major component of the marketing concept. The availability of the products\ services at the shopping malls acts as an information to the buyer. Shopping malls acts as a key source of information to the consumers. Consumers are frequently researched due to the fact that the choices related to their purchases are considerably influenced by their behavioral patterns or unique activities at the market place. Shopping malls acts as a bridge between the consumers and the retailers to categorize the various assortments and also to target the profitable consumers. The perception of the consumers will form a substantial influence factor in determining the choices of wide ranging products/services offered by the shopping malls.

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**INTRODUCTION:**

A shopping mall is a huge building or group of buildings that contain various stores and other business establishments (or) solely sells various products / brands in retailing mode. If it is a collection of multiple stores, they are connected by walkways so that consumers can easily walk and shop between the stores. Malls can be built in an enclosed or in an open-air format. However, in India most of the leading shopping malls are with a primary motto of acting like

‘One Stop Shop’ that provides all most all the required products and brands right from grocery, lifestyle products to durables like furniture under one roof. Customers will be obviously happy if they get what they want conveniently in one location.

The mall was originally conceived of as a community center where people would converge for shopping, cultural activity, and social interaction. And one can easily say that malls have succeeded in achieving the age old purpose of bringing them into existence. Thus, in today’s consumer culture “Mall” is the center of the Universe. Shopping “per se”, can be done even in e-commerce websites. As a matter of fact, the various online product stores are offering products and services at higher discounted prices and delivering the products at door steps conveniently. However people still crave for a common locality to gather, socialize, connect, and engage. In India, either metros or small towns, for majority of people, shopping is a shared experience with family, friends and known people. For teenagers, malls are becoming best opted place to hang around. Shopping malls are being developed with a concept of providing a space for “activity centers” in the social fabric of communities giving higher prominence to culture and consciousness.

Physical visibility and feel of the product is another key experience that any mall can provide to the customer. Special ambiances, Air conditioning facilities, scope for window shopping, food courts, entertainment like movie theatres, game zones etc in shopping malls are added boosters for customers to opt for malls. Thus, malls serve the purpose of giving quality time and place for entertainment, socialization, pleasure and fun besides selling required products and services. Small town consumers are no exception for this kind of combo offerings. Whatever might be the concept they come with, consumers of urban or small town wants shopping malls to provide a “Onestop Shop” for retail as well as entertainment which they can’t get through online shopping or any Khirana shops.

It is of no doubt that shopping malls – the so called organized retailers have gone beyond metros and mushrooming even in to small towns of India giving the small town and rural consumers a special tang of shopping culture. Mostly the district headquarters are easy targets for developing shopping complex infrastructures and brand promotional activities. All most all the district headquarters are booming and are prospective center hubs for various fields like trade and commerce, education, health sector, entertainment sectors like cinema halls, cultural centers etc. Establishing organized shopping malls would not be a big challenge under such potential circumstances and vicinity. This study focused on factors which are influencing consumer attitude towards shopping in malls in Trivandrum district.

## LITERATURE REVIEW:

**Shekar et al., (2016)** studied the overall customer satisfaction, response of customers with regard to the availability and quality of products and services offered at shopping malls and the comfort level of the respondents towards shopping in the shopping malls.

On the other hand, **Kanoga et al (2015)** investigated the effect of place mix dimension on performance of shopping malls in the Kenyan context.

**Sohail (2015)**, in his empirical research study compared men and women for differences in mall shopping. Based on a survey of 513 shoppers across Saudi Arabia ,the study suggest that factors such as value perceptions, lifestyles and shopping orientation differ across genders and have a significant impact on mall patronage.

**Rousseau, G.G., & Venter, D.J.L. (2014)** argues that retailers often give high priority to other market segments while ignoring the mature consumers, because they perceive that they have limited purchasing power. But the study concluded that mature mall shoppers have specific needs and preferences.

Another crucial study by **Taushif and Gupta (2013)**, attempted to investigate the relationship of various factors, with impulse buying tendency of consumers in the Delhi region also concluded that same.

On the other hand, research study carried out by **Yaaminidevi (2013)** in Madurai city, Tamilnadu with a sample of 100 respondents focused on Facility Management like ambience, infrastructure and traffic were analyzed particularly. She suggested that malls not only cater to the product needs of the customers, but also a source of entertainment.

**Madhavi and Leelavati (2013)** studied the impact of visual merchandising on consumer behavior, especially towards women apparel. The study concluded that retailers can help customers to find the right products and enhance desirability of products through focused merchandising, intelligent store design and layout, and other visual.

**Sharma (2012)** research carried in Mumbai also assessed the overall customer satisfaction. The researcher analyzed the response of customers with regard to the availability and quality of products and services offered at shopping malls and the comfort level of the respondents towards shopping in the shopping malls.

**Wijnen et al., (2011)** analyzed how shopping centre attributes can be adapted to culture related shopping behavior of emigrants. The results, based on an online survey among British, Japanese and American emigrants living in Amsterdam and Amstelveen (the Netherlands), reflect a universal lifestyle among emigrants, while they also emphasize cultural values and differences (**Wijnen et al., 2011**).

#### **STATEMENT OF THE PROBLEM:**

The problem of the study is considered based on the preferences among the mass which includes all categories covering both gender with different age group. As the need of people increases, the numbers of shopping places were increased. For any retailers, either organized or unorganized, enhancing the customer traffic and sales are always important. However, in the current context of online retail and e-commerce evolution, both traffic and sales are declining day by day, leaving little choice to retailers, especially to big mall retailers. The current customer is more empowered, well informed, ready with well-grounded homework and after all they want utmost value for the money they spent. Hence, a great deal of research is focusing worldwide to know – How consumer shop, what factors convinces them to visit shopping malls, the rationale behind their shopping behavior, consumer decision making process, the key role players in decisions etc. this study is also focusing of these factors.

#### **OBJECTIVE OF THE STUDY:**

Objective of the present study is to analyse the attitude of consumer towards shopping malls in Trivandrum district from the perspectives of urban and rural consumers.

**HYPOTHESIS OF THE STUDY:**

Hypothesis formulated to test the above objective is there is no significant difference in the attitude of consumer towards shopping malls in Trivandrum district from the perspectives of urban and rural consumers.

**METHODOLOGY:**

**Population of the study:**

The population of the study is the consumers of Mall of Travancore and Central mall.

**Sample Design:**

The sample of the study consists of 150 respondents i.e., 75 from Mall Of Travancore and 75 from Central mall which were selected using convenience sampling from the customers in the Trivandrum district.

**Data Collection**

The proposed study is conducted through primary and secondary data. The primary data were collected from 150 samples through structured questionnaire and the secondary data collected from different documentary sources, journals and related websites.

**RESULTS AND DISCUSSION:**

Present study focuses on attitude of consumer towards shopping at malls in Trivandrum district from the perspectives of urban and rural consumers. The respondents were asked to state their opinion on a five point scale starting from 5 (Strongly Agree) to 1 (Strongly Disagree).

**LEVEL OF CONSUMERS BUYING BEHAVIOUR ON SHOPPING AT MALLS:**

A consumer is an individual who buys products or services for personal use and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisements. Any time someone goes to a store and purchases a toy, shirt, beverage, or anything else, they are making that decision as a consumer. The consumer is the one who pays to consume the goods and services produced. As such, consumers play a vital role in the economic system of a nation. In the absence of effective consumer demand, producers would lack one of the key motivations to produce: to sell to consumers. The consumer also forms part of the chain of distribution. Here an attempt is made to study the level of consumers buying behavior on shopping at Malls.

**Table 1: Level of Consumers Buying behaviour on shopping at Mall with test of Significance**

| Statements                                       | Mean   | Std. Deviation | t value | Sig   |
|--|--------|----------------|---------|-------|
| Shopping in Mall offering personalized services  | 2.9733 | 1.32577        | 27.468  | 0.000 |
| Shopping in Mall provides credit card facilities | 3.1600 | 1.26957        | 30.484  | 0.000 |

|  |        |         |         |       |
|--|--------|---------|---------|-------|
| Malls offers well-known brand means good quality     | 2.8533 | 1.17802 | 29.665  | 0.000 |
| Malls offers easy return purchase policy             | 2.9467 | 1.38441 | 26.068  | 0.000 |
| Shopping the different stores in Mall wastes my time | 3.5200 | 1.59159 | 27.087  | 0.000 |
| Store design and layout is attractive in Mall        | 3.9467 | 1.49624 | 32.305  | 0.000 |
| Store ambience and cleanliness is good in Mall       | 4.8200 | 0.38547 | 153.143 | 0.000 |
| Malls offers fast checkout lines and prompt service  | 4.3933 | 1.08000 | 49.821  | 0.000 |
| Malls offers availability of good quality products   | 4.5467 | 0.83213 | 66.919  | 0.000 |
| Malls offers convenient operating hours              | 4.1267 | 1.21675 | 41.538  | 0.000 |
| Malls offers convenient accessibility                | 4.7267 | 0.73180 | 79.106  | 0.000 |
| Malls usually have convenient store location         | 4.6400 | 0.86140 | 65.972  | 0.000 |

Source: Primary data

It is clear from the above table that, regarding the consumers buying behavior on shopping at Malls, consumers experienced that Store ambience and cleanliness is good in Mall, as it has a mean score of 4.8200, followed by Malls offers convenient accessibility and Malls usually have convenient store location, as these opinions have a mean scores of 4.7267 and 4.6400 respectively. At the same time majority of them put their disagreement on Malls offers well-known brand means good quality (2.8533). The one sample t-test value for the variables representing consumers buying behavior in shopping at Malls are ranging from 153.143 to 26.068. The significance level of one sample t-test in all variables is less than 0.05. The results show that the opinion wise variation with respect to the level of consumer’s buying behavior on shopping at Malls is significant when t-test is applied.

**COMPARISON OF BUYING BEHAVIOR FROM THE PERSPECTIVE OF RURAL AND URBAN CONSUMERS:**

A comprehensive understanding of consumer behavior is essential to the long- run success of any marketing program. It is seen as a one of the major component of the marketing concept. Consumer buying behaviour depends on various factors like needs and wants of consumers, company goals and the marketing strategy. Here an attempt is made to study Comparison of buying behavior from the perspective of rural and urban consumers.

**Table 2: Comparison of buying behavior from the perspective of rural and urban consumers**

| Statements | Rural Consumers |                | Urban Consumers |                | ANOVA |      |
|------------|-----------------|----------------|-----------------|----------------|-------|------|
|            | Mean            | Std. Deviation | Mean            | Std. Deviation | F     | Sig. |

|  |            |             |            |             |            |       |
|--|------------|-------------|------------|-------------|------------|-------|
| Shopping in Mall offering personalized services      | 3.200<br>0 | 1.2627<br>7 | 2.746<br>7 | 1.3566<br>0 | 4.487      | 0.036 |
| Shopping in Mall provides credit card facilities     | 2.880<br>0 | 1.2187<br>7 | 3.440<br>0 | 1.2653<br>4 | 7.620      | 0.007 |
| Malls offers well-known brand means good quality     | 2.920<br>0 | 1.1121<br>0 | 2.786<br>7 | 1.2443<br>7 | 0.479      | 0.490 |
| Malls offers easy return purchase policy             | 2.533<br>3 | 1.1310<br>5 | 3.360<br>0 | 1.4944<br>9 | 14.59<br>0 | 0.000 |
| Shopping the different stores in Mall wastes my time | 3.453<br>3 | 1.6132<br>3 | 3.586<br>7 | 1.5776<br>6 | 0.262      | 0.610 |
| Store design and layout is attractive in Mall        | 3.920<br>0 | 1.4774<br>0 | 3.973<br>3 | 1.5243<br>4 | 0.047      | 0.828 |
| Store ambience and cleanliness is good in Mall       | 4.773<br>3 | 0.4214<br>9 | 4.866<br>7 | 0.3422<br>2 | 2.216      | 0.139 |
| Malls offers fast checkout lines and prompt service  | 4.813<br>3 | 0.3922<br>7 | 3.973<br>3 | 1.3554<br>0 | 26.58<br>0 | 0.000 |
| Malls offers availability of good quality products   | 4.880<br>0 | 0.3271<br>5 | 4.213<br>3 | 1.0305<br>3 | 28.51<br>4 | 0.000 |
| Malls offers convenient operating hours              | 4.000<br>0 | 1.2734<br>3 | 4.253<br>3 | 1.1518<br>9 | 1.632      | 0.203 |
| Malls offers convenient accessibility                | 4.626<br>7 | 0.8506<br>5 | 4.826<br>7 | 0.5782<br>9 | 2.835      | 0.094 |
| Malls offers convenient store location               | 4.506<br>7 | 0.9777<br>7 | 4.773<br>3 | 0.7085<br>1 | 3.658      | 0.058 |

(Source: Primary data)

From the above Table, it can be easily identified that seven factors like malls offers well-known brand means good quality, shopping the different stores in mall wastes my time, store design and layout is attractive in mall, store ambience and cleanliness is good in mall, malls offers convenient operating hours, malls offers convenient accessibility and malls offers convenient store location have shown there is no significant opinion wise variation. But some factors like Shopping in Mall offering personalized services, Shopping in Mall provides credit card facilities, Malls offers easy return purchase policy, Malls offers fast checkout lines and prompt service and Malls offers availability of good quality products have shown significant opinion wise variation. P Value in respect of these factors are less than 0.05, as the level of significant. Study revealed that there is significant difference in the attitude of consumer towards shopping malls in Trivandrum district from the perspectives of urban and rural consumers.

### TESTING OF HYPOTHESIS

Present study focuses on attitude of consumer towards shopping at malls in Trivandrum district from the perspectives of urban and rural consumers. The respondents were asked to state their opinion on a five point scale starting from 5 (Strongly Agree) to 1 (Strongly Disagree). The one sample t-test value for the variables representing consumers buying behavior in shopping at Malls are ranging from 153.143 to 26.068. The significance level of one sample t-test in all variables is less than 0.05. The results show that the opinion wise variation with respect to the level of consumer's buying behavior on shopping at Malls is significant when t-test is

applied. In order to identify variation of buying behavior from the perspective of rural and urban consumers ANOVA Test was applied. P Value in respect of certain factors representing buying behaviour of consumers are less than 0.05, as the level of significant. Study revealed that there is significant difference in the attitude of consumer towards shopping malls in Trivandrum district from the perspectives of urban and rural consumers. Hence the study rejects the null hypothesis of there is no significant difference in the attitude of consumer towards shopping malls in Trivandrum district from the perspectives of urban and rural consumers and accepted the alternative hypothesis of there is significant difference in the attitude of consumer towards shopping malls in Trivandrum district from the perspectives of urban and rural consumers.

### **CONCLUSION:**

Present study is based on attitude of consumers towards shopping at malls in Trivandrum district from the perspectives of urban and rural consumers. For identifying opinion wise variation of buying behavior of consumers' t- test was applied. The results show that the opinion wise variation with respect to the level of consumer's buying behavior on shopping at Malls is significant when t-test is applied. In order to identify variation of buying behavior from the perspective of rural and urban consumers ANOVA Test was applied. Study revealed that there is significant difference in the attitude of consumer towards shopping malls in Trivandrum district from the perspectives of urban and rural consumers.

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