

STUDY OF CONSUMER BEHAVIOUR IN SHOPPING MALLS: DETERMINANTS OF BEHAVIOUR SATISFACTION

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Abstract

The goal of this thesis work is to create a model that can help prioritize which customer service should be the subject of improvement using two criteria: the significance that consumers. The present study results suggest that consumer satisfaction is significantly influenced by Shopping mall services at the point of sales.

Key words: Price and promotion strategies, buying intention, c Brands and services

Introduction

Shopping malls around the world brings many retailers together in one location, fundamentally provide a service while also offering supplementary services, such as various types of upkeep on the shopping mall and its surrounds. Because of this, it is possible to classify shopping centre management as a service industry sector. Howard (2007), developers and retailers are attempting to make shopping a pleasurable activity through the construction of shopping malls. According to Howard (2007), many studies on consumer behavior have been looked into, and they have discovered insights into the situational and individual experiences of shopping and its impact on people's emotions and behaviour.

Importance of Mall Attributes and Shopping Behaviour

According to El-Adly (2007), there are six mall appeal characteristics: convenience, luxury, mall essence, and entertainment. In this poll, people prefer weekends and spend less than two hours shopping. Consumers prioritized safety, cleanliness, seating arrangements, parking, variety, product quality, and after-sales services. According to Venkateswarulu and Uniyal's 2007 study, the appeal of a mall is determined by its accessibility, facilities, atmosphere, employees, parking, and seating. They also highlighted bathrooms, scent, parking, and security as important aspects of attracting people to malls. They also determined that convenience is important for customers who do not visit malls. Consumers may now shop without having to worry about parking or security (Ooi and Sim (2007).

According to Adly (2007), the younger part of the population—72% of whom are under 40 years old and were dubbed demanding shoppers—also liked to shop on the weekends. Shopping malls are perceived favorably by the respondents to the study's interviews.

Young consumers have cited the convenience of having everything indoors and being free from weather concerns as being the most alluring feature. Hedonic factors, such as perusing, window shopping, children's play areas, venues for various performances and exhibitions, and spending quality time with families, have been ranked as the second most important factors, behind the wide range of brands and stores, the mall's ambiance, and its awareness promotion.

Research problem

There are several ways to enhance a shopping center's total customer service; Based on the services it already offers, certain services may be enhanced. Selecting the area that has to be improved is in and of itself a challenge. It is critical to consider the importance of service to the customer and how valuable they believe it to be (Park et al., 2012). Another crucial element is how well the shopping centre is currently performing in the particular location. It makes sense that upgrading a customer-perceived important area that is currently underperforming will provide more value than improving a less important area or an area that is already performing well (Martilla & James, 1977).

The reasons people shops have been the subject of several studies. Shopping malls, according to Nicholls, Roslow, and Kranendonk, (2002), are locations where numerous retail establishments (tenant-mix) are housed. By bringing together many retailers in one location, shopping malls around the world fundamentally provide a service while also offering supplementary services, such as various types of upkeep on the shopping mall and its surroundings. The administration of shopping centres might be viewed as falling under the service industry sector as a result. The present research defines the problem on the basis of location accessibility, shopping mall atmosphere, price and promotion strategies, shopping mall services at the point of sale, and how these work on the consumer's attitude and buying intention.

Study variables

The present research considered the El-Adly (2007) factors for mall attraction characteristics for consumer satisfaction such as., a) Location and accessibility of the shopping mall, Shopping malls Atmosphere, Price and promotion strategies, Brands and services offered by shopping and Shopping mall services at the point of sales. The researcher believes these identified variable factors will help to explain the high amount of variance in consumer behaviour.

Location and accessibility of the shopping mall

Access, atmosphere, price and promotion, cross-category assortment, and withincategory assortment are five important elements of store image that Ailawadi and Keller (2004) claimed are also applicable to shopping malls, according to Chebat et al. (2010). Shopping mall accessibility is a gauge of a mall's client accessibility. Location of the retail centre, as well as various accessibility-related amenities like parking spaces, escalators, and elevators, are all examples of accessibility.

H1 a, b, c Location and accessibility of the shopping mall has significant influence on buying intention, buyer behaviour and consumer satisfaction.

Shopping malls Atmosphere

The definition of shopping mall atmosphere is how the beauty and ambiance of the mall are met in the eyes of the customer. Customers' perceptions of a shopping mall are highly influenced by the atmosphere, which includes the music, colours, and number of visitors, as well as cleanliness and a sense of security. (Keng, et al., 2007; Michon et al., 2007; 2008).

H2 a,b, c Shopping malls Atmosphere of the shopping mall has significant influence on buying intention, buyer behaviour and consumer satisfaction

Price and promotion strategies –

The customer's view of the prices and promotional activities at a mall is referred to as "price and promotion." The customer's view of the breadth of goods and services provided by the mall is referred to as cross-category assortment. Similar to cross-category assortment, within-category assortment focuses on the breadth of each product or service category (Ailawadi & Keller, 2004). Chebet and others (2010),

H3 a, b,c Price and promotion strategies of the shopping mall has significant influence on buying intention, buyer behaviour and consumer satisfaction

Brands and services offered by shopping

However, according to Chebat et al. (2010), the image of a shopping mall is affected by the customer's preferences for the various brands and services offered there rather than the number of products available within a category. (2010) Chebat et al. Positive attitudes and shopping mall patronage will likely be attained by being favourable in the five main aspects in the eyes of the customers (Chebat et al., 2010).

H4 a,b,c Brands and services offered by shopping has significant influence on buying intention, buyer behaviour and consumer satisfaction

Shopping mall services at the point of sales

Shopping mall services can be categorized in a variety of ways, including by separating them into internally offered services and outsourced services. Internally offered services are those that the shopping centre offers utilising its own staff, expertise, and resources, whereas outsourced services are given by outside businesses with various areas of expertise. 2011 (Williams)

H5 a,b, c Shopping mall services at the point of sales has significant influence on buying intention, buyer behaviour and consumer satisfaction.

Research methodology

Questionnaire and sampling method:

A systematic questionnaire was given to the 191 respondents to complete in order to get first-hand information. In order to get responses from the respondents, a five-Likert scale was also constructed for the questionnaire (i.e., 5 strongly agree to 1 strongly disagree). Statistics, both descriptive and inferential, were used to analyse the results. To collect the data, the researchers use a simple random sampling method. The general public who approaches the sampling malls is considered to be a sample unit.

The research process and the technical environment in which it is carried out are referred to as research methodology. Data collection and analysis are crucial to the effectiveness and validity of research, therefore methodology in a study needs to be carefully planned. Exploratory research is what this study is all about. The survey method is the one used in the research investigation. This study investigates how consumers in Trichy feel about shopping centers.

The study area is the Tiruchirappalli district and it consists of around 15 shopping malls. The researcher collected data from selected 7 malls only.

Statistical application - The present uses the measured structural equation method to execute the research design.

Statistical process

- Measured Structural Equation Modeling (MSEM) and Structural Equation Modeling are some of the obvious methods to achieve the research necessities of modern researchers, especially after usage AMOS software. The present study also uses MSEM and SEM. Before executing these models, explorative factor analysis and confirmative need to run to authorize loading in particular variables. Explorative factor analysis is part of factor analysis in SPSS and it also performs in SPSS software (version 21). Explorative Factor Analysis was executed to test convergent validity, discriminant validity and reliability of the data set to examine the extent measures of a latent variable shared their variance and how they are different from other variables.

Variable screening:

- Missing data
- Skewness and kurtosis (Normality Table)

Exploratory Factor Analysis:

- Sampling adequacy
- Convergent validity
- Discriminant validity
- Reliability

Confirmatory Factor Analysis:

- Validity and reliability check
- Rough model
- Final measurement model

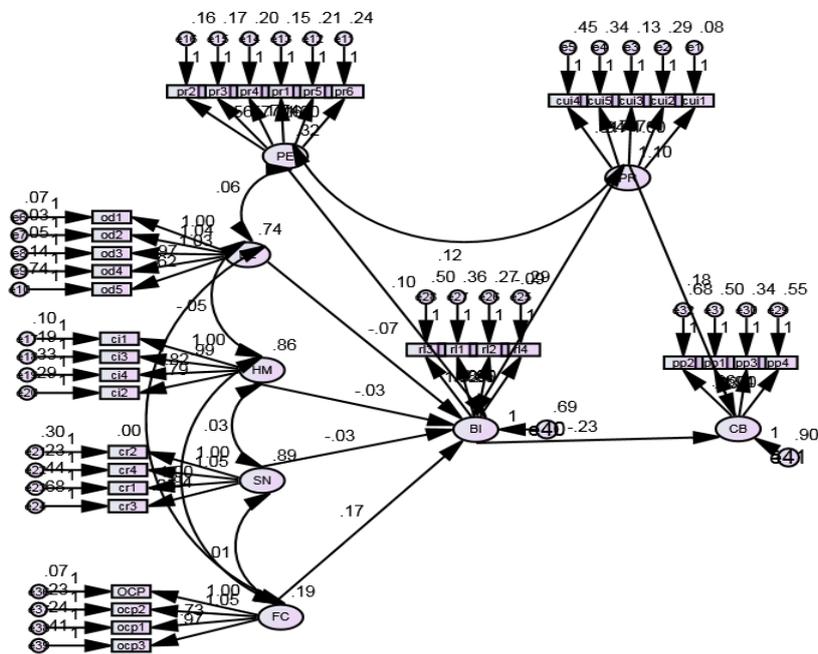
Structural model:

- Measured Structural Equation Modeling (MSEM)

Variance Explained

The present research explains 52% in buying intention, 48 % variance buyer behaviour and 37% in consumer behaviour. These independent variables of the study are a) Location and accessibility of the shopping mall, Shopping mall Atmosphere, Price and promotion strategies, Brands and services offered by shopping and Shopping mall services at the point of sales and these explained good variance in the dependent variables.

Measured structural equation method MSEM



Hypotheses Results of MSEM

	Endogenous variable		Exogenous variable	Estimate	S.E	C.R.	P
H1a	Buying intention	<-- -	Location and accessibility of the shopping mall	0.197	.119	-1.962	.047
H2a	Buying intention	<-- -	Shopping malls Atmosphere	.035	.098	.463	.717
H3a	Buying intention	<-- -	Price and promotion strategies of the shopping mall	.043	.073	.393	.553
H4a	Buying intention	<-- -	Brands and services offered by shopping	.196	.075	2.328	.020
H5a	Buying intention		Shopping mall services at the point of sales	.090	.056	1.917	.056
H1b	Buyer behavior	<-- -	Location and accessibility of the shopping mall	.563	.138	4.006	***
H2b	Buyer behavior	<-- -	Shopping malls Atmosphere	.030	.107	.319	.769
H3b	Buyer behavior	<-- -	Price and promotion strategies of the shopping mall	-.474	.108	-4.286	***
H4b	Buyer behavior	<-- -	Brands and services offered by shopping	-.020	.082	-.287	.794
H5e	Buyer behavior	<-- -	Shopping mall services at the point of sales	.387	.131	2.196	.028
H1c	Consumer satisfaction	<-- -	Location and accessibility of the shopping mall	.380	.094	3.736	***
H2c	Consumer satisfaction	<-- -	Shopping malls Atmosphere	.0250	.078	.269	.740
H3c	Consumer satisfaction	<-- -	Price and promotion strategies of the shopping mall	.242	.074	3.161	.002
H4c	Consumer satisfaction	<-- -	Brands and services offered by shopping	-.0793	.059	-1.348	.202
H5c	Consumer satisfaction	<-- -	Shopping mall services at the point of sales	.543	.138	3.856	***

Results and interpretation:

H1 is made with the intention to assess the location and accessibility of the shopping mall effect on various dependent variables such as buying intention, Buyer behavior, and Consumer satisfaction. Results show that all three dependent variables are significantly affected by location and accessibility.

H2 a, b, & c Shopping malls Atmosphere effect on the study variables buying intention and Buyer behaviour is not significant but its effect on Consumer satisfaction is significant.

H3 a, b & c Price and promotion strategies' effect on the Buying intention is minimum (H3a), and its effect on buyer behaviour, and consumer satisfaction is significant.

The results suggest that Price and promotion strategies by the shopping mall give good results on consumer behaviour and satisfaction.

H4 a, b & c Brands and services offered by shopping on Buying intention and Consumer satisfaction are not significant but its effect on the buyer behaviour is alone significant. The research suggests that brand plays a major role in consumer behaviour, especially in shopping malls.

H5 a, b & c Shopping mall services at the point of sales effect on Buying intention, buyer behavior, and Consumer satisfaction were significant in all three dependent variables. The researches suggest that shopping service at point purchase has valuable effect on Buying intention, buyer behavior, and Consumer satisfaction. Shopping malls in the study area have works well in the area of brand selection and Shopping mall services at the point of sales.

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