"TO STUDY THE IMPACT OF VARIOUS DEMOGRAPHIC FACTORS ON CONSUMER BUYING BEHAVIOUR - A STUDY OF SHOPPING MALLS AT JALANDHAR"

1. Mr. Divakar Joshi
Research Scholar
SBBSU, Village Khiala, Jalandhar, Punjab

2. Dr. Ramandeep Chahal
Professor(UICM)
SBBSU, Village Khiala, Jalandhar, Punjab

Abstract

Indian retail sector is estimated to reach a whopping $2 tn by 2032, which is driven by socio-demographic and economic factors such as urbanisation, income growth and rise in nuclear families etc. On the other hand, the Indian e-commerce market is also expected to cross $350 billion mark by 2030, which is growing at a CAGR of approximately 23% in first half of 2021, e-commerce business is accounted for nearly a third of the several electronic categories, it has been seen that almost half of smartphones sold, and also about a fifth of all the apparel sales in India. The Consumer internet and e-commerce companies has raised US$38 billion in 2021, an increase from the figure of US$8 billion in 2020, it is driven by large-size investments across the fintech, hyperlocal and the e-commerce sectors as the Indian start-up ecosystem has continue to mature. It is found that India will become the 3rd largest online retail market by the year 2030, with the estimated annual gross merchandise value of $350 billion. The Indian retail market is mostly unorganized. Over the next 3-5 years, it is estimated that the share of modern retail (e-commerce) will therefore increase to 30-35% and the share of traditional retail coming down to 65% - 70%.

Index Terms: retail, e-commerce, urbanization, apparel, factors, sectors, retailers, consumers, online

Introduction

In the recent past Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the very entry of several new players. It accounts for more than10% of the country's gross domestic product (GDP) and along with that 8% of the employment. India is considered as the world's fifth-largest global destination in the overall retail space. It has been found that India ranked 73 in the United Nations Conference on Trade and Development's Business-to-Consumer (B2C) E-commerce Index for the year 2019. India is come up as the world's fifth-largest global destination in the retail space and along with that it ranked 63 in World Bank's Doing Business 2020.The very sizeable middle class along with nearly unexplored retail market in India are seen as the main enticing factors for international retail behemoths which is seeking to move into newer markets, which will eventually help the Indian retail business to grow more quickly. The Indian consumer's purchasing power is increasing multiple time, and the branded goods in categories like apparel, cosmetics, footwear, watches, beverages, food, and even jewellery etc are slowly and gradually evolving into business and leisure which are well-liked and appreciated by the urban Indian consumer.

GROWTH DRIVERS

- **Growing income**

  By 2030 India will add 140 million middle-income and 21 million high-income households – which is therefore leading to a huge emerging middle class.

- **Increased online spending**

  Online shoppers in India are expected to touch ~500 million in 2030 from +150 million in 2020

- **Growth of rural consumption**

  Rural per capita consumption will grow to 4.3 times by 2030, as compared to 3.5 times in the urban areas

- **Young millennial households**

  By 2030, India will add approximately 90 million new households which is headed by millennials, who were born into the liberalized India.

Retail market size (US$ billion)
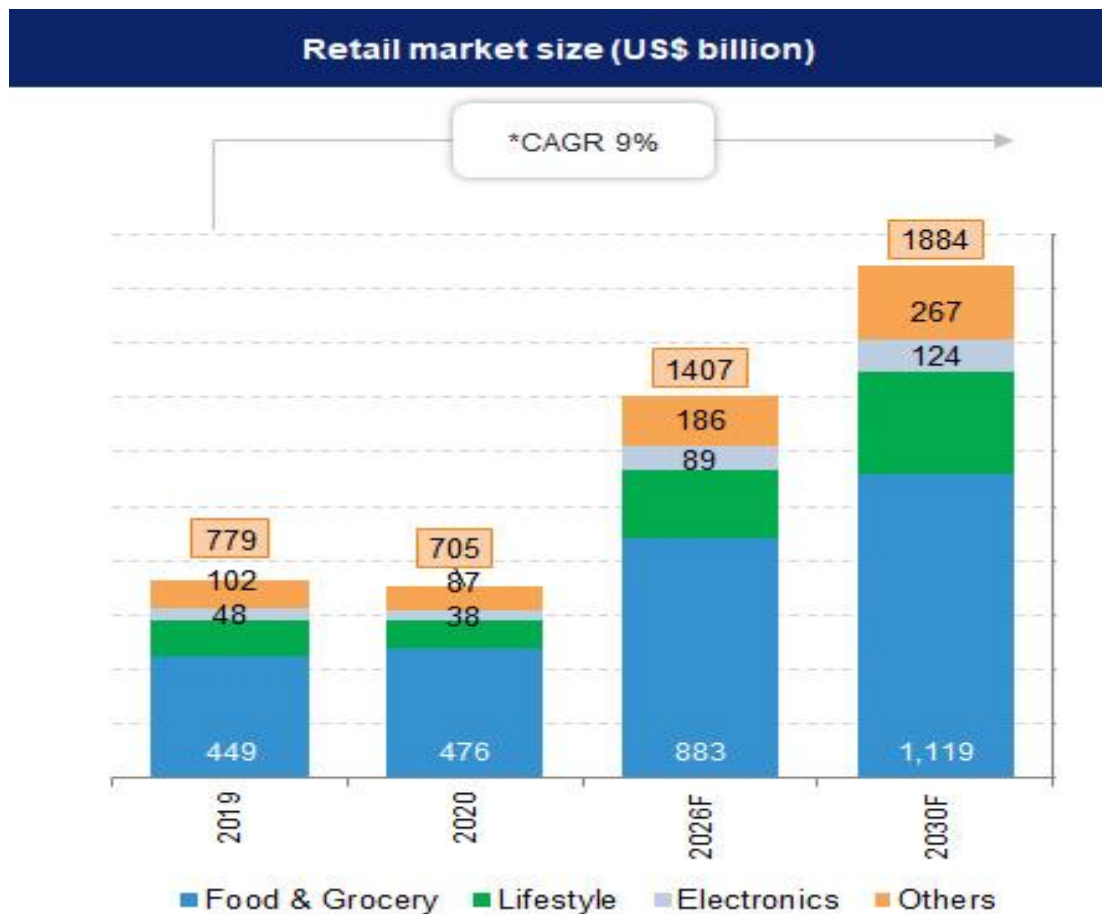
Major Formats of In-Store Retailing : Format	Description	The Value Proposition
Branded Stores	Exclusive showrooms which are either owned or franchised out by a manufacturer.	Complete range availability for a given brand, with certified product quality
Specialty Stores	Focus mainly on a specific consumer need, carry out most of the brands available	Greater choice to the consumer, comparison between brands.
Department Stores	Large stores which are having a wide variety of products, which are organized into different departments such as clothing, house wares, furniture, appliances, toys, etc.	One stop shop serving to varied/ consumer needs.
Supermarkets	Extremely large self-service retail outlets	One stop shop catering to varied consumer needs
Discount Stores	Stores which are offering discounts on the retail price through the selling of high volumes and reaping economies of scale	The Low Prices
Hyper- mart	Larger than a supermarket, mostly with a warehouse appearance, generally located in quieter location of the city	Low prices, the vast choice available including services such as cafeterias.
Convenience stores	Small self-service formats mainly located in crowded urban areas.	Convenient location alongwith extended operating hours.

Review of Literature

Kasc & Parthasarathy (2023) Retailing in india is gaining attention day by day. Organized retailing is indeed creating elation among the Indian customers drawing them into malls along with trade areas in huge numbers. In today's competitive retail environment, the very delivery of high service quality has long been treated as the very basic retail strategy. Retailers are nowadays offering newer service dimensions in order to create unique shopping experience for customers. However is customers are able to perceive the newer service dimensions along with getting affected for store patronage in new store format or not remains to be identified. In this research the main purpose is attempts to find out the influence of the service quality with customer loyalty in organized retail sector. This study analyse the various service quality measures, customer expectations, the very influence of retail factors etc. This research conclude with the influencing factors of the service quality along with customer loyalty in organized retail sector.

Francois & Somogyi (2022) The self-service technologies (SSTs) have been exhaustively implemented across the supermarket sector, which has eventually presented opportunities for grocery retailers to move beyond self-checkout systems. This study used the extended Technology Acceptance Model in order to investigate the current usage of self-checkout systems by comparing the different groups of consumers

and eventually sought to determine the causal factors, which allow at allow these groups to adopt smart grocery shopping technologies. The research found that different segments of consumers have already adopted self-checkout, though at varying levels. It concludes that there is a general readiness among consumers to adopt the stmart grocery shopping with behavioural intention in turn influenced by consumers very attitudes towards the mode of the shopping and convenience.

Rajan etal. (2021) in their research paper titled "Customers Buying Behaviour towards Organised Retail Stores in Thoothukudi City" had expressed in detail their valuable view regarding Retailing, that it is a process of development of communicating our end customers complete the average of goods and facilities taking support of the several channel of supply for the ultimate generation of revenue and consequently it occupies a main place in the field of business. In the study it was stressed that the nations that consume liked the extreme financial and common development consume remained to be persons with a secure retail sector. In the process the sellers achieve detailed events, such as anticipating buyers' requirements, emerging collections of goods, obtaining marketplace material, and financing too. Organized sellers are said to be those individuals who are approved for exchange actions and are also listed to pay duties to the administration.

Verma Meghna etal. (2021) had explained in their paper titled "Covid-19 Impact on Buying Behaviour" that the Pandemics like Covid-19 resulted in a disruption in the lifestyle along with buying pattern of a consumer and it has adversely impact the global economy. Consumer purchase of country's own brand and the products manufactured in their own country plays a vital role in the GDP (gross domestic product) of that country and it also helps in revival of the country's economy.

In this study focus was on understanding the various factors that influence consumer's buying behaviour and it also examines the model in order to understand these factors which ultimately creates the causal relationship using partial least square-structural equation modelling.

Rao Yonghui etal. (2021) had explained in their paper titled"Online Consumer Satisfaction During Covid-19: Perspective of a Developing Country" in which they had expressed upon the fact that a conceptual model based on the antecedents and consequences of the online consumer satisfaction has been proposed and which was and empirically proved in their study. The data were collected during Smart Lockdown of Covid-19 from 800 respondents in order to observe the difference between the perceived and actual, and direct and indirect e-retail stores. The findings had indicated that consumers feel more satisfied when they used to shop through direct e-store than indirect e-store, It was also found that their perception and actual experience are different.

Malhotra Suzanee (2021) had in his paper titled "Empirical Scale for Revenge Buying Behaviour: A Curious Consequence of Pandemic" aimed to explain the new phenomenon of revenge buying behaviour witnessed among consumers as an aftermath of the pandemic. This paper also aims to develop and validate a new scale that can empirically measure the revenge buying behaviour. The study also suggested that people hold special value for 'in-store' shopping. This researchis considered among the first to present an empirical scale for the revenge buying behaviour, and it adds value to the domain of consumer buying behaviour post the changes brought in by the pandemic i.e. covid 19.

PallikkaraVinish etal. (2021) had expressed in their study titled "Impulse Buying Behaviour at the Retail Checkout : An investigation of Select Antecedents" that the remarkable growth of the Indian retail landscape over the last decade is very well reflected in the proliferation of supermarkets, departmental stores and also hypermarkets in India. It involves Evolving consumption patterns, raising living standards which hassparked and lead to a huge demand in the food and grocery retailing. In the study the it was found that Impulse buying is a time-tested tactic by which retailers grab customer's attention and boost average purchase value. Prior research has deliberated extensively on the impulse buying in the store and its determinants.

Jeb Abou etal. (2021) had discovered in their paper titled "The Impact of Covid-19 on the Change of Customer Buying Behavior" that the retail sector is rapidly and consistently developing over the past years. The Retailers are investing more efforts and resources in order to provide a seamless experience through multiple channels. These active developments led to significant changes in customer behaviour. Customers buying activities along with the way of selecting the products and retailers faced different changes and developments. If we talk about the online retailing sector it is entitled to continuous development. Further the latest development was due to the Covid-19 global pandemic that came without any prior notice.

Dholi Shruti (2021) had expressed in her study titled "Impact of Buying Behaviour Factors on Consumer Satisfaction in Organized Retail Stores with Reference to FMCGs" that in the present day economic scenario FMCG(fast moving consumer goods) have a vital role to play. The selection of target will throw light mainly on market segmentation and the assembling of marketing mix (the four P's of marketing) in the right combination. The choice of the appropriate marketing activities and the allocation of the appropriate marketing effort to each one of them are involved in this process. Product strategy is considered as a part of this process and its main purpose is matching the products with market needs and consumers' purchasing capacity issues. Apart from that Distribution strategy is another part and its major role is taking the product where it is convenient to consumers

Bhat Ajaz (2021) had mentioned in his paper titled "A Study and Analysis of Consumers Buying Behaviour In Jammu And Kashmir" in which he had going to Emphasize the behaviour of the consumers and their perception over the shopping from the retailers at different area of two districts Anantnag and Srinagar (Jammu and Kashmir), if we glance over the world wide consumers are treated as the real king of the markets either on the wholesale level or at the retailer level it is all by the orientation of the consumer whatever consumer demands market should present the same at the right place on the right price to the general public, this will be like turning tools point for the business world in this paper, research will focus and present the perception and on behaviour related traits of consumers over the different marketing places

Jawaid Muhammad etal. (2021) had mentioned in their study titled "Factors Affecting Consumer Buying Behavior in E-Commerce Business during Outbreak of Covid-19: A Case Study on Top E-Commerce Websites" that this research was conducted to investigate the factors that have affected the consumer buying behavior in ecommerce business, especially during Covid-19. This research was conducted via quantitative analysis, and 200 participants were recruited for analysis. the research found that social media campaigns and television commercials had no significant impact on the consumer buying behavior, whereas e-paper advertisements and word of mouth marketing had significant impact on the buying behavior of consumers during Covid-19. Based on the findings of this research, it was recommended that e-commerce businesses must upload the articles on social media regarding the product or services that are offered by the business so that the customer attains a complete understanding of the products or services, which will attract the customers and will influence the purchasing behavior of the customers positively.

Jadhav Sanjay etal. (2021) had mentioned in their study titled "An Empirical Study on Consumer Behaviour towards Online Shopping of Women Apparels in Kolhapur District" that the internet revolution has redefined every business sector across the world especially online shopping and online shopping behavior of the people. The increased penetration of internet has fuelled the online retailing across the world and specifically in the emerging markets of developing countries like India. The Indian retailing market is evolving their business models into e-retailing models. The Indian industry of online retailing has crossed 20.5 Billion USD in the year 2017, and in 2018, it has crossed 25 billion USD and in 2021, there is expectation that it will increase up to 62 Billion USD. The Indian companies are facing challenges in identifying that what is driving the concept of the online shopping.

Karkera etal. (2021) in their article had expressed their view regarding the Indian retail is that nowadays we can witness unprecedented growth in this sector. The very reason behind it that due to the fact that India's retail sector has a large customer base, it is therefore has become very crucial for the present age retail businesses to duly understand the consumer behaviour's perspective very efficiently as well as effectively. In its very process of understanding the concept of consumer behaviour, it has become

paramount important as well vital to understand the impact of cognitive dissonance behaviour of a customer before he decides to buy in order to retain the consumer for long term.

Reuters (2021) in their article had stated that "IKEA (Ingver Kamprad Elmtaryd) the world's furniture giant had planned its India shopping mall in noida, to invest nearly Rs 5,500 crores". It is paramout important to know that IKEA had plan to open its first shopping centre in india after the furniture driven giant's shopping centre's business, it has been regarded as one of the world's largest as IKEA had bought a 48000 square meter plot in the heart of city of noida right on the outskirts of delhi.

Briedis Holly etal. (2020) in their study titled "Adapting to the next normal in retail: The customer experience imperative" mentioned that the covid-19 pandemic has upended the retail industry, forcing the closure of physical stores and causing uncertainty for the future of the in-store experience. These abrupt shifts have left many retailers scrambling to effectively serve customers through other channels. Digital-first and omnichannel retailers have pivoted more easily, but retailers that prioritized physical stores and face-to-face engagement over omnichannel strategies have struggled to respond. For retailers, the starting point matters in a crisis. Organizations that can quickly reimagine their omnichannel approach to create a distinctive customer experience will recover faster from the pandemic.

Kelly Greg etal.(2020) in their paper titled "Perspectives on Retail and Consumer Goods" had expressed their view on consumer behaviors are settling into a new normal, as people everywhere learn to live with the reality of Covid-19 and as more countries reopen parts of their economies. Although the pandemic's impact has varied across regions, five themes have become evident among consumers across the globe: — Shift to value and essentials — Flight to digital and omnichannel — Shock to loyalty.

Methodology

Primary data have been used for analysis and it has been collected through Survey method. The structured Questionnaire was prepared after gathering preliminary information about the consumers. Secondary data had been collected from the Articles, Journals, and websites. The sampling unit was collected from customers who visits different malls. The sample size is 100 customers. Convenience random sampling method was adopted the sample being drawn from that part of the population which is close to hand. The data collected was analyzed with statistical tool namely Chi Square Test and Percentage method.

Rationality of this Study

To study the impact of various demographic factors on consumer buying behaviour – A study of shopping malls basically gives us the idea that it is paramout important to know the consumer buying behaviour patterns to understand that what types of marketing and promotional strategies are required in order to make sure that retail organised sector can bring more and more profit for the business men and can contribute towards the overall welfare of every stakeholder who are engaged in organised retailing, so that this sector can bring more and more job and start ups for the youth and contribute toward the growth retail sector. Very few studies have been done in this area. The significance of this study is that it is a micro level study confined to Jalandhar town only.

Objectives of study

1. To know the role of various demographic factors on consumer buying behaviour.
2. To study the impact of consumer buying behaviour on purchase decisions.

Hypothesis of study

H0 : There is no significant relationship between the demographic factors and consumer buying behaviour while shopping at a mall.

Interpretation

Table -2 Type of Store visited by the Consumer

s.no.	type of store	no. of Consumers	%
1	Departmental Store	57	57%
2	Grocery Store	26	26.00%
3	Super Market	17	17.00%
		100	100
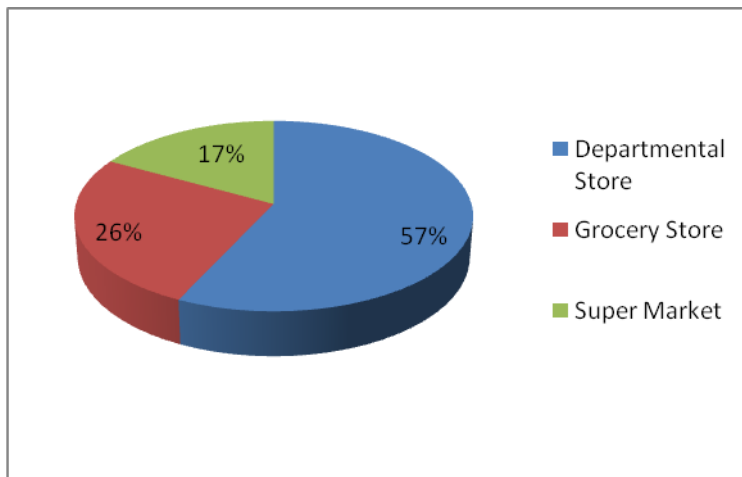
Table -3 Frequency of Store visited by the Consumer

s.no.	Frequency of visit	No. of Consumers	%
1	Daily	8	8%
2	Weekly	50	50.00%
3	Fortnightly	22	22.00%
4	Monthly	18	18%
5	Occasionally	2	2%
		100	100%
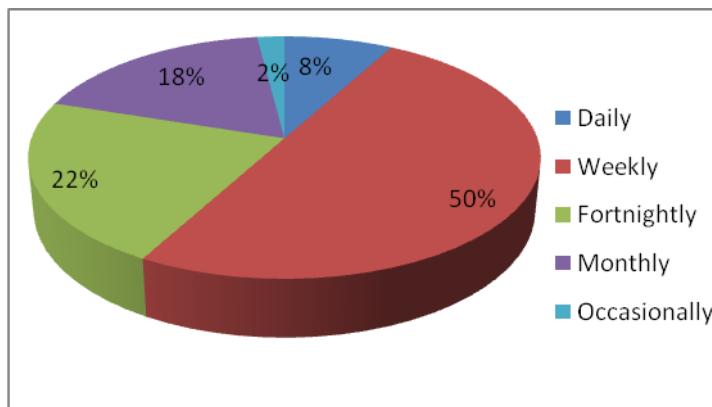
Demographic Factors and its impact on purchase decision on the consumers (Chi-Square Test)

Table 4

S.No.	Factors	Calculated Value	Table Value	Remarks
1	Age	18.580	5.99	Highly Significant
2	Marital Status	37.75	15.51	Highly

				Significant
3	Gender	2.247	5.991	Not Significant
4	Family	43.215	15.51	Highly Significant
5	Occupation	69.153	15.51	Highly Significant
6	Education	20.367	9.49	Highly Significant
7	Size of Family	21.671	5.99	Highly Significant

Age : Age as a factor when tested the calculated chi-square value is greater than the table value and the result is significant at 5% level, hence the hypothesis "Age of the consumers and the its impact while purchasing at organised retail stores are not associated" does not hold good. So we can conclude that there is clear and close relationship between the age and consumer buying behaviour regarding purchase decisions in organised retailing.

Marital Status : Marital Status as a factor when tested the calculated chi-square value is greater than the table value and the result is significant at 5% level, hence the hypothesis "Marital Status of the consumers and the its impact while purchasing at organised retail stores are not associated" does not hold good. So we can conclude that there is clear and close relationship between the Marital status and consumer buying behaviour regarding purchase decisions in organised retailing.

Gender : Gender as a factor when tested the calculated chi-square value is less than the table value and the result is not significant at 5% level, hence the hypothesis "Gender of the consumers and the its impact while purchasing at organised retail stores are not associated" hold good. So we can conclude that there is no clear and close relationship between the gender and consumer buying behaviour regarding purchase decisions in organised retailing.

Family : Family as a factor when tested the calculated chi-square value is greater than the table value and the result is significant at 5% level, hence the hypothesis " Family of the consumers and the its impact while purchasing at organised retail stores are not associated" does not hold good. So we can conclude that there is clear and close relationship between the family and consumer buying behaviour regarding purchase decisions in organised retailing.

Occupation : Occupation as a factor when tested the calculated chi-square value is greater than the table value and the result is significant at 5% level, hence the hypothesis "Occupation of the consumers and the its impact while purchasing at organised retail stores are not associated" does not hold good. So we can conclude that there is clear and close relationship between the Occupation and consumer buying behaviour regarding purchase decisions in organised retailing.

Education : Education as a factor when tested the calculated chi-square value is greater than the table value and the result is significant at 5% level, hence the hypothesis "Education of the consumers and the its impact while purchasing at organised retail stores are not associated" does not hold good. So we can conclude that there is clear and close relationship between the Education and consumer buying behaviour regarding purchase decisions in organised retailing.

Size of Family : Size of Family as a factor when tested the calculated chi-square value is greater than the table value and the result is significant at 5% level, hence the hypothesis "Size of family of the consumers and the its impact while purchasing at organised retail stores are not associated" does not hold good. So we can conclude that there is clear and close relationship between the size of family and consumer buying behaviour regarding purchase decisions in organised retailing.

Conclusion

In the end we can conclude that customer perception towards organised retailing is key to success of any mall's growth and prospects as it is found that supermarkets are required to be modern in their look and and all the equipment and fixtures should possess a uniqueness and latest architecture as most of customers in my study perceive that modern and distinct look attract them the most. Secondly the quick and reliable service also play a vital role as without providing professional services you cannot think of retaining your existing customers and making the new one as there is cut throat competition in the market. Then the price is perceived very important factor by the shoppers as they want the prices of merchandising to be very competitive and which can suit their pocket. Apart from that complaint handing is perceived very significant by most of the customers as they are of the view that there should be hassle free complaint handling mechanism, so that customers can feel relaxed once they buy the goods and avail services from a reputed and famous malls. The other thing which is perceived very important by the customers is whether the goods are arranged properly or not as neat and clean and proper racking of the merchandising always gives a unique and unforgettable experience for the shoppers. In my study the provision of payment through credit / debit card is given highest priority as shoppers love to use digital mode of payment as it is free from any infection and would be more hygienic in the current scenario of covid 19 pandemic. The general ambience of the mall is being perceived utmost importance too as it will

give the shopper the impression that he has taken right decision of shopping at that particular mall, as customers always want to spent quality time along with his family. Along with provision of safety gadgets, availability of parking facility and whether discount is offered or not are the other key thing which are perceived by the shoppers while they are shopping at the mall. Discount, price and prompt services were given highest responses of 99% each in my study.

References

M. Thangam Kasc and Karthikeyan Parthasarathy (2023) "Influence of Service Quality on Customer Loyality in Organised Retail Sector" Research Gate, January 2023.

Kimberly Thomas Francois and Simon Somogyi (2022) "Self Checkout Behaviours at Supermarkets : does the technological acceptance model (TAM) predict smart grocery shopping Adoption ?" The International Review of Retail, Distribution and Consumer Research, vol. 33, march 2022. pp 44-66

Dr. A. Arunachalarajan and Mrs. G. Mabel granapu (2021)"Customers Buying Behaviour towards Organised Retail Stores in Thoothukudi City" Turkish Journal of Computer and Mathematics Education Vol.12 No. 33108-3111.

MeghnaVerma and B. R. Naveen(2021) "COVID-19 Impact on Buying Behaviour" June 2, 2021 Research Article

Yonghui Rao, AyshaSaleem,WizraSaeed and JunaidUlHaq (2021) "Online Consumer Satisfaction During COVID-19: Perspective of a Developing Country" Frontier in Psychology Journal.

Ms. Suzanee Malhotra (2021) "Empirical Scale for Revenge Buying Behaviour: A Curious Consequence of Pandemic" Birla Institute of Management Technology

VinishPallikkara, Prakash Pinto, Iqbal Thonse Hawaldar and Slima Pinto (2021)" Impulse Buying Behaviour at the Retail Checkout: An Investigation of Select Antecedents" Vilnius Tech Journals.

Abou Jeb, SariaChoura and Abdulrahman (2021) "The Impact of Covid-19 on the Change of Customer Buying Behavior" Master Thesis Within General Management

Shruti Dholi (2021) "Impact of Buying Behaviour Factors on Consumer Satisfaction in Organized Retail Stores with Reference to FMCGs", International Journal of Innovative Research in Technology, Volume 8 Issue 4, ISSN: 2349-6002, Indore Institute of Management

DrAjaz Ahmad Bhat (2021). A Study And Analysis Of Consumers Buying Behaviour In Jammu And Kashmir. Journal of Corporate Finance Management and Banking System (JCFMBS) ISSN : 2799-1059, 1(01), 1–15.

Muhammad Hassan Jawaid and Emadul Karim (2021), "Factors Affecting Consumer Buying Behavior in E-Commerce Business during Outbreak of Covid-19: A Case Study on Top E Commerce, Greenwich University, Karachi, Pakistan

Prof.Sanjay Akaram Jadhav and Dr Meeta Meshram (2021), "An Empirical Study on Consumer Behaviour towards Online Shopping of Women Apparels in Kolhapur District, Journal of Science and Technology ISSN: 2456-5660 Volume 06,Special Issue 01, August 2021.

Bhavika Karkera and EsaimaniVanitha (2021) "Analysing the Congnitive Dissonance Behaviour of a customer before buying products in retail store", vol. 11 RevistaGeintec Journal.

Reuters (2021) " IKEA had planned its India Shopping Mall in Noida, to invest nearly Rs 5500 crores" The Tribune Newspaper 20th February 2021.

Holly Briedis, Anne Kronschnabl, Alex Rodriguez and Kelly Ungerman (2020), "Adopting to the next normal in retail: The Customer Experience Imperative",McKinsey and Company.

Greg Kellyand Sajal Kohli (2020), "Perspectives On Retail and Consumer Goods" McKinsey and Company August 2020.

Gomes, Judith , A Study Of The Impact Of Organized Retail On Consumer Buying Behaviour For Grocery And Food Products Chhattisgarh Swami Vivekanand Technical University, 2018.

Dr Pawan Kumar Verma , G. Srikrishna " A Study on Consumer Buying Behaviour towards Organised Retail Outlets in Hyderabad" Deptt. of Management OPJS University Rajasthan, International Journal & Magzine of Engineering, Technology, Management and Research, A peer reviewed open access International Journal , Sept. 2015 , Vol no. 2 Issue no. 1.

Asian Journal of Management and Research vol 2 Issue 1 2011.

Rehan Huck, New trends that will define the future of retail in India VP-Retail, ILC Group April 9, 2021

Kothari C.R. Research Methodology , New Age publication.

Agarwal, P.K. Marketing Management , An Indian Perspective, PragatiPrakashanMerrut, Third Edition 2003.

David Gilbert, "Retail Marketing Management" Pearson Education Ltd, 2005.

Kothari, R.C. Research Methodology , Methods and Techniques, wiley eastern ltd, New Delhi, 2nd Edition.

www.google .com

www.researchgate.com

https://www.investindia.gov.in/sector/retail-E-commerce

https://www.ibef.org/industry/retail-india