FACTORS INFLUENCING CONSUMERS BUYING BEHAVIOR IN TRENDSET SHOPPING MALL, VIJAYAWADA

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Abstract:

Whether it is isolation or a celebration, the two words that never lose their prominence are demand and supply. They brought vast changes in the decades changing the lifestyle of the common man. To meet the demands and requirements of modern buyers, the retail infrastructure in India has redesigned and reshaped its form. Perhaps that could be one of the reasons for the mushrooming of shopping centers in cities as well as towns. As it is not a simple issue to meet the demands of modern consumers, it has become a great challenge for all the sellers to react and respond to the consumer's views and reviews. To know the pulse of the consumers, good analysis and research on their requirements and requests are indispensable. This enables the sellers to supply what is in more demand and can also satisfy their buyers. Change is certain and it is quite common that consumers never remain the same, there is a lot of change in their behavior, tastes, preferences, motives, personality, attitudes, uses beliefs, and values. This automatically influences their purchases in shopping malls. This paper mainly focuses on the study of the buying behavior of consumers in shopping malls. The advantage of this analysis will enable retailers to concentrate on factors which are affecting the customers towards purchasing products in the shopping malls.

Keywords: Consumer behavior, Preferences, Uses, Attitudes, Beliefs and Values.

Introduction To Retailing

Retail business has changed its face competing with the transformation and innovation of modern society. In the fast-growing world, one should adapt and assimilate the changes that the customers aim for. Gone are the days when our grandparents used to buy necessities from small shops which are close to them. Now due to the changes in their household appliances and electronic goods, they purchase on a large scale and store them in refrigerators. Even that is replaced with their sons or daughters, grandsons, or granddaughters ordering online in a big basket. The pandemic made old people stay indoors and they got used to it. Now as we are back to square one and started resuming our past, we are back to our recreational shopping. In recent times different large department stores in a single mall have bloomed up, providing everything under one roof and saving the precious time of the consumer. A one-stop and non-stop entertainment, shopping, and gaming to attract a grandfather to a tiny tot in a family. Corporate

jobs, fat salaries, migration to cities, and high standards of living have a direct effect on people's choices.

Shopping Malls

With the motto of 'One-stop' shopping malls have emerged serving millions of people to enjoy and experience shopping. In metropolitan cities, where people have to travel miles to and fro from their homes to the workplace, they hardly find any time to shop during the weekdays. On their weekends it is highly difficult for them to search for different shops in different places, so they move towards the nearest shopping mall for shopping. India boasts of its largest shopping malls. The credit goes to Spencer Plaza in Chennai, which is acclaimed as India's first shopping mall. The Lulu Mall in Thiruvanthapuram, Sarath City Capital Mall in Hyderabad, Ambience Mall in Gurgaon, and World Trade Park in Jaipur are some of the largest shopping malls in India

Consumers Buying Behavior

As a motivational speaker and author Jim Rohn says, 'If you make a sale, you can make a living. If you make an investment of time and good service in a customer, you can make a fortune; to be successful one should value the values of their valuable customers. Never forget our greatest asset is our customers. So, our main aim should be to satisfy our customers. How can we do that? Of course, it's an easy task at the same time it is not a complex issue. Just try to understand the pulse of your customers, because it is the heart of your business.

Nature of Consumer Behaviour:

Consumer behaviour is inclined and influenced by various factors. Some of them are

- Change is inevitable. Anything seen for long is boring. Product design and packing would not last for long
- Personal factors such as gender, education, age, standards of living, and income level
- Psychologically motivated and influenced to buy what they feel good or comfortable with that they have seen in their friends, neighbours or relative's house
- Environmental factors include physical surroundings at the time of purchase, climatic changes, and so on
- Social conditions such as social status, community, and family
- Cultural factors certainly include religion, class distinction, traditional values, and rituals
- No individual is unique; the same is with place or country. Changes are crystal clear among people, states, and countries.

Perhaps apart from the above mentioned, there would certainly be some factors which influence the behavior. Covid 19 certainly brought many changes in the attitudes, behavior and ideas of purchasing among people. So, surveys, research, analysis, questionnaires, feedback desks, on-going assessments of the changing trends should be continued.

A View on the Bustling City of Vijayawada

Vijayawada, the city of temples, educational institutions, and the automobile industry naturally fascinates the city's civilians and the people from surrounding areas. Being the 27th largest city

in the country and the second largest city in the state, there is always a revolution and renovation either in the modern amenities, infra, or commercial activities to retain its magnificent appearance. The people of Vijayawada were generally used to shopping at the wholesale market in one town. Slowly the retail market attracted them and within no time they adopted the mall culture. The increasing number of malls in the city stands that the city is providing to its public and visitors from other states and countries. The major shopping malls in Vijayawada are PVR, PVP, LEPL ICON, Power One Mall, Trendset, D Mart, Walmart, Reliance Mart, Spensers, Ushodaya, More, Metro, Capital, and so on.

Trendset - the Centre in the Centre
Every city has a center or a well-known locality. Benz Circle in Vijayawada is such a center that it enjoys a grand connotation and association, connecting many towns, cities, and highways. The mall has a good ambiance and it has become a good hangout spot for people, irrespective of their age. It has good cellar parking with a good capacity to park vehicles. The branded showrooms like Pantaloons, New U, Being Human, Twills, Nalli Silks, Jockey, Crimson, Club, Classic Polo, Evolve, Akruthi, Terrific Devils, Tanamai Collection with their world-class collection drag the customers and glue them to their stores. The Food Court, Cream Stone, and gaming zone amuse and entertain the gourmets and the kids to relax and restore their energy. The fourth floor invites to purely entertain with six screens. If you want to have a sumptuous meal, Indian or Continental food the cool ambiance invites the visitors to relax and relish the delicious cuisines. Above all these the visitors have a good parking lot for parking.

LITERATURE REVIEW
Anic & Radas, (2006) observed that there is an interconnection between the time the customers spent shopping with the group of people they are accompanied. There are certainly other factors like shopping during the weekdays, shopping with children, weekend shopping, coming to shopping without any idea, or window shopping which make the customers spend more money and time than they have planned.

Gardner (1985), Mood states of shoppers have direct and indirect effects on shopping behavior. Consumers in good moods are more likely to perform tasks with positive outcomes (such as trying on clothes), and may also evaluate shopping encounters more positively. The mood before the service encounter is an important moderator of the environmental psychology, but the mood is also influenced by the environment, and changes during the process.

From the study of **Manohar and Ravilochanan (2012)** on the three malls in Chennai, it was clear that the most visited group to the mall was the age group between 25 to 40 years. When interviewed most of them told the reason were very simple the mall was very close to their homes. A few expressed their view stating that they are tired of waiting and select the malls where they need not spend long hours in unnecessary waiting for billing or any other aspects. All the customers were happy because they could find everything under one roof.

Another observation made by **Babin, Hardesty, and Suter (2003)** identified that the lightings and shading of the malls also contribute a lot to good responses and reactions from consumers.

Karthika and Devika (2017*)* have assessed customer satisfaction, the response of customers about 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. The results of the study revealed that the majority of the customers preferred to shop at shopping malls as it was convenient places to buy anything they desired. Most respondents expressed that the shopping malls were just not a place to shop due to their constant availability, but have also created an ideal environment for social interaction for people of all ages.

Archana Chanuvai Narahari and Dhiman Kuvad (2017) have analyzed the purchasing behavior of shopping mall customers in Gujarat. The study found that the shopping malls scored good marks on services like overall ambiance, AC, cleanliness, parking facility, the guidance of staff, sanitary/ toilet facilities, etc. However, regarding the safety measures, there was a huge dearth of awareness among the customers. The study suggested that mall management should focus on mall infrastructure facilities as well as keeping the customers informed about the same through proper signage setups and proactive responses.

Kursunluoglo (2014) studied how customer service would ensure customer satisfaction and thus lead to customer loyalty. He stated that services could positively affect satisfaction and loyalty. Customer Services related to the mall environment (ambiance, music) influenced the satisfaction of customers, as well as their loyalty.

Lather and Kaur (2006) carried out a study where they tried to understand how shoppers behaved and related it to the various features of mall stores. According to them, price is not the main factor that a shopper would consider. A shopper would be attracted to visit a store based on how they present their offerings and the way they display their products. Their paper has highlighted the importance of location for store traffic and sales. The authors have highlighted the importance of the overall experience in the mall for shoppers and that the mall management must create a pleasant shopping environment in the mall. For this, the mall needs to use factors such as the mall layout, lighting, air conditioning, fragrances used, background music, and other such factors.

Research gap:
From the reviews of related available studies, it is found that shopping malls play a major role in cities. In Vijayawada, the culture of shopping malls is increasing day by day, so it is required to study which factors are influencing buying behavior. Hence the present study is undertaken with the following objectives.

RESEARCH METHODOLOGY
Objectives
1. To study the buying behavior of consumers who visit shopping malls.
2. To analyze the factors influencing buying things in shopping mall like layout, ambiance, and services offered.

Hypotheses of the study:

Null Hypothesis (H_{0A}): There is no relationship between demographic variables like gender, age, and income of respondents towards layout, ambiance, and services provided.

Alternative Hypothesis (H_{1A}): There is a relationship between demographic variables like gender, age, and income of respondents towards layout, ambiance, and services provided.

Sources of Data:
The study proposes to use both primary and secondary data.

Primary data was collected from well-structured questionnaires collected from consumers like a face-to-face interview.

Further, secondary data sources will include observation records, research-related documents, and published books, articles, newspapers, published and unpublished Theses and Dissertations

Sampling Design
The sampling technique involved is Convenience Sampling

Scope of the study
The study is confined to Trendset shopping mall in Vijayawada city only.

Sample size
Data were collected from 50 customers in September 2021 from Trendset shopping mall in Vijayawada.

Statistical tools used for the study:
The collected data has been appropriately classified and analyzed with the help of statistical techniques such as

Graphs – For graphical presentation of data.

Tabulation – To tabulate data in tabular form for analysis.
Tools for hypothesis testing such as **t-test**, and **ANOVA.**

Statistical Packages
MS – Excel - for Tabulation and Graphs
SPSS (V24) –Hypotheses testing such as t-test and ANOVA.

DATA ANALYSIS
Demographic Profile of the respondents
The demographic profile of the consumer's behavior in shopping malls plays a vital role in purchasing behavior. Consumer behavior in the shopping mall mostly depends on customer gender, age, income, occupation, etc. In this section the demographic profile of 50 respondents in

a shopping mall in Vijayawada is analyzed. Hence, the details of the demographic profile of these respondents are presented below**.**

Table 1: Gender-wise distribution of the consumers in the sample data

S No	Variable	No of Respondents	Percentage
1	Male	40	80.00%
2	Female	10	20.00%
Total		**50**	**100%**

　　Source: Primary data

From the above table 4.1, it is known that from the total respondents of 50 members, males were 40 (80.00%), and females were 10 (20.00%). The following figure explains it.

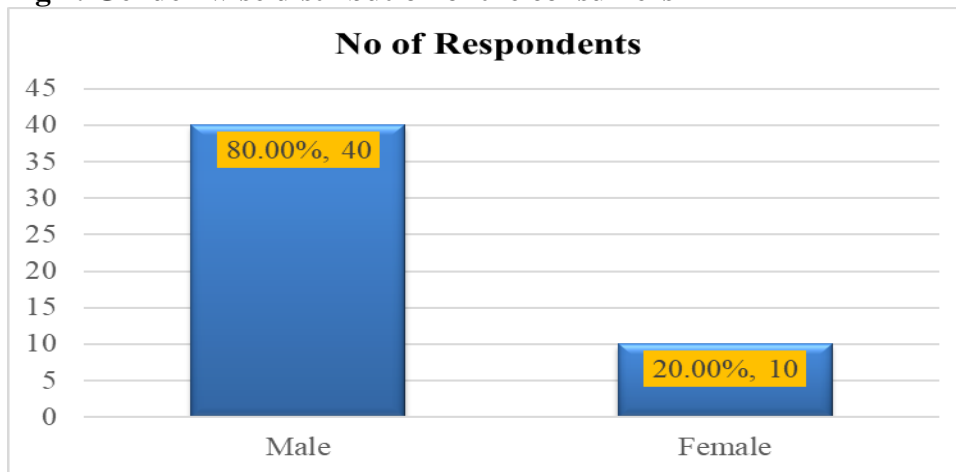**Fig 1: Gender-wise distribution of the consumers**

Table 2: Age classification of the respondents

S No	Age Group	No of Respondents	Percentage
1	Up to 25	9	18.00%
2	25 - 35	23	46.00%
3	35 - 45	10	20.00%
4	45 - 55	7	14.00%
5	Above 55	1	2.00%
Total		**50**	**100.00%**

　　Source: Primary data

From the above table 4.2, it is identified that, from the total respondents of 50, below 25 years age consumers are 9 (18.00%), between 25 to 35 years are 23 (46.00%), between 35 – 45 years were 10 (20.00%), between 45 – 55 years were 7 (14.00%) and above 55 years was 1 (2.00%).

This indicates that the age groups of 25-35 years consumers are more in visiting the shopping mall as they are all earning members can afford to spend on shopping. The following figure explains it.

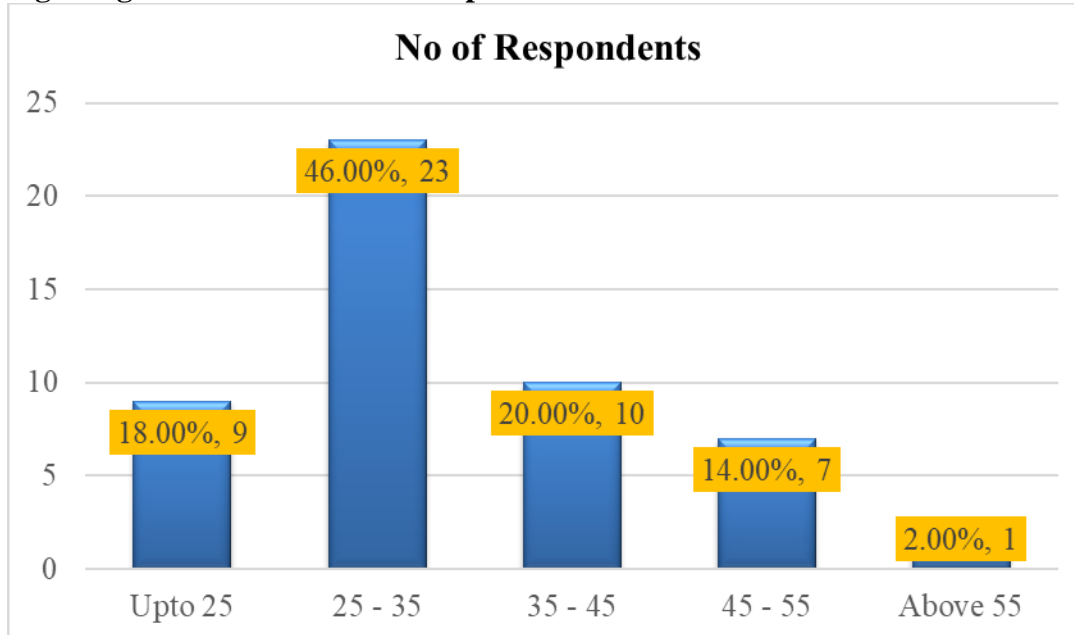**Fig 2: Age classification of the respondents**

Table 3: Monthly income classification of the respondents

S No	Monthly Income (in Rs)	No of Respondents	Percentage
1	Less than 15,000	3	6.00%
2	15,000 - 25,000	12	24.00%
3	25,000 - 50,000	22	44.00%
4	Above 50,000	13	26.00%
Total		**50**	**100.00%**

Source: Primary Data

From the above table 4.3, it is inferred that out of 50 respondents, 3 (6.00%) respondents have an annual income of less than Rs.15,000/-, 12 (24.00%) respondents have a monthly income of Rs 15,000/- – Rs.25,000/-, 22 (44.00%) respondents have a monthly income of Rs 25,000/- - Rs.50,000/-, and 13 (26.00%) respondents have a monthly income of above Rs.50,000/-. This is evident that the customers are having monthly income in the range of Rs 25,000/- – Rs.50,000/-. The following graph explains it.

Fig 3: Monthly income classification of the respondents
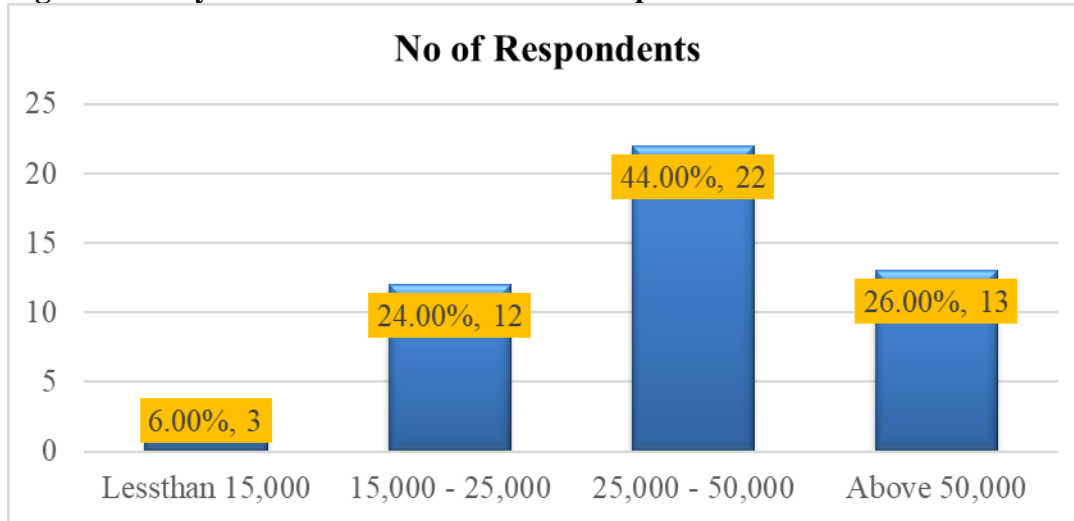
Inferential Statistics:

I.   ***Null Hypothesis:*** *There is no significant difference between the Gender of the consumers with respect to attributes of the shopping mall (layout, ambiance, and services provided)*
Alternative Hypothesis: *There is a significant difference between the Gender of the consumers with respect to attributes of the shopping mall (layout, ambiance, and services provided)*

Table 4 – t-test for significant difference between *Gender of the consumers with respect to attributes of the shopping mall (layout, ambiance, and services provided)*

Factors/Gender	t - value	P-Value	Decision
layout	0.676	0.129	***Accept Null Hypothesis***
ambiance	1.335	0.000	***Reject Null Hypothesis***
services provided	0.568	0.000	***Reject Null Hypothesis***

Calculated at 5% level of significance

For the factor "layout", the P-value is higher than 0.05. It implies that the null hypothesis is accepted and it is concluded that there are no significant differences in opinions among the gender of the consumers and layout of the shopping mall.

The P-value is less than 0.05 for the ambiance factor indicating that the null hypothesis is rejected and concludes that there is a significant difference in opinion among gender of the consumers and ambiance of the mall.

For the factor "services provided" have a P-value less than 0.05 implies rejection of the null hypothesis and concludes that there is a significant difference of opinions among gender of the consumers and services provided of the mall.

II.   **Null Hypothesis:** *There is no significant difference between the Age of the consumers with respect to attributes of the shopping mall (layout, ambiance, and services provided)*
    Alternative Hypothesis: *There is a significant difference between the Age of the consumers with respect to attributes of the shopping mall (layout, ambiance, and services provided)*

Table 5 – ANOVA for significant difference between the Age *of the consumers with respect to attributes of the shopping mall (layout, ambiance, and services provided)*

Factors/Age	F - value	P-Value	Decision
layout	6.462	*0.001*	*Reject Null Hypothesis*
ambiance	6.263	*0.002*	*Reject Null Hypothesis*
services provided	1.867	0.157	*Accept Null Hypothesis*

Calculated at 5% level of significance

For the factor "layout", the P-value is less than 0.05 implies that the null hypothesis is rejected and concludes that there is a significant difference in opinions among the age of the consumers and layout of the shopping mall.

The P-value is less than 0.05 for the ambiance factor indicating that the null hypothesis is rejected and concludes that there is a significant difference in opinion among age of the consumers and ambiance of the mall.

The factor "services provided" have a P-value of more than 0.05 implies acceptance of the null hypothesis and concludes that there is no significant difference of opinions among the age of the consumers and services provided of the mall.

III.   **Null Hypothesis:** *There is no significant difference between the Income levels of the consumers with respect to attributes of the shopping mall (layout, ambiance, and services provided)*
    Alternative Hypothesis: *There is a significant difference between the Income levels of the consumers with respect to attributes of the shopping mall (layout, ambiance, and services provided)*

Table 5 – ANOVA for significant difference between Income levels *of the consumers with respect to attributes of the shopping mall (layout, ambiance, and services provided)*

Factors/Income	F - value	P-Value	Decision
layout	8.487	*0.000*	*Reject Null Hypothesis*

ambiance	2.362	*0.001*	*Reject Null Hypothesis*
services provided	3.212	**0.004**	*Reject Null Hypothesis*

Calculated at 5% level of significance

For the factor "layout", the P-value is less than 0.05 implies that the null hypothesis is rejected and concludes that there is a significant difference in opinions among the income levels of the consumers and layout of the shopping mall.

The P-value is less than 0.05 for the ambiance factor indicating that the null hypothesis is rejected and concludes that there is a significant difference in opinion among income levels of the consumers and ambiance of the mall.

The factor "services provided" have a P-value less than 0.05 implies rejection of the null hypothesis and concludes that there is a significant difference in opinions among the income levels of the consumers and services provided of the mall.

FINDINGS

> ➢ The greater number of consumers was males 40 (80.00%)
> ➢ From the sample, the majority number (23) of consumers visiting malls is the 25 – 35 age groups (46.00%)
> ➢ The majority number (22) of consumers were having monthly income between Rs25000 – Rs 50000 (44.00%)
> ➢ There are no significant differences in opinions among the gender of the consumers and the layout of the shopping mall.
> ➢ There is a significant difference in opinion among the gender of the consumers and the ambiance of the mall.
> ➢ There is a significant difference of opinions regarding the gender of the consumers and the services provided by the mall.
> ➢ There is a significant difference in opinions among the age of the consumers and the layout of the shopping mall.
> ➢ There is a significant difference in opinion between the age of the consumers and the ambiance of the mall.
> ➢ There is no significant difference in opinions between the age of the consumers and the services provided by the mall.
> ➢ There is a significant difference in opinions among the income levels of the consumers and the layout of the shopping mall.
> ➢ There is a significant difference in opinion among income levels of the consumers and the ambiance of the mall.
> ➢ There is significant difference in opinions among the income levels of the consumers and services provided by the mall.

CONCLUSION

To ensure stable growth, a business has to meet consumer needs. This means adapting to emerging trends in the market, understanding ever-changing consumer demands and needs, experimenting with strategies that work, and continually looking for ways to engage with consumers and potential clients. To optimize consumer engagement, marketers need to understand buying behavior, purchase decisions, and other psychological factors. The study finds that shopping mall layout, ambiance, and services provided in the shopping mall play a significant role in consumer behavior.

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