

# Periodic Research

## Determinants of Consumer Buying Behaviour Through Shopping Malls in Jabalpur & Mumbai City

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#### Abstract

The consumer is a user of goods. India's retail infrastructure is slowly undergoing a change with many Hi-Fi shopping mall being constructed and operating in various cities. The emergence of malls, as an important and significant destination for shopping, recreation and socialization has turned the face of the retail industry in India. The Indian consumer seems to be undergoing shift in terms of personality, buying motives, interests, attitudes, beliefs and values when he or she is making a shift from general stores towards shopping mall.

In this context, it assumes significance to study the buying behaviour of consumers in Jabalpur and Mumbai city through shopping mall.

Over all, shopping mall explains the various aspects and result as drawn out by the survey done in Jabalpur and Mumbai city. The reason why most consumers buy in malls because it gave a better convenient full environment for purchasing and save our time and energy with the help of their modern technology and all goods are available in one place. So today shopping malls make our life easy and convenient.

**Keywords:** Consumer, Consumer Buying Behaviour, Buying Process, Shopping Mall

#### Introduction

The concept of consumer, who may be described as a person buying a product or obtaining services from the Market for his own use or consumption, came into existence. The consumer is a user of goods. The study of consumers helps firms and organization improve their marketing strategies by understanding issues such as how consumers think, feel, reason and select between different alternatives (e.g. brands products). The Behaviour of consumers while shopping or making other marketing decisions Consumer behaviour involves services and ideals as well as tangible products. In India Retail shopping through shopping malls is taking a shape of an industry. 'Behaviour in Shopping Malls' By Author "PUGS - ROCKON" described in their research that Buyers reactions to a firms marketing strategy has a great impact on firm success. The marketing concept stresses that a firm should create a marketing mix that satisfies (gives utility to) customers, therefore need to analyze the what, where, when & how consumer buy. marketers can better predict how consumers will respond to marketing strategies.

"Determinants of consumer Buying Behaviour through Mega Stores in Pakistan" by author "AAMIR ALI" described in their research that Now days purchasing trends are changing from small retail stores to mega stores & departmental stores, the buyers are moving to mega stores undergo different experience and stop depending on old traditional small retail stores. Hence a research effort is undertaken with the specific objectives of analyzing buyer behaviour in different mega stores in Pakistan, preference to stop purchasing from small stores, going to which megastores & make weekly or monthly purchase. It is also aimed to identify the factors that influence buying behaviour of the customers, to offer different experience to the customers with variety of ranges in brands, size quantity under one roof.

KANIKA TANEJA" described in their research, " Mall Mania in India- Changing consumer Shopping Habits" The factors that affect store choice & draw customers to the shopping centre include space & convenience and moreover an array of choice under one roof. The growth of integrated shopping malls, retails chains & multi brand outlets is evidence of consumer behaviour being favourable to the growing organized segment of

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the business. Space, ambience & convenience are beginning to play an important role in drawing customers.

Understanding the Consumer Behaviour towards Shopping Mall by Author(s) "RUPESH KUMAR TIWARI & ANISH ABRAHAM" described in their research that Many developed and developing countries (like USA, Japan, Brazil, China etc) have already witnessed the noteworthy mall culture which has redefined "Retail". The emergence of malls, as an important and significant destination for shopping, recreation and socialization has turned the face of the retail industry in India.

Today, Shopping Malls are replacing 'Kirana' (General Stores) all over India. Shopping Malls are the important part of lives of some people in today's era. The shopping malls of today's world are huge and provide all the products that a man desires as a source of Entertainment. During weekends people come with the families for shopping & have fun in the shopping malls. If one enters a shopping mall, He or She can get each and every thing from household products to a tables in the same mall. The Indian Consumer seems to be undergoing a shift in terms of personality, buying motives, interests, attitudes & beliefs and values. When he or she is making a shift from general stores towards shopping malls. In this context, it assumes significance to study the buying Behaviour of consumers in Jabalpur & Mumbai City, especially with changes taking place in India's retail scenario.

Who is Consumer ?

1. A Person who purchased Goods & services for personal use.
2. A Consumer is a Person or Group of people, such as a household who are final users of products and services.
3. An Individual who buy's products or services for personal use and not for manufacture or resale.

*"Consumer is the King."*

"A Consumer may be defined as any person, business firm or governmental unit that choose goods & services, spends money to obtain them primarily to satisfy his or its own wants."

## Consumer Buying Behaviour

Consumer Behaviour is the process involved when individual or groups select purchase use or dispose of products, services, ideas or experiences to satisfy needs & desires.

"We can never tell that what consumers to buy & where to buy their needs and wants because as a saying goes, 'customers are always right'

## Buying Process

The buying process is a combination of mental and physical activity that ends with an actual purchase. Thus it is interesting to study the connection with in "what we buy & why we buy?"

## Shopping Malls

A Shopping Mall or shopping centre or shopping arcade or shopping precinct or simply MALL, is one or more buildings forming a complex of shops representing merchandisers, with interconnecting

walkways enabling visitors to walk from unit to unit, along with a parking area.

"As a large building or covered area that has many shops / stores, restaurants etc. inside it."

"The Oxford Advance learner's Dictionary"

## Scope of the study

The scope of this study is to assess the overall customer satisfaction, response of consumers with regard to the availability and quality of products and services offered at shopping malls and the comfort level & attitudes of the respondents towards shopping in the shopping malls in Jabalpur and Mumbai City.

## Objectives of the study

The study was conducted on following objectives.

1. Find out the different types buying behavior of consumers in different shopping malls of Jabalpur and Mumbai city.
2. Purpose to come to shopping malls.
3. What the consumer think about the shopping malls.
4. In shopping malls on which sector consumers spends the most.

To find out what all difficulties consumers are facing at the time of buying and after buying in shopping mall of both cities

Hypothesis of the study

1. There is no significant affect of city, on determinants of consumer buying Behaviour towards Shopping Mall.
2. Consumers go to Mall because in Shopping Mall, all goods are available in one place.
3. Consumers purchase mainly food items from Shopping Mall.

## Limitations of the study

The study has the following limitations -

1. The sample was selected from few families of Jabalpur & Mumbai city.
2. The sample was limited to 80 respondents.
3. The range limited for both men & women respondent was from 20 to 55 years.
4. Randomly selected of respondents have been used for filling the Questionnaire.

## Plan, Methodology / Research Design

Selection of the method of inquiry

The universe being too large and time and other resources being limited sampling method were selected for the present study.

## Selection of sample

The sample was selected on stratified random basis.

## Selection of method for collection of data

Questionnaire method was used for collection of data. A trivial survey was done to get an idea of the various problems. In the trial survey, the same procedure was followed as was to be adopted in actual survey. The number of cases in it was five. On the basis of this pilot survey necessary amendments are done in the schedule.

Sources of information - Information was collected from two sources

- i. Primary sources.
- ii. Secondary sources.

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## Primary sources

Respondents (Male and Female) from middle and high income group's, age group 20 to 55 years were selected as the primary source. It was collected from 80 respondents residing in different colonies of Jabalpur & Mumbai city through questionnaires method.

## Secondary sources

It may be termed as "Documentary source". The information was gathered from different books, magazines, journals, news scripts, & websites. etc.

## Analysis of Data

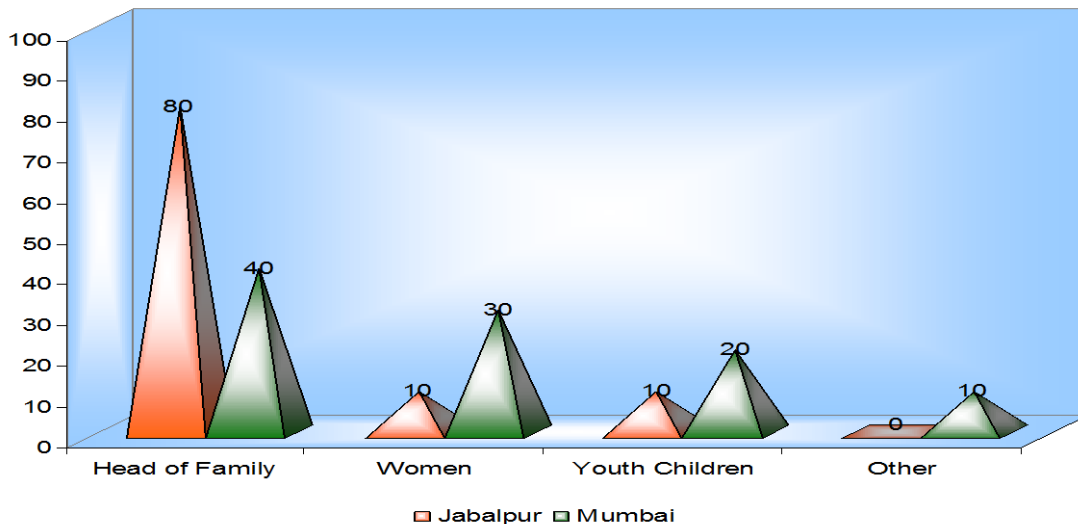
After the data was collected it was tabulated and analyzed statistically. Wherever needed, statistical tests were applied to get the final results. The information gathered was from the 80 consumers surveyed from Jabalpur and Mumbai city. The age group running 20-55 year.

**Table No. – 01**

**Number of Respondents according to the family person who purchased Goods to the Market**

Sr.no	Family Members	Jabalpur		Mumbai		Total	
		No. of Res.	%	No. of Res.	%	No. of Res.	%
1.	Head of family	32	80%	16	40%	48	60%
2.	women	04	10%	12	30%	16	20%
3.	Youth children	04	10%	08	20%	12	15%
4.	Other	–	–	04	10%	04	5%
Total		40	100%	40	100%	80	100%

There were the total of 80 Respondents out of these 60% Head of the family Member, because head of the family is a elder person of the family who go to the Market for purchasing. 20% Women go to the Market for purchasing and in Mumbai 30% Women go to the Market for Purchasing. 15% youth go to the Market for Purchasing.



**Table No. 02**

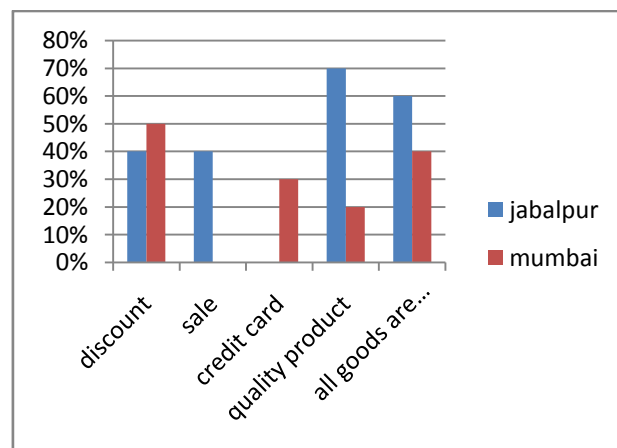
**Number of Respondents according to Reason (cause) of Purchasing goods to Mall**

Sr. Reason for purchasing	Jabalpur		Mumbai		Total	
	No. of Res.	%	No. of Res.	%	No. of Res.	%
1. Discount	16	40%	20	50%	36	45%
2. Sale	16	40%	—	—	16	20%
3. Credit card	—	—	12	30%	12	30%
4. Quality product	28	70%	08	20%	36	45%
5. All goods are available in one place	24	60%	16	40%	40	50%

Here 70% Respondents in Jabalpur purchase goods to Mall for the Reason of Quality Products & in Mumbai 20%. 50% Respondents purchasing from Mall for the Reason of all Goods are available in one place.

Determinants of consumer Buying Behaviour through Mega Stores in Pakistan by author "AAMIR ALI also

described in their research that in shopping mall adopt various strategies (like discount, sale and all goods are available in one place).



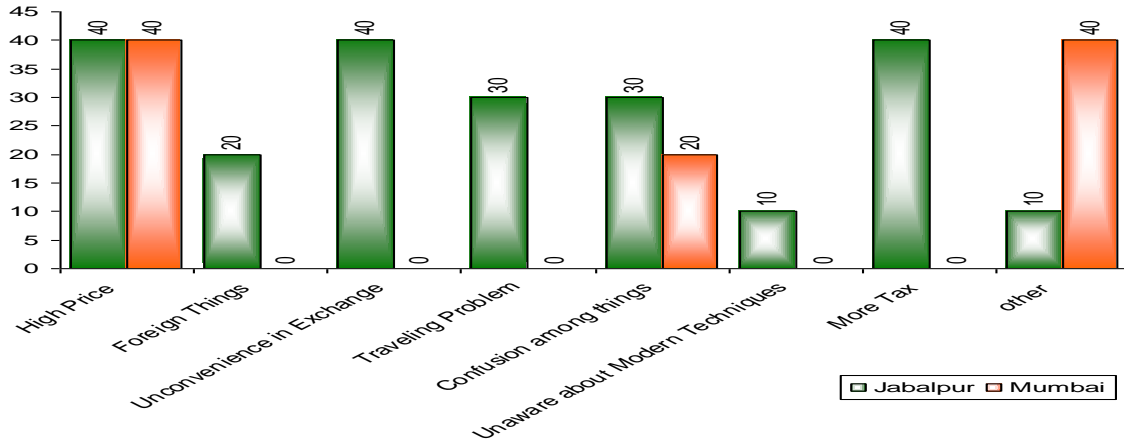
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**Table No. 03**  
Number of Respondents according to Reason they don't purchase their product from Mall

Sr. no.	Reason for not purchasing	Jabalpur		mumbai		Total	
		No. of res.	%	No. of res.	%	No. of res.	%
1.	High price	16	40%	16	40%	32	40%
2.	Foreign things	08	20%	-	-	08	10%
3.	Inconvenience in exchange	16	40%	-	-	16	20%
4.	Traveling problem	12	30%	-	-	12	15%

5.	Confusion among things	12	30%	08	20%	20	25%
6.	Unaware about modern techniques	04	10%	-	-	04	05%
7.	More tax	08	40%	-	-	08	20%
8.	others	04	10%	16	40%	20	25%

Table Shows 40% choose high price of Goods in Mall & 25% choose confusion among so many things. So this reason are big to other reasons for not purchasing from mall Jabalpur, 40% choose more service Tax.



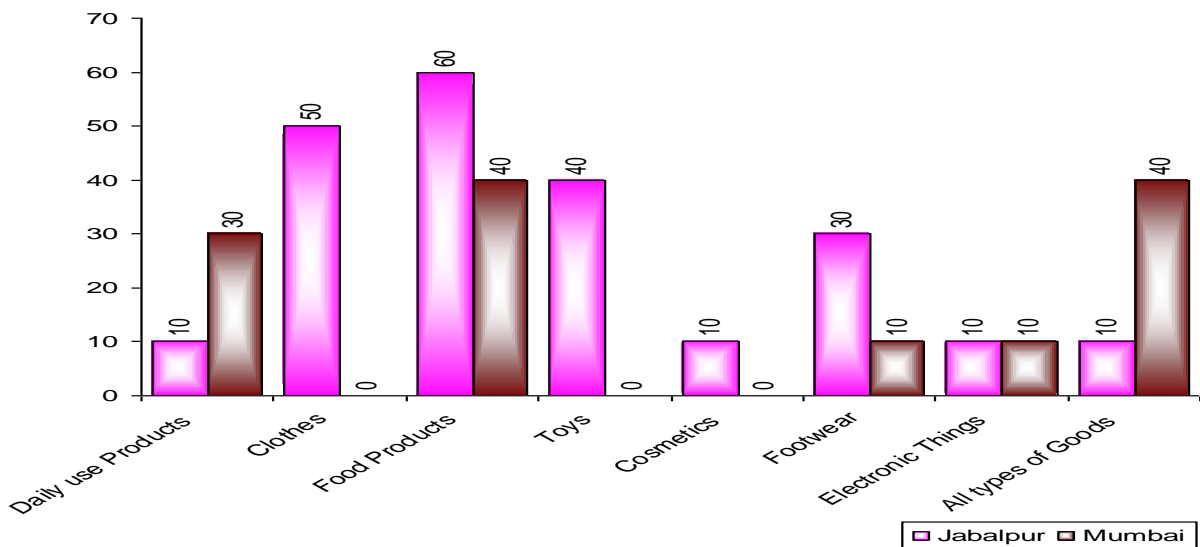
**Table No. 04**  
Number of Respondents according to choice Purchase of items from the Mall

Sr.no.	Items	Jabalpur		Mumbai		Total	
		No. of res.	%	No. of res.	%	No. of res.	%
1.	Daily use products	02	10%	06	30%	08	20%
2.	Clothes	10	50%	-	-	10	25%
3.	Food products	12	60%	08	40%	20	50%

4.	Toys	08	40%	-	-	08	20%
5.	Cosmetics	02	10%	-	-	02	05%
6.	Footwear	06	30%	02	10%	08	20%
7.	Electronic things	02	10%	02	10%	04	10%
8.	All types of goods	02	10%	08	40%	10	25%

The table interpreted 50% Respondents choose food products and 25% choose clothes and 20% choose Daily use product and footwear. Whereas all types of products.

25% respondents choose



## Conclusion

The result as drawn out by the survey done in Jabalpur and Mumbai city. Mostly head of the member of family go to the market for purchasing. The Reason why most consumers buy in mall is the feeling of comfort and ease when buying product or goods in shopping mall. All goods are available in one place and product's quality are also best in mall. Discount is also a further reason buy products from mall. But some consumers which are not prefer shopping malls, the reason was product's price are generally high because of service tax and no bargaining in that place and so many things were confuse them. In shopping mall, consumer takes mainly and maximum quantity of food product in Jabalpur and Mumbai both places. clothes and daily use product also prefer by them. Over all, shopping mall gives many facilities for their consumers and time saving is a one of the best quality of mall and consumer positive response about shopping mall in both places.

We can saw that today shopping mall trends increase very fast in urban areas but in rural areas also need and want this facility, so It should be make mall and mega stores in rural areas also and should make aware about new technologies of mall to their community by which they can also take the advantage of mall.

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