Determinants of Shopping Behaviour of Retail Consumers

D.Jesura Pauline, V.Darling Selvi

Abstract: The Indian retail market has emerged as the most dynamic and fastTpaced industries due to the entry of several new players. Luxury market of India is expected to grow to US$ 30 billion by the end of 2018 from US$ 23.8 billion 2017 supported by growing exposure of international brands amongst Indian youth and higher purchasing power of the upper class in tier 2 and 3 cities, according to Assocham. It was projected in the report of IBEF that by the year 2021 traditional retail will hold a major share of 75 per cent, organised retail share will reach 18 per cent and e-commerce retail share will reach 7 per cent of the total retail market.In order to be successful in the business it is necessary to understand the reasons behind the consumers choosing the store. Understanding the needs of the consumer followed by the factors that affect the retail shopper decision-making process is important for the growth of the retail industry. Shopper behavior is a behavior in which they focus on how the individuals make decisions to spend their resources that are available on the consumption related items. The study was conducted among 300 sample respondents in Chennai city. The researcher used Garrett Ranking, Reliability analysis, Factor analysis and ANOVA to interpret the results. From the study regarding the determinants of an ideal shopping mall it is it is identified that the sample group gives more importance to the comforts of mobility and seating and are least bothered about additional facilities like Physical fitness centres, pet attendant centre and Spas. The study has concluded that the sample respondents prefer the usage of technology coupled with comfort

Keywords: Consumers, Determinants, Retail, Shopping Behavior

I. INTRODUCTION

Customer is the king of market. The existence of customer is the integral part of the retailing. In order to be successful in the business it is necessary to understand the reasons behind the consumers choosing the store.

Understanding the needs of the consumer followed by the factors that affect the retail shopper decision-making process is important for the growth of the retail industry. Rapid development in the retail sector encouraged the researchers to study the determinants of shopping behavior of the consumers.

II. DETERMINANTS OF SHOPPING BEHAVIOUR

Rapid economic growth, encouraged by multinational companies by investing in India in the past years has changed the lifestyle of the Indian consumer and specially those who live in metro cities. Consumer behavior can be broadly classified as the decisions and actions that influence the purchasing behavior of a consumer. What drives consumers to choose a particular product with respect to others is a question which is often analyzed and studied by marketers. Most of the selection process involved in purchasing is based on emotions and reasoning. Despite the interest in shopping behaviour , it remains to be understood how these behaviours are related to satisfaction related outcomes. A contribution to the academic literature as well as to managerial practice is made by identifying the relationship between three types of shopping behaviour: expectation congruence, satisfaction, and positive word-of-mouth communications.

Table 1 . Garrett Ranking for the Determinants of Shopping Behaviour

Statements	Garrett Total Score	Garrett Mean Score	Rank
Benches and furniture to sit in and a spacious well seated lounge	19113	63.71	1
Layout that entails lesser amount of walking in the mall	18859	62.86	2
Internet cafes	16467	54.89	3
A tavern/night club	16280	54.27	4
A good quality and well stocked library	16055	53.52	5
Parking lot shuttle service (for ferrying people from parking lot to the main building)	16048	53.49	6
Amusement rides in malls	15160	50.53	7
Banks	15144	50.48	8
Adequate facilities for physically challenged	15128	50.43	9
Creche to look after the kids	15111	50.37	10
People movers (for facilitating people to move around the mall like small trolleys trams, electric cars, moving sidewalks etc)	15101	50.34	11
A pub / bar	15054	50.18	12
A museum	14886	49.62	13
A health center / gymnasium	14779	49.26	14
A theme park	14752	49.17	15
A discotheque	14503	48.34	16
Pick up and drop off taxi services by the mall	14421	48.07	17
Drug stores	14364	47.88	18
Wi-Fi Internet connectivity	14323	47.74	19
Lockers for bags, backpacks etc	14141	47.14	20
Big TV screens hanging around at various places	14140	47.13	21
Children's park	14118	47.06	22
Doctor's office / dispensary	14114	47.05	23
Swimming pools (s)	13955	46.52	24
Concierges at various points in the malls/ hypermarket to direct people according to their needs / requirements	13896	46.32	25
Ample ATM machines	13835	46.12	26
Physical fitness centres	13747	45.82	27
A pet attendant centre (to take care of my pets)	13475	44.92	28
Spas	13431	44.77	29
Average		50.00	

Source: Primary Survey

As per Garrett ranking regarding the determinants of an ideal shopping mall, The retail outlets should have benches and furniture to sit in and a spacious well seated lounge, stood first (63.71) followed by, Should have a layout that entails lesser amount of walking in the mall (62.86), Internet cafes (54.89), A tavern/night club (54.27), A good quality and well stocked library (53.52), Parking lot shuttle service (for ferrying people from parking lot to the main building) (53.49), Amusement rides in malls (50.53), Banks (50.48), Adequate facilities for physically challenged (50.43), Crèche to look after the kids (50.37), A pub/bar(50.34), A Museum, are above average and A health center/gymnasium (50.18), A Theme park (49.62), A discotheque(48.34), Pick up and drop off taxi services by the mall(48.07), Drug stores(47.88), Wi-Fi Internet connectivity (47.74), Lockers for bags, backpacks etc (47.14), Big TV screens hanging around at various places (47.13), Children's park (47.06), Doctor's office/dispensary (47.05), Swimming pools (s) (46.52), Concierges at various points in the malls/hypermarket to direct people according to their needs/requirements(46.32), Ample ATM machines(46.12), Physical fitness centres (45.82), A pet attendant centre (to take care of my pets) (44.92) and Spas (44.77). Hence it is inferred that the sample group gives more importance to the comforts of mobility and seating and are least bothered about additional facilities like Physical fitness centres, pet attendant centre and Spas.

Table 2 . Reliability Statistics

Cronbach's Alpha	N of Items
.961	17

Table 3 . Reliability Statistics for the Determinants of Shopping Behaviour

No	Statements	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	Layout that entails lesser amount of walking in the mall	208.09	18642.68	.656	.960
2	Benches and furniture to sit in and a spacious well seated lounge	211.14	18271.59	.759	.959
3	Internet cafes	211.58	18672.64	.683	.960
4	Good quality and well stocked library	208.76	18300.73	.756	.959
5	Parking lot shuttle service	212.50	18087.24	.790	.958
6	People movers	209.93	18083.24	.759	.959
7	Amusement rides in malls	202.42	19193.54	.451	.963
8	Doctor's office/dispensary	213.03	18162.50	.814	.958
9	Spas	212.56	18400.63	.774	.959
10	Banks	213.19	18084.95	.865	.957
11	Physical fitness centres	212.03	18841.77	.532	.963
12	Big TV Screens hanging around at various places	210.26	17404.72	.943	.956
13	Theme park	205.14	18444.27	.658	.961
14	Adequate facilities for physically challenged	213.39	17289.07	.928	.956
15	Concierges at various points in the malls/ hypermarket to direct people according to their needs/requirements	213.65	17690.07	.915	.956
16	Lockers for bags, backpacks etc	214.68	18799.38	.566	.962
17	Ample ATM machines	213.44	17524.15	.958	.955

Source: Primary Survey

Through reliability test, the statements are reduced from 25 to 17 with the Cronbach's Alpha of 0.961 which is a good indicator and the significance of the same is revealed through ANOVA test as the p value is 0.000 which is less than 0.05. On the basis of this filtration, rotated factor analysis is computed and interpreted.

Table 4. ANOVA with Tukey's Test for Non additivity for the Determinants of Shopping Behaviour

			Sum of Squares	df	Mean Square	F	Sig
Between People			237896.80	197	1207.60		
Within People	Between Items		33691.46	16	2105.72	45.04	.000
	Residual	Non additivity	2427.22[a]	1	2427.22	52.77	.000
		Balance	144945.79	3151	46.00		
		Total	147373.01	3152	46.76		
	Total		181064.47	3168	57.15		
Total			418961.27	3365	124.51		
Grand Mean = 13.18							
a. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.421.							

Source: Derived

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Table 5 . Rotated Factor Analysisfor the Determinants of Shopping Behaviour

	Rotated Component Matrix				
	Statements	Component			
		1	2	3	4
1	Lockers for bags, backpacks etc	.782			
2	People movers	.774			
3	Adequate facilities for physically challenged	.742			
4	Big TV Screens hanging around at various places	.729			
5	Doctor's office / dispensary	.726			
6	Ample ATM machines	.719			
7	Concierges at various points in the malls/ hypermarket to direct people according to their needs/requirements	.701			
8	Parking lot shuttle service	.675			
9	Theme park	.637			
10	Amusement rides in malls		.831		
11	Benches and furniture to sit in and a spacious well seated lounge		.766		
12	Good quality and well stocked library		.765		
13	Layout that Entails lesser amount of walking in the mall			.864	
14	Internet Cafes			.731	
15	Spas			.612	
16	Physical fitness centres				.903
17	Banks				.649
	% of Variance	32.31	20.58	18.70	16.00
	Cumulative %	32.31	52.89	71.58	87.58
	% to total	37	23	21	18
	Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				

Source: Primary Survey

Mobility Requirement: This factor consists of nine statements such as, "Lockers for bags, backpacks etc (.782), People movers (.774), Adequate facilities for physically challenged (.742), Big TV Screens hanging around at various places (.729), Doctor's office / dispensary (.726), Ample ATM machines (.719), Concierges at various points in the malls/ hypermarket to direct people according to their needs/requirements (.701), Parking lot shuttle service (.675) and Theme park (.637). The variance of this factor is 32.31 percent which consists of 37 percent out of total.

Comfort Requirement: The statements coming under this head are, Amusement rides in malls (.831), Benches and furniture to sit in and a spacious well seated lounge (.766) and Good quality and well stocked library (.765). The variance of this factor is 20.58 percent which consists of 23 percent out of total.

Technology Requirements: The statements coming under this head are, Layout that entails lesser amount of walking in the mall (.864), Internet cafes (.731) and Spas (.612). The variance of this factor is 18.70 percent which consists of 21 percent out of total.

Additional Requirement: The statements filtered under this sector are, Physical fitness centres (.903) and Banks (.649). The variance of this factor is 16.00 percent which consists of 18 percent out of total.

Table 6 . Component Matrix for the Determinants of Shopping Behaviour

Components	Mobility	Comfort	Technology	Additional
Mobility	.664	.469	.445	.376
Comfort	-.299	-.537	.487	.621
Technology	-.674	.701	.086	.214
Additional	.123	.011	-.746	.654

Source: Derived

As per transformation matrix, it is known that the component mobility has positive relationship with Comfort (.469), Technology (.445) and Additional (.376), the component Comfort has positive relationship with Technology (.487) and Additional (.621), and the component Technology has positive relationship with Comfort (.701). Hence it is inferred from the study that the sample group prefers the

usage of technology coupled with comfort.

III. CONCLUSION

The Indian retail market has emerged as the most dynamic and fast-paced industries due to the entry of several new players. Luxury market of India is expected to grow to US$ 30 billion by the end of 2018 from US$ 23.8 billion 2017 supported by growing exposure of international brands amongst Indian youth and higher purchasing power of the upper class in tier 2 and 3 cities, according to Assocham. It was projected in the report of ibef that by the year 2021 traditional retail will hold a major share of 75 per cent, organized retail share will reach 18 per cent and e-commerce retail share will reach 7 per cent of the total retail market . In order to find out the determinants of shopping behavior of the retail consumers the study was conducted among 300 sample respondents in Chennai city. From the study regarding the determinants of an ideal shopping mall it is it is identified that the sample group gives more importance to the comforts of mobility and seating and are least bothered about additional facilities like Physical fitness centres, pet attendant centre and Spas. The study has concluded that the sample respondents prefer the usage of technology coupled with comfort. It is concluded that with special focus on the technology with comfort the retail sector can attract more customers.

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