

Psychological Study of People with Reference to Shopping Malls in Kolhapur City

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Abstract—Psychological factors influence the shopping behaviour in the malls. By studying the diverse group of visitors, the research identifies the motivations, preferences and satisfaction level related to shopping experience. The impact of mall environment on consumer emotions and decisions, and the role of social interactions in shopping experiences is been studied. Findings indicate that factors such as ambience, events, security and other facilities affect the consumer satisfaction. This study will offer the valuable insights for malls in Kolhapur city in mall management and marketers to enhance customer engagement and satisfaction.

Index Terms—Psychological factors, customer satisfaction, mall management

I. INTRODUCTION

Shopping malls in Kolhapur have become vibrant centers of activity, offering more than just retail experiences. They serve as social hubs where people gather, relax and shop. This study aims to investigate the psychological factors influencing people's behavior in these malls. By observing and analyzing how emotions, thoughts and social interactions impact consumer actions, we seek to gain valuable insights. Understanding these dynamics can help improve the shopping experiences for all and contribute to the development of city.

II. STATEMENT OF PROBLEM

There's a gap in research about how businesses can keep customers coming back to their brands in India's growing shopping mall scene. Existing studies tell us a lot about what influences people's shopping choices and satisfaction, but there's not enough focus on how companies can build and maintain customer loyalty in the face of numerous brand options. Moreover,

there's not much research considering the unique behaviors in different parts of India, like urban and rural areas. Bridging these gaps could help businesses better understand and adapt to the changing preferences of Indian shoppers.

III. REVIEW OF LITERATURE

“Customer Behaviour in Shopping Malls - A Study in Bardhaman District (Purba and Paschim)” (2022) by Sri Debsena Garai. This research evaluates how the growth of organized retail in India, demonstrated by shopping malls in Burdwan, Durgapur, and Asansol, affects consumer behavior including satisfaction, product/service perceptions, and comfort levels, considering socioeconomic and visit-related factors.

“A study of Consumer Behaviour towards shopping malls” (2019) by Shilpa Sakrepatna Shrinivasmurthy. The consumer behaviour is reshaping with India's booming economy & rising incomes, with increase in influence from educated youth & working women. Businesses must adapt their strategies to meet the evolving preferences of both urban & rural consumers to build loyalty in a market flooded with brands.

“Sense of place, shopping area evaluation, and shopping behavior” (2021) by Hamza Larosi, Stephan Maussen. This research in Amsterdam's shopping districts shows that a strong sense of place strongly influences consumer behavior, more than traditional shopping area traits, suggesting that enhancing emotional connections could boost retail success.

“Determining consumers' reasons for visiting shopping malls” (2016) by Siphon Makgopa. The study in Pretoria utilized quantitative methods to explore why consumers frequent a regional mall, revealing varied visit intentions and frequencies,

thereby guiding improved marketing strategies for retailers. It emphasizes the competitive retail landscape and the importance of understanding consumer behaviors to boost visits.

“Perception and Image of Indian Consumers at Shopping Malls” (2011) by Dr. N. H.Mullick , Dr. M.Altaf Khan. Shopping malls have evolved into entertainment hubs, focusing on aligning tenant mix with consumer expectations and enhancing the mall's image to boost visitor loyalty. Regular events and high management standards are critical to creating captivating experiences that encourage repeated visits.

“A Study of Teenagers Buying Behavior in Shopping Malls in Delhi” (2021) by Indrapreet Singh, Kanika Gupta, Sumit Kumar. This study analyzes the purchasing behavior of teenagers in Delhi malls, focusing on factors like emotions and interactions, to understand their consumer motivations and needs. It involves 100 participants and utilizes methods like facial expression analysis to investigate what drives their shopping decisions.

“Consumer Buying Behavior At Shopping Mall With special Reference to Reliance Mart Tiruchirapalli City” (2018) by E.Pranavi. Consumer buying behavior, influenced by cultural, social, personal, and psychological factors, guides how brands like Reliance Mart design their marketing to improve satisfaction and business performance. Understanding these influences helps tailor strategies that attract and retain customers more effectively.

“Customer Buying Behavior Towards Shopping Malls” (2021) by M.Farzana Banu, Dr. Jayam. This study explores customer behavior towards Chennai shopping malls, using data from 50 individuals to show a marked preference for malls over local stores, as evidenced by positive perceptions and increased patronage.

“Customer Attitude Towards Shopping Malls in Rajkot” (2020) by Miral Kalariya, Dr. M.Sandeep Kumar, Nilam Aghara. This research examines perceptions of shopping malls in Rajkot through interviews with 1000 participants, finding that demographics influence consumer attitudes, prompting malls to add diverse attractions like restaurants and cinemas to meet varying preferences.

“Influence of Mall Culture on Consumer Behaviour and Buying Decisions” (2018) by Dr. Yathish Kumar, Niveditha. This study explores the impact of

mall culture on consumer behavior and purchasing decisions, focusing on how diverse demographics in Mangalore's shopping malls are influenced by modern lifestyles and technological advancements.

IV. OBJECTIVES

1. To examine the individual awareness regarding the existence and offerings of shopping malls in their local areas.
2. To identify specific factors that influence individual perception of shopping malls.
3. To explore the motivation driving individuals to visit shopping malls.
4. To examine the availability and quality of facilities contribute to the overall satisfaction of visitors.
5. To examine the impact of promotional activities, impulsive buying tendencies and brand loyalty on purchasing decision.

V. SCOPE

Scope of the study is confined to the major malls of Kolhapur city. The major 3 malls are selected for the study: Reliance Mall, DYP City Mall and Star Baazar Mall.

VI. RESEARCH DESIGN

• Sample Selection

The sampling methods adopted here are convenience sampling method and snowball sampling method. The data were collected from the respondents of Kolhapur city. The responses were collected through Google forms and structured questionnaire.

• Tools for Collection of Data

Both primary as well as secondary data were collected for study.

1. Primary Data

The sum total of 141 respondents were taken as the sample for the study. The Google form (76 respondents) and structured questionnaire (65 respondents) was prepared to know the facts like personal demographics, consumer awareness, satisfaction towards facilities available at shopping malls, factors influencing the impulsive buying decision and brand loyalty of the respondents.

2. Secondary Data

Secondary data is collected from the various sources. Secondary data are collected to a large extent through journals, published research papers and some information was also downloaded from the internet.

- Data Tool Analysis

The collected data has been appropriately classified and analyzed with the help of –

Graphs- For graphical presentation of data

Tabulation- To tabulate data in tabular form for analysis

VII. DATA ANALYSIS AND INTERPRETATION

Table No. 1: Age

SR. NO.	CATEGORY	FREQUENCY	PERCENTAGE
1	BELOW-25	67	45
2	26-35	39	28
3	36-45	21	15
4	46-60	12	9
5	60-ABOVE	2	1
TOTAL		141	100

The above frequency table reveals that out of 141 respondents surveyed maximum 67(45%) respondents are of age group below 25 and minimum 2(1%) respondents are of age group 60 and above.

Table No. 2: Gender

SR. NO.	CATEGORY	FREQUENCY	PERCENTAGE
1	MALE	74	52
2	FEMALE	67	48
3	OTHER	0	0
TOTAL		141	100

The above frequency table reveals that out of 141 respondents, 74(52%) respondents are male and remaining 67(48%) respondents are female.

Table No. 3: Employment status

SR. NO.	CATEGORY	FREQUENC Y	PERCENTAG E
1	EMPLOYED	70	49
2	UNEMPLOYE D	71	51
TOTAL		141	100

The above frequency table reveals that out of 141 respondents, 70(49%) respondents are employed and remaining 71(51%) respondents are unemployed.

Table No. 4: Shopping for non-essential items in a Month

SR. NO.	CATEGORY	FREQUENCY	PERCENTAGE
1	Once a month	77	55
2	Multiple times a week	14	10
3	Once a week	13	9
4	Rarely	37	26
TOTAL		141	100

The above frequency table that out of 141 respondents, 77(55%) respondent visit shopping malls once a week for purchasing non-essential items and 37(26%) respondents rarely visit shopping malls for shopping non-essential items.

Table No.5: Preferred mode of shopping

SR. NO.	CATEGORY	FREQUENCY	PERCENTAGE
1	IN-STORE	50	35
2	ONLINE	19	13
3	BOTH	72	52
TOTAL		141	100

The above frequency table reveals that out of 141 respondents, 50(35%) respondent shop in-store for purchasing non-essential items, further 19(13%) respondents use online mode for purchasing non-essential items and 72(52%) respondents use both i.e. in-store and online modes for purchasing non-essential items.

Table No.6: Awareness about number of shopping malls in local area

SR. NO.	CATEGORY	FREQUENCY	PERCENTAGE
1	YES	109	77
2	NO	32	23
TOTAL		141	100

109(77%) respondents are aware of number of shopping malls in their local areas and 32(23%) respondents are unaware of number of shopping malls in their local area.

Table No.7: Awareness about Events (Festival Events, Promotional Events, Etc.) Happening In Local Shopping Malls

SR. NO.	CATEGORY	FREQUENCY	PERCENTAGE
1	YES	89	63
2	NO	52	37
TOTAL		141	100

89(63%) respondents are aware of events happening in their local shopping malls and 52(37%)

respondents are unaware about events happening in their local shopping malls.

Table No.8: Factors That Influence Perception of Convenience of Shopping Malls

SR. NO.	CATEGORY	FREQUENCY	PERCENTAGE
1	Location	28	20
2	Parking facility	22	16
3	Variety of stores	68	48
4	Other	23	16
TOTAL		141	100

68(48%) respondents are of opinion that variety of stores is the factor that influence their perception of convenience to visit shopping malls and 22(16%) respondents are of opinion that parking facility is the factor that influence their perception of convenience to visit shopping malls.

Table No.9: Importance of Recreational Activities Available at Shopping Malls

SR. NO.	CATEGORY	FREQUENCY	PERCENTAGE
1	Very Important	48	34
2	Important	45	32
3	Moderately important	30	21
4	Not Important	18	13
TOTAL		141	100

48(34%) respondents are of opinion that recreational activities are very important and 18(13%) respondents are of opinion that recreational activities are not important.

Table No.10: Rating the Overall Facilities (Restroom, Elevator, Seating Areas, Etc.) Available at Shopping Malls

SR. NO.	CATEGORY	FREQUENCY	PERCENTAGE
1	EXCELLENT	38	27
2	GOOD	73	52
3	FAIR	27	19
4	POOR	3	2
TOTAL		141	100

38(27%) respondents rate the overall facilities available at shopping malls as excellent and 3(2%) respondent respondents rate the overall facilities available at shopping malls as poor.

Table No.11: Safety and Security Measures

SR. NO.	CATEGORY	FREQUENCY	PERCENTAGE
1	Strongly Agree	58	41
2	Neutral	65	47
3	Strongly Disagree	2	1
4	Can't Say	16	11
TOTAL		141	100

58(41%) respondents strongly agree with that shopping malls have sufficient safety and security measures and 2(1%) respondents strongly disagree that shopping malls have sufficient safety and security measures.

Table No.12: Impulsive Purchase

SR. NO.	CATEGORY	FREQUENCY	PERCENTAGE
1	ALWAYS	27	19
2	FREQUENTLY	52	37
3	RARELY	51	36
4	NEVER	11	8
TOTAL		141	100

27(19%) respondents always make impulsive purchase, further 52(37%) respondents frequently make impulsive buying and 11(8%) never make impulsive buying.

Table No.13: Factors that Trigger Impulsive Purchase

SR. NO.	CATEGORY	FREQUENCY	PERCENTAGE
1	Attractive Displays	37	26
2	Limited-time displays	57	40
3	Peer influenced	22	16
4	Other	25	18
TOTAL		141	100

The above frequency table and bar chart reveals that out of 141 respondents, attractive displays trigger impulsive purchase of 37(26%) respondents, limited-time offer trigger impulsive purchase of 57(40%), further peer influence trigger impulsive purchase of 22(16%) and remaining 25(18%) are influenced by other factors.

Table No.13: Purchase from Specific Brand or Store from Shopping Malls

SR. NO.	CATEGORY	FREQUENC Y	PERCENTAG E
1	YES	53	38
2	NO	25	18
3	OCCASIONALL Y	42	30
4	RARELY	21	15
TOTAL		141	100

53(38%) respondents purchase from specific brand or store from shopping malls and 21(15%) respondents rarely purchase from specific brand or store from shopping malls.

VIII. FINDINGS AND DISCUSSION

- [1] The minimum number of respondents are having overall knowledge about shopping malls in their local areas.
- [2] The majority of respondents have positive influence of past experiences on perception towards shopping malls.
- [3] The majority of respondents visit shopping malls primarily for purchasing specific items.
- [4] The maximum respondent visit shopping malls to escape boredom.
- [5] The majority of respondent frequently make impulsive buying.
- [6] The majority of respondents are attracted towards limited-time offer triggering to impulsive purchasing.
- [7] The maximum of respondent purchase from specific brand or store from shopping malls.
- [8] The majority of respondent make unplanned purchases and remaining do not make unplanned purchases.
- [9] The majority of respondent have influence of promotional activities on loyalty towards certain brands or store in shopping malls.

IX. SUGGESTIONS

1. Increase Promotional activities to create awareness among local people.
2. Create gaming zones for adults.
3. Increase malls ambience for attracting customers.
4. Focus on festive events happening in shopping malls as people specially youths are more interested in it.

5. Increase security measures in shopping malls.
6. Increase brands and store.

X. CONCLUSION

This research paper gives insights on factors influencing consumer behavior in shopping malls of local area (Kolhapur). Majority of visitors are below 25age, unemployed and from urban areas therefore malls can add more of entertainment factors like fun events, game zones and other.

There is low knowledge of overall shopping malls so they can increase their promotional activities. They can enhance security measures and cleanliness factors. They can also promote more brands in shopping malls.

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