

Determinants Of Consumer Buying Behaviour in Chennai Shopping Malls

D.BENJAMIN ROBERT RAJ¹, Dr. S.M. VENKATACHALAM²

¹*Ph.D. Research Scholar, Department of Management, Vidhyaa Arts and Science College, Konganapuram, Idappadi, Salem – 637102*

²*Research Supervisor and Principal, Vidhyaa Arts and Science College, Konganapuram, Idappadi, Salem – 637102.*

Abstract—For academics over the years, shopping and behavior have been fascinating topics. Shopping environments are changing gradually; the importance of shopping in various social/cultural settings is changing as well as people's purchasing motivations and practices. The mall phenomena is altering consumer behavior as well as family entertainment search in India. Malls in India are starting to be the single-point locations for entertainment, shopping, and dining. Self-checkout stations, digital signage, and mobile apps are just a few of the technology Malls are adding to improve the shopping experience. Every industry now mostly depends on customer buying behavior; Indian consumers have dynamic changes in their behavior, taste, preference, motives, personality, attitudes, beliefs, and values when they are shopping in the retail centers. The need of investigating consumer buying behavior in Chennai's retail malls is discussed in this study. The nature of this study is descriptive method. The necessary sample data are collected with the help of structured questionnaire which distributed among the consumers who visiting shopping malls in Chennai. The study will make use of 114 consumers as the sample size. The study applies the simple random sampling technique. The gathered sample data from the customers has been analyzed in this paper using statistical tools like percentage analysis, mean score, standard deviation, ANOVA and multiple regression analysis. The result from analysis displayed that high level of buying behaviour in shopping malls is perceived by the consumers who belong to 31-40 years of age group, under graduates and government employees.

Index Terms—Consumer, Shopping Mall, Buying Behaviour, Window Shopping, Retail Industry, Entertainment, Perception and Economic Shopping.

I. INTRODUCTION

With changing consumer behavior and the overall shopping experience changing as well, shopping in India has seen a revolution. When consumers enter the malls and seek the best of everything, they search for facilities like cost, comfort, convenience, in-house parking, entertainment, coffee shops, food courts and children play area today. It's not about shopping, dining or watching a movie, it's an experience in itself, a lifestyle activity, and providing this experience is what these malls are building up as their Unique Selling Proposition. The emergence of the mall culture in India is a sign of positive development. The availability of key real estate space in future will determine the faster growth of retailing companies that want to expand at a rapid space. Rapid urbanization coupled with a plethora of infrastructural developments has put many Indian cities on the global market. Retailers now look up to the developing malls for filling their expansion plans. Pollution free, air-conditioned shopping ambience in the malls is preferable to the heat, humidity, noise associated with roadside shopping. The mall culture has become a sensation in terms of changing the lifestyle of Indians – the way they are shopping and socializing. The changing lifestyles of consumers, strong income growth and favorable demographic patterns have provided various opportunities as well as set more challenges for retailers. Increase in the number of nuclear families with double –income groups and tight working schedules have left consumers with less time for leisure and entertainment. This has urged the demand for one-stop destinations that may help the people to fully utilize their scant time. Many shopping malls include

entertainment options like movie theaters, arcades, and play areas for children. Malls offer a variety of dining options, from fast-food chains to upscale restaurants, making them popular destinations for socializing.

II. REVIEW OF LITERATURE

Anas Khan's (2024) research revealed that consumers' purchasing impulsively due of exceptional discounts and promotions, courteous behavior of personnel, easy of payment, and self-service facilities accessible in the shopping malls. The most crucial element causing impulsive purchase is special discounts and promotions. Ratna Manikyam et al. (2023) found that most of the consumers spent two to three hours twice a month when visiting malls. They also appreciate discounts and free freebies in shopping centers and are visiting malls for purchases. Among the three reasons, "pleasure" came first, then "necessity," and finally "leisure." Moreover, most of the customers felt good about their shopping mall experience. Positive view of Convenient shopping among consumer due of variety of products offered in shopping mall, the author Sheeba (2022) revealed. Furthermore, there was no appreciable variation in the occupation of consumer amongst all the chosen constructions affecting shopping. Furthermore, consumer motivation in choosing shopping centers showed strong correlation between shopping enjoyment and shopping aesthetic appeal whereas the least favorable correlation was seen between economic shopping and roll shopping.

In view of Farzana Banu and Jayam (2021) depicted that there was difference on more customers visiting shopping malls and majority of them said they like to purchase at the malls. Also, there was difference on preference on going to shopping malls during weekends. Likewise, there was difference in customer perception shopping mall and general store as well as difference about the particular brand for clothes or household items that stick to their mind. Further, customer perception towards Malls there was significant increase in customer behavior towards Malls. The researchers Raja and Chandrase identified that the characteristics such creative design of the shopping mall, shopping convenience, relaxation, entertainment in the shopping mall and image of the

shopping mall were considerably impacted the consumers buying behavior at shopping malls. Also, majority of the consumers visited the shopping malls in Tiruchirappalli district because of the mall very close to their house and workplace, parking facility, convenient shopping hours, crowd less shopping and get everything at shopping malls. According to Rajasekar and Subash Chandar's 2016 research, consumers or shoppers were quite drawn to the shopping centers for a variety of reasons including quality, quantity, ambiance, leisure and entertainment facilities, diversity of product selections etc. The public were also thinking of shopping malls as a venue for hanging out with friends and relatives, visiting old friends, entertainment and movies, refreshment and dining etc., not only for buying.

III. STATEMENT OF THE PROBLEM

Indian consumers are evolving quickly and today they have more options for choosing goods, quality, and price range. These days, they are expressing interest in shopping centers, which provides shopping experience and amusement as well as assists them to choose several products under one roof. Shopping malls can contribute to the local economy by attracting visitors and stimulating spending. While shopping malls in Chennai offer a convenient and enjoyable experience, consumers often encounter certain challenges. Overcrowding, particularly during weekends and holidays, can make shopping uncomfortable. Additional charges like taxes, service fees, or delivery charges can sometimes be unexpected and also confusing or restrictive return policies can create difficulties for shoppers. Hence, this study aimed to analyze the consumer buying behaviour in shopping malls in Chennai.

IV. OBJECTIVES OF THE STUDY

- To study the personal profile of the selected consumers who visiting shopping malls in Chennai.
- To analyze the consumer buying behaviour in shopping malls in the study area.

V. HYPOTHESIS OF THE STUDY

- There is no significant mean difference in buying behaviour in shopping malls with regard to frequency of visiting of the consumers.
- There is no significant mean difference in buying behaviour in shopping malls with regard to amount spent monthly by the consumers.
- There is no significant mean difference in buying behaviour in shopping malls with regard to purpose of visiting of the consumers.

VI. RESEARCH METHODS

The approach of this study is descriptive research. Data for the writers came from both primary and secondary sources. The intended audience consists of consumers of a Chennai, Tamil Nadu shopping center. While the secondary data also come from

published articles, books, journals, and internet sources, among others, a structured questionnaire has been developed and sent among the population to get primary data regarding personal profile and consumer buying behavior in shopping malls. Using a random sampling technique, 114 shoppers of a shopping mall have been included into the sample size. Using SPSS 22.0 software, the gathered data are loaded into the MS-Excel program and subjected to multiple regression analysis, mean score, standard deviation, analysis of variance (ANOVA), and percentage analysis among other statistical methods.

VII. RESULT AND DISCUSSION

7.1 Personal Profile of the borrowers

The collected details of personal profile and consumer buying behaviour in shopping malls have been furnished in the following table.

Table 1: Personal Profile and Consumer Buying behaviour on shopping malls

No.	Variables Name	Number of Respondents	%	Mean	SD
1	Age				
	• Upto 30 years	17	15.0	3.65	0.61
	• 31 - 40 years	33	28.9	3.73	0.55
	• 41 - 50 years	43	37.7	3.46	0.60
	• Above 50 years	21	18.4	3.57	0.60
	Total	114	100.0		
2	Educational Qualification				
	• School level	14	12.3	3.02	0.34
	• Under Graduate	46	40.4	3.89	0.50
	• Post Graduate	36	31.6	3.33	0.58
	• Professional	18	15.7	3.78	0.44
	Total	114	100.0		
3	Occupation				
	• Government employee	26	22.8	3.90	0.54
	• Private employee	19	16.7	3.43	0.53
	• Business	39	34.2	3.60	0.63
	• Professional	30	26.3	3.40	0.53
	Total	114	100.0		
4	Frequency of visiting shopping malls monthly				
	• Upto 2	39	34.2	4.10	0.33

No.	Variables Name	Number of Respondents	%	Mean	SD
	• 3-4	53	46.5	3.29	0.49
	• Above 4	22	19.3	3.41	0.60
	Total	114	100.0		
5	Amount spent monthly for buying in shopping malls				
	• Upto Rs.10,000	27	23.7	3.27	0.63
	• Rs.10,001 – Rs.20,000	49	43.0	3.61	0.58
	• Above Rs.20,000	38	33.3	3.74	0.53
	Total	114	100.0		
6	Purpose of visiting shopping malls				
	• Shopping	45	39.5	3.37	0.55
	• Window Shopping	30	26.3	4.21	0.24
	• Entertainment	15	13.2	3.47	0.42
	• Meet Friends	24	21.0	3.75	0.70
	Total	114	100.0		

- From the above table, 15.0% of the consumers are belong to upto 30 years of age, 28.9% of the consumers are belong to 31-40 years, 37.7% of the consumers as 41-50 years and 18.4% of the consumers are belong to age group of above 50 years.
- Based on analysis, 12.3% of customers educated at the school level, 40.4% are under graduates, 31.6% are post graduates, and 15.7% are certified professional degrees.
- Based on the analysis, 22.8% of the consumers are government employees, 16.7% of them are private employees, 34.2% of them are businessmen and 26.3% of them are working professionally.
- From the analysis, it is explored that 34.2% of the consumers have visited shopping malls for upto 2 times monthly, 46.5% of the consumers have made visit for 3-4 tiems and 19.3% of the consumers have visited shopping malls for above 4 times.
- It is measured from the analysis that 23.7% of the consumers spent upto Rs.10,000 for buying products, 43.0% of the consumers expended for Rs.10,001 – Rs.20,000 and 33.3% of the consumers spent above Rs.20,000 for buying products in shopping malls.

- It is inferred from the analysis that 39.5% of the consumers have visited shopping malls for buying products, 26.3% of the consumers have visited for window shopping, 13.2% of the consumers have visited for entertainment and 21.0% of the consumers have visited shopping malls for meeting friends.

7.2 Consumer Buying Behaviour in Shopping Malls

By offering a range of stores and services in one place, which saves time and effort, shopping malls give unparalleled convenience. The researchers have created eight statements for this study aiming at customer buying behavior in shopping malls.

The data shows from the Cronbach Alpha value for consumer buying behavior in shopping centers to be 0.923. This paper shows that customer buying behavior in shopping centers is suited for analysis and rather reliable. With the mean score and standard deviation of 4.02 and 1.05 respectively followed by 'Excellent services provided by the shopping mall', it is seen among consumer buying behavior in shopping malls most of the consumers opined as 'large variety of products are available'.

TESTING OF HYPOTHESIS (ANOVA)

7.3 Relationship between Personal Profile and Consumer Buying Behaviour in Shopping Malls

The association between the personal profile and customer buying behavior at Chennai's retail malls has been investigated in this part. Using ANOVA, a hypothesis has been established to investigate the link between particular independent variables of the

consumers and purchasing behavior in shopping malls.

Frequency of Visiting and Buying Behaviour in Shopping Malls

H_0 : There is no significant mean difference in buying behaviour in shopping malls with regard to frequency of visiting of the consumers.

Table 2: Frequency of Visiting and Buying Behaviour in Shopping Malls

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	15.628	2	7.814	36.376	0.000*
Within Groups	23.844	111	0.215		
Total	39.473	113			

Note: * - Significant at 1% level

The study shows that the 'p' value is smaller than 0.05 so the null hypothesis is disproved. Consequently, shopping mall buying behavior has a notable mean difference depending on consumer frequency of visiting.

Amount Spent Monthly and Buying Behaviour in Shopping Malls

H_0 : There is no significant mean difference in buying behaviour in shopping malls with regard to amount spent monthly by the consumers.

Table 3: Amount Spent Monthly and Buying Behaviour in Shopping Malls

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	3.827	2	1.913	5.959	0.003*
Within Groups	35.646	111	0.321		
Total	39.473	113			

Note: * - Significant at 1% level

The null hypothesis is indicated from the analysis since the 'p' value is less than 0.05. Therefore, there is a notable mean difference in consumer buying behavior in shopping centers concerning monthly expenditure.

Purpose of Visiting and Buying Behaviour in Shopping Malls

H_0 : There is no significant mean difference in buying behaviour in shopping malls with regard to purpose of visiting of the consumers.

Table 4: Purpose of Visiting and Buying Behaviour in Shopping Malls

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	8.989	3	2.996	10.813	0.000*
Within Groups	30.483	110	0.277		
Total	39.473	113			

Note: * - Significant at 1% level

The null hypothesis is invalidated from the study since the "p" value is smaller than 0.05. Therefore, shopping mall purchase behavior shows a notable mean difference depending on the consumer visiting goal.

Relationship of Buying behaviour in shopping malls

The relationship of buying behaviour in shopping malls with selected variables among consumers is discussed in the following table.

H₀: There is significant relationship with buying behaviour in shopping malls among selected variables.

Table 5: Relationship of Buying behaviour in shopping malls (Multiple Regression Analysis)

No.	Variables	Coefficient	SE	't' value	'p' value
	(Constant)	3.880			
1	Age	-0.143	0.050	-2.870	0.005*
2	Educational Qualification	0.115	0.061	1.885	0.062 ^{NS}
3	Frequency of visiting shopping malls monthly	0.429	0.064	6.703	0.000*
4	Amount spent monthly for buying in shopping malls	0.279	0.072	3.850	0.000*
	R Value	0.906			
	R ² Value	0.821			
	F Value	75.847*			

Note: * - Significant at 1% level; NS – Not Significant

The above multiple regression analysis examines the relationship between selected variables and buying behaviour in shopping malls of consumers. The variables such as frequency of visiting shopping malls monthly (0.429) and amount spent monthly for buying in shopping malls (0.279) show statistically significant positive coefficients whereas age (-0.143) indicate negative relationship with buying behaviour in shopping malls. The R² value of 0.821 indicates that 82.1% of the variation in buying behaviour in shopping malls is explained by the model. The F value of 75.847 indicates the overall significance of the regression equation at the 1% level.

VIII. FINDINGS

- It is justified that maximum of the consumers are belong to age group of 41-50 years. Also, high level of buying behaviour in shopping malls is perceived by the consumers who belong to 31-40 years of age segment.
- It is showed that most of the consumers are under graduates. Further, high level of buying behaviour in shopping malls is perceived by the under graduates.
- It is asserted that maximum of the consumers are doing business in the study area. Also, high level of buying behaviour in shopping malls is perceived by the government employees.
- It is pointed out that most of the consumers are visiting shopping malls for 3-4 times for buying products. Additionally, high level of buying behaviour in shopping malls is perceived by the consumers who visit upto 2 times.
- It is evaluated that majority of the consumers have spent Rs.10,001 – Rs.20,000 in a month for buying products in shopping malls. Moreover, high level of buying behaviour in shopping malls is perceived by the consumers who spent above Rs.20,000 monthly.
- It is confirmed that most of the consumers are visiting shopping malls for shopping purpose. Further, high level of buying behaviour in shopping malls is perceived by the consumers who made window shopping.
- It is examined from the mean score test that among consumer buying behaviour in shopping malls, most of the consumers opined as 'Large variety of products are available' followed by 'Excellent services provided by the shopping mall' with the mean score of 4.02 and 4.00 respectively.
- The ANOVA obtained that there is a significant mean difference in buying behaviour in shopping malls with respect to frequency of visiting of the consumers.
- It is revealed from 'F' test that there is a significant mean difference in buying behaviour

in shopping malls with respect to amount spent monthly by the consumers.

- From the ANOVA, it is surmised that there is a significant mean difference in buying behaviour in shopping malls with respect to purpose of visiting of the consumers.
- It is mentioned from the multiple regression analysis that the variables namely frequency of visiting shopping malls monthly (0.429) and amount spent monthly for buying in shopping malls (0.279) indicate statistically significant positive coefficients whereas age (-0.143) indicate negative relationship with buying behaviour in shopping malls regarding buying behaviour in shopping malls.

IX. SUGGESTIONS

- Findings show that customers between the ages of 31 and 40 view high degree of buying activity in shopping centers as normal. Therefore, shopping malls should keep the good creative design which includes design, internal colour, quality of structure, pleasant music, good scent and appealing lighting to attract the youthful consumers towards their shopping mall.
- The research reveals that consumers who visit shopping centers for up to two times view high degree of buying behavior as negative. Therefore, shopping convenience is crucial for increasing customer visiting. Shopping malls should thus provide the convenient shopping hours, enough parking facilities and offer everything (dining, movies shopping etc.).
- It is evaluated that high level of buying behaviour in shopping malls is perceived by the consumers who spent above Rs.20,000 monthly. Hence, it is suggested that shopping mall should create packages that offer multiple products at a discounted price and special promotions for holidays like Diwali, Pongal, or Christmas for all the consumers.
- It is confirmed from the analysis that high level of buying behaviour in shopping malls is perceived by the consumers who made window shopping. So, shopping mall can create a welcoming and inviting atmosphere with pleasant lighting, music, and scents whereas

using interactive displays to showcase product features and benefits for enhancing buying behaviour of consumers.

- By implementing Exclusive Offers and Discounts, Chennai malls can create a more appealing and engaging shopping environment, leading to increased consumer buying behaviour.

X. CONCLUSION

The researchers sought to investigate customer purchasing patterns in Chennai's shopping centres. Modern urban life now revolves around shopping centres, which provide a great spectrum of advantages for the economy as well as for customers. This study revealed a notable mean difference in consumer buying behavior in shopping malls concerning frequency of visiting, monthly expenditure, and goal of visiting. The most crucial elements that draw more customers for purchasing more are quality, window shopping and entertainment in the shopping malls; so, the shopping malls should provide the children's play or amusement center, leisure area, inside movie theater, inside fast-food restaurant, etc.

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