

A STUDY ON THE BEHAVIOUR OF SHOPPERS VISITING MALLS IN TAMILNADU

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Synopsis

Introduction

In the present scenario, existing and upcoming companies' management needs to think about various policies, strategies and objectives for marketing and selling of their output in globally competitive market. Today's innovation is history for tomorrow. There are many challenges in front of manufacturers, wholesalers and retailers to produce and sell the goods to final consumers. Managements are under stress due to the change in worldwide competition, environment, infrastructural development, technological up gradation, unskilled labours and other external problem such as economic, political, technical and of course social.

But, wherever there is a will, there is a way. Yes, there are weaknesses, but there are also opportunities. The worldwide market means that companies can find market for their goods and services anywhere in the world, Environment turn down gives many opportunities to companies that can opt for more effective measures of protecting the environment. Infrastructural development will also provide good opportunities for service sector in Banking, Construction, Transportation, Communication and Insurance industries. Unskilled labours will provide challenges to Universities and

Educational Institutions to provide more effective programs for upgrading human skills.

The success of any business depends upon the “Market.” The oldest exchange concept of market led to exchange of goods between manufacturers and users. A market consists of the customers having a need for same type of goods, which a seller wants to sell. Market is a place where buyers and sellers meet each other to exchange their goods. The sellers sell goods and services in the market and in return they receive money for the same.

Marketing explains various benefits to a manufacturer and to a consumer about various market through which they can sell and buy goods and services. Marketing involves the interaction of several business activities. Marketing begins with the needs and wants of customers. Customers need and wants are changing and increasing. They satisfy their needs and want with varieties of goods and services i.e. product available in the market. A product is anything that satisfies their needs or wants. Manufacturers evaluated the concept of marketing over a period of years from exchange to production, product, selling, marketing, and societal and to relationship marketing.

Philip Kotler¹ describes the marketing concept as “The Marketing concept is consumer orientation backed by integrated marketing aimed at

¹ Philip Kotlar (2009), “*Marketing Management*”, New Delhi, Dorling Kindersely (India) Pvt. Ltd., Pearson Education in South Africa. Third Edition. pp 239-242.

generating customer satisfaction as the key to satisfying organizational goals.” Thus concept of marketing is consumer oriented and it lays more emphasis on the consumer rather than the goods. A community of satisfied consumers is created by successful marketing.

Due to increase in competition in the market, the concept of consumer satisfaction plays a more important role in making business polices. Theorists of consumer-behaviour are not only guessing how consumers will make product choices. Modern theories of consumer-behaviour are also useful to marketers to understand how customers make a choice.

The purpose of marketing is to generate more and more demand for goods and services. But “understanding customers” is not that easy. Satisfaction level of customer is different from one to another. Consumers are surely reacting with the new changes, but they change their decision at the last minute. Therefore it is essential for marketers to study their target customer’s desire, requirements, choice, shopping and buying behaviour. This study will help in innovating new marketing-mix.

Aim of the Study

In the recent years, the people of India have seen an increasing influx of Shopping Malls owing to various factors such as liberalization, growing urbanization and increased consumerism. All these factors have led to the increased entry of the corporate brands in the field of retailing. Myriad

numbers of international brands have introduced their goods in India in a competitive price in order to attract the Indian customers. One of the major attractions for these foreign brands is the ever increasing population of the country. It has already crossed the one billion mark and it set to increase rather than decrease. Therefore, in such a market, if the brands can make a mark among the consumers, their development can never be stopped. But rather than opening a brand shop separately, if all the brands are brought together under one roof, it makes shopping easier for the consumers and for the companies retailing their brands also becomes easier as the consumers come to their shop rather than the companies going in search of the consumers. This is one of the major reasons why shopping malls are a huge attraction in the recent years. Along with the consumer's convenience, the government's permission for 100% FDI also has opened the floodgates for the foreign companies to enter into the field of retail marketing.

In this context of ever increasing demand and acceptance of malls, it is the need of the hour to understand the expectations and behaviours of the consumers who visit the malls so that the future malls can be constructed in line with the needs and expectations of the consumers. This can go a long way in strengthening the bond between the consumers and the companies or the brands which the consumers' buy.

Need for the Study

The retailing space is an ever increasing space. As the population grows, so will the needs for those population increases. In order to cater these ever increasing consumer population, there are innumerable malls being opened throughout Tamil Nadu. Malls are not only a place for consumption, but also a place for entertainment for the consumer, or at least that's how the majority of the Indian population view the shopping malls. Many of the consumers who visit the shopping malls, more than their purchase intention, their entertainment intention dominates their decision. Therefore, it is necessary for the mall designers or the mall managers to design the mall in order to suit the needs of the consumers. This is the context in which the present study is trying to contribute.

The behaviour of the consumer inside the mall can give the retailers and marketers a lot of suggestion on how to increase their business. An academic study that focuses on the consumers' behaviour inside the malls is the need of the hour. Therefore the present study is trying focus on this area and provide an academic perspective upon the behaviour of the consumers. In this light, the present study has chosen the overall area of Tamil Nadu as the context of the present study.

Statement of the problem

Understanding the way in which the consumers behave when they enter the malls is very important for the management of the malls. Therefore, the present study is focusing on this area and will try to answer some very important and specific question related to the malls. What is the demographic profile of the consumers who visit the malls, what is it that they buy when they are in the malls, how can we increasing their buying behaviour inside the malls, how to increase the time and money that is being spent inside the malls and how to make the consumers come back again and again to the malls?

In the earlier days, the consumers needed to visit various shops in order to buy various brands of goods. But in the present context, the main aim of the initiation of the shopping mall culture is to fulfil the needs of the consumers in a single place. But does this happen in reality? this is one of the major questions that the present research will try to answer. These are some of the question that will be analysed in the present research. These analysis will make the bond between the consumers and the malls that they visit last for a long time.

Limitations of the study

Every research tends to have its own limitation and the present research is no exception. The present research focuses on a large area of Tamil Nadu. Therefore, the study is tend to be more general rather than a focused study.

There are in total 32 districts in Tamil Nadu, but in the present research all the districts are not being covered and therefore it can be a limitation for the present study.

Research methodology

The following Research methodology and Research design has been used by the researcher in his study.

Research Design

The research is descriptive in nature. Specific objectives of the study as stated earlier require use of both primary and secondary data. Methods used for the collection and analysis of data are provided in this section. Specific tools of analysis and empirical models are also presented.

Collection of Data

The study is based on both primary and secondary data. The other secondary data are made available from the thesis and various journals, books and websites. The required primary data are collected from the selected respondents with the help of a comprehensive, pre-tested enquiry schedule, through questionnaire method. The data are collected over a period of nine months. Care has been taken to avoid bias and necessary cross checks that are applied to ensure the accuracy of data.

Sampling Area

Tamil Nadu has been selected as the universe for this study for two reasons. First, the district has a large number of garments retail outlets. Secondly, the researcher is familiar with the area and so it is possible to get the co-operation of the officials and also respondents. As far as the present study is concerned, the investigator has collected the data required from the sample population by adopting non probability sampling technique.

Sample size:

As far as the present study, the researcher has proposed to collect the data required from the sample population by adopting sampling techniques. For this purpose the researcher has used the following formula.

For customer the researcher has been followed Cochran's formula for calculating sample size when the population is infinite. Cochran (1977) developed a formula to calculate a representative sample for proportions as

$$n_o = \frac{Z^2 pq}{e^2}$$

where, n_o is the sample size, z is the selected critical value of desired confidence ²level, p is the estimated proportion of an attribute that is present in the population, $q=1-p$ and e is the desired level of precision.

For example, suppose we want to calculate a sample size of a large population whose degree of variability is not known assuming the maximum

variability, which is equal to 50% ($p=0.5$) and taking 95% confidence level with $\pm 5\%$ precision, the calculation for required sample size will be as follows-

$$p = 0.5 \text{ and hence } q = 1 - 0.5 = 0.5; e = 0.05; z = 1.96$$

$$n_o = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2} = 384.16 = 384$$

Sample sizes of 500 respondents were selected for this study for the accuracy of the result. Out of 500 filled questionnaires received, 467 were found to be completed. The researcher has applied the convenience sampling method to collect the primary data for customer. The data were collected from the mall visitor in the Tamil Nadu.

Sampling Technique

The researcher has applied the convenience sampling method to collect the primary data of customer. The data were collected from the visitors of different malls in the Tamil Nadu.

Statistical Tool

After the fieldwork, the data have been carefully scrutinized and edited in order to ensure accuracy, consistency, and completeness. Most of the analyses are based on the responses presented in the form of frequency tables. The data tabulated are systematically processed and interpreted on the basis of the objectives formulated. Statistical tools such as percentage, averages are

used for basic analysis, Mean Score ranking , Chi- square analysis, Factor analysis, Cronbach's alpha reliability test, Mann Whitney U test, Kruskal wallis test and wilcoxon test are used for hypothetical analysis.

Period of the study

The period of research is from 2014 to 2018. The primary data have been collected from the year 2016 to 2017 by questionnaire method.

Scheme of the Report

The thesis consists of five chapters as described below

The first chapter, “ **Introduction and Design of the Study,**” deals with the Introduction of the study which covers the introduction, statement of the problem, review of literature, scope of the study, objectives of the study, methodology, tools of analysis, limitations of the study and Scheme of the report.

The second chapter, “**Review of Literature,**” examines the review of related literature on shopping behaviour of visitors in the Malls.

The third chapter, “**Conceptual background of the Study,**” projects the Mall types and shopping behaviour of customer, visitor concepts and detailed profile of customers with framework.

The fourth chapter, “**An Analysis the Behaviour of Shoppers Visiting Malls in Tamilnadu,**” contains descriptive and inferential analyses of

customers' satisfaction and expectation of Mall along with their shopping behaviour in Tamil Nadu. Here, the researcher has focused on major influencing factors to select Mall, Mall atmosphere and services impact on customer perception and satisfaction.

The fifth chapter, “**Summary of Findings, Suggestions and Conclusion,**” is the summary of the findings which gives conclusion and draws valid suggestions on the basis of the study.