

A Study of Retail Market and Analysis of Consumers Buying Behaviour in Malls: With Reference to Aurangabad City

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Abstract

In this present era there are massiv changes in the field of retail store Impression and shopping Behaviour from traditional Retail store to organised retail store .So, several shopping centers ,departmental stores ,Shopping malls and franchising are growing rapidly in our country as an organised business. Malls are attracting the young Shoppers and Mall culture is new to the society. Mall retailers are making efforts to satisfy the young consumers. However the younger segment is growing in terms of population and wealth. Retail infrastructure in India has become the steady growth in the construction and that are operated in the various cities as a shopping malls. the foremost intension of this research article is to focus on Buying behaviour has become the most important factor for every sector, Indian consumer has the dynamic change in their behaviour ,test, preference, motives ,personal personality, attitude, beliefs and values and when they are making a purchase in shopping malls. The scope of the research is to find the buying behaviour of the consumer respondents with regards to the Expectations of the products and availability of services that are offered in the malls factors that are influencing the consumer towards the purchase of products in the shopping malls .The study mainly focuses on the buying behaviour of consumers in the shopping malls.

Keywords: Retail Market, Consumer's Buying Behaviour, Mall culture

Introduction.

Retailing is a convenient convincing and comfortable method of selling goods and services it is not only an important aspect of the economic structure but very much a part of our lives although trading of goods has been in existence in human Civilization days it is only in the recent past that the buying and selling of goods have become more of a formal and brand dominated activity in fact , today retailing is evolving into a global high tech business this is a because of new management techniques market ,techniques and also due to ever changing and dynamic consumer psychology detailing is a significant part of the economic activities of both developed and developing countries economies with wholesaling and retailing value added.

Retailing is now taking shape of an organised business where a Supermarket/ Hypermarket, shopping malls is as big as a market of a small city and it a comprises of a different kinds of a product /services providers. It May have extensions to other parts of the city or even other

cities it means it has a chain of stores. The many shops available there share the gains of customer customer presence and plan their selling activities in such a way that most customers are attracted towards the shop and buy products and services.

What is retailing Retailing

Retailing is a convenient, convincing and comfortable method of selling goods and services it is not only an important aspect of the economic structure but very much a part of our lives although trading of goods has been in existence in human Civilization days it is only in the recent past that the buying and selling of goods have become more of a formal and brand dominated activity. In fact , today retailing is evolving into a global high tech business this is a because of new management, techniques market Techniques and also due to ever changing and dynamic consumer psychology. Retailing is a significant part of the economic activities of both developed and developing countries economies with wholesaling and retailing value added.

Definition

“ Retailing includes all the activities involved in selling goods and services directly to the final consumer for personal or non -business

Philip Kotler

Consumers Buying Behaviour

Consumer behaviour describes how consumers make purchase decisions and how they use and dispose of the Purchased goods or services . The work of a psychologist kurt Levin provides a useful classification schemes for influences on buying behaviour Lewins propositions is $B=f(P,E)$ This statement means that Behavior(B)is a function (F) of Interactions of personal influences (P)and pressures exerted by outside environmental forces. The statement is rewritten to apply to consumer behaviour as follows: $B=f(I,P)$ Consumer behaviour (B)is a function (F)of the Interactions of interpersonal influences (I)-such as a culture ,friends, classmates, co-worker and relatives and personal factors (P)-such as attitudes learning and perception . In fact , in many countries where the standard of living is very high ,a large portion of the populations income is spent on wants and desires rather than on basic needs .

Importance of shopping malls:.

A shopping mall is a huge building or group of a buildings that contain various stores and other business establishments or solely sells various products/ brands in retailing mode. If it is a collection of multiple stores they are connected by walk way so that consumers can easily and shop between the stores. Malls can be built in an enclosed or in an open-air format .How ever in India most of the leading shopping malls are with a primary "motto" of acting like "one stop shop" that provides almost all of the required products and brands right from a grocery Lifestyle products to durables like furniture under one roof .Customers will obviously happy if they get what they want conveniently in one location.

Research Methodology

“A study of Retail Market and Consumers Buying Behaviour in Malls : With Reference to Aurangabad City”Prozone Mall is one of the largest ,as well as one of the first horizontally designed shopping Mall in India. It has over600,000sq.ft of space and was the first modern mall in Aurangabad.

Prozone Aurangabad has more than 150 retail stores selling top local and International Brands ,A five-screen cinema complex,40,000 sq.ft (3,700) family entertainment centre and 3000

parking bays.Additionally high rise apartments and row bungalows are constructed parallel to the Mall.

Statement of the problem

the research aims to find out the consumers buying behaviour in malls

Rationale of the study

The study aims to know the shopping behaviour of the Shoppers in organised retail outlets and find out the factors which influence them to make the Purchase . This will help the researcher to draw conclusions about the effective ways to and entire more consumers to the organised retail outlet. The objectives given below drove the research process to collect the necessary data needed for knowing the consumer buying behaviour in the organised retail outlet

Objectives of the study

- 1.To study the retail market and consumers buying bahaviour
- 2.To study the consumers buying behaviour towards shopping malls

Data collection

The data for the fulfillment of the objectives of this study was collected from primary as well as a secondary resources

Primary Data:

In this research paper convenience Random Sampling techniques is used.A total 30 questionnaires are distributed among the Respondents .This study is descriptive in nature so primary data are collected through survey questionnaire .

Secondary data

Secondary data collected from book ,The research journals and various business magazines available in the library were helpful in making the secondary research.needed for conducting the research work is collected from various documents and other research papers.

Scope for the study

It studies characteristic of indiveded consumers such as a economy demographic and behavioural in an attempt to understand people's want. It also tries to assess influences on the consumer from group such as a family, friends ,references group ,and Society in general.

Review of Literature

1. Levy and Weitz(2008)

In the book , "Retailing Management "have tried to know how retailing has become an Important economic activity . They have tried to find out the reasons to of growth of modern retelling, different retail formats and multichannel retailing as a method of operating in a competitive market. from the authors point of view there is a great change in the consumer behaviour which is a Influencing the pattern of retailing and their strategies. The consumers have changed not only in terms of perception choices and ideas and identities but also their modes of buying have significantly varied.

2. S.N soundarya Rajan and Veena Yamini ,(2006) " The mall Consumer of Chennai- A Profile and Perception study" Marketing mastermind is one of the journal's where I read about the research studies conducted by various researchers on consumer buying behaviour , Where the researchers surveyed on the profile of the mall consumer, Customers Expectations/ preferences from shopping malls and customer satisfaction level in percent present -day malls. The research found out that convenience and Merchandise are the primary reasons for the Shoppers to visit a mall.

3. Manoj Nakra ,sheikh Mohammed(2007)" In another article "**last Mile in Retail** " in the magazine point-of-purchase , Categorised consumers based on their characteristics and the shopping behaviour they generally exhibit. The focus was to help the sales person to develop strategies based on this behavioral styles. Retailers have an opportunity to improve retail store level productivity by understanding the underlying mental process that underpins the salesperson- customer engagement.

Reasons to Buy Goods in the Mall

Sr.no	Reasons to buy Goods in the Mall	Customers to Opinion	Percentage (%)
1	Quality goods	98	7.86%
2	Items according to the new lifestyle	98	7.86%
3	Fair price	51	4.09%
4	Branded goods	95	7.62%
5	Air condition Environment	95	7.62%

6	Respect of customers	46	3.69%
7	Discount on high purchase	83	6.67%
8	Attractive goods	89	7.14%
9	Availability of goods in one roof	95	7.63%
10	A place for children to play	32	2.56%
11	Eating facilities	93	7.46%
12	Facilities of watching movies	92	7.39%
13	Availabilty of more space	92	7.39%
14	Optional goods	92	7.39%
15	Attractives schemes	95	7.63%
Total		1246	100.00%

(Source : Survey Method)

In the table 4.13 and figure 4.13 the reasons for buying goods in the malls are shown. According to 7.86 percent customers quality goods are available in malls. By the way 7.86 percent customers get now Lifestyle items in the malls. Respectively 4.09 percent fairprice, 7.62 percent branded goods ,7.62 percent Air conditioning premises ,3.69 percent respect of customers, 7.4 percent attractive goods, 7.62 percent all good are available under one roof , play space for children from 2.56 percent, 7.46 percent facility of eating facilities ,a 7. 39 percent of watching movies facilities ,7.36 percent Adequate availability of space ,7.39 % Availability of optional items and according to 7.6 3% customers the reasons for shopping in malls is that malls have attractive schemes. According to this it is a clear that, the facility variety of goods in the mall, such as a low price of the goods. The various shopping schemes , watching movies etc .Attract customers to mall which means that the mall culture affects the customers.

Conclusion

The study predominantly proves that the customers are quite happy with overall shopping mall experience and absolutely comfortable as they consider it as "one-stop-shop" for wide range of

products and brands the value they get for money spend in malls is considerably good. Shopping malls scored good marks with regard to services like overall Ambience ,AC, cleanliness, parking facility, guidance of staff ,sanitary toilet facilities etc.However regarding the safety measures there is a huge dearth of awareness among customers. Overall the study finds that there are no predominant differences between men and women in their shopping experience , choices and purchasing decisions . This is a healthy sign for the enhanced role of women. However there is a slight variation in options in case of a purpose of visit when men agreed they visit malls often for entertainment women agreed the visit for entertainment occasions.

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