



## **A RELATIONSHIP BETWEEN DEMOGRAPHIC BACKGROUND AND MALL CONSUMER PERCEPTION A STUDY WITH REFERENCE TO CHENNAI CITY**

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### **Introduction**

Different age group reflects and influences the consumer perception towards shopping mall such as younger, middle age and older generation consumers. Every age has its own state of mind, characteristics and its own perception. Consumer spending pattern and purchasing power are directly linked with the monthly income of mall consumer.

Married individuals have commitment to take care of dependents and are more likely to have restraints on available resources. Hence the level of impulse buying will be less for them and consumers who are single tend to spend without inhibition, exhibiting higher level of impulse buying pattern. Today's trend is joint decision making made by both husband and wife in spending time and money in shopping mall. Married person have more responsibility and decision making than bachelor.

The family is the main reference group that may influence the consumer behaviour. These days, kids are very much educated about products and enterprises through media or companions circle, and different sources. Therefore, they influence considerably in the decisions of buying both fast moving consumer goods and durable items. In hedonic consumption response is an important part of mall consumer perception of imaginary experience. Today mall is a place for social interaction along with shopping, relaxation and to escape from daily routine life.

The various life cycle base categorizations (Jay D .Lindquist, M.Joseph Sirgy, 2009) of bachelor, married households with teens and matured couples who lives jointly or young couples lives nuclear type of family. This includes demographic factors as age, education, income, occupation, monthly income, family status of number of adults and children. These demographic backgrounds provide the relationship of consumer perception into consumption patterns with shopping in malls.

The meaning of consumer perception-something sensed-depends on the object and our experiences. The mind is capable of receiving information, comparing it to a huge store of images in memory, and providing an interpretation. Consumers make use of all five senses (Michael J. Etzel, Bruce J.Walker, William J.Stanton, Ajay Pandit, 2010).

Malls have massively changed the patterns of demography, shopping activities and life style of people who living in the metro politician city like Chennai. A favourable demographic background related to convert people to loyal consumer of shopping mall. A new trend of consumer spends more expenses to get a great shopping experience with all amenities in a single place like a mall.

### **Literature Review**

(Lalitha Praveena.P 2015) in her article analyzed the customer's perception with respect to brands in Durable/Nondurable segments at retail stores in Hyderabad region, also studied the attributes that influence consumers' preferences towards emerging retail formats and the impact of demographic factors on consumers' preferences for various brands in emerging formats.

A study on the socio-economic and demographic characteristics of the sample respondents, namely the invading potential buyers from shopping malls, their perception & expectation towards various dimensions of shopping in shopping malls, and to ascertain the factors influencing respondents behavior towards making their purchase from shopping malls (Scarlet.A., Maria John.S.Dr. 2015).

A study to understand consumers' perception of mall attributes and its impact across gender and age groups and its influence on the buying behaviour of various target age groups of consumers in the small city malls (Apita Khare 2011).

A study to know the customers' perception towards the purchasing, factors influencing the buying decision process, buying behavior and subsequent customer satisfaction level as well as the strategy adopted at a retail store for attracting customers (Chandra Sekhar.R.,Keshamoni Srinivas, N. Hari Prasad 2016).



Classified mall shoppers by volume into heavy, medium and low rupee spenders and analysed the difference between three groups in (a) Demographics (b) Shopping orientations (c) Values and Lifestyle (d) Mall shopping attitude and behaviour satisfaction with the shopping center (Mamta Mohan, Kavita Tandon 2015).

As per Ravi Kiran, Deepika Jhamb (2011) identified the changes in consumer choices of emerging retail formats and the major sectors of growth and suggested a framework for identifying the winning format suited to Indian consumers on the basis of demographic profile, product types and store attributes.

Grouped shopper's characteristics into demographics, shopping orientations, values, lifestyle, and their influence on shopping attitude and patronage and presented his results from investigating the relationships on shopping attitudes and their relative influence on mall patronage (Sadiq Sohail.M 2013).

Sadiq Sohail.M (2015) in their study "Gender differences in mall shopping behavior of an emerging nation", examined the effects of gender influence on the shopper's characteristics and their influence on patronage.

Conducted evaluation study to investigate consumer decision-making styles in shopping malls and to study variations in consumer decision-making styles across different demographic variables (Sudharani Ravindran.D., Hari Sundar.D., Ram.G., Reji Kumar.G 2009).

Profiled the young male and female mall consumers along the other demographic variables like age, income, marital status, number of earning members, family size, number of children, qualification and origin of the city (Bengaluru) and gender wise mall patronage patterns while also analyzing the differences in their recreational and utilitarian orientation to shopping and explored whether differences in behaviour exists in the different regions of Bengaluru (Sudharani Ravindran.D -Mr. Hari Sundar G.Ram - M. Sathish 2010).

### **Gaps In The Literature**

The meticulous reviews on consumer perception indicated that several studies argued the factors influencing mall consumer perception alone. But they did not address the issue of demographic background and its subsequent impact on mall consumer's perception. Therefore, the present study completely deals with the relationship between demographic background and mall consumer's perception.

### **Objectives of the Study**

1. To study the demographic background of the mall consumer.
2. To examine the perception of the mall consumers with demographic details.
3. To find the relationship between demographic and purchase details with perception of mall consumers.

### **Methodology**

To perform the research study both primary and secondary data is collected from the mall consumers through a structural questionnaire. The questionnaire consists of optional type questions and statement in Likert's five-point scale. The Likert's five-point scale ranges from strongly agree to strongly disagree.

The optional type questions have several options as well as yes or no questions. Total the questionnaire consists of two parts namely demographic and shopping details and consumer perception. A relationship between demographic background and consumer perception are measured through the psychological opinion of consumers in Likert's five-point scale.

### **Sample Design**

The researcher adopted convenience sampling method to collect the respondents from the mall consumers. The researcher supplied the questionnaire in the top 5 popular malls in Chennai city. Totally the researcher circulated 250 questionnaire and able to receive 230 in a usable condition.

### **Data Analysis**

After collecting in the responses from the mall consumer the data are systematically tabulate for the analysis purpose. The researcher used the factor analysis and linear multiple regression analysis for analyzing the data to meet the objectives.



## Analysis And Discussions

### Factors of Mall Consumer Perception

After reviewing the national and international reviews pertaining into consumer perception, the researcher developed 27 statements in Likert's five point scale along with the test of reliability. The application of factor analysis the principal competent method helped to reduce the variables into predominant factors.

**Table-1**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.842
Bartlett's Test of Sphericity	Approx. Chi-Square	5579.458
	df	351
	Sig.	.000

From the above table it is found that the KMO measure of sampling adequacy is .842, Bartlett's test of veracity with the approximate Chi. Square value is 5579.458 is statistically significant at 5% level. This implies that the 27 variables are normally distributed and suitable for data reduction process.

**Table-2 Total Variances**

This leads to the derivation of predominant factors are shown in the following table.

<b>Component</b>	<b>Initial Eigen values</b>			<b>Rotation Sums of Squared Loadings</b>		
	<b>Total</b>	<b>% of Variance</b>	<b>Cumulative %</b>	<b>Total</b>	<b>% of Variance</b>	<b>Cumulative %</b>
1 The physical facilities are visually appealing	6.257	23.173	23.173	3.244	12.014	12.014
2 The mall has clean, attractive and convenient public areas	3.400	12.592	35.765	3.189	11.810	23.824
3 The mall layout is easy for customers to move around in the store	1.492	5.527	41.292	2.665	9.871	33.695
4 The mall layout is easy for consumers to find what they need	1.370	5.075	46.368	1.864	6.904	40.599
5 Impressive product display	1.228	4.550	50.917	1.808	6.698	47.297
6 Ambience of the shop	1.166	4.320	55.237	1.767	6.545	53.842
7 Mall has convenient working hours	1.112	4.120	59.357	1.489	5.515	59.357
8 Working personnel are well dressed and appear neat working personal	.964	3.570	62.927			
9 Soft music in the background	.877	3.250	66.177			
10 Shopkeepers/sales men assist in taking decisions	.837	3.099	69.276			
11 Shopping takes a lot of time	.753	2.790	72.065			
12 The mall offers a good variety of brands	.721	2.670	74.735			
13 Wide choice of selection of merchandise	.704	2.607	77.342			
14 Parking facilities provided are good	.646	2.392	79.734			
15 Ease in identifying the store	.590	2.184	81.918			
16 Ease of reaching all floors	.538	1.993	83.911			
17 Shelf placards/tags giving product details	.514	1.902	85.813			
18 Mall enhances the consumer's belief of want satisfaction	.498	1.844	87.657			
19 Advertisement changes the consumers attitude	.482	1.785	89.442			
20 Giving individual attention to customers	.470	1.743	91.185			
21 Willingness to provide advises and suggestions to guide customers	.429	1.590	92.774			
22 Mall change the life style of consumers	.412	1.526	94.300			
23 Communication materials in malls are visually appealing, easy to read, information is useful	.372	1.379	95.679			
24 Mall develops favourable attitude of consumer	.348	1.288	96.967			



25 Appreciation of modernity	.313	1.158	98.126			
26 Facilities for disabled persons	.257	.951	99.076			
27 Location of different sections	.249	.924	100.000			

From the above table it is found that the 27 variables are reduced into 6 predominant factors with total variance of 59.357. They have individual variances. This shows that the 7 perception relationship demographic background that exists among the consumers in malls.

**Table-3**

The 7 predominant factors and their variable loadings are presented in the following Rotated Component Matrix.

	Rotated Component Matrix <sup>a</sup>						
	Component 1	2	3	4	5	6	7
C.P Impressive product display	.759						
C.P The mall layout is easy for consumers to find what they need	.642						
C.P Mall has convenient working hours	.595						
C.P Ambience of the shop	.566						
C.P The mall layout is easy for customers to move around in the store	.543						
C.P Working personnel are well dressed and appear neat working personal	.516						
C.P The mall offers a good variety of brands							
C.P Mall develops favourable attitude of consumer		.747					
C.P Location of different sections		.743					
C.P Communication materials in malls are visually appealing, easy to read, information is useful		.675					
C.P Appreciation of modernity		.648					
C.P Facilities for disabled persons		.647					
C.P Mall change the life style of consumers		.541					
C.P Shelf placards/tags giving product details			.763				
C.P Advertisement changes the consumers attitude			.709				
C.P Mall enhances the consumer's belief of want satisfaction			.658				
C.P Giving individual attention to customers			.647				
C.P Willingness to provide advises and suggestions to guide customers			.588				
C.P The physical facilities are visually appealing				.787			
C.P The mall has clean, attractive and convenient public areas				.718			
C.P Shopkeepers/sales men assist in taking decisions					.722		
C.P Shopping takes a lot of time					.570		
C.P Soft music in the background					.543		
C.P Wide choice of selection of merchandise						.666	
C.P Ease in identifying the store						.607	
C.P Ease of reaching all floors							.641
C.P Parking facilities provided are good							.584
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.							
a. Rotation converged in 59 iterations.							

From the above table it is found that the first factor consists of 6 variables. Impressive product display (.759), the mall layout is easy for consumers to find what they need (.642), mall has convenient working hours (.595), ambience of the shop (.566), the mall layout is easy for customers to move around in the store (.543), working personnel are well dressed and appear neat working personal (.516). Therefore, this factor can be called ambience of the mall/shop.

The second factor consists of 6 variables. Mall develops favourable attitude of consumer (.747), location of different sections (.743), communication materials in malls are visually appealing, easy to read, information is useful (.675), appreciation of



modernity (.648), facilities for disabled persons (.647) and mall change the life style of consumers, (.541). Therefore, this factor can be called mall change the life style of consumers.

The third factor consists of 5 variables. Shelf placards/tags giving product details (.763), advertisement changes the consumers' attitude (.709), mall enhances the consumer's belief of want satisfaction (.658), giving individual attention to customers (.647) and willingness to provide advises and suggestions to guide customers (.588). Therefore, this factor can be called mall enhances the consumer's belief of want satisfaction.

The fourth factor consists of 2 variables. The physical facilities are visually appealing (.787) and the mall has clean, attractive and convenient public areas (.718). Therefore, this factor can be called the physical facilities are visually appealing.

The fifth factor consists of 3 variables. Shopkeepers/sales men assist in taking decisions (.722), shopping takes a lot of time (.570) and soft music in the background (.543). Therefore, this factor can be called perception way of shopping.

The sixth factor consists of 2 variables. Wide choice of selection of merchandise (.666) and ease in identifying the store (.607). Therefore, this factor can be called identifying merchandise.

The seventh factor consists of 2 variables Ease of reaching all floors (.641) and parking facilities provided are good (.584). Therefore, this factor can be called convenience.

### Findings And Conclusions

The results shows that demographic background and consumer perception are inter related with each of them. The researcher concludes in their study that the seven main variables of consumer perception are identified and directly determined by the factors of demographic background of mall consumers. The main perception component factors such as ambience of the mall/shop, life style of consumers, belief of want satisfaction the consumers, the physical facilities are visually appealing, perception way of shopping, identifying merchandise and convenience are connected with demographic background of the mall consumer.

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