

A Study of Factors Influencing on Behavioral Intention for Visiting Shopping Malls in Hyderabad

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Abstract: The aim of this study is to understand the impact of factors on behavioral for visiting shopping malls. The primary data had been collected through structured closed ended questionnaire. The sample was drawn through mall intercept method. The aesthetics and convenience play a vital role in developing positive behavioral intention among customers for doing shopping malls. The impact of gender and age group is also explained with regard to customers of shopping malls. The results of this study help marketing managers in developing strategy for meeting the expectations of shopping mall customers.

Keywords: Shopping mall, retailing, supermarkets, plazas, behavioral intention, retail marketing.

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I. Introduction

The retail sector is expected to grow at a compound annual growth rate (CAGR) of 10 percent and reach approximately \$1.5 trillion by 2026 (IBEF, 2017). The huge middle class creates potential demand for retailing sector in India. The mall culture for shopping variety of products had been accepted by Indians from ten years. The customers are expecting many things many malls in addition to the products they purchase. Example ambience had become very important attribute in addition to the product purchased by customer. This paper explores the impact of selected factors on behavioral intention of customers towards malls. The management of shopping malls has invested huge funds to establish malls and it is very important to pull the customers to malls.

The online retailing had been rising in India which may have an impact on performance of shopping malls. Hence it had become to delight the shoppers in malls so that they purchase the product at shopping malls. It is also important to attract the customers throughout the year so that sustainability can be attained by shopping malls. The customers also expect good atmosphere in malls and visit the malls for variety of reasons like learning about trends, entertainment and social gathering.

Research Objectives

1. To describe factors influencing behavioral intention of consumers for visiting shopping malls.
2. The explain influence of gender and age on exploration and aesthetics respectively with regard to shopping malls.

II. Literature review

Jackson et al (2011) had stated that generational cohort does not have an impact on shopping behavior in malls. The general had an impact on consumer behavior in shopping malls. The female consumers are more positive towards mall attributes compared to male consumers in shopping malls. Ganesh et al (2010) had explained about factors like role enhancement, affiliation, online bidding and stimulation about online retail consumers. The people are feeling more convenient to shop from home because they believe that they can compare the price in online shopping space. Wang and Ha (2011) had stated that perceived relationship investment positively influences perceived relationship quality, which in turn influences behavioral and attitudinal loyalty intentions with regard to departmental store attributes. Singh and Sahay (2012) had studied the factor which influence shopping experience and stated that management of malls should give importance for infrastructure and ambience

Mathur (2010) had conducted a survey on shopping habits from the perspective of culture and expressed that older generation are not interested in materialism and may not like to show interest for shopping malls. Mathur (2010) had also mentioned that disposable income among middle class people in India had increased in the recent years therefore it may create demand for shopping malls. Khare and Rakesh (2011) had explained that availability of abundant information and utilitarian values are some of the causes for motivating young consumers to plan for online shopping rather than visiting supermarkets or shopping malls. Lysonski and

Durvasula (2013) had conducted a research on consumer decision making styles and stated that consumers have become fashion conscious and brand conscious while shopping for home needs or personal needs. It is also found by Lysonski and Durvasula (2013) the time pressure had less impact on consumers while shopping self confidence had a major impact on their decision making while shopping. Chaudhuri (2015) had explained the impact of hedonic values on consumers while purchasing and it influence in impulse buying behavior of consumers. Singh and Sharma (2015) had mentioned that using customer lifestyle inventory (CLI) would be one of the best methods to understand shopping behavior of customers. Tandon et al (2016) had conducted a survey on consumer through mall intercept method in different metro cities like Delhi, Mumbai, Kolkata and Chennai and stated that atmospherics and facilities are the primary factors which motivate consumers to shop in malls.

III. Research Methodology

A structured closed ended questionnaire had been used for primary data collection. There are two parts in the questionnaire. Mall intercept method was used for primary data collection. The respondents were explained the objective of the research before they were asked to participate in the survey. In Part I there are three demographic variables which are age group, gender and occupation. In part II of the questionnaire there are 15 items under six constructs. The items are procured from published papers and for two constructs the items are frame by taking suggestions from experts in marketing research field. The six constructs are aesthetics, exploration, choice optimization, convenience, customer service and behavioral intention. The Table 1 shows the items and they are measured by using Likert-type 5 point scale anchored from 5 for strongly agree to 1 for strongly disagree. The secondary data had been procured from journals, books and electronic sources. The primary data had been analyzed using statistical package for social sciences (SPSS) version 20.0. The techniques like frequency analysis, regression, correlation and ANOVA have been used for hypothesis testing. There are eight hypotheses in this paper and they are tested by using tools in SPSS.

Table 1. Measurement scale

CONSTRUCT	ITEMS	SOURCE
1. Aesthetics	1. The interior design of malls usually attracts my attention. 2. I am usually in good mood when I am in mall. 3. The environment (i.e. lighting or decoration) in the malls attracts my attention	(Khare, 2011)
2. Exploration	4. Shopping mall is a good place to find out what is new. 5. Certain malls are fun to visit because they sell products that are interest to me. 6. I consider visiting the mall as a learning experience.	(Khare, 2011)
3. Choice Optimization	7. I can find exactly what I want in least amount of time in shopping malls. 8. I can find exact product to buy in shopping malls.	(Wong, Osman, Jamaluddin, & Yin-Fah, 2012)
4. Convenience	9. I visit shopping malls because of its convenient location to my house. 10. I visit the mall because it is easier to find a parking space for economy rate. 11. The mall function hours are convenient.	(Khare, 2011)
5. Customer services	12. In malls the employees or sales persons will be courteous. 13. The employees or sales persons in malls are well trained for giving quality service to customers.	(By Researcher)
6. Behavioral Intention	14. In future, I will do shopping in malls. 15. I intent to visit shopping malls regularly.	(By Researcher)

(Source: Developed by the researchers for this study).

IV. Data Analysis

The sample size for the study is 140 and 54 percent of the respondents are male and 46 percent are female among the respondents. Out of total 140 respondents 31 percent are students, 36 percent are employees, 13 percent are self-employed and 20 percent do other kinds of occupation like home makers, part-time job and preparing for competitive exams etc. Among the respondents 44 percent belongs to '20 to 30 Years' age group, 36 percent belongs to '31 to 40 Years' age group and remaining 20 percent belongs to 'Above 41 Years' age group.

Table 2. Regression Coefficients^a

Model		Unstandardized Coefficients			t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.072	.817		4.984	0.000
	AESTHETICS	-0.371	.078	-0.302	-4.781	0.000

	Exploration	-0.016	.092	-0.012	-0.174	0.862
	Choice	-0.176	.051	-0.200	-3.444	0.001
	Convenience	0.716	.071	0.603	10.149	0.000
	SERVICE	-0.006	.069	-0.005	-0.082	0.935
A. Dependent Variable: Intention, Source: Output From Spss						

H1. There is an association between behavioral intention of consumers and aesthetics of the shopping mall. The hypothesis H1 is accepted because the ‘p’ value is less than 0.05. It means the aesthetics have a positive impact for drawing customers to shopping malls. The ‘p’ values for all the constructs are shown in Table 2.

H2. The exploration nature of consumers influences their behavioral intention towards shopping malls.

The hypothesis H2 is rejected because the ‘p’ value is more than 0.05 therefore it can be consumers exploration habit does not have an impact on their behavioral intention towards shopping malls.

H3. There is an association between choice optimization and behavioral intention of consumers towards shopping malls.

From Table 2 it is observed that ‘p’ value for ‘choice optimization is less than 0.05 therefore H3 is accepted. Hence choice optimization has a positive impact on behavioral intention of consumers.

H4. The convenience of shopping malls has an association with behavioral intention of consumers.

The ‘p’ value for ‘convenience’ is less than 0.05 therefore H4 is accepted. It means convenience of reaching shopping malls has a positive impact on behavioral intention of consumers.

H5. The customer service in shopping malls positively influences the behavioral intention of consumers.

The hypothesis H5 is rejected because the ‘p’ value for customer service is more than 0.05 which is shown in Table 2. Hence customer service does not have a significant impact on behavioral intention of consumers towards shopping malls.

H6. The gender of consumers has an association with exploration for visiting shopping malls.

Exploration					
	Sum Of Squares	Df	Mean Square	F	Sig.
Between Groups	0.560	1	0.560	4.739	0.031
Within Groups	16.312	138	0.118		
Total	16.872	139			

Source: Output from SPSS

The test results for one-way ANOVA between gender and exploration is shown in Table 3. The ‘p’ value is less than 0.05 therefore H6 is accepted. It means there is an association between gender of consumers and exploration for visiting shopping malls.

H7. There is a relationship between age group of respondents and aesthetics of shopping malls.

AESTHETICS					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.093	2	3.046	29.086	.000
Within Groups	14.349	137	.105		
Total	20.441	139			

Source: Output from SPSS

The one-way ANOVA test results are shown Table 4. The ‘p’ value between age group and aesthetics is less than 0.05 and H7 is accepted therefore there is a relationship between age group of respondents and aesthetics.

H8. There exists a relationship between convenience of shopping malls and behavioral intention to visit them.

Correlations			
		Convenience	Intention
Convenience	Pearson Correlation	1	0.696**
	Sig. (2-Tailed)		0.000
	N	140	140
Intention	Pearson Correlation	0.696**	1
	Sig. (2-Tailed)	0.000	
	N	140	140

** . Correlation Is Significant At The 0.01 Level (2-Tailed). Source: Output From Spss

The correlation test results are shown in Table 5 which shows ‘r’ value is 0.696 between convenience and intention. Hence H8 is accepted it can be stated that if shopping are located conveniently then it leads to positive behavioral intention.

V. Discussion And Conclusion

The customers are developing positive behavioral intention towards shopping malls because of aesthetics, choice optimization and convenience. The customers who look for new products or trends do not develop behavioral intention to visit shopping malls. Even though customer service is good at shopping malls it does not develop behavioral intention to visit the shopping malls among the customers. The gender of customers will influence their opinion towards exploration. However the exploration of consumers is having impact on behavioral intention in this study. The age group of respondents influences the view of customers with regard to aesthetics. Earlier researchers also expressed that old generation people are not materialistic whereas modern generation people or youngsters are interested in interior and exterior design of shopping malls. If shopping malls are at convenient location then customers are likely to visit them because 'convenience' has a positive correlation with behavioral intention.

VI. Limitations

The sample size of the study is only 140 due to which the results of this study cannot be generalized to all geographical areas. The respondents many not have given perfect opinion due to mall intercept method where within less time they have completed the questionnaire. The study was conducted only at five shopping malls in Hyderabad whereas there are large number of malls have been established in the recent years. Some of the variables like attitude and perception have not been considered which may have influenced the behavioral intention of consumers.

VII. Managerial Implications

The marketing managers in shopping malls need to give importance for interior and exterior designs. Instead of permanent designs and decoration it would be better to redesign aesthetics at least for every three years. Apart from shopping customers visit malls for entertainment and gaining knowledge on latest fashion and innovative products therefore new products must be displayed to attract the customers. It is also better to conduct some social events in malls to make people habituated for mall culture. It is also evident from this research that modern generation are more interested to visit shopping malls therefore games and other entertainment activities must be maintained in malls.

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