

# Customer Behavior in Shopping Mall: A Study on Pacific Mall, Dehradun City

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**Abstract:** India has been centre of trade and commerce since time immemorial. Shopping was in the form of Barter system which involved exchange of goods in lieu of other goods. With passing time and modernization barter system was replaced by an organized form of buying and selling of goods, which involved ‘money’ as a means of exchange for a particular good. It became something that served as a medium of exchange, a unit of accounting, and a store of value. Presently, organized and unorganized Markets have developed world-over to cater consumer needs. In Indian context, a paradigm shift is seen after second half of 18th century, when britishers converted manufacturing Indian market supplying finished goods all across the world into a consumer based market supplying raw material to British world and importing finished goods. Today, Retail stores, shopping malls, kirana stores etc. have well established themselves in tier 1, tier 2, and even tier 3 Indian cities. With changing markets and availability of wide range of products, consumer behavior has also changed. In this context, our study aims to study the consumer behavior in pacific mall in Dehradun city.

**Keywords:** Customer behavior, shopping, shopping mall, money.

## 1. Introduction

India is one of the largest consumer market in the world. Retail malls which came into existence in the late nineties expanded aggressively in the past two decades. According to IBEF (Indian brand equity foundation), the Indian retail market is estimated to reach US \$ 1.1 trillion by 2020 from US \$ 840 billion in 2017. India’s contribution to global consumption is expected to get double to 5.8% by 2020. Shopping malls have significantly contributed to this growing consumption. Malls contribute to business more significantly than traditional markets, as former attracts buyers and sellers, customers, providing enough time to make choices as well as recreational means of shopping, while latter involves rush, bargaining and mental stress at times. Malls have become ‘one stop for all’

shopping choices for consumers. Different brands under one roof have further helped them to attract customers in large numbers.

## 2. Study area

Dehradun City is one of the oldest cities of India, bejeweled-like a glittering jewel in the lower Himalayan mountain ranges. The city is perched at an elevation of 435 meters and is currently enjoying its stature as the capital of Uttarakhand. The city is shoppers delight with plenty of markets, bazaars, shopping malls where one can shop for almost everything. Pacific mall has been chosen for consumer study. It is one of the largest malls in the city established as a major destination for shopping, food and fun with its attractive retail outlets, entertainment venue and dining options. It is situated at Jakhan, Rajpur Road, and Opposite Scholars Home School Dehradun-248006.

## 3. Methodology

The method of quantitative analysis was adopted with random sampling of customers. The data was collected through surveys and interview of the customers visiting the mall. The sample size 50 random people which included 25 men and 25 women per day was chosen for first 10 days of June 2018 i.e. a sample size of 500 people in total was studied. The percentage values for 250 men and 250 women were calculated on different parameters. The customer opinions were studied on 4 parameters as follows: a.) Services being offered in the mall b.) The purpose of visiting the mall c) Satisfaction level with purchased product d). Attribute for selecting pacific mall for shopping.

## 4. Analysis of some attributes of consumers selected in sample study

90% of females were in the age group of 18-55 years, 50%

Table 1  
 consumer (male/female) “opinion on services being offered in pacific mall”

Parameters	Consumers( All Values In %)							
	Male (250)				Female (250)			
	Excellent	Good	Satisfactory	Needs Improvement	Excellent	Good	Satisfactory	Needs Improvement
Overall Ambience	55	30	10	5	60	22	10	8
Toilet Facility	75	20	3	2	70	21	8	1
Parking Facility	80	12	6	2	78	18	2	2
Behaviour of Staff	76	20	3	1	69	28	2	1
Cleanliness	80	15	3	2	65	30	3	2

of them being in the age group on 20-35 years.90% of males were in the age group of 18-50, 60% of them being in the age group of 20-35 years. The average monthly income of 45% consumers was 50,000 INR and above. 35% had average monthly income of 20,000-30,000 INR. 10% belonged to 'no income group' which included mostly school and college going students.

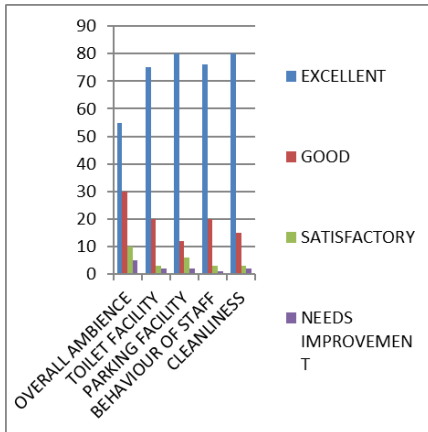


Fig. 1. Males on services offered

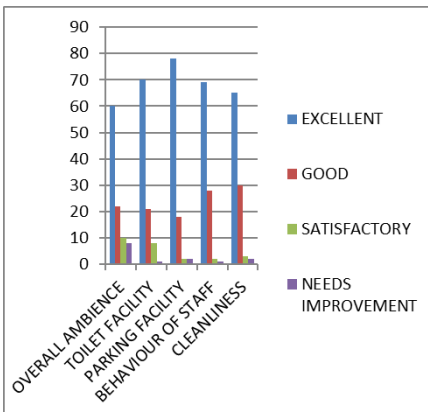


Fig. 2. Females on services offered

Table 2  
Consumer (male/female) opinion on 'purpose of visit'

Parameters	Consumers ( All values in %)	
	Male (250)	Female (250)
Entertainment	25	14
Shopping	60	72
To spend time with family	10	10
Other	5	4

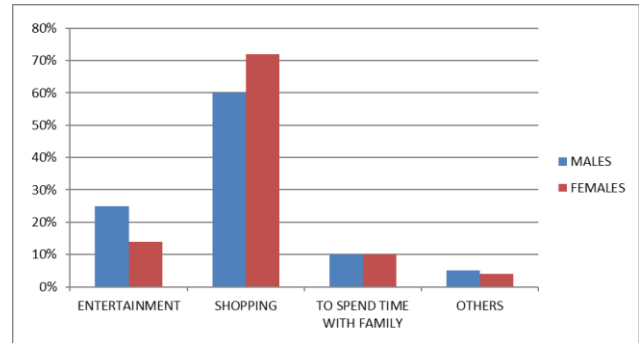


Fig. 3. % value on males/females for 'purpose of visit'

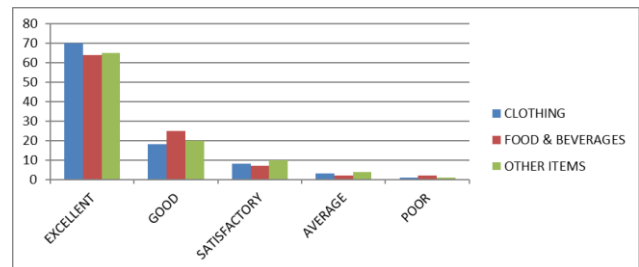


Fig. 4. % value of males satisfied with purchased product

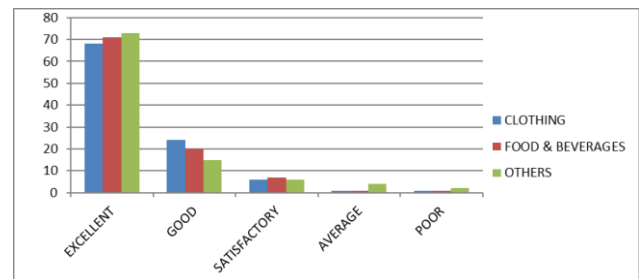


Fig. 5. % value of female satisfied with purchased items

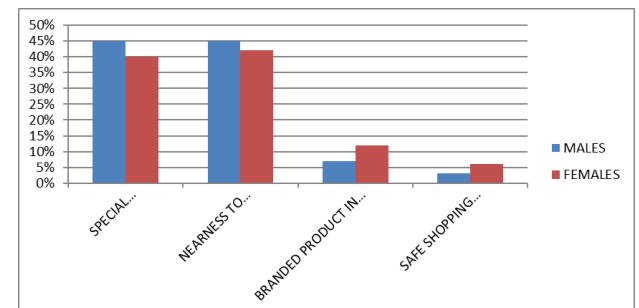


Fig. 6. Attributes attracting customers to mall

Table 3  
Consumer (male/female) opinion on 'satisfaction level with purchased product'.

Parameters	Consumers (All values in %)					
	Male (250)			Female (250)		
	Clothing	Food & Beverages	Others Items	Clothing	Food & Beverages	Others Items
Excellent	70	64	65	68	71	73
Good	18	25	20	24	20	15
Satisfactory	8	7	10	6	7	6
Average	3	2	4	1	1	4
Poor	1	2	1	1	1	2

Table 4

Consumer(male/female) opinion on 'selecting pacific mall for shopping'

Parameters	Consumers (All Values In %)	
	Male (250)	Female (250)
Special Offers/Discount	40	45
Safe Shopping Environment	6	3
Branded Product in Good Value Range	12	7
Nearness to House and Locality	42	45

### 5. Results

Table 1 shows that 85-90% of male and females found the services to be from excellent to good. Very less % (15-10) of customers found the services to be satisfactory and needs improvement. Table 2 shows that the 'purpose of visiting' mall. 60% male and 72% female came exclusively for shopping. Whereas, 25% female and 14% male came for movies and entertainment. Approximately 10% of both male and female came to spend time with the family and 4-5% came for other purpose. Table 3 shows the 'satisfaction level in consumers with the purchased item'. 85-92% consumers (male/female) found their purchase to be from good to excellent in all parameters. 6-10% of customers were just satisfied with the purchase and 1-4% found their purchase to be average to poor. This number is quite low and mainly comprised of buyers who did not compromise on brand but settled for a product other than desired color, shape, size etc. Table 4 highlights the various attributes for selecting pacific mall for shopping. 40% of male and 45% of females came to cash on discounted offers whereas, nearness to the house/locality attracted 42-45% of males/females to the mall. 3-6% male/female cited mall to be a safe environment for shopping and 7-12% male/female cited good value range of branded product to be the reason for visit.

### 6. Conclusion

Malls have seen huge spread in India in last two decades. Mall culture is also a new thing for the smaller cities. With wide availability of products, choices have diversified and so has

diversified the shopping behavior. Malls are new sort of experiment that is gaining fast success in India, as one need not to hustle to different places to buy different products. The city still has limited number of malls, although customers visiting these malls are very much satisfied with the services as evident from our study. One important finding was that malls are not the first choice of every customer. They try to find a good product at cheaper rate in open market failing in such case they prefer to visit mall and then buy a branded one spending some extra bucks. Most of them preferred branded and durable products over cheap (both in quality and price) ones. Still not all seemed brand conscious. Majority of customer opted to buy products in their budget range. Brand consciousness and income were two major factors determining consumer choices. As it is rightly said that, change is the only constant, the economic behavior too changes with time. Similarly, Consumer behavior changes with space and time.

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