CHAPTER-2

A. MEANING OF RESEARCH

Human nature is always inquisitive for the quest of knowledge. Researchers have provided better changes for the development in social phenomenon. It is the process of any systematic and in depth study or research for any particular topic, subject or areas of investigation backed by collection, compilation, presentation and interpretation of relevant details or data. It is a careful study or inquiry into any subject or subject matter which is an endeavor to discover or find out the valuable facts which would be useful for further application or utilization. Research methodology is a way to systematically solve the research problem. It represents the various steps that a researcher generally adopts in studying his logical research problem.

B. REVIEW OF LITERATURE

During past few years, some educationists and researchers have analyzed the concept of teenagers’ buying behaviour and their attitude and perception towards retail formats. These studies are related to the concept of consumers buying behaviour, mall culture in India and their implications. These studies, however, have been based on limited empirical evidences. A brief review of these studies is presented in the following paragraphs:

- Bell, Ho and Tang (1998) revealed that location is not the only factor in store choice decisions. But consumers optimize their total shopping costs and efforts to access the store location which being one component of their fixed cost of shopping.

- Wakefield, Kirk L. and Julie Baker (1998) concluded that competition between malls and newer forms of shopping centers have led mall developers and management to consider alternative methods to build excitement with customers. In their study, they examined the relationship between three factors (tenant variety, mall environment and shopping involvement) on shoppers’ excitement and desire
to stay at a mall. And results show that the three factors have a differential influence on excitement and desire to stay, which in turn are found to influence repatronage intentions and out shopping.

- **Cornin, Brady and Hult (2000)** observed in their study that in retail environment better consumer satisfaction resulted in loyalty. And this is a factor of success for any retail organization.

- **Meoti, Jennifer, Feinberga and Westgate (2000)** have suggested in their study that the choice of retail format is dependent on customer’s socio-economic background, their personality and past purchase experience.

- **Taylor, Susan L. and Robert M. Cosenza (2002)** studied the shopping choice behaviour of a very important and economically viable segment of the teen market called the “later aged female teen”. It was found that a typical later aged female teen was born to shop. Making the right choice, especially for her clothing, was important both from a social affiliation and a social influence position. This group felt brand (fit, look and style) to be the most important attribute to consider in apparel choice and later aged female teenagers wanted excitement in their shopping venue. Shopping was important and there were risks associated with an incorrect choice of their clothing. Finally, their desire to stay and shop at the local mall seemed to be a function of the mall composition and excitement.

- **Tabak, Ozgen and Aykol (2003)** interpreted that teenagers shopping attitude and shopping practices at malls were perceived as social experience.

- **Haytko, Diana L. and Julie Baker (2004)** discussed in their study several new factors specifically relevant for girl shoppers, aged 12–19, including education cohort, trend consciousness, comfort, safety, mall companion, freedom as a mall-patronage motivation, and accessibility issues. Their insight into young girls’ patronage behaviours and motivations helped to provide academics, mall developers and retailers a richer understanding of the various components that contributed to the female adolescent mall experience and would allow them to more effectively study and market to this segment.
• **Haytko and Baker (2004)** observed that elderly shoppers are more price conscious and consider proximity of residence to retail outlets as an important factor; whereas young shoppers consider shopping as an recreational activity and perceive the retail format as high entertainment value.

• **Mangleburg, Tamara F., Patricia M. Doney and Terry Bristol (2004)** examined the phenomenon of teenagers' shopping with friends and in particular, whether shopping with friends might enhance teenagers' attitudes toward retailing and their tendency to spend more when shopping with friends and further why teenagers shop with friends? Specifically, they have related friends' knowledge and teenagers' age to teenagers' susceptibility to informational and normative influence from friends. Susceptibility to peer influence has been then related to various aspects of teen shopping, such as frequency and enjoyment of shopping with pals which, in turn, have been related to sentiment toward retailing and spending tendencies.

• **Peter Zollo (2004)** examined the invaluable insights and information regarding teen market. His study analyzed the important aspects of retailer’s strategies i.e. the economic clout of the teen market, what the teen "need states" and strategies to guide retailers. Advertising and promotions that resonate with teenagers, the role of friends in teenagers' lives and their trends, social status and music.

• **Wendy Bryce Wilhelm and Sandra Mottner (2005)** focus in their study on the teenagers 12-17, a trendsetting segment that tends to be heavy users of enclosed shopping malls. Their findings indicates that the most important attributes in teenagers’ choice of a mall how friendly and welcoming the mall is to teenagers and whether the mall contains “cool” stores. Further, the most preferred or “ideal” mall (i.e., the one with the greatest overall utility), across all respondents, is one that has “lots of” everything (cool stores, entertainment options etc.), is a good place to hang out with friends and very attractively designed. Teenagers are also almost twenty times more likely to choose to go to a mall with lots of experiential characteristics (skateboard and theme parks, cultural and live music events, theatres etc.) than to go to the typical status quo mall with a movie theatre.
• **Chebat, Jean-Charles, M. Joseph Sirgy and Valerie St-James (2006)** examined how a mall’s quality (upscale vs. downscale), shoppers’ socio-economic status and type of store interacts with their self-congruity. The extent to which shoppers identify themselves with a mall’s image.

• **Serge Gouin, Bernard Portis, Brian Campbell (2008)** observes that the young consumers are the backbone of marketing. According to their market surveys the growth of any business organization depends on the youth buying behaviour as they are the one who define the economy.

• **Sonia (2008)** identifies several attributes like quality, range of products, fixed price, availability of brands, discounts, parking, advertisements, display of products, ambience, need based purchase, family members pressure, socio economic status and behaviour of staff in attitude and perception formation towards the shopping malls.

• **Yadav and Prajapati (2008)** views mall in their study as a relative choice phenomenon i.e. a consumer chooses to shop at mall over the outlets or some mall over the other malls where the choice is available. Mall patronage is contingent upon choice valuation. Mall shopping reflects to be more economical and functional shopping orientation because these provide convenient and efficient way to compare shops across a variety of goods or a way to complete several purchases in one trip.

• **Kit Yarrow, Jayne O'Donnell (2009)** investigates that member of Generation Y shop 25 percent to 40 percent more than the average consumer. They argued that these voracious and fearless consumers have revolutionized the way Americans shop by turning traditional sales and marketing strategies upside down. Based on the investigation they analyzed what motivates these young people to buy certain products and reject others. They revealed that how consumers define their power, why they loath manipulation and why they rely on technology and show marketers how they can tap into the buying power of this burgeoning group of consumers.

• **Rajan Yadav (2009)** in his study provides a framework to identify the determinants of customers’ attitude and perception towards emerging retail
formats, such as the shopping mall. The study ascertains the key variables that affect attitude and perception formation towards shopping malls and investigates important demographic and social variables like income, frequency to visit shopping malls, time-spending patterns and merchandising preferences among mall visitors.

- Marie-Claude Massicotte, Richard Michon, Jean-Charles Chebat, M. Joseph Sirgy and Adilson Borges (2011) described in their study on the topics like the effect of mall atmosphere in mall evaluation. This effect was mediated by self-congruity and functional congruity. The effects of mall atmosphere on mall evaluation differed between adult and teenage shoppers. Their findings indicated that mall atmosphere positively affected functional congruity for both adults and teenage shoppers. However, as expected, the impact of atmosphere on self-congruity was only significant for teenagers. In turn self-congruity and functional congruity positively affect mall evaluation for both adult and teenage shoppers.

C. THE RESEARCH GAP

The analysis of the literature available on the subject reveals a kind of gap. The teenagers’ buying behaviour and their attitude and perception towards retail formats differ significantly in a developed and developing economy. Most of the research studies that are available in this area are more relevant to the European and American markets which collectively represent the 'western model' of consumption behaviour which has less significance in the Indian context. In short there is dearth of research material in Indian context. The rate at which some new developments are taking place in the Indian retail market fosters an urgent need to understand the shoppers'(teenagers) buying behaviour and their attitude and perception in shopping malls, an emerging format of organized retailing.

D. OBJECTIVES OF THE STUDY

The first step in any research calls for the researcher to define the project scope and then define problem carefully and formulate the research objectives. Aptly “A problem well defined is half solved.” Thus, the problem of the research must be defined properly. The study was undertaken keeping in view the following objectives:
1. To examine and analyze the role of shopping malls as an emerging format of organized retailing.

2. To identify the major attributes that determines teenagers’ buying behaviour and their attitude and perception towards shopping malls.

3. To evaluate the impact of family income on teenagers buying behaviour.

4. To study the motives of teenagers visiting different shopping malls.

5. To find out the frequency of teenagers to visit shopping mall, their time spending patterns and merchandising preferences in shopping malls.

6. To suggest the combination of the best elements as perceived by teenagers, to be the part of their overall service experience and a better offering can be made to them by mall management.

E. STATEMENT OF PROBLEM

The first problem regarding the mall shopping is that the teenagers come to just find out the brands and services information. Teenagers are more conscious about apparels rather than any other product when they go to malls. The approximate time spent in malls by teenagers is just for fun not for buying the product or availing the services. The mall culture is developed only in few cities. Mostly in other cities, the local traders are doing their business. It is due to lack of awareness towards mall culture. Although, teenagers are believed to be in an introduction stage but when it comes to purchase from these formats of organized retailing, they find themselves confused. Hence there is a need to study the "Teenagers’ buying behaviour and their attitude and perception towards shopping malls". The topic for the research meets both theoretical and practical interests and thus contributes to the solution of a practical problem as well as facilitates the growth of theoretical knowledge.

F. CONTRIBUTIONS FROM THE STUDY

1. The present study will be helpful in understanding the teenagers’ buying behaviour and their attitude and perception towards the shopping malls to
make a productive use of the real estate boom and improvement in connectivity to the benefit of teenagers as well as retail trade as a whole.

2. The mall owners can use this knowledge to find out the elements like location, infrastructure, amenities, ambience, merchandising, pricing and entertainment value and personal value; whose absence or presence strongly influence the teenagers' attitude towards the shopping malls.

3. This research can be helpful in finding out various drawbacks in marketing to teenagers and help in suggesting better marketing strategies for them.

4. A better understanding of the study helps in improving the bottom and top line of the shopping malls and organized retail industry as a whole.

5. It ensures better quality and improved service to the teenage section of society at malls.

6. This study provides a base and wide scope to future researchers for more research studies with bigger sample sizes as the attitude and perception may change with the passage of time.

**G. FORMULATION OF HYPOTHESIS**

Hypothesis is a necessary link between theory and the investigation which leads to the discovery of addition to knowledge. It is usually considered as the principal instrument in research. Testing of hypothesis is an essential part of the statically inference because it enables statisticians and researchers to examine confidently the accuracy of their results. In light of the objectives taken, hypotheses of the study are:

a) The selected mall attributes equally motivate the teenagers for purchasing from shopping malls.

b) The selected factors are equally important for teenagers in their visit to shopping malls.

c) The selected factors equally affect the buying decision of teenagers in shopping malls.
H. SCOPE OF THE STUDY

Teenagers are very interesting segment of our society and are known to be an important consumer group for malls. Teen mall visitors participate in a variety of activities while present at the mall. The majority of teenagers cite shopping, eating, socializing and being entertained as top activities. In Western countries, the mall culture is quite common and youngsters are routine consumers of products offered in malls. When we consider the market of India, we find that the mall culture is increasing day by day. The scope of mall buying is spreading in India due to the high income and more consumption of different products. The scope of the study is to reveal the psychology of teenagers about the mall culture. The study considered the shopping malls of selected cities of Rajasthan (Jaipur, Jodhpur, Kota, Ajmer and Udaipur) to understand teenagers’ buying behaviour and their attitude and perception towards mall culture. This study was a cross sectional descriptive research design which is highly suitable for this kind of research. The data was collected in two phases:

First Phase: Jaipur, Ajmer, Udaipur, Kota and Jodhpur cities were chosen for undertaking the present study in view of their distinct and unique historical importance as well as their growth perspectives being higher than the other cities of the state. In securing the most effective results from the present study a methodology was formed in relation to the area of the study and for the purpose of primary data collection, a sample of 10 shopping malls (two from each city) are drawn by using convenience sampling method. The sample selected for respondents was 500 i.e. 100 from each city and 50 respondents from each mall. The list of shopping malls of the selected cities is given below:-

1. World Trade Park (Jaipur)
2. Triton Mall (Jaipur)
3. Celebration Mall (Udaipur)
4. Lake City Mall (Udaipur)
5. City Mall (Kota)
6. Centre Square (Kota)
7. Multiplex Mall (Jodhpur)
8. Ansal Plaza (Jodhpur)
9. Miraj Mall (Ajmer)
10. Vega The Mall (Ajmer)

The figures 2.1 to 2.10 show various malls of Rajasthan.

Fig. 2.1 World Trade Park (Jaipur)
Fig. 2.2 Triton Mall (Jaipur)
Fig. 2.3 Celebration Mall (Udaipur)
Fig. 2.4 Lake City Mall (Udaipur)
Fig. 2.5 City Mall (Kota)
Fig. 2.6 Centre Square (Kota)
Fig. 2.7 Multiplex Mall (Jodhpur)
Fig. 2.8 Ansal Plaza (Jodhpur)
Fig. 2.9 Miraj Mall (Ajmer)
Fig. 2.10 Vega The Mall (Ajmer)
Second Phase: It consisted of two sub phases. In the first sub phase, a qualitative study was conducted using the content analysis to make an understanding of what actually determined the teenagers’ attitude towards shopping malls. In the second sub phase, questionnaires were constructed on the basis of the inputs provided in the content analysis, which was conducted in the first sub phase of data collection.

I. DATA SOURCES

Data are all the relevant materials, past and present serving as the basis for the study and analysis. The task of data collection begins after a research problem has been defined and research plan chalked out. The research involves gathering primary as well as secondary data.

Primary Data

For primary data well defined questionnaires were prepared. The respondents were surveyed and interviewed at the selected shopping malls where the target respondents were the teenagers to gather information. It helped us to know their buying behaviour in different shopping malls. As they are the one who constitute the market and the target for the businesses. The mall management cannot increase the footfall and conversion ratio of teenagers without the knowledge of their buying behaviour; where and how they spend the most and what is their attitude and perception towards the mall. Target respondents were male and female teenagers defining age group of 13 to 19 years.

Secondary Data

Secondary data regarding teenagers’ choices and preferences, their buying pattern their footfalls in shopping malls and other relevant data was collected from the mall management itself, books, magazines, journals, newspapers, periodicals, reports and websites.

Pilot Survey

A pilot survey was conducted among the 20 respondents to test the relevance and reliability of the questionnaire in collecting the data. On the basis of observations and
suggestions irrelevant questions were removed and necessary additions were made and the questionnaire was revised and finalized again.

**Research Instrument**

In research the main research instrument used in collecting primary data is the Questionnaire. It is more useful and economical when the respondents are widely dispersed geographically. For this research, a set of questionnaire was used to gather information on the teenagers’ buying behaviour and their attitude and their perception towards the shopping malls. This questionnaire was prepared with utmost care incorporating all necessary information. It consisted of 21 structured questions for getting in depth information regarding buying behaviour of teenagers. Through this questionnaire the researcher tried to gather following information:

- Background information for classification and analysis of collected data relating to gender, age, family income and occupation.

- Information relating to subject matter of the research project for obtaining facts and revealing attitude and opinion of respondents.

Another questionnaire was formulated for conducting the interviews from the retailers who had opened their outlets in the shopping malls of selected cities to share their views regarding the teenagers’ buying behaviour in the malls.

**J. SAMPLING**

The Sample Plan calls for three decision: Sampling Unit, Sample Size, Sampling Procedure.

**Sample Unit:** Teenagers (500) and Retailers (100), Sample Size: 600

Sample Procedure: This research universe comprised of consumers from Rajasthan. The selected cities are heterogeneous in nature and truly represent the cosmopolitan nature of various urban centers of Indian market and so due to time constraint a sample of 500 respondents were taken and non probability convenience sampling was adopted i.e. the most accessible members of the population were randomly selected.
Also retailers in malls (20 respondents from each city) were surveyed to support the study to be conducted.

K. PROFILE OF RESPONDENTS

The profile of respondents may be seen in the following tables:

Table 2.1

<table>
<thead>
<tr>
<th>Sex</th>
<th>No. of Respondents</th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males</td>
<td>292</td>
<td>58.4</td>
</tr>
<tr>
<td>Females</td>
<td>208</td>
<td>41.6</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>

The above table shows the gender wise composition of the sample group which was surveyed. The figures prove that males were more extrovertly participative in the survey.

Table 2.2

<table>
<thead>
<tr>
<th>Occupation</th>
<th>No. of Respondents</th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Class</td>
<td>174</td>
<td>34.80</td>
</tr>
<tr>
<td>Business Class</td>
<td>258</td>
<td>51.60</td>
</tr>
<tr>
<td>Professionals</td>
<td>68</td>
<td>13.60</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>

The occupation wise distribution of the sample group included parents of teenagers from all occupations and had almost an equal participation which signifies that the survey was conducted in an organized manner.
Table 2.3
Family Income – Wise Classification of Respondents

<table>
<thead>
<tr>
<th>Income per Month</th>
<th>No. of Respondents</th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below `25000</td>
<td>114</td>
<td>22.8</td>
</tr>
<tr>
<td><code>25001-</code>50000</td>
<td>164</td>
<td>32.8</td>
</tr>
<tr>
<td><code>50001-</code>75000</td>
<td>95</td>
<td>19.00</td>
</tr>
<tr>
<td>`75001 or above</td>
<td>127</td>
<td>25.40</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>

The income-wise distribution of the sample shows that different sections of society were covered ranging from lower middleclass to the affluent class. It also shows the major sample group consisted of people belonging to the income group of `25001-`50000.

L. COLLECTION OF DATA

The task of data collection begins after a research problem has been defined and research design has been chalked out. While deciding about the method of data collection to be used for the study, the researcher should keep in mind two types of data viz. The primary data are those, which are collected afresh and for the first time and thus happen to be original in character. On the other hand, the secondary data are those which have already been collected by someone else and which have already passed through the satisfaction process. There are several methods of collecting primary data, particularly surveys and descriptive researches. For this research, data was collected personally by the researcher. A questionnaire was distributed to the consumers selected for the study. Later it was collected personally by the researcher.

M. EDITING OF DATA

Editing of data is a process of examining the collected raw data to detect errors and omissions and to correct them wherever possible. In the present survey, the field editing was made, i.e. questionnaires were edited on the spot as the respondents
returned them back. The overall editing was done after collecting all the questionnaires.

**N. TABULATION OF DATA**

After editing, to ensure that the information collected is accurate and categorized in a suitable form, the data are put together in some kinds of tables and may also undergo some other forms of statistical analysis. In tabulation, qualitative and quantitative data is presented in columns and rows. When a mass of data has been assembled, it is necessary to arrange the material in some kind of concise and logic order. This procedure is referred to as tabulation. Each table presents a specific description in its title, has columns and rows and gives information either in number or in percentages.

**O. SCALING AND RATING**

A structured questionnaire was distributed among the sample respondents selected on convenience basis. The respondents were asked to indicate their choice of preferences with regard to their favourite combination in shopping malls, their choice between shopping malls and general store and preferable days for them to visit shopping malls. Their choice with the respective weights were classified as under:

<table>
<thead>
<tr>
<th>Scale 1</th>
<th>Weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>5</td>
</tr>
<tr>
<td>Agree</td>
<td>4</td>
</tr>
<tr>
<td>Neither Agree Nor Disagree</td>
<td>3</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
</tr>
</tbody>
</table>

The respondents were also asked to indicate the factors affecting their buying decision with respect to their visit in shopping malls, role of different groups and quality of products available in shopping malls and choice of products. The preference levels for the various factors were classified (with weights assigned) as under:

<table>
<thead>
<tr>
<th>Scale 2</th>
<th>Weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>
The weighted values were calculated by multiplying weights with the number of respondents. The percentage weighted value was also calculated.

**P. ANALYSIS AND INTERPRETATION**

Analysis and interpretation of data is the creative aspect of research. The first is a matter of recognizing the material that is already available. It depends upon the skill of researcher. Interpretation requires either statistical analysis or quantititative classifications. Analysis means breaking down and ordering of data into meaningful groups and also searching the relationship among these data groups. In simple words it means, studying the tabulated material in order to determine inherent facts or meanings. Interpretation means explaining the figures in context of the theory on which the study is based. It is drawing of inference and conclusion from the analyzed data.

1. Analysis of preferences of consumers regarding :-
   
   a. Visit to shopping malls.
   
   b. Favourite combination at shopping malls.
   
   c. Purchase of daily use, high priced or new style and unique products at shopping malls.

2. Analysis of factors affecting :-

   a. Visit to shopping malls.
b. Buying decision in shopping malls.

c. Expenditure in single shopping.

d. Role of different groups in buying decision.

Q. TESTING OF HYPOTHESIS

With the help of specified weights the hypotheses were tested using chi –square test. Chi-square test is a very popular non-parametric test. Richard I. Levin opines that chi-square test is helpful in marketing data. The present research work tried to dissect the psychology of the teenagers. Thus the researcher was induced to apply this test to the central hypothesis. The data was collected using the chi-square test to find out whether the result of the study approve or reject the hypothesis. The chi-square values were calculated by using the following formula:

\[ \chi^2 = \sum \left( \frac{(f_o - F_e)^2}{F_e} \right) \]

R. PREPARATION OF RESEARCH REPORT

Research report was prepared there are six chapters in the thesis. There are six chapters in the thesis. The first chapter contains the Indian Scenario of the retail industry. The second chapter comprises the research methodology. The third chapter incorporates the analysis of behaviour of teenagers in selected shopping malls, based on the primary data collected by the researcher. The fourth chapter contains the analysis of data regarding behaviour of teenagers on the basis of socio demographic variables (gender, occupation of parents and family income). The fifth chapter comprises the factors affecting the consumer behaviour and promotional strategies adopted by shopping malls to meet the need of teenagers. Findings, suggestions, hypothesis testing and conclusions are given in the sixth chapter. Appendix includes questionnaire and bibliography.

S. LIMITATIONS OF THE STUDY

- The research was restricted to 5 cities of Rajasthan; results are not applicable to other parts of the state or country.

- Chances of respondents’ biasness are there as the interviewee were consumers.
• Incorrect information received from the respondents might have affected the study.

• Limited numbers of respondents were chosen and this may affect the accuracy of result to certain extents.