CHAPTER NO. 7

SUMMARY

7.1. Summary
This study examined the different aspects of consumer behaviour such as, consumer’s preferences, pattern of consumption, consumer’s motivation, buying process and shopping behaviour from the shopping mall in Mumbai city.

India is known to have a traditional society with joint families and the practice of many rituals in religion, vegetarian diets, arranged marriages and clear role of male and female. Consumer behaviour also suggests that consumers go for shopping when they want to be with peers, desire to meet people with similar interest, and have leisure time. Shopping Malls included in the study where consumers can do shopping, get food and can entertain themselves. Shopping Malls are covers under organized sector of market. The unit of research was consumers visiting shopping malls reside in Mumbai city. The final sample size of the study was one thousand consumers, selected from twenty shopping malls of Mumbai city. The information from respondents was collected by structured questionnaire.

7.1. The summary of finding of this study of consumer behaviour in shopping malls are given below:

Demographic factors of consumers influence consumer behaviour such as gender, age, marital status, qualification, occupation, average monthly family income etc while their shopping from shopping malls. These factors depend upon the other societal factors of the society in which consumer resides. They effects on the worth and size of demand for various products. Shopping in shopping malls most likely depends on intentions and attitudes of, specially women consumers. They have desire for the sensory pleasure, associated with touching a product. Now a day women consumers are become more sober, accountable and confident buyers. This change has led to their power in process of various and quick decision making. Specially, with increase in the size of number of working women, results in more money being spent on their shopping, more liberal in their process of buying decision. Age is an important demographic factor in consumers, as purchase depends upon whether it is for children, for self or for parents. Children also follow the consumption patterns influence their parents. Purchasing patterns of unmarried and married consumers are different. Depending on future forecast, unmarried consumers are likely spending more as compared to married consumers. Married consumers too spend more as they have other household responsibilities and needs. Young consumers are aware of the requirements of white collar jobs, for which they need to go for higher education. As
the level of education increase, consumers are more aware about the benefits of purchase from organised sector of the economy.

Time spent in a shopping mall depends upon the purpose of visit of consumers. Women are more likely to enjoy shopping than men in shopping malls, therefore they spend more time in shopping malls. The type and price of product decide the buying frequency of consumers. Most consumers visit shopping malls to look for discount offers, cash back credit points available or low price on bulk buying. Shopping malls are also communicating to general buyers on continuous basis through the anchor stores and tenants about the products and services available under a roof. Transport cost affects consumer’s buying decision. Consumers preferred centralised location. Accessibility to those shopping malls is more, which consumers have easy and quick travelling mode availability. Two and four wheeler consumers are more attended to visit shopping malls because of availability of parking facility in shopping malls. Scarce parking space at road side gives inconvenience to customers.

The important factors that influence consumer’s purchase decision from a shopping mall are:

- Branded goods, it has remarkable capacity to impact the way buyers perceive products. Branded goods help in increasing the sales.
- Attractive interior and ambience helps as sales promotion measures for shopping malls to draw more attention of consumers.
- Shopping malls keep updating their customers about the new arrivals and availability of variety in fashion.
- Psychological and discounted pricing policies generally adopted by shopping malls.

Ambience includes the internal atmosphere of shopping malls like, lighting, coloring and decoration schemes in shopping malls. Ambience in shopping malls is the attribute which determines the consumer behaviour in a shopping mall. Layout means planning of the physical appearance of shopping malls. It helps to achieve targeted sales decision of what to buy in shopping malls, how much to buy from shopping malls and when to buy from shopping malls by consumers. Similarly display of products is also important. Arrangement and ambience of shopping mall have a significant impact on shopping mall’s choice. In pleasant emotional state, consumers tend to explore more and the possibility of purchasing is also more. Consumers belongs to higher income group, having snob appeal or brand conscious
attitude go for shopping in shopping malls, even if product is highly priced. Brand loyal consumers are ready to pay more prices for the products. Greater is the utility, consumer is ready to pay higher the price. Shopping malls make availability of both national and international brands under one roof for the convenience of customers.

Trained salesmen in shopping malls provide personal services to the customers visiting shopping malls. Sales personnel in shopping malls influence customers to purchase, pay attention to the requirement of customers, inform customers about various merits of product and complete a successful sale transaction. Due to availability of executives and managers in shopping malls grievance redressal mechanism has become quicker and more efficient. Mostly consumers use credit cards to effect payment while shopping in malls and avail the benefit like cash back discount offer points etc on the same. Shopping malls provide locker facility for security reasons to consumers. Consumers appreciate the varied services provided by shopping malls and have a positive perception towards shopping malls as compared to normal shop.

Normal shops are located in the vicinity so accessing them is very convenient. Daily requirements can be bought from these normal shops. Consumers prefer these normal shops for their regular buying. Normal shops open early and close late in the night. For regular shopping normal shop’s timing is beneficial. Consumers prefer to go to normal shop because shopkeepers immediately inform about launch of new products. Shopping malls culture has made the survival of normal shops very difficult. Immense competition from the shopping malls is leading to closer of many small shops. Many time even small retailers are also purchasing goods for resale from shopping mall due to heavy discount offer. Except kirana wala no other normal shops provide home delivery of goods. Housewives are more dependent on normal shops for their requirement of goods and services because at the end of the day it is her sole responsibility to fulfill and satisfied the needs and requirements of her their family members. Many normal shops do not keep international brands.

In present business circumstances, identification of consumer’s preference and determining their level of satisfaction has become crucial elements for many businessmen.