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# CONSUMERS' BEHAVIOUR TOWARDS THE CHOICE OF SHOPPING MALLS AND TRADITIONAL MARKET

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*ABSTRACT*-The objective of this research paper is to explain the fact of choices made by the customer regarding targeting Shopping malls or Traditional market for the purchase of the satisfactory product or services. Customers are free to make their choices and their selection by following their perception about certain product or service on the basis of post purchase experience for certain places. We took a sample of number of shopping malls and markets from Multan city for   collection of data and detailed analysis of the study. Primary data was collected through a structured questionnaire. Linear regression method was used to draw the results. Demographic and Correlation analysis were also used to determine relationship among variables. Our study found that all of variables were significantly correlated. We found that customers are compelled by their preferences/priorities for purchasing their needed and desired products and services from their preferred shopping malls and markets. Almost similar results were obtained for both shopping malls and traditional market and no difference was found in this respect.

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## 1. INTRODUCTION

Street shopping is about the free shops where shoppers can explore one  of a kind and imaginative stuff. Shopping centers have pretty much the same stuff and same brands. The word shopping center is a mix of two words: shopping and mall. Shopping can be characterized as an action that includes the trading of merchandise and administrations for cash. Shopping includes a buyer and a seller. Shopping center can be characterized as an open place, a huge building containing stores of various types and sizes.

The decline of shopping streets and the rise of shopping malls have been major trends in recent scenario. Although the emergence of shopping malls is considered as a major shopping, social interaction & entertainment. But marketers are faced with dynamic shopper's behavior and independent competitive environment. In such turbulent environment, the understanding and prediction of the consumer is paramount. As we all know and have experienced that we all are under compulsions of likeness and dislikeness regarding any need or desire of our life. We cannot drag ourselves out of this circle until we have some preferable perceptions for an alternate.

This study is focused on gaining insight in relationship between Consumer behavior towards the choice of common market and shopping malls and to explore various influential factors. Marketers tend to focus on background characteristics as they are the key significant factors that affect Behavioral processes. This study will be based on influence factors of

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consumer characteristics and attitude. Factors are common in every customer's life. Each and everyone have some preference and they always follow when they are in need of buying something in order to fulfill their basic needs or extended ones in the shape of desires. Hence their relations with a specific place to buy are related with their preferences. One also is highly influenced in the case of satisfying a need or desire through their benefits attached with those products available at certain places like shopping malls or a traditional market. Lifestyle of a customer is also one of the most influential factors which shift their choices for places of buying. When one's desired product most suitable to his personality or way of life he/she is living is met, the place is stuck to ideology of the customer and his preferences regarding purchasing a product are drawn towards that place which satisfies his need or desire regarding style of life is fulfilled.

➢ *Consumer purchase preference* is an internal factor that is based on consumer purchase motivation. Motivations are based on personal experience, knowledge, advice from friends, information gained directly or indirectly from any media.

➢ The *perception of benefits* is the sum of total advantages/satisfaction an individual receives on fulfillment of wants & needs.

➢ *Consumer lifestyle* is a person's way of living; depict a style of life sought by potential buyers. It involves measuring the major AIO dimensions

## 1.1. Objectives of Research

The objectives of research study are stated as under: -

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1. To analyze and investigate the relationship among Customer Purchase preferences and Shopping Malls

2. To analyze and investigate the relationship among Customer Purchase preferences and Traditional Market

3. To analyze and investigate the relationship among Customer Benefits Perception and Shopping Malls

4. To analyze and investigate the relationship among Customer Benefits Perception and Traditional Market

5. To analyze and investigate the relationship among Customer Lifestyle and Shopping Malls

6. To analyze and investigate the relationship among Customer Lifestyle and Traditional Market.

## 1.2 Research Model

**Figure-1 Proposed Model**

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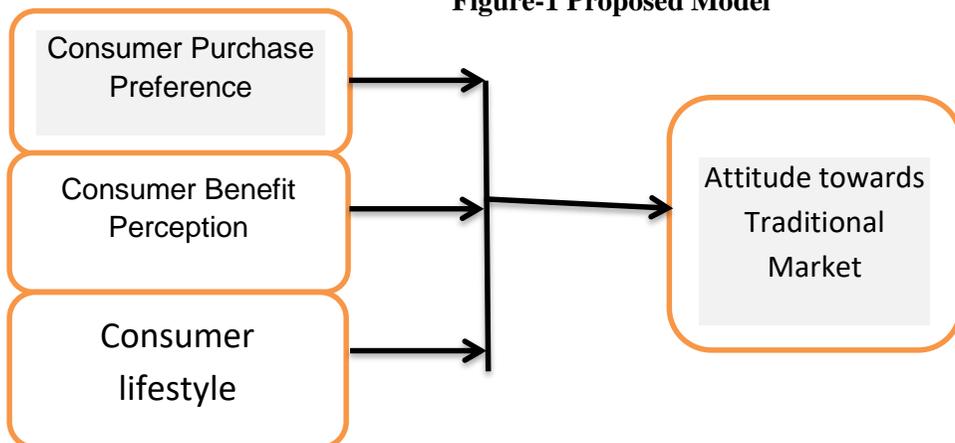
## 2. RESEARCH METHODOLOGY

The purpose of the research is mainly exploratory. The study was survey based with the intentions of collecting information from the customer of different shopping malls and traditional market of city of Multan.  The aim behind the research was to investigate the opinions of employees of mixed demographics regarding their perceptions, benefits and lifestyle characteristics and attributes relevant to buying or rejecting their desired products from these categories of places.

## 2.1 Population

The target population selected for the study was the new and old visitors of buyers of shopping malls and traditional market places in city and the Hub of Southern Punjab, Multan. It has developed and excelled in many regards from last few years. Large markets have shopping malls have been established owing to the needs and desires of customers of all sorts of status and categories. The best explanation of any market and opinions regarding its product and response towards customer desire can best be made by the words of customer itself. That is why customers were the main focus of the study. There were all necessary attributes included in questionnaire which could best explain the trends and analysis of any buying places and strength of customer relation with it.

In our proposed research elements under study will be selected using non-probability convenient method. The main criteria used in this selection

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are restricted to individuals who have control over their decision to make purchase in the region of Multan.

## 2.2 Sampling

Sample size selected for the study was 300. It was based on the expected visitors of shopping malls and traditional markets. Five points Likert scale was selected for attaining the opinions of customers, where 5 stands for strongly agree while 1 stands for strongly disagree. Four (2) items for Consumer Purchase Preferences were selected from the study of *(*Lee & Tih, 2013). This study was based on Perceptions and predictors of Consumer Purchase Intentions. Six (6) items for Consumer Benefits Perception, Five (5) items for Customer Lifestyle, eight (8) items for shopping malls and five (5) items for Traditional Market data analysis were taken from the study of (Wu, S, 2003). This study contains total five variables in which Consumer Purchase Preferences, Consumer Benefits Perceptions and Consumer Lifestyle are independent variables while, Shopping Malls and Traditional Markets are dependent variables.

## 3. DATA ANALYSIS

## 3.1 Descriptive Analysis

The demographic details of the present study provide the numeric values regarding Gender, Occupation, age, educational status, monthly income related to selected shopping malls and traditional markets.

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**Table 1 Socio-Economic Status of the Customers (n=300)**

| Demographic | Category | Percentage |
|---|---|---|
| Gender | Male | 59% |
|  | Female | 41% |
| Occupation | Student | 5% |
|  | Labour | 3% |
|  | Service worker | 29% |
|  | Business man | 43% |
|  | House wife | 10% |
|  | Other | 10% |
| Age | Below 20 | 13% |
|  | 21-30 | 31% |
|  | 31-40 | 25% |
|  | 41-50 | 20% |
|  | Above 50 | 11% |
| Educational Status | Under Graduate | 12% |
|  | Graduate | 61% |
|  | Post Graduate | 18% |
|  | Professional Degree | 9% |
| Monthly Income | Below 30,000 | 10% |
|  | 31,000-40,000 | 27% |
|  | 41,000-50,000 | 13% |

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|  | 51,000-60,000 | 11% |
|---|---|---|
|  | Above 60,000 | 39% |

Majority of the respondents were male which are 59 percent of the total population, and it also indicates that they are more in number as compared to the female respondents. Though malls and markets are mostly visited by females but, trend was quite different here. It provided information that majority of the customer were between the ages of 21 to 30, which indicates that quite mature and young minds were the main respondents. It assures that pretty young minds could provide the accurate information and it also satisfies the strength and reliability of data selected for the study. Customers above 50 years of age were of very short percentage which indicates that customers of this category were of comparatively less percentage. Education, income and occupation are often distinct features in the customer profile. The overall idea with these qualities is to find how educated customer is, where he works and how much he makes. Majority of the population were well educated, as the demographic details shows that 61% of the respondents were graduates, 18% were post graduates, 12% were under graduates and 9% were professional degree holders. Table 1 shows that income group above 60,000 represents 39% of the respondents, 31,000-40,000 represents 27% of the respondents, 41,000-50,000 represents 13% of the respondents, 51,000-60,000 represents 11% of the respondents and below 30,000 represents 10% of the respondents. All the demographic outputs provide the clear picture of the customer profile.

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## 3.2 Correlation Analysis

To describe the strength and direction of linear relationship between independent variables (consumer purchase preference, consumer benefit perception, consumer lifestyle) and dependent variables (shopping malls, traditional markets) Pearson correlation was used.

Table 2 Mean, Standard deviation and Correlation for Study Variables

| Variable | Mean | Standard Deviation | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|---|
| Consumer Purchase Preference | 4.53 | 1.38 | **1** | | | | |
| Customer Benefit Perception | 3.92 | 1.29 | .091 | **1** | | | |
| Customer Lifestyle | 4.67 | 1.27 | 0.026 | .952 | **1** | | |
| Shopping Malls | 3.58 | 0.73 | .098 | .907 | .938 | **1** | |
| Traditional Markets | 4.82 | 0.83 | .072 | .495 | .533 | .403 | **1** |

Alpha Coefficients are reported on the diagonal. *p<.01 **p<.001

Further, the results of the study showed that the Traditional Market has highest value of mean than other four variables (M = 4.82, SD = 0.83). On the other hand, consumer purchase preference (M = 4.53, SD = 1.38), consumer

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benefit perception (M = 3.92, SD = 1.29), consumer lifestyle (M = 4.67, SD = 1.27), shopping Malls (M = 3.58, SD = 0.73) also indicated their value of mean above average. Table 6.2 indicated that traditional market has very enormous mean value (M = 4.280, SD = 0.83).

## 3.3. REGRESSION ANALYSIS

### 3.3.1 Hypothesis Testing

To test hypothesis linear regression method was applied. Value of the beta in every pair of relation between Independent and Dependent variable is positive which indicates the positive and influential relation between this IV and DV. It mainly indicates that how much change in the DV has been produced by IV.

**Table 3 Coefficients and Hypothesized Variables Paths**

| Variables Paths | B | $R^2$ | p-value | t-value |
|---|---|---|---|---|
| CPP → SM | .524 | .234 | .000 | 6.955 |
| CPP → TM | .427 | .284 | .000 | 20.65 |
| CBP → SM | .914 | .822 | .000 | 30.470 |
| CBP → TM | .536 | .245 | .000 | 8.072 |
| CL → SM | .864 | .880 | .000 | 38.457 |
| CL → TM | .527 | .284 | .000 | 8.935 |

Hypothesis 1 proposed that the attitude towards shopping malls has a significant relationship with the customer purchase preference. Consumer purchase preference has a positive influence on consumer attitude towards

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Shopping Malls (B=.524, p<.01). $R^2$ shows that 23% variation in traditional market was due to consumer purchase preference. Adjusted $R^2 = .251$ show good fitness of model. First hypothesis of study is accepted. **H1** proved attitude towards shopping malls has a significant relationship with the consumer purchase preference (purchase time, payment method).

Hypothesis 2 proposed that the attitude towards traditional markets has a significant relationship with the consumer purchase preference.
The effect of consumer purchase preference (B=.427, p<.01) towards traditional market is significant, thus confirming our second hypothesis. $R^2$ shows that 28% variation in traditional market was due to consumer purchase preference. Adjusted $R^2 = .281$ show good fitness of model.
Thus, **H2** proved attitude towards traditional market has a significant relationship with the customer purchase preference (purchase time, payment method).

Hypothesis 3 proposed that the attitude towards shopping malls has a significant relationship with the consumer benefit perception.
There is strong relationship between consumer benefit perception and attitude towards Shopping malls with highly acceptable significant value (B=.914, p<.01). $R^2$ shows that 82% variation in the shopping malls was due to consumer benefit perception. Adjusted $R^2 = .821$ show good fitness of model. That supported the third hypothesis of the study; **H3** proved attitude towards shopping malls has a significant relationship with the consumer benefit

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perception (effectiveness of the product, purchase convenience, information abundance, service quality, selection freedom, company name familiarity). Hypothesis 4 proposed that the attitude towards traditional markets has a significant relationship with the consumer benefit perception.

Consumer benefit perception has a positive influence on consumer attitude towards Shopping Malls (B=.536, p<.01). $R^2$ shows that 24% variation in traditional market was due to consumer benefit perception. Adjusted $R^2$ $^=$.241 show good fitness of model. Results revealed fourth hypothesis of study is accepted. **H4** proved attitude towards shopping malls has a significant relationship with the consumer benefit perception (effectiveness of the product, purchase convenience, information abundance, service quality, selection freedom, company name familiarity).

Hypothesis 5 proposed that the attitude towards shopping malls has a significant relationship with the consumer Lifestyle.
There is strong relationship between consumer lifestyle and attitude towards Shopping malls with highly acceptable significant value (B=.864, p<.01). $R^2$ shows that 88% variation in the shopping malls was due to consumer lifestyle. Adjusted $R^2$ $^=$.880 show good fitness of model. That supported the fifth hypothesis of the study; **H5** proved attitude towards shopping malls has a significant relationship with the consumer lifestyle (leadership, actively, information searcher, fashion, attach to appearance). Hypothesis 6 proposed that the attitude towards traditional markets has a significant relationship with the consumer Lifestyle.

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Consumer lifestyle has a positive influence on consumer attitude towards traditional markets (B=.527, p<.01). $R^2$ shows that 28% variation in traditional market was due to consumer lifestyle. Adjusted $R^2 = .281$ show good fitness of model. Results revealed sixth hypothesis of study is accepted. **H6** proved attitude towards traditional markets has a significant relationship with the consumer lifestyle (leadership, actively, information searcher, fashion, attach to appearance).All estimated paths were significant and the goodness of fit of the model was adequate. On the basis of our results the hypothesis of the study has been accepted.

### 3.4 Reliability Statistics

Özdamar (1999) stated that a scale is highly reliable if the *Cronbach's Alpha* internal consistency coefficient is between .80 and 1.00 (.80≤ α <1.00). Accordingly, our questionnaire can be accepted as a reliable measurement tool.

**Table 4 Reliability Statistics obtained during main study**

| Variable | *Cronbach alpha* |
|---|---|
| Consumer Purchase Preference | .714 |
| Customer Benefit Perception | 803 |
| Consumer Lifestyle | .722 |
| Shopping Malls | .873 |
| Traditional Markets | .724 |
| (Cumulative of all items) | 808 |

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## 3.5 Factor Analysis

The minimum range of factor loading for every item is (.4). When the load of the factor or any of item is below this value than with increasing difference in the decrease of value indicates the number of weak responses against any item of the variable.

**Table 5 Factor Analysis and Reliability for Study Variables**

| Factor | Item | Factor Loading | Factor Name |
|---|---|---|---|
| I. | Purchase time | 0.604 | Consumer Purchase Preference |
| | Payment Method | 0.431 | |
| II. | Effectiveness of Product | 0.739 | Customer Benefit Perception |
| | Purchase Convenience | 0.725 | |
| | Information Abundance | 0.648 | |
| | Service Quality | 0.797 | |
| | Selection Freedom | 0.799 | |
| | Company Name Familiarity | 0.532 | |
| III. | Leadership | 0.65 | Consumer Lifestyle |
| | Actively | 0.799 | |
| | Information Searcher | 0.713 | |
| | Fashion | 0.591 | |
| | Attach to Appearance | 0.679 | |
| IV. | I purchase goods from the traditional market because it is very close to my accommodation. | 0.707 | Traditional Market |
| | I have been buying goods from traditional store since long time. | 0.733 | |

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|---|---|---|---|
|  | I can buy goods from traditional store in small quantity | 0.724 |  |
|  | Traditional market offer the credit facility to me | 0.667 |  |
|  | I buy goods or services from traditional market, because there is no any shopping mall. | 0.632 |  |
| V. | Availability of branded product | 0.764 | Shopping Mall |
|  | Availability of quality product | 0.758 |  |
|  | I go to shopping in mall to see what new products are available | 0.743 |  |
|  | It is a good place to shop with children and female for shopping | 0.652 |  |
|  | I feel very secure in the shopping mall | 0.72 |  |
|  | It is easy to find what i want always | 0.791 |  |
|  | There is a good price deals in shopping malls | 0.612 |  |
|  | Variety of product and services are available at one place | 0.783 |  |

The above table indicates the load of an item which is calculated on the basis of average responses against every item rated by the respondents. Every item is highly positive and hence can be considered for data collection.

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## 4. Conclusions

The research study was based on analyzing the relationship between consumer choices towards the choice of traditional market and shopping malls. Results of the study attained after data collection and analyzed through a statistical tool provided the most reasonable results expected to be achieved from the study.We concluded that all the variables, consumer purchase preference, consumer benefit perception, consumer lifestyle have strong relations to the shopping malls as compared to the traditional market and truly support the model of the study. Statistical analysis initially indicated the reliability of the data collected from target customer for the analysis of output regarding such concepts. Data was highly reliable and produced much support in authenticating our work.  Views of the customers have been highlighted in the results regarding their link with shopping malls and traditional markets based on their preferences and benefits of purchasing a certain product and also their life style. It is very much clear that customers are very much influenced by their priorities at the time of purchasing something. In correlation we see that consumer purchase preferences have week relation with other variables in the study which indicate that customer owing to his preferences will shift either to shopping malls or the market. It will not be focused opinion but rather it would be switching to his preferred place based on his perception or post purchase experience.

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All   other  variables  are  strongly  correlated  with  each  other  which indicate  that  they  are  highly  dependent  on  each  other.  Customer  benefits derive towards the certain place at the time of purchasing anything. They turn high towards the malls as compared to the traditional market. While discussing lifestyle you can also have a clear picture that people move either to market or the mall depending on their lifestyle. The places which meet their desire of fulfilling their lust are visited the most. From the study we concluded that all the participants in the study showed consumer purchase preference, consumer benefit  perception  and  consumer  life  styles  have  strong  relations  with Shopping malls as compared to traditional market and they truly support the model of the study. It was noted that consumers who seek information about the product before purchasing are more concerned with the effectiveness of the  product,  service  quality,  purchase  convenience,  selection  freedom. Different life style patterns reflect different behavioral aspects of consumers. Exploring  consumer  lifestyle  gave  us  the  privilege  to  explore  more  precise picture of how consumers think and act about purchasing choices. It was noted that consumers who are fashion conscious are usually early adopters and tend to explore things. They are active participants and influence others as well. Results  showed  that  consumers  who  are  benefit  seekers  and  are  fashion conscious tend to prefer shopping malls more. So, we can cast a result from here that people are under compulsion of their preferences, benefits and style of life regarding purchasing a product or rejecting it.

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### 5. Limitations of study

This study provides an approach to the strength the relation among attitude & shopping behavior in traditional market shoppers and mall shoppers. Several limitations/restrictions of this study should be considered when producing and explaining the study's results and developing future results to extend and expand its scope. This study did not differentiate the types of goods that traditional & shopping mall buyers' purchase. The sample was collected in the city of Multan, which may limit generalization of our findings.

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