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RESEARCH ARTICLE

A STUDY ON THE IMPACT OF BUYING BEHAVIOR OF YOUNGSTERS IN CHENNAI CITY

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ABSTRACT

The Study was conducted on the impact of Buying Behavior of youngsters in Chennai city, the objective of the study was to find out the level of customer awareness and preference towards malls, and to find out the reasons for visiting the mall and their spending pattern. The need for the study is to analyze the impact of various behavioral changes caused among youngsters in Chennai city due to the recent trend mall and to study the changes in buying behavior of youngsters in Chennai city. And the population of this study is unknown convenient sampling technique is so the Sample Size is 50 used and tools used in the study were Percentage Analysis, Chi-square, and Anova. And major finding of the study is evident that majority of them are salaried person, and the majority of respondents as the monthly income as More than Rs. 25001. And the respondents satisfied with the shopping in malls. From the study it's suggested that In case of high income people and youngsters, malls have created a high impact of westernization. This indirectly increases their spending pattern. Mainly among the youngsters who regard malls as an entertainment hub with shopping, gaming and movies along with food court facility, this mind set must be changed among the youngsters.

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INTRODUCTION

The skyline is filled with boxes built of mirrored windows, skeletons of new malls and billboards promising a better life for the country's modern maharajas. Shop at Tommy Hilfiger and eat at pizza hut. The toilets flush automatically, the floors are spotless. There's a new developed culture born to rule the market. The western culture, the mall culture is born; obviously it is not an Indian way. People always walk around the rush crowd to shop vegetables, milk, flowers, chicken and others from different shops. The market often looks filthy, littered with garbage. Malls offer everything under one roof, even stores such as big bazaar, smaller sized KFC, more chaotic version of Wal-Mart are out of fashion now. There is central air conditioning, a novelty here. Signs tell people how to ride the escalators, still new to India. Songs by Depeche mode and Radiohead blare over mall loudspeakers. People speak to each other in English instead of in their mother tongue. Nowadays, people believe that the malls are best place to shop or hang out. It is not only a place to shop but also a place for social and recreational activities. The shopping mall is an agglomeration of various retailers and commercial service providers within a well-planned, designed and managed building or group of buildings (ICSC, 2002; Urban Land Institution, 1999). Shopping motivation reveals the general predisposition consumers toward the act of shopping (Gehrt *et al.*, 1992).

Atmospheric stimuli including smell, music, decoration, or layout and temperature are either actively or passively used by retail and mall managers (michon *et al.*, 2005). The impact of the physical environment on consumer behavior has received significant attention from researchers (Gilboa and Rafaeli, 2003; Luomala, 2003; Mattila and Wirtz, 2001; Wake field and Baker, 1998; Warren and Burns, 2002).

Review of Literature

Kotler and Keller (2012) It is worth noting that consumer buying behaviour is studied as a part of the marketing and its main objective it to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions. Deepika Jhamb and Dr. Ravi Kiran (2012) in there paper tries to understand the improvement in retail sector in India, especially the modern retail formats, its attribute, type of goods and impact of consumers demography on choice of emerging retail format. The present research examines the emergence of modern retail formats in India. The major emphasizes of the study is on consumers preferences of shopping goods and convenience goods from modern retail formats. The findings of the paper reveal that consumers prefer modern retail formats due to quality, variety of brands, parking facility, trained sales personnel and for security purpose. Consumers" prefer malls and specialty store to purchase various shopping goods like clothing, Footwear and Jewellery

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more as compared to convenience goods. The paper further explores that higher income consumers and younger generation visit modern retail formats more as compared to older once with low income. Kavita Kanabar (2012) in her paper entitled "Change in consumer behavior in Surat with introduction of Mall". Modern organized retail has forayed into Surat, as is evident in supermarkets and multi-storied malls that offer shopping, entertainment and provision for eating under one roof. The study finds that primarily in the malls for shopping, consumers prefer eating at food-courts, window shopping and entertainment in the form of movies at multiplexes or video game parlors. They also attend events, promotions, competitions and product launches that are organized in the malls and spend their leisure time with family and friends. Over the period, the mall culture has gained acceptance and consumers are repeating their visits for successive purchases marked by the increase of regular users at malls. Zannual Bashar Bhutoo, Rambalak yadav and vikram singh(2012) The dimensions factor like personalization, facilities, Responsiveness, Flexibility, Courtesy, Privileges to regular customer empathy and Parking space. Retail Outlets in the study, increase the sell of retail outlet and create good brand image in the mind set of consumers. With reference to the objectives of study, Consumer Perception of retail outlet a comparative study of big bazaar and more mega store. The study shows that almost same type of consumer perception practices adopted by big bazaar and more mega store.

MATERIALS AND METHODS

Need for the Study

The need for the study is to analyze the impact of various behavioral changes caused in youngsters in Chennai city due to the recent trend mall and to study the changes in buying behaviour of youngsters in Chennai city.

Objectives of the study

Primary Objective: To Study the Impact of Malls on the Buying Behaviour of Youngsters in Chennai City.

Secondary Objectives

- To know the level of Customer Awareness and Preference towards Malls.
- To identify the level of Satisfaction of Respondents towards Malls.
- To find out the reasons for visiting the Mall and their spending Pattern

Scope of the study

The scope of the study is to evaluate the spending pattern and also the change in taste and preferences of various age groups of people and influence of mall. The scope of the study is also to realize the impact of westernization on youngsters and their buying behaviour.

Limitation of the study

- Time for survey was limited.
- Due to very large size of the population, only a selected sample of customer could be contacted.

- Some of respondents were agitate to provide information.
- Language barrier was also one of the main reasons.

Research design

The research taken up is a descriptive research which is also called as statistical research. The main goal of this type of research is to describe the data and characteristics about what is being studied. It is done to gain better understanding of the topic.

Population

"Population is the aggregate of all units with specific characteristics on which the samples are drawn". The population selected is all the people who visit the mall in Chennai. Thus the population defined here is infinite in nature.

- Sample size:** The sample size chosen for this research is 50 respondents from all age group. The respondents who visit the mall filled the questionnaires themselves and were assisted and explained where they had difficulty in understanding the questions.
- Sample technique:** The respondents were chosen through "convenience technique sampling".

Data collection

- Primary data:** Primary data was collected through survey method choosing the respondents randomly. A questionnaire was used to collect the data as the population covered was large in number. It consisted of multiple choice questions.
- Secondary data:** Secondary data was collected from the internet, company magazines, and books etc.

Tools used

- Percentage analysis
- Chi- square
- Annova (Analysis of variance)

Analysis and Interpretation

Table 1. Respondent on Visiting the Mall in a Month

S.No	Particulars	No. of Respondents	Percentage (%)
1.	Less than 2 times	17	34.0
2.	2 times	27	54.0
3.	4 times	6	12.0
	Total	50	100.0

Finding

From the above table it is found that 34% of the respondents visit the mall once in a month, 54% of the respondents visit the mall once in a month, 12% of the respondents visit the mall once in a month.

Inference

Hence, it is conclude that the majority of the respondents visit the mall 2times in a month.

Table 2. The respondents will spend per visit to mall

S.No	Particulars	No. of Respondents	Percentage (%)
1.	Less than Rs. 1000	28	56.0
2.	Rs. 1001-Rs. 5000	17	34.0
3.	Rs. 5001-Rs. 10000	3	6.0
4.	More than Rs. 10001	2	4.0
	Total	50	100.0

Finding

From the above table it is found that 56% of the respondents are spending less than Rs. 1000 per visiting to the mall. 34% of the respondents will spending to mall is Rs. 1001 – Rs. 5000, 6% of the respondents will spending to mall is Rs. 5001- Rs. 10000, 4% of the respondents will spending to mall is More than Rs. 10001.

Inference

Hence, it is conclude that the majority of the respondents are ready to spend is Less than Rs. 1000 per visit to the mall.

Table 3. The Level of Satisfaction while shopping in the mall

S.No	Particulars	No. of Respondents	Percentage (%)
1.	Satisfied	23	46.0
2.	Neutral	22	44.0
3.	Dissatisfied	4	8.0
4.	Highly dissatisfied	1	2.0
	Total	50	100.0

Finding

From the above table it is found that 46% of the respondents are satisfied by shopping in the mall, 44% of the respondents are neutral by shopping in the mall, 8% of the respondents are Dissatisfied by shopping in the mall is, 2% of the respondents are highly dissatisfied by shopping in mall.

Inference

Hence, it is conclude that the majority of the respondents are satisfied by shopping in the mall.

Table 4. The respondents view on Malls are the entertainment hub for youngsters

S.No	Particulars	No. of Respondents	Percentage (%)
1.	Disagree	1	2.0
2.	Neutral	9	18.0
3.	Agree	26	52.0
4.	Strongly agree	14	28.0
	Total	50	100.0

Finding

From the above table it is found that 2% of the respondents says that malls are the entertainment hub for youngsters is Disagree, 18% of the respondents says that malls are the entertainment hub for youngsters is Neutral, 52% of the respondents says that malls are the entertainment hub for youngsters is Agree, 28% of the respondents says that malls are the entertainment hub for youngsters is Strongly agree.

Inference

Thus it is inferred that the majority of people agree that the mall are the entertainment hub for youngsters.

Table 5. The responds that mall influences the buying behaviour of youngsters

S.No	Particulars	No. of Respondents	Percentage (%)
1.	Disagree	3	6.0
2.	Neutral	14	28.0
3.	Agree	26	52.0
4.	Strongly agree	7	14.0
	Total	50	100.0

Finding

From the above table it is found that 6% of the respondents says that mall influences the buying behaviour of youngsters is Disagree, 28% says Neutral, 52% of the respondents says that mall influences the buying behaviour of youngsters is Agree, 14% says Strongly agree.

Inference

Thus it is inferred that the majority of people are agree that mall influences the buying behaviour of youngsters.

Table 6. Gender * Visit the mall Cross tabulation

Gender	Visit the mall			Total
	Less than 2 times	2 times	4 times	
Male	11	15	5	31
Female	6	12	1	19
Total	17	27	6	50

Table 7. Chi-Square Tests

Chisquare	Value	df	Asymp. Sig.(2-sided)
Pearson Chi-Square	1.688 ^a	2	.430
Likelihood Ratio	1.829	2	.401
Linear-by-Linear Association	.136	1	.712
N of Valid Cases	50		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.28.

Hypothesis

Null hypothesis (H0): There is an association relationship between Gender of the respondents and Visit the mall.

Alternative Hypothesis (H1): There is no association between Gender of the respondents and Visit the mall.

Inference: From the Chi- Square table it is inferred that the Pearson Chi-square value of (0.430) is greater than the P value of (0.05), hence the alternative hypothesis (H1) is accepted, so there is no association between the Gender of the respondents and Visit the mall.

Table 8. Monthly income * shopping Cross tabulation

Monthly income	Shopping				Total
	Disagree	Neutral	Agree	Strongly agree	
Less than Rs. 10000	0	4	3	0	7
Rs. 10001-Rs. 15000	1	4	3	2	10
Rs. 15001-Rs. 20000	3	5	2	1	11
Rs. 20001-Rs. 25000	0	4	2	1	7
More than Rs. 25001	0	9	6	0	15
Total	4	26	16	4	50

Table 9. ANOVA

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.529	3	.843	.391	.760
Within Groups	99.091	46	2.154		

Hypothesis

Null hypothesis (H0): There is no significant difference between Monthly income of the respondents and Shopping in the mall.

Alternative Hypothesis (H1): There is significant difference between Monthly income of the respondents and Shopping in the mall.

Inference

From the ANOVA table it is inferred that, the significance value of (0.760) is greater than the P value of (0.05), hence the alternative hypothesis (H1) is rejected, so there is significant difference between the Monthly income of the respondents and Shopping in the mall.

Table 10. Occupation * Satisfaction level Cross tabulation

Occupation	Satisfaction level				Total
	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
School student	1	0	0	0	1
College student	9	9	2	0	20
Salaried person	12	11	2	1	26
Business man	1	2	0	0	3
Total	23	22	4	1	50

Table 11. Chi-Square Tests

Chisquare	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.901 ^a	9	.968
Likelihood Ratio	3.841	9	.922
Linear-by-Linear Association	.233	1	.629
N of Valid Cases	50		

12 cells (75.0%) have expected count less than 5. The minimum expected count is .02.

Hypothesis

Null hypothesis (H0): There is an association between Occupation of the respondents and Satisfaction level in the mall.

Alternative Hypothesis (H1): There is no association between Occupation of the respondents and Satisfaction level in the mall.

Inference

From the Chi- Square table it is inferred that the Pearson Chi-square value of (0.968) is greater than the P value of (0.05), hence the alternative hypothesis (H1) is accepted, so there is no association between the Occupation of the respondents and Satisfaction level the mall.

Conclusion

While shopping malls have an effect on people's lives, not all of their effects have been positive. Most of the shops and services found in malls are parts of large corporations. These businesses take away customers from smaller shops in near towns, forcing many of them to close. Malls have also brought in new trends of westernization. A study on this field has enlightened me to venture into many related fields and under the buying behaviour of youngsters in Chennai city and the change in their tastes and preferences. The attitude of the retail sectors in the city was also analyzed to draw conclusions on the upcoming trends. It was quite an adventure to relate various factors to one and build in strong basis on the assumption made about the malls in the Chennai city. Though most of the people living in Chennai encourage new malls they don't realize Chennai is changing its phase from the unadulterated peaceful city for consumers. After all said and done, Chennai city, the land of spirituality and mysticism, is steady fast on the road to development. As the investors and town planners vie to fit in the huge glass buildings amidst squashed streets, there are a number of problems, the process poses. Ever increasing space crunch, growing traffic, developing infrastructural pressure, power scarcity, parking blues are some of the troublesome head raising situations, to be fought. In addition to this, the tremendous change these modern marvels have brought into the lives of people is alarming. These commercial havens not only serve as battlegrounds for the international brands but also impel people to wrestle with their own psyche and value system. Being carried away in the voluble stream of consumerism and retail revolution, common man is rendered completely unarmed.

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