

# CHANGING PATTERENS OF CONSUMER BEHAVIOUR A SOCIOLOGICAL STUDY OF PEOPLE VISITING MALL WITH SPECIAL REFERENCE TO COIMBATORE CITY.

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## **ABSTRACT:**

*The sociological study examines the changing patterns of consumer behaviour among people visiting malls in Coimbatore city. The study aims to explore the factors that influence consumer behaviour in malls, including social and cultural norms, economic status, and individual preferences. Through qualitative research methods, including interviews and observations, the study identifies key themes related to consumer behaviour, such as the influence of technology, the impact of globalization, and the importance of social status in mall culture. Overall, this study sheds light on the complex dynamics of consumer behaviour in a rapidly changing society and provides insights into the evolving nature of consumption in urban areas.*

**Key words:** Consumer behaviour, Sociological study, Malls, Changing patterns.

## **INTRODUCTION:**

Due to the rise of mall culture, where everything is available under one roof, the uncomfortable process of shopping, particularly at different shops under the blazing summer sun or with humid weather, has now been made more bearable. The mall culture has completely altered how people think about shopping and leisure, enticing customers with a variety of deals and offers that are typically made by them repeatedly. There is no denying that in today's society, consumers' expectations have significantly changed, as have their shopping habits in the wake of the pandemic and their attitudes regarding shopping centres in Coimbatore. Shopping malls are frequented by people for entertainment, social interaction, and a range of shopping experiences. Malls also draw people because they enable one-stop shopping and help people save money. Three actions—shopping, purchasing, and using—make up consumer behaviour as a whole and have been linked to a number of concepts and dimensions of consumers' purchasing and consumption behaviour. However, two customers' motivations for visiting the same establishment could be the same or different. While customers may have the same motivations when looking for convenience, a good shopping experience, etc. India is the fifth-largest worldwide market for retail goods.

One of the elements influencing India's developing consumer culture is the government's facilitation of foreign direct investment in the organised retail sector. India will grow into a very enticing market for organised retailers thanks to a sizeable young consumer base, increased disposable income, and looser FDI laws. While in lockdown, customers were instructed to keep a safe distance from one another, which led to the closure of numerous

physical stores and shopping Today, the mall culture has grown to be a significant industry. It offered numerous advantages over the traditional markets. All of your needs are met in one location, including food courts, movie theatres, clothing, and fashion accessories. One can shop, eat, and spend the entire day in the mall. Play video games or watch a movie. Arriving for their weekly shopping, families collect trash and amuse the children at the mall.

### **OBJECTIVES OF THE STUDY:**

- To study the demographic characteristics of the consumer who visits mall in Coimbatore city.
- To examine the urban and rural people perception of consumers towards the emerging mall culture in Coimbatore city.
- To evaluate how the post pandemic covid affect the consumer behaviour.

### **STATEMENT OF THE PROBLEM:**

Today, shopping centres and shopping areas are growing and growing, it is more difficult for buyers to show the location of the store and they do not know the areas, or sometimes there is no internet or a faulty local navigator. Some malls have large floor plans and complex maps. Shoppers could even get lost in the mall, and some undirected people could not understand the map and easily find the desired store. Sometimes when a shop or store is renovated or closed, customers do not receive notices and are frustrated with their trip. In addition to the huge parking lot, it can be difficult for the customer to remember where he parked. The challenge for many shopping centres today is variation in visitor numbers and decreasing tenant turnover. These challenges have serious consequences, leading to the closure of stores and even entire shopping centres around the world. Customer insight means online retailers can engage with their customers in a personalized and relevant way, increasing the impact and return on their marketing budget. In malls, customers are often ghosts. This means that malls tend to have very limited customer insights. They often work with revenue numbers or at a category level with visitor.

### **SCOPE OF THE STUDY:**

The purpose of the study is to investigate the consumer Behaviour and buying habits of an individual visiting malls in Coimbatore city and why the consumer prefers malls to visiting local markets in Coimbatore city and whether it is convenient at the consumer level. What changes has it made in consumer purchasing decisions in the post-pandemic era? In recent years, Indians have seen an increasing influx of malls due to various factors such as liberalization, increasing urbanization and increased consumption. All these factors have led to increased revenues for corporate brands in the retail sector. The study also found out what are the characteristics of a shopping centre that people consider when visiting a shopping centre. These include overall appeal, amenities and atmosphere, staff, ease of shopping and convenience. It is a necessity and at the same time shopping offers joy and pleasure. People shop for many reasons. Some go to the store just to buy things, while others use it as a means of socialization and emotional boost. Malls promote entrepreneurship significantly more than traditional markets, which are considered a simple convergence of supply and demand.

## RESEARCH METHODOLOGY:

### Research area:

The research area describes the changing patterns of consumer behaviour. A sociological study of people visiting a mall, especially in the city of Coimbatore.

### Source of data:

#### Primary data

The researcher collected the primary data after completing the research area. Primary data was collected through a questionnaire. It was collected from 50 respondents.

#### Secondary Data

Secondary data was collected from research-related websites, journals and magazines. It was collected through a library to facilitate a proper understanding of the conceptual framework of the study.

### Sample:

50 questionnaires were collected for the survey. Convenience sampling method is used.

### Data Analysis:

Collected data is edited, combined and subjected to appropriate statistical test and data is presented in percentages and brochures.

### Tools used in the analysis:

- Rank analysis
- Chi-square analysis

### Limitation of the Study:

- The maximum number of samples selected is 50. Therefore, the results cannot be generalized.
- Respondents may be biased. The data collected may not be predictable.
- Customer preferences and opinions are expected to change from time to time.

## REVIEW OF LITERATURE

**Dr. C Vijay and P. Nivetha, June 2020**, International Conference on COVID Here, researchers concluded that the COVID-19 pandemic has changed the lifestyle of people all over the world. Most respondents agreed that COVID has affected their shopping behaviour and strongly agreed that the pandemic has completely changed their lives.

Anupam Sharma, 2020, Consumer Behaviours to Online S Impact of COVID19, Academy of Marketing Studies Journal, Volume 24(3), the researcher found that many online players committed to consumer safety during the pandemic. the situation the critical economic recession situation in various economies of the world arose due to the pandemic, which led to preferential treatment for a long time.

## OVERVIEW OF SHOPPING MALL

**Mall culture** has become a big business because they have many stores selling different products and providing services. These places also have restaurants, entertainment places and parking lots. These places have all the amenities to ensure customer satisfaction. In the environment of the Shopping Center, customers can freely enjoy their shopping time and do not want to be afraid of the strict security service. Because in the mall, the customer has good security equipment, not only security personnel, but also CCTV cameras and all new technologies. It also provides security for everyone.

The first stores in malls were meant to serve the elite, but that is no longer the case. Today, we have a variety of stores in malls that cater to different budgets. commercial centres have a wide range of products in the same space. In the mall, products from competing manufacturers are available under the same roof. So, it's easier to compare and buy. Mall also has its own parking lot. malls have different food shops with a wide selection of food. shopping centres usually have cinemas. The model has playgrounds. All these advantages of malls make shopping a fun and rewarding experience for shoppers. It is now important to recognize the advantages of shopping centers for entrepreneurs as well. It is very profitable for a businessman to set up shop in a mall because malls are popular shopping places that are usually located in good and easily accessible areas. Therefore, it is beneficial for retail store owners to rent retail space in a mall.

Coimbatore malls are one of the best entertainment areas and shopping here is more than you expect. The country's IT hub is also known for its beautiful locally made silk sarees. So naturally one would expect that the malls in Coimbatore offer unique things. Brooke fields is Coimbatore's largest and first mall located in the heart of the city. It is spread over 50,000 square feet of land and has around 120 flagship stores where you can shop for clothes, accessories, electronics, home decor and more! There are facilities such as lounges, spas and a 2-hour ATM.

Fun Republic Mall located in Peelamedu is a famous mall which was established in 2012. The total area of the mall would be 525,000 square feet spread over 3.5 acres. To provide a comfortable atmosphere, the mall is fully air-conditioned and has good parking spaces for all shoppers and visitors. Fun Republic Mall has a large anchor store called Shoppers Stop, which is 79,000 square meters. In addition, the mall has five screen multiplexes, fully managed and operated by Fun Cinemas, with a seating capacity of 1,119. The management of the mall has taken a big initiative to help visitors by building ATMs, escalators and elevators. The mall also has an exciting and good food court where you can enjoy a delicious meal after shopping!

Prozone Mall has a large cinema section with 9 screens owned by INOX. Location is one of the key factors for this mall as it is close to Saravanampatti which is one of the fastest growing areas in Coimbatore. In addition to the parking lot, there are approximately 140 shops that serve up to 2,500cars at a time.

**DATA ANALYSIS AND INTREPRETATION**

This chapter analyses and interprets changes in consumer behaviour patterns. **A sociological study of people visiting a mall, particularly in the city of Coimbatore.** A specimen of 50 respondents selected from Coimbatore city is presented. The opinion and relevant information of respondents were collected through a questionnaire consisting of personal and learning factors. The collected data were classified and tabulated and completed according to the research objectives by using statistical tools.

**Ranking analysis:** Based on the total number of respondents, the average ranking is calculated and the final ranking is determined by the criterion lower average, more is priority, the results are presented in a table with appropriate interpretation.

**Chi-Square analysis:** Chi-Square Analysis is one of the simplest and most widely used non-parametric tests in statistics. He is used to the independence of attributes or factors. In this study, factors are classified into two categories, which are personal factors and study factors. Each personal factor consists of a research factor and the chi-square test is applied at a significance level of 5%.

**Weighted Average Rank Analysis:**

**Table no :1 describes the Reason for Visiting the shopping malls.**

Reasons	Ran k	I	II	III	IV	V	VI	VII	Score	Mean	R
	value	7	6	5	4	3	2	1			
Convenience	NO	10	3	6	5	15	7	4	201	4.02	IV
	Score	70	18	30	20	45	14	4			
Attractiveness	No	7	5	8	6	10	4	10	191	3.82	VII
	Score	49	30	40	24	30	8	10			
Enjoyment	No	5	20	6	4	2	5	8	225	4.50	I
	Score	35	120	30	16	6	10	8			
Location	No	3	10	7	12	3	8	7	196	3.92	V
	Score	21	60	35	48	9	16	7			
Window Shopping	No	5	10	6	10	4	10	5	202	4.04	III
	Score	35	60	30	40	12	20	5			
Service	No	3	7	5	15	10	5	5	193	3.86	VI
	Score	21	42	25	60	30	10	5			
Promotional Activity	No	12	8	2	4	8	6	10	204	4.08	II
	Score	84	48	10	16	24	12	10			

**(R-RANK)**

From the above table it is clear that out of the total respondents for the study which describes what is the Reason for Visiting the shopping malls. Most of the respondents have given top priority enjoyment, followed by factors like to promotional activity, window shopping, convenience, location, service, attractiveness.

**It's concluded that the respondents have given top priority to enjoyment.**

**Chi square analysis:**

Ho: There is no significant relationship between Overall Shopping Experience and Preference to visit shopping malls.

H1: There is a significant relationship between Overall Shopping Experience and Preference to visit shopping malls.

**Chi-Square Tests:**

Table no :2 describes the overall shopping experience and preference to visit shopping malls.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.876 <sup>a</sup>	6	.181
Likelihood Ratio	11.418	6	.076
N of Valid Cases	50		

a . 9 cells (75.0%) have expected count less than 5. The minimum expected count is 1.20

From the above table it is found that the hypothesis is rejected(significant) in two cases

**It is concluded that overall shopping experience have significant influences Preference to visit shopping malls.**

**Table no :3 describes the Average time spent for Shopping in Post Covid and Risk of Infection.**

Ho: There is no significant relationship between Average time spent for Shopping in Post Covid and Risk of Infection.

H1: There is a significant relationship between Average time spent for Shopping in Post Covid and Risk of Infection.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.704 <sup>a</sup>	6	.582
Likelihood Ratio	3.896	6	.691
N of Valid Cases	50		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .84.

From the above table it is found that the hypothesis is rejected(significant) in two cases

**It is concluded that Average time spent for Shopping in Post Covid have significant influences Risk of Infection.**

**FINDINGS, RECOMMENTATIONS AND CONCLUSION:**

- It is concluded that respondents have given top priority Reason for Visiting the shopping malls is Entertainment.
- overall shopping experience have significant influences Preference to visit shopping malls.
- Average time spent for Shopping in Post Covid have significant influences Risk of Infection.



**SUGESSTIONS:**➤ **Increase awareness:**

One approach could be to increase awareness among consumers about the impact of their buying behavior on the environment, society, and economy. This could be done through educational campaigns, social media, and other communication channels.

➤ **address cultural factors:**

Cultural factors, such as social status and peer pressure, can influence consumer behaviour. Addressing these factors requires a deeper understanding of the values and beliefs of the local community

➤ **Collaborate with the government:**

Collaboration with the government can help in creating policies that promote sustainable consumer behavior. For example, the government could provide tax incentives to businesses that produce sustainable products or restrict the use of single-use plastics.

**CONCLUSION:**

Taken together, the changing patterns of consumer behaviour in Coimbatore's urban centers indicate a shift towards a more experiential and social shopping experience. With the proliferation of social media and increased access to information, consumers are becoming more aware of their choices and looking for unique and personal experiences. This study highlights the importance of understanding the changing needs and preferences of consumers and how companies can adapt to these changing demands. By offering a diverse range of products and services and creating attractive and engaging shopping experiences, businesses can remain competitive in today's rapidly changing retail environment. Overall, this study provides valuable insights into the dynamics of consumer behaviour in Coimbatore and can help companies develop strategies to improve customer engagement and loyalty.

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