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AN EMPIRICAL STUDY ON CONSUMER BUYING/SHOPPING BEHAVIOUR
(A study with reference to D Mart shopping Mall in Guntur, Andhra Pradesh. India)

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Abstract
The objective of this paper to study the consumer Buying Behaviour in D Mart shopping Mall functioning at Guntur, Andhra Pradesh, India. The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10 percent of the country's Gross Domestic Product (GDP) and around 8 percent of the employment. In this regard primary data was collected from the 120 respondents who are the shopping/customers of D Mart shopping Mall of Guntur city through a structured questionnaire to study the buying behavior of customer. Data was tabulated and analyzed to achieve the objective of the study.
Keywords: Buying Behaviour, Retail, D Mart shopping Mall.

INTRODUCTION:
The retailing sector in India has grown rapidly with purchasing power of consumers. It can be significant that India is witnessing changing life styles, increased incomes, the demographic variability's and vibrant democracy. The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10 percent of the country's Gross Domestic Product (GDP) and around 8 percent of the employment. Indian is the world's fifth-largest global destination in the retail space.
Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10% of the country's gross domestic product (GDP) and around eight% of the employment. India is the world's fifth-largest global destination in the retail space. India ranked 73 in the United Nations Conference on Trade and Development's Business-to-Consumer (B2C) E-commerce Index 2019. India is the world's fifth-largest global destination in the retail space and ranked 63 in World Bank's Doing Business 2020.
The sizeable middle class and nearly unexplored retail market in India are the main enticing factors for international retail behemoths seeking to move into newer markets, which will help the Indian retail business grow more quickly. The urban Indian consumer's purchasing power is increasing, and branded goods in categories like apparel, cosmetics, footwear, watches, beverages, food, and even jewellery are gradually evolving into business and leisure that are well-liked by the urban Indian consumer. **The retail sector in India is expected to reach a whopping US$ 2 trillion in value by 2032, according to a recent analysis by the Boston Consulting Group (BCG). India has the third-highest number of e-retail shoppers (only behind China, the US). The new-age logistics players are expected to deliver 2.5 billion Direct-to-Consumer (D2C) shipments by 2030. Online used car transaction penetration is expected to grow by 9x in the next 10 years.**

Table 1. Characteristics of eight consumer decision-making styles

S.no	Decision style
1	*Perfectionist/high quality-conscious consumer*: decision style of consumers who systematically search for the best quality products possible.
2	*Brand consciousness/price equals quality:* decision style of consumers concerned with getting the most expensive, well-known brands

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3	*Novelty and fashion conscious:* decision style of consumers who like new and innovative products and who gain excitement from seeking out new things.
4	*Recreational and shopping conscious:* decision style of consumers who take pleasure in shopping and who shop just for the fun of it.
5	*Price conscious/value for the money:* decision style of consumers who are concerned with getting lower prices.
6	*Impulsiveness/careless*: decision style of consumers who tend to buy spontaneously and who are unconcerned about how much money they spend
7	*Confused by over choice*: decision style of consumers who feel they have too many brands and stores to choose from and who likely experience information overload in the market.
8	*Habitual/brand loyal*: decision style of consumers who shop at the same stores and tend to buy the same brands each time. Source: Adapted from Sproles and Kendall (1986).

Source: Adapted from Sproles and Kendall (1986).

STATEMENT OF THE PROBLEM

Understanding consumer buying behaviour of the customer is in shopping malls is one of the biggest problems of the marketer. He has to fine-tune his marketing mix strategies according to the market needs. For this an in depth analysis is necessary to understand the shopping behaviour. D Mart shopping Mall is one of the well-known wholesale shopping malls in the city of Guntur has a different kind of marketing strategy as compare to others. In this background an attempt is made to understand the buying behavior of the customers in D Mart shopping Mall.

OBJECTIVES OF THE STUDY:

- to study the socioeconomic profile of the sample respondents;
- to understand the customer buying behaviour in D Mart shopping Mall; and
- to offer the pragmatic suggestions to the policy makers for effective implementation of strategies based on the findings of the study.

METHODOLOGY OF THE STUDY: Primary data is used in the study. It is original data for the purpose of collection of primary data, questionnaire were filled by the respondents the secondary data also used for the study. The questionnaire comprises of close ended. A convenient sampling technique was adopted for data collection. Sample size taken for the study is 120 sample respondents (customers). The area of the research will confined to Guntur city only.

REVIEW OF LITERATURE:

- **Mu. Subrahmanian, S.Chandrasekaran &Ms. S. Loganayagi (2015)** "A Study on Consumer Behaviour towards Big Bazaar, Chennai, Tamil Nadu, India" The study is conducted with the intention of understanding shopping behaviour of the customers, and the study ends with the Big Bazaar as a store for reasonable price and not good quality; hence efforts must be made to improve the perception of the consumers regarding the quality of the products. The provision section is already doing well and gaining customers through print ads; hence during promotions the apparel section could be more highlighted. Branded and designer labels should be introduced.
- **Shiau Pei Shih, Szuchiang Yu, and Hui Chin Tseng (2015)** "The Study of Consumers' Buying Behavior and Consumer Satisfaction in Beverages Industry in Tainan, Taiwan" the objective of this study is To know the relationship between consumers buying behavior and consumer satisfaction, finally The result of the analysis reveals a positive correlation between product attribute and consumer purchase decision.
- **Ajay Rathan Duggi (2014)** "Consumer decision-making styles and mall shopping behavior A Study With Reference to Retail Malls in Greater Visakhapatnam City" Abstract The objectives of this study were to investigate influencing factors on consumer purchasing (buying) decision-making

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process in shopping malls and to study variations in consumer buying behaviour and decision making process across different demographic variables The main conclusion is that empirical research does support the existence of CDM styles among adult mall shoppers in different mall contexts. Gender is a prime antecedent associating with CDM styles. The influence of CDM styles on mall shopping consequences is subtle and indirectly influences activities during mall visits via influencing planned expenditure levels

DATA ANALYSIS:

Table 1. Demographic Factors of respondents

Demographic variables		**Frequency**	**Percentage**	**Cumulative Percentage**
Gender	Male	49	40.8	40.8
	Female	71	59.2	100.0
	Total	**120**	**100**	**100**
Age	Below 20	19	15.8	15.8
	21-30	32	26.7	42.5
	31-40	39	32.5	75.0
	41 and above	30	25	100.0
	Total	**120**	**100**	**100**
Education	Under Graduates	14	11.6	11.6
	Graduates	21	17.5	29.1
	Post Graduates	53	44.2	73.3
	Technical	12	10.0	83.3
	Others	20	16.7	100.0
	Total	**120**	**100**	**100**
Occupation	Govt. Employees	21	17.5	17.5
	Business	54	45.0	62.5
	Students	10	8.3	70.8
	Private employees	23	19.2	90.0
	Others	12	10.0	100.0
	Total	**120**	**100**	**100**
Marital status	Married	79	65.8	65.8
	Unmarried	39	32.5	98.3
	Divorced	2	1.7	100.0
	Widower	0	0	100.0
	Total	**120**	**100**	**100**
Income levels	Below 20,000	07	5.8	5.8
	20001-35000	17	14.2	20.0
	35001-50,000	69	57.5	77.5
	50001 and above	27	22.5	100.0
	Total	**120**	**100**	**100**

Source: Primary Data

The above table demonstrates the demographic factors of sample respondents. It shows that female respondents are higher than the male respondents who are visiting shopping malls, Majority of respondents visiting shopping mall falls in the age group of 31-40, followed by 21-30 and post graduates are high as compared to other educational groups, followed by graduates Business people are high, followed by private employees who are visiting the shopping mall. Regarding martial

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status married people are dominating with the percentage of 65.8 percentage, and respondents having income levels of Rs. 35,001-50000 income level segment as high as compared to other income levels groups, followed by 50001 and above income group who visiting shopping mall in sample area.

Table 2. Visiting of shopping Malls (Frequency)

S.No	Visiting of shopping mall	Frequency	Percentage	Cumulative percentage
1	First time	9	7.5	7.5
2	Once in a week	21	17.6	25.1
3	Monthly once	43	35.8	60.9
4	Once in quarter	16	13.3	74.2
5	During Festivals	31	25.8	100.0
	Total	**120**	**100**	**100**

Source: Primary Data

The above table reveals about the visiting of shopping malls (frequency), it is found that out of total sample respondents 43 accounting for 35.8 percent of respondents stated that they are visiting monthly once, followed by 31 accounting for 25.8 percent of respondents are stated during festivals, further followed by 21 accounting for 17.6 percent of respondents stated that once in a week, whereas a meagre 7.5 percent of respondents stated that visiting shopping mall is first time. It can be concluded from the analysis that majority of respondents who are visiting shopping mall is monthly once when compare to other options in the given table.

Table 3. Time do you spend at Mall

S.No	Spending time	Frequency	Percentage	Cumulative percentage
1	Less than hour	15	12.5	12.5
2	1 hour to 1 ½ hour	29	24.2	36.7
3	1 ½ hour to 2 hour	50	41.7	78.4
4	2 hour to 2 ½ hour	19	15.8	94.2
5	More than 2 ½ hours	7	5.8	100.0
	Total	**120**	**100**	**100**

Source: Primary Data

Table 3 demonstrates about the time spend by the respondents at shopping mall. It is interesting to observe the data out of 120 sample respondents as many as 41.7 percent of respondents stated that they are spending 1 ½ hour to 2 hour at shopping mall, followed by 24.2 percent of respondents stated that they are spending 1 hour to 1 ½ hour, further followed by 15.8 percent of respondents are spending the time at mall is 2 hour to 2 ½ hour, whereas a 5.8 percent of respondents stated that they are spending time at mall is More than 2 ½ hours, it can be concluded from the analysis that majority of sample respondents are spending time in shopping mall is 1 ½ hour to 2 hour.

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Table 4. Factors Encouraging in a Mall

S.No	Factors encouraging	Frequency	Percentage	Cumulative percentage
1	Quality of product	22	18.3	18.3
2	Large varieties of products	40	33.3	51.6
3	Price	21	17.5	69.1
4	Service	8	6.7	75.8
5	Convenience	29	24.2	100.0
	Total	**120**	**100**	**100**

Source: Primary Data

The above table revels about the factors encouraging in a mall, out of total sample respondents 40 accounting for 33.3 percent of respondents stated that the encouraging factor is large varieties of products, followed by 24.2 percent of respondents stated that convenience, further followed by 18.3 percent of respondents stated that quality of product is encouraging factor and 17.5 percent of respondents stated due to the price they are visiting shopping mall, whereas a meagre 6.7 percent of respondents stated that service is encouraging factor to visit the shopping mall. It can be concluded from the analysis majority of sample respondents stated that the encouraging factor is the large varieties of products in the shopping mall.

Table 5. Which Division do you visit frequently?

S.No	Frequently visiting division	Frequency	Percentage	Cumulative percentage
1	Provisions	61	50.8	50.8
2	Fruits & Vegetables	12	10.0	60.8
3	Fashions	21	17.6	78.4
4	Electronics	19	15.8	94.2
5	Others	07	5.8	100.0
	Total	**120**	**100**	**100**

Source: Primary Data

Table 5 demonstrates about the division visiting frequently by the sample respondents in shopping mall, it is interesting to observe that out of total sample respondents 61 accounting for 50.8 percent of sample respondents stated that the frequently visiting division is provisions, followed by 17.6 percent of respondents stated fashions divisions, further followed by 15.8 percent of respondents stated that electronics division whereas ma meagre 5.8 percent of respondents stated that others, it can be concluded from the above analysis that as many as visiting provisions divisions when compared to other divisions.

Table 6. Reasons shopping at Mall

S.No	Reason	Frequency	Percentage	Cumulative percentage
1	Large availability of Brands	28	23.3	23.3

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2	Discounts & offers	39	32.5	55.8
3	Near to Residency	17	14.2	70.0
4	Customer service	11	9.2	79.2
5	Feel of the store/store atmosphere	25	20.8	100.0
	Total	**120**	**100**	**100**

Source: Primary Data

The above table represents about the reasons shopping at mall, out of 120 sample respondents 39 accounting for 32.5 percent of sample respondents stated the reasons for visiting shopping mall is discounts & offers, followed by 23.3 percent of respondents stated that the reason is large availability of brands, further followed by 20.8 percent of respondents stated that feel of the store/store atmosphere and 14.2 percent of respondents stated that the mall is near to residency, whereas a meagre 9.2 percent of respondents stated that due to customer service, it can be concluded from the above analysis due to the discounts & offers majority of sample respondents visiting shopping mall.

Table 7. How much amount do you spend per visit?

S.No	**Amount**	**Frequency**	**Percentage**	**Cumulative percentage**
1	Below 1000	07	5.8	5.8
2	1001-2000	10	8.4	14.2
3	2001-3000	24	20.0	34.2
4	3001-4000	39	32.5	66.7
5	4001 and above	40	33.3	100.0
	Total	**120**	**100**	**100**

Source: Primary Data

The above table presents about the amount spend at shopping mall by sample respondents, it is found that 33.3 percent of respondents they spend 4001 and above per visit, followed by 32.5 percent of respondents spend the amount 3001-4000, further followed by 2001-3000, and 8.4 percent of respondents spend 1001-2000, whereas a meagre percent 5.8 percent of respondents spend below 1000. It can be concluded from the analysis that majority of sample respondents who are spending 40001 and above are higher than other options in the table.

Table 8. Overall satisfaction level of the respondents on mall attributes

S.No	**Satisfaction level**	**Frequency**	**Percentage**	**Cumulative percentage**
1	Highly satisfied	27	22.5	22.5
2	Satisfied	45	37.5	60.0
3	Neutral	9	7.5	67.5
4	Dissatisfied	21	17.5	85.0
5	Highly dissatisfied	18	15.0	100.0
	Total	**120**	**100**	**100**

Source: Primary Data

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The above table presents about the overall satisfaction level of the respondents on mall attributes, it is satisfying to observe that out of 120 sample respondents 45 accounting for 37.5 percent of respondents stated satisfied to the statement that overall satisfaction level of the respondents on mall attributes, followed by 22.5 percent of respondents stated highly satisfied to the same statement, against to the above tendency 17.5 percent of respondents stated dissatisfied and15 percent of respondents stated highly dissatisfied. It can be concluded majority of sample respondents expressed positive note on above said statement.

FINDINGS OF THE STUDY:

1) It is found that female respondents are higher than the male respondents who are visiting shopping malls, Majority of respondents visiting shopping mall falls in the age group of 31-40, followed by 21-30 and post graduates are high as compared to other educational groups, followed by graduates Business people are high, followed by private employees who are visiting the shopping mall. Regarding marital status married people are dominating with the percentage of 65.8 percentage, and respondents having income levels of Rs. 35,001-50000 income level segment as high as compared to other income level groups.

2) It is found from the analysis that 35.8 percent of respondents stated that they are visiting monthly once, followed by 31 accounting for 25.8 percent of respondents are stated during festivals, further followed by 21 accounting for 17.6 percent of respondents stated that once in a week, whereas a meagre 7.5 percent of respondents stated that visiting shopping mall is first time.

3) It is found 41.7 percent of respondents stated that time spending in mall 1 ½ hour to 2 hour at shopping mall, followed by 24.2 percent of respondents stated that they are spending 1 hour to 1 ½ hour, further followed by 15.8 percent of respondents are spending the time at mall is 2 hour to 2 ½ hour, whereas a 5.8 percent of respondents stated that they are spending time at mall is More than 2 ½ hours,

4) It is found that 33.3 percent of respondents stated that the encouraging factor is large varieties of products, followed by 24.2 percent of respondents stated that convenience, further followed by 18.3 percent of respondents stated that quality of product is encouraging factor and 17.5 percent of respondents stated due to the price they are visiting shopping mall, whereas a meagre 6.7 percent of respondents stated that service is encouraging factor to visit the shopping mall.

5) It is also found that 50.8 percent of sample respondents stated that the frequently visiting division is provisions, followed by 17.6 percent of respondents stated fashions divisions, further followed by 15.8 percent of respondents stated that electronics division whereas ma meagre 5.8 percent of respondents stated that others.

6) It is found that 32.5 percent of sample respondents stated the reasons for visiting shopping mall is discounts & offers, followed by 23.3 percent of respondents stated that the reason is large availability of brands, whereas a meagre 9.2 percent of respondents stated that due to customer service.

7) amount spend at shopping mall by sample respondents, it is found that 33.3 percent of respondents they spend 4001 and above per visit, followed by 32.5 percent of respondents spend the amount 3001-4000, further followed by 2001-3000, and 8.4 percent of respondents spend 1001-2000, whereas a meagre percent 5.8 percent of respondents spend below 1000.

8) 37.5 percent of respondents stated satisfied to the statement that overall satisfaction level of the respondents on mall attributes, followed by 22.5 percent of respondents stated highly satisfied to the same statement, against to the above tendency 17.5 percent of respondents stated dissatisfied and15 percent of respondents stated highly dissatisfied.

SUGGESTIONS:

- it is found that out of total sample respondents only 45 percent of the sample respondents who regularly visiting D Mart shopping Mall is business people, hence the strategic team of D Mart

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shopping Mall should develop the strategies to increase this number, because the targeted customer of D Mart shopping Mall is business people.

- 25.8 percent of sample respondents visiting shopping mall only during the festivals. Hence proper steps should be taken this customers will be turn into a loyal customers.
- It is found from the analysis only 18.3 percent of the customers (respondents) expressed that the quality of the product is one of the encouraging factor. Hence it is suggested that efforts must be made to improve the perceptions of the customers regarding the quality of the product.
- Out of total sample respondents 32.5 percent of the respondents expressed dissatisfaction regarding the overall satisfaction level on mall attributes. Hence it is suggested the top management of the sample organization strategies should be develop to reduce the dissatisfaction level of the customers through proper training to employees and by introducing quality products with best discounts.

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