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## AN ANALYSIS ON INFLUENCING FACTOR FOR BUYING AT SHOPPING MALLS – A CONSCIOUS EXPLORATION

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### ABSTRACT

*Consumers are the king of Today's market. They decide their buying habits. It has been always a challenging job for the marketer to study his buying habits, because it changes from time to time. In the current article the researcher tried to identify the influencing factor of purchase by doing a conscious survey and proper administrative development. The researcher has chosen Shopping Malls as the geographical location as it is considered a booming place of purchase. Several closed ended questions were solicited and analyzed. The findings anticipated from the study shows the relationship between consumers and the influence over purchase.*

### KEYWORDS

consumers, buying habit, influencing factor, marketer, quality, psychology, shopping.

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### INTRODUCTION

Consumer behaviour is still an area which needs to be explored and analysed. In order to attract customers, the manufactures produce variety of goods, on the other hand to take those goods to the ultimate consumers, they plan for attractive advertisements and other sales promotion activity. But still certain products which are of very good quality sold at low price may not be liked by the consumers, and a product with a low quality at a higher price sold is very attractive to consumers. Thus understanding the psychology of consumer is yet to be analyzed in different angles and forms. Many producers lay emphasis on free concept during the course of sale. By viewing the words buy one get one free, may induce certain shoppers and may not induce certain shoppers as they get the idea that, those products affixed with the term free may be at lesser quality. Thus the present market is spread with psychology and economics. The blend of pulling out economical value of a particular product may induce the psychology of consumer to purchase more.

The present day consumers have a sound mind in capturing the attributes of products which were sold by different brands. They compare and contrast the features and select a particular brand/product which would worth the money which was spent on. Yet the consumer's behaviour is very complex as because after exploiting to the maximum level, hearing about the product from many of them, selection is based on their personal interest. Those consumers who are very cautious about what they wish to purchase, is more centered and firm in their decisions. They are not much influenced by non-conscious responses. In another scenario, when the marketers flood the consumers with choices and variety the behaviour of them is crossing to the next level. The consumer is pedaled with comparing the product with its competitive products in terms of features, price, design, quality, aesthetics, color, culture and so on. In the course of action, the customer self-regulation comes to the lower position and ego of what to be selected achieves greater position. Thus the aspect of "need" rule the purchase. The specific need accounts to specific choice of products which does not have any free choice slash in price.

### COMPULSIVE AND IMPULSIVE BUYING BEHAVIOUR

Today's mass entertainment is not alone in watching movies, sceneries, listening to songs but ultimately ends in shopping. The shopping is made by the customers for no specific reason viz., buying food, and other basic necessities like water, clothing etc. while going for shopping in malls, consumers even then do not have a specific reason to purchase, buy products out of liking a product and they create a reason to buy the product. After buying the product, the consumer's passive themselves by telling that they have purchased it because it was trendy. Thus these addictions of consumers are termed as compulsive buying behaviour.

The stage before compulsive buying behaviour is impulsive buying behaviour. Impulsive buying behaviour vests in the actual reason for purchase and is determined by the factors of income, place of purchase, quantity purchased, and the time in which the product is purchased. But the compulsive buying behaviour is much associated with the aspect of prestige, and socializing. In order to keep the update of trend, fashion, prestige and up living consumers do purchase. In nutshell it may be destined that impulsive buying behaviour of consumer is determined by stimuli and compulsive buying behaviour is determined by anxiety, desire to buy, gratification, pleasure, relief and so on.

Thus those consumers who are buying products because of compulsive intention, give the products to their friends s gifts, are hide in their ward robe, shelves are even thrown away as it may not be appreciated by their circle of friends and relative, or suitable for their life style. These situations make the consumer to develop feelings of unpleased and depression. Those consumers who are more materialistic suffer from depression while shopping and get out of depression again by

shopping. Certain consumers do not wish to go for shopping with their friends as they want to hide reason for using the particular product, and the way of using it. Those customers develop avoidance behaviour in the long run of their personal life.

## DETERMINANTS OF PURCHASE

### Subjective norm/ consumption value

The consumer's decision over purchase is completely depend on personal values. The personal value may be the utility derived by space, time, value, and utility. The expectation over products is not only by technology but it also satisfies the inner emotions. Thus the product should satisfy the emotional feel of the consumers. If the product purchase satisfies the inner feelings in any way, then it has attained success.

### Perceived usefulness

Today's consumer does not expect only specified utility for a product. One product should satisfy multiple wants of them. The multiple wants are the expectation and idea of the shoppers. The present day manufacturers also keep this idea on mind and produce products which could satisfy all the needs and wants of consumers at any point of time.

### Planned behaviour

The purchase behaviour of men and women rests with for what they purchase for and for whom they purchase. The purchase process will revolve round psychologically, which suits their lifestyle and status. Not only life style and status but also that should be accepted by the society and circle of family & friends. At times the people's behaviour could be one-off, or repeated, self-decided and long lasting also. The behaviour is embedded with behavioral beliefs, normative beliefs and control beliefs.

### Technology acceptance

The current smart phones, gadgets and e-commerce have made shopping as a pleasure for both men and women. Online enables the shoppers to purchase the products which they specifically need, of a specific brand at a specified price also. Online delivery channels have fascinated people that they could cut prices which meant for transport and bulk purchase tension. Thus technology has gained an inseparable place in purchase.

### Shopping orientation

The orientation towards shopping is a tree which has ample of branches. The purchase shopping may be for his/her family, partner, children's, parents, and for friends. But the men and women significantly differ while shopping. The mall shoppers plan their purchase. The purchase activity could be on what the product is to be purchased. For making shopping the mall consumers adopt a quick search and gains information with the sources of what they have. The gaining of information is very simple, as they seek the information on what they wish to purchase and do not deviate much and stick to the purchase alone. In addition they expect variety and range of products, without waiting in long queues. Long searching, good parking space, discount coupons at times distract them. The peculiar habit of men is to purchase additional goods to delight their family and friends. The ultimate aim of mall is that they wish to buy goods at a lesser price means that's the winning moment for them.

The female shoppers shop after a long search enquiry from family and friends. The information search does not stop with a particular product, but comparing and contrasting the competitive products also. While search, they search for additional products and accessories also. Thus gaining information over product and purchase itself swallows days and shopping consumes hours. While waiting in queues female shoppers try to over show the products which they have purchased and do not hesitate to enquire about the products and price of other females have made. Ample of time, good parking space, safe and secured place, lighting, good ambience, escalators, steps, restrooms, trial rooms, good service, snacks, cafeteria, children's play area are the basic factors which are expected. The women at times are fascinated to purchase products at lesser price at maximum products. Novelty and uniqueness are inevitable during purchase.

## NEED FOR THE STUDY

All the consumers of present day and older age prefer to shop in malls as the malls are destination for shopping. The environment in the mall strongly creates an influence to like, and purchase products. The malls have become one stop for purchasing varied products at one place which include cinema hall and cafeteria too. The behaviour of consumers is always complex and undefined. Emergence of new malls with attractive showrooms, ambience and comfort factors has admired almost all the customers. Thus the present study is extended to find out the purchase behavior of consumers.

## STATEMENT OF THE PROBLEM

The consumers have different shopping motives and beliefs. The motives can be convenience, orientation, delivery, and payment related. But somehow or other the purchase is happening either for the first time or repeated, by influencing a decision over purchase. By having this in view the following problem line is formulated. How the purchase involvement of consumers is influenced by varied decisions?

## OBJECTIVES OF THE STUDY

1. To assess the demographic factors of the consumers who visit malls.
2. To determine the frequency of shopping in Shopping malls
3. To examine the influence of purchase in malls.

## HYPOTHESES OF THE STUDY

- There is no significant influence over the demographic factors of the consumers and frequency of purchase.
- There is no significant influence over the factors influencing purchase and demographic variables.

## RESEARCH METHODOLOGY

### AREA OF STUDY

Area of the study is Addis Ababa city. The research survey was made in three specific malls viz., Zefmesh Grand Mall, Century Mall and Edna Mall in the places of Addis Ababa City, Ethiopia.

### SAMPLE SIZE

A Sample of around 65 Samples was selected from Zefmesh Grand Mall, Century Mall and Edna Mall.

### RESEARCH DESIGN

The research design is empirical in nature since it covers both primary and secondary data. The research was conducted extensively using primary data with structured Questionnaire. Necessary secondary data were collected from reports, journals, magazines and booklets.

### RELIABILITY

The reliability values of the statement were analyzed through KMO, the values which were greater than 0.5 were included, and the statements which resulted less than 0.5 were deleted.

RESULT AND DISCUSSION

TABLE 1: DEMOGRAPHIC VARIABLES OF THE RESPONDENTS

		Frequency	Percent	Cumulative Percent
Gender of Respondents	Male	31	47.7	47.7
	Female	34	52.3	100
Age of Respondents	21-30 years	24	36.9	36.9
	31-40 years	26	40.0	76.9
	41-50 years	12	18.5	95.4
	51 and above	03	4.6	100
Marital Status	Married	29	44.6	44.6
	Unmarried	36	55.4	100
Household Monthly Income	Less than Birr.25000	10	15.4	15.4
	Birr.25001 to Birr.50000	17	26.2	41.6
	Birr.50001 to Birr.75000	23	35.4	77
	Birr.75001-Birr.100000	15	23.0	100
	<b>Total</b>	<b>65</b>	<b>100.0</b>	

The above table portrays the figures of the demographic factors like gender, age, marital status and household income of the respondents used for the study.

TABLE 2: FREQUENCY OF VISITING MALLS

Visiting shopping Mall	Frequently	29	44.6	44.6
	When required	36	55.4	100
Distance of store	4 to 6 Km	11	16.8	16.8
	7 to 9 Km	12	18.4	35.2
	10 to 12 Km	14	21.8	57
	More than 12 Km	28	43.0	100
	<b>Total</b>	<b>65</b>	<b>100.0</b>	

The above table shows the values related to Frequency of Purchase and Distance from Store of Purchase.

H1: There is no significant influence over the demographic factors of the consumers and the factors influencing purchase.

TABLE 3: RELATIONSHIP BETWEEN DEMOGRAPHIC FACTORS AND FREQUENCY OF PURCHASE

S. No.	Chi-square Test	Value	df	Asymp. Sig. (2-sided)	Result
1	Gender	8.678	3	.034	S
2	Age	38.885	9	.000	S
3	Marital Status	13.337	6	.001	S
4	Monthly household income	33.216	15	.004	S

S – Significant, NS – Not Significant

\* Significant at 5 percent level of significance

It is found from the above table, that the hypothesis is rejected (Significant) in all the cases

It is concluded that gender, age group, marital status, and monthly household income have significant influence on frequency of purchase.

H2: There is no significant influence over the factors influencing purchase and demographic variables.

TABLE 4: RELATIONSHIP BETWEEN FACTORS INFLUENCING PURCHASE AND DEMOGRAPHIC VARIABLES

Sources of variance		Sum of Squares	Df	Mean Square	F	Sig.	Result
Personal Factors	Between Groups	2.730	1	2.730	2.404	.122	NS
	Within Groups	542.681	478	1.135			
	Total	545.411	479				
Psychological Factors	Between Groups	.326	1	.326	.428	.513	NS
	Within Groups	363.474	478	.760			
	Total	363.800	479				
Social Factors	Between Groups	3.207	1	3.207	2.803	.095	NS
	Within Groups	546.933	478	1.144			
	Total	550.139	479				
Cultural Factors	Between Groups	.026	1	.026	.064	.801	NS
	Within Groups	195.140	478	.408			
	Total	195.165	479				

Source: Primary data

\* Significant at 5 percent level of significance

It is found from the table, that the hypothesis is Accepted (Not significant) in all the cases.

It is concluded that Psychological factors, Personal factors, Social Factors and Cultural factors do not have significant influence on Demographic variables.

CONCLUSION

Malls now a days become a new destiny of Purchase for the people of Addis Ababa City. As always people needs and wants change from time to time. To meet out the same the manufacturers try out different things either to meet the consumer needs or to create a new need. Consumers on the other hand are influenced by plenty of factors directly or indirectly in making out the purchase. This research has clearly identifies the level of influencing factors of purchase decision. The Manufactures can use this study and try out a different marketing promotion to make people purchase, satisfy customers and improve sales.

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