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SHOPPERS' PERCEPTUAL DIFFERENCE BETWEEN SHOPPING MALL AND UN-ORGANIZED STORES

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Introduction: On whom we should rely? A million dollar question of every consumer goods manufacturer before any strategic planning relating to stockiest, distributor, agents, retailers or shopping malls tried to be addressed from various angles. But very less number of studies made their focal point on perceptual difference of shoppers on shopping mall relating to family owned convenience store (unorganized kirana-stores), which is very important for above said strategic planning. Further retailers (both organized and un-organized) must understand the shoppers' perceptual difference between mall and un-organized kirana-stores for most of their strategies. Purpose of the study: So the underlying objectives of the current study are (1) to explore separately the factors influencing shopping decisions in shopping-mall and in un-organized kirana stores, (2) to predict the impact of above said factors on overall shopping satisfaction. Research methodology and design: A predefined structured questionnaire is administered to a sample size of 216 shoppers. The respondents are the shoppers who immediately finished their shopping in-front of a shopping mall. Stratified sampling method is adopted. The data is analyzed through SPSS 20.0. Factors are extracted through explorative factor analysis and then these factors put into regression analysis with 'over-all satisfaction' as dependent variable. These analysis preceded by the reliability test of the scale. Results: The results of the study refers that there is a significant positive impact of the 'factors influencing shopping decisions' on the 'overall satisfaction on shopping'. This impact analysis shows significant difference in shoppers' perception between un-organized kirana-stores and shopping mall.

Keywords: Perceptual difference, Shoppers, Un-organized stores, Shopping mall, Over-all satisfaction on shopping

INTRODUCTION

It will be very much relevant to mention the statements of Applebaum (1951) that 'to buy is to purchase'. 'To shop is to visit business establishments for inspection or purchase of goods'. 'Therefore shopping is an element of customer behavior in buying'. At this juncture, the current study reveals the importance of its results for any retailers that study of shopping behavior, not the overall buying behavior will be helpful for

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them to devise any strategy. Most of the customers in small towns and cities compare and evaluate various retail format in their mind with all possible criteria for their shopping activities. So, it is indispensable both for the academician and management practitioners of the retail industry to gauge the relative impact of various retail formats on customer satisfaction and on other behavioral factors. In the current study two such formats are considered that are contending in their nature from the very evolution of organized retailing in India, namely shopping mall (super market) and *Kirana* stores (un-organized convenience stores). How the customers (shoppers) perceive these two formats for their shopping activities is a matter of concern to most of the researchers. By a research it is found that the shopping activities would be pleasurable and rewarding, if retail out-let environment is perceived as pleasurable, and hence rewarding, which make the shoppers exhibit more approach behavior like browse through the merchandise, interact with the sales personnel, and perhaps spend more money than they had planned in pleasing environments (Billings, 1990). That means if shoppers approach (satisfied) one of the above retail format, then they avoid (not satisfied) other competing retail format, which develop from the perceptual difference of the shoppers'. In this context, the research problem can be stated as follows.

Research Problem

Along the above discussion, it is also true that shoppers' behavior is highly dynamic in the today's competitive market scenario, which is very difficult to relate with any particular shopping action. Further, Indian shoppers either unwilling to express or unable to express their thoughts regarding the retailers' marketing activities. So, it

will be useful to study the fundamental behavioral dimension, perception and then relate it to the shoppers' satisfaction. Thus the precise research problem can be "is shoppers' perceptual difference leads to differentiation in their satisfaction between shopping malls and un-organized *kirana* stores?". The underlying objectives for studying this research problem are stated below.

Objectives of the study

1) To extracts the underlying factors of shoppers' perception towards shopping malls and un-organized *kirana* stores separately.

2) To examine the relative impact of shoppers' perception towards their satisfaction shopping-mall in comparison to their satisfaction on *kirana* stores.

3) To examine the relative importance of individual factors of perception for the shoppers' satisfaction on both the retail formats.

LITERATURE REVIEW

Some of the previous research findings and the context of the concerned studies are stated below to justify that the above objectives are worthy to be studied for the today's competitive retail industry and for the academic research that requires more conceptual clarity relating to various retail formats.

Influencers of Shoppers' Behavior

Starting with Indian shopping behavior, findings of a study said that shopping behavior pattern mainly influenced by 'physical factors', which include discounts, quality, local brands, display and visual appeal, 'social factors' that include (salesmen behavior and choice of children, and 'temporal factors' that include open space (Rishi

and Singh, 2012). Shoppers' buying behavior is mainly influenced by five factors namely merchandising, status/shopper image, location/ convenience, service and availability. And shoppers are different in their buying behavior in selection of an outlet along these five factors (Panda, 2011). Rajagopal (2009) in his working paper entitled 'determinants of shopping behavior of urban consumers' referred some typical findings such as (i) shopping behavior is largely motivated by the physical factors like shop location, travel behavior, and type of retail stores, (ii) behavior of urban shopper is guided by logistics, accessibility, location of shopping mall, demographic surrounding, and agglomeration of shops in commercial areas, (iii) shoppers' perception of retail environment, purchase motivations, and product quality mediate the shopping behavior, and (iv) majority of the shoppers rely on store patronage and building loyalty over time to continue benefits of the store promotions. Unplanned purchase behavior is mostly influenced by queues and then well known brand, known brand/similar offer, value for money products, and extra loyalty points (Bourlakis *et al.*, 2005). Consumer behavior is mostly influenced by proximity, goodwill, credit sales, bargaining, loose items, convenient timings, and home delivery towards un-organized retailer and so far as organized retailers are concerned consumer behavior is influenced by availability of better quality products, lower prices, one- stop shopping, choice of additional brands and products, family shopping, and fresh stocks (Rathore, 2012). Apart from the gender and age, consumers' buying behaviour is influenced by mall attributes such as decoration, layout, services, variety of stores, and entertainment facilities in shopping malls of smaller cities (Khare, 2011).

Shoppers' Perception, Behavior and its Implications for the Retailers

Consumers who enjoy the shopping experience at the shopping mall will show desirable and profitable behavior for retailers like shoppers' pleasurable experience influence positively the customer's intention to cover longer distances to arrive chosen mall, the consumer's intention to return to the mall in the future (Avello *et al.*, 2011). Further, Avello *et al.* referred that excitement and satisfaction exerted a positive influence on increased expenditure for some particular products, But if the behavior of rational shoppers will be discussed, then a particular study refers that rational shoppers incur lower level of expenditure at the store with higher price variability, if two store charge same average price for the same product. Further rational shoppers would shop more often and buy fewer units per trip when they face high price variability (Ho *et al.*, 1998). So far as differential role of individual determinants of shopping behavior is concerned, another study prove that individual determinants such as shopping intention, attitude towards retail out-let and shopping habit play plays important roles in the shopping decisions, more specifically, attitude towards retail out-let and shopping habit influence shopping intention. Further, these three determinants are not different among the retail formats (Siringoringo *et al.*, 2009). The environmental cue (ambient scent) directly affects shoppers' perceptions that have a significant influence over consumers' mood (pleasure and arousal). Further, perception of mall environment has strong impacts on the perception of product, which, in turn, affects spending in the shopping mall. It also impacts on emotions but they do not contribute much to spending in the mall (Chebat and Michon, 2003). By discussing the advantages

taken by shopping malls over the un-organized kirana stores, a particular study says that consumers always look for the benefits of shopping in an organized retail store over the traditional retail outlets in terms of self- selection, variety, value for the money they pay and more specifically the availability of all products under one roof with door deliver facility (Nandinidevi *et al.,* 2013). All most the similar result derived by another research that shopping experience, store image and value for money as three important variables, which influences the consumer's shopping behavior in the retail store (Hasan, 2015).

RESEARCH DESIGN AND METHODOLOGY

Sample Design

The sample size for this study is 216, where the sample elements (shoppers in front of shopping malls just after shopping something) are drawn with stratified sampling method. Initially planned sample size was 400 that intended to cover five major towns of Odisha, India, where shopping malls are available. But because of unwillingness of the respondents to provide data, time and budgetary constraints the sample size become 216. A structured questionnaire for respondent survey is designed, which was pre-tested before finalization. Self administered questionnaires are distributed to the shoppers to know their perception towards shopping mall in comparison to family run retail out-let (un-organized retailers). Five point Likert scale is used in the questionnaire. Data collected from respondents through face to face interaction.

Respondents' Profile in the Sample

The demographic profile of the sample respondents (shoppers in front of shopping mall) has five parameters and is presented to understand the respondents, i.e., gender, occupation, marital status, income and age. In this study 72.2% are the male respondents and 27.8% refers to female respondents. Observing the occupation of the respondents, 18.1%, 14.8%, 19.9%, 7.4%, 1.9% and 38% belong to students, business men or self-employed, Govt. employees, house wives, retired personnel, and private organization employees respectively. Out of all the respondents, 74.1% are married and 25.9% are unmarried. Looking at the monthly income of the respondents, 15.7% comes under Rs. 10000, 5..4% fall in between Rs. 10000 to 30000, 10.2% comes under the income group Rs. 30000 to 50000, only one respondent have more than Rs. 50000 of monthly income and 24.1% respondents depends upon parents' / husband's income for their shopping. 2.8% are young respondents whose ages are all below 20 years, 79.1% coming under middle age group whose ages are between 21 to 40, and 18.1% respondents belongs to the age group of above 41 years.

RESULTS AND DISCUSSION

Empirical analysis generally starts with the reliability test (by Cronbach's α) of the scale used in the questionnaire. In the current study explorative factor analysis is executed separately for the set of questions intended to study the shoppers' perception towards shopping mall, and towards family run retail out-let. The extracted factors of shoppers' perception as regressors (independent) are put for linear regression analysis with shoppers' satisfaction as regressand (dependent variables) to know the impact of shoppers' perception on their satisfaction towards

shopping mall and towards family run retail out-let, which will reflect the perceptual difference of shoppers between shopping mall and family run retail out-let.

Scale Reliability

The scale reliability of the questionnaire is nearly 75 % as the reliability statistics for Cronbach's Alpha is 0.748, evident from Table 1.

Factor Analysis for Exploring the Factors of Shoppers' Perception Towards Shopping Mall

To extract the factors from the items which explain the shoppers' perception towards shopping mall, 29 items were factor analysed using principal component analysis and varimax rotation. With Kaiser Normalization, it found that the sample adequacy is 89% (KMO = 0.891), which is significant (Sig = 0.000) also. From 29 variables, 7 factors have been extracted, which explain nearly 55% (cumulative % = 55.087) variance. These seven factors can be named as 'shopping facilitation', 'social well-being', 'service beyond sales', 'affordability', 'rational promotion', 'local orientation', and 'ethnocentric' referring to the rotated component matrix (Table 2).

Factor Analysis for Exploring the Factors of Shoppers' Perception Towards Family Run Stores

To extract the factors from the items which explain the shoppers' perception towards family run retail out-lets, 29 items were factor analysed using principal component analysis and varimax rotation. With Kaiser Normalization, it found that the sample adequacy is 84% (KMO = 0.841) and this is significant (Sig = 0.000) also. From 29 variables, 9 factors have been extracted, which explain nearly 59% (cumulative % = 58.822) variance. So these nine factors can be assigned with the names as 'merchandising', 'local orientation', 'shopping facilitation', 'social well-being', 'prompt retailing', 'micro business environment', 'rational promotion', 'service beyond sales', and 'ethnocentric', referring to the below mentioned rotated component matrix (Table 3).

Impact Shoppers' Perception on Satisfaction Towards Shopping Mall Vs. Satisfaction Towards Family-Run Retail Stores

The results of ANOVA reports a significant (Sig.=0.000 , less than 0.05) F statistic, indicating that using the model is better than guessing the mean. Regression model applied separately for satisfaction towards shopping-mall as dependant variable (model-1) and for satisfaction towards family-run *kirana* store as dependant variable (model-2). As a whole, the regression model-1 is explaining nearly 28% (adjusted R^2 = 0.334) of

Table 1: Test of Reliability									
Case Processing Summary				Scale Statistics				Reliability Statistics	
		N	%	Mean	Variance	Std. Deviation	No. Items	Cronbach's Alpha	No. of Items
Case	Valid	213	98.6	219.46	464.891	21.561	69	0.748	69
	Excluded[a]	03	1.4						
	Total	216	100						
Note: a. Listwise deletion based on all variables in the procedure.									

Table 2: Rotated Component Matrix^a							
	Component						
	1	2	3	4	5	6	7
Quality facility and equipment in mall	**.687**		.270				
Toilet and drinking water in mall	**.670**	.231					
Giving tax to Govt. by mall	**.659**	.270					
Product placement in mall	**.602**	.333					
Product quality in mall	**.510**	.239		.200	.321		
Store cleanliness in mall	**.484**		.246		.359		
Information service in mall		**.704**					
Care about local culture in mall	.231	**.588**				.285	
Cordial behavior of sales people in mall		**.548**	.240	.232	.274		
Following Govt. rules by mall	.433	**.518**					
Ease of comparing and getting the product in mall		**.456**			.236	.344	
Care About environmental safety in mall	.215	**.448**	.254				.317
Advt. and consumer Awareness in mall		**.445**		.312	.237		
Timeliness sales Service in mall	.229	**.419**	.403				.215
Enjoyable internal environment in mall	.304	**.365**	.353		.284		
Complain and problem solving in mall			**.641**				.233
Easily reachable location to the mall			**.620**	.337			
Car parking space provided by mall		.254	**.612**		.228		
Reasonable price in mall		.223		**.726**	-.207		
Stable price in mall				**.700**			
Variety of Product in mall	.219			**.574**	.225	.345	
Occasional gift in mall					**.750**		
Appropriate discount in mall	.277	.231	-.245	.343	**.524**	.294	
Fresh and healthy food in mall			.297		**.486**		.462
Creating employment by mall	.358		.223			**-.709**	
Benefiting local economy in mall	.252					**.598**	
Benefiting local consumers in mall	.287		.376			**.566**	
Traditional products in mall.		.228					**.727**
Contribution to social activities by mall	.484						**.594**
Note: a. Rotation converged in 8 iterations.							

the variation in shoppers' satisfaction towards shopping mall and model-2 is explaining 33% (adjusted $R^2 = 0.334$) of the variation in shoppers' satisfaction towards family-run un-organized *kirana* stores (Table 4). This means nine factors of shoppers' perception predict more of their satisfaction towards *kirana* stores than seven predictors prediction of shoppers' satisfaction towards shopping-mall.

By applying the regression model on satisfaction towards shopping-mall as regressand (dependant variable) and extracted factors reflecting the shoppers' perception as independent variables (regressors/predictors), the results (Table 5) refers that except the predictor, rational promotion (bold row), rest of the six predictors predict (corresponding beta values = 0.365, 0.243, 0.241, 0.119, 0.117 & 0.131) significantly (Sig. values = 0.000, 0.000, 0.000, 0.042, 0.046 and 0.024) the shoppers' satisfaction towards shopping-mall.

In order to predict the shoppers' satisfaction towards un-organised *kirana* stores (dependant variable) by the extracted factors reflecting the shoppers' perception (independent variables/ predictors), linear regression model is adopted. The results (Table 5) refers that except the predictors (bold row) like micro business-environment, rational promotion, and ethnocentric, rest of the six predictors predict (corresponding beta values = 0.286, 0.312, 0.190, 0.190, 0.264 & 0.175) significantly (Sig. values = 0.000, 0.000, 0.001, 0.001, 0.000 and 0.002) the shoppers' satisfaction towards un-organised *kirana* stores.

Both, the regression model-1 (Table 5) and model-2 (Table 6), suffers from very less multicollinearity as all the tolerance values are

1.000 (When the tolerances are close to 0, there is high multicollinearity) and all the VIF values are 1.000 (A variance inflation factor greater than 2 is usually considered problematic) justifying again no multicollinearity, referred from Table 6.

SUMMARY OF FINDINGS

(i) Shoppers' perception towards shopping malls can be explained by the factors like shopping facilitation, social well-being, service beyond sales, affordability, rational promotion, local orientation, and ethnocentric. Whereas, shoppers' perception towards family-run *kirana* stores (un-organized) can be explained by the factors like merchandising, local orientation, shopping facilitation, social well-being, prompt retailing, micro business environment, rational promotion, service beyond sales, and ethnocentric.

(ii) So, shoppers' perception towards *kirana* stores differ from perception towards shopping-malls on the basis of merchan-dising, prompt retailing and micro business-environment. It refers that still the shoppers view the un-organized family-run stores as the stores of easily and quickly available merchandise that are best suit the immediate surrounding customers' need.

(iii) Rational promotion does not have any meaning for the shoppers' satisfaction both towards shopping-mall and towards the *kirana* stores. It logically refers that customers' perception is indifferent towards shopping activities both in shopping mall and in family-run *kirana* stores, so far as discount and occasional gifts are concerned.

(iv) 'Shopping facilitation' is the highest (36%) contributor to the shoppers' satisfaction

Table 3: Rotated Component Matrix[a]									
	Component								
	1	2	3	4	5	6	7	8	9
Product Quality in family-run stores.	.690	.318							
Variety of product in family-run stores.	.642	.333							
Appropriate discount in family run stores.	.614				.223		.226		
Following Govt. rules by family run store	.600				.250				
Fresh and healthy food in family run store	.580		.366						.340
Giving tax to Govt. by family run store	.548			.209				.254	-.235
Information service in family run store	.510				.402				
Reasonable Price in family run store	.421	.358	.388	.321	-.213				
Complain & problem solving by family-run stores.		.753							
Benefiting local economy by family run stores.		.716							
Benefiting local consumers by family run stores.		.628		.257			-.228		
Cordial behavior of sales people in family run stores.	.354	.435	-.319	.254		.296			
Store cleanliness in family run stores.			.748	.233					
Stable price in family run store	.284	.346	.511				-.232		
Quality facility and equipment in family run stores.			.456	.364		.370	.296		
Ease of comparing & getting the product in family run store.	.278	.342	.349		.272	.263			
Contribution to social activities of family run stores.				.669					
Product placement in family run store		.203		.614		.212			
Timeliness sales service in family run store			.204		.734				
Advt. and consumer awareness by family run stores.	.382	.288		.231	.470				
Care about environmental safety in family run stores.						.818			
Care about local culture in family run store		.205	.205	.308		.430	-.385		
Occasional gift in family run stores.		.200					.642		
Easily reachable location of family run stores.		.303					-.541	.219	
Toilet & drinking water in family run store				.365	.398		.495	.264	
Enjoyable internal environment in family run stores.	.233	.215				.239	.296	.267	-.251
Car parking space in family-run stores.								.720	
Creating employment by family run store					.327	-.270		.559	.335
Traditional product in family-run stores.									.803
Note: a. Rotation converged in 15 iterations.									

towards shopping mall, then comes social well-being and 'service beyond sales' (both 24%), then comes ethnocentric (13%) and other two factors of perception like affordability and local orientation contribute 11% each.

(v) So far as the shoppers' satisfaction towards family-run *kirana* store is concerned, local orientation is the highest (31%) contributor, then comes merchandising (28%), then comes prompt retailing (26%), 'shopping-facilitation' and 'social well-being' contribute 19% each, and the perception factor, service beyond sales contribute 17% to the shoppers' satisfaction.

(vi) So, the generally assumed phenomenon that people perceive a shopping is better for them, if it is giving appropriate facilities to do the shopping activities within and out-side the mall. But people perceive a *kirana* store as better; if it is giving easily and quickly available merchandise that are best suit the immediate surrounding customers' need.

(vii) Ethnocentric is a significant factor of perception, if it is a shopping mall but this factor is insignificant for the shoppers' satisfaction towards *kirana* stores. This means, people know very much the kirana stores for its ethnic products and hence they cannot be more satisfied towards the *kirana* stores for the same reason over the shopping malls.

(viii) Micro business-environment is a factor to perceive the *kirana* stores differently, but this factor is not sufficient to satisfy the shoppers more than the shopping mall.

MANAGERIAL IMPLICATIONS

Strategists of shopping mall must do something to bring a break-even on the three factors like merchandising, prompt retailing to take a competitive advantage with favorable shoppers' perception in comparison to *kirana* stores. If it is a discussion for the *kirana* stores, then it is imperative for the owners of the kirana stores that they need to strengthen the present perceptual difference in favor of them. Shopping malls should make more local orientation of its merchandise and shopping facilities, on which *kirana* stores are taking advantage, especially in the small towns of India.

LIMITATION AND DE-LIMITATION

It may happen that greater sample size (more

Table 4: Regression Statistics

					Change Statistics		Sum of squires of				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	df1 & df2	Sig. F Change	Regression	Residual	Total	F	Sig
1	0.552	0.305	0.281	0.878	7 & 207	0	69.885	159.417	229	12	0
									302	963	
2	0.602	0.363	0.334	0.979	9 & 204	0	111.235	195.592	306	12	0
									827	891	

(with spanning headers: "Model Summary" over columns Model through Sig. F Change; "Model fitting by ANOVA" over Regression through Sig)

Note: Model-1 & 2 refers to impact of shoppers' perception on satisfaction towards shopping mall (regressand for model-1) and on satisfaction towards family-run retail stores (regressand for model-2) respectively.

Table 5: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	4.163	.060		69.554	.000					
	Shopping -facilitation	.377	.060	.365	6.292	.000	.365	.401	.365	1.000	1.000
	Social well-being	.252	.060	.243	4.198	.000	.243	.280	.243	1.000	1.000
	Service beyond sales	.249	.060	.241	4.154	.000	.241	.277	.241	1.000	1.000
	Affordability	.123	.060	.119	2.048	.042	.119	.141	.119	1.000	1.000
	Rational- promotion	**.102**	**.060**	**.098**	**1.699**	**.091**	**.098**	**.117**	**.098**	**1.000**	**1.000**
	Local orientation	.121	.060	.117	2.012	.046	.117	.138	.117	1.000	1.000
	Ethnocentric	.136	.060	.131	2.266	.024	.131	.156	.131	1.000	1.000

a. Dependent Variable: Overall Satisfaction of Shopping in shopping mall

Table 6: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
2	(Constant)	2.556	.067		38.187	.000					
	Merchandising	.344	.067	.286	5.125	.000	.286	.338	.286	1.000	1.000
	Local orientation	.374	.067	.312	5.573	.000	.312	.363	.312	1.000	1.000
	Shopping -facilitation	.228	.067	.190	3.395	.001	.190	.231	.190	1.000	1.000
	Social well-being	.228	.067	.190	3.405	.001	.190	.232	.190	1.000	1.000
	Prompt retailing	.316	.067	.264	4.717	.000	.264	.314	.264	1.000	1.000
	Micro business-environment	**.071**	**.067**	**.059**	**1.057**	**.292**	**.059**	**.074**	**.059**	**1.000**	**1.000**
	Rational promotion	-.044	.067	-.036	-.653	.515	-.036	-.046	-.036	1.000	1.000
	Service beyond sales	.211	.067	.175	3.138	.002	.175	.215	.175	1.000	1.000
	Ethnocentric	.093	.067	.078	1.391	.166	.078	.097	.078	1.000	1.000

Note: a. Dependent Variable: Overall satisfaction of shopping in family run *kirana* store

than 2016) will bring more clarity regarding shoppers' perception and statistical inferences can be drawn more confidently. Some more items reflecting perception in the questionnaire may help the future researchers to extract the factors more meaningfully. Demographic features of shoppers are not addressed in the current research, whose interaction with the factors of perception may give better ideas to the strategists. The relationship of shoppers' perception can be broaden with any other behavioral factors rather than the satisfaction only, which can give more clarity on the perceptual difference in the retail industry context.

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