Research Article

CONSUMER DECISION MAKING STYLES OF APPARELS IN SHOPPING MALLS OF HUBLI CITY

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A R T I C L E   I N F O

A B S T R A C T

The retailing sector in India has made significant transformation in past 10 years. The organized retail industry in India is expected to grow 25-30 per cent annually and would triple in size. Retailing is gradually boom in marketing industry. The consumer decision-making process is a different. The purchase of goods or services includes various choices and factors that could affect each decision. Decision making is more difficult .The objectives of this study were to find out the decision making styles of Indian consumers in shopping malls of hubli. Shopping mall survey was conducted to study the decision making styles of Indian consumers in shopping malls of hubli. The sample included 350 consumers in shopping mall. The Consumers decision making styles were identified by a questionnaire. These decision making styles were price consciousness, quality consciousness, recreational, confused by over choice, novelty consciousness, and variety seeking. This study will help in shopping malls to understand the decision making styles of the consumers in the malls and help them to make their marketing strategies.

INTRODUCTION

The past decade has seen Indian retail evolve from unorganized to organized formats. The current research was an attempt to understand the role of consumer decision-making styles on mall shopping behavior of Indian consumers. The mall shopping attributes to identify the factors most significant to Indian consumers. The results suggest different decisions, choices of the consumers affects their shopping decision styles. The brand conscious, novelty seeking and recreational shopping styles influence mall shopping attributes. The consumer decisions shows the most powerful because it focuses on the different behavior of consumers in making decision. Consumers are god in the retail boom. The Indian consumer is changing continuously. They now have a choice variety products, quality and prices. Organized retailing is changing the whole concept of shopping in terms of consumer buying behavior

Objective

1. To find out the consumer decision making style of apparels in shopping mall of hubli city.
2. To determine and study the key factors that influence consumer behavior towards shopping mall.

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LITERTURE REVIEW

The male and female college-aged consumers had different decision-making styles in relation to fashion, bulk buying, and brand consciousness. This used to develop good consumer decision. This is used as shopping behaviors of athletic apparel consumers. As to survey similarities and differences between college-aged consumers exist. This information may be used to assist student and know their behavior and choices of apparels (Authors: Sungwon Bae and John Mille, 2010, indian journal OF marketing, kerla)

The purchase of goods or services includes a number of factors that could affect each decision. Decision making is more difficult. This study helps to investigate the decision-making styles of Indian buyers in shopping malls and to study the variations in these styles in different demographic variables. They captured in six styles by conducting factor analysis. These decision-making styles were price consciousness, quality consciousness, recreational, confuse by over choice, novelty consciousness, and variety seeking. This helps managers of shopping malls to understand the decision making styles of the consumers in the malls and help them to make their marketing strategies. Profiling consumers by their decision-making styles provide more ways to identify and understand each segment with more marketing strategies (Author-Prof. Dr. D.Sudharani Ravindran*, Hari Sundar.G. Ram**, Reji Kumar.G*** © Institute of Management Studies, Noida Online accesse, Published- www.publishingindia.com, aug 2015). We has to know consumer's requirement, needs,

wants and expectation. Thet explains the nature of consumer behavior relate to the mall culture and identify the factors which brought the changes in the youth consumer's youth's buying behavior which includes the personal, psychological, social, consumer's willingness to buy in regard to attitude and purchase intent and gender, it will become easier for the clothing retailers to identify the needs of the youth customers. analyzing the needs of the youth is on for any business success in the present market place. (Published-Eduved International Journal of Interdisciplinary Research ISSN 2348-6775 (Online) 2349-5480 (Print) 1. Vol. 01 Issue 07 Oct. 2014 Author-C K Suresh & Dr. Vijaya Jain University Bangalore). consumers' decision-making relate to their choice of shopping malls. The shopping mall strategies how to attract the customers by creating awareness by various factors like advertising ,it concludes with specific suggestions of consumers by their shopping behavior and advancing strategic related to mall-retailing strategies. (Journal of Busine By Swamynathan, R.; Mansurali, A.; Chandrasekhar, Umeshss Research ,Volume 59, Issue 5, May 2006,tamilnadu) how consumers' decision-making styles shift towards shopping at malls as well as street markets in growing cities. This shows effects of existence of shopping malls and markets. It show that there are various economic ambience related factors that affect the consumer decision of shopping, Liberalization, Privatization & Globalization has revolutionized every face of Indian economy. Indian Retail Sector is rated as the fifth most attractive retail destination in the world (journal of Retailing Management, Levy M; Weitz B.A; Pandit A; 2008) consumer decision-making (CDM) styles is essential for market segmentation, positioning and crafting marketing strategies within a market. the good relationship with the customers leads to word of mouth and leads to extra shopping, builds trust, by that we got to know level of satisfaction and purchase intention. consumers have higher levels of purchase intention but the high-quality, price conscious consumers do not buys higher because of this factors are not matched. (Leonardo Ortegón -Cortázar, Marcelo Roy-Vela. (2017) European Journal of Management and Business Economics)

Over the last few years, retail has become one of the fastest growing sectors in the Indian economy. Indian consumer is changing rapidly. In shopping mall they now have a choice of a wide range of products, quality and prices. Organized retailing is changing the whole concept of shopping in terms of consumer buying behavior. The consumer characteristics approach seems to be the most powerful factor because its differs consumers in buying behavior and in making decisions. Consumers are differentiated between luxury and normal goods both are available in shopping malls**.** (subham goswami,shgufta khan Vol 19, Issue 4, jan 2015,gurgaon

RESEARCH METHODOLOGY

Objective of the study

To find out what are the factors that affect impulse buying in consumers at malls. This research is descriptive in nature as the study aims to find out the consumer decision making style in shopping mall in hubli city. The study is carried out the naturalistic observation and survey questioning, which are attributes of descriptive research.

Sample Size

In all, 350 samples were collected from the respondents in and around hubli Data Collection technique: Collection of data for the purpose of the research study is in the form of primary data and secondary data, as the study being empirical in nature. Primary data includes survey questionnaires. Questionnaires were collected based on the sampling technique

Secondary Data: sources include observation records, research related documents, published books, article, published and unpublished research work of various institutions.

Data Collection

An empirical investigation is conducted through the structured questionnaire that was filled up by 350 respondents. Questionnaire incorporates questions related to general people of decision making in shopping mall and behavior and the factors general people think are responsible for decision making to purchase.

Sampling Design

The sampling technique involved is random Sampling. This study conducted in various place in hubli cit

Tests Are Used

Descriptive statics- test is used to check how the consumers are making decision

One way annova – to know the relation between demographic variables and other 6 factor

Data Analysis

Table 1 Effect of demographic variable on consumer decision making style: one way Anova

Factors	Monthly income	
	F	Sig
Shifting	14.620	.000
Spent	1.981	.116
Visiting	1.516	.210
Purchase	5.090	.002
Satisfied	7.633	.000
Comparison	13.538	.000
Consideration	20.512	.000

Interpretation

The table 1 revealed that significance values of spending and visiting more than o.o5 they are accepted. The spending pattern and the number of visit to the shopping mall is greatly dependent on the monthly income of the people

Table 2- consist of age, monthly income, satisfied, purchase

Table 2 frequency test

age	Factor	Frequency	Valid Percent
Valid	20-40	350	100
monthly income?	Factor	Frequency	Valid Percent
	below 10,000	51	14.6
	RS 10,000 tO30,000	99	28.3
Valid	Rs=30,000 to 60,000	161	46
	60,000 to 1,00,000	16	4.6
	above 1,00,000	23	6.6
Satisfied	Factor	Frequency	Valid Percent
	yes but not with the quality	96	27.4
Valid	yes but not with the price	77	22
	yes, both	129	36.9
	not at all with price and quality	48	13.7
purchase	Factor	Frequency	Valid Percent
	Daily	20	5.7
Valid	Alterntive	67	19.1
	Weekly	133	38
	Monthly	130	37.1

Interpretation: As per the analysis, there are 100% of consumers are between 20to 40 age, and monthly income are between 10k to 30k are 28.3%, 30k to 60k income peoples are 46%.

The consumers are 36.9% are satisfied with price and quality of apparels. 27.4%are not satisfied with quality.

The 38% consumers are purchasing apparels weekly. 37.1% are monthly purchasing apparels.

Why do purchase apparels in mall?

Comparison	Factor	Frequency	Valid Percent
Valid	fits on my budget	31	8.9
	attractive packaging	36	10.3
	used to it	63	18
	good quality	34	9.7
	easily available	30	8.6
	Variety	22	6.3
	home delivery	20	5.7
	Offers	92	26.3
	Others	22	6.3

why do you purchase apparels in mall ?
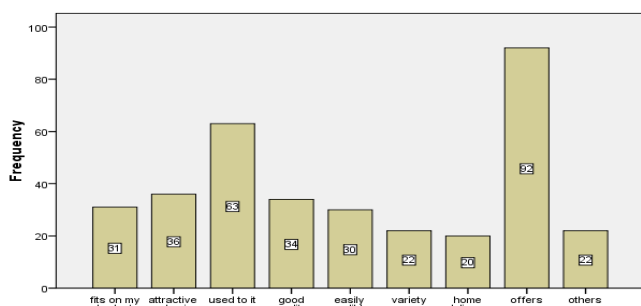
Interpretation: As per analysis 26.3% are purchase apparels in shopping mall because of offers and 18.00% are used to it.

Taking everything in to consideration, how satisfied you are purchase of apparels in shopping mall?

consideration,	Factor	Frequency	Valid Percent
Valid	very satisfied	23	6.6
	somewhat satisfied	150	42.9
	neither satisfied nor dissatisfied	21	6.0
	somewhat dissatisfied	48	13.7
	very dissatisfied	108	30.9

taking everything into consideration,how satisfied you re in purchase of apparels in shopping mall?
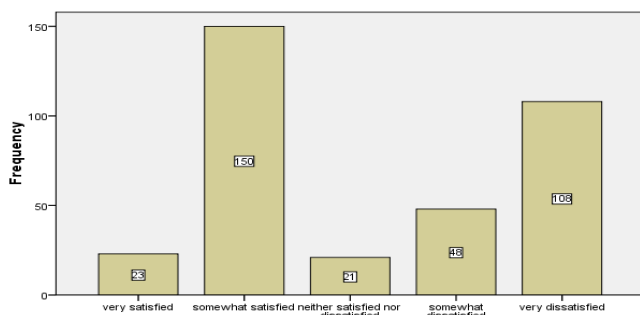
Interpretation: as per analyzer the chart shows that 42.9% consumers are somewhat satisfied, 30.9% customers are very dissatisfied with the purchase of apparels in shopping mall

Findings and suggestions

- monthly income are between 30,000 to 60,000 income peoples are 46%,
- 20.6% consumers are recently visiting the mall
- The consumers are 36.9% are satisfied with price and quality of apparels
- The 38% consumers are purchasing apparels weekly
- 26.3% are purchase apparels because of offers
- 42.9% consumers are somewhat satisfied

The consumers are more attracted towards offers, they mostly concentrated on monthly income to spend in shopping mall most consumers are not satisfied with quality so that they should improve quality of clothes. hubli consumers are confused over by choice, so mostly the mall people have to bring more variety in clothes to attract more numbers of customers

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