International Journal of Early Childhood Special Education (INT-JECSE)
DOI: 10.48047/intjecse/V14I6.398 ISSN: 1308-5581 Vol 14, Issue 06 2022

DEMOGRAPHIC PROFILE OF MALL SHOPPERS AT COIMBATORE CITY, TAMILNADU

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ABSTRACT: Attitude of Indian consumers has undergone a major transformation over the last few years. The Consumers have become very shrewd and choosy while buying things as India has the highest young population profile. The millennium year saw the emergence of super markets and hyper markets .In this era consumers are preferring mall. Mall shoppers denotes the customer of a mall who decides on the purchase of a good or a service for personal use. Inthis context, this study examines the demographic profile of mall shoppers in Coimbatore City. A structured questionnaire is used to collect data from respondents.
KEYWORDS: Indian consumers, Buying, Consumer goods and Essentials, Shopping Mall, Mall Shoppers, Demographic Factors.

I. INTRODUCTION

The Consumers have become very shrewd and choosy while buying things asIndia has the highestyoung population profile. The Indian consumer today wants to lead a life of luxury and comfort. Owing to the fast growing service sectorper capita income of people of India is also increasing. Thus, the Indian middle class has provided a big boost to the consumer culture during the recent past and it is hoped that their buying behaviour will continue to change in the coming years.The growth of middle and higher middle class, growing trend ofestablishing call centres and Business Process Outsourcing (BPO), increasing number of dual income,emerging nuclear families,convenience of shopping different products under one roof and a good place to pass the time have influenced the growth of hypermarkets and the concept of organized retailing in India. Malls are not only a shopping place but a place to rejuvenate, socialize and entertain the visitors. In big retail stores customers get everything under one roof from branded clothes, grocery, and electronics to footwear. Without a doubt malls have changed the shopping experience of Indians. Doing shopping in the scorching heat of the sun has been replaced by AC shopping. Visiting malls and buying branded products satisfy their thirst for better quality of life. Teenagers do come to show off. Certainly shopping malls are bringing in a new culture in India which is different from the traditional one as far as shopping is concerned. Initially, several malls were comingg up in Tier-I cities like Mumbai,Bangalore,Kolkata, Chennai,Delhi which moved into Tier-II and III cities also.

Big players like Future Group (Kishor Biyani), Reliance Industries, Bharti WalMart, Tatas Super stores, Hindustan Unilever, Indian Tobaco Company heave entered into the organized retail segment. Inthe state of Tamilnadu, Coimbatorecity has three major shoppingg malls namely,Brookefields, Prozone and Fun Republic shopping malls.Consumers prefer to do shopping in these malls as they are big and located in the heart of the city.Hence the study is undertaken in this city.

II.STATEMENT OF THE PROBLEM

The customers of the present era spend their considerable time in leisure and entertainment. The earning potential, changing life style, spending habits and behavior of these customers are vastly changing due to the advent of media and internet transformation (Hennig-Thurau et al, 2004)[6]. Today, the customers get lot of information instantly than the customers of yesteryears and thus they are well informed of purchasing choices. Moreover, Customers look for new avenues of shopping and they generally used to visit malls in faraway places than the stores nearby, in order to have fun coupled with good shopping (Ooi & Sim, 2007)[7].The mall environment which customers seek today refers to a set of factors and attributes, starting from the location of malls to various infrastructure and other facilities, including goods and services (Reimers & Clulow 2009)[8].With over 13 million of retail stores in India in urban areas, these traditional stores are being supplemented by large supermarkets, departmental stores and malls. In today's diverse, corporate backed market place like hypermarket, multi-national retail chains and shopping malls, the consumers shift away from necessity- driven spending to discretionary spending. The consumers are also very particular about the mall environment which gives them shopping satisfaction. Success actually depends upon its location, demographic factors, and spending power of the local population. Hence in this article, an attempt is made to

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analyze the demographic profile of the consumers' who are all involving in mall shopping at Coimbatore city.

III.OBJECTIVES OF THE STUDY

The objectives of the study are;

1. To know the demographic profile of mall shoppers.

RELATIONSHIP BETWEEN THE DEMOGRAPHIC PROFILE OF CONSUMERS AND MALL SHOPPERS

The mall operators and marketers have to assess whether consumers' demographic profile influence the consumers to do mall purchases. Therefore percentage analysis has been used to know the percentage of respondents who are all doing mall shopping. For this purpose, all the demographic factors vizconsumer's gender, age,educational qualification,marital status, occupation,type of family, number of members in family and monthly income(individual and family) on mall purchases were studied.

IV SCOPE OF THE STUDY

Owing to the growth of IT sector, many textile industries, educational institutions, Coimbatore is considered as a prominent city compared to other similarly populated cities in Tamilnadu. As a result of industrialization, Coimbatore has a high cost of living today. Coimbatorians standard of living got massive growth in recent years. Moreover, people from all walks of life are visiting the malls and hence the opinion of all category of people would help the researcher in arriving at meaningful conclusion. To know the consumer segment who are all doing mall shopping with considering their demographic factors need to analyze. Hence the researcher has chosen Coimbatore city for the study.

V RESEARCH METHODOLOGY

SAMPLE DESIGN ,SOURCES OF DATAAND STATISTICAL TOOLS

To know the influence of demographic profile of respondents in mall shopping the following factors viz., consumer's gender, age,educational qualification,marital status, occupation,type of family, number of members in family and monthly income(individual and family has been considered. The population targeted for this study is mall shoppers of Brooke fields, Fun republic and Prozone shopping malls of Coimbatore city. The sampling technique adopted for the study is convenience sampling since the sample respondents are selected on the basis of their accessibility. A sample size of 600 respondents(200 from each mall and giving equal importance to all three malls)is chosen based on accessibility and to whom the questionnaires are distributed for collecting the primary data. The other data required for the study were collected from various journals, magazines and websites. Therefore, this research was location specific and was confined to the city of Coimbatore city in the state of Tamil Nadu in India. Hence the results of this research may not be applicable to other parts of globe.

VI RESULTS AND DISCUSSION

Demographic Pprofile of Sample Respondents.

To analyze the consumer's mind-set and their behavior we need to segregate their demographical profile. This process simplifies the consumer segment into a meaningful one. This segregation will further divide the consumers profile as the following segments.ie.,consumer's gender,age,educational qualification,marital status,occupation,type of family,number of members in family,and monthly income(individual and family).Based on the above criteria the researcher will find which segment of consumers fall under the impulse purchase and the reason for their impulse purchase. These details will be very helpful to the retailers to understand the consumer behavior, so that they could design a strategy to attract more number of consumers towards their showrooms.

Table 1.1. Demographic Profile of Sample Respondents.

Personal Factors	Classification	Frequency	ercentage
Gender	Male	322	53.7
	Female	278	46.3
	Total	**600**	**100.0**
Age	Below 20 years	67	11.2
	21-30 years	290	48.3
	31-40 years	168	28.0
	41-50 years	54	9.0
	Above 50 years	21	3.5
	Total	**600**	**100.0**

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Educational Qualification	School level	131	21.8
	Degree Holder	288	48.0
	Professionals	115	19.2
	Others	66	11.0
	Total	**600**	**100.0**
Marital Status	Married	321	53.5
	Un married	279	46.5
	Total	**600**	**100.0**
Occupation	Salaried	382	63.7
	Self- Employed	52	8.7
	Housewife	123	20.5
	Student	13	2.2
	Others	30	5.0
	Total	**600**	**100.0**
Type of Family	Joint family	200	33.3
	Nuclear family	400	66.7
	Total	**600**	**100.0**
Number of Members in Family	2	65	10.8
	2-4	334	55.7
	4-6	169	28.2
	Above 6	32	5.3
	Total	**600**	**100.0**
Monthly Income (Individual)	Below Rs. 20,000/-	232	38.7
	Rs. 20,001/-to 40,000/-	195	32.5
	Rs. 40, 001/-to 60,000/-	109	18.2
	Rs. 60, 001/- to 80,000/-	45	7.5
	Above Rs. 80,000/-	19	3.2
	Total	**600**	**100.0**
Monthly Income (Family)	Below Rs. 20,000/-	84	14.0
	Rs. 20,001/- to 40,000/-	203	33.8
	Rs. 40, 001/-to 60,000/-	166	27.7
	Rs. 60, 001/-to 80,000/-	91	15.2
	AboveRs. 80,000/-	56	9.3
	Total	**600**	**100.0**

Source: Compiled using Primary Data

As for as “Gender” is concerned, it is evident from Table1.1 that 53.7 per cent of the respondents are male and 46.3 per cent of the respondents are female. Pictorial representation is given in Chart 1.1.

With reference to age categories wise, 11.2 per cent of the respondents belong to the age category of “Below 20 years”, 48.3 per cent of the respondents belong to the age group “between 21-30 years”, 28 per cent of the respondents belong to the age group “between 31-40 years”, 9 per cent of the respondents in the group “between 41-50 years”, and only 3.5 per cent of the respondents are “Above 50 years”. Thus, majority (48.3 per cent) of the respondents are found in the age group “between 21-30 years”. Details are presented in the bar graph, Chart 1.2.

Regarding educational qualification, 21.8 per cent of the respondents have school level educational qualification, 48 per cent of the respondents have completed their collegiate educational qualification, 19.2 per cent of the respondents are professionals, and 11 per cent of the respondents hold “others” (diploma). It is concluded that majority (48 per cent) of the respondents completed their collegiate educational qualification**.** Details areis given in Chart 1.3.

With respect to marital status, 53.5 per cent of the respondents are married, 46.5 per cent of the respondents are unmarried. Chart 1.4. Presents the details.

From the point of view of occupation, it is clear that 63.7 per cent of the respondents are salaried, 8.7 per cent of the respondents are self-employed, 20.5 per cent of respondents are house wives, 20 per cent of

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respondents are under the criteria of "others", and only 2 per cent of respondents are students. Thus, majority (63.7 per cent) of the respondents are found in the "salaried" group. Pictorial diagram is given in Chart 1.5.

With respect to family type, 33.3 per cent of the respondents belong to joint family and 66.7 per cent of the respondents belong to nuclear family. Chart 1.6. displays the details.

With regard to number of family members, it is clear that 10.8 per cent of the respondents have 2 members in their family, 55.7 per cent of the respondents have 2-4 members, 28.2 per cent of the respondents have 4-6 members, and 5.3 per cent of the respondents have more than 6 members in their family. Thus majority (55.7 per cent) of the respondents have 2-4 members in their family**.** Chart 1.7. illustrates these details in a bar graph.

Regarding individual monthly income, it is inferred that, 38.7 per cent of the respondents have the income below Rs. 20,000/-, 32.5 per cent of the respondents earn their income between Rs. 20,001/- to 40,000/-, 18.2 per cent of the respondents earn income between Rs. 40, 001/- to 60,000/-, 7.5 per cent of the respondents have the income between Rs. 60, 001/-to 80,000/-, and 3.2 per cent of the respondents have the income above Rs. 80,000/-. From this information is clear that majority (38.7 per cent) of the respondents earn below Rs. 20,000/- in a month**.** Individual income variation is present in Chart 1.8.

With regard to monthly family income, it is clear that 14 per cent of the respondents have the income below Rs. 20,000/-, 33.8 per cent of the respondents have the income of Rs. 20,001/-to 40,000/-, 27.7 per cent of the respondents have the income of Rs. 40, 001/-to - 60,000/-, 15.2 per cent of the respondents have the income of Rs. 60, 001/-to 80,000/-, and 9.3 per cent of the respondents have the income above Rs. 80,000/-. 33.8 per cent of the respondents' family earns Rs. 20,001/-to 40,000/- in a month. Chart 1.9. presents the above mentioned details.

Chart.1.1.Gender-Wise Mall Shoppers

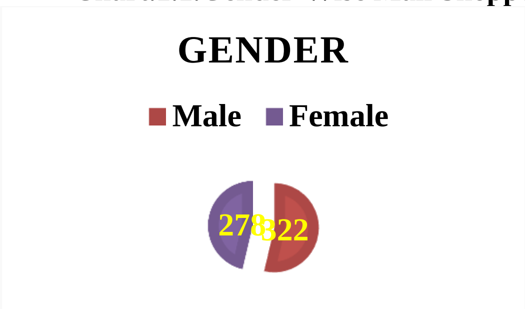

Chart.1.2.Age-Wise Mall Shoppers

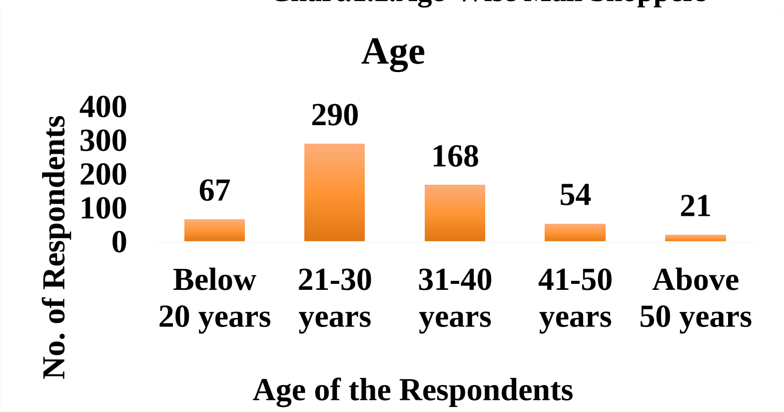

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Chart.1.3.Educational Qualification-Wise Mall Shoppers

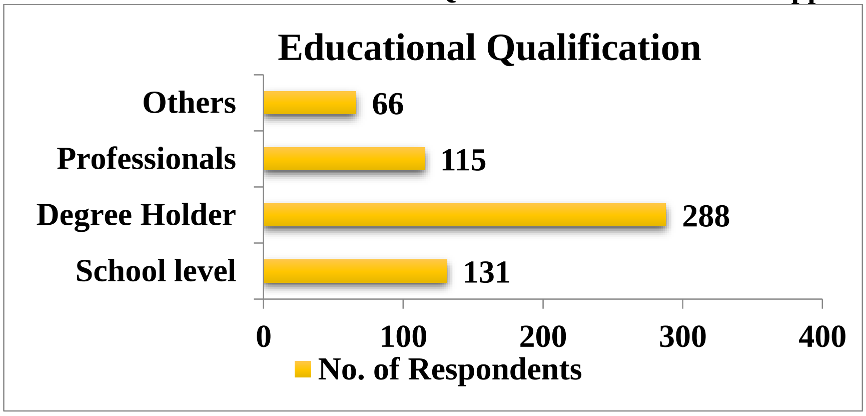

Chart.1.4.Marital Status-Wise Mall Shoppers

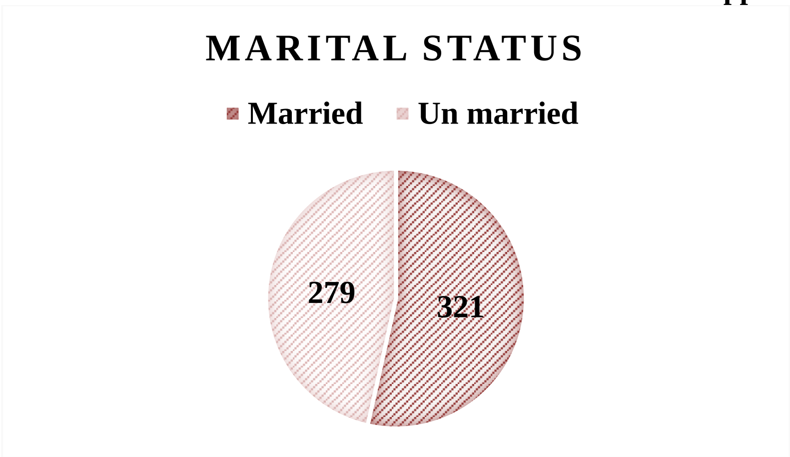

Chart.1.5.Occupation-Wise Mall Shoppers

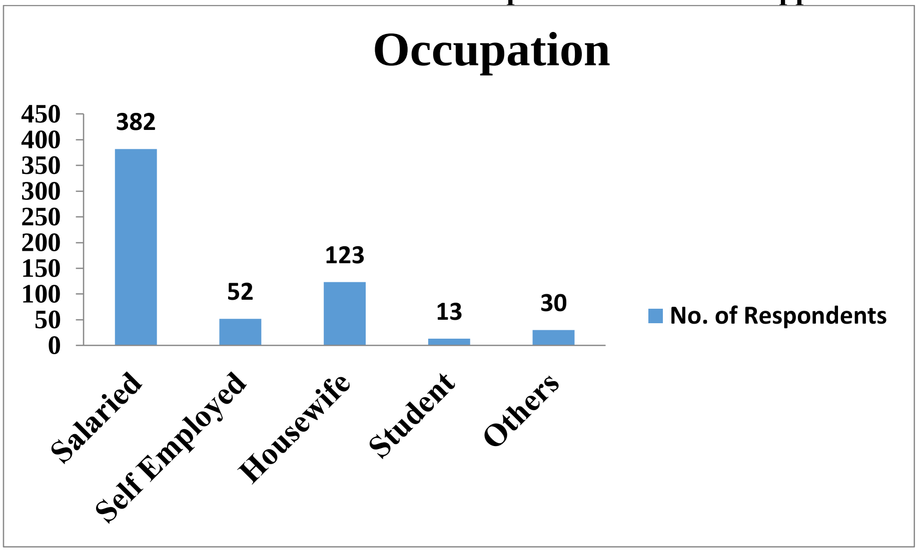

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Chart.1.6.Type of Family of Mall Shoppers.

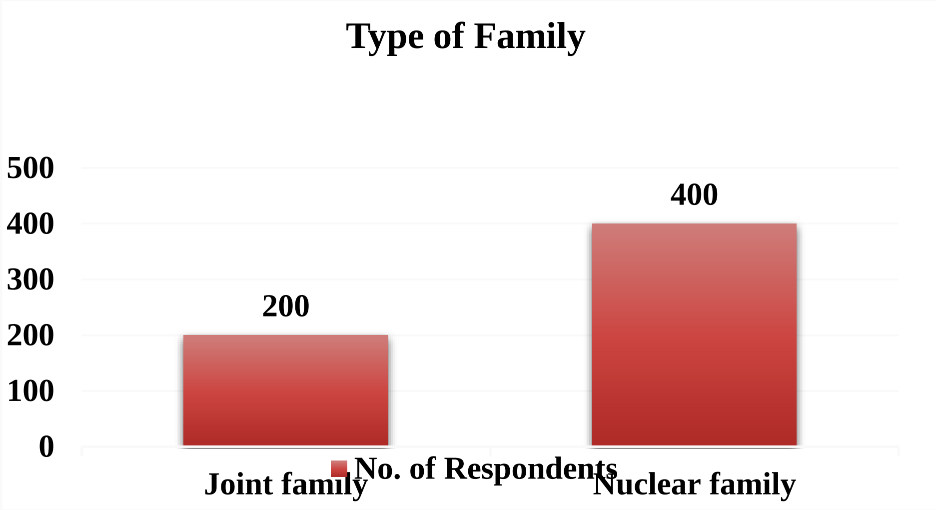


Chart.1.7.Members in Family of Mall Shoppers.

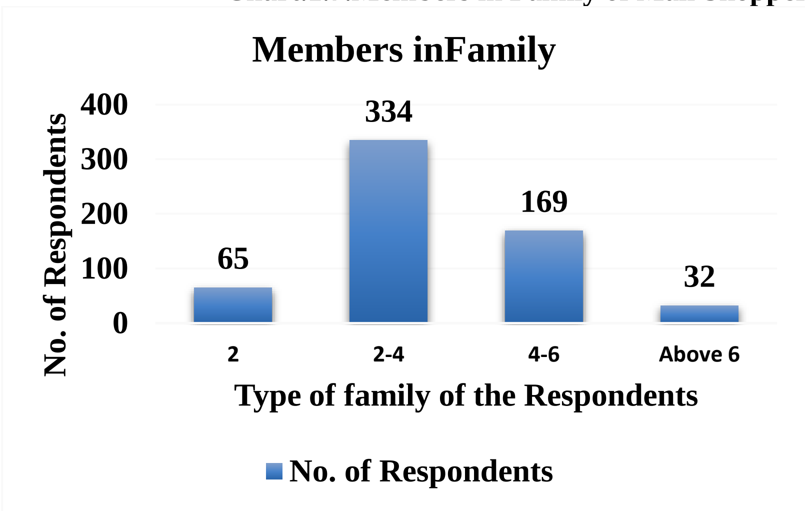


Chart.1.8.Monthly Income(Individual) of Mall Shoppers.

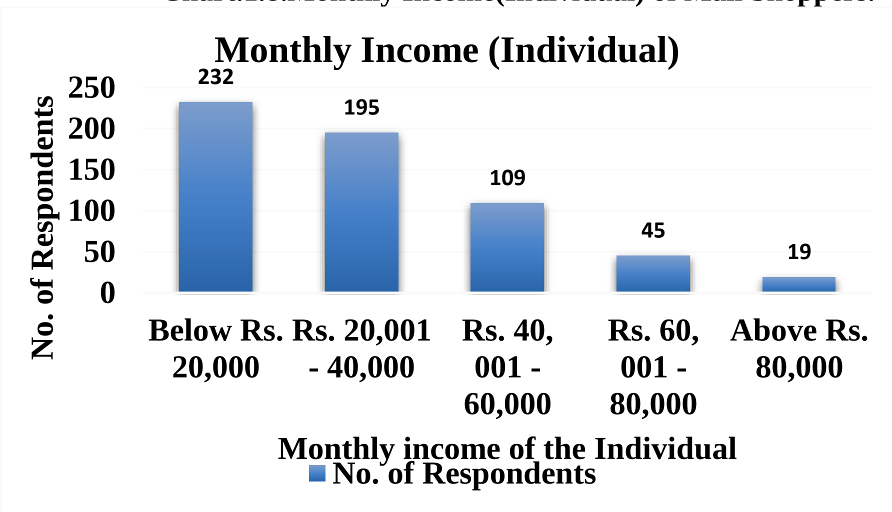
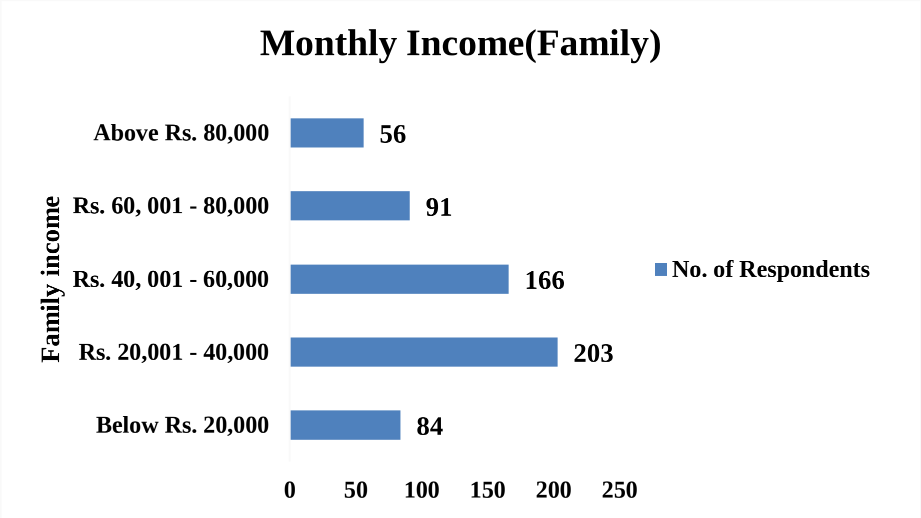


Chart.1.9.Monthly Income(Family)of Mall Shoppers.



V.CONCLUSION AND RECOMMEDATIONS

The respondent's demographic profile displayed by consumers in the given shopping malls may not be applicable in each and every environment. This implies that environment itself is a critical factor leading to mall purchases. Over a period of time, retailers are conducting extensive research to understand what appeals to the senses of the shoppers and induces them to make into making mall purchases. In summary, the mall shopping g is favourable in Coimbatore as shoppers are found influenced by their demographic factors.In order to induce their interest towards malls which would lead to more sales turnover benefiting all the stakeholders. The proper combination and synergistic effect of the various factors influencing mall shopping could lead to more sales turnover, understanding the nature of benefiting the marketers and retailers.

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DOI: 10.48047/intjecse/V14I6.398 ISSN: 1308-5581 Vol 14, Issue 06 2022

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