



Factors Affective on The Consumers' Purchasing Behaviours in Shopping Malls: A Case Study in Eastern Part of Turkey

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ABSTRACT

The study aims at determining the purchase behaviours of consumers in shopping malls in Center town of Van Province. The data of this study was collected from 268 consumers of shopping malls through a structured questionnaire in Van Province, Turkey. The represented sample size was determined using finite population sampling method with 90 % confidence interval and a 5 % margin of error. Pearson Chi square test and Kruskal-Wallis Khi-Square techniques and Five-point likert-scale was used in analysing the data. The major factors affective on the preference of the shopping malls were service quality (average likert scale score 3.18) followed by new product opportunities (average likert scale score 3.17), product design (average likert scale score 3.08) and confidence for products (average likert scale score 3.05). Income level was not statistically significant on the consumers' preferences of choosing the shopping malls as regards service quality, new product opportunities, product design and confidence for products ($P>0.05$). The test results showed that the groups with different income level had the same opinion regarding above-cited factors. On the other hand, there existed statistically significant difference between education level and service quality, new product opportunities, product design and confidence for products ($P<0.05$).

1. Introduction

Economics has a long track record in the study of consumer behaviour. The invisible hand of the market is used to achieve a distribution of products in accordance with consumer choice. Markets are influenced by people's characteristics, their perceptions of wants and tastes, their purchasing power and their relative position in the market as buyers and sellers (Martins 2012).

Globalization has tremendously modified and conditioned the purchase behaviour of consumers. Today's consumers have access to tremendous amounts of information, they have a tremendous number of alternatives they can choose from, and they have incomparably more access to products and services that they can buy (Samli 2013).

A Shopping Mall can be considered as collection or congregation of various stores offering different brands, products or services at one place. Shopping malls are a noteworthy financial environment and a global pheno-

menon in a city and they drive monetary and social advancement (Nasim & Shamsir 2018; Katrodia et al. 2018).

The uprisings of shopping malls have a tremendous impact on the shopping behaviours of customers. The convenience to easily hop from a retail shop to another retail shop in a comfortable, covered environment, has led to a huge preference of consumers for shopping malls over the hassle of visiting single, not connected shops, having the inconvenience to reach them one by one in different locations (Mok Kim Man & Cai Qian Qiu 2021; Manandhar 2020).

There exit a great deal of research on the preference of consumers regarding choosing the shopping malls namely; Assortment of the products (Katrodia et al. 2018; Nasim & Shamshir 2018; Güzel et al. 2017; Khare 2011; Dinçer & Dinçer 2011; Twari 2010; Akgün 2010; Aza-boğlu & Dursun 2008; Zafar et al. 2007), service and product quality (Katrodia et al. 2018; Kushwaha et al 2017; Akat et al. 2006), new product opportunities (Katrodia et al. 2018; Khare 2011), product and shopping mall design (Khare 2011; Twari 2010; Arslan, 2009; Zafar et al. 2007), confidence for the product and shopping

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mall (Nasim & Shamshir 2018; Cengiz & Özden 2002), convenience (Nasim & Shamshir 2018; Kushwaha et al. 2017; Khare 2011; Patel & Sharma, 2009), location and proximity (Mok Kim Man & Cai Qian Qiu 2021; Kushwaha et al. 2017; Azabagaoğlu and Dursun 2008; Akat et al. 2006), social factors such as family outing, meeting friends and entertainment (Mok Kim Man & Cai Qian Qiu 2021; Çakmak 2012), parking facilities and playground for kids (Nasim & Shamshir 2018; Arslan, 2009; Akat et al. 2006), cheapness (Akgün 2010; Arslan 2009; İbicioğlu 2005).

There exists a great deal of the researches conducted in different countries in the world including Turkey as regards of the preferences of customers/consumers who visit shopping malls. The following are some represented researches related to the subject matter.

Mok Kim Man & Cai Qian Qiu (2021), who interviewed with 200 consumers in four shopping malls in Klang Valley-Kuala Lumpur area, Malaysia, indicated that the consumers' preference of a shopping mall depended on various factors, such as location, variety of shops, convenience, as well as other social factors, such as family outing, meeting friends or just self-entertainment, like window-shopping or socializing with other visitors.

In a study, in which 1,168 visiting customers involved; shyness, emotional stability, materialism and collectivism were cited as major factors effective on the impulsive buying tendency. The results also revealed that there was a significant and positive relationship between credit card use, time availability, and shopping enjoyment on the impulsive buying tendency. Women consumers, young consumers and low-income consumers had greater tendency to impulsive buying in comparison to men consumers, old consumers and high-income consumers, respectively (Baraka 2019).

Tirmizi et al. (2009), who interviewed with 165 respondents with higher income group in the area of Rawalpindi and Islamabad, Pakistan, reported that young people had generally greater tendency of impulse buying behaviour, but showed no association of impulse buying in higher income group of young people.

Nasim & Shamshir (2018), reviewed 100, article on the consumers' purchasing behaviours in shopping malls and concluded that shopping environment, ease of shopping, availability of different products, showbiz offered at malls, parking facility, good product quality, discount and sales promotion were the factors that convince the shoppers to visit shopping malls with entertainment.

Katrodia et al. (2018), who collected the data from 700 respondents through a questionnaire in Durban, South Africa, stated that there were notable gender differences, which shape shopping behaviour among men and women. Time and money spent at the mall was significantly high among female consumers as compared to male consumers. The study revealed that personal attributes and shopping mall attractiveness factors played a crucial role in influencing customer shopping behaviour amongst the mall shoppers. The other factors effective

on the preference of the consumers on the shopping malls were cited as ambiance, services, and assortment of products.

In a survey conducted with 162 active mall shoppers in India, it was reported that utilitarian shopping motivations (convenient shopping, economic shopping and achievement shopping) and hedonic shopping motivations (shopping enjoyment, gratification shopping, idea shopping, shopping for aesthetic ambiance, roll shopping, and social shopping) were effective on the preference of shoppers in shopping malls. (Patel & Sharma 2009).

Guzel et al. (2017), who interviewed with 385 customers visiting Erzurum shopping mall and Pallerium shopping mall in Erzurum Province, Turkey through a questionnaire reported that entertainment facilities, assortment of products, gracious and comfort places for resting were the major factors effected on the preferences of customers towards shopping malls.

The results of a study, spanning eight cities of India and involving 3,026 mall consumers, indicated that the heavy shoppers was significantly different from the other groups along multiple demographic and socioeconomic variables, behavioural variables, attitude and shopping orientation (Kuruvilla & Joshi 2010).

Akat et al. (2006), who interviewed 600 people in the range of 15-69 age interval indicated that the preference of international shopping malls was generally more common among people who were within 25-44 age range, had nuclear family and with relatively high education level of various professional groups. Proximity, ambiance, product quality, confidence and parking facilities were cited as the major factors towards preferring the shopping malls.

Akgün (2010), who made a survey on 524 consumers in Konya, Turkey, reported that one-third of consumers (33%) preferred the shopping malls because of assortment of the products followed by proximity and cheapness with 21.0 and 16.0%, respectively. Demographic characteristics were also affected on the types and degrees of the preferences.

In a study conducted with 700 customers visiting four shopping malls in İstanbul; store features, cultural events, entertainment opportunities and price/quality relationship were cited as major factors on consumers' loyalty to the shopping malls (Arslan, 2009).

In research conducted through face to face interviews with 385 consumers in towns of İstanbul province, Turkey; proximity, assortment of the products and service qualities were reported as the major factors on the preference of consumers in choosing the shopping malls. (Azabagaoğlu & Dursun 2008).

In a study comprised nine closed shopping malls in İstanbul province, Turkey and made with 830 consumers; conscious shopping, reliable shopping opportunities, pleasant shopping, having fun and free time were cited as the major factors effective on the preference of shopping malls (Cengiz & Özden 2011).

Dinçer & Dinçer (2011) interviewed with 284 students who visited a shopping mall near their university

named İstanbul Commerce University and reported that sole aim of visiting was not only entertainment facilities but also the assortment of products.

The study could be considered as unique for eastern part of Turkey considering the scarcity of the research in the field. Furthermore, no such research is available in the research area.

2. Materials and Methods

Total number of households in in Center district of Van Province, Turkey (84,187) in 2014 year constituted the population of study (TÜİK 2015). The sample size, which represents the population, was determined as 268 households by using the finite population sampling method. The sample volume representing the main population was determined as 268 households by using the finite population sampling method below. A 90% confidence interval and a 5 % margin of error were used in finding the sample size (Miran 2003). Data were collected randomly from consumers with different incomes, education levels and occupations face-to face by the researcher between November 2013 and February 2014.

$$n = \frac{N_p * (1 - p)}{(N - 1) * \partial^2 p x + p * (1 - p)}$$

N= Population Number

p= the probability of event in the eopulation (0.5 is taken)

$\partial^2 p x$ = Variance of Ratio

Households were classified into four groups taken into account their monthly average income. The households who had average monthly income up to \$500 constituted low-income group (27.6% of the households). The households with medium (\$501-1000), upper medium (\$1001-1500) and high income (more than \$1500) made up 27.2, 33.2 and 11.9 % of the households. Thus, number of low-income, medium- income, upper medium-income and high-income households surveyed were 74, 73, 89 and 32, respectively.

Before analysing the data, the Outlier Test was conducted to determine the extreme values. Pearson Chi square test and Kruskal-Wallis Khi-Square techniques were used in determination of significant differences among the income group as regards some variables. Five-point likert-scale was applied to determine the relative average score of purchasing behaviours of consumers in shopping malls.

3. Research Findings and Discussion

3.1. Socio-Demographic Characteristics of the Households

The male and female population constituted 61.57 and 38.43%, respectively. The average age of the consumers was 33.30 year. The consumers below 35 years old were 60.82% followed by 35-50 years old range and above 50 years old with 31.72 and 7.46%, respectively. The household size was 4.95 people and the average child per household was 3.04 people (Table 1). In a similar study conducted in Bursa, it was determined that 65.3% of consumers were male and 34.7% were female while 45 % were below the age of 35 (Akat et al. 2006).

The average income per households was 3,000 TL and 6,553 TL for high-income households. The rate of the married and single consumers was 57.46 and 41.79%, respectively. More than half of the consumers (58.21%) had a bachelor diploma or was continuing their education at the university level followed by high school and secondary school graduates with 16.42 and 12.69%, respectively (Table 1). In a study conducted in İstanbul, 29.6% of consumers were married, 10.9% had a child and 49.4% graduated from universities (Arslan and Bakır 2009). In a study conducted in Karabük, it was reported that 58.37% of the consumers graduated from universities and 23.73% of them were married (Çakmak 2012).

More than half of the consumers (53.36 %) were civil servant and workers followed by students, and freelancers with 16.42 and 10.82 %, respectively. The households with children constituted more than half of sample size (56.7%) followed by single consumers and consumers who had married children with 23.51 and 10.07 %, respectively. The spouse of more than one-third (39.4%) of surveyed consumers had primary education level followed by high school, university and secondary school levels with 25.17, 21.09 and 10.20 %, respectively (Table 1). In a similar study conducted in Konya, 26.3% of the consumers were students, and 55.5% were civil servants (Akgün 2010). In a study conducted in Nepal, 44.8% of the consumers were students and 33.6% of them were workers (Manandhar 2020).

The consumers' expenditure for local and national shopping mall was \$219 and \$173, respectively. The expenditure of income groups in local shopping mall ranged from \$108 for low-income groups and \$325 for high-income group. The expenditure of income groups in national shopping mall ranged from \$60 for low-income group to \$295 for high-income group (Table 1).

Kruskal-Wallis h test results showed that there existed a statistically significant difference between income groups and monthly average expenditure in both local and national shopping malls ($P < 0.05$). Likewise, a statistically significant difference was found between education levels and monthly average expenditure in local and national shopping malls ($P < 0.05$).

Table 1
Socio-demographic characteristics of consumers'

	Income Groups				Overall
	Up to \$ 500	\$ 501-1000	\$ 1001-1500	Above \$ 1500	
Gender (%)					
Female	59.5	26.03	32.58	34.38	38.43
Male	40.5	73.97	67.42	65.62	61.57
Age groups (%)					
15-27	60.80	27.40	33.71	9.38	36.57
28- 34	12.20	21.92	32.58	34.38	24.25
35-50	17.60	38.36	30.34	53.12	31.72
Average number of members	5.79	5.04	4.43	4.17	4.95
Average number of children	3.75	3.45	2.38	2.73	3.04
Average monthly income (TL)	617.68	1745.21	2623.03	6553.12	2299.47
Marital status (%)					
Married	39.19	65.75	60.67	71.88	57.46
Bachelor	59.46	32.88	39.33	28.12	41.79
Education (%)					
Primary school	17.57	21.92	3.37	6.25	12.69
Secondary school	6.76	12.33	2.25	6.25	6.72
High school	25.68	15.07	11.24	12.50	16.42
Bachelor	50.00	45.21	76.40	56.25	58.21
Occupation (%)					
Government officer	1.35	19.18	65.17	37.50	31.72
Worker	22.97	35.62	13.48	9.38	21.64
Student	55.41	1.37	2.25	0.00	16.42
Freelancer	4.05	8.22	12.36	28.12	10.82
Family structure (%)					
Single	20.27	24.66	26.97	18.75	23.51
Family with children	63.51	49.32	53.93	65.62	56.72
Average Expenditure per month (\$)					
Local shopping mall	108	224	270	325	219
National shopping mall	60	131	207	295	173

3.2. Consumers' Preference of Shopping Malls in Terms of Percentages

More than one-third (36.57%) of the consumers preferred the shopping malls because of service quality followed by the location and cheapness with 29.10 and 21.64%, respectively. The percentage of consumers increased in line with income groups, being the lowest with 18.92 for low-income group and the highest with 62.50% for high-income group.

On the other hand, low-income group attributed more importance to the cheapness compared to medium and high-income groups. The proportion of the consumers who preferred shopping malls because of the cheapness was the highest with 41.89 % in low-income group and the lowest with only 3.12 % in high-income group (Table 2).

Table 2
The Major Reasons of Consumers' Preference of Shopping Malls as Percentages

	Income Groups				Overall
	Up to \$ 500	\$ 501-1000	\$ 1001-1500	Above \$ 1500	
Service Quality	18.92	31.51	46.07	62.50	36.57
Location	29.73	31.51	28.09	25.00	29.10
Cheapness	41.89	20.55	12.36	3.12	21.64
Parking Facilities	-	1.37	6.74	-	2.61
Playground for Kids	-	4.11	1.12	-	1.49

3.3. Consumers' Preference of Shopping Malls in Terms of Likert Scale Scores

The major factors affective on the preference of the shopping malls were service quality (average likert scale score 3.18) followed by new product opportunities (average likert scale score 3.17), product design (average likert scale score 3.08) and confidence for products (average likert scale score 3.05). On the other hand, aver-

age likert scale score of the parking facilities and playgrounds for kids was 2.48 and 2.22, respectively (Table 3).

Income level was not statistically significant on the consumers' preferences of choosing the shopping malls as regards service quality, new product opportunities, product design and confidence for products ($P > 0.05$).

The test results showed that the groups with different income level had the same opinion regarding above-cited factors.

On the other hand, consumers with different education levels had distinct opinion on the preference of choosing the shopping malls. There existed statistically significant difference between education level and service quality, new product opportunities, product design and confidence for products ($P < 0.05$).

A great deal of researches cited the service quality as the major factor for consumers' preference of the shopping malls, which was in line with our results (Katrodia

Table 3

Opinion of the Consumers as Regards of Preference of Choosing Shopping Malls (Likert Scale Score)*

	Income Groups				Overall
	Up to \$ 500	\$ 501-1000	\$ 1001-1500	Above \$ 1500	
Service Quality	3.00	3.13	3.39	3.18	3.18
New Product Opportunities	3.03	3.13	3.31	3.19	3.17
Product Design	3.01	3.00	3.19	3.09	3.08
Confidence for Products	3.06	2.79	3.22	3.19	3.05
Parking Facilities	2.24	2.32	2.68	2.88	2.48
Playground for Kids	2.26	2.00	2.41	2.12	2.22

*(1=Not at all, 2= Little, 3=A little, 4=A lot, 5= Definitely)

5. Conclusions

A modern marketing approach based on consumer satisfaction is a necessity for shopping malls to survive in an intensely competitive environment. For sustainable profitability and new investment opportunities, the owners and managers of shopping malls need to know and constantly monitor consumers' purchasing behaviour. For this reason, they should benefit from research results on consumers' purchasing behaviour patterns in their shopping malls. This will contribute to deliver the right products to the consumers at the right prices at right time and place, and to provide after-sales services with a competitive approach. The consumers purchasing behaviour will also help the managers to determine the right type and size of meeting and entertainment venues for the consumers.

On the other hand, the findings of such studies will help the consumers in deciding on the purchasing of the right products with right price and quantity in right time, and manage the budget, especially in term of the credit card use and time in terms of the entertainment duration.

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