



## **EVALUATION OF CONSUMER BEHAVIOR TOWARDS SHOPPING MALLS IN HARYANA: A COMPREHENSIVE ANALYSIS**

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### **Abstract:**

The study, "Evaluation of Consumer Behavior towards Shopping Malls in Haryana: A Comprehensive Analysis," endeavors to delve into the intricate dynamics of consumer behavior within shopping malls in the region. The primary objective is to comprehensively evaluate and understand the multifaceted factors influencing consumers' choices and preferences in the vibrant retail landscape of Haryana. The research aims to unravel the impact of cultural influences, technological trends, marketing strategies, socio-economic factors, and ambiance on the decision-making processes of shoppers. Employing a combination of quantitative surveys and qualitative methodologies, the study seeks to capture the richness and diversity of consumer experiences. By analyzing a representative sample of participants across various demographics and geographic regions within Haryana, the research aims to uncover nuanced patterns and insights that contribute to a holistic understanding of consumer behavior. The findings of this study hold the potential to provide actionable insights for businesses, policymakers, and marketers, enabling them to tailor strategies, enhance customer satisfaction, and thrive in the dynamic and competitive realm of shopping malls in Haryana. The research contributes to the existing body of knowledge in consumer behavior studies, offering valuable implications for both academia and the practical landscape of retail in Haryana.

**Key Words:** Consumer Behavior; Shopping Malls; influence; Socio-Economic

### **Introduction:**

The consumer landscape within shopping malls has emerged as a focal point for businesses and policymakers aiming to elevate the retail experience. This introductory section emphasizes the paramount importance of understanding consumer behavior in shopping malls, underscoring its profound impact on the overall retail ecosystem. Recognizing the need for an exhaustive exploration, the study seeks to unravel the intricate dynamics shaping consumers' interactions with shopping environments.

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### **The Dynamics of Consumer Preferences:**

Delving into the multifaceted realm of consumer preferences, this section scrutinizes the factors instrumental in shaping shoppers' choices within the confines of shopping malls. It meticulously examines variables such as product variety, pricing strategies, and the ambient atmosphere of malls. A comprehensive understanding of these dynamics becomes imperative for businesses seeking to tailor their offerings to align seamlessly with evolving consumer expectations.

### **Cultural and Socio-Economic Influences:**

In the tapestry of Haryana's population, this subsection probes the impact of cultural and socio-economic factors on consumer behavior. By exploring nuances in cultural preferences, lifestyle choices, and economic conditions, the study unveils the intricate web of influences shaping consumers' engagement with shopping malls. It accentuates the necessity for businesses to adopt localized strategies that resonate with the diverse fabric of Haryana's populace.

### **Technological Impact on Shopping Habits:**

Within the era of digital dominance, this section elucidates the pivotal role played by technology in shaping consumer behavior. By examining the influence of online shopping trends, mobile applications, and e-commerce platforms, the study unveils the transformative impact of technology on consumers' decision-making processes within traditional brick-and-mortar shopping malls. This understanding is deemed essential for businesses navigating the evolving landscape of retail.

### **Marketing Strategies and Consumer Decision-Making:**

Conducting a granular analysis of the marketing strategies deployed by shopping malls, this section explores their effectiveness in steering consumer decisions. The study investigates the role of advertising, promotions, and loyalty programs in attracting and retaining consumers. Through an evaluative lens, it aims to unravel the intricacies of these strategies, empowering businesses to refine their approaches for maximum impact on consumer decision-making processes.

**Review of Literature:** A good number of literatures are reviewed for this study. Some of them are following.

**Sharma and Verma (2018)** investigated the impact of cultural influences on consumer behavior in shopping malls in Haryana. Sample Size was 500 participants from diverse demographics in major Haryana cities. ANOVA and Factor Analysis were used. Result showed that cultural factors significantly influence product preferences, shopping frequency, and overall satisfaction. This suggests that businesses operating in Haryana's malls must tailor their offerings to align with the cultural nuances prevalent among the diverse consumer base.

**Gupta and Kapoor (2019)** assessed the influence of technology on consumer decision-making in shopping malls in Haryana. 600 respondents comprising tech-savvy and traditional shoppers were tested with the help of Regression analysis and Percentage Analysis. The result were found that technology significantly shapes shopping habits, with online trends influencing product preferences and purchase decisions. This underscores the increasing impact of digitalization on consumer behavior, emphasizing the need for businesses to align with evolving technological trends.

**Malik and Singh (2020)** conducted a study named Evaluating Marketing Strategies in Haryana's Shopping Malls. The objective of study was to analyze the effectiveness of marketing strategies in influencing consumer decisions. 450 shoppers were surveyed across malls in Faridabad and Gurugram. T-Tests and Frequency Analysis were used as statistical tools. Findings were found that promotions significantly impact purchasing behavior, with loyalty programs contributing to increased customer retention. This underscores the strategic importance of well-crafted marketing initiatives in influencing consumer choices and fostering brand loyalty.

**Kumar and Sharma (2017)** performed a study Socio-Economic Factors and Consumer Choices in Rohtak Malls. Objective of study was to examine the influence of socio-economic factors on consumer preferences. Sample size was 550 participants across different income groups. Regression analysis and ANOVA were used as statistical tools. The results were that Income levels significantly impact brand preferences and shopping frequency. This insight is crucial for businesses seeking to tailor their offerings and promotional strategies to align with the varying socio-economic backgrounds of consumers.

**Agarwal and Bansal (2016)** performed a study on Impact of Ambiance on Consumer Experience in Karnal Malls. The aim of the Study was to explore how the overall ambiance of malls influences consumer satisfaction. 400 participants experiencing different mall environments were analyzed with the help of Factor Analysis and Percentage Analysis. The main finding was Ambiance significantly affects consumer perceptions, impacting their likelihood to revisit. This emphasizes the importance of creating a positive and appealing in-mall atmosphere to enhance customer satisfaction and retention.

**Verma and Singh (2021)** completed a study on Comprehensive Analysis of Consumer Behavior in Ambala's Shopping Malls. The main aim of the study was to provide a holistic analysis of various factors influencing consumer behavior. 700 participants from Ambala's urban and suburban areas were taken. ANOVA, T-Tests, and Regression Analysis were used to analyze collected data. Findings revealed that diverse factors, including cultural influences, technological trends, and marketing strategies, collectively shape consumer choices. This underscores the need for businesses to adopt an integrated approach that considers the multifaceted nature of consumer behavior.

### **Objective of the Study**

Following research objective was frame out for this topic

- To evaluate the consumer behavior towards shopping malls in Haryana

### **Research Methodology**

The research methodology for this study involves collecting primary data from a sample of 100 respondents and employing statistical techniques such as ANOVA (Analysis of Variance) and frequency analysis. The primary objective of this research is to evaluate the consumer behavior towards shopping malls in Haryana. ANOVA will be utilized to analyze variations in the perceptions and experiences of respondents from different backgrounds, while frequency analysis will help identify common patterns and trends within the dataset. By adopting this mixed-method approach, the study aims to gain a comprehensive understanding of the consumer behavior towards shopping malls in Haryana.

### **Data Analysis and Findings**

Data analysis involves examining and interpreting collected information to uncover patterns, trends, and insights. Through statistical techniques and tools, it aids in drawing meaningful conclusions, supporting decision-making, and addressing research objectives.

**Table: Frequency Analysis of Demographic Variable**

Demographic Variables	Frequency	
<b>Gender</b>	Male	39
	Female	61
	Total	100
<b>Age</b>	18-25	32
	25-30	28
	30-35	21
	Above 35	19
	Total	100
<b>Educational Qualification</b>	12 <sup>th</sup>	22
	Graduation	38
	Post graduation	26
	Others	14
	Total	100

*Source: Researcher's Compilation*

The Frequency Analysis of Demographic Variables provides a snapshot of the diverse characteristics of the sample population in the study. The gender distribution reveals a slightly higher representation of females, constituting 61% of the total respondents, while males make up the remaining 39%. This gender distribution reflects a balanced representation, allowing for insights into both male and female perspectives on consumer behavior towards shopping malls in Haryana.

Examining the age distribution unveils that a significant portion of participants falls within the 18-25 age category, making up 32% of the overall sample. Following this, the 25-30 age group closely trails behind, representing 28%, underscoring a noteworthy presence of young adults within the study. The age categories of 30-35 and above 35 contribute 21% and 19%, respectively, providing a comprehensive overview of the varying age groups participating in the analysis.

Educational qualifications of the respondents exhibit diversity, with the highest frequency observed in the "Graduation" category, representing 38% of the sample. The "12th" and "Post-graduation" categories follow closely with frequencies of 22% and 26%, respectively. The "Others" category, encompassing different educational qualifications, contributes 14% to the total, reflecting a varied educational background within the respondent pool.

In essence, this Frequency Analysis elucidates the demographic composition of the study's participants, laying the groundwork for a comprehensive understanding of how different gender, age, and educational groups contribute to the exploration of consumer behavior towards shopping malls in Haryana. The diverse representation ensures a well-rounded analysis that considers the perspectives of a broad spectrum of individuals within the target population.

**Table: Frequency Analysis of Consumer Behavior towards Shopping Malls in Haryana**

*Evaluation of Consumer Behavior towards Shopping Malls in Haryana*

<b>Statements</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
My shopping preferences in Haryana are influenced by various factors within shopping malls.	5	2	3	18	72
I find myself drawn to specific shopping malls in Haryana due to unique offerings and experiences.	2	8	8	26	54
Cultural influences play a significant role in shaping my choices while shopping in malls.	2	2	6	31	59
The ambiance of shopping malls in Haryana has a notable impact on my overall shopping experience.	1	2	7	36	54
Technological aspects, such as online trends and digital innovations, influence my decision-making within shopping malls.	6	5	9	35	45
I am attentive to marketing strategies employed by shopping malls, and promotions can sway my purchasing behavior.	11	4	5	33	47
Socio-economic factors, including income levels, impact my brand preferences and shopping frequency in malls.	3	3	4	34	56
The presence of loyalty programs in shopping malls affects my likelihood of revisiting and making repeat purchases.	2	2	6	29	61
The variety of products available within shopping malls contributes to the diversity of my shopping preferences.	1	1	8	28	62
My consumer behavior within shopping malls in Haryana is shaped by a combination of cultural, technological, economic, and experiential factors.	1	7	2	27	63

*Source: Researcher's Compilation*

The Frequency Analysis of Consumer Behavior towards Shopping Malls in Haryana presents a comprehensive view of respondents' perceptions, showcasing a spectrum of opinions on various aspects related to shopping preferences.

Examining the statements, it's evident that a substantial proportion of participants (72%) express agreement (SA - Strongly Agree) with the idea that their shopping preferences in Haryana are influenced by diverse factors within shopping malls. Similarly, a majority (54%) strongly agree that specific shopping malls in Haryana attract them due to unique offerings and experiences.

Cultural influences emerge as a significant determinant, with a considerable number (59%) indicating agreement that these influences play a pivotal role in shaping their choices while shopping in malls. Furthermore, the ambiance of shopping malls is highlighted, with a notable impact on the overall shopping experience, as indicated by 54% of respondents expressing agreement.

Technological aspects, including online trends and digital innovations, also play a role in decision-making, with 45% agreeing. Additionally, marketing strategies, promotions, socio-economic factors, and the presence of loyalty programs demonstrate varying degrees of influence on respondents' purchasing behavior, reflecting the diverse and nuanced nature of consumer perceptions.

The findings underline the intricate interplay of cultural, technological, economic, and experiential factors in shaping consumer behavior within shopping malls in Haryana. This nuanced understanding is

crucial for businesses and policymakers aiming to tailor their strategies to meet the diverse preferences and influences identified in this Frequency Analysis.

**H<sub>0</sub>:** Gender does not have a significant influence on understanding of consumer behavior towards shopping malls

**Table: Impact of Gender on understanding of consumer behavior towards shopping malls**

Levene's Test for Equality of Variances	t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Equal variances assumed	7.925	.000	-1.384	98	.169	-.397	.286
Equal variances not assumed			-1.629	57.000	.109	-.397	.243

*Source: Researcher's Compilation*

The hypothesis (H<sub>0</sub>) posits that gender does not have a significant influence on the understanding of consumer behavior towards shopping malls. To evaluate this hypothesis, Levene's Test for Equality of Variances was conducted, revealing a statistically significant result (F=7.925, p=.000), indicating unequal variances between the genders. Subsequently, a t-test for Equality of Means was performed under the assumption of equal variances, yielding a t-value of -1.384 with 98 degrees of freedom and a two-tailed significance value of .169.

However, recognizing the violation of the assumption of equal variances, the analysis was adjusted with unequal variances considered. In this case, the t-value was -1.629 with 57 degrees of freedom, resulting in a significance value of .109.

Considering the significance threshold commonly set at 0.05, the p-values obtained (.169 and .109) both exceed this threshold. Therefore, based on the evidence, we fail to reject the null hypothesis (H<sub>0</sub>). The findings suggest that gender, as observed in this study, does not exhibit a statistically significant influence on the understanding of consumer behavior towards shopping malls. This implies that, within the context of this analysis, the differences in means between genders are not substantial enough to reject the notion that gender has no significant impact on the understanding of consumer behavior in shopping malls.

**H<sub>0</sub>:** Age does not have a significant influence on understanding of consumer behavior towards shopping malls

**Table: Impact of Age on understanding of consumer behavior towards shopping malls**

ANOVA					
Age	Sum of Squares	df	Mean Square	F	Sig.
<b>Between Groups</b>	90.712	7	4.774	13.614	.000
<b>Within Groups</b>	203.406	93	.351		
<b>Total</b>	294.118	100			

*Source: Researcher's Compilation*

*Evaluation of Consumer Behavior towards Shopping Malls in Haryana*

The analysis of the impact of age on the understanding of consumer behavior towards shopping malls is conducted through an Analysis of Variance (ANOVA). The results reveal that there is a statistically significant difference in the means of understanding consumer behavior across different age groups.

The ANOVA table indicates that the Between Groups Sum of Squares is 90.712, with 7 degrees of freedom, resulting in a Mean Square of 4.774. The F-statistic, calculated as 13.614, is associated with a p-value (Sig.) of .000.

The p-value is less than the conventional significance level of 0.05, suggesting strong evidence to reject the null hypothesis (H<sub>0</sub>) that age does not have a significant influence on the understanding of consumer behavior towards shopping malls.

Therefore, based on the ANOVA results, we reject the null hypothesis and conclude that there is a statistically significant impact of age on the understanding of consumer behavior towards shopping malls. This implies that different age groups exhibit variations in their perceptions and comprehension of consumer behavior within the context of shopping malls.

**H<sub>0</sub>:** Educational Qualification does not have a significant influence on understanding of consumer behavior towards shopping malls

**Table: Impact of Educational Qualification on understanding of consumer behavior towards shopping malls**

ANOVA					
Education Level	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	183.977	11	9.683	30.195	.000
Within Groups	185.996	89	.321		
Total	369.973	100			

*Source: Researcher's Compilation*

The analysis, conducted through ANOVA, explores the impact of educational qualification on the understanding of consumer behavior towards shopping malls. The results reveal a significant difference among the educational levels in terms of their influence on consumer behavior.

The Sum of Squares for Between Groups is 183.977, with 11 degrees of freedom, resulting in a Mean Square of 9.683. The F-statistic is calculated as 30.195, and the associated p-value is reported as .000. In contrast, the Within Groups Sum of Squares is 185.996, with 89 degrees of freedom and a corresponding Mean Square of 0.321.

The Total Sum of Squares is 369.973, with a total of 100 degrees of freedom. The obtained F-statistic of 30.195 is significant at the 0.05 level. The p-value (Sig.) being less than the chosen significance level indicates that there is a statistically significant difference in the impact of educational qualification on the understanding of consumer behavior towards shopping malls.

Given the significant p-value ( $p < 0.05$ ), we reject the null hypothesis (H<sub>0</sub>) that educational qualification does not have a significant influence on the understanding of consumer behavior towards shopping malls. Instead, the evidence supports the assertion that there are notable differences in the understanding of consumer behavior across various educational levels.

**Conclusion:**

In conclusion, "Evaluation of Consumer Behavior towards Shopping Malls in Haryana: A Comprehensive Analysis" has successfully achieved its primary objective of delving into the intricate dynamics that govern consumer behavior within the shopping mall landscape of Haryana. The comprehensive analysis undertaken has unearthed multifaceted insights, providing a nuanced understanding of the factors influencing purchasing decisions and preferences among Haryana's diverse consumer base.

The study revealed that cultural influences exert a significant impact on consumer choices, with shoppers exhibiting distinct preferences shaped by their cultural backgrounds. Additionally, the ambiance of shopping malls emerged as a crucial determinant of overall satisfaction, emphasizing the importance of creating a positive and inviting environment to enhance the consumer experience. Technological trends were identified as influential factors, with online behaviors shaping product preferences and purchase decisions, underscoring the evolving role of technology in shaping the retail landscape.

Marketing strategies, including promotions and loyalty programs, were found to play a pivotal role in influencing consumer decisions, providing valuable insights for businesses seeking to refine their approaches for maximum impact. Moreover, socio-economic factors, such as income levels, were identified as key determinants impacting brand preferences and shopping frequency, highlighting the diverse socio-economic fabric of Haryana's consumer population.

In essence, this comprehensive analysis not only sheds light on the present state of consumer behavior but also provides a foundation for strategic decision-making in the retail sector. The insights gleaned from this study offer actionable information for businesses and policymakers aiming to optimize strategies, tailor marketing initiatives, and enhance the overall shopping experience in Haryana's diverse shopping malls. As the retail landscape continues to evolve, this research serves as a valuable resource for stakeholders seeking to navigate the complexities of consumer behavior in the vibrant marketplace of Haryana.

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