

Determinants of Leisure Shopping Behaviour: An Empirical study among Consumers of Organized Retail Formats in Kerala

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ABSTRACT: Shopping is widely regarded as a major leisure time activity. The entertainment aspect of retail industry is increasingly being recognized as a key competitive instrument in the present situation. Therefore, retailers and shopping Centre developers are seeking ways to make shopping more of a leisure pursuit. The purpose of this research is to explore the dimensions of leisure shopping behaviour associated with shoppers of organized retail outlets in Kerala. The paper also figured-out the inter relationship between the shopping entertainment with consumer demographics. The findings of this study may help retailers in developing appropriate strategies to improve the store patronage behaviour by elevating the hedonic shopping value and shopping enjoyment index among consumers.

KEYWORDS: leisure shopping behaviour, hedonic shopping value, organized retail sector, factor analysis

I. INTRODUCTION

The Indian retail sector is highly fragmented with an estimated 12 to 15 million outlets. Its overall size is estimated to be US\$ 672 billion in 2017, with a CAGR of 15% over the past 5 years, which is much higher than the growth of the Indian GDP in the same period and is expected to reach US\$ 1.1 trillion in 2020 (Ernst and Young Report, 2017). The Indian retail sector is dominated largely by the unorganized sector. Traditionally retailing was focused more on the basic necessities rather than luxury (Sengupta, 2008). In terms of retail institutions, it was mainly mom-and-pop stores (Kirana stores) run by individuals and the wet markets or bazaars. All these stores were having counter-service; self-service was not a feasible option. Even in the early sixties, it was reported that 'there is not a single supermarket in all of India' (Westfall and Boyd, 1960).

The share of organized retail sector in India is only 7% of the total retail industry, which is very low compared with that in other countries, such as the US (85 per cent) and is growing at a CAGR of 20-25 per cent per year (Deloitte Report, 2017). This indicates strong growth potential for organised retail in India. With the evolution of retail modernization and rapid changes in the buying behaviour of consumers, there remains a need among Indian businesses to understand the changing behaviour of consumers towards shopping in these organized retail outlets. Also, it is necessary for retailers to be aware of shoppers' motivations and to understand ways of attracting the consumers (Sinha and Banerjee, 2004).

Retailers are looking for opportunities to create shopping as leisure activity, because consumers are engaging with more on leisure. Retailers face fierce competition to capture their customers and their spending too. Defining leisure is a broad concept. Simply differentiating leisure and work or considering it same as to recreation that can be termed as any experience satisfying virtually (Torkildsen, 1992). Lewis and Bridger (2000) indicate an increasing trend of time pressure on customers, or more precisely a growing group of those who feel time pressured and who tend to be more affluent others. Schiller (1999) argue that "mainstream retailing" that consisting of routinely and regularly purchased goods, is increasingly being put under a time squeeze, partly because of longer working hours and higher female participation rates in the labour market, and partly because holidays and other leisure activities are taking an increasing share of consumers' time and money. He describes, "Leisure shopping" as the mirror image of mainstream retailing where the outing is not so much a means to an end as the whole point, and shopping is only part of the experience.

II. BACKGROUND OF THE STUDY

There are many types of shopping behaviours and shopper types (Dholakia, 1999). Broadly, shoppers are divided into two categories based on their objectives which are markedly different. Utilitarian shoppers are those according to whom shopping is a form of work or a task which is to be accomplished (Babin et al., 1994; Batra and Athol, 1991), until they make a purchase. The other category constitutes of hedonistic shoppers who give importance to enjoyment and excitement they experience during the shopping trip.

These kinds of shoppers consider shopping as a leisure activity and derive pleasure from it, along with the purchase of products (Rook, 1987). Previous researches have also stated that majority of shoppers combine both utilitarian and experiential values during their shopping activities (Nicholls et al., 2000) (Nichols et al., 2002). According to Babin et al. (1994), developed market economies have consumers with high levels of hedonic shopping values; however, these values are less noticeable in less developed countries (Millan and Howard, 2007).

Statement of the Problem: Shopping has become one of the most common leisure activities in today's world and leisure shopping is mostly related with high street shops and shopping malls (shopping for leisure, 2008). Elizabeth Howard (2007) confirms leisure shopping is not best conceptualized as part of a continuum from purposive to leisure oriented. Leisure shopping is a recent strategy of retailers and innovative concern; it is a course of action making individuals experience the 'joy of shopping'. It is argued that leisure shopping needs to be acknowledged as a multifaceted activity that may be performed in various ways and embody different types of consumer meanings. It is also argued that there is a need to focus more on the influence of retail environments on individuals engaged in leisure shopping (Backstrom, 2006). Consumers may also experience and pursue leisure shopping in different ways on different occasions. It has been argued that high levels of hedonic shopping value might be more pronounced in developed market economies, and less noticeable in less developed economies (Babin, B.J., Darden, W.R., Griffin, M., 1994). Till date, there has been very limited research on the shopping habits of consumers in the less developed economies of the world, India being one of them. Here the researcher attempts to fill these gaps, thereby investigating the leisure shopping behaviour of the Indian consumers. So it is very essential for exploring the consumer behaviour associated with leisure shopping behaviour in Kerala, since Kerala is a state which experiences the increase in middle class disposable income because of foreign remittance and various other factors.

III. OBJECTIVES OF THE STUDY

- a. To analyse the determinants of leisure shopping behaviour among shoppers of organized retail formats in Kerala
- b. To evaluate the impact of shopper profile on leisure shopping behaviour

Research Methodology: Descriptive research design is used for carrying out the study. This study describes consumer attitude and shopping habits while shopping at organized retail stores and shopping malls in Kerala. This study is focused to trace down the factors which are influencing the hedonic shopping behavior and its impacts on consumer demographics. The geographic focus of the study will be Kerala and the population may be defined as people shopping from organized retail outlets. Both primary and secondary data will be using in this study. The scope of World Wide Web for collecting data may be exploited. Secondary data may be explored from the available source of secondary literature. Primary data will be collect from the respondents, using a pre-tested questionnaire. The population may be defined as those people, shopping from organized retail outlets in Kerala. The data was collected at organized retail stores across five selected cities in Kerala state. These outlets belong to retail format category of convenience stores, supermarkets and hypermarkets. A total of 72 valid responses were obtained from the survey.

IV. RESULTS

Profile of respondents: Demographic profile of the respondents based on their gender, marital status, number of family members and monthly household income were considered in this study. The table furnished below shows the summary of the respondent's profile. A total of 72 valid responses obtained from the survey conducted at 15 retail stores across the five cities of Kerala. Out of these, 22% were male respondents and 78% female. 72% of the respondents participated in this survey were married, 17% were unmarried and 11% were widowed/ separated. For 8% of the respondents participated in this survey, the number of family members in their family were 2, for 22% it is 3, for 31% of respondents had 4 family members at their residence and for 39% it is more than 4. 42% of the respondents had less than INR 60,000 monthly family income. About 14% of the respondents had a family income of more than INR 200,000. The profile of the respondents is summarised in Table 1.

Table 1: Profile of Respondents

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	16	22.2	22.2	22.2
Valid Female	56	77.8	77.8	100.0
Total	72	100.0	100.0	

Marital Status				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Married	52	72.2	72.2	72.2
Valid Unmarried	12	16.7	16.7	88.9
Valid Widowed/ Separated	8	11.1	11.1	100.0
Total	72	100.0	100.0	

Number of Family Members				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Up to 2 members	6	8.3	8.3	8.3
Valid Three	16	22.2	22.2	30.6
Valid Four	22	30.6	30.6	61.1
Valid More than four	28	38.9	38.9	100.0
Total	72	100.0	100.0	

Monthly Household Income				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 60,000	30	41.7	41.7	41.7
Valid 60,000 - 100,000	20	27.8	27.8	69.4
Valid 100,000 - 200,000	12	16.7	16.7	86.1
Valid More than 200,000	10	13.9	13.9	100.0
Total	72	100.0	100.0	

Source: Survey Data

Determinants of Leisure Shopping Behaviour: Factor analysis output generated extracted only those factors which had the Eigen values greater than 1. Factors were labelled on the basis of their salient loadings. The list of extracted factors is given in the below tables.

Table 2: Factor Analysis

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.693	44.887	44.887	2.693	44.887	44.887	2.151	35.849	35.849
2	1.375	22.915	67.803	1.375	22.915	67.803	1.917	31.954	67.803
3	.982	16.359	84.162						
4	.558	9.296	93.457						
5	.255	4.249	97.706						
6	.138	2.294	100.000						

Extraction Method: Principal Component Analysis.

Table 3: Component Matrix

	Component	
	1	2
I enjoy shopping more than most people do	.868	.228
Shopping is entertaining to me	.790	-.542
I love to go shopping when I can find time	.740	.443
Shopping is a good way for me to relax	.732	-.590
Shopping is not a way I like to spend my leisure time	.372	.574
Shopping is a waste of time	.306	.393

Extraction Method: Principal Component Analysis.
a. 2 components extracted.

Table 4: Rotated Component Matrix

	Component	
	1	2
Shopping is entertaining to me	.954	
Shopping is a good way for me to relax	.940	
I love to go shopping when I can find time		.814
I enjoy shopping more than most people do		.732
Shopping is not a way I like to spend my leisure time		.679
Shopping is a waste of time		.498

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

The dimensions of leisure shopping behaviour among shoppers are classified into two on the strength of factor analysis.

Hedonic Shopping Value: The factor with maximum variance of 44.887% of total variance with Eigen value of 2.693 was named as ‘Hedonic Shopping Value’. Four variables had high factor loading on this factor. Hedonistic shoppers who give importance to enjoyment and excitement they experience during the shopping trip. Therefore, an elevated hedonic value provides more fun & enjoyment. These kinds of shoppers consider shopping as a leisure activity and derive pleasure from it, along with the purchase of products. Hedonic value is more subjective and personal and results more from fun and playfulness than from task completion

Shopping Enjoyment: The factor with maximum variance of 22.915% of total variance with Eigen value of 1.375 was named as ‘Shopping Enjoyment’. Two variables had high factor loading on this factor. Shopping enjoyment can be viewed as the pleasure that a consumer derives from the shopping process/activities. It has been determined that consumers who enjoy shopping spend more time per trip, which can cause higher spending.

Hedonic Shopping Value Vs. Shopping Enjoyment: The mean ranks for the two dimensions of leisure shopping behaviour, hedonic shopping value and shopping enjoyment, are summarised in the following table.

Table 5: Ranks – Leisure Shopping Behaviour

	Shopper	N	Mean Rank
Leisure Shopping Behaviour	Shopping Enjoyment	72	71.92
	Hedonic Shopping Value	72	73.08
	Total	144	

The mean rank for hedonic shopping value (73.08) is higher than that of shopping enjoyment (71.92). This difference is statistically analysed using Independent-Samples Mann-Whitney U Test.

Table 6: Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Leisure Shopping Behaviour is the same across categories of Shopper.	Independent-Samples Mann-Whitney U Test	.867	Retain the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

From the above table, it is evident that there is no significant difference in the mean ranks of the two dimensions of leisure shopping behaviour. The null hypothesis retained with significance level, $P > 0.05$.

Impact of leisure shopping behaviour on shopper demographics: The leisure shopping behaviour among different shopper categories were statistically analysed using Independent-Samples Kruskal-Wallis Test and Independent-Samples Mann-Whitney U Test

Hedonic Shopping Value among Shopper Categories: The gender, marital status, number of family members and monthly household income of the respondents were the four grouping variables for the test. The hedonic shopping value was tested statistically using Independent-Samples Kruskal-Wallis Test.

It is proven that, there is not much difference in the hedonic shopping value among shopper demographics.

Shopping Enjoyment among Shopper Categories: The shopping enjoyment among different shopper demographics were tested statistically using Independent-Samples Kruskal-Wallis Test. The result shows that there is not much differences in shopping enjoyment in gender and house hold income. But for ‘marital status’ and ‘number of family members’ categories, the shopping enjoyment differs according to respondent demographics and discussed in the following session.

Marital Status: The following table describes the mean rank of shopping enjoyment according to the marital status of respondents. The category ‘Widowed/ Separated’ has the highest mean rank of 48.50, followed by ‘Unmarried category’ with 46.67. ‘Married’ people has the lowest mean shopping enjoyment score of 32.31.

Table 7: Shopping enjoyment

	Marital Status	N	Mean Rank
Shopping Enjoyment	Married	52	32.31
	Unmarried	12	46.67
	Widowed/ Separated	8	48.50
	Total	72	

The differences in the mean ranks of the respondents were tested for statistical evidence and the summary is shown in the below table.

Table 8: Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Shopping Enjoyment is the same across categories of Marital Status.	Independent-Samples Kruskal-Wallis Test	.022	Reject the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

The difference in the shopping enjoyment had proven statistically for the shopper marital status. The shopping enjoyment is highest for ‘widowed/ separated’ shoppers followed by ‘unmarried’ shoppers. The ‘married’ consumers have the lowest shopping enjoyment.

Number of Family Members: The following table describes the mean rank of shopping enjoyment for each respondent groups. The highest score of 57.50 is for respondents had only two members in their family, followed by respondents with four members and the rank is 38.59. The shopping enjoyment is least for respondents having three members in their family with a score of 31.88

Table 9: Shopping enjoyment

	No. of Family Members	N	Mean Rank
Shopping Enjoyment	Upto 2 members	6	57.50
	Three	16	31.88
	Four	22	38.59
	More than four	28	33.00
	Total	72	

The differences in the mean ranks of respondent groups were tested for statistical evidence using Independent-Samples Kruskal-Wallis.

Table 10: Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Shopping Enjoyment is the same across categories of No. of Family Members.	Independent-Samples Kruskal-Wallis Test	.048	Reject the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

The above table clearly shows that there are statistically significant differences among the shoppers according to their family size for shopping enjoyment at 95% confidence level. That is the shopping enjoyment is the highest for shoppers having only two members in their respective family followed by shoppers having four members at home. The shopping enjoyment is the lowest for families with three members.

V. MAJOR FINDINGS

The study found that leisure shopping behaviour among the organized retail outlet shoppers have two dimensions namely, hedonic shopping value and shopping enjoyment. The shopping enjoyment differs with ‘marital status’ and ‘household size’ of the shoppers. The shoppers with ‘two or less members’ in their family enjoys their shopping trips at organized retail formats more than that of other categories. Similarly ‘widowed/ separated’ shoppers’ shopping enjoyment is the highest, followed by ‘unmarried’ consumers. But the hedonic shopping value according to shopper demographics is similar in nature.

VI. CONCLUSION

This paper explores the factors influencing on consumers’ leisure shopping behaviour in organized retail outlets and shopping malls. It has been found that the demographic variables of shopper have some influence on the leisure shopping behaviour. Given the results, marketing experts should pay attention to the role of personal characteristics and demographics when formulating the communication messages. Further research on shopping enjoyment and hedonic shopping value could focus on enriching the existing demographic dimensions with some additional personal, cultural, socio-economical and/or situational (categories of) factors.

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