

Influence Of Convenience Orientation On The Cross-Shopping Behavior Among The Mall Clientele

Balakumaran Selvam¹, Dr. M. Ramkumar²

¹Research Scholar, Department of Business Administration, Annamalai University, Annamalainagar, India.

²Assistant professor and Head, Department of Human Resource Development, RaniAnna Govt Arts College for Women, Tirunelveli, Tamilnadu, India.

The behaviour of cross-shopping exhibited by the consumers is identified as the reason for the incapability of the small retailers to successfully face the huge pressure of the competition from the side of the big retailers. The big retailers implement many moves and ideas for attracting the consumers towards them. Consumers may make their small purchase from the small retailers but may make their bigger purchase from the big retailers. If such an occurrence continues, local retailers may not be able to compete with the bigger retailers. In this regard, the present study has been undertaken to explore and analyse the influence of convenience orientation over the cross-shopping behaviour of the consumers. The study has been done among the mall clients of Chennai. The respondents have been selected through convenience sampling method and the number of respondents is 100. The respondents have been asked to express their responses through questionnaire. The data so collected has been put into regression analysis. The outcomes of the study show that Cross shopping behaviour is positively affected by Convenience Orientation.

KEYWORDS: Convenience Orientation, Cross-Shopping Behavior, Mall Clients.

INTRODUCTION

The concept of cross-shopping behaviour evolved from the year 1970. The research study done by Cortand Dominguez (1977) examined the strategy utilized by retailers for promoting the cross-shopping behaviour of the consumers. The authors explored that the strategy of the retailers to diversify their business through the opening up of many stores providing same type of products, however with varied price, triggered the consumer behaviour. The authors had defined the cross-shopping as one consumer supporting several outlet types that offer similar type of products for satisfying the needs of the consumers.

In the words of Berman and Evans (2010), cross-shopping behaviour done by consumers get translated to two types. One type is the one where the consumers purchase the product in more than one retail store and the second one is visiting several retailers in

one shopping trip. Apart from having several choices for making purchase, the process of cross-shopping occurs as the consumers experience comfort in shopping at varied formats.

Convenience in making purchase in retail shops has been examined from the perspectives of the consumers. Any form of value attained for saving the time and effort of the consumers will be regarded to be convenient. The study done by Skallerud et al., (2009) explored that convenience orientation was positively related with the support extended by the consumers towards the retail store.

In the research study done by Leszczysand Timmermans (2001) it was explored that the stores which need low travel time improved the chance of the consumers to purchase in a specific store. In the words of Goldman and Hino (2005), searching supermarkets which were near to the consumers played a major role in making the consumers to prefer such a supermarket for making the purchase. Kuo et al., (2002) stated that location of retail store in proper place is found to be the foremost decision which influenced the business success.

One more significant element which could be regarded as convenient where it pleases consumer's psychology and influence their selection judgment is store image or attributes. The purchase commitment in malls is positively and directly affected by an optimistic mall awareness regarding the features of malls (Chebat et al., 2009). In the words of Gorton et al., (2011), service speed and the quality of the product affected the visiting frequency of shopping.

OBJECTIVES

The intention with which the study has been done is to identify the influence of the convenience orientation over the cross-shopping behavior of the consumers in malls.

REVIEW OF LITERATURE

Zainal Abidin et al., (2016) examined the antecedents of the cross-shopping behavior. The study was with special reference to the consumers of Selangor. The emergence of retailers in grocery sector of Malaysia can be seen by the consumers as the indicator of the chance to make selection of products from a wide variety. This is the reason for the emergence of what is referred to as cross-shopping. Cross-shopping proves to be a threat for small retailers since they confront many competitors, particularly from big organizations. Also, homogenous nature of products among the small retailers proves to be a great challenge as they have to implement better forms of strategies to attract the consumers. Being aware of the antecedents for the reason of consumers engaging in the cross-shopping behavior is essential. The factor influencing the cross-shopping behavior were identified and they were perceived time pressure, impulse buying tendency, price consciousness, convenience orientation and product assortment. The data needed for the study was collected with the help of consumers in Selangor. Analysis of data was done with the help of Multiple regression and SPSS. On the basis of the findings, it was found that among five antecedents, only two affected the cross-shopping behavior.

Skallerud, Kåreet al., (2009) examined the cross-shopping behavior of the consumers. The authors had focused on the antecedents of the consumer's cross-shopping behavior. They

had derived and tested five hypotheses on the basis of theories in this regard. The findings showed that the perceived time pressure and impulse buying tendency had negative impacts over the patronage of consumers towards the supermarket. Price consciousness and product assortment were found to have negative impacts over the patronage extended towards the specialty store. On the other hand, convenience orientation and impulse buying tendency had positive impacts over the patronage towards the specialty store. Perceived time pressure was found to have a positive impact over patronage towards meat store. But, such an effect was not significant in the case of patronage for seafood store.

Reimers, Vaughan and Chao, Chih-Wei (2014) examined the role played by convenience in the context of a recreational shopping trip. Several strategies of intervention had been used by the retailers for addressing the market share forfeiture of the shopping trips. One among such strategies is differentiating the strip by focusing over the hedonic features. The current study investigates if the feature of convenience served as the satisfaction source in the context of hedonic shopping. The authors had done the study among the consumers of Melbourne in Australia. The data was quantitative in nature and was collected for achieving the purpose of the study through a survey. Analysis of the data so collected was done with the help of SEM. The findings showed that the hedonic features of shopping strip did not affect the satisfaction, with reference to the recreational shopping strip. On the contrary, the properties like time-saving feature, convenience and the minimal time to reach the shopping store were found to affect the satisfaction. Work-life balance refers to how your obligations and professional obligations interact for the rest of your life. To balance the demands of the home and the workplace, policies and practices are referred to as having a "work-life balance" (Vigneshwaran et al., 2021).

Vigneshwaran, D and Dr.S.Mohankumar (2019). This article aims to reflect on the increasing momentum that social media have in the everyday life of our students and to investigate the uniqueness that this media offers to the process of education. The study investigates the benefits that Facebook and Twitter have as the leading technologically mediated spaces and its application to the learning habitat of the learner in the public pedagogy. The article reflects on the opportunities that social media offers in order to avoid the self-created intellectual chamber by allowing educators to share and challenge ideas and concepts through the so called non-traditional "great spare time revolution".

RESEARCH METHODOLOGY

The study has been done among the mall customers in Chennai. The respondents for the study have been selected through convenience sampling method and the number of respondents selected is 100. Questionnaire has been distributed among the respondents for data collection. The data so collected has been put into Multiple Regression for analytical purpose. convenience orientation scale adopted from Riccardo Testa, Giorgio Schifani and Giuseppina Migliore (2021)

ANALYSIS AND INTERPRETATION

R	R Square	Adjusted R Square	F	Sig.
0.908(a)	0.825	0.820	155.908	0.000(a)

a Predictors: (Constant), Convenience Orientation

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.417	.122		3.425	.001
I make most of my house hold purchases from shopping malls	.085	.013	.223	6.528	.000
I go to malls, which offer products with discounted price	.079	.015	.176	5.388	.000
I visit malls, which sell products of different variety	.018	.012	.046	1.518	.131
I visit malls, as they offer many products at one place	.060	.012	.161	5.186	.000
I will economize on time if I would have everything at the same place	.093	.013	.224	6.916	.000
Malls also support me for making online payments	.579	.038	.594	15.324	.000

Dependent Variable: Cross shopping behaviour

Findings show that all statement of Convenience Orientation on Cross shopping behaviour was significant. There was a relation found between the Cross shopping behaviour and the Convenience Orientation. The analysis done through regression show signs of that among six indicators, five indicators was highly influence over the Cross shopping behaviour. The F value so got was 155.908 which means $p < 0.000$. It was also reported that Convenience

Orientation was seen to predict Cross shopping behaviour. Findings show that the Cross shopping behaviour is positively affected by Convenience Orientation.

FINDINGS

It has been explored from the analysis of the study that the Convenience Orientation of the consumers about various facets regarding the purchase of electronics products affect their Cross shopping behaviour.

CONCLUSION

People prefer convenience in every aspect of life. This is true even for the shopping done by the customers. People wish to purchase products from the retail stores or shops which give them convenience in every element. It may include time-saving in making a purchase, in reaching the shopping place and even the time required to make payment for the products being purchased. Some customers even wish door-delivery of products. They also prefer to do cross-shopping of products if the convenience aspect is available for some other products in the same store. The present study proved the fact that convenience plays a major role in affecting the cross-shopping behaviour of the consumers.

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