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An Empirical Study on the Relationship of Shopping Motives on the Retail Store Dimensions with Special Reference to Women Shoppers in Puducherry

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Abstract— Shopping motives can be described as consumer's needs and wants as they are concerned to stores at which to make the purchase. Motivation in general is defined as 'an internal drive that reflects goal-oriented arousal' (Arnould, Price, and Zinkhan, 2002). In a shopping context, motivation can be described as the vibrant force inside consumers that makes them shop. The Indian retail picture has undergone a momentous transformation in the consumer shopping behaviour. This situation makes it important to study the attributes that have an effect on the consumer shopping experience. Motivation is considered to be the major reason to shop in a particular way. They are the primary driving force within the consumers for which they shop. Motivation affects shopping behaviour and is responsible for various shopping activities in the stores. It influences the way the shoppers distinguish the environment of the retail store. This article provides an insight about the retail store attributes that has an influence over the shopping motivations and their effect on women shoppers. To identify the relationship of shopping motives on the dimensions of retailing, a scale was generated, validated and compared with the retail factors of the store. It is observed that shopping motivation is optimistically correlated with the retail factors of the store.

Keywords : Women Shopping, Shopping Motivation, Retail Store, Organised Retailing, Shopping Behaviour

1. Introduction

Shopping motives can be described as consumer's needs and wants as they are concerned to stores at which to make the purchase. Motivation in general is defined as 'an internal drive that reflects goal-oriented arousal' [1]. In a shopping context, motivation can be described as the vibrant force inside consumers that makes them shop. Motivation has been recognized as an important factor to explain behaviour [2] [3] and influencing how people perceive the environment as well as how they process information. Motivation is something that motivates a person into action and continues him in the course of action. It determines the behaviour of a consumer. Shopping motivation was classified into two groups: (i) functional motives and (ii) non-functional motives [4]. The functional motives incorporated: shopping convenience, comparison of product price, assortment of merchandise. The non-functional motives involved recreation. It was stated that responsibility, diversion from other activities, self satisfaction, and curiosity in learning about new trends, physical activity and sensory stimulation are really a nomenclature overlying the dimension of shopping motives [5]. In addition he classified shopping motivation into two categories: personal and social motives.

Personal Motives

Role playing: Shopping actions are a civilized behaviour and are accepted to be the part of one's position or role, such as mother or housewife.

Diversion: Shopping can offer a change from the routine of daily life and is a form of recreation.

Self-gratification: Shopping can be motivated not by the expected convenience of consuming, but by the usefulness of the buying process itself. Thus, emotional states or moods may explain why and when someone set off to shopping.

Learning about new trends: Shopping offers consumers with information about trends in the market around thus reflecting attitudes and lifestyles.

Physical activity: Shopping can provide a

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substantial amount of exercise.

Sensory stimulation: Shopping can endow with a sensory payback such as examining and handling the merchandise, listening to the sounds (e.g., noise, silence, soft background music and smelling the scents.

Social Motives

Social experience outside the home: Shopping eventually provides opportunities for identifying new contacts, come across with friends, or just people watching.

Communication with others having a similar interest: Shopping often give an chance to interact with customers or salespeople having similar interests.

Peer group attractions: Several stores provide a meeting place where members of a peer group may gather.

Status and authority: Shopping provides an opportunity to accomplish a sensation of status and control by being waited on.

Pleasure of bargaining: Shopping offers the enjoyment of getting hold of a lower price through bargaining, buddy shopping, or bumping into special sales.

Retail in India has boomed in the recent years. This has resulted in transformation of Indian retail scenario and a significant variance in the consumer shopping behaviour. It is imperative to observe the factors that influence the consumer shopping experience. Consumer shopping is mainly influenced by motivations. This article provides an insight about the retail store attributes that has an influence over the shopping motivations and their effect on women shoppers. Shoppers who take pleasure in shopping are mostly female and are considered to be a significant force in the retail scenario [6]. Women spend their time in shopping still after making the purchase and are prone to buy things they like despite of their need, and spend less time deliberating before making a purchase. Women consumers actively seek out information and are expected to enjoy social contacts and actions outside the home. Once they make out the need of a value, their first step towards buying is information search. They want a product that

satisfies their demands and is simple and reliable. While men will load themselves with sufficient information of a product or a service through internet, advertising, reviews; women would try to get benefit from others' experience by asking people around them. They prefer doing a front end research. Women would want detailed information from the staff and other people and attributes like opinion of her mates, the reputation of a company, environment of the store, price of a product/service would matter more.

2. Review of Literature

It was argued that motivations influence perception over the retail store attributes and attitudes towards retail stores [7] and was stated that diverse shopping motivations can influence the insight of service type and different shopping modes [8]. The variety-seeking propensity is been acknowledged as a significant shopping motivation factor and a prominent factor in shopping patronage [9]. Consumer purchases may be planed or unplanned; individuals with purchase plan are more likely to buy rather than those who don't have any plan. The motivational model referring to shopping pleasure focuses on the required fun to shop, feeling comfortable inside stores, and interaction with others [10]. Consumers anticipate that space inside a store leads to experience of shopping pleasure. It was found that consumers perceive functional value by acquiring product that demand the shopping trip while at the same time perceiving the hedonic value related with the gratification of the shopping itself [11].

2.1 OBJECTIVES

➢ To develop a scale on the shopping motivation of the women shoppers.

➢ To evaluate the relationship of shopping motivation on the dimensions of retailing

3. Research Methodology

The research design adopted in this study is descriptive type. The sample of the study included women consumers who shop at the supermarkets in Puducherry. The chosen retail stores are Nilgiris, More and Spencer's Daily. Random sampling was used to pick the sample stores and the respondents were selected using mall intercept sampling method. The pilot study

incorporated 150 respondents and the main study included 370 respondents.

SHOPPING MOTIVATION SCALE GENERATION

The shopping motivation scale was generated to identify the motivational factors that induce women to go on shopping. The scale consisted of seven questions measured on 5 point Likert scale. The main research instrument was interviewer administered survey. Based on the pilot study results, the reliability of the tool was checked and the Cronbach Alpha obtained was 0.717. Since the value is more than 0.70 [12] [13] [14] it is indicated that the instrument is satisfactorily reliable and can be considered acceptable.

3.1 CONFIRMATORY FACTOR ANALYSIS

To verify the extent to which the seven questions were robust over new subjects, a confirmatory factor analysis was conducted, estimating these seven questions fig (1). When the seven questions were allowed to correlate, the fit statistics suggested a good model fit. The following table (1) represents the model fit indices for the shopping motivation scale.

Table 1: Model Fit Indices for Shopping Motivation Scale

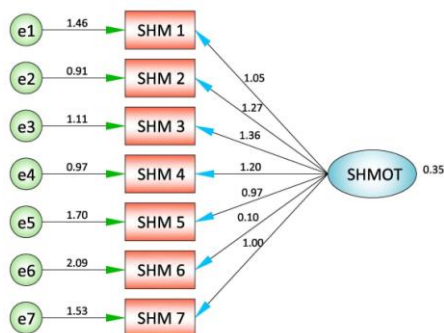| Description	Model fit indices	Range	Remarks	Chi-square	Degrees of freedom
Confirmatory Factor Index (CFI)	0.95	Between [0;1]	CFI>0.095: Good Fit (Byrne, 2001)[xv] CFI≥0.095: Excellent Fit [15]	6717.7	28
Goodness of Fit Index (GFI)	0.96	[0;1]	0=poor fit 1=exact fit		
Adjusted Goodness of Fit Index (AGFI)	0.93	[-∞;1]	-∞ = poor fit 1=exact fit		
RMSEA	0.05		RMSEA<0.05: Close Fit [16] RMSEA ≤ 0.05: Excellent Fit [17]		

Fig. 1: CFA Model of Shopping Motivation Scale

Based on the results of CFA, the primary data was collected for the store resonance scale and the retail factor scale [18] so as to evaluate the relationship between the shopping motivation factors and the retail factors of the store. The collected data was entered in SPSS 21.0.

Table.2: Correlation between Shopping Motivation and Retail Factors

Retail factors	Pearson Correlation Shopping Motivation
Atmospherics	.303**
Layout	.280**
Merchandise	.733**
Social	.414**
Price/promotions	.113**
Service	.451**
Staff	.258**

** Correlation is significant at the 0.01 level.

Correlation analysis was used to study the relative effects of shopping motivation on the retail factors of the store. The result of the correlation is presented in the above table.

From the table it is observed that shopping motivation is optimistically correlated with the store atmospherics factors, layout factors, merchandise factors, social factors, price/promotion factors, service factors and staff factors. It was found that customer's positive emotional status had an optimistic correlation with the duration of their stay at the store, the quantity of their shopping commodity and the amount of their consumption [19]. P value points out that there is a significant difference on retail factors at 1 percent level based on the shopping motivation. Functional motivations are concerned to tangible aspects such as product width and depth, merchandise quality, convenience in shopping, price of the product etc., while non-functional motivations encompass non-tangible aspects (such as clientele of the store, reputation and promotions), social motivations (social interaction etc.) and personal motivations (enjoyable experiences) [20].

4. Results and Discussions

Budding markets like India have witnessed a salient growth of organised retail formats of lately, and the Indian retailing scenario is driven by ecstasy and the dimension and composition o the shopping behaviour of women has changed over

time. This study is intended is to spot the relationship between the shopping motivation of women with the retail factors of the stores. The research revealed a very positive result that the women shopping behaviour is considerably influenced by the retail factors o the store. Motivation is considered to be the major reason to shop in a particular way. They are the primary driving force within the consumers for which they shop. Motivation affects shopping behaviour and is responsible for various shopping activities in the stores. It influences the way the shoppers distinguish the environment of the retail store. From this study it was found that women go for shopping not only for purchase of groceries and stuff but also excitement. Also it was found that the women shoppers lay diverse degrees of significance on the retail factors of the store. It is a must for the store managers to identify their regular shoppers and make sure that they are made comfortable inside the store by all means. Also, the stores can add new features and popularise them in the community so that new customers will be added to the list.

Puducherry retail market is in its up-and-coming stage and new retail formats are budding day to day. The lifestyle of the population is different and they are exploring into new features and formats. With the in cooperation of French and Indian tradition and culture makes the expectation of the people to high. Retailers should pay attention to the shopping goals of their customers, as they are associated with the cognitive responses. It is found that the shoppers are influenced by the merchandise, service and atmospherics of the store as well. To satisfy the need of the customers, the retail formats can introduce ease of shopping kinds viz-a-viz, automated billing facilities, interactive shopping methods, and so will motivate the customers to step in and enjoy the shopping experience. Thus it is concluded that shopping motivation is influenced towards the retail factors of the store and are increased with the increase of these factors. When the quality of the retail factors are increased the value of the store is amplified in the community. This amplification in induce more customers to step in the store thus motivating them to shop, leaving them to be regular and potential customers in future.

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