

Theory of Planned Behavior in Relation with specific reference to Shopping in Malls in Chandigarh

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Abstract - What comes to your mind when you hear the word `Mall`. Shopping, food, movies, entertainment or maybe time pass. Well, the word may bear different meanings to different people, but it definitely stands for more than any of these things. Today, shopping malls have become a part and parcel of daily life of people living in Metros and big cities. The objective of this research paper is to investigate the factors affecting shopping in Mall in Chandigarh. By using the Theory of Planned Behavior (TPB) Model, try to explain the impact of different factors on shopping intentions. Today's consumer has more choices than ever, not only products or brands but also diverse retailer formats for example department stores, shopping Malls etc.

I. INTRODUCTION

Just a few years back, people had to make a choice among shopping, movies or hanging out on a holiday but thanks to our malls, all these jobs can be performed at the same time, under the same roof and that too with a wonderful experience. And it is basically the experience and not the intention that counts, when it comes to Malls. Now a day, shopping is much more than just buy- it is an experience itself. Shopping has become pleasurable experience itself. Previously in Chandigarh there were number of malls like Alante. Central V Mart, Tdi, Piccadily square mall but as newly open shopping mall in Alante consumer prefer shop in mall, which enable them variety of products under one roof and offer shopping experience in terms of ambience and entertainment.

II. REVIEW OF FACTOR AFFECTING

Today's consumers are efficient shoppers, selecting retailers with which they perceive shopping can be done most satisfactorily. In other words, consumers are looking for ways to maximize the benefits of shopping and minimize the costs associated with shopping, in terms of money, time, and energy. It offers an array of shopping experiences and values (i.e., hedonic and utilitarian) for both retailers and consumers (Choi and Park, 2006).

As mentioned (hedonic and utilitarian) what does these term stand for so Hedonic shopping value can be related to the consumer's need and Utilitarian shopping value can be related to the consumer's need to obtain some utilitarian consequences from visiting a store (i.e., Obtaining product information, acquiring a product) and incorporates aspects such as shopping Convenience and perceived risk, to obtain fun and pleasure and relates to the perceived level of shopping enjoyment. For instance, consumers may shop mainly in a physical store because they want to enjoy the tangible aspects of shopping -- the touching and trial of products prior to purchase. Entertainment or social interactions also play a significant role for shopping. Additionally, consumers enjoy more choice than ever before in stores, brands, and channels -- and have access to a constantly increasing amount of information upon which to base

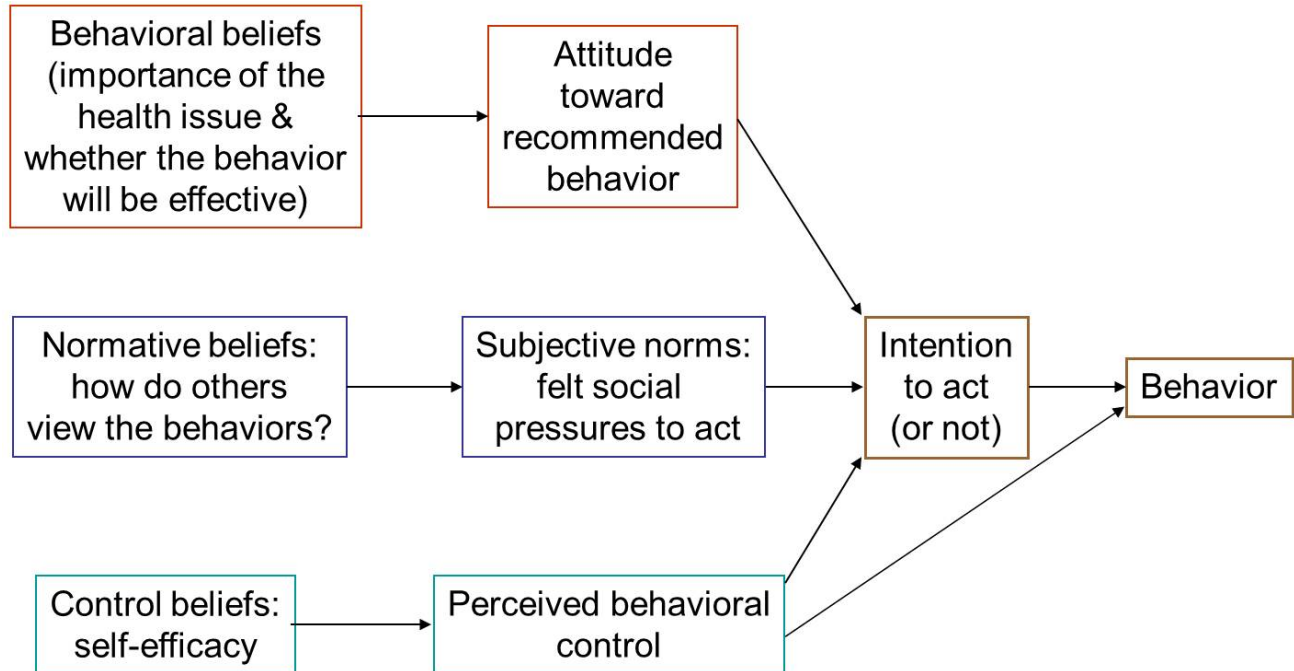
their buying decisions (Williams & Larson, 2004). Shopping in mall is always better, because you can go around and find new stuff. Shopping Malls offer a variety of services, not just selling grocery and consumer items. The intention is to make shopping a pleasure while shopping so that the consumer gets everything he wants in one place, he could take his family along with him and have the convenience of entertainment for children and the pleasure of eating out. To sum up, it is a fun concept and a good marketing tactics, so that you never think of going to another shop for your requirement in future.

There is strong evidence suggesting that consumers are selecting those channels in which they perceive that shopping will be done most efficiently and satisfactorily (Kim and Kang, 1997). Increasingly, consumers are taking a more active role in their shopping decisions. They demand more value in exchange for the four primary resources at their disposal: money, time, effort, and space (Seth & Sisodia, 1997). Consumers are now driving the entire marketing process and demanding more customization from the retailer. This study focused on the prediction of the intentions of consumers' to shop in mall of Nicosia which eventually impacted the final outcome, or "switching behavior" using the Theory of Planned Behavior (TPB). This mainly depends on three factors: (1) attitude towards a behavior, (2) subjective norms, and (3) perceived behavioral control.

III. THEORY OF PLANNED BEHAVIOR

Definition of Planned Behavior

"The theory of planned behavior is a theory about the link between attitudes and behavior. It is one of the most predictive persuasion theories. It has been applied to studies of the relations among beliefs, attitudes, behavioral intentions and behaviors in various fields such as advertising, public relations, campaigns, healthcare, etc." http://en.wikipedia.org/wiki/Theory_of_planned_behavior (Ajzen 1991) attempts to explain variables in human behavior. The TPB was derived from the Theory of Reasoned Action (TRA) (Ajzen 1985) which holds that a person's volitional (voluntary) behavior is predicted by his or her attitude toward that behavior and how he or she thinks other People would view them if they performed the behavior, the so-called subjective norm. A person's attitude towards a behavior represents evaluation of the behavior and its outcomes. If a person considers that a behavior will have a favorable outcome, it is more likely that they will perform that behavior. According to this theory, the most important determinant of a person's behavior is behavior intent. The individual's intention to perform a behavior is a combination of attitude toward performing the behavior and subjective norm. The individual's attitude toward the behavior includes behavioral belief, evaluations of behavioral outcomes, subjective norms, normative beliefs, and the motivation to comply.



http://phprimer.afmc.ca/sites/default/files/primer_versions/57555/primer_images/image9.jpg

3.1 The Attitudinal toward the behavior

Attitude is the predisposition of the individual to evaluate some symbol or object or aspect of his world in a favorable or unfavorable manner (Katz, 1960). Each belief associates the object with a certain attribute, and a person's overall attitude toward an object is determined by the subjective values of the object's attributes in interaction with the strength of the associations; and although people can form many different beliefs about an object, it is assumed that only beliefs that are readily accessible in memory influence attitude at any given moment (Ajzen, 2001). According to the model, a person's attitude towards performing a specific behavior (A_b) has an indirect relationship to behavior, and is based on the summed set underlying salient beliefs (b_i) associated with the attitude and the evaluation (e_i) of these beliefs by consumers. Expectancy-value models are designed to represent how people actually integrate multiple pieces of information to arrive at the overall judgment (Bagozzi, 1982).

3.2 Subjective Norm: The Second Component of Behavior Intention.

The subjective norm represents the consumer's perceptions of what he/she thinks about what the referent wants him/her to do. It is a function of two subcomponents: the associative normative beliefs, which reflects the consumer's perception of what the referent thinks about whether he/she should or should not perform behavior; and the consumer's motivation to comply with the referent. Motivation to comply can be viewed in two different ways. First, it can be seen as the person's motivation to comply with a given reference group, regardless of the referent's particular demands (i.e., as the person's general tendency to accept the directives of a given referent). Second, it is possible to view motivation to comply as specific to the given expectation of a reference group that is, while a person may be generally motivated to comply with, say, his friends, he may not want to behave in accord with one of their specific expectations.

3.3 Perceived Behavioral Control

Perceived behavioral control influences behavior directly as well as indirectly. While holding intention constant, the individual's effort or confidence to successfully perform a behavior in question strongly influences performance of that behavior (Ajzen, 1991). For example, between two individuals who have no experience of shopping in mall but have strong intentions to do so, the one who is more confident that he can master of shopping is more likely to persevere than the person who doubts his ability. The second reason for expecting a direct link between perceived behavioral control and behavioral achievement is that perceived

behavioral control can often be used as a substitute for a measure of actual control (Ajzen, 1991). Perceived behavioral control can be determined from two subcomponents: (a) control belief - perceptions of obstacles or resources affecting the behavior, and (b) perceived power - importance of these barriers or resources.

3.4 Behavior beliefs

Control over execution of a behavior depends upon the presence of various internal and external factors that may serve to facilitate or interfere (Ajzen, 2001). PBC appears to encompass two components. The first is "perceived controllability" (Ajzen, 2001), which reflects the availability of resources which are within the control of the consumer and are needed to engage in a behavior. Component is similar to Triandis's (1977) "facilitating conditions" (Ajzen, 1991). Facilitating conditions refers to the ability of the person to carry out an act, the person's arousal to carry out the act, and the person's knowledge (Triandis, 1977). This might include access to time, money and other specialized resources required to engage in a behavior. The second component is "perceived self-efficacy" (Ajzen, 2002), that is, an individual's self-confidence in his/her ability to perform a behavior. This hierarchical model implies that although perceived self-efficacy and perceived controllability (i.e., facilitating conditions) can be reliably distinguished, they should nevertheless be correlated with each other (Ajzen, 2002). So viewed as a positive experience where consumers may enjoy an emotionally satisfying experience related to the shopping activity regardless of whether or not a purchase was made. The hedonic aspect of shopping has been documented and examined as excitement, arousal, joy, festivity, escapism, fantasy, and adventure. So basically Consumers will be switching to shop in mall based on their beliefs and attitudes, as well as upon social norms, perceived behavioral control, and channel-switching attitude.

3.5 Normative Beliefs

Most social scientists agree that individual behavior is motivated in large part by "social" factors, such as the desire for prestige, esteem, popularity, or acceptance. Normative beliefs constitute the underlying determinants of the subjective norms and are concerned with the likelihood that important referent individuals or groups would approve or disapprove of performing the behavior. Burnkrant and Cousineau (1975) defined normative influence as the tendency to conform to the expectations of others. Generally speaking, people who believe that most referents with whom they are motivated to comply think they should perform the behavior will perceive social pressure to do so; conversely, people who believe that most referents with whom they are motivated to comply would disapprove of their performing the behavior will have a subjective norm that puts pressure on them to avoid performing the behavior (Ajzen, 1991). Therefore, peer communication is conceptualized as encouragement or approval of certain behaviors and intentions through either spoken (reinforcement) or unspoken (modeling) messages that peers send to each other.

In a marketing context, various sources, such as friends, family, advertising, and news groups on the Internet, can have an impact on the consumer, and the composition of a group of important others is likely to vary based on the context of the behavior. In an organizational context, for instance, the referent group might be peers, superiors, and subordinates. In a consumer context, shoppers' purchase decisions are likely to be influenced primarily by family and nonfamily referents. a. Normative beliefs will predict the subjective norms for mall of Alante. b. Normative beliefs will predict the subjective norms for Tdi. c. Normative beliefs will predict the subjective norms for the other source of purchase.

3.6 Control belief Perceived Self-efficacy & Facilitating Conditions

Self-efficacy can be defined as individual judgments of a person's capabilities to perform a behavior. As stronger the perceived self-efficacy, then the more active will be efforts. Efficacy in dealing with one's environment is not a fixed act or simply a matter of knowing what to do; rather, it involves a generative capability in which component cognitive, social, and behavioral skills must be organized into integrated courses of action to serve innumerable purposes.

Self-efficacy, time, money, information, hedonic and utilitarian product will predict perceived behavioral control. In situations where the facilitating conditions act as an inhibitor for example If consumer go to Malls then other facilities attract him to go there again and again. Either for time pass or go with family.

IV. A CRITIQUE

4.1 Attitude toward shopping Behavior

Convenient shopping – a. people like to shop from mall because of large variety. b. Long opening hours compare other market and c. everything under one roof

4.2 Subjective Norm

The quantitative association of shopping in mall with subjective norm demonstrates that customer is indeed concerned with opinions of people who are important to them or from economic point of view. For example, Ravi got the idea from his best friend and went shopping with him when he did it in this case he influences by friends:

“If they can do it, why can’t I?”

Economic point of view— people enjoy looking discounts when shopping in mall.

Advantage of sales promotion scheme more often

Shopping enjoyment-- to pass their free time even they do not buy anything

4.3 Perceived Behavioral Control

This variable was the first and most significant in the model which indicating that the strongest predictor of shoppers, because he/she is perceiving that shopping in mall is easy process. If shopping process is easy and it has successful outcome, Then Customer perceived ‘ease’ with when they carry out their shopping. The strength of this variable indicates that if shopping is made with difficult, for example if like last decade shopper has to go many market to shop, that made his shopping difficult procedure then the shopper should be less likely to shop so customer perception is shopping is easy in the mall.

V. CONCLUSION

Malls are the place where buyers buy products whether it’s planned or unplanned purchase. These Stores sell hundreds and thousands of products daily and consumers are consuming these products at the cost of their income. It only depends on the income of the person, that how much and how many times he or she visits shopping stores to buy products.

Introduction of malls has not been able to replace traditional markets, which are still popular among the pocket conscious people, but has definitely added a new adventure to the shopping experience. "To the present generation, shopping means much more than a mere necessity and malls are now fast becoming image benchmarks for communities." Shopping orientations are related to general predisposition toward acts of shopping. They are conceptualized as a specific dimension of lifestyle and operational zed on the basis of activities, interests and opinion statements pertaining to acts of shopping. Shopping is an experience that includes a high degree of socialization. People enjoy shopping because it allows them an opportunity to meet with others as stated by. Keen and colleagues (2004) applied the “social norm” construct from attitude theory. Because social influences impact the purchase intention, the proposed study examined the influence of subjective norms on a consumer’s decision. Subjective norm suggests that behavior is instigated by one’s desire to act as others act or think one should, and hence will reflect consumer perceptions of whether behavior is accepted, encouraged, and implemented by the consumer’s circle of influence.

The results suggest that retailers Malls can address perceived behavioral control readily by make shopping more easy procedures. Retailers will need to educate their staff In order to deal polite with customer. There are subjective norms and attitudes uncovered by the retailers could incorporate these in an education programmed to re-educate and make aware customers as well about their product. Retailers need to make a positive effort to shake off the specialize mode and to find ways to engage in dialogue with external agencies such as the media and consumer groups in order to listen to customer concerns and find ways of mutual understanding about problematic areas.. Therefore, recommendation is that retailers should acknowledge the role that effective marketing communications can play in generating public awareness, e.g. by incorporating aspects concerning good customer behavior in their use of role models in their advertisements.

Transactional data exists when most organizations keep track of what their customers Buy, when, how and through what channels. In our increasingly computerized world such transactional data about their own customers are easily accessible to the retailers concerned. We consider that considerable competitive advantage for retailers/Malls, associated with potentially lower prices for shoppers, can be achieved as a result of these findings.

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