

Impact of Product Assortment on Cross-Shopping Behavior among Mall Clientele in Chennai

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KEYWORDS

Product Assortment,
Cross-Shopping
Behavior, Mall
Customers

ABSTRACT

Organization of the retail assortments for meeting the shopping requirements of the consumers is of most important for the conventional as well as online retailers. The retailers, in their assortments, generally categorize and arrange the products with the help of a taxonomic or substitute-based approach, in such a way that these products are grouped according to their physical properties. Such an assortment affects the shopping behavior of the customers. The present paper has been undertaken to explore the effect of product assortment over the cross-shopping behavior of the mall customers. The study has been done among the mall customers in Chennai. The convenience sampling method of sampling has been adopted for selecting the respondents of the study. the number of respondents so selected is 100 and the instrument used for data collection is questionnaire. The analysis of the collected data has been done using Regression. The findings of the analysis show that Product Assortment of the consumers about various facets regarding the purchase of luxury products affect their Cross shopping behaviour.

Introduction

One of the major factors for the incapability of the small retailers in successfully confronting the intense competition from the big retailers is the growing cross-shopping behavior of the customers. The big retailers implement many strategies for attracting the consumers from the small retailers. Such attractive strategies make the consumers to buy few products from the small retailers and ultimately move on to the bigger ones for making huge purchases. The continuation of such a market condition will make the small retailers to leave the competition and ultimately the market. It was in the year of 1970 that the concept of cross-shopping behavior emerged in the market. The cross-shopping behavior was triggered among the consumers by the big retailers by opening up several stores which gave products with varied prices and also with attractive offers. Cross-shopping behavior is said to be the patronage given by a single consumer to many stores with same product lines but varied price and huge attractive offers.

Product assortment

According to Berman and Evans (2010), assortment had been defined as the selection of products which a retailer provides with wide range of product varieties. One of the studies done in this regard proposed that bigger assortments provided by the retailer enhanced the tendency of the consumers to buy from that specific retail shop. the assortment size also has got the ability to affect the decision of the consumers to buy from that store or to move out to some other store. The size of the assortment plays a huge role in either attracting customers from other stores or to establish new customer groups.

Objectives

The purpose of the present study is to explore and analyze the influence of product assortment over the cross-shopping behavior among the customers of malls.

Review Of Literature

Skallerud, et al., (2009) examined the cross-shopping behavior of the consumers. The authors had addressed the varied antecedents of the concept of cross shopping behavior. They had

derived as well as tested five hypotheses which were based on theories. The findings of the study showed that the perceived time pressure and impulse buying tendency had a negative impact over the patronage extended by the customers towards supermarkets. The price consciousness and the product assortment also negatively affected the patronage of customers for specialty stores. On the other hand, convenience orientation and the impulse buying tendency positively affected the patronage for specialty store. The patronage extended for the meat store was positively affected by the perceived time pressure. Such an effect was not found significant in case of sea-food stores.

Sarantopoulos, et al., (2019) examined the effect of assortment of products done on the basis of complements over purchases done by the consumers. The authors had tried to explore the reason behind the fact that purchase gets increased with the organization of products groups as per the consumption purpose (complement-based) when compared with the organization of products groups on the basis of the physical features or attributes of the product (substitute-based). The study was carried out through lab experiment and a virtual reality experiment. It was identified that the assortment done on the basis of complements increased the expenditure done by the consumers for purchasing when compared with the assortment done on the basis of substitutes. This result was mediated through the convenience in the consumption process.

Zainal,et al., (2016) examined the antecedents of the cross-shopping behavior of the consumers. The study was done in the context of Selangor. The grocery retailers are witnessed to have a widespread growth in Malaysia and this is proved with a huge number of customers for such retailers. This is because the customers get the opportunity to have wide variety of choices, in the context of food purchase, and such an occurrence in retail sector had paved the way towards cross-shopping. Such a huge phenomenon may prove to be a threatening fact to small retailers since they have to face competition from big organizations. Also, the standardized nature of products of small retailers prove to be a big challenge as these small retailers have to come out with better strategies for retaining the customers. In such a situation, it would be beneficial to understand the reasons for the customers going in for cross-purchasing activities. The authors of the study had performed a study to identify the antecedents which affected the cross-purchase behavior of the consumers. The study was done on the basis of the previous studies done in this regard. Through the study, the antecedents found were perceived time pressure, impulse buying tendency, price consciousness, convenience orientation and product assortment. The respondents of the study were the consumers in Selangor who were administered with questionnaires for data collection. The data so collected was analyzed with the help of multiple regression and SPSS. On the basis of the findings, it was explored that only two of all other antecedents were predicting cross-purchase behavior.

Chernev, (2011) performed an inter-disciplinary review regarding the product assortment and the choice of the customers. The concept of product assortment had developed several studies in varied domains like social psychology, individual decision-making, group decision-making, empirical modelling analytical modelling and economics. Though studies regarding product assortment are huge in number, the concept remained unclarified. The purpose of this study was to provide a clear definition for assortment along with its major outcomes. In this reference, the authors had discussed the way in which the consumers perceived the item variety in the assortment, way in which the consumers selected an item from the assortment and the way in which the consumers choose amongst the assortments.

Materials and Methods

The study has been carried out among the customers of malls in Chennai. The respondents for the study have been selected through the convenience sampling method of sampling and the sample size is 100. The instrument used for data collection is questionnaire and the tool for analysis of the collected data is Regression.

Table 1: Dimension wise Cronbach Alpha value

Dimensions of Product Assortment	No. of Items	Adopted from	Cronbach Alpha
Assortment price perceptions	3	Creswell, J 1994	0.926
Assortment quality perceptions	3		0.983
Assortment variety perceptions	4		0.920

Analysis and Interpretation

Influence of Assortment Price Perception

Cross Shopping Behaviour

R	R Square	Adjusted Square	R F	Sig.
0.969 ^a	0.939	0.938	1.029	0.000 ^a

a Predictors: (Constant), Assortment Price Perceptions

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.065	0.072		0.903	0.368
The assortment provided at the store is value for money	-.385	.037	-.419	-10.377	0.000
The assortment provided at the store offers various price ranges to choose from mall	.740	.035	.738	21.088	0.000
The assortment provides various low cost local brands	.652	.029	.685	22.562	0.000

Dependent Variable: Cross shopping behaviour

Interpretation

Findings show that all statement of Assortment Price Perceptionson Cross shopping behaviourwas significant. There was a relation found between the Cross shopping behaviourand the Assortment Price Perceptions. The analysis done through regression show signs of that among three indicators, all indicators was highly influence over the Cross shopping behaviour. The F value so got was 1.029which means $p < 0.000$. It was also reported that Assortment Price Perceptionswas seen to predict Cross shopping behaviour. Findings show that the Cross shopping behaviouris positively affected by Assortment Price Perceptions.

Influence of Assortment Quality Perceptions On

Cross Shopping Behaviour

R	R Square	Adjusted Square	R F	Sig.
0.838 ^a	0.702	0.698	158.043	0.000 ^a

a Predictors: (Constant), Assortment Quality Perceptions

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.847	.146		5.793	0.000
The assortment provides many healthy products	.583	.129	.629	4.530	0.000
Assortment provided is always fresh	.694	.152	.764	4.568	0.000
Assortment provides good quality national brands.	-.470	.124	-.573	-3.805	0.000

Dependent Variable: Cross shopping behaviour

Interpretation

Findings show that all statement of Assortment Quality Perceptionson Cross shopping behaviourwas significant. There was a relation found between the Cross shopping behaviourand the Assortment Quality Perceptions. The analysis done through regression show signs of that among three indicators, all indicators was highly influence over the Cross shopping behaviour. The F value so got was 158.043which means $p < 0.000$. It was also reported that Assortment Quality Perceptionswas seen to predict Cross shopping behaviour. Findings show that the Cross shopping behaviouris positively affected by Assortment Quality Perceptions.

Influence of Assortment Variety Perceptions on Cross Shopping Behaviour

R	R Square	Adjusted R Square	F	Sig.
0.995 ^a	0.990	0.990	5.076	0.000 ^a

a Predictors: (Constant), Assortment Variety Perceptions

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.158	.031		5.074	0.000
This assortment provides variety of different brands to choose from	-.020	.016	-.023	-1.271	0.205
This assortment provides different variants to choose from.	.969	.016	.982	59.953	0.000
This assortment provides various package sizes to choose from	-.037	.010	-.033	-3.692	0.000
The assortment offers different quality ranges to choose from.	.057	.019	.060	2.988	0.003

Dependent Variable: Cross shopping behaviour

Interpretation

Findings show that all statement of Assortment Variety Perceptionson Cross shopping behaviourwas significant. There was a relation found between the Cross shopping behaviourand the Assortment Variety Perceptions. The analysis done through regression show signs of that among four indicators, threewas highly influence over the Cross shopping behaviour. The F value so got was 5.076which means $p < 0.000$. It was also reported that Assortment Variety Perceptionswas seen to predict Cross shopping behaviour. Findings show that the Cross shopping behaviouris positively affected by Assortment Variety Perceptions.

Findings and Suggestion

It has been explored from the analysis of the study that the Product Assortment of the consumers about various facets regarding the purchase of luxury products affect their Cross shopping behaviour.

Conclusion

Assortment plays a huge role in shaping the purchase pattern of the consumers. If the consumers are offered with product of routine nature, they automatically turn towards the store which provides a wide range of products which are assorted as per their requirements. Finding of the study is Product Assortment of the consumers about various facets regarding the purchase of luxury products affect their Cross shopping behaviour.

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