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Developing and Validating the Questionnaire to Understand the Habits and Preference of Adolescent Shoppers

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Abstract : There is a tremendous growth of shopping malls in India and the growth is not limited to metros or urban places, it has extended to the small towns. As a result, the habits and preference of the adolescent has evolved from the pricing seeking to more hedonic consumption. The change in perception on the dimensions offered by shopping malls in the recent years has brought attention for many researchers and practitioners to understand its dimensions. After extensive review of literature, the study identified some variables which are important for mall developers. This study attempts to understand the dimensions for shopping malls in India. This paper aims to test the reliability and validity analysis by using descriptive analysis in executing a pilot study by taking 123 respondents who have experienced different shopping malls in Odisha. The sample of the respondents were carefully also identified. The results indicate that the instrument is a reliable and valid for measuring the different dimensions of habits and preference of adolescents.

Key Words- Adolescent, shopping habit, Preference, shopping malls, Odisha

I. INTRODUCTION

The retail sector in India is undergoing a significant transformation as traditional markets are being overtaken by new formats, including department stores, hypermarkets, supermarkets, and specialty stores. This shift is driven by rapid population growth, rising household incomes, increased exposure to foreign cultures, growing consumer aspirations, and the appeal of one-stop shopping experiences. The mindset of Indian shoppers has been evolving, with customers now visiting shops not only to purchase products but also to enjoy the overall experience, personalize their shopping, and immerse themselves in a vibrant shopping atmosphere. Consequently, shopping centres have emerged, offering a blend of retail, entertainment, and leisure activities, all under one roof. These centres aim to provide quality time and space for entertaining, socializing, and enjoying oneself. Malls, initially conceived as community hubs for shopping, socializing, cultural activities, and peer-to-peer engagement, have indeed fulfilled their original purpose. They now serve as multifaceted destinations where people can shop, connect, and have fun, reflecting their evolving role in modern society with increasing incomes, a traditional family structure, and a growing children market, the analysis of children shopping behaviour and how it affects their parents is of paramount importance in family shopping. Adolescents are going to be the future customers for all kinds of products and services. Today, there are many changes taking place in the market. The main consumers are the teens. Not only are they spending their money, but they are also spending their parents' money to meet their needs. So, you can say that teens are the future customers for every product and service. As more and more teens enter the market, they will provide a steady stream of new consumers.

II. REVIEW OF LITERATURE

Singh, Gupta and Kumar (2021), identified eight key elements that are essential for prospective consumers to form an impression of a shopping center those are: availability, alertness, populated, ambiance, storage, aesthetic commercial, and terminal subculture. They conducted a study on the behavior of 100 randomly selected teens in various malls in Delhi. This study revealed

that the behavior was highly dependent on the individual, varying from adolescent to adolescent. Yohannes and Kartika (2021) conducted a survey involving 97 adolescents to explore the relationship between youths' lifestyles and mall attractiveness. In their study, lifestyle was treated as the independent variable, while convenience, luxury, comfort, diversity, and entertainment were considered dependent variables. The findings revealed that among these factors, comfort emerged as the most significant influence on the behavior of adolescents. Ramandeep, Anil and Rita (2019), did a study of 160 people to get an idea of how young people feel about shopping malls. They said that there are 8 main things that young people need to know about shopping malls to form an impression of them: convenience, variety, awareness, overcrowding, atmosphere, parking, indulgence, and the mall culture. They also listed off a bunch of other things that young people like about malls, like how they sit, if there are water bottles, if there's an e-map, if there are ramps, if there's a book section, if there's parking, if there's security, and if there's customer service. The researchers found that the maximum amount of time people spent shopping was up to 3 hours, but weekends were preferred over weekdays. Arvind (2019) has carried out a study on the brand perception among young people in India regarding the purchase of denim jeans. In this study, 350 management students from the Bhopal area have been selected for the sample. The key findings of this study are: Quality Consciousness Self-Confident Participation in Purchasing Decision Making Brand Consciousness Brand Loyalty These are 5 key factors that influence the brand preference of young people in India.Narkhade et al. (2018) examined the impact of aesthetically-related factors on the consumption behaviour of under graduate students in Pune. The study revealed that visual factors, such as layout, display, lights and fixtures, play a significant role in influencing the purchasing behaviour of adolescents in shopping malls. A study was carried out in Lahore, Pakistan by Ehsan et al. (2018), which looked at the attitude of adolescents towards pop-up-stores and their hedonistic shopping experiences. The results showed that the hedonistic shopping experience had a big impact on the attitude of the adolescents. Furthermore, the study showed that the attitude towards pop-up stores and hedonistic shopping had a positive effect on the buying behaviour of the youngsters. Porral and Mangin (2018) conducted a study on 253 respondents to investigate the factors that attract consumers to shopping malls. They utilized a structural equation model for data analysis. The results of their study showed that consumer loyalty and buying intention increase based on tenant variety, internal atmosphere, and leisure mix within the malls. Additionally, they found that promotional activities and convenience did not significantly influence consumers as pull factors.The study conducted by Narahari & Kuvad (2017) focused on analysing customer behaviour when it comes to shopping malls. The primary objective of the study was to gain insight into the buying behaviour of customers visiting shopping malls and to identify any gender-specific differences in purchasing behaviour. The findings of the study indicate that the customers of Bhavnagar are generally satisfied with the overall shopping experience and feel completely at ease, as they view the mall as a "One-Stop Shop" for a wide variety of items and brands. On the other hand, there is a lack of awareness of safety measures among the customers. In general, the study found that there are no significant gender differences in shopping experiences, decisions and purchasing decisions, which is a positive indication of the increased role of women in the industry. Furthermore, the research suggests that shopping malls are the ideal place for socializing, particularly for younger generations to spend quality time with their families and for dining out in addition to shopping. Tarun, Satnam and Anindita(2017), analysed the factors that influence consumers to choose the shopping malls. Using the mall intercept survey method, the researchers collected data through structured questionnaire responses from 181 respondents. The researchers identified Convenience, Internal atmosphere, Service Quality Experience, Proximity, Utilitarian Factors, Acoustics and Demonstration as 7 important factors which influence consumers to choose shopping malls.Rashmi, Poojary and Deepak(2016), conducted a study on the factors that influence customer behaviour and its influence on customer loyalty towards shopping malls, using structural equation modelling to identify six essential dimensions. The conclusion of the study is that the shoppers' shopping behaviour has a positive effect on customer satisfaction and loyalty. Consequently, the improvement of the factors that influence shoppers' shopping behaviour will lead to an increase in customer satisfaction and loyalty to the retail shops in chosen shopping malls. Ahmed and Mayya (2015) carried out a study on buying behaviour and consumer perception of shopping malls. The results of their study show that consumers have benefited from organized retail in many ways, such as a wider range of products and popular brands, one-stop shopping, new market launches, festive discounts, and many more. The survey results showed that nearly all income groups benefit from organized retail purchases. Therefore, from the consumer’s point of view, organized retailing expansion is more popular as different malls and corporate compete with each

other to offer lower prices with good quality products. Amit and Deepika (2015), explores that, merchandising, variety and selection, milieu and facilities and convenience are four broad elements which are essential for any mall to be successful in attracting customers in India. A study by Mazhar (2014) looked at 320 students in Pakistan. The purpose of the study was to understand the preferences of teenagers regarding branded and non branded products. The results of the study showed that young adults are very aware and well informed about brand, fashion and the use of apparel products. They make their decisions based on their environment. According to the study, female adolescents are more influenced by social media and fashion, leisure and confusion over choice. Whereas, male adolescents rely on media, are brand-conscious and are spontaneous purchasers.

III. RESEARCH OBJECTIVES

The main purpose of this study is to test the reliability and validity of scale used to understand the buying habits and preference of adolescent shoppers in Odisha. The research objectives are given below.

1. Testing the normality of the scale of buying habits and preference,
2. Assessing the reliability and validity of the scale in the shopping malls

IV. RESEARCH METHODOLOGY

Data was collected between Septembers to December 2023 by means of convenient sampling. To expand the number of respondents in a short period of time, a non-probability convenient sampling method (Goodman, 1996) is used. For the pilot survey, a total of 123 respondents were collected from the mall visitors particularly among the college students. A five-point Likert scale is used to measure the perceived service quality which ranged from "1= strongly disagree" to "5= strongly agree". In addition, a five-point Likert scale ranging from "1 = very dissatisfied" to "5= very satisfied" has been used to measure the customer perception and assessment to overall satisfaction.

Data analysis (descriptive statistics, reliability analysis, validity analysis and factor analysis) were carried out using SPSS version 20. Demographics are presented as proportions. Cronbach's alpha was used to assess the reliability and internal consistency of each of the scale.

V. PILOT STUDY

A pilot study is a small study to test research protocols, data collection instruments, sampling method, and other research techniques in preparation for a larger study. This study is necessary and useful in providing the groundwork in a research study.

5.1. Profile of the Respondents

The data was entered into an IBM SPSS (Statistical Package for Social Sciences) datasheet, which was then coded and edited as needed. The missing data imputation technique, which is accessible in SPSS, was used to solve the issues posed by missing data. The information was examined for normalcy. It is agreed to proceed with the final analysis after checking the data normality. The Researcher clearly defines the demographics.

It was carried out in order to describe the demographic characteristics of the sample. The respondents were divided into three age groups: 16.1 to 18 years old, 18.1 to 20 years old, and 20.1 to 22 years old. The study has found that out of 123 samples, 33 respondents are up to the ages of 14 years, 33 respondents are between the ages of 16, 34 respondents are between the ages of 18. This suggests that the majority of respondents are up to the ages of 16. Another intriguing finding is that 86 out of the total of 150 respondents were male and rests were female.

Table 5.1

Demographic Profile of the respondents

Demographic Variable	Demographic Sub-groups	Number	Percent	Mean	S.D
Age (years)	16.1 to 18 years	33	27	2.09	1.202
	18.1 to 20 years	48	39		
	20.1 to 22 years	42	34.1		
Gender	Male	86	69.9	1.42	0.495
	Female	27	21.1		
Education	Higher Secondary	38	30.9	2.84	0.729
	Under Graduate	58	47.1		
	Graduate	25	24.2		
	Others	2	0.22		

Source: Primary Data

Table 5.2

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.935
Bartlett's Test of Sphericity	Approx. Chi-Square	8624.659
	Df.	1378
	Sig.	0.000

Source: Researchers' own calculation

This study has taken 123 responses which are adequate for running the factors analysis (Tabachnick & Fidell, 2005). In addition, the Kaiser-Meyer-Olkin (KMO) is a test for sample adequacy in terms of meeting the best practice standard for EFA (Kaiser, 1970). A KMO value of more than.50 is considered adequate (Kaiser, 1974), and values of more than.80 are regarded as excellent (Hair et al, 2006). Here the KMO value of .935 justifies that the sample is adequate for further analysis.

5. 2. Missing Values Analysis

This is a crucial aspect of establishing the acceptability of analyzed outputs. Missing values analysis using SPSS 20 was evaluated. An investigation of the items and cases with missing values revealed that the missing data were coming from both direct and indirect data processes and should not be ignored (Hair et al., 2006). Missing data from known processes included those that were displaced due to errors in data input as well as respondents who avoided few questions. According to Hair et al. (2006), the remedy depends on the degree of missing data and the level of randomness of the missing data process. In this study, the extent of missing data was considered negligible or minor as all items contained very minimal missing values and were way below the acceptable level of 10% (Hair et al., 2006). The crucial findings those supported the current analysis that further analysis using these datasets revealed the absence of any specific pattern amongst the missing data. As a result, all cases (N = 123) that were included in subsequent statistical analysis provided complete details.

5.3. Assessing the Normality of Distribution

The initial precondition for the statistical test of the hypotheses of the current study is that the existing data must meet the normal distribution pattern. Graphical analysis of data distribution (e.g., histograms) for all of the items comprising the dependent and independent variables including the residual plots was performed to assess normality (Chambers et al., 1983).

Table 3 revealed the skewness and kurtosis of each item. The descriptive statistics shows that the skewness ranged from -.995 to +1.785 while the kurtosis varied from -.953 to +2.500. Whilst normal distribution should have values of skewness and kurtosis close to zero (Field, 2005), the values presented in the two tables suggested that the distribution of data was relatively normal.

Conditions of mild skewness (-1 to +1) or kurtosis (-2 to +2) were observed to be within normal range so that statistical analysis such as factor analysis that would be used in the study could continue (Heck, 1998). Additionally, multiple researchers recommend that absolute values of skewness indices greater than 3.00 seem to describe extremely skewed data sets (Chou and Bentler, 1995; Huet et al., 1992; Kline, 2005; Schumacher and Lomax, 1996). Likewise, absolute values of kurtosis indices higher than 10.00 suggest a problem and value greater than 20.00 may indicate a more serious problem (Hoyle,1995; Kline, 2005). The data set shows that the skewness and kurtosis were much lower than these maximum limits and poses no problem.

Table 5.3

Skewness and Kurtosis Indices of Items

Item	Skewness Statistics	Kurtosis Statistics
BP1	-1.138	1.529
BP2	-.967	.748
BP3	-1.095	1.295
BP4	-.931	.821
BP5	-.870	.709
BP6	-.906	.263
BP7	-.853	.299
BP8	-.625	.050
BR1	-1.220	1.513
BR2	-.647	-.038
BR3	-.493	-.538
BR4	-.481	-.390
BR5	-.104	-.872
ATM1	-.219	-.953
ATM2	-.676	-.111
ATM3	-1.305	1.734
ATM4	-.986	.839
FN1	-1.204	1.527
FN2	-1.095	.911
FN3	-.645	.034

FN4	-.838	.503
FN5	-1.117	1.283
FN6	-1.404	2.018
CON1	-1.068	1.307
CON2	-1.048	1.401
CON3	-.995	1.050
CON4	-1.216	1.611
HED1	-.942	.784
HED2	-1.389	2.500
HED3	-1.241	2.263
HED4	-1.133	1.884
HED5	-1.213	1.785
PRO1	1.785	1.873
PRO2	-1.165	1.792
PRO3	-1.040	1.252
PRO4	-1.325	2.191
SAT1	-.956	1.227
SAT2	-1.201	1.491
SAT3	-1.082	1.408
SAT4	-1.293	1.826
SAT5	-.959	1.194
SAT6	-1.151	1.774
SAT7	-1.142	1.540
SAT8	-.970	.820
SAT9	-1.102	1.469

Source: Researchers' own calculation

Table5.4

Skewness and Kurtosis Indices of Factors

Factor	Skewness Statistics	Kurtosis Statistics
Buying Preference	-1.051	1.398
Brand	-0.881	0.602
Atmosphere	-0.267	-0.607
Food & Entertainment	-1.208	1.585
Convenience	-0.969	1.599
Hedonic	-1.139	1.675
Promotion	-1.278	2.409
Satisfaction	-1.332	2.52

Source: Researchers' own calculation

Table 5.5

Tests of Normality of Items

Item	Kolmogorov-Smirnov[a]		Shapiro-Wilk	
	Statistic	Sig.	Statistic	Sig.
BP1	0.273	0.000	0.812	0.000
BP2	0.257	0.000	0.841	0.000
BP3	0.271	0.000	0.821	0.000
BP4	0.247	0.000	0.843	0.000
BP5	0.286	0.000	0.850	0.000
BP6	0.277	0.000	0.847	0.000
BP7	0.279	0.000	0.855	0.000
BP8	0.252	0.000	0.879	0.000
BR1	0.289	0.000	0.805	0.000
BR2	0.319	0.000	0.825	0.000
BR3	0.262	0.000	0.855	0.000
BR4	0.284	0.000	0.853	0.000
BR5	0.232	0.000	0.877	0.000
ATM1	0.266	0.000	0.860	0.000
ATM2	0.224	0.000	0.876	0.000
ATM3	0.304	0.000	0.788	0.000
ATM4	0.292	0.000	0.838	0.000
FN1	0.304	0.000	0.805	0.000
FN2	0.300	0.000	0.821	0.000
FN3	0.234	0.000	0.880	0.000
FN4	0.278	0.000	0.857	0.000
FN5	0.313	0.000	0.814	0.000
FN6	0.334	0.000	0.767	0.000
CON1	0.294	0.000	0.823	0.000
CON2	0.301	0.000	0.826	0.000
CON3	0.262	0.000	0.833	0.000
CON4	0.285	0.000	0.806	0.000
HED1	0.262	0.000	0.844	0.000
HED2	0.325	0.000	0.774	0.000
HED3	0.299	0.000	0.797	0.000
HED4	0.287	0.000	0.812	0.000
HED5	0.304	0.000	0.805	0.000
PRO1	0.308	0.000	0.801	0.000
PRO2	0.298	0.000	0.810	0.000
PRO3	0.296	0.000	0.829	0.000
PRO4	0.303	0.000	0.785	0.000
SAT1	0.287	0.000	0.837	0.000
SAT2	0.315	0.000	0.805	0.000
SAT3	0.287	0.000	0.824	0.000
SAT4	0.292	0.000	0.794	0.000
SAT5	0.273	0.000	0.837	0.000
SAT6	0.327	0.000	0.805	0.000
SAT7	0.303	0.000	0.815	0.000

SAT8	0.291	0.000	0.840	0.000
SAT9	0.305	0.000	0.818	0.000

Source: Researchers' own calculation

Table 5.6

Tests of Normality of Factors

Factor	Kolmogorov-Smirnov[a]		Shapiro-Wilk	
	Statistic	Sig.	Statistic	Sig.
	.131	.000	.900	.000
Brand	.141	.000	.924	.000
Atmosphere	.126	.000	.957	.000
Food & Entertainment	.179	.000	.882	.000
Convenience	.153	.000	.911	.000
Hedonic	.191	.000	.886	.000
Promotion	.184	.000	.858	.000
Satisfaction	.194	.000	.853	.000

Source: Researchers' own calculation

5.4. Reliability Test

The reliability test was done using SPSS 20. Here, data reliability is assessed to check the internal consistency of the data based on Cronbach's alpha. According to L.J. Cronbach (1995), an alpha value greater than .70 is considered to be suitable for further analysis. The alpha coefficient for the total number of items is .988, suggesting that the items have relatively high internal consistency. Reliability was also checked by deleting questions one by one and it was found that there is no significant variation in Cronbach's alpha. Therefore, it may be concluded that the scale is reliablefor understanding the preference of adolescents on mall visit.

Table5.7
Reliability Test

Factor	Number of item	Reliability
BP	8	.826
BR	5	.869
ATM	4	.844
FN	6	.891
CON	4	.868
HED	5	.860
PRO	4	.900
SAT	9	.926

Source: Researchers' own calculation

Reliability Statistics

Cronbach's Alpha	N of Items
.988	45

5.5. Validity Test

The construct validity of the scale has been tested using Pearson's correlation Coefficient two-tailed test with a confidence interval of 95%. The calculation has been done using SPSS 20. The result is given in the Table 8.

It is observed that correlation is significant at the .01 level for all questions. The sample size is 150. Therefore, the degree of freedom is 148.Using the Pearson's correlation coefficient significant table for the degree of freedom of 148 with the significance level of .05 (Confidence level of 95%). So, all the questions of scale are valid.

Table 5.8

Validity Test

Pearson Correlation					
Item	Coefficient	Item	Coefficient	Item	Coefficient
Item_1	.650**	Item_2	.725**	Item_3	.722**
Item_4	.565**	Item_5	.786**	Item_6	.785**
Item_7	.762**	Item_8	.664**	Item_9	.608**
Item_10	.785**	Item_11	.763**	Item_12	.653**
Item_13	.718**	Item_14	.519**	Item_15	.731**
Item_16	.840**	Item_17	.839**	Item_18	.752**
Item_19	.638**	Item_20	.598**	Item _21	.670**
Item _22	.638**	Item _23	.756**	Item _24	.713**
Item _25	.811**	Item _26	.794**	Item _27	.659**
Item _28	.851**	Item _29	.880**	Item _30	.859**
Item _31	.698**	Item _32	.812**	Item _33	.830**
Item _34	.824**	Item _35	.745**	Item _36	.682**
Item _37	.830**	Item _38	.788**	Item _39	.849**
Item _40	.655**	Item _41	.892**	Item _42	.874**
Item _43	.861**	Item _44	.564**	Item _45	.888**

** Correlation is significant at the 0.01 level (2-tailed).

VI. Conclusion

The buying habits and preference of the adolescents has bought many changes in the retail sector. The existing way of attracting the adolescents needs to be redefined keeping in mind the requirements of the young and tech-savvy customers. In this regard, the study intends to validate the new scale by including the new dimensions. The study has conducted a pilot study taking data from 123respondents across different demographic sections. It also identified that the new scale is reliable and valid and can be further extended to study considering a greater number of respondents. Further studies can be considered taking other dimensions. The study has taken responses from limited number of respondents. The study also includes many limitations such as time and the same can be interpreted differently in other retail sector.

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