

# Changing Consumer Behavior Towards Emerging Shopping Malls: A Sociological Analysis

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## Abstract

This paper paints a comprehensive picture of the changing Consumer Behavior towards Shopping Malls. An attempt has been made to investigate the different components that influence the consumer behavior towards emerging shopping mall. This literature review found that the customers do not go shopping malls only for the sake of shopping but for the entertainment. Different studies denote that various kind of factors are responsible that make the customers prefer shopping in big malls. The analysis drawn out in this paper will definitely help the retailers or shopkeepers to make changes if any in the shopping malls in order to attract maximum customers thereby satisfying their needs and making other important changes for the development of a mall.

**Keywords:** Consumer, Culture, Behavior, Shopping, Malls, Experience.

## Introduction

Consumer behaviour is rather a new field of study and is catching full attention of the social researchers. All over the world, the seller's markets have moved out and buyers' markets have come up in its place. This transformation has led to a paradigm shift of the manufacturer's consideration from product to the consumer and in particular, it is centred on the behaviour of the consumers. The assessment of marketing concept from meagre selling concept to consumer-oriented marketing has also made the buyer behaviour an independent discipline in modern day world. Moreover, the growth of consumerism as well as consumer legislation gives emphasis to the significance that is given to the consumers in the present state. Consumer behaviour is generally a study that explains how individuals make decisions in order to spend their available resources that is their effort, time and money. It also studies the consumption related aspects and answers the following important questions: What the customers buy? When the customers buy? How the customers buy? And so on.

## Literature Review

Kaul (2005) presumed that purchaser's satisfaction with the store's service quality is well on the way to stay faithful. Service quality is in effect progressively seen as a device to expand an incentive for the buyer; as a method for situating in a competitive environment to guarantee customer fulfilment, maintenance and support. In spite of its key significance, Indian retailers did not have a fitting instrument to quantify benefit quality. This investigation analyzed the Retail Service Quality scale (RSQS) created in the U.S. for pertinence to Indian Retail. This scale has been discovered fitting in an assortment of settings crosswise over various nations, for example, South Africa and Singapore and across a variety of store types such as supermarkets, department stores and hyper stores.

Gupta (2006) inspected the degree to which promotions connected shopper's recognition towards product benefit and made a positive purchasing choice. His investigation found that critical contrast is

found in two groups of discount and non– discount classification, regular deals and occasional deals, coupons and no– coupons. He has additionally gone to propose that store retailers must give a setting that will enable shoppers to look for their requirements and needs in the commercial centre and they should discover approaches to attract the consumers and increase their supply.

Mehta (2006) studied malls of Ludhiana and found that people do not just buy the products but the experiences. Mall’s ambience attracts the consumers. The researcher asked the people to rank their preferences while coming into the malls on the basis of eating joints, beauty salon, jewellery, music, entertainment. She not just studied but also gave some suggestions that how the consumer could be attracted to the malls to increase their patronage by providing free parking to the regular consumers, providing weekend special multiplexes, etc.

Sunderajan and Yamini (2006) made a study of the mall consumers of Chennai. They express that accommodation, convenience and products are essential purposes behind the customers to visit a shopping mall. Further, visiting shopping malls has turned into a gathering action. Normal size of gathering visiting a shopping mall is 3 to 4 and the buyers are impacted and joined by companions and relatives. A very much composed shopping mall having the stylistic themes and comforts coordinating global benchmarks which can take into account the shopping and entertainment needs of the whole family has enormous potential in Chennai.

Menon and Dube (2007) examine the trends of consumer personality in general terms of psychology. Angry consumers were candidly drawn in with the circumstance while anxious customers sincerely withdrew from it. Subsequently, supplier reaction that included emotional and instrumental help was the best for angry consumers. On the other hand, there was no benefit to the same counting emotional help for anxious purchasers.

Mishra and Dash (2008) in their article have seen that organized retail has changed the Indian retailing structure and the utilization conduct. The study revealed that the consumers prefer shopping malls and organized retailing in comparison to the traditional retailing as these malls are more convenient and they have alternative choices to decide on. The shopping malls are at a low level of risk in terms of the quality of the products. The price of the products is also at a low level of risk as these provide discounts on the products. This saves the time, money and energy of the consumers.

Patel (2008) explored the decision-making styles of Indian customers in shopping malls. The study was conducted over 128 dynamic shopping center, to explore the choice making styles of Indian customers in shopping malls. The consumer’s decision-making styles were distinguished by the questionnaires and the reactions caught in six styles by leading factor analysis. These basic leadership styles were: price, quality, recreational, confounded by over– decision. This examination uncovered that the normal Indian customer was not exceptionally brand cognizant, in any case, very cost and quality cognizant. It was discovered that unmarried buyers are more cost cognizant than the wedded customers. Indian customers are recreational in their shopping. Shopping is a fun movement for them. Youthful buyers between the ages of 11– 20 years were observed to be the most trivial in their shopping. Rathod and Patel (2008) studied the ways people prefer to visit malls. They found three criteria which explain how people choose a specific mall to visit. One is that the malls provide diverse forms of products and this variety of products attracts the consumers. Second, the services which are provided by these malls attract many

and the third criteria explain that the location of the mall is also very important for the consumers to visit malls.

White (2008) in his paper has explained that the consumers and their ways of life have changed, and with that, shopping malls are changing to keep on pulling in shoppers. Eating joints, movie theatres, dancing clubs, once of little noteworthiness to shopping malls are currently developing in significance as a fundamental piece of the blend since with a specific end goal to pull in today's customer, and products alone do not work.

Singh, Shalini (2009) Malls in India, have attracted a huge crowd because of the glamorous ambience of window shopping. The pattern of consumers shopping has emerged a big chain in metros, and the Indian retail sector has experienced a significant change in its growth and investment. The methodology used was an exploratory study with descriptive research. The locale of the study included three cities: Kanpur, Varanasi and Lucknow. The total sample size was 600. 250 were young respondents, 250 were middle and 100 were elderly. It studies the motives behind shopping, what forces the individual to shop. It was found that the motivation for shopping depends on the age, gender, income. Movie theatres attract a huge number of consumers, but this could lead to the loss of the malls as the customers only come for the movie and not for shopping. In Lucknow, youngsters are more attracted to malls while in Varanasi people do not find malls something of Indian Tradition. This provides diversity in the taste of people towards malls; it shows regional differences of tastes.

Sangal, M., and Yadav (2012) A shopping mall is a landscaped complex of shops, including the restaurants, cinema theatres, planned parking areas, where the people spend their weekends shopping, dining at the food courts, watching movies at the theatre, playing games on the gaming zones, it is a place of business for retailing goods. A shopping mall according to Sangal and Yadav is "an indoor version of the traditional market". The paper mentions that in India there are 150 estimated malls but, around 20-25 of these are making business. The objectives of the research were to find the regional differences with regard to shopping malls, to find the history of malls, to find the consumer buying behavior and whether in India mall culture could be successful or not. The time period of the study was 2005-2012 with a sample size of 200. The research is a comparative study of shopping malls of metropolitan malls and MG Road malls of Gurgaon. It was found that the Metropolitan malls and the consumers are mostly the students or between the age group of 20- 25, their annual family income is around between 20-25 lakhs and 5-10 lakhs. These consumers are mostly brand conscious. Consumers believe Metropolitan malls to be the best place to hang out, shopping and entertainment. Sahara malls have the consumers of 25-35 and 35 and above age group. It is considered to be the mall for the middle class, providing a single roof with all facilities. The family annual Income to these consumers is between 2-5 lakhs common. The research found that the income of the consumer reflects the level of shopping; regional differences are the common factors which brings business to the malls.

Kaur, Amandeep (2013) Indian retailing is an old concept. Weekly Bazar, 'Kirana', 'Baniyakidukkan', these are all traditional formats of retailing in India. With the changes in the consumer's behavioral pattern, the rise in income, the format of retailing has formed an organized pattern. The study focuses on two states of Punjab: Ludhiana and Chandigarh. Ludhiana is known for its sports goods Industry and hosiery has a dozen of malls. Chandigarh, on the other hand, is the first city in terms of Human Development Index. The researcher focuses on the pattern of consumer behavior in the malls along with the effect of location while deciding on a shopping mall. Three shopping malls were studied from

Chandigarh and four from Ludhiana. The number of respondents was 100. The researcher found that the consumers believed perfect quality products available in the malls. Malls provide all types of entertainment, like the gaming zone, kids section, dance clubs, etc. The location of the malls plays a vital role in the competition. Most of the respondents feel that the environment around the mall should be good and comfortable, and they prefer malls to be near their homes so that they could easily go whenever they like.

Sharma, Jaishree 'Urbanization and migration a socio-economic Analytical Study of Gurgaon District Haryana' (2013). The study focuses on the migration of Gurgaon district from rural to urban. It focuses on the trends and processes of urbanization and gender specificity in in-migrants, literacy rate, total population and also studies the reasons for migration into Gurgaon. It also mentions a few concepts related to migration like net migration, gross migration, migration streams, emigrants, immigrants and many more. It also determines the demographic, social, cultural and political determinants and also determines the migration stream for both Gurgaon district and Gurgaon Urban Agglomeration. The researcher mainly tries to find out the cause of migration and finds out that Urban Dwellers less migrates than Rural Dwellers. Researchers also focus on the push and pull factors as the cause of migration and also gender as an emphasized response to migration. The researcher found in the study that migration in Gurgaon is basically interstate migration and that more than 65% of migrants in Gurgaon are from Delhi, Rajasthan, Uttar Pradesh and females to be the dominant one.

Sheopuri, Anuj, and Sheopuri, Anita (2016) Indian consumer behavior is shaped by the urban lifestyle, high-income opportunity, globalization, exposure to latest trends and fashion. Sheopuri and Sheopuri tested the attitude of costumers towards shopping malls, the level of their satisfaction in relation to the quality of products their area of research was Bhopal where they studied five shopping malls with 136 respondents. They also studied the economic profile of the customers and how the income category belongs to the shopping in the malls. The level of satisfaction in regard to the quality was also studied. They found that the customers have a positive attitude towards the malls, as they provide everything under a single roof; not just the shopping but also malls provide a better social interaction place for all age groups.

Bawa, Sinha and Kant (2017) traditional markets were the things of the past. It was found in the research that the shopping behavior depends on the income and age of the individual. The consumer of the age group 29-31 made monthly visits. The unmarried people visit malls more frequently than the married. The consumer who visits these places frequently has an income of between 0-5 lakhs and 26-30 lakhs. Furthermore, it was found that the nuclear family are more prone to these places than the joint family. In the study, it was found that people prefer open-air shopping. The sector 17 of Chandigarh is becoming again a preference of the shoppers, who consider it as 'The heart of city Beautiful'.

Rathod, Raj Kumar (2017) mall culture is the culture of learned and shared shopping experiences in malls. They suggested the best way to understand mall culture is by understanding the mall culture of Delhi, Gurugram, Mumbai, Kolkata, Chennai, Bangalore, etc. Raj Kumar considers that the mall culture is engaged where the population density is high, people have a high income, and are brand conscious, specifically he focused on the unmarried youth, who have high income and fewer expenses, these people are more shopaholics. He studied 250 mall visitors to find that whether the mall visitors have a significant attitude towards malls or not. He found that the people or the respondents have an optimistic view of the mall culture in India and want the malls to be proliferated in the country, where they could

enjoy with their families, friends. They want malls to be the place to hang out not only for shopping, but to have the kid's zone, dining, fun activities and many more. But another fact is that mall culture has already developed and had much more to offer just than shopping.

Nisha (2018) the study focuses on the mall culture, that how the traditional retail scenario has changed to the organized retail business in India. The study focuses on the emergence of shopping mall culture in Chennai. It examines the consumer's decision-making style and how the consumers get attached to the shopping malls. The study was conducted in 17 shopping malls of Chennai. The total of 650 respondents was studied. It was found that the number of female consumers is more than the male, who frequently visit malls. 48% of the respondents belonging to the age group of 18-25 visit malls once in a week or twice. The frequent visitors of malls have the monthly family income between 70,000 to 1, 30,000. The consumer visit shopping malls not just for the purpose of shopping, also for the other facilities that these malls provide under single roof of gaming, movie theatre, kid's zones, etc.

Jin and Sternquist (2004) have explained shopping as a fun and enjoyable activity that results in producing feelings of 'joy' among the customers. According to Bell (1999), positive image has been demonstrated to generate higher levels of pleasurable feelings among the customers, and thereby reflects their preference of spending time in that particular area. Wakefield and Baker (1998) argue that some consideration has been focussed on the idea of excitement in the literature of retail sector. Nevertheless, while excitement resembles to an emotional state that somehow produces high levels of pleasure and excitement, enjoyment have a tendency to denote a less emotionally intensive evaluation, which is identical to liking. On the other hand, out of the two emotional states, logic would command that customers would discover themselves in a state of enjoyment more frequently as compared to the state of excitement, particularly if the customers are regular shoppers. Enjoyment itself has been stated as an inspiration for 'bricks' shopping, in contrast to shopping on the Internet (Dennis, Newman and Marsland, 2005) so the importance of the construct to contemporary shopping centres is comprehensible. Consequently, studies investigating the concept of enjoyment give the impression as if theoretically valid as compared to the excitement for research into general shopping areas where customers are expected to make decisions of shopping more often.

Dennis, Newman and Marsland (2005) in their work revealed that men are more far-sighted and perceptive particularly when their enjoyment of a shopping involvement may be motivated by their craving to accomplish something out of their shopping experience prospects. Possibly shopping is taken as a purposeful activity in case of men, and in fact, enjoyment of shopping for men is essentially determined by their experience of shopping, thereby permitting them to be incisive and firm, and to help them to finish their shopping swiftly and proficiently. One more reason could be that the gender role linked with men at the time they are shopping could be old-fashioned, or inappropriate (Stern, 1999).

On the other side, if we consider the case of women shoppers, enjoyment is linked to shopping as a kind of leisure activity that provides them relaxation and freedom. The need of getting pleasure from shopping among the women comprises elements of browsing as well as investing time in contrast of accessible substitutes before making any decisions of purchase. In order to ensure this goal, women are more probable to 'shop around' (Campbell, 1997). Dennis, Newman and Marsland (2005) have shown in their study that enjoyment of shopping is determined less by location for women as compared to men, and this could elucidate why women would like to visit a variety of location options accessible to them in spite of the fact that shopping is considered as an experience of enjoyment by the women. Henceforth

a weaker relationship of enjoyment with repatronage may be described by the fact that women wish to visit a range of locations to reflect when choosing a destination for shopping.

If women perceive the convenience of choice as counting to their pleasure in shopping, this would decrease their loyalty to a definite shopping location, without unswervingly lessening their enjoyment of the location. This fact coincides with Sivadas and Baker-Prewitt (2000) and Miranda, Konya and Havrila (2005), among other researchers as well, who have revealed in their work that favourable assessments of the shopping experience do not essentially produce loyalty and repatronage among the customers, signifying that there are some other factors that work in the choices related to patronages. But the tendency of men to be decisive and their habit of saving time in case of shopping, men seem to display more loyalty in their choices of shopping. Loyalty towards the location of shopping can be a mechanism to facilitate the whole process of shopping for men by dropping the misunderstanding caused by so many choices available (Bakewell and Mitchell, 2004). This could clarify a solid association between enjoyment of the shopping experience and intention of repatronage intentions for men as compared to women.

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