



A Study Of Impact Of Mall Culture In Upgrading The Status Of People Of Indore City

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Abstract

Mall culture is a happening word, for Indian youth. Mall culture is viewed as a significant change in the life style of Indians, as shopping is no longer an activity of buying things but also viewed as a status symbol and a one-stop retail solution. Delhi, Mumbai and Bangalore have received greater economic and social contributions from malls and now it is the turn of the Tier-2 cities like Indore. The people of Indore are in josh with the opening of malls and a few more are to come up in the city as they attract them with comfort, entertainment, fashion, food court, window shopping, multi brand portfolio, quality, mall essence, convenience, attractiveness and luxury. This paper focuses on the influence of mall culture on the consumer status. This city is important for its revenue growth and high frequency of shopping attitude after the advent of malls. The research design is descriptive and primary data were collected using a survey questionnaire. The sample consisted of 100 respondents and the sampling method was simple random sampling. The respondents were potential general public shopping in the malls.

Introduction

The retail industry of India is booming at a rapid pace in the recent times. Tier 1 cities of India like Delhi, Mumbai, and Bangalore have received greater economic and social contributions from the malls not only in India but also around the globe. Spencer Plaza, Chennai, is the first mall to be opened up in Indian history Spencer Plaza started its operation in the year 1863. Even, Tier-2 cities like Indore is now witnessing the same phenomenon. In Indore, already five such shopping malls have come up, and many more malls are all set to conquer the city. A mall is a place which has a collection of independent retail stores, services and a vast parking area; they also contain restaurants, banks, theaters, professional offices, service stations, etc.

Mall shopping is a happening word for Indian youth. Mall culture is viewed as a significant change in the lifestyle of Indians, as shopping is no longer an activity of buying things but also viewed as a status symbol and a one-stop retail solution. Indore, which is known as the mini Mumbai commercial capital of Madhya Pradesh, has a population of about 7,96,95,787 according

to census, with a GDP 5.08 LAKH CRORE, standing 9 amongst the 29 states of country with growth rate of 10.19% in the year 2014-15. This shows that people of Indore have deep pockets. A large number of Indore consumers have at least one car and need parking space while shopping. This clearly shows that the shopping habits of the people of Indore have changed and will keep changing. To meet the changing habits of customers, retail stores had to change themselves. This led to the development of mall culture in Indore. This study focuses on the factors influencing and contribution in upgrading the status of the consumer of Indore. Preference towards malls in Indore and frequency of shopping attitude after the establishment of malls. Comfort, entertainment, fashion, food court, window shopping, multi brand portfolio, quality, mall essence, convenience, attractiveness and luxury are the factors considered for the study.

Review of literature

Gupta S.L., TripatKaur (2007 'Exploring the trends of retail formats in India – A study of Shopping malls', this study presents an overview of the present situation of



organized retail formats with a special reference to shopping malls. It is concluded that understanding of our shopper's attitude towards different characteristics of the stores and retailers response towards the shoppers' mood. The results suggested that if proper window display and other methods of presentation of merchandising are done, the retailers are able to attract more shoppers. Study also focuses on product categorization, merchandise coordination and market segmentation.

Freda J Swaminathan, VinaVani, (2008) 'Consumer attitudes color growth of malls', this paper studies growth of malls in India. The research recognizes that in an economy where organized retailing plays important role in boosting consumptions expenditure. There is need to understand consumer attitude towards these malls. Consumer attitude towards these malls would influence kind of offerings and experience retailers need to come up with. The research is limited to Delhi NCR region and provides directions regarding the winning retail formats tomorrow. It brings out the result that mall have affected consumer shopping and entertainment behavior.

Saxena Nitu (2009) 'Changing Consumer Behavior, Its Influence on organized retailing in India', through this research author states that traditional demographic variables cannot clearly identify complete characteristics of an evolutionary retail market, as consumers in the same demographic group have diverse psychographic make ups. Therefore psychographic factors influencing consumer behavior have to be understood more closely by organized retailers. Further organized retailing has tremendous influence on consumer behavior. Thus consumer Behavior and organized retailing have reciprocal influence on each other.

Singh Swati (2010) 'The Rise of Non-Metros- New Retail Frontiers' in this article researcher discusses the changes taking place in Tier II and III cities and also the factors that have facilitated transformation.

As markets in metros face saturation, organized retailing is moving to non-metros to make the most of changing behavioral patterns brought about the increased earnings, western influences, increased number of working women and desire for luxury items. Consumers in small cities want to eat shop and get entertained under the same roof like their counterparts in metro.

Sahoo Swaroop Chandra, Das Prakash Chandra (2010) 'Consumer Decision Making Styles in Shopping Malls', an attempt has been made by Author to know about the decision making styles of buyers in shopping malls. The purchase of goods and services include a number of factors that could affect each decision. Increase in numbers of variety of goods and stores, shopping mall sand the availability of multi-component products have broadened the sphere of consumer choice and have complicated process of decision making.

Objectives of study

To know whether malls have contributed in upgrading of status of people of Indore Status = life style, standard of living, quality of consumption, use of branded product and security

Hypothesis of study

We assume that mall culture has contributed positively in upgrading the status of people of Indore

Rational of study - The basic concern related to this study is to understand the contribution or we can say rather impact of malls in two tires city like Indore on the citizens of Indore and to conclude whether this mall culture has positive impact or negative impact on the people of Indore city.

Scope of research -The research survey is restricted to one city Indore only having a strong consumer base with very good spending power. The consumer of indore is concern for food and life style. The research was conducted in following malls C-21 Mangal city, Mallhar Mega mall, Central mall and Treasure Island(TI)

Sample universe : The sample universe for the survey consist people visiting the malls.



The selection of malls is based on the convenience sampling.

Sample size : A total of 88 responded were taken from city, visiting the shopping malls were made part of study of different age groups.

Analysis of data collected and findings

The data was collected first-hand the larger part of research paper analysis is based on primary data collection by the researcher himself the questionnaire response were analyzed. The following things were found in research.

Regarding the awareness of mall in Indore city it was observed that almost 95% responded were very well aware about the malls in Indore and when the question of visiting malls was asked approximately more than 50% people like to visit malls on monthly basis 30% people visit malls on the weekly basis and some 12% people would like to visit mall fortnightly and the remaining ones are very frequent visitors to the mall. When the major purpose of visiting mall was asked almost 42% responded accepted that they visit malls for shopping purpose some 14% of the respondent have accepted for amusement purpose 9% people say for brand consciousness but a bigger part that is 36% respondent accepted that they visit malls for all these three purposes.

When the question on expenditure was asked lot of responded say 66% people accepted that the expenditure has gone up because of visiting mall at the same time 12% people accepted that it sometimes goes up and 8% people said the expenditure has not increased and the remaining people were not clear about the increase or decrease in expenditure.

When the question for improvement of quality of consumption was asked almost 79% responded accepted that yes the quality of consumption has improved because of mall along with the awareness improvement about the product brands etc. 86% responded said that awareness has improved. When they were asked about

impact on changing lifestyle 82% responded accepted that yes a positive change in lifestyle has seen and 78% respondent have accepted that the standard of living has raised because of malls in Indore.

One interesting question regarding psychological impact of mall towards positive side of feeling when asked 70% responded believed that visiting mall has positive psychological impact on them compared to other shopping avenues and finally 88% people accepted the bigger concern of security that the security in malls is more as compared to any other shopping avenue in the city.

Conclusion of the study

After conducting the research work and analysis of the responses as they were very clearly discussed above, as a researcher I can conclude that opening of malls in Indore has created a new dimension in the lifestyle of the people of Indore and the people of Indore seems to be enjoying this new dimension in their life as far as the lifestyle, standard of living, status in society the quality of consumption, security, ease of living and above all psychologically content and happy.

The above study clearly depicts that mall have contributed positively in upgrading the overall standard and status of the people of Indore city.

Limitation of the study : Due to the time and cost constraints the result of the study is difficult to be generalize to other parts of the country as only one city is selected for study. One city might be the fair and true representative of the M.P.

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