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A Review Study on Changing Pattern of Consumer Behaviour of Shopping Mall in Kolkata

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ABSTRACT

The purpose of this article is to investigate the activities that customers participate in when they are in shopping malls, as well as to determine whether or not the culture of shopping malls is steadily gaining acceptability among customers and the reasons for this acceptance. It is clear that modern organized retail has made its way into Kolkata, as evidenced by the presence of supermarkets and multi-story shopping complexes that provide shopping, entertainment, and dining options all simultaneously under one roof. They should be aware of the benefits that customers experience at malls, whether customers are transferring their preference from conventional zone-based shopping to shopping in malls, and the elements that are responsible for such a transformation. Retailers and mall managers should be aware of these things. They will be able to position themselves in the most advantageous manner possible as a result of this. According to the findings of the study, consumers prefer to eat in food courts, window shop, and give themselves with entertainment in the form of movies at multiplexes or video game parlours when they are shopping at shopping malls. In addition, they enjoy window shopping. In addition, they spend their leisure time with their family and friends, as well as engaging in events, promotions, competitions, and product launches that are hosted in shopping malls. Consumers are returning to shopping malls for future purchases, as seen by the rise in the number of people who attend malls on a regular basis. Overall, the culture of shopping malls has gained acceptance throughout the course of the time, and consumers are returning to malls for subsequent purchases. Customer preferences in shopping malls include the presence of air conditioning, the availability of a wide variety of product categories under one roof, the quality of service, the availability of parking facilities for automobiles, the atmosphere, the convenience of shopping, and the assurance that the proprietor of the store is not engaging in dishonest business practices. These lifestyle benefits, together with the status symbol of being in malls, along with a greater amount of discretionary money, are the key reasons that drive folks to go to malls or shopping centres than any other reason.

Keywords: Consumer, promotion, utilitarian, influences, disposition

1. INTRODUCTION

It is of the utmost importance to do research into the several factors that influence customers in terms of the shopping malls that they choose to patronize. This is significant in light of the fact that consumers of the present time have exhibited a prodigious predilection for shopping malls. Whether



it's a utilitarian need (like affordability or convenience) or a hedonic need (like enjoyment, fun, or socialization), consumers are motivated by their wants more than anything else. The manner in which a consumer feels about a certain product, a particular brand, or the experience of buying in a shopping mall is a factor that influences their decision-making process. There is a possibility that the customer's current disposition or emotional state will influence their shopping behaviour. A person's values, attitudes, and behaviours are shaped by the groups with which they identify, and they are impacted by those groups. Consumers' views and behaviours are shaped by deeply ingrained cultural values and ideas, which in turn direct their choices when they are at a traditional shopping mall.

2. REVIEW OF LITERATURE

Garai Debsena (2022) The expanding retail industry in India has transformed consumer shopping habits. The practice of retail therapy has developed into an art form apart from the purchase of products. Shoppers no longer visit malls for the same reasons they did in the past. These days, many people like spending time at shopping malls. In India, tiny enterprises are being swallowed up by shopping malls. As they go from mom-and-pop stores to malls, Indian consumers seem to be experiencing a transformation in their interests, beliefs, ethics, and purchasing intents. The construction and operation of several state-of-the-art shopping malls across India has led to a slow but steady transformation in the country's retail infrastructure. The last several decades have seen explosive expansion in the number of shopping malls in India. Researching consumer habits in this setting seems to be the implication, particularly in view of recent shifts in India's advertising policy. The main outcomes of this study are the consumer satisfaction with shopping malls, accessibility, and the quality of the mall's goods and services. It also measures the amount of comfort that shoppers experience. A number of variables that may affect a shopper's choice to shop at a mall were considered in this research. consumers' socioeconomic position, income, number of visits, duration as mall consumers, reason for trips, and total number of visits were among the parameters taken into consideration. Based on survey results from Burdwan, Durgapur, and Asansol, this article examines the appealing aspects of the malls from the perspective of the consumers. This paper proposes a study of shopping mall attractiveness to better understand how consumers feel about and interact with these types of venues.

Navneet Saini and Kajal Sharma (2022) They claimed that the study demonstrated a comprehensive picture of the changing attitudes and actions of shoppers toward malls. Research into the many aspects that influence shoppers' attitudes and actions toward recently constructed malls has been underway for some time. According to this research review, people go to shopping malls for both shopping and amusement. Many research have shown that there are several reasons why people choose to shop in big malls. This article's analysis will surely help mall owners and merchants make the required adjustments to their centers to attract the most customers, satisfy their needs, and make other substantial changes that will further the mall's development.

Rashmi BH (2021) She claims that the thriving retail sector in India is responsible for the proliferation of numerous well-known shopping malls around the country. In this cutthroat business environment, customer happiness is king. The research delves into the factors that impact consumer happiness. The mall's atmosphere is a major determinant of customer happiness. The study identified the features of shopping malls that customers find most appealing by analysing survey responses.



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One of the paper's main selling points is the advice it gives to mall managers on how to make customers happy. Then they may concentrate on making the mall run more smoothly in order to create an environment that draws in and keeps customers.

Mandy Mok Kim Man and Ricky Cai Qian Qiu (2021) They said that, starting a few years ago, there was a boom in the building of shopping malls in the Kuala Lumpur and Klang Valley regions of Malaysia. It is crucial to attract consumers to frequent shopping complexes in a retail climate as competitive as Kuala Lumpur's Klang Valley, where there are more than 100 plazas. To generate a substantial profit and advance a nation's economy, one must comprehend what brings consumers to a shopping center and what motivates them to buy. The purpose of this research study is to examine the factors that mall customers consider while making a purchase. The dependent variable in this study was the amount that consumers spent while shopping at malls. The independent variables were the following: building structure, atmosphere, sounds and music, fragrance and smell; personal services, price, advertising and promotion; administrative factors, including tenant mix, anchor tenant, and entertainments; and transportation and location factors, including parking, accessibility, and location. A research framework was developed after a thorough literature review. Four shopping malls in the Klang Valley, close to Kuala Lumpur, were polled for 200 customer opinions. The results were obtained by doing numerous regression and correlation studies within the SPSS software suite. Findings suggest that mall location, accessibility, and environmental elements significantly impact customer behavior. These findings are consistent with those of prior research. Customers' purchase decisions are positively influenced by environmental factors. In addition, the study found that transportation-related factors and location strongly correlated with consumers' purchase choices. Mall managers might utilize the findings to improve the overall performance of their outlets and by developers to evaluate the site's future plans and layout. Academics may use this study as a springboard for further investigations into the feasibility of influencing customers' purchase decisions through different marketing strategies to increase earnings and revenue.

R Kavipragash and L Gopalakrishnan (2020) According to them, everything is now available at just one store. Nowadays, shoppers want to have fun while they shop. People may prefer to be able to see, touch, and feel products before buying them. The demand for an improved shopping experience among Indian consumers led to the initial appearance of shopping malls in the country. Ethics, socioeconomic status, peer pressure, and elements that play a role include one's own view of oneself a role in the buying process. The feelings, actions, and tendencies of mall shoppers are the primary subjects of this research.

V. Abiram and Nirmal Kumar (2019) They looked at how technology has progressed at an unprecedented rate in the past few decades. Growth now is almost exponential, with new innovations happening every day, in contrast to the period before WWII. The electronics industry is one of the fastest-growing in India. Many changes and advancements have taken place in the country's retail industry sector. Smart shoppers weigh all of the pros and cons, including pricing, features, and cost, before making a final decision. The main aim of this study is to examine how individuals in Coimbatore purchase goods. An analysis of consumer demographic patterns was conducted in Coimbatore city's modern shopping malls in light of the availability of tools for gauging clients' buying habits and satisfaction levels with these establishments. The current survey was able to glean the opinions of over 400 residents of Coimbatore.



Nidhi Turan (2019) He assessed the extent to which characteristics of the respondents and their intended purchases from Gurugram's Millennium City malls are incorporated into the research. According to the survey data, a large percentage of the sample's visitors fall into the lowest income bracket, the low conversion rate of the sample being explained into serious clients. Despite the fact that most people who shop at malls do so with friends, the response rate was highest among respondents who brought their families, followed by friends and coworkers. Lifestyle malls are fantastic for more than just shopping, is in accordance with what many people who frequent these venues. They are also great for eating, watching movies, celebrating, and hanging out. Also, it's worth noting that these trips, even if done for fun, will in the long run undoubtedly result in more substantial purchases.

B. Rukmani and Sreeya B (2019) They implied that shopping malls play an essential role in the lives of certain contemporary individuals. A comprehensive document outlining all the advantages of a shopping mall. The retail centres are the most congested places towards the weekend's end. Nowadays, men can find whatever kind of amusement they could want in today's massive retail malls. Customers' buying habits have been greatly influenced by shopping complexes, as they offer a wide variety of products all in one place. The goal in designing these malls is to have a constant flow of customers. Their framework is extensive. Shopping malls are the only locations where people may unwind, mingle, and feel a part of contemporary American life. Teens just hang around and go back to their base with their pals. Customer Observation of Chennai Mall Shopping was the Main Aim of the Research.

Shilpa Sakrepatna Srinivasamurthy (2019) asserted that people in India are living in a consumer market heyday. A combination of factors, including rising disposable income, a strengthening economy, and global cultural influences, has led to the modern urban lifestyle's meteoric ascent. Everyone, from city dwellers to country bumpkins, is now much more informed about what they buy thanks to the proliferation of information and educational tools and globalization. Buying decisions were traditionally made by the leader of the household, who was usually a man. Emerging as new types of customers are young women and those in the workforce today. Even while a large portion of rural India experiences rapid economic growth, the potential of this customer segment is hard to ignore. With the successful launch of more organized retail efforts and the availability of a wide selection of brands to consumers, the retail business is undergoing fast change. Customer loyalty is thus becoming more and more of a challenge.

M. Mohanraj and A. T. Jaganathan (2018) As previously said, the retail sector in India has experienced tremendous expansion and refurbishment in recent years. The retail sector offers India the best chance for economic growth. India has recently emerged as a top destination for retail investment, which includes foreign direct investment (FDI) and other types of capital. The development of retail infrastructure in India has been on an upward trajectory, with more and more shopping malls springing up in different locations. With consumers' ever-changing tastes, preferences, motivations, personalities, attitudes, beliefs, and values influencing their purchasing decisions, consumer buying behavior has emerged as a critical aspect for all industries. The importance of studying customer buying behavior in shopping malls is highlighted in this research. In light of consumers' preconceived notions regarding the variety and quality of mall-based goods and services, this study aims to shed light on their shopping habits. Reasons why people are flocking



to shopping centres to buy things. The research will use a sample size of 150 participants. The research employed a simple random sampling technique. The future of retail is the primary topic of this study, which primarily examines customer behavior in shopping malls.

Yathish Kumar and Niveditha (2018) They learnt that culture is a complex phenomenon that includes nearly every aspect of our common human experience. Customer culture is the most important element in shaping consumer behavior. Many research has shown that customers' buying behaviors are influenced by their culture, subcultures, and socioeconomic level. There are disparities in culture due to factors such as language, values, and population. One consequence of these variances is that consumer behavior varies. Shopping centers that provide easy access to all products have become increasingly popular as a result of modern living and fast technological improvement. Because of this, mall culture came into being. These days, malls provide entertainment for the masses as well as a haven for the well-to-do. Shopping mall goers are highly self-aware in terms of their habits and style preferences. People who aren't familiar with mall culture also change the way they act because they think everyone else is. Looking at mall culture via this lens, we hope to better understand how it influences shoppers' actions and choices. The research relied on both primary and secondary sources for its findings. A limited sample of malls in Mangalore was considered in this study.

Nikitha B and Kirubakaran K (2018) They studied the ways in which the fast economic expansion spurred by MNC investments in India over the last several years has altered the way of life for Indian consumers, particularly those residing in Metro areas. India is a country where shopping malls have flourished. The global economy includes India as one of its developing markets. The country has progressed in every sector since its inception, including infrastructure, capital, market protection, and so on, and at an unprecedented rate. The goal of this dissertation is to investigate shoppers' perspectives on Chennai's malls. Examining the goals and strategies of mall shoppers in Chennai is the main objective of this article. This study aims, among other things, to analyze the layout, accessibility, and services offered by shopping centres in Chennai City. In order to learn what makes shopping malls in Chennai appealing to consumers, we need to take a look at the services they provide. An analysis of the shopping mall's influencing factors based on consumer behaviour research. The survey's premise is that it can influence consumers to alter their behaviour, as stated in the article. Everything from ambiance to people to shopping comfort and convenience to attractiveness and facilities are all impacted by demonetization. The survey shows that as people's lifestyles change, shoppers in Chennai prefer to shop at places with more openness and where they can find everything they need in one spot. As a result, according to research on mall shoppers, malls are popular places to purchase goods and services at medium costs, with mall attractiveness playing a role in shoppers' preferences.

Nasim, Shahzad. (2018) The study's objective is to ascertain what factors influence consumers' behaviour in regard to shopping centres. This study was part of a larger attempt to investigate what influences shoppers' attitudes and actions toward shopping centres. This research review found that consumers preferred the shopping centre. Shopping centres attract customers for purposes other than merely purchasing goods; they also aim to provide amusement. Several studies have demonstrated that malls attract customers for multiple reasons. Improving the mall to attract clients and fulfil their expectations and wishes is essential for every mall's growth, and this work will surely help merchants



with that. After reviewing a hundred articles on the topic of consumer behavior in relation to shopping malls, the author has come to the following conclusions: consumers are more likely to visit entertainment-filled malls when they have a pleasant shopping environment, easy access to a wide variety of products, good product quality, reasonable prices, convenient parking, and frequent sales and promotions.

Archana Chanuvai Narahari and Dhiman Kuvad (2017) They claimed that for the past ten years, the Indian retail industry has experienced a dramatic shift and explosive expansion. Small, unorganized business owners, such as those operating boutiques, standalone stores, Khirana shops, and conventional family businesses, nevertheless control the market. But with the rise of new economic powers, FDI relaxations, new economic policies, and inventive marketing techniques, shopping malls and other new types of shops are attracting customers even in Tier II and Tier III towns. The organized retail industry is expanding quickly, resulting in the creation of new jobs, the modernization of town plans, and an increase in consumer behavior. While there are many different forms of global transition taking place, consumers' purchasing habits are also expected to alter in response to the expanding options and emerging trends. Mall shopping has grown to be a popular pastime. The present study endeavors to examine the buying patterns of "shopping mall customers" in Bhavnagar, Gujarat.

Ashvin Kumar (2017) He claimed that over the previous three decades, shopping malls had grown impressively in India. Nevertheless, NCR Delhi's malls haven't been able to reliably offer customers a one-stop shop. Based on a study of sophisticated and urban buyers, this research investigates the malls' appeal from the viewpoint of the customers. A large number of malls that geographically represent the metropolis of NCR Delhi are included in this analysis. This essay aims to investigate the allure of shopping centres by examining the attitudes and behaviours of consumers toward these establishments. Additionally, the study suggests determining what makes a perfect mall from the viewpoint of the customer. Six aspects influenced shoppers' attitudes toward malls were identified by this study: price parity, product knowledge, relaxed shopping, prestige shopping, proximity & convenience, and any day visit. Overall attractiveness, staff, ease of shopping, facilities and environment, and convenience were also identified as important mall qualities by the respondents. Mall managers may develop retail strategies that successfully deliver the desired values by studying consumer behaviour and attitudes toward malls and classifying attractiveness characteristics. This will help them have a comprehensive understanding of the concept of an ideal mall.

Rosenbaum (2016) Good qualities are found in some places. The designs have natural integrated elements for encouraging consumers to shop and spend time there. The psychologists for the environment have the speculations about shopping centres, offers good quality for the mall.

Kesari (2016) Diminished sales in Indian cities guided mall expansion to central India. These shoppers were not familiar with the concept of the mall and hence have limited exposure for shopping. The utilitarian and hedonic influences are shopping as the manner of satisfying mall shoppers. The relationship of values for shopping and the satisfaction of the customers are the beneficial significance for shopping malls. The customer attraction for the malls and the profit enhances satisfaction and loyalty in the current scenario.

Shashikala (2013) The mall witnessed huge consumer attention and popularity. Mall developers are



seeking to move to raise their project level. The growth of malls faced many challenges. One of the challenges of the malls is 45 percent of malls are vacant in the cities due to poor management and low maintenance rate. The malls are attractive only if customer loyalty and physical servicescape is explored. The servicescape included are layout, signs and symbols, variety, social and aesthetic factors.

Shivakumar R. Sharma (2012) outlined how "kirana" outlets are being replaced by supermalls across India today. India's retail landscape is gradually changing as a result of the construction and operation of numerous high-end supermalls in different locations. The idea of the mall is here to stay. When moving from "kirana" stores to shopping malls, Indian consumers appear to be undergoing a transition in terms of personality, buying impulses, interests, attitudes, beliefs, and values. In this context, it becomes important to examine Mumbai consumers' purchasing patterns, particularly in light of the evolving retail landscape in India. The goal of this research is to find out how satisfied people are with the range, quality, and accessibility of goods and services offered by Mumbai's shopping malls, and how comfortable they are when shopping there. Only five of Mumbai's shopping centers are included in this analysis. This study examines a number of factors that may influence a customer's decision to shop at Mumbai's shopping malls, including socioeconomic status, income, frequency of visits, length of time respondents have been associated with the malls, reason for visitation, and time of day.

Mitushi Singh and S.K. Dubey (2011) asserted that the human psyche has entirely declined during the last five years, from eyeballs to footfalls. Footfall, or the number of people who visit malls, has replaced eyeballs, or the number of visitors to websites, as the metric of choice during the dotcom boom of 2000. Consumer behavior study focuses on how people choose to devote their available resources, including time, money, and effort, to consumption-related commodities. The field of consumer behavior research is large. The study of buyer behavior has its roots in psychology and is occasionally spiced up with sociology. Creating a set of fundamental, broadly applicable guidelines to describe how people make purchases is challenging due to the fact that each person is different. Thoughtful "guidelines" on how consumers decide whether or not to make a purchase have been provided by specialists who have studied consumer behavior for many years. The study focuses on how satisfied customers are with their shopping mall purchases and how aware they are of their conduct.

3. CHANGING PATTERN OF CONSUMER BEHAVIOUR OF SHOPPING MALL IN KOLKATA

Convenience, air conditioning, a diverse selection of products, and entertainment options have led to a change in consumer behaviour in Kolkata's shopping malls, which is no longer just about shopping but about a whole lifestyle experience. There has been a shift in consumer priorities towards value-for-money and necessary purchases, as well as a stronger emphasis on specialized and niche products driven by social media. A greater dependence on digital platforms has also been observed in recent trends. Consumers now perceive shopping centres not only as places where they may purchase goods, but also as destinations for a full-fledged entertainment experience that includes dining, movies, and other types of leisure.



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The expansion of branded retail, increasing earnings, and urbanization have all altered the way that people in Kolkata go about shopping. Shopping malls are now much more than just locations where people may go to purchase goods—they are social, entertainment, and lifestyle centers. On the other hand, the ways in which people shop, the reasons they buy things, the amount of time they spend, their preferences in terms of brands, and the methods they use to pay are all changing (for example, a combination of online and offline shopping, experiential consuming).

4. CONCLUSION

The liberalization, privatization, and globalization reforms that have been implemented in India have brought about drastic changes in every aspect of the country's economy. The organized retail sector in India made significant progress as a result of this, with prominent firms including Shoppers' Stop, Pantaloons, and Lifestyle, among others, were the ones that started the mall culture in the country. It was not until after the year 2002 that the organized retail sector made rapid technological advancements. India is a country with approx 12.5 billion population. Organized retail can be most prominent key driver for Indian economy. We saw that consumers are moving towards shopping malls due to their different reasons. But there is a significant increase in shopping malls in major metros as well as small cities. The proportion of sales made by organized retailers to the whole retail industry is growing as a result of this. However, there is still a great deal of room for growth for businesses in the retail, real estate, and development industries. Most important challenge is for developers & retailers are to cope up with the less occupancy levels & converting footfalls to sales. This research study was conducted with the intention to help developers and retailers in a capital-intensive sector to avoid the mistakes of the past and benefit from being a part of the booming retail sector.

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