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24 November, 2017



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GROWING MALL CULTURE IN INDIA CHANGING LIFESTYLE

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ABSTRACT

One of the reason for existence of mall culture globalization malls can built an open air format. These malls have brought a new revolution in the world of shopping. A shopping mall is a building or a group of building that contains stores. Shopping malls is that it enclosed variety of shops or products, products and brands from various places, cultures and communities are under one roof.

The primary objectives of this study was to understand evolution of mall in recent early years & to analyze consumer behavior, also studied about customer satisfaction level towards the services provided by mall and strategies to be used by different mall for effective customer relations.

Introduction

The Era of rural retail industry could be categorized into two formats :

- i) Weekly market
- ii) Village fairs

Primarily weekly market provided daily necessity of villagers. Village fairs were larger in size with a wide variety of goods sold from food, clothing, cosmetics & small consumer durables. The modern era has a host of small & large formats with exclusive outlets complete.

“The few words that come to our mind when we hear the word ‘mall’ are shopping, food, movies, entertainment & of course hanging out of an a holidays, all under the same roofs. People find that mall as the best place to visit & shops & get free entry to the all one.

Shopping malls have taken the surprise place in Indian scenario. It has grown at an incredible place the Indian youth minds. Indians youth are increasing attracted to the malls.

What is mall?

I like to quote Wikipedia here:

“A shopping mall shopping center or shopping arcade is a building or set of building that contain stores & has in connecting walkways enabling visitors to easily walk from store to store. The walkways may or may not be enclosed.”

Advantages & Disadvantages

Pros:

- i) A lot of variety of products in one place for the consumer.
- ii) Products & prices are tailor made for middle class & upper class in society.

Con:

- i) They do not promote the indigenous products.
- ii) Due to the large scale air conditioning, lot of green emission
- iii) Very convenient target of anti-social groups due to the large gathering of people.
- iv) It is creating disparity between rich & poor.

Features

1) Natural phenomenon:

We can clearly observe that malls are very much qualifying for the tag of flag holders of industrial society. This is phenomenon we observe in our group trip to rave.

2) Mass society:

Mass society is a society in which concern of majority plays a prominent role. Malls owners always take a deep interest in consumers need & then promote product for everyone which is well thought of same in core but different in packaging.

3) Cultural industry & entertainment:

Every city provides a “Chill out zone” to its youth that insists on value addition to simply sipping cola or a cup of tea. The air conditioning, music, movies, scrabble & discs full of wise cracks.

4) Use of technology:

Most of the small shopkeepers already feeling heat but in malls use many good technology like lifts, air-conditioners, electronic security systems.

5) Knowledge become source of power:

Mall is a place which promotes the centralized advertising. In mall itself guaranty reach up to a large number of customer. But due to malls reading habits are going to drain.

Scope of the study

The scope of this study envisages the following points

- a) Describe the growth of malls in the Indian context.
- b) Deep understanding of the influence of mall culture on Indian youth.
- c) Become aware of the positive & negative sides of mall culture.
- d) To find out relevant lade of mall culture in goers.
- e) Personal interest in the topic.
- f) To suggest a new way of being a young mall goer.

Literature Review

Our analysis included assessment of publication on the growth of Indian mall culture. Arif Sheikh mall culture, Himalaya Publishing House. These publications were mainly used in the research paper. Publication included popular internet sites, mall culture publication & reports by major malls. The other major source of data collection is mall culture magazines.

Describe that we are on the vital of change where in huge, multicultural. India is transforming from a socialist economy to a consumption led, creative economy. The scope & depth of change that is taking place due to the revolutionary mall culture so, mall culture can play a significant role in creating the Indians changing lifestyle.

Background of the study

There has been massive development of new retail formats such as malls, hypermarkets, supermarket & life style stores. The organized see for represent a more 2% of this market. The growing power of mall is fast & this development has gained importance not only in the metropolitan but also towns & village also with this transition taking place, the shopping behavior of consumer is likely to change as these formats were not in existence in the country unit recently.

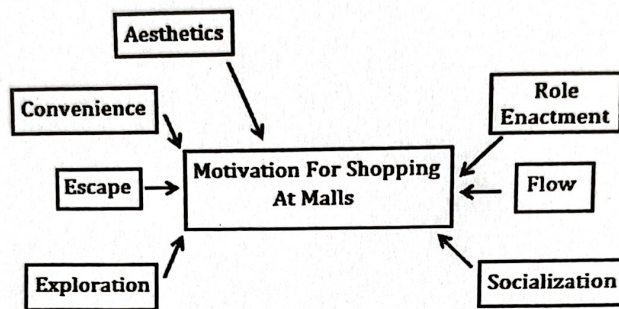
The should would concentrate on the behavior of consumer change by using mall culture. So consumer exhibits while visiting or making purchase in newly opened malls. A final objective is to establish a baseline for examining changing behavior in future as development continues.

Methodology

The study is based on secondary data. The required data has been collected from various i.e. research papers, various magazines of mall culture, McGraw Hill book & various internet sites.

Data Interpretation

Graphical representation of Influence of shopping dimensions on motivation for shopping at malls



Reasons for growth of malls in India

- Fast growing middle class with higher discretionary income.
- Emergence of youth as independent shopper with a lot of disposal income.
- Rogerness of Indian choppers for a new shopping experience.
- Ability of mall developers to make shopping an enjoyable experience.
- Presence of factors like cost effectiveness, convenience wide variety of products with the fun element entertainment and good time pass plus shopping on weekends.
- Marketing communication resulting in changing aspirations, lifestyle orientation & change in consumer perceptions about shopping.

Emergence of shopping mall in India

Introduction of mall has not been to replace traditional market which still popular among the pocket conscious people, but has definitely added a new growing adventure to the shopping experience.

Without any doubt, the mall culture has gripped Indians & they seem love every bit of it. The main reason of growing mall in India is mall perception has completely changed towards shopping. Congenial atmosphere, world class entertainment, international brands also malls aspires to provide guides & services under one roof.

Conclusion of the study

Malls have marveled the life style of shoppers. These are the magnetite pagodas where you merchandise from pin to pyramid.

The retails & shoppers hope the upward trend in the mall purchase to stay longer. It is proved by rising & growing mall culture in India.

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