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CHANGES IN CONSUMPTION PATTERN OF CUSTOMER AFTER DEVELOPMENT OF MALL CULTURE IN PUNE CITY (WITH SPECIAL REFERENCE AFTER ERA OF GST)

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Abstract

The Indian Retail Industry come forth as one of the most vibrant and fast growing industries with several players entering the market. India is on the radar of the retail world and global retailers and at their wings seeking entry into the Indian retail market. The market is growing at a sound rate of 11 to 12 percent and accounts for around 10 percent of the country's GDP. The total concept and idea of shopping has change in terms of changing in shopping format, changing in Consumption pattern and changing in social factors such as the social group, social status and so on. With the result of these all changes, consumer's Consumption pattern also changes about the shopping. They are giving maximum importance to organized and modern retailing. Consumer attract with the shopping mall instead of retail baniyas. Modern retailing has entered into the Retail market in the form of dynamic shopping centers, multi-storied malls and the huge complexes that offer shopping, entertainment and food all under one roof in India. In Pune city, there are more than thirty plus retail mall established in last 3 years in total seven zones of city. With the development of malls and changes in above mentioned factors, every mall is full with the crowd of customers every day. These retail malls attract to Pune's people for the convince shopping under one roof. People get couple numbers of the awareness about different brands of the different companies. They also go for purchase and consumption of this all products. People attitude and consumption pattern get drastic change in last three years. This paper tries to examine the changes in consumption pattern of customer after development of mall culture in Pune city.

consumers, the industry is getting more popular these days and getting organized as well. It is estimated that more than 90% of retailing in India falls into the unorganized sector, the organized sector is largely concentrated in big cities. Out of this total Indian retail market, only 6.5 percent is organized but it is definitely growing at a CAGR of 27.69 percent. The retail sales in India amount to US $ 700 billion by 2011 and account for 22 percent of India's GDP by 2011 as per the study conducted by Indian Council for Research on International Economic Relations (ICRIER).

1.1 Mall Culture

Culture could be defined as the set of learned beliefs and values and mall culture is learned shopping experiences. This culture is different from the typical Indian Shopping Culture (i.e.

convenience/Kirana shops or Mom and Pop stores). The mall culture in the society is created due to shopping, roaming, enjoying movies and entertainment and also making routine to visit a mall. In India all this has happened rapidly but there is still a huge potential market remains untapped. The malls developed in India due to Population Density, High income and Different buying habits.

Keywords: Mall Culture, Consumption Pattern, Pune City

1. INTRODUCTION OF INDIAN RETAIL SECTOR

India's retail sector is estimated to touch US$ 833 billion by 2013 and US$ 1.3 trillion by 2018, with a compound annual growth rate (CAGR) of 10% - which is quite lucrative. The organized Indian retail market is slated to grow at a CAGR of 40%, touching US$ 107 billion by 2013. The Indian retail market is Rs. 19, 48,916 crores as per the Indian Retail Report 2011 by IRIS. Comprising of organized and unorganized sectors, over the last couple of years the Indian retail industry is one of the fastest growing industries in India. Though initially, the retail industry in India was mostly unorganized, however with the change of tastes and preferences of the In many ways, malls reflect the state of the society. A comparatively young population, rising incomes and busier lifestyles are creating space for malls in the lives of the urban mass affluent. Leisure time is limited and a visit to the mall can do a lot for a busy family — domestic chores like grocery shopping are taken care of and food courts and restaurants save the bother of cooking dinner after hectic shopping, apart from keeping children entertained. Combine this with the consumer's rising purchasing power and his increasing focus on value proposition rather than just price, and malls suddenly start becoming more relevant.

1.2 Consumption Pattern

"Consumption pattern is consisting with the expenses incur by a consumers for different types of the products and for different types of the segment from their specific period Income."

1.3 A profile of Pune city

In the beginning of the Rashtrakuta rule we get reference to a 'Vishaya' or district with headquarters at Poona or Punya and Punak as it was then called. Hence the word 'Pune' might have been originated from the word 'Punya' or sacred. This Sacredness might have been attached to the town because of the confluence of two rivers viz. Mula and Muthain its vicinity. Punak with the passage of time degenerated into 'Pune'.The district has the shape of a triangle with its base in the Sahya Mountains on the west and its apex in the extreme southeast corner near the point of confluence of the Bhima and Nira rivers. In 2011 census, the district has 14 tahsils, 35 towns and 1877 villages (including 25 uninhabited villages).An official Census 2011 detail of Pune, a district of Maharashtra has been released by Directorate of Census Operations in Maharashtra. Enumeration of key persons was also done by census officials in Pune District of Maharashtra.In 2011, Pune had population of 9,429,408 of which male and female were 4,924,105 and 4,505,303 respectively. In 2001 census, Pune had a population of 7,232,555 of which males were 3,769,128 and remaining 3,463,427 were females. Pune District population constituted 8.39 percent of total Maharashtra population. In 2001 census, this figure for Pune District was at 7.47 percent of Maharashtra population.

3. METHODOLOGY

Consumers 'shopping behaviors and mall preferences will empower worldwide retailers, domestic retailers, and mall operators to market their products and services more effectively. Research on retail outlay has been conducted in various cultural contexts, but limited empirical studies have

...been conducted on Indian consumers and their consumption pattern for retail formats—specifically malls and Pune city region. So this paper highly focuses on Consumption pattern of consumer after development of mall culture in Pune city. The purpose of this research is mainly descriptive study. In this study, Survey method has been used. Researcher adopts various types of products, store attributes and Service attributes which attract to consumer and with the impact of it, their consumption pattern has been change directly. Researcher preferred to use first quota sampling and then convinced sampling. Researcher divided the whole Pune Market into Seven different zones (as mention above) and then select twenty respondents from each zone who come out from retail mall after shopping. A researcher used quantitative data and collect data with the used of structured questionnaire. In this way, researcher attended total 140 samples overall Seven zones of Pune city. For the data analysis, the data was tabulated in excel sheet and analyzed using SPSS (Statistical Package for Social Science). Factor analysis and t-test were applied for data analysis.

4. OBJECTIVES OF THE STUDY:

- To know the most favored retail attributes adopted by mall which play a vital role for change in consumption pattern of Pune city final users.
- To find out the role of different demographic factors such as of age, income, occupation and gender in the changes in consumption of retail consumers.
- To determine the influence on the consumption pattern of marketing mix variables using by mall such as products, promotions and packaging, of Pune city retail consumers.

5. HYPOTHESIS OF THE STUDY

H0 = There is no significant difference between Numbers of Consumer who Purchase the group of Products from mall before three years and recent years.

H1 = There is significant difference between Numbers of Consumer who Purchase the group of Products from mall before three years and recent years.

6. DATA ANALYSIS

In this research paper researcher select total 140 respondents. From these respondents, 102 are the female respondents and rests of the 38 are male respondents [See table 1.1]. This is shows that in Pune, mainly shopping have been done by female. These respondents also divided in age group from 16-20 to 51-60. Here, maximum shopping has been done by the age group 21-30 and age group 31-40 years which numbers are 55 and 43 respectively[see table 1.2] which indicates customers under other age group fall, not maximum aware with the shopping and they don't have more interest in shopping. As per the income level whose income is 31,000-40,000 and 41,000-50,000 are purchasing from mall. They give maximum priority to mall shopping instead of retail baniyas stores. There are only 10 respondents whose income are more than 50,000 and go for shopping from mall [see table 1.3]. From these all respondents, maximum respondents are the house wife. There are total 102 female respondents and among them 68 are the house wives and rest of the 34 female connecting with either students or doing job or self employees [see table 1.4].