

INFLUENCE OF MALL CULTURE ON CONSUMER BEHAVIOUR AND BUYING DECISIONS

A study with special reference to Mangalore City

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Abstract: Culture is one of the complex phenomenon that includes nearly all aspects of the experience shared by human beings. Culture is the fundamental determinant of a consumer's wants and behaviour. Many researches show that culture, sub-culture, and social classes are particularly important in determining consumer buying behaviour. Cultures vary according to demographics, language, and values. Because of these variations, consumer behaviour also differs. Modern life style with huge technological development made consumers opt for a location for shopping where everything is available easily. This resulted in the emergence of mall culture. Now malls not only attract elite customers but they are also the gateway for the fun, entertainment of common people. People who visit the malls are highly conscious about the behavioural pattern and the dress sense. Those who are new to mall culture also modify their behavioural pattern as they feel the environment is seeking for the same. With this perspective, the main objective of our study is to identify the influence of mall culture on the consumer behaviour and the buying decision. For the study, both primary and secondary data were used. The scope of the study is confined to selected shopping malls of Mangalore city.

Key words: Shopping malls, Social status, Facilities, life style Purchasing behaviour.

I. INTRODUCTION

Retail sector in India is witnessing a huge change as traditional markets make way for new formats such as departmental stores, hypermarkets, supermarkets and speciality stores. This is due to the rapid urbanisation, increased household income, a growing exposure to foreign lifestyles, increased aspiration of consumers and the convenience of one-stop shopping. The mind set of Indian buyers has been changing in recent years. Buyers visit the shops not only to purchase the product but also to experience the enjoyment, personal administration and also because of shopping atmosphere. All these factors have created the development of shopping centres where shopping, entertainment and good shopping experience along with the multiple shops are available under one roof. Thus, malls serve the purpose of giving quality time and place for entertainment, socialization, pleasure and fun besides selling required products and services. The mall was originally conceived of as a community centre where people would converge for shopping, cultural activity, and social interaction (Gruen & Smith, 1960) and one can easily say that malls have succeeded in achieving the age-old purpose of bringing them into existence. Thus, in today's consumer culture "Mall" is the centre of the Universe (Feinberg & Meoli, 1991).

II. Literature Review:

Ahmed and Mayya (2015) conducted a study to examine and analyse the buying behaviour and the perceptions of the customers of shopping malls. Results of their study indicate that consumers have gained a lot of benefits from organized retail on multiple counts like wider choice of products and well-known brands, one stop shopping, new market arrivals, festive offers, huge discounts, and other benefits. The survey results revealed that almost all income groups get benefited through organized retail purchases. Thus, from the consumers' perspective, expansion of organized retailing is more preferred as different malls and corporate retailers compete with each other resulting in reduced prices with reasonable quality products.

Sachin and Shetty had undertaken a study to examine the influence of mall culture on consumer behaviour and buying decisions. The paper also tries to explore the psychological influence of mall culture on consumer behaviour. Their study reveals that the

consumerism associated with high strategic promotion attracts the people towards mall culture. Modern world accepted mall as a culture as it is witnessing a new trend in purchasing behaviour among the people. Buying behaviour and purchase decision making process are closely connected to the ambience of shopping malls.

Narahari&Kuvad (2017) examined customer behaviour towards shopping malls. The main objective of their study is to understand the purchasing behaviour of customers who visit shopping malls and identify gender differences if any, in terms of purchasing behaviour. The study predominantly proves that the Bhavnagar customers are quite happy with overall shopping mall experience and absolutely comfortable as they consider it as “One-Stop Shop” for wide range of products and brands. However, regarding the safety measure, there is huge dearth of awareness among customers. Overall, the study finds that there are no predominant differences between men and women in their shopping experiences, choices and purchasing decisions. This is a healthy sign for the enhanced role of women. The research also proves that shopping malls are best locations for socialization, especially for younger generation to hangout, spend quality time with family, dine out other than shopping.

Rashmi, Poojary and Deepak(2016) analyse the factors influencing customer behaviour and its impact on loyalty towards shopping malls. The purpose of this paper is to study customer behaviour towards shopping malls with six important dimensions using structural equation modelling. The study concluded that the shoppers’ shopping behaviour is having a positive impact on shoppers’ satisfaction and loyalty. This implies that improving the factors that affect shoppers’ shopping behaviour, will lead to increase in shoppers’ satisfaction and loyalty towards the retail shops in selected shopping malls.

White (2008) in his paper expressed that the customer and their lifestyles have changed, and with that, shopping centres are changing to continue to attract consumers. Entertainment centres, entertainment and destination venues, once of little significance to shopping centres and malls, are now growing in importance as an essential part of the mix, in order to attract today’s consumer, goods alone don’t work.

Sannapu, andSingh (2012) in their study analysed the relationships among the constructs of mall positioning, shopper satisfaction and patronage behaviour of mall shoppers. The studyrevealed that the positioning dimensions influence shopper satisfaction. Shopper satisfaction in turn influences patronage behaviour of the shoppers. The study has established causality among the constructs of positioning, shopper satisfaction and patronage behaviour.

Lorch and Smith (1993) in their study concluded that customers coming from a parking lot walk straight forward to the nearest shopping mall entrance and only those shops which are immediately adjacent to this entrance benefit from it.

Yaaminidevi (2013) in her study analysed Facility Management like ambience, infrastructure and traffic were analyzed particularly. She suggested that malls not only cater to the product needs of the customers, but also a source of entertainment, recreation.

III. Theoretical framework:

Culture: Culture is the characteristics and knowledge of a particular group of people, encompassing language, religion, social habits, music and arts. (Kim Ann Zimmermann, 2017)

Malls: A shopping mall is a large enclosed shopping centre, containing variety of shops, restaurants and other business establishments.

Consumer buying behaviour: Buying behaviour is the decision process and acts of people involved in buying and using the products. Consumer behaviour refers to buying behaviour of ultimate consumer.

IV. Objectives:

The main objective of the study is to analyse the influence of mall culture on consumer behaviour and buying decisions. The other objectives are:

- To study the buying behaviour of the customers of shopping malls
- To analyse the impact of mall environment on consumer buying decision.

V. Scope of the Study

Scope of the study is confined to the major malls of Mangalore. The major four malls are selected for the study: Bharath Mall, City Centre Mall, ForumFiza Mall and Empire Mall.

VI. Research Methodology

The study is descriptive nature. A sum total of 100 customers and regular visitors of mall weretaken as the sample for the study. The study is based on primary and secondary data. Primary data is obtained from structured questionnaire and interview with the mall visitors. To make the study more accurate, data was collected from the secondary source such as text books, newspapers, journals, magazines.

VII. Limitations of the study

- The study is limited to the consumer behaviour and the purchasing decision of the selected sample respondents, and may not be universally applicable.
- The study is 'micro' in nature, and its survey findings and observations cannot be generalized and may subject to change from time to time and place to place.
- As sample size is 100 it is not necessary that it truly represents the population universe.

VIII. Data Analysis and Interpretation

Table 1: Age of the Respondents:

Particulars	No. of Respondents	Response in Percentage
0-15	21	21
16-30	47	47
31-45	19	19
45& above	13	13

Interpretation: From the above table it is clear that, 47% of the respondents belong to the age group of below 16-30, 21% of sample respondents belong to the age group of below 15, 19% of the respondents belong to the age group of 31-45 and remaining 13% of respondents belongs to 45 and above. This shows that maximum young age people visits mall frequently.

Table 2: Annual Income of the Respondents:

Particulars	No. of Respondents	Response in Percentage
Less than 300000	24	24
300000-500000	38	38
500000 -700000	26	26
700000 & above	12	12

Interpretation: From the above table it is clear that, 24% of the respondents belong to the annual income group of less than 3 lakh, 38% of respondents belong to the income group of 3 lakh -5 lakh, 26% respondents belongs to the income group of 5 lakh -7 lakh, 12% of respondents belongs to 7 lakh and above. We can see from the table that majority of respondents belong to the income group of 3 lakh -5 lakh.

Table 3: Frequency of Visiting Shopping Mall:

Particulars	No. of Respondents	Response in Percentage
Daily	5	5
Weekly	52	52
Monthly	24	24
Fortnightly	15	15
Yearly	4	4

Interpretation: From the table it is clear that, 5% of the sample respondents visit malls daily, 52% of the respondents visit weekly, 24% of the respondents visits Monthly, 15 % of the respondents visits fortnightly and remaining 4% of the respondents visits malls once in a year. It shows that majority of the respondents visit malls weekly.

Table 4: Motive behind visiting shopping malls:

Particulars	No. of respondents	Response in percentage
Shopping	48	48
Entertainment	23	23
Food	16	16
Games	4	4
Leisure	9	9

Interpretation: From the above table it is clear that 48% of the respondents visits shopping mall for the purpose of shopping, 23% of the sample respondents visits for the entertainment purpose, 16% of the respondents visits shopping mall to have variety of food, 4% of the respondents visits for playing games and remaining 9% of the respondents visits shopping mall to spend their leisure time. It shows that majority of the respondent's visits shopping mall for the purpose of shopping.

Table 5: Preferred Dressing Style:

Particulars	No. of respondents	Response in percentage
Western	45	45
Casual	38	38
Traditional	17	17

Interpretation: From the above table it is clear that, while visiting shopping malls 45% of the sample respondents prefer western dressing style, 38% of the respondents prefer casual dressing style and remaining 17% of the respondents prefer Traditional dressing style. It is clear that most of respondents prefer western dressing style while visiting malls.

Table 6: Increasing Social Status:

Particulars	No. of respondents	Response in percentage
Yes	85	85
No	15	15

Interpretation: From the above table it is clear that, 85% of the respondents agreed that buying in shopping malls increase their social status and remaining 15% of the respondents do not believe so. It shows that majority of the respondents purchasing for the purpose of increasing social status.

Table 7: Reasons for Purchasing:

Particulars	No. of respondents	Response in percentage
Ideal Location	16	16
Multiple shops	23	23
Multiple brands	28	28
Affordable prices	11	11
Promotional offers	22	22

Interpretation: From the above table it is clear that, 28% of the respondent have purchasing from shopping mall for the purpose of availability of multiple brands, 16 % if the respondents have chosen ideal location of the mall, 23% of the respondents have attracted from availability of multiple brands, 11% of the respondents visiting shopping malls for affordable prices and remaining 22% of the respondents gets attract from their promotional offers. It shows that majority of respondents prefer availability of multiple brands at one place.

Table 8: Language as a Status Sign:

Particulars	No. of respondents	Response in percentage
Yes	78	78
No	22	22

Interpretation: From the above table it is clear that, 78% of the respondents agreed that language is one of the status sign at shopping malls and remaining 22% of the respondents do not believe so. It is clear that language is one of the major status sign in malls.

Table 9: Usage of Mother Tongue:

Particulars	No. of respondents	Response in percentage
Yes	37	67
No	63	73

Interpretation: From the above table it is clear that, 63% of the respondents are not comfortable in usage of their mother tongue while communicating in shopping mall and remaining 37% of the respondents are comfortable. It is clear that majority of the respondents do not prefer mother tongue at shopping malls.

Table 10: Malls Contribution to Westernization:

Particulars	No. of respondents	Response in percentage
Of course	46	46
Somewhat	39	39
Not Really	15	15

Interpretation: From the above table it is clear that, 46% of the respondents agreed that malls have contributed to a trend of westernisation, 39% of the respondents somewhat agreed and remaining 15% of the respondents do not agree. It is clear from the study that malls are major contributor towards the westernization.

Table 11: Mall Culture Promoting Factors:

Particulars	No. of respondents	Response in percentage
Cleanliness	15	15
Variety of Stores	34	34
Variety of Events	21	21
Availability of Parking	24	24
Safety	16	16

Interpretation: From the above table it is clear that, 15% of the respondents agreed that cleanliness is the promoting factor in mall culture, 34% of the respondents agreed its variety of stores, 21% of the respondents agreed that its variety of events, 24% of the respondents agreed its availability of parking and remaining 16% of the respondents agreed its safety factor. It shows that majority of the respondents gets attract from variety of stores.

IX. Findings:

- The study shows that majority of the respondents belongs to the age group of 16-31. It means malls attract more young people. The study also shows that the respondents belong to the income group of 300000-700000.
- The study shows that majority respondents prefer to visit malls weekly and monthly. Weekend and monthly income is the reason for weekly and monthly visit.
- The study shows that shopping and entertainment is a primary motive of visiting malls.
- The study shows that majority of respondents attracted from variety of shops. They think that they can get everything under one roof.
- The study shows that the multiple brands and shops attract the respondents towards malls.
- The study shows that language is the indicator of social status in malls. Majority of the respondents think if they use English language it will increase their social status and respondents prefer English compare to their mother tongue.
- The study shows that malls are major contributor towards the westernization. Malls became one of the reasons to spread western culture.
- The study shows that shopping in malls is considered as a symbol of social status.
- The study shows that the majority of the respondents prefer to wear western and casual wear. They think it is comfortable to wear these dresses while shopping and also it is a matter of esteem.

X. Suggestions

Mangalore is mixture of many culture and languages. As malls are attracting more consumers nowadays, it became a mode of cultural transformation. Malls management can conduct many events to attract the people by cultural shows which help to promote local culture. They can conduct weekly and monthly cultural events so that they can attract ct many people as they prefer to visit weekly and monthly basis. Many people hesitate to visit malls because of its high price products. Retailers can attract these consumers by pricing strategy. The retailers can also use many promotional strategies to attract the consumers.

XI. Conclusion

Modern world is more attracted towards shopping malls as these organised shopping provide many advantages. The malls culture is increasingly influencing shopping behaviour and pattern of consumers. The retailers should give more attentions to these changes in order to survive in the market.

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