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CONSUMER BUYING BEHAVIOUR TOWARDS SHOPPING MALLS**Sunny Kale**Asst. Prof., Vivekanand College (Autonomous), Kolhapur
sunnykale@gmail.com**Rohit B. Basnaik**Asst. Prof. , Y.C. Warana College, Warana Nagar
B3rohit@gmail.com**Introduction:**

Human being is a wanting animal and have inherent need for things. Therefore we shop for these things .shopping is done to obtain products, to satisfy needs sometimes shopping is done for recreation. People living in urban areas are familiar with shopping malls. While in rural areas there are no shopping malls they purchase products from local weekly market. In the age of globalisation selling of products has become organised. The Indian retail market is Rs. 19,48,916 crores as per the Indian Retail Report 2011 by IRIS. 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 consumers, the industry is getting more popular these days and getting organized as well.

Types of Organised Retail Outlets:

- 1. Hypermarkets:**
They are big stores which offer everything. Hypermarkets are large self-service outlets, they offer a variety of categories with deep assortments. These stores contribute of all foods and grocery organised retail sales .
- 2. Supermarkets:**
They are self-service stores that focus on regular groceries, household goods and personal care products. They are located in residential areas. e.g. food world.
- 3. Departmental stores:**
The departmental store carries various departments such as apparel, furniture,

jewellery etc. but are much smaller than hypermarkets in terms of space. e.g.

Shoppers stop, lifestyle. Departmental stores are general merchandise retailers who offer various kinds of products and services. Departmental stores do not offer full service category products and some carry very selective product lines. Shopper stops is a good example of departmental store.

4. Malls:

These are the largest form of retail formats. They provide an ideal shopping experience by providing a mix of all kind of products and services, food and entertainment under one roof. e.g. Sahara malls , Reliance malls . TDI Mall in Delhi etc.

Research Methodology:

The paper is descriptive in nature, based on the secondary data and the information is retrieved from the internet and through journals, research papers and expert opinions on the same subject matter

Objectives:

1. To study the concept of Consumer buying behaviour
2. To study factors responsible shopping in malls.

Concept of Consumer buying behaviour:

Consumer buying behaviour refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behaviour. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behaviour, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these

factors. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume. Meanwhile, there are various other factors influencing the purchases of consumer such as social, cultural, economic, personal and psychological. Consumer buying behaviour refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behaviour. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume.

Consumer behaviour allows a number of things-

- It opens up opportunities for estimating demand,
- Measures behaviour in society, brings a clear understanding about how brands behave,
- Forecasts how the company can serve their expected customers in the most efficient manner,
- It is the base for the individual to come into terms of one's own expenditure.

Factors responsible of shopping in shopping malls:

Following are the some factors which is the cause for shopping in shopping malls

1. Growth of middle class consumers:

The rapid growth of middle class customer is a key factor. The increase in the disposable income along with the raising consumer demand has given opportunity of retail industry to grow and prosper. Consumer expects quality products at a fair price.

2. Increase in the number of working women:

The Indian urban women are literate as well as qualified and they keep juggling between their income and work. The purchasing behaviour of the working women is different from that of the home maker. They prefer to have everything under one roof and hence the retailers offer everything through one store retailing.

3. Value of Money:

Organised retail deals in high volume as a result they are able to bring in economies of large scale production and distribution. They offer quality product and at a fair price.

4. Technological impact:

Technology has played dynamic role in facilitating the growth of organised retailing. With the introduction of marketing information system, electronic media and computerisation the retail sector has undergone a large change

5. **Entertainment:** Shopping malls are places where people can gather and enjoy with friends & family, watch movies, shop at variety of stores or solve their loneliness or other psychological stresses.
6. **Location and Accessibility:** People prefer to visit mall near to their house. This will help to save their time and

energy. People can access that mall easily and buy quickly.

7. **Design features:** Design features as store layout area, carpeting and architecture, as well as physical facilities in a store, The quality of the store surroundings, or ecological design, may affect the consumer mood at the point of purchase, which in turn, may influence purchase behaviour, brand evaluation, and information acquisition.
8. **Price:** Consumer perceives the price of a product or service as high, low, or fair, has significant influence on buying intentions and post-purchase satisfaction. Shoppers prefer malls that have stores with acceptable prices and malls that offer more discounting offers.
9. **Salesperson:** Treatment by salesperson to customer is a significant factor to attract customers. Strong service will help to build a positive relationship with the shopper, enhance shopper loyalty and switching costs as well as generating a barrier for competitors.
10. **Mall Environment:** Different elements of mall environment, like colour, music,

and crowding, can influence consumers' perceptions of a mall atmosphere. The elements of the mall atmosphere includes physical features like design, lighting, and layout, ambient features like music and smell, and social features like type of clientele, employee availability and friendliness attracts more customers.

Conclusion:

India is now the new hub of the mall. The location of the mall assumes significance, The different features of shopping malls need to be organised in the right perspective in order to ensure the patronage of the consumers. The improved and safe environment must be prevalent for the consumers to experience the comforts while carrying out shopping. The quality of goods should never be compromised. Any disappointment experienced by a consumer whatsoever will spread like fire, threatening the survival of the organisation. Overall, it is a hectic task on the part of those who go in for investing their money in the organised retail

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