

Buying Activities of People in the New Millennium

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Abstract

Buying is a healthy activity, which shows economic balance, and goodness of sentiments in the markets. World over buying activities among the people have undergone changes with the emergence of high end malls, which are packed with state of the art technologies. The new millennium has seen advent of innovative range of buying and selling activities. The aim of the research paper is to look inside the buying attitude of the wider range of groups both in tier 1 and tier 2 cities as well as the sub urban areas.

The research paper conducts hybrid analysis and secondary researches on the types of behaviour patterns that were undertaken by the buyers from different ethnic groups. The power of innovation, which the malls have undergone in the recent years, has brought into effect the whole new process of buying.

The young age buyers are quickly accepting and all the more liking the innovative technologies involved in the process of purchasing. The senior citizens on the other hand are less respondent to the technological changes, although they are also interested in knowing about the new advancements in elements such as bar code purchasing, computerized listing of products and much more.

Buying activity of the customers is based on wide range of beliefs and attitudes. The customers, whether they are young, or middle aged or belong to the category of senior citizens always carry with them the attitude and sentiments towards the products, and if those sentiments are not fulfilled, there is definitely going to be a sheer problem.

The new age malls functioning on the revolutionary concepts are looking into the aspects of beliefs and attitudes, which have started building up of new culture of buying, and much more enthralling buying experience as ever.

Keywords: *Customer, retail sector, shopping malls, purchasing behaviour, advertising, mall shopping, young generation shopping*

Introduction

The earliest shopping malls that were around started in the early 19th century, and these were popular as the Paris Arcades. Within the year of their coming up on the market places, these arcades became famous, and exciting hubs for all types of buying activities of all kinds. The arcades became one of the most preferred shopping hubs for all kind sof shoppers, majory the ones who were rich and had suffecient amount of money to go with.

Most of these arcades used to cater to the needs of the rich and elite class. They were designed in such a way that entry to the malls were only aloowed to those who had money, and beclonged to the high status. Such types of arcades used to provide the shoppers with the facility to biuy the from the retail shops, and came with lot of parking space and plenty of moving space too. The products available at the Paris Arcades were competitve, and producers and manufacturers found the places to be amazing places to make whopping differences to the very idea of buying.

The retail shop owners provide legitimate ground for people to enjoy flow of moolah and more of money every time. Businessmen and stake holders are benefitted in many ways, but there are seemingly unlimited benefits available for the buyers, who are out there to buy something of their utility.



The accessibility to the shopping malls is easy and consumers therefore find it easy to gain the accessibility either individually or otherwise. Buyers have a specific thing in their mind while they head for the shopping malls, and this is what always comes first in the conscious willingness of the mall manufacturers.

Irrespective of the age of the buyers, or their ethnic preference, one thing that always rules out here is that you need to have the right world.

The buying decision process is essentially one of the effective and strong processes that is essentially based on the loyalty and confidence of the consumers. The decision of a consumer to buy or not to buy a particular product when he or she is shopping at the mall is formed on the opinion drawn out of cost benefit analysis. It is interesting to find here that the entire analysis is done in matter of few minutes.

Therefore, a concrete and psychological process of decision making is undertaken by the consumer and the results of which are really overwhelming.

The buyers when they enter into the shopping mall, or may be even before are likely to get influenced by the attractive environment, and other factors, which may seem obvious at times.

Decision as it comes is intangible, but can be observed in reality by the retail shop owners and such decisions can also be objectified. And finally, each time a decision is made, consumers have already bought the product and a sale occurred on that specific moment.

Finally, the decision to buy or not to buy rests with the consumer; however, such decisions can be influenced only by providing a sumptuous shopping atmosphere to the buyers and then converting that interest into the real time decision.

II –Literature Review

The frequency of buying at the shopping malls depends on various factors, and few of these factors include interest of the buyer, his/her area of usage as well as the extent of the benefits that come along the way. Here is the review of the literature, which looks into the researches and notions developed with respect to the mall shopping as well as the activity of the buyers.

There is an economic association, which relates to the level of appeal in shopping malls as well as shoppers and the traits of the personality with closer reference to Returns on Investment and extent of profits made by the malls (Rajagopal, 2008a). The design of physical shopping centres has association or clear representation as it appears on the website (Dixon and Marston, 2005; Kuruvilla and Ganguli, 2008). Customers feel intensely satisfied at the shopping mall when they find there is a convenience in shopping, congenial atmosphere, easiness of selection, lighter refreshments served, activities carried out for the promotion(Anselmsson, 2006).

Clustering of small sized retail stores around the shopping malls are providing similar line of goods, and this helps in moving of prospective shoppers towards local brands with lesser awareness (Blois et al, 2001).

The customers always prefer location and the content of the material when they decide to move into a particular shopping mall. Management of time is also the crucial factor here Cox and Cooke (1970).

Buying at the retail shopping malls by the customers is also influenced by the three essential and most critical factors such as domination, stimulation and the product appeal Mehrabian and Russell (1974).

The perception of several customers is quite important in the influence of consumer shopping behaviour as soon as they enter the malls for buying (Bearden, 1977; Carpenter and Moore, 2006; McDonald, 1991).

The four key dimensions influencing buyers intent and purpose when he or she is at shopping mall are topology and architectural design, symbolism, attitude of the sales people and the advertising strategies implemented thereof Martineau (1958).

Merchandise policy, servicing, convenience, space ambience, institutional influences, the name sake or the brand image etc. are crucial in driving customers to the retail malls, Linquist (1974).

Price of the products listed in the shopping malls, the mall's ambience space, parking space, the area of the location, congeniality of the sale people, variety in the availability of the products etc. derives the sentimental patronage, Bearden (1977).

Most of the new age consumers are attracted by the sheer convenience that has a foremost stimulus falls on customer consummation and loyalty (Chang and Tu, 2005). Maximum number of Indian consumers footing into the retail shopping centers show their concern for the price and the quality of the products (Tuli and Mookerjee, 2004).

Customers to the malls show a maximum affinity for factors like convenience in shopping, easy product accessibility, and availability of in-house restaurants and state of the art eatery shops Bellenger et al. (1977).

Recreational qualities of the mall such as music, the expanse of merchandise, fashion motivation, sensuality etc. leads to increase in shopping malls (Others 1977).

The excellence of merchandise, type of merchandise, and the congenial environment both inside and outside the shopping area make an important decision for the customers to buy in the shopping malls Vaughn and Hansotia (1977).

Factors like the travel safety, convenience during the trip to the shopping mall, as well as the area mobility plays indispensable role in developing of attraction of customers towards the malls McCarthy (1980).

Exposure to the shelf and also the natural attraction of the other customers buying the products make it responsible for the customers to make the deal for the shopping Kumar (1983).

Malls are the citadels of social interaction, development of societal thinking and place of interest for many consumers who voice a specific opinion on a particular subject or political affinity Feinberg, Sheffler, Meoli and Rummel (1989).

III. Objectives

The principle objectives of this research paper are drawn here:

- 1) to look into the time of visit to malls;
- 2) to understand the type of products bought by young customers;
- 3) to look into the sensibility of customers towards the malls;

Why Malls are the Best Shopping Places of the Millennium

Shopping in the malls and retail outlets is the most advanced and the innovative way consumers in the millennium are making the difference in the products that they want to buy to match their lifestyle and the innate routine needs. But, shopping malls are also one of the most exciting places to spend the free time with the family and the friends.

The positive effects of shopping in the state of the art malls is just countless and unlimited. These malls are attractive and innovative micro ecosystems that go with the concept of second and the third moment of truth.

In a shopping centre, there is mass availability of goods and wide range of products including the garments, footwear, kitchen appliances and everything else that you can ever think about.

Malls are the specially designated regions designed for high life style shopping but simultaneously, it creates a wondersome atmosphere for all age customers, who belong to all ethnic groups and family statures.

The families like to visit malls for they easily foresee these are ideal for their kids. There is also always an esoteric food court, or a food zone that complies with all the norms of health. Enjoying every morsel of food out there is more than just the fun for the family.



Consumers of today are enjoying the real convenience of shopping and there is unlimited comfort happening around. When there are festive occasions a wide range of discount offers come with spending the valuable time and not to speak about the unlimited gifts and plenty of choices to make around within the small time frame.

During the festival seasons, there are heavy discounts given out from the brands and the shop owner. Therefore, it is always the double bonanza working around for ever.

Research Methodology

It is significant to understand the sentiments of the buyers when they enter the mall and wish for something that is running in their mind. Now this something may be a product, or a service or mixture of both of these.

The research methodology implemented for the designated study is provided by the internet research and comparison. An analysis is made herewith on the basis of information received from secondary resources. However a few of primary resources have also been researched to build up the conclusion. There has been no direct material or references made from the primary researches.

The studies and research methodology incorporated while preparing the research paper is focused on the ideologies of the end consumer when they step into the mall.

Secondary data is collated and worked out through different formats of literatures, which includes the articles published in journal, or annual reports published in various ezines, trade journals and data directly researched from the mall owners as it appears on the internet.

Information from the four malls is collated, which form the part of research methodology in particular as well as the entire research paper. These malls include, Select Citywalk, Saket, DLF Promenade, Vasant Kunj, Pacific Mall, Subhash Nagar and DLF Mall of India, Noida.

Since the occurrence of Corona Pandemic there has been limited availability of the information available about the consumers visiting the mall for shopping. This has also restricted the flow of real time information about the type of products that consumers buy or like to buy in the malls.

Comparative Analysis of the Shopping Malls

Name of the Mall	Features of the Mall	Type of Products Bought	Sensibility of the Buyers Towards Buying	Time to Visit Malls	Average Number of Guests and Visitors
Select City Walk, Saket	<p>The first ever Six-Screen Established Mall in India with 2 Gold Class and 4 Premier Class PVR Cinemas</p> <p>Awarded the 'Country's Most Admired Shopping Centre'</p> <p>Three floors of office space</p> <p>1.3 Million sq. ft. air-conditioned space</p> <p>1 lakh sq. ft. of serviced apartments</p> <p>Hands Free Shopping</p> <p>Brands like MAC, Body Shop, Estee Lauder, Colorbar, H2O, Nailbar, Clinique</p>	<p>Young Males:</p> <p>This class is conscious about their choices and liked to buy Deodorants, Perfumes, Branded Jeans and Shoes. Most of the young male buyers like to go for shopping when they receive the salary.</p> <p>Young Females:</p> <p>The young females are influenced by hedonic desires and such class is also moved by the idea of being conscious about the commodities they buy. Although a few of them were showing a compulsive behaviour.</p>	<p>Young Males:</p> <p>Young males are moved by the idea of shopping to meet their personal utility requirements. Men are from Sears.</p> <p>Young Females:</p> <p>Females show the sensibility towards beauty products, and products that have beauty value attached to them. Female Buyers belong to Nordstrom</p>	<p>The ideal time for visiting the malls is usually evenings after the close of the office hours.</p> <p>The young females visited the mall in the afternoon in group.</p>	<p>Posh Guests and Visitors. On Average 30000 to 40000 visitors follow.</p>
DLF Promenade, Vasant Kunj	<p>Pram Service, Free Wi-Fi, Digital mall Directories, ATMs, Currency Exchange</p>	<p>Young Males:</p> <p>This class is conscious about their choices and liked to buy Deodorants, Perfumes, Branded Jeans and Shoes.</p> <p>Young Females:</p> <p>The young females are influenced by hedonic desires. Females continued buying beauty products seen at the mall.</p>	<p>Young Males:</p> <p>Young males are moved by the idea of shopping to meet their personal utility requirements.</p> <p>Young Females:</p> <p>Females show the sensibility towards beauty products, and products that have beauty value attached to them.</p>	<p>The ideal time for visiting the malls is usually evenings after the close of the office hours.</p> <p>The young females visited the mall in the afternoon in group.</p>	<p>On an average there are posh guests and visitors 15,00,000 shoppers every year</p>

Analysis and Discussion

DLF Mall of India, Noida	<p>7 floors with 330 brands, 80 kiosks</p> <p>5 Innovative and Tailor Made shopping zones coupled with 75 food and beverages options</p> <p>(PVR Cinemas) with 7 screens</p> <p>Exclusive Cuisines and And Unique Cocktails</p> <p>Special Kids Zone</p> <p>Premier Mall in World with 'LEED Platinum' Certification</p> <p>All Time Family Entertainment</p>	<p>Young Males:</p> <p>This class is conscious about their choices and liked to buy Deodorants, Perfumes, Branded Jeans and Shoes.</p> <p>Young Females:</p> <p>The young females are influenced by hedonic desires. Females continued buying beauty products seen at the mall.</p>	<p>Young Males:</p> <p>Young males are moved by the idea of shopping to meet their personal utility requirements.</p> <p>Young Females:</p> <p>Females show the sensibility towards beauty products, and products that have beauty value attached to them.</p>	<p>The ideal time for visiting the mall for the male buyers is usually evenings after the close of the office hours.</p> <p>The young females visited the mall in the afternoon and mostly in the groups.</p>	<p>Approximately 100,000 Guests and Visitors Daily</p>
Pacific Mall, Subhash Nagar	<p>Shopping Zone with the right type of brands like Zara, Forever 21, Swarovski, Mango</p> <p>Ostensibly Great Food Courts</p> <p>Gloria Jean's Coffee</p> <p>The Colonial Café</p> <p>Complete Family Entertainment</p>	<p>Young Males:</p> <p>This class is conscious about their choices and liked to buy Deodorants, Perfumes, Branded Jeans and Shoes.</p> <p>Young Females:</p> <p>The young females are influenced by hedonic desires. Females continued buying beauty products seen at the mall.</p>	<p>Young Males:</p> <p>Young males are moved by the idea of shopping to meet their personal utility requirements.</p> <p>Young Females:</p> <p>Females show the sensibility towards beauty products, and products that have beauty value attached to them.</p>	<p>The ideal time for visiting the mall for the male buyers is usually evenings after the close of the office hours.</p> <p>The young females visited the mall in the afternoon and mostly in the groups.</p>	<p>20,000 to 50,000 Per Day</p>

DLF Mall of India located in Noida is visited by the approximately 100,000 visitors daily, which is much more in comparison of the figures DLF Promenade, Vasant Kunj, or Select Citywalk, Saket, and the Pacific Mall in Subhash Nagar. The comparative tabular analysis was based on objectives of type of products were bought by the young customers and the sensibility of customers. The time of visibility of customers is also judged through the analysis of tabular data.

The class of young buyers visiting DLF Promenade, VasantKunj, Select Citywalk, Saket, and the Pacific Mall are motivated by various factors for shopping. These factors are responsible for development of buying. In these city malls, the conscious younger male lot

is conscious about their choices and liked to buy Deodorants, Perfumes, Branded Jeans and Shoes. Most of the young male buyers like to go for shopping when they receive the salary.

Similarly, the young females are influenced by hedonic desires and such class is also moved by the idea of being conscious about the commodities they buy. Although a few of them were showing a compulsive behaviour.

The young males are moved by the idea of shopping to meet their personal utility requirements. Men are from Sears. Females show the sensibility towards beauty products, and products that have beauty value attached to them.

The ideal time for visiting the malls is usually evenings after the close of the office hours. The one and only purpose of visiting shopping malls had been to shop for their products as well as entertain themselves, and this becomes quite clear and perfect in the context of the malls located in the New Delhi and the NCR.

All these inherently great malls offer one of the valuable and inherently the great means to get you going through some of the finest treasures that you may have ever come across anywhere else.

In order to make a mall as huge as the DLF Mall of India, it requires the guts and the real zeal. The research based on the four shopping malls of Delhi and the NCR are packed with latest amenities, and the amount of visitors visiting them is really fascinated by spaces as well as the products available in one roof.

Another key factor that make DLF Mall of India stand in the premium league and liked by the kids is their high end celluloid screens meant to entertain the kids of all ages. The mall is known to have 7 screens that continuously screen movies of all kinds.

Suggestions

Shopping experience of the new age shoppers and the old buyers has been a marvellous one, and this would continue for ever. But at times too much of convenience and easiness also creates subtle problems in shopping and all of this ultimately creates a furore. Based on the research conducted herewith, a few suggestions have been outlined that if implemented would yield an impeccable shopping experience altogether:

Suggestion#1 –Malls need to renovate and innovate continuously and this renovation and innovation should happen exteriorly and interiorly. It would keep the buyers always excited and they would visit repeatedly. More the number of attractions, better will the shopping experience offered to the buyers.

Suggestion#2 –Malls integrated with Multiplex Cinematics need to go for “WEEKDAY SPECIALS” and these specials could be events such as concerts, dance competitions, fashion shows and much more. All of it would add mush to shopping.

Suggestion#3- It is also suggestive that the malls should partake regular promotional activities during the weekdays as this would prevent the traffic rush on the weekends. It will give advantage as well as the attraction to buyers to visit the malls on weekdays and lower the traffic on weekends.

Suggestion#4- The accessibility to shopping malls should be close to the Metro Stations as this will help in easy movement to and fro. More importantly, this kind of movement would increase the sales activity in the shopping malls.

Suggestion#5- Buyers will throng to the malls which provide the Free Parking facility and provides quite an ease to the heavy purchase customers.

Suggestion#6-Buyers would increase more and they would be interested in buying many other products if the malls not only list high valued and priced stuffs on the shelves. Malls accommodate all types of gentry, and if they are stereotyped, shopping activity will drop down.

Conclusion

In support of the conclusion of this research paper, consumers always make use of their judgements and on the basis of those judgements they eventually go for a particular product. If the product is not there, there are consumers who will not go out for a substitute product. Rather, they always try of buying the product of their choice in another shopping mall. The products chosen by buyers are always based on their priority as well. And finally, the buyers who are visiting the malls come with different aptitude as well as intent. The choice they make also depends on their immediate requirements and peer group pressure.

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