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Third Concept aims at providing a platform where a meaningful exchange of ideas can take place among the people of the Third World. The attempt will be to communicate, debate and disseminate information, ideas and alternatives for the resolution of the common problems facing humankind. We welcome contributions from academics, journalists and even from those who may never have published anything before. The only requirement is a concern for and desire to understand and take the issue of our time. Contributions may be descriptive, analytical or theoretical. They may be in the form of original articles, reactions to previous contributions, or even a comment on a prevailing situation. All contributions, neatly typed in double space, may be addressed to:

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Emergence of Mall Culture in India

A. Scarlet* & Dr.Maria John**

[Shopping malls have come to play a predominant role in the life style of people living in Tamil Nadu which has massively changed the patterns of shopping activities. Nowadays, people believe that the malls are best place to shop or hang out. It is not only a place to shop but also a place for social and recreational activities. The shopping mall is an agglomeration of various retailers and commercial service providers within a well-planned, designed and managed building or group of buildings (ICSC, 2002; Urban Land Institution, 1999].

Shopping motivation reveals the general predisposition of consumers toward the act of shopping (Gehrt et al., 1992).This predisposition may be clearly visible in buyer's decision-making process, which includes patterns of information search, alternative, evaluation, and product selection.

Atmospheric stimuli including smell, music, decoration, or layout and temperature are either actively or passively used by retail and mall managers (Michon et, al, 2005). These stimuli have a strong impact on consumer's perception of the shopping mall's appearance as well as their behavior.

The impact of the physical environment on consumer behavior has received significant attention from researchers (Gilboa and Rafaeli, 2003: Luomala, 2003: Mattila and Wirtz, 2001: Wake field and Baker, 1998: Warren and Burns, 2002). Physical environment of a mall includes elevation, lighting, air conditioning, washrooms, layout, aisle placement and width, carpeting and architecture. The atmosphere of a retail setup has a major impact in the minds of mall consumers reflecting their behavioural response and the role of experiential value in determining these behavioural responses.

A retail store attracts shoppers who vary in their profiles. While some of them are serious shoppers, many of them are "visitors" to the stores. It is not possible for the store to differentiate its offerings to

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these segments. Classifying these shoppers on demographic and their orientation to shopping has been tried in the developed economies.

However, it is felt that in an evolving market like India where shopping orientation is yet to be formed, one of the bases of understanding the shoppers could be their behaviour at the store because behavioural cues are factual data on which a retailer can develop its strategy.

The following are the five types:

The economic shopper: A balanced and more coherent kind of customer who tries to get the best deal so as to utilize his/her money efficiently and effectively.

The personalized shopper: Customer who will only shop at a store with which he/ she has formed a strong attachment.

The ethical shopper: Customer is very conscious and concerned about the local stores and will prefer them over the big retail giants.

The apathetic store: Customer who doesn't like to do shopping but does it because he/she consider as a necessary evil.

The recreational shopper: For this customer, shopping is a means of socializing, spending leisure time and for him/her shopping is fun.

Need of the study

The study of consumer behaviour is very important to the marketers because it enables them to understand and predict buying behaviour of consumers in the marketplace; it is concerned not only with what consumers buy, but also with why they buy it, when and where and how they buy it, and how often they buy it, and also how they consume it and dispose it. The study also helps in understanding management of mall culture in India so as to recognise the potential for the trend of development of change in consumer requirements and new technology. And also to articulate the new thing in terms of consumers' needs so that it will be accepted in the market well.

Scope of the study

The scope of this study mainly focuses to understand emergence of mall culture in India and how changes are coming in the mind of customer regarding shopping malls and their behaviour towards these shopping malls. It is to assess the overall customer satisfaction, response of customers with regard to the availability and quality of products and services offered at shopping malls and the comfort level of the respondents towards shopping in the shopping malls.

Literature Review

Arpita Khare(2011) studied in her paper titled "Influence of hedonic and utilitarian values in determining attitude towards malls: A case of Indian small consumers", the influence of hedonic and utilitarian shopping values on consumers attitudes towards malls in the smaller cities of India. Emotional and rational shopping motives are supposed to govern the consumer's attitude towards malls. The research was conducted in five mini-metropolitan cities in Northern India (n=325). ANOVA and multiple regression tests were administered to analyze the data.

The results show that the hedonic and utilitarian values of small city consumers influenced their attitude towards malls. Results also showed the influence of age in consumer's attitudes towards mall attributes.

Kavita Kanabar(2012) in her paper entitled "Change in consumer behavior in Surat with introduction of Mall", explains that modern organized retail has forayed into Surat, as is evident in supermarkets and multi-storied malls that offer shopping, entertainment and provision for eating under one roof. The study finds that primarily in the malls for shopping, consumers prefer eating at food-courts, window shopping and entertainment in the form of movies at multiplexes or video game parlors.

They also attend events, promotions, competitions and product launches that are organized in the malls and spend their leisure time with family and friends. Over the period, the mall culture has gained acceptance and consumers are repeating their visits for successive purchases marked by the increase of regular users at malls.

The 2015 GRDI Findings

The relative instability in the developing world is reflected in the 2015 ranking

2015 Global Retail Development Index TM

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2015 Rank	Country	Market Attracti-veness (25%)	Country Risk(25%)	Market-Saturation (25%)	Time Pressure (25%)	ORDI Score	Change in Rank Compared	Population (Million) (Thousand)	GDP Per Capital PPP
1	China	66.7	55.7	42.3	96.6	65.3	+1	1.364	13
2	Uruguay	93.3	60.4	68.0	38.9	65.1	+1	3	20
3	Chile	98.2	100.0	13.0	37.9	62.3	-2	18	23
4	Qatar	100.0	89.4	34.3	12.8	59.1	N/A	2	144
5	Mongolia	22.4	19.9	93.1	100.0	58.8	N/A	3	10
6	Georgia	36.5	39.1	78.8	79.2	58.8	+1	5	8
7	United Arab Emirates	97.6	84.0	16.5	33.9	58.4	-3	9	65
8	Brazil	98.0	60.4	45.2	28.0	57.9	-3	203	15
9	Malaysia	75.6	68.8	29.3	52.7	56.6	-	30	25
10	Armenia	35.4	37.1	82.1	66.3	55.2	-4	3	7
11	Turkey	83.1	48.1	40.2	44.8	54.1	-	77	20
12	Indonesia	50.6	35.5	55.1	65.9	51.8	+3	251	10
13	Kazakhstan	49.6	34.2	72.5	50.7	51.8	-3	17	24
14	Sri Lanka	15.8	34.4	77.8	78.8	51.7	+4	21	10
15	India	30.5	39.8	75.7	58.5	51.1	+5	1.296	6
16	Peru	48.9	43.9	58.6	51.8	50.8	-3	31	12
17	Saudi Arabia	78.6	64.4	30.4	27.0	50.1	-1	31	54
18	Botswana	49.2	62.5	33.3	54.2	49.8	+8	2	16
19	Panama	62.3	46.8	49.7	37.6	49.1	-5	4	20‘
20	Colombia	55.6	49.3	52.0	39.1	49.0	+1	48	13
21	Russia	94.9	28.4	24.5	46.6	48.6	-9	144	25
22	Azerbaijan	33.9	26.9	82.4	46.8	47.5	+8	10	18
23	Nigeria	19.6	8.3	94.0	66.5	47.1	-4	178	6
24	Philippines	39.6	36.0	51.6	60.7	47.0	-1	100	7
25	Jordan	51.1	35.5	64.2	36.8	46.9	-3	8	12
26	Oman	75.0	77.3	24.9	9.8	46.7	-9	4	44
27	Kuwait	81.0	68.1	33.2	0.0	45.6	-19*	4	71
28	Costa Rica	66.9	49.2	38.7	25.1	45.0	-4	5	15
29	Mexico	82.5	56.1	0.2	38.8	44.4	-4	120	18
30	Angola	2.4	9.2	99.4	45.0	44.0	N/A	22	8

Source: www.atkearney.com/consumer-products-retail/global-retail-developement-intex

"A shopping mall (or simply mall), shopping center, or shopping arcade is a building or set of buildings that contain stores, and has interconnecting walkways enabling visitors to easily walk from store to store. The walkways may or may not be enclosed."

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Reasons for growth of Malls in India

- Fast growing middle class with higher discretionary income.
- Emergence of youth as an independent shopper with a lot of disposal income.
- Eagerness of Indian shoppers for a new shopping 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.
- Influence of media and marketing communication resulting in changing aspirations, lifestyle orientation and change in consumer perceptions about shopping.

Types of Malls

The malls basically are classified on the basis of their merchandise orientation means types or Goods and Services sold and their size. The trend towards differentiation and segmentation will continue to add new terminology as the industry matures. Following are the different types of malls.

Regional Malls

According to International Council of Shopping Centers, a regional mall is a Shopping Mall which is designed to service a larger area than a conventional Shopping Mall. It is typically larger than 400,000 square feet to 800,000 square feet gross leasable area with at least two anchors and offers a wider selection of stores.

Super regional malls

This is a mall which is almost similar to a regional mall, but it is larger in size than a regional mall. It has more anchor stores, a deeper selection of Merchandise and draws from a larger population base. A super regional mall is, according to International Council of Shopping Centers, a Shopping Mall with over 800,000 square feet (74000) of gross 2 m 302 leasable area and which serves as the dominant Shopping venue for the region in which it is located.

Outlet Malls

An outlet mall or outlet center is a type of shopping mall in which manufacturers sell their products directly to the public through their own stores. The other stores in outlet malls are operated by retailers selling returned goods and discontinued products often at heavily reduced price. In India these outlet stores are not shopping malls, they are called generally as factory outlet shops because they generally sell general products directly offered by the company.

Vertical Malls

Vertical Malls are the malls with typically multi-storey building. The vertical mall is common due to the high land price in densely populated and the higher yield on retail property. The concept of the vertical mall departs from the common Western model of the flat shopping mall in which space allocated to retail is configured over a number of storeys accessible by escalators linking the different levels of the mall. The challenge of this mall is to overcome the natural tendency of shoppers to move horizontally and encourage shoppers to move upwards and downwards.

Lifestyle Centers

Lifestyle Center is newly designated that has a loose definition. Generally, it's a center that does not have an anchor tenant in the classic sense that is, department store. Lifestyle centers have a cinema as a major tenant.

Dead Malls

The dead malls are those which have failed to attract new business and often remain unused for many years until restored or demolished. Interesting example of architecture and urban design, these structures often attract people who explore and photograph them. This phenomenon of dead and dying malls is examined in detail by the website Deadmills.com which hosts many such photographs as well as historical accounts.

Strip Mall

Strip mall also called Shopping Plaza or Mini mall. It is an open area shopping center where the stores are arranged in a row with a sidewalk in front. Strip malls are typically developed as a unit and have

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large parking lots in front. They face major traffic arterials and tend to be self-contained with few pedestrian connections to surrounding neighborhoods.

Outlet Mall

Outlet Mall is a type of Shopping Mall in which manufacturers sell their products directly to the public through their own branded stores. Clothing, sporting goods, electrical products, cosmetics and toys are among the types of items sold at outlet malls. Outlet malls first appeared in the United States as a development of the traditional factory outlet, a store attached to a factory or warehouse. An outlet mall places several such outlets under one roof in a convenient location, usually an out-of-town site. The out-of-town site minimizes overhead costs.

Luxury Malls

Luxury Mall is mall which only houses luxury brands. The luxury malls have been planned to be built soon in India, most of the tenants are expected to be the best brands in the world such as France's Louis Witton, Greece's Dunhill Fendi Mont Benc, Van Clef and Arpels Rolex and Omega.

Mall Culture in India

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 that remains untapped.

The malls have developed in India due to many reasons and some of them are listed below:

Population Density: Market is the sum total of existing and potential customers. Prominent cities of India cover a huge part of population. A huge percentage of population lives in these areas. This gives developers a very big market to serve.

High income: These cities are known as industrial hubs. Here the income level of people is higher than the level in rural and some urban areas. People have more money to spend on good shopping experience. They can think more than bread and butter and also are ready to spend for entertainment.

Different buying habits: In metro cities shoppers are broadly conscious. Malls collect international brands of reputed companies which are made available to the customers. Change in culture again develops a situation where both husband and wife are working and they want all the required materials under one roof, this leads to developing of more and more malls.

S.No	Strength	Weakness
1	Skyscrapers with perfect blend of shopping, eating and entertainment, in short —shoppertainment.	Mall developers are enacting as mall managers, retail not accredited as an industry in India; complicated taxation system.
2	Developed in contemporary style, these flashy malls promise just about everything under the sun, from foreign gizmos to the very desi brands.	Lack of adequate infrastructure including supply chain, parking facilities.
3	Attractive destinations for civic and official meetings, hang-out, reducing stress.	Unavailability and skyrocketing prices of prime catchment's areas.
4	Procure goods directly from factories and farmers in case of lifestyle and food/beverages respectively.	Poor positioning and zoning of malls.
5	Bouquet of value propositions like value for time, value for quality, value for experience, value for money.	Shortage of qualified human personnel in the area of facility management, creative firms, and design houses.

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6	High quality shopping environment & quality assortment at variant shopping format.	Lack of differentiated offerings i.e. same mix of shopping, foods and films.
S.No	**Opportunities**	**Threats**
1	Tier II and Tier III cities are still untapped.	Non-availability of adequate finance.
2	Growing urbanization and increase in purchasing power of consumers.	Undeveloped supply chain.
3	Outsourcing from other developed retail market.	Vigorous competition from unorganized retailers, keeping up brand loyalty.
4	Progressive growth of apparitional consumer class.	Disturbance in income strata of Consumers greatly influence malls growth.
5	Believing more in spending than savings , as most of the population is youth (with median age 24 and 35 percent of population below 14 years).	Threat from online players, (even though internet penetration is low in India.

Conclusion

The study concludes that the shoppers visit shopping malls for making use of all facilities under one roof. This indicates that shoppers visit the malls for social and entertainment purpose, and they spend additional time at food court and stores in the mall. Malls are fast becoming a place for socializing and recreation and customers have set high expectations from the malls. They see malls as a one-stop-destination for various purposes like dining, watching movies, hanging out, meeting new/old friends and shopping.

Hence, mall managers should understand that malls have become something more than a place to buy products and they should transform the malls that would offer energetic and vibrant stores with attractive product merchandises, scores of entertainment bundled with modern, more sophisticated atmospherics and facilities, necessary to lure the target customers.

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