

**CONSUMER BEHAVIOUR AT MALLS IN MUMBAI (INORBIT,
MALAD AND R-CITY, GHATKOPAR) A STUDY OF MATURED AND
TEEN AGED CONSUMERS**

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Abstract

Buying behaviour of the consumers is unpredictable. It is the systematic process requiring planning and execution. Modern malls have become a new attraction for the customers. Now the customers are interested in purchasing as well as entertainment. Due to this mall culture, the unorganised retailers have faced many challenges. The marketing strategy adopted by the malls retailers changed the psychology of the consumers. Development of malls along with consumer expectations and increasing the level of satisfaction contributed greatly for the growth of the malls. Ultimately Mumbai malls became malls. The paper throws the light on the steps to be taken by malls to satisfy matured and teen aged consumers.

Introduction

Buying has always been a great opportunity for the consumer and the author to share their experience and views on consumer behaviour and psychology. Authors have taken an opportunity to express such view from time to time. However, taking an opportunity to express views on Mumbai malls is the main focus of my paper. Malls as a retail format which developed in early 2000 took a long time for capturing the market.

Malls being a part of retailing has also acted as a source of entertainment for the consumer and ultimately attracted consumer over a large period of time. However various factors contributed for the growth of the malls and its failure. Similarly various factor also contributed for online marketing.

Speaking for malls, it has always been a great source for entertainment for the consumer. The marketing strategy adopted by the malls retails changed the psychology of the consumers. Development of malls along with consumer expectations and increasing the level of satisfaction contributed greatly for the growth of the malls. Ultimately Mumbai mills became malls. Even today the area of central Mumbai and western suburbs which once upon a time were the icons of mills, ironically have converted in to malls. Very few to mention are Phoenix malls at parel, inorbit at malad, R-city malls at ghatkopar, which once upon a time was an industrial area are todayt eh main hub for entertainment. People around these areas have changed their lifestyle and the standard of living has rather developed due to various factors.

With the growing globalisation, consumer's expectation started growing. This resulted in increased in demand for mall retails. Today consumers have both money and time to spend on shopping which otherwise was confined to window shopping prior to 1990. THE main focus of the paper is to study the behaviour of matured consumer and the teenagers at malls, in the area of Mumbai. There are some emerging issues for malls. Retailers has combined such issues and provided value added services for consumers. The main reason for consumers preferring malls may vary, however there are some reasons noteworthy. One of such reason is that in today's market retailers make use of their service as a platform for the consumer to get attracted to buy the products such an act becomes the most memorable experience for an individual. Today's consumers are willing to pay more for deriving satisfaction. Along with

shopping mall managers have come up with other facilities such as kidzenia at R-city, snow world Phoenix, Kurla, Amoeba at K star, chembur.

The malls have also attracted matured consumers by starting outlets such as Spa, saloon, astrology zone, fitness zone. It had also begun with retail outlets like food courts to attract matured and teen consumers. Finally on observing aged and teen consumers the observer has study their entertainment in a form of aesthetic, entertainment, pleasure, leisure joy and happiness , necessity and escapist and so on. Mall managers have added colours by adding cinema halls.

Objective

The researcher on consume behaviour at malls in Mumbai have covered various areas. The main purpose of the paper is to cover the following aspects

1. How a mall has to manage more on matured consumers and teen consumers
2. Should the older consumer be given more attention a malls
3. The expectation of teen from malls.

Scope

The research paper will be more beneficial for mall managers and retailers to focus on the showdown needs of consumers' i.e. teens and matured so as to increase the level of satisfaction.

Research Methodology

The researcher, due to short of time has interviewed only 50 consumers from 2 malls .i.e. Inorbit and R- city using Likert scale ranging 1-5, 1 being poor and 5 being excellent. Interview was mostly taken between 6.30 and 9.00 pm as it was an ideal time for searching, considering Sunday entirely for the interviews. Questions are framed to understand and gain knowledge of psychological behaviour of the consumers. The respondent is allowed to describe their experience. The answer obtained were analysed and conclusion were drawn from it.

Limitations

Due to short of time the researcher has observed 2 malls i.e. Inorbit and R-city malls. These malls are located at Malad and Ghatkopar respectively. Here the consumers are classified as matured consumer who is quadragenarian and the teens up to the age of 39 yrs. The main purpose of selecting these two places is that the consumer coming to these two malls come from different class of society. The Malad malls for elite class and R- city for middle class. However it may not be correct to judge the consumer at two different places as two types of consumers on the basis of their incomes, so the observer has taken dressing style as parameter to target the consumer. Judging the age of male was easier, but judging females age was rather difficult.

Teens were very cooperative in answer the question. Couples were reluctant to answer and the main focus diverted to bachelors and spinsters. The time spend was sufficient

Observation

The observation is divided in to following

Distance: Matured people wants the malls at a lesser distance due to physical limitations. Moreover they feels that they travel a longer distance every day for work and coming to malls on Sundays or bank holidays require less distance.

Teens: They would prefer to travel longer distance as they enjoy the long distance. The reason for this is that they would like to spend more time outside with their family, or couples as they want to get rid of the boredom at home. They too feel that staying at home holidays will resulting in watching idiot box and they feel not to get addicted to it. It is also observed that teens at Malad travelled up to Ghatkopar and vice a versa.

Apparels: Matured consumers look out for outfit which fit them and which they are comfortable with. They consider price too. They prefer more of economical outfit. Fashions and recent trends do not attract them.

Teens: They prefer those outfit which are fashionable and recent arrivals in the retail. Price does matter, as they are not ready to compromise with fashion. Many of the consumers are of the opinion that their choice is influenced by friends and spouse.

Loyalty Matured consumers are more loyal to the retailers or malls as they do not want to take any risk or compromise with their satisfaction. They are brand evangelists, this is because malls are newly developed outlets for them since in their youth there were no malls to visit. As a result they are under the impression that buying from some retail outlet gives them a high level of satisfaction. A matured consumer after visiting big bazaar, food bazaar or D-Mart would not prefer any other outlet.

Teens: They are brand switchers. They focus more on the level of satisfaction of a product or service. They prefer changing retailers from time to time. They look out for variety and want to experience different degrees of satisfaction by using various brands at the same mall.

Purpose of visit: Matured consumers visit malls with a specific purpose. Their main motive is buying. Entertainment is also a purpose. When they come with one purpose they do not divert their attention from the purpose nor do they change it. Once a purpose is served they leave the malls.

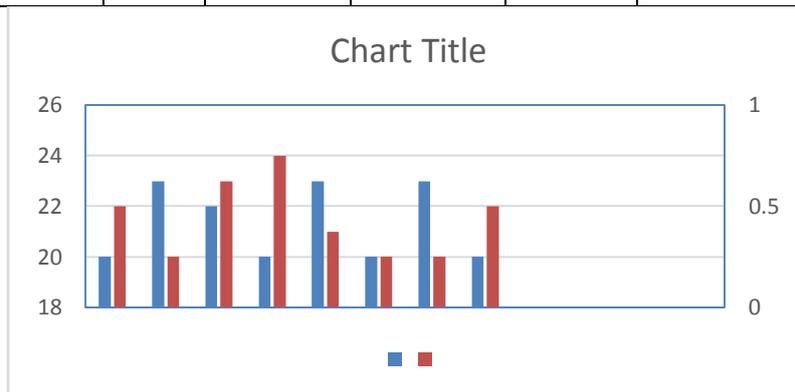
Teens: On interviewing them it was concluded that most of the teens do not have a purpose of visiting. In fact they are undecided. They like to take a decision instantly. They may decide a purpose but many a time fulfil more than what has been decided. Some visit malls as leisure, with no intention of buying. They may also enter an entertainment chamber undecided. Many come with their kids just to enjoy and leave the mall.

Entertainment: Matured consumers do not expect any form of entertainment. For them light background music or a song is not a matter of importance. They focus on the purpose and once done they leave.

Teens: They usually expect music and noise or entertainment at malls. They feel music rejuvenates them. Retail outlets like Café Coffee Day, Barista and many more to add keep on playing music to refresh them. Big bazaar plays radio mirchi to entertain the consumers.

The researcher in order to understand the psychology of matured consumers and teens at malls conducted an interview of 50 consumers in Mumbai. The group was divided into two, one matured (40+) and teen (up to 39)

Conte nt	Dista nce	Brand	Entertain ment	Purpos e	Income	Percept ion	Belie f	Attitude
Matur ed (25) Perso n	Not far(2 2)	Evgalist s(20)	Very rare(23)	Specifi c(24)	Cautious(21)	Very high(20)	Very high(20)	Unchang ed(22)
Teens (25) perso n	Far dista nce (23)	Switcher s(20)	Frequentl y(23)	Not specific (20)	Comfortab le(23)	Averag e(20)	Low (23)	Change often(20)



The above chart shows the respondents number for specified psychological and demographic behaviour of consumers at the malls at Mumbai.

Psychological factors

Psychological factors refer to the inner aspects of an individual. It helps to understand the motives, personality and attitude, beliefs of the consumer.

Motives: It is the driving force for the consumer which motivates one to buy the product. Matured consumer requires high level of motivation whereas teens do not require much of it

Attitude: Change in an attitude is one of the factors. Matured consumers find it difficult to change their attitude towards the choice whereas the teens have very flexible attitude.

Conclusion

Research on matured consumers and teen is important as the ten tomorrow will enter the segment of maturity and may be their choice and preference may not change as they are already use to such culture. However the same may not be with the matured consumers. This study, although exploratory in nature, represents an effort to fill this gap and provide theoretic grounding in the future. We have analysed mature consumers' impression and the teen consumer reaction at demographic and psychological level. We also examined mature consumers' mall shopping behaviour measured by frequency, the length of a typical shopping trip, average expenditures, and types of stores most visited. Despite this contribution to the research, this study is still subject to the limitations involving the use of a convenience sample for in-depth interviews. . The conclusion may be confined or restricted to a particular area i.e. Mumbai as the behaviour of consumer vary from place to place.

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