Changes in Consumption Pattern of Customer after Development of Mall Culture in Surat City

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Abstract—*The Indian Retail Industry come forth as one of the most vibrant and fast growing industries with several players entering the market. India is on the radar of the retail world and global retailers and at their wings seeking entry into the Indian retail market. The market is growing at a sound rate of 11 to 12 percent and accounts for around 10 percent of the country's GDP. The total concept and idea of shopping has change in terms of changing in shopping format, changing in Consumption pattern and changing in social factors such as the social group, social status and so on. With the result of these all changes, consumer's Consumption pattern also changes about the shopping. They are giving maximum importance to organized and modern retailing. Consumer attract with the shopping mall instead of retail baniyas. Modern retailing has entered into the Retail market in the form of dynamic shopping centers, multi-storied malls and the huge complexes that offer shopping, entertainment and food all under one roof in India. In Surat city, there are more than thirty plus retail mall established in last 3 years in total seven zones of city. With the development of malls and changes in above mentioned factors, every mall is full with the crowd of customers every day. These retail malls attract to SURATI people for the convince shopping under one roof. People get couple numbers of the awareness about different brands of the different companies. They also go for purchase and consumption of this all products. People attitude and consumption pattern get drastic change in last three years. This paper tries to examine the changes in consumption pattern of customer after development of mall culture in Surat city.*

Keywords: *Mall Culture, Consumption Pattern, Surat City*

1. INTRODUCTION OF INDIAN RETAIL SECTOR

India's retail sector is estimated to touch US$ 833 billion by 2013 and US$ 1.3 trillion by 2018, with a compound annual growth rate (CAGR) of 10% - which is quite lucrative. The organized Indian retail market is slated to grow at a CAGR of 40%, touching US$ 107 billion by 2013. The Indian retail market is Rs. 19, 48,916 crores as per the Indian Retail Report 2011 by IRIS. Comprising of organized and unorganized sectors, 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. It is estimated that more than 90% of retailing in India falls into the unorganized sector, the organized sector is largely concentrated in big cities. Out of this total Indian retail market, only 6.5 percent is organized but it is definitely growing at a CAGR of 27.69 percent. The retail sales in India amount to US $ 700 billion by 2011 and account for 22 percent of India's GDP by 2011 as per the study conducted by Indian Council for Research on International Economic Relations (ICRIER).

1.1 Mall Culture

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 remains untapped. The malls developed in India due to Population Density, High income and Different buying habits.

In many ways, malls reflect the state of the society. A comparatively young population, rising incomes and busier lifestyles are creating space for malls in the lives of the urban mass affluent. Leisure time is limited and a visit to the mall can do a lot for a busy family — domestic chores like grocery shopping are taken care of and food courts and restaurants save the bother of cooking dinner after hectic shopping, apart from keeping children entertained. Combine this with the consumer's rising purchasing power and his increasing focus on value proposition rather than just price, and malls suddenly start becoming more relevant.

1.2 Consumption Pattern

"Consumption pattern is consisting with the expenses incur by a consumers for different types of the products and for

different types of the segment from their specific period Income."

1.3 A profile of Surat city

Surat, previously known as Suryapur, is a city in the Indian state of Gujarat. It is the administrative capital of the Surat district. The city is located 306 km south of the state capital, Gandhinagar, on the left bank of the Tapti River (Tapi), the center being around 22 km (14 mi) from the river's mouth. Surat has an average literacy rate of 89%, higher than the national average of 79.5%: male literacy is 93%, and female literacy is 84%. Males constitute 53% of the population and females 47%. Gujarati, Sindhi, Hindi, Marwari, Marathi, Telugu, and Oriya are the main languages spoken in Surat. In Surat, 13% of the population is under 6 years of age. Surat also has sizeable Parsi and Jewish populations. A Surat has been divided in different Seven zones namely; North zone, East zone, West zone, South zone, Central zone, South West zone and South East zone. According to the 2011 India census, the population of Surat is 4,462,002.

2. LITERATURE REVIEW

Mittal, Vikas, William Ross and Patrick (1998), conclude that impact of negative and positive attributes in mall directly affect the buying behavior of consumers. They finally go for output that with the development and improvements of these all services and attributes, changes their consumption design.

Trivedi P.R. (2009), find out that the price and features of the products are most influencing features. Gender of the respondents also consider for their purchasing behavior. Occupation also affect to the consumption pattern of the buyers. He also recommends that the changes in demographic profile directly change the consumption pattern of the buyers.

Upadhyay Ajit and Nidhi Sharma (2009), concluded that people go for shopping from mall for certain reasons and attributes those are numbers of customers, atmospheres, store music, gender effects, service quality, store distances and so on. They also said about the relation between these factors and their consumption ratio. If these all factors and attributes in positive manner, that time the purchasing or consumption pattern is high and vice versa.

Kowinski (2010), with the development of Shopping mall, consumers needs have changing. Mall offer fast foods courts, restaurants, video arcades, movie theatre, beauty salons, game zone and so on. With the establishment of shopping mall, people' needs also change and take an upward direction from lower to highest one.

Smith and Spark (2011), the decline in the number of small shops has different implications upon its existing customers depend upon location and alternative options to shop. The closure of a local neighborhood shop with superstores nearby would affect the residents of a local neighborhood differently compared to the closure of the only shop in a small locality without a superstore nearby. Various arguments have been made in the support to the only shop in a locality, arguing that they play an important vital role in the community and work as a support network of the locality.

Mishra M.S. (2011), studied that in organized outlet, which indicates that there is no "Single Loyalty". While in organized outlets, consumer buys essentially convience goods with low level of risk, in traditional retail, they buy essentially products of more involvement, which requires a more complex buying behavior. The result of her study also shows that consumer's evok price and conviences for not buying certain goods in traditional retail, which revels an attempt to optimize their time and money.

Underhill (2012) The study done by revealed that, shopping is very distinctive in nature, its more to just purchasing what one wants but it also includes the customer"s acceptance of the product, brand or stores as well, using multiple senses like-seeing, smelling, tasting, hearing and even tasting (at times).

3. METHODOLOGY

Consumers'shopping behaviors and mall preferences will empower worldwide retailers, domestic retailers, and mall operators to market their products and services more effectively. Research on retail outlay has been conducted in various cultural contexts, but limited empirical studies have been conducted on Indian consumers and their consumption pattern for retail formats—specifically malls and Surat city region. So this paper highly focuses on Consumption pattern of consumer after development of mall culture in Surat city. The purpose of this research is mainly descriptive study. In this study, Survey method has been used. Researcher adopts various types of products, store attributes and Service attributes which attract to consumer and with the impact of it, their consumption pattern has been change directly. Researcher preferred to use first quota sampling and then convinced sampling. Researcher divided the whole Surat Market into Seven different zones (as mention above) and then select twenty respondents from each zone who come out from retail mall after shopping. A researcher used quantitative data and collect data with the used of structured questionnaire. In this way, researcher attended total 140 samples overall Seven zones of Surat city. For the data analysis, the data was tabulated in excel sheet and analyzed using SPSS (Statistical Package for Social Science). Factor analysis and t-test were applied for data analysis.

4. OBJECTIVES OF THE STUDY:

- To know the most favored retail attributes adopted by mall which play a vital role for change in consumption pattern of Surat city final users.
- To find out the role of different demographic factors such as of age, income, occupation and gender in the changes in consumption of retail consumers.
- To determine the influence on the consumption pattern of marketing mix variables using by mall such as products, promotions and packaging, of Surat city retail consumers.

5. HYPOTHESIS OF THE STUDY

H_0 = There is no significant difference between Numbers of Consumer who Purchase the group of Products from mall before three years and recent years.

H_1 = There is significant difference between Numbers of Consumer who Purchase the group of Products from mall before three years and recent years.

6. DATA ANALYSIS

In this research paper researcher select total 140 respondents. From these respondents, 102 are the female respondents and rests of the 38 are male respondents [See table 1.1]. This is shows that in Surat, mainly shopping have been done by female. These respondents also divided in age group from 16-20 to 51-60. Here, maximum shopping has been done by the age group 21-30 and age group 31-40 years which numbers are 55 and 43 respectively[see table 1.2] which indicates customers under other age group fall, not maximum aware with the shopping and they don't have more interest in shopping. As per the income level whose income is 31,000-40,000 and 41,000-50,000 are purchasing from mall. They give maximum priority to mall shopping instead of retail baniyas stores. There are only 10 respondents whose income are more than 50,000 and go for shopping from mall [see table 1.3]. From these all respondents, maximum respondents are the house wife. There are total 102 female respondents and among them 68 are the house wives and rest of the 34 female connecting with either students or doing job or self employees [see table 1.4].

Table 1: Numbers of Consumer who Purchase the group of Products from mall

Products	Before three years	Recent Year
Dairy Products	52	118
Beverages	29	121
Vegetables	57	59
Clothing	45	97
Toys	29	57
Grocery	76	140
Household appliances	41	83
Entertainment	18	105
Furniture	29	69
Footwear	56	115
Jewelry	21	46
Books	31	32
Kitchen Utility	6	19
Frozen foods	2	58

Table 1.3: Income of Respondents:

Income	Frequency	Percentage
11,000 to 20,000	20	14
21,000 to 30,000	31	22
31,000 to 40,000	47	34
41,000 to 50,000	32	23
51,000 to more	10	7

Table 1.4: Occupations of Respondents

Occupation	Frequency	Percentage
Students	22	16
Self Employees	23	16
Job	29	20
House wife	68	48

Table 1.1: Gender of respondents

Gender	Frequency	Percentage
Male	38	27
Female	102	73

Table 1.2: Age of Respondents:

Age Group	Frequency	Percentage
16 to 20	14	10
21 to 30	55	39
31 to 40	43	31
41 to 50	24	17
51 to 60	4	3

A researcher also analyses about regular purchaser who take frequent visit of mall for shopping purpose before three years and recent time. That time he get drastic variation between before three years visit and recent time visit. There are 35 respondents who never take a visit of mall before three years and currently they take frequent visit of it. Before three years, 38 respondents had taken regular visit of mall while this number increases and reach at 96 in terms of regular visit [see table 2]. In this term, we can see, people interest has been increases towards mall culture. Research also shows that before three years maximum numbers of people took a visit of retail mall 2-3 and 3-4 times in a month while today maximum numbers of people take a visit of mall 4-5 times in a month [see table 3]. This also shows that people interest and awareness has been increases towards retail mall.

Table 2: Regular Purchaser from Retail mall:

Before three years	Frequency	Recent time	Frequency
Yes	38	Yes	96
No	67	No	44
Never Purchase	35	Never Purchase	-

Table 3: The number of visit taken by consumer before three years and recent time.

Visit in per month	Frequency (Before Three Years)	Recent Time
0 time	35	00
1 time	20	15
2-3 times	39	24
3-4 times	38	16
4-5 times	8	86
More than 5 times	-	14
Total	105	120

Table 4: Important store attributes which attract the customer for shopping from mall.

Attributes	Frequency	Percentage
Location	30	21
Promotion offers and Scheme	28	20
Convenient Store hours	18	13
Products under One roof	47	34
Interior and Internal Atmosphere	17	12

The core object and core aspect of the research has been shows in table 4 which indicates the changes in consumption pattern of consumer after development of mall culture in Surat city. Table shows the group of different kinds of products purchase by consumer from Surat city mall before three years and recent time. We can clearly difference between consumption ratios of different kinds of the products. The overall ration has been increases in these three years which clerly shows changes in consumption pattern.

Here, a table is showing that every products consumption ratio go with all time high in three years, namely, only 2 respondents purchased frozen foods from mall before three years while these numbers goes with 58 which all about consumption pattern of consumers. This way every products consumption ratio has been increasing frequently. Entertainment also increased from 18 to 105 which indicate that today people also go for entertainment in a mall. Grocery purchasing ratio also increasing with 64 respondents and go for 140 means that every consumer who takes a visit of mall, surely purchase grocery from there. It also negatively impact on unorganized retail or Kirana store on a negative way. Nowadays people give maximum priority to mall and their consumption pattern really change at a time of purchasing when we see the data of foot wear, house hold, kitchen utility and so on.

Store attributes also play a major role to attract the consumer for buying and with reason of it, their consumption pattern also change. Maximum respondents go for shopping from mall because they get multi numbers of the products under one roof. While some respondents go for take an advantage of promotion offers and scheme serve by retailer. Customer also gives priority to other attributes like location, convenient store hours for shopping and interior and internal atmosphere. [see table 4]. Same like attributes, consumer also gives maximum priority to services given by mall. Maximum customer attract with mall with the reason of easiness in shopping in mall. Some customer also attract with staff behavior and food court facility given by mall in inside of the mall. Some what this service factors also play a vital role to impress customer towards shopping from mall and this direct change their consumption pattern.[see table 5]

Table 5: Important store Services which attract the customer for shopping from mall.

Services	Frequency	Percentage
Convenient Parking	24	17
Friendly Staff	28	20
Creche Facility	3	2
Entertainment and Game zone	21	15
Food court facility	24	17
Easiness in Shopping	40	29

7. FINDINGS

For testing the hypothesis by t – test procedure, t- test is applied. From the calculation, researcher has find out the value of t – test is 0.00051.Here the t value is less than 0.05. Hence, the given hypothesis is rejected. So there is significant difference between Numbers of Consumer who Purchase the group of Products from mall before three years and recent years. It is clearly shows that there is change in consumption pattern of consumer after development of mall culture in Surat city.

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