



“An Explorative Study of Factors Influencing the Shopping Mall Culture in the Vidarbha Region”

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Abstract:

The shopping mall culture has been increasingly pervasive in India, transforming consumer behaviour and impacting local economies. This study explores the factors influencing the adoption and growth of shopping mall culture specifically within the Vidarbha region, Maharashtra. Through a mixed-methods approach involving a literature review, survey questionnaires, and descriptive statistical analysis, we identify key drivers and barriers to mall patronage. Demographic factors, economic conditions, consumer perceptions, and mall attributes are examined for their influence. The findings provide valuable insights for mall developers, retailers, and policymakers aiming to understand and leverage the growing shopping mall culture in the Vidarbha region.

Keywords: Shopping Mall Culture, Consumer Behaviour, Vidarbha Region, Retail, Economic Influences, Demographic Factors, Mall Attributes.

1. Introduction:

The retail landscape in India has undergone a significant transformation over the past few decades, spearheaded by the rise of organized retail and the proliferation of shopping malls. Once limited to metropolitan cities, shopping malls are now increasingly penetrating tier-II and tier-III cities, marking a shift in consumer behaviour and lifestyle. The Vidarbha region, encompassing districts like Nagpur, Akola, Amravati, and Chandrapur, presents a unique context for understanding the dynamics of this evolving shopping mall culture.

While the allure of modern retail and diverse offerings is undeniable, the adoption rate and success of shopping malls are influenced by a complex interplay of factors, varying across different regions. Understanding these factors is crucial for stakeholders in the retail sector to tailor their strategies and cater to the specific needs and preferences of the Vidarbha consumer.

This study aims to explore these influencing factors within the Vidarbha region, focusing on demographic, economic, social, and mall-related aspects. By identifying key drivers and potential barriers, this research contributes to a better understanding of the emerging shopping mall culture in this region and provides valuable insights for its sustainable growth.

2. Literature Review:

Previous research on shopping mall culture in India and related regions has identified several key factors influencing consumer behaviour.

- **Demographic Factors:** Studies have shown that age, income, education, and family size significantly impact mall patronage. Younger demographics are often more

inclined towards mall culture due to its social and entertainment aspects (Gupta & Singh, 2012). Higher income levels generally correlate with increased spending at malls (Kumar & Ghosh, 2010).

- **Economic Conditions:** Economic growth, disposable income levels, and employment rates are crucial macro-economic drivers of retail consumption and, subsequently, mall success. A thriving economy provides consumers with greater purchasing power, making mall visits more frequent and affordable (Jain & Srivastava, 2008).
- **Consumer Perceptions & Attitudes:** Consumer perceptions regarding the value proposition offered by malls, including convenience, variety, ambience, and entertainment, play a vital role in shaping their shopping behaviour (Mathur, 2005). Trust in brands, perceptions of quality, and price sensitivity also influence purchasing decisions within malls.
- **Mall Attributes:** Factors such as mall location, accessibility, parking facilities, store mix, cleanliness, security, and promotional events are directly linked to attracting and retaining shoppers (Teller & Reutterer, 2008). The availability of entertainment options like movie theatres, food courts, and gaming zones significantly contributes to the overall mall experience and its appeal.

3. Research Methodology:

This study employs a mixed-methods approach, combining quantitative and qualitative data collection techniques to gain a comprehensive understanding of the factors influencing shopping mall culture in the Vidarbha region.

- **Data Collection:**
 - **Survey Questionnaire:** A structured questionnaire was administered to a sample of residents in key cities within the Vidarbha region (Nagpur, Akola, Amravati, & Chandrapur). The questionnaire focused on demographic characteristics, shopping habits, perceptions of shopping malls, and attitudes towards various mall attributes.
 - **Sample Size:** A sample size of 300 respondents was targeted, ensuring a representative distribution across different demographic segments.
 - **Sampling Technique:** A convenience sampling technique was used to select respondents who frequent shopping malls in the identified cities.
- **Data Analysis:**
 - **Descriptive Statistics:** Descriptive statistics (mean, standard deviation, frequencies, percentages) were used to analyze the demographic characteristics of the respondents and their shopping habits.

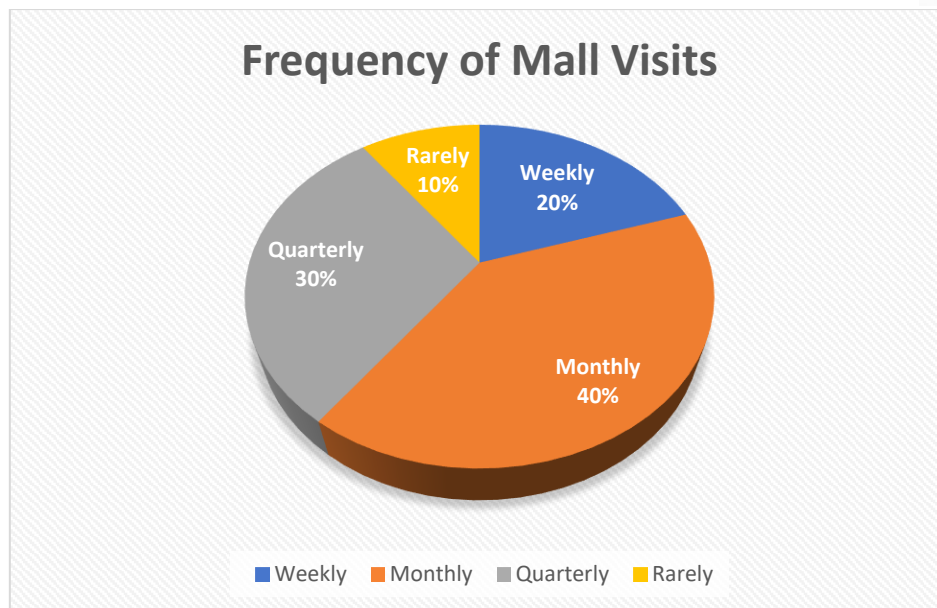


4. Results and Discussion:

4.1 Demographic Profile of Respondents:

Demographic Variable	Category	Frequency	Percentage
Age	18-25 years	90	30%
	26-35 years	120	40%
	36-45 years	60	20%
	46 years and above	30	10%
Gender	Male	160	53.3%
	Female	140	46.7%
Education	High School	45	15%
	Bachelor's Degree	150	50%
	Master's Degree	90	30%
	Professional Degree	15	5%
Monthly Income	Below INR 25,000	60	20%
	INR 25,001 - INR 50,000	135	45%
	INR 50,001 - INR 75,000	75	25%
	Above INR 75,000	30	10%

Figure 1: Frequency of Mall Visits



4.2 Key Findings:

- **Age and Mall Patronage:** The younger demographic (18-35 years) exhibited a significantly higher frequency of mall visits compared to older age groups. This suggests that malls are perceived as social hubs and entertainment destinations by the youth.
- **Income and Spending:** A positive correlation was observed between monthly income and average spending per mall visit. Respondents with higher incomes were more likely to make purchases across a wider range of product categories within malls.
- **Consumer Perceptions:** Respondents valued the convenience of having a variety of stores under one roof, the availability of branded products, and the overall ambience of shopping malls. However, concerns were raised regarding higher prices compared to local markets.
- **Mall Attributes:** Store mix, parking availability, and cleanliness were identified as the most important mall attributes influencing consumer satisfaction. Accessibility and promotional events also played a significant role.
- **Entertainment Factor:** The presence of food courts and movie theatres was a major attraction for mall-goers, contributing to longer dwell times and increased spending.

5. Limitations and Future Research:

This study has certain limitations, including the use of convenience sampling and a limited sample size. Future research could employ more robust sampling techniques and expand the sample size to enhance the generalizability of the findings. In-depth qualitative interviews could provide richer insights into consumer motivations and experiences. Furthermore, longitudinal studies could track the evolution of shopping mall culture over time and assess the long-term impact on the local economy.



6. Conclusion:

This study provides an exploratory understanding of the factors influencing the shopping mall culture in the Vidarbha region. Key findings highlight the significance of demographic factors, economic conditions, consumer perceptions, and mall attributes in shaping consumer behavior.

The results suggest that mall developers and retailers should focus on:

- **Targeting Younger Demographics:** Creating experiences that appeal to the younger generation, such as social events, gaming zones, and trendy merchandise.
- **Offering Value for Money:** Balancing premium offerings with affordable options to cater to a wider range of income levels.
- **Enhancing the Mall Experience:** Continuously improving mall amenities, store mix, and promotional activities to create a compelling shopping destination.
- **Improving Accessibility:** Addressing concerns regarding parking and transportation to make malls more accessible to a larger population.

By understanding and addressing these factors, stakeholders can effectively leverage the growing shopping mall culture in the Vidarbha region and contribute to its sustainable development.

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Appendix: Questionnaire

Section 1: Demographic Information

1. Age: _____



2. Gender: Male ☐ Female ☐
3. Education Level:
 - High School ☐
 - Bachelor's Degree ☐
 - Master's Degree ☐
 - Professional Degree ☐
4. Monthly Household Income (INR):
 - Below 25,000 ☐
 - 25,001 - 50,000 ☐
 - 50,001 - 75,000 ☐
 - Above 75,000 ☐
5. Occupation: _____
6. Family Size (Number of Members): _____

Section 2: Shopping Mall Usage

1. How frequently do you visit shopping malls in Vidarbha?
 - Weekly ☐
 - Monthly ☐
 - Quarterly ☐
 - Rarely ☐
 - Never ☐
2. On average, how much time do you spend in a shopping mall per visit?
 - Less than 1 hour ☐
 - 1-2 hours ☐
 - 2-3 hours ☐
 - More than 3 hours ☐
3. On average, how much money do you spend per visit to a shopping mall? (INR)
 - Below 500 ☐
 - 500-1000 ☐



- 1001-2000 []
- Above 2000 []

4. What is your primary purpose for visiting shopping malls? (Select all that apply)

- Shopping for Apparel []
- Shopping for Electronics []
- Shopping for Groceries []
- Dining at Restaurants/Food Court []
- Watching Movies []
- Socializing with Friends/Family []
- Window Shopping []
- Other: _____

Section 3: Consumer Perceptions of Shopping Malls

Please rate your agreement with the following statements on a scale of 1 to 5 (1 = Strongly Disagree, 5 = Strongly Agree)

Statement	1	2	3	4	5
Shopping malls offer a convenient shopping experience.					
Shopping malls provide a good variety of stores and products.					
Prices in shopping malls are higher compared to local markets.					
I find the atmosphere in shopping malls to be enjoyable.					
Shopping malls are a good place to socialize with friends and family.					
Shopping malls offer a good entertainment experience.					
I prefer shopping in malls compared to traditional markets.					
I trust the brands sold in shopping malls.					

Section 4: Importance of Mall Attributes

How important are the following mall attributes to you when deciding which mall to visit?
 Rate on a scale of 1 to 5 (1 = Not Important at all, 5 = Extremely Important)



Attribute	1	2	3	4	5
Location and Accessibility					
Parking Availability					
Cleanliness and Hygiene					
Security					
Store Mix (Variety of Stores)					
Presence of Entertainment Options (Movies, Games)					
Presence of Food Court/Restaurants					
Promotional Events and Discounts					
Ambience and Design					
Customer Service					