



An Exploratory Study: The Shopping Mall Emerging As Consumer Habitat

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Abstract:

It has been experimental that shopping campuses are a contemporary form of leisureliness for the imminent generations. Shopping malls have ominously renovated the picture of the retailing segment in India. This transformation has also presented manifold relaxation elements into shopping spaces that fascinate the customers. The shopping center's bid innumerable amusing activities that upsurge customer retention. The shopping complexes have become expressively heard as they offer leisureliness to social groups and affect consumer culture and consumer behaviour. The core premises of several malls are mounted to bear a resemblance to city streets or the lifestyle of cities which stretches it with an apparent appearance of arcades within the city. There is a momentous association between shopping malls and the frivolous facilities offered by them. It has been witnessed that various elements like recreational venues, shopping leisure spots, and glancing attract people and raise the footfall of the malls.

In the premises of the malls, customers are presented with a huge variability of goods and services which encourages them to engage in different behaviours. The most communal consumer engagement is reflected through the purchase of these goods and services. The basic objective of this research paper is to determine the benefits that a shopping mall provides in terms of customer environment. Data for research is gathered from primary sources such as personal interviews with customers visiting various malls and through online electronic questionnaires from around 98 respondents, as well as secondary sources such as online journals research papers various online sites, etc.

Keywords: Habitat, Shopping malls, Complexes, Goods, Consumers.

Introduction:

The phrase habitat is usually cast off to designate the assortment of resources in the ecological system. Resources may hold physical or biotic physiognomies that endure in an unambiguous zone and facilitate the survival of a specific species. As we have studied habitats encompass biotic (living) as well as abiotic (non-living) elements. We human beings are referred to as living species termed as biotic elements of the ecological system. For example, we are biotic variables and we live in our homes along with our near and dear ones such as our relatives or even our pets which are biotic (living). The abiotic variables or components that we are surrounded by may be our homes and their infrastructure within including our bed, the food we eat, personal items we use, etc. In shopping malls, we discover certain biotic factors that are active and dependent on each other as well as abiotic factors that are independent. Biotic which are dependent on each other such as consumer's goods and service providers and abiotic factors like the retail stores, and amenities accessible by these retail stores. Because the dependent, biotic

components and abiotic components come together under one roof to serve and satisfy the customer preferences and needs shopping malls can be characterized as consumer habitats.

Shopping malls which gained a substantial reputation in the early 20th century, showcase a momentous part in advancing the performance of the retail sector in India. The Shopping malls have transmuted the scenario of the retail industry by satisfying the dynamic needs preferences desires of customers. Shopping complexes offer contemporary designs and manifold variations of product lines and products to the customers. Shopping malls offer convenient accessibility and pleasurable experiences to customers. They have also become a fragment of free time outlay, entertainment centers, and social congregating locations for an enormous quantity of people.

Review of Literature

Misra, P. K., & Verma, A. (2023) this study aimed to examine how mall features affect visitor happiness and behavioral intents. The researcher observed the various demographic profiles of society to conclude the types of people who are

most prone to stopover malls. An attempt to comprehend the numerous motives for visiting the countless visitor profiles was made in this study. The accomplishment and long-term practicability of the shopping tourism sector hinged on a deeper comprehension of the characteristics of shopping malls in predicting visitor shopping satisfaction. By offering appealing and practical shopping experiences, mall managers and businesses may find it beneficial to promote repurchase intention, loyalty, and the desire to employ additional time at the shopping centers.

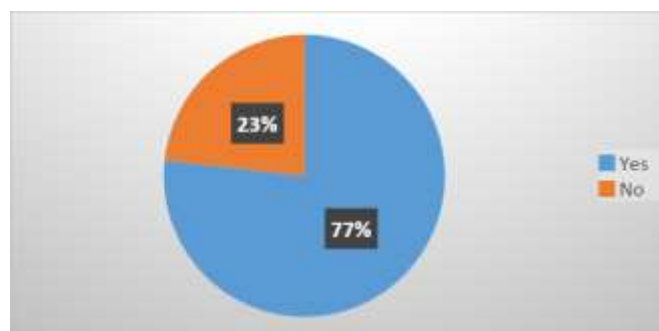
Ahmed, Z. U., Ghingold, M., & Dahari, Z. (2007) evaluated foreign consumers' attitudes towards malls in a non-Western nation—specifically, Malaysia. Analysis revealed that compared to somewhat older respondents, younger respondents had more positive attitudes or shopping inclinations towards malls. The post-secondary students were regular and in-depth mall patrons. Over one-third of the participants reported visiting three or more distinct retail centers in the preceding thirty days. The buying habits were initiated to be comparable to those of Western consumers in earlier research on shopping.

Swinyard, W. R. (1998) focused on how shopping's hedonic and utilitarian values affected the patronage concerns in retail agglomerations, precisely about consumer behavior and perceptions of these organizations. The empirical investigation was grounded on an analysis of how agglomerations would induce hedonistic and utilitarian consumer categories. The findings indicated that, in comparison to utilitarians, hedonists are more likely to be female, lower and has individual earnings with lower levels of education.

Chen, Y.-W., & Ma, J.-W. (2013) aimed to examine the factors that influenced online shopping and highlight the aspects that affected customers' online shopping decisions. This was proficient by examining the elements that drove customers to shop online and investigating welfare such as expediency, security, rapid distribution, affordability, and a larger selection. In addition, the study projected the benefits that online shoppers experienced as well as the things that deter them from completing purchases.

Data Analysis:

1. Do you visit shopping malls?



Sudirjo, F., & Tjahyadi, I. (2023) evaluated the variables touching Indonesian consumers' implementation of internet purchasing. The findings displayed that significant variable impacting Indonesian consumers' adoption of online shopping comprised professed utility, apparent simplicity of use, website design quality, trust in online buying, online shopping experience, and website security. The results implied that to boost customer trust and adoption, online merchants and marketers should ponder on civilizing the usability and security of their online purchasing platforms. To encourage Indonesian consumers to purchase online, officials should also contemplate about making additional investments in e-commerce infrastructure development and raising consumer knowledge.

Akram, U., Khan, M. K., Hui, P., Tanveer, Y., & Akram, Z. (2018) explained how people were progressively likely to shop online and how e-commerce was mounting rapidly in the contemporary era. This article's objective was to evaluate the association concerning online instinct acquiring and website excellence. The moderating possessions of sales promotions and online impulse buying were examined in this paper. The consequences validated that the effects of undesirable emotions have not been efficacious, all exogenous factors and the positive impact of emotions do influence online impulsive buying.

Objectives:

1. To analyze the success of malls as a consumer habitat.
2. To determine the shopping mall visitors' consumption activities.
3. To highlight the elements that result in the mall being maximized as a consumer habitat.

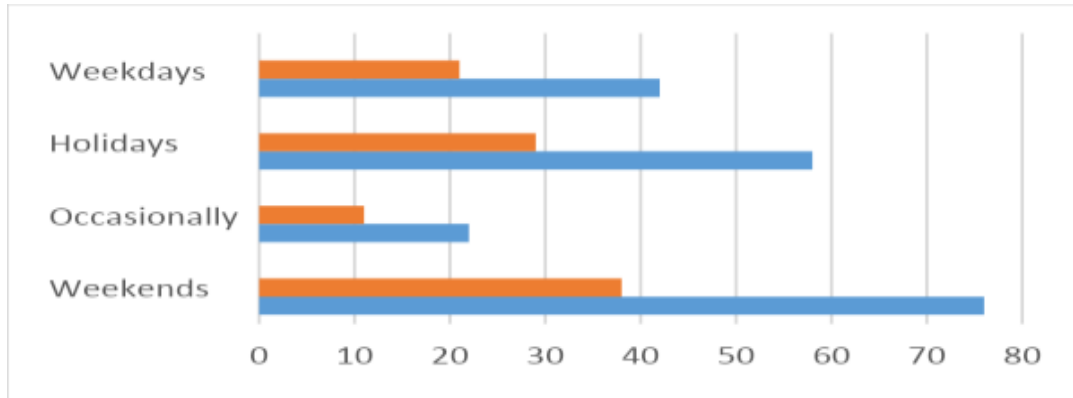
Methodology:

The data for research purposes is acquired from both sources' primary and secondary. The secondary sources namely comprise online journals, research papers, numerous websites, etc. The primary sources encompass conducting in-person interviews with consumers visiting different malls and collecting data via an online electronic questionnaire from about 198 respondents.

It has been observed that the majority of the respondents visit malls 77%, 152 in numbers prefer visiting the organized retail sector and a few

respondents, 46 don't prefer visiting the organized retail sector.

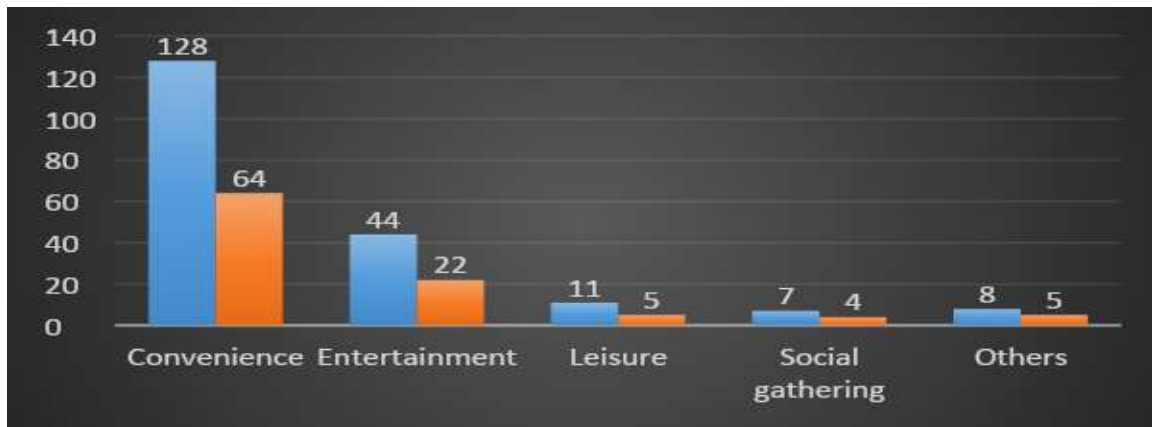
2. When do you prefer going to malls?



A maximum number of respondents 76 (39%) often visit malls on weekends, 11% of respondents (22) visit occasionally in malls, 58

respondents 29% visit malls only on holidays, and the remaining 42 respondents that is 21% visit malls on weekdays.

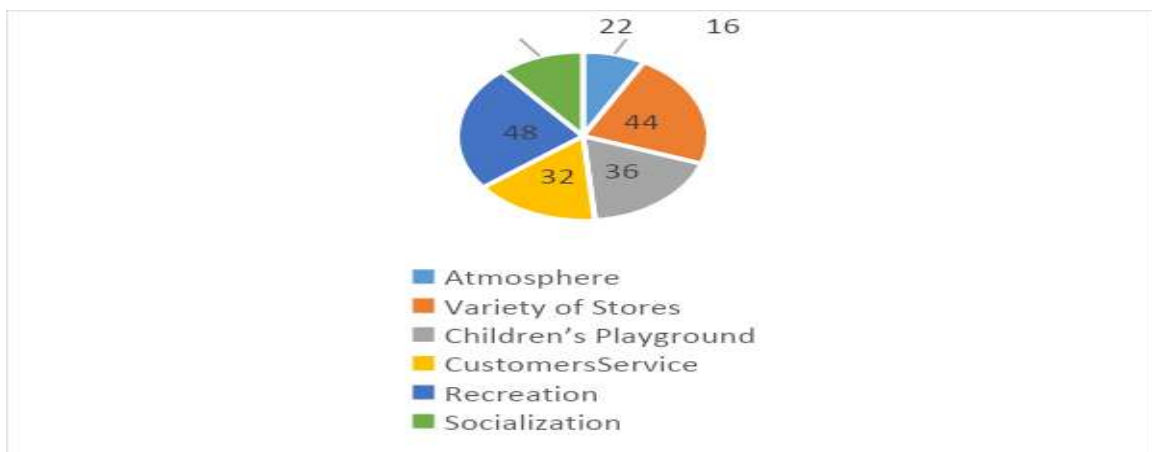
1. Why do you visit malls?



Respondents in large numbers 128 more than 50% visit malls to enjoy convenience, whereas 44 respondents 22% visit malls for entertainment venues, a very small % of people visit malls for

Leisure, Social gatherings which sum up to 14%, and the remaining 8 respondents visit malls for other reasons such as malls in residential vicinity.

2. What attracts you to visit malls?



It is evident that the majority of the respondents visit malls (25%) to enjoy recreational facilities, 22% of the respondents 44 out of 198 are

impressed by the variety of services provided by the malls, and the least number of respondents 16 around 8% prefer to enjoy the ambiance in malls.

Conclusion:

The study captures that malls have turned up to be the epitome of status for people especially those living in the center of metropolitan cities. Shopping malls have gained significant importance and have become a part of modern lifestyle. Numerous small promotional activities undertaken by shopping complexes encourage people to visit malls. They also provide numerous sets of attractions which increase the footfalls in the malls. Research has highlighted that huge, enclosed premises offering various brands under one roof that is malls as society's consumer habitat. Consumers behave differently and also perceive the dimension of convenience variably to gain benefits from malls.

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